

# Sacramento Region 511

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**SIEMENS**

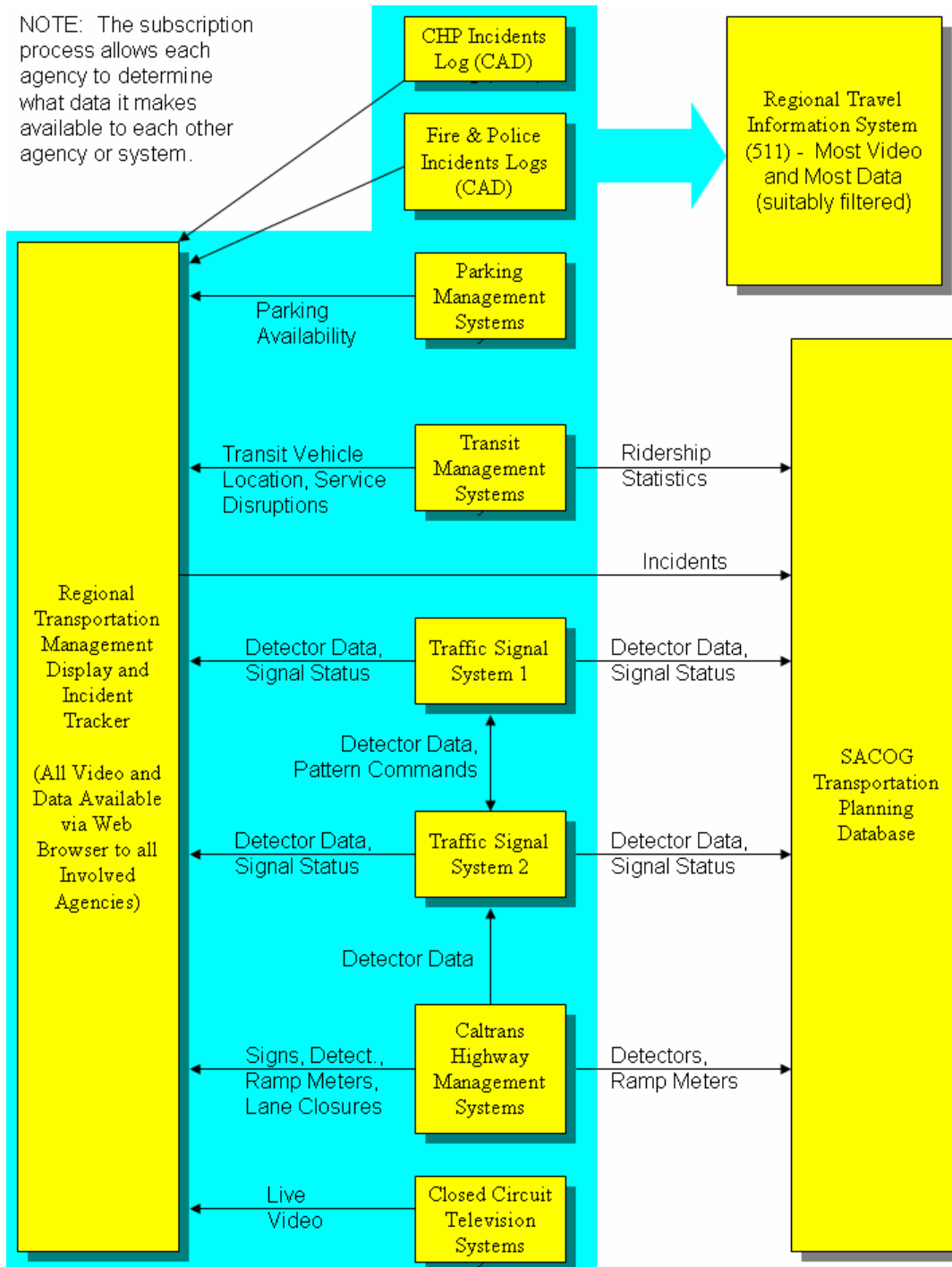
# Current Sacramento Region 511

- Phone service provides only re-directions (CHIN, transit operators, carpooling, Amtrak, Bay Area 511)
- Web site is only links to BeatTheTraffic.com, CHP Incidents, Caltrans cameras, etc.
- No collection and direct dissemination of information.
- No uniform user interface for information delivery.

# STARNET

- SACOG purchasing software to:
  - Collect incident information from all sources and local agency operators (traffic and transit)
  - Collect traffic flow data and automatically determine slow downs
  - Monitor light rail vehicle locations
  - Consolidate CCTV camera views (traffic and transit)
  - Facilitate information exchange and coordination between operating agencies (traffic, transit, emergency response)

NOTE: The subscription process allows each agency to determine what data it makes available to each other agency or system.



# STARNET Concept

- Connect existing data sources – no new sources.
- Extract information needed by travelers and operators.
- Consolidate & make uniform.
- Allow existing agency operators to add/edit.
- Web map for operators.
- Similar map for travelers.
- Phone-ready incident information.
- Aim for quality information and ease of use.
- Allow for expansion.

# Upgraded 511

- STARNET will provide data to 511 phone service and 511 web site.
- Phone will then offer area-specific traffic information by route, including incidents and slow downs, and return-to-menu.
- Also parking info for downtown garages.
- Web site will have one map for all information (traffic and transit) and cameras, with table view (list) options.
- Limited travel time information on web site.

# Time Schedule

- STARNET implementation in phases during 2008-2010.
- 511 upgrade in 2008. Ready to accept information from STARNET as it becomes available.

The End

# Users of Multiple 511 Systems

- Adjacent 511 phone services as menu options – call transfer.
- Publicize 10 digit number(s) – toll free?
- Information replication.
  - Independent overlapping of coverage area.
  - Information sharing/exchange.
- Systems integration.
  - Integrated menu.
  - Hierarchical or peer-to-peer?



*Traffic, Transit and Commute Info*

# **California 511 Workshop**

## **March 3, 2008**

*Recent 511 Deployer  
Updates/ Issues*





# San Diego 511 Program

- San Diego Region Launch
  - February 21, 2007
  - Partners (Caltrans, CHP, MTS, NCTD & SD SAFE)
  - Telephone & Web
- 1<sup>st</sup> Year
  - One Million Users (726,000 calls, 370,000 Web)
  - Highway Signs (11,900 to 14,500 calls per week)





# System Architecture



Private Sensors



Traffic Data



Transit Data



Operations Data

## Baseline Services

Web  
Telephone  
Public Access TV Broadcast



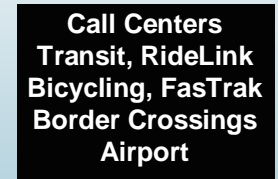
Traffic



Transit



Roadside Aid



Call Centers  
Transit, RideLink  
Bicycling, FasTrak  
Border Crossings  
Airport



## Value Added Services

Push Info  
Personalized Info  
Referral Services  
Parking Reservations



- Traffic
  - Traffic Conditions (Incidents and Congestion)
  - Driving Times
- Public Transportation
  - Bus, Trolley, COASTER, Paratransit & Commuter Rail
  - Transfer to call center
  - Real Time Bus information
- Roadside Assistance – “Mobile Callbox”
  - Transfer to dispatch center
- RideLink
  - Transfer to RideLink call center
  - Carpools, Vanpools, Commuter services
  - Bicycling
  - GRH
- FasTrak
  - Transfer to Customer service center
- Border Crossing wait times (Otay Mesa, San Ysidro, Tecate)
  - Recorded message
- Airport
  - Transfer to call center

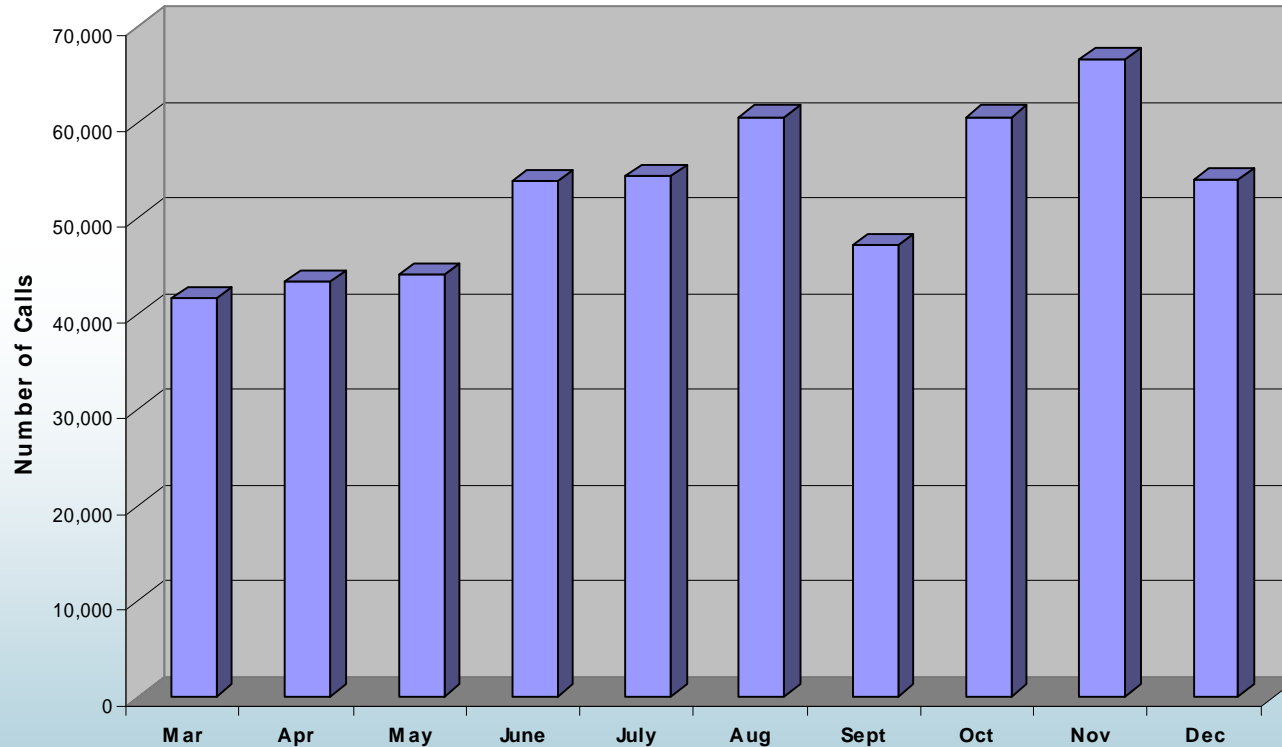




# Phone Usage – Monthly

643,865 Total Calls to 511

**Total Phone Calls by Month**  
March 1, 2007 thru December 31, 2007  
\* Excludes Fire Data

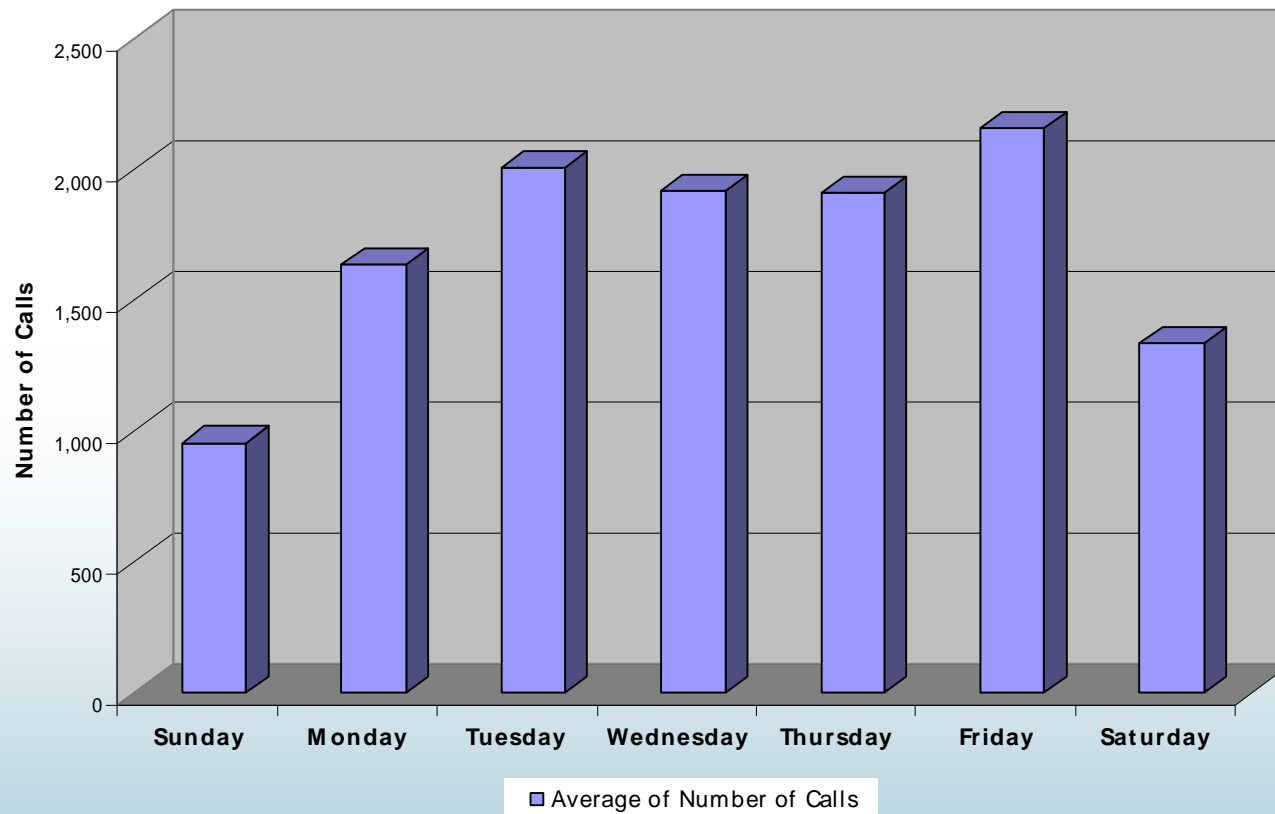




# Phone Usage - Daily

## Average Daily Phone Calls

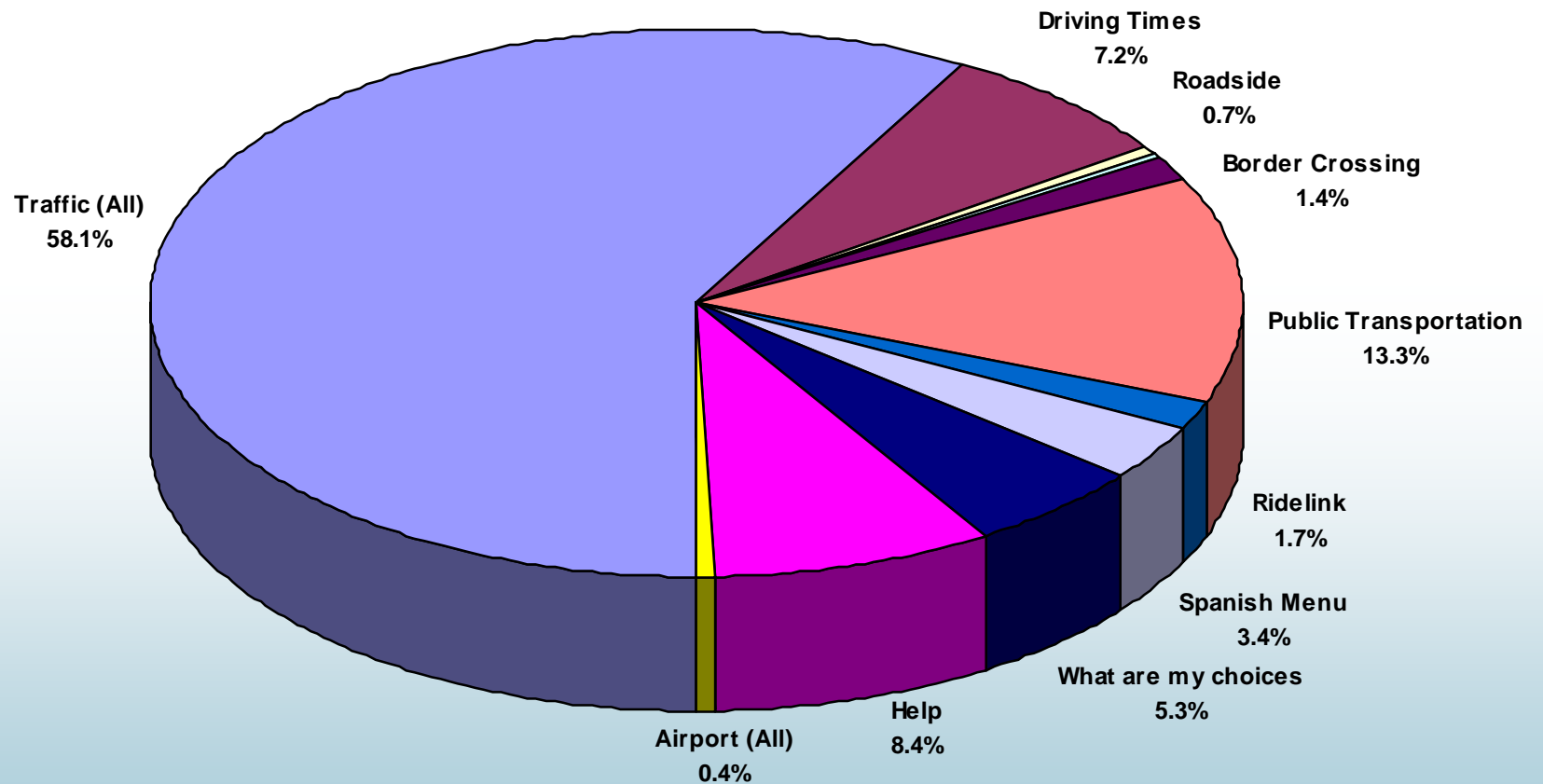
March 1, 2007 to December 31, 2007





# Phone Usage - Mode

## 511 Phone Menu Option Breakdown March 1, 2007 thru December 31, 2007





# Where is my bus?

- Real-Time Bus Information
- Available on 75 Routes
- Transit Survey
  - Survey of Users
  - Reliability Testing
- Stop ID's



## Top Menu

- Traffic
- Transit
- RideLink
- Bicycling
- FasTrak

## Left Side Menu

- 511 Information
- Airport
- Rail
- Roadside Aid
- Border Crossing
- Weather
- Privacy
- Accessibility



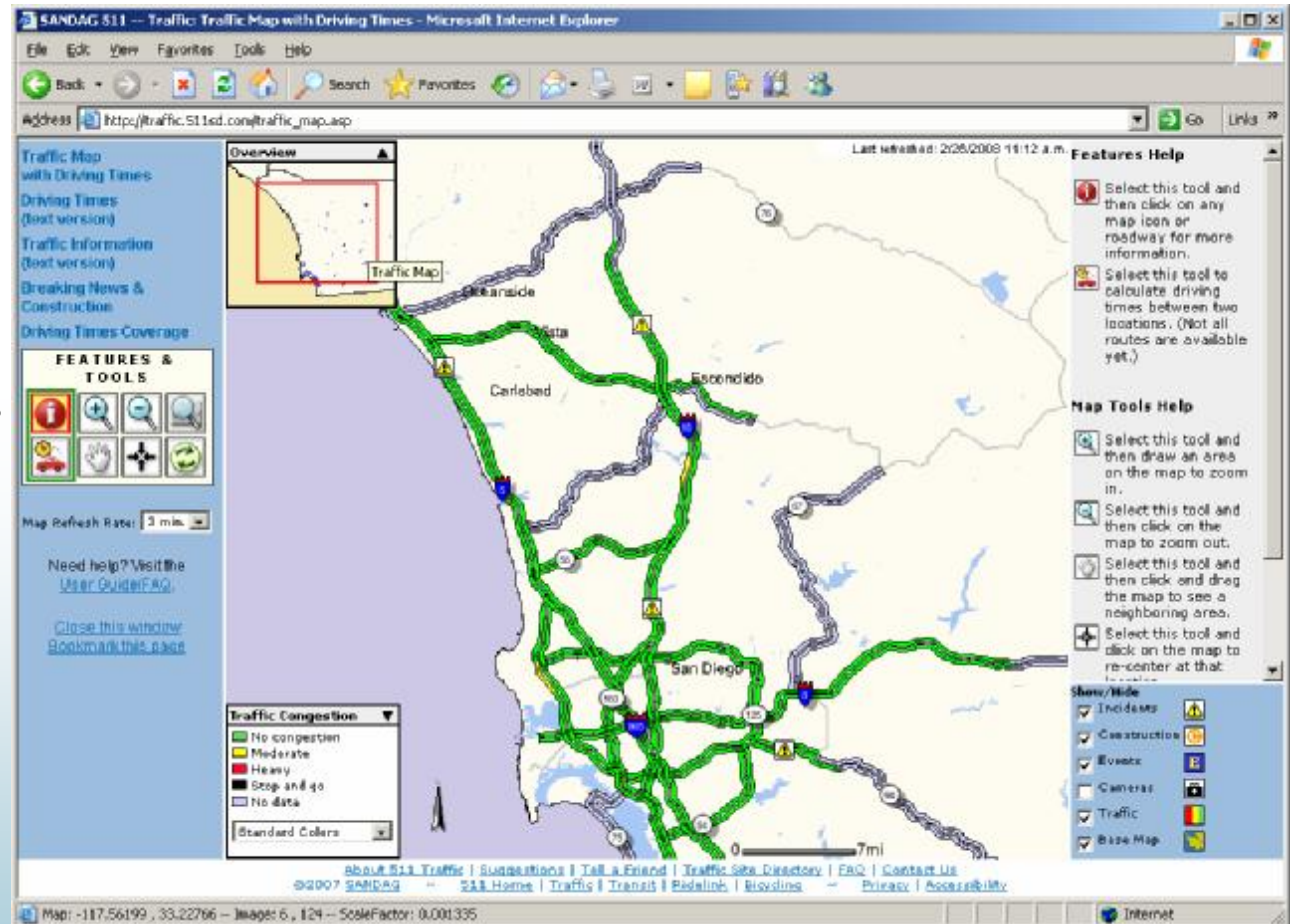
# 511sd.com – New Home

- Traffic
- Transit
- Compass Card
- RideLink
- Bicycling
- FasTrak

The screenshot displays the 511 San Diego website interface. At the top, the 511 logo is accompanied by the tagline "Click. Call. Connect." and the title "San Diego Traffic, Transit, & Commute Info". Navigation tabs for Traffic, Transit, Compass Card, RideLink, Bicycling, and FasTrak are visible. A search bar is located on the left. The main content area features a "Real Time Traffic Conditions" map of San Diego and surrounding areas, with a legend indicating congestion levels: No congestion (green), Heavy (red), No data (grey), Moderate (yellow), and Stop and go (black). To the right of the map is a "Current Driving Times" section listing routes and durations: Sorrento Valley to Oceanside (21 minutes), Downtown San Diego to Oceanside (34 minutes), Sorrento Valley to Escondido (21 minutes), Downtown San Diego to Escondido (28 minutes), and Sorrento Valley to Chula Vista (29 minutes). Below this is a "Transit Trip Planner" form with fields for "From:", "To:", "Date:" (set to 2/22/2008), and "Time:" (set to 4:45 PM), along with radio buttons for "Departure" and "Arrival" and a "Plan Trip" button. The right sidebar contains promotional banners for "Glitter with Diamond Awards", "Join a Vanpool! VPSI Commuter Vanpools 1-800-VAN-RIDE", "Celebrate Ridesharing!", "Improve Your Commute RideLink", and "Get On The FASTRAK". The footer includes the SANDAG logo, navigation links, and logos for partner agencies: Caltrans, MTS, NCTD, and SAFE.



- Traffic Page
  - Regional Traffic Map
  - Real-Time Information
    - § Driving Times
    - § Incidents
    - § Congestion
    - § Construction
  - Highway Camera Views



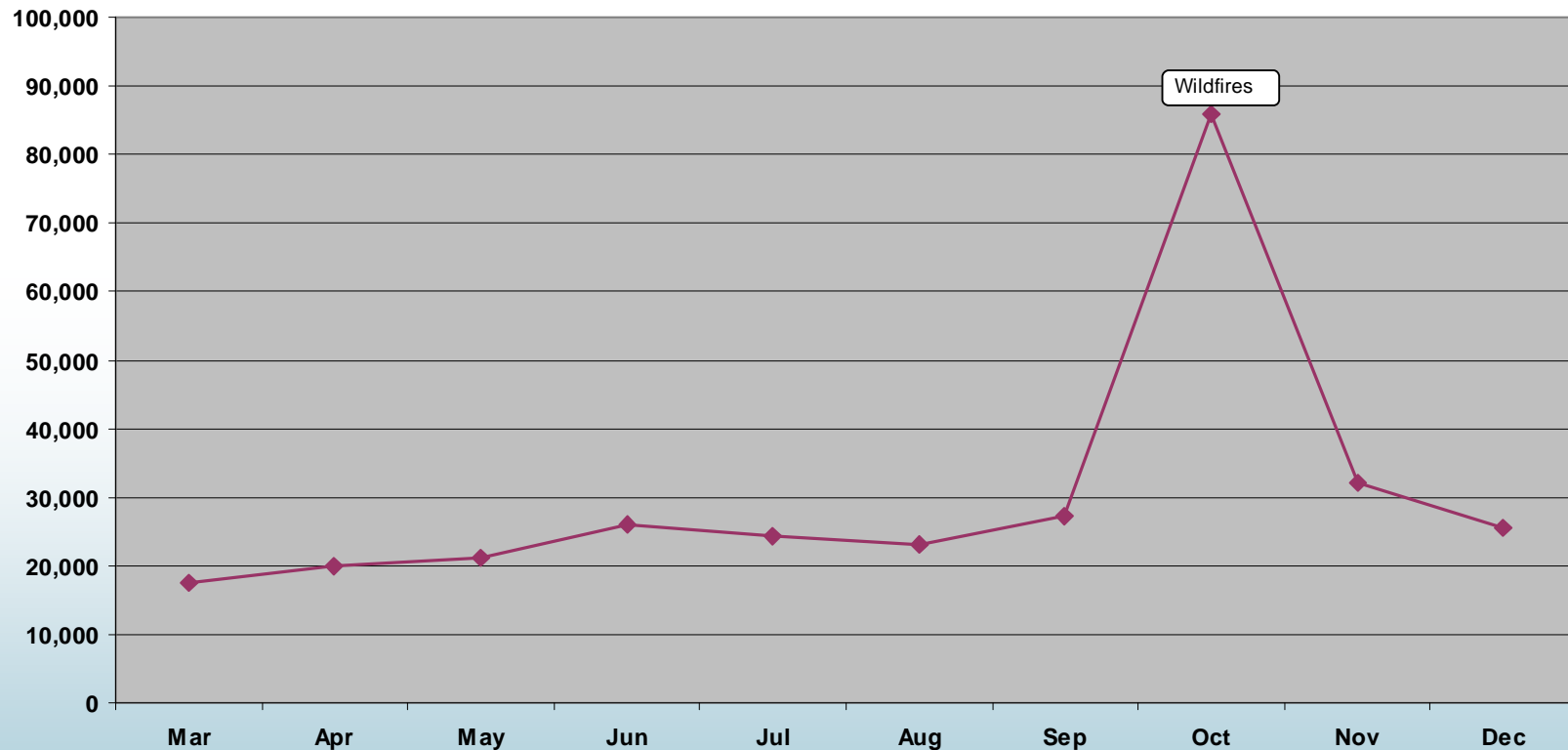


# WEB Usage - Monthly

Total Web Visitors 302,564

## 511 Web Visitors

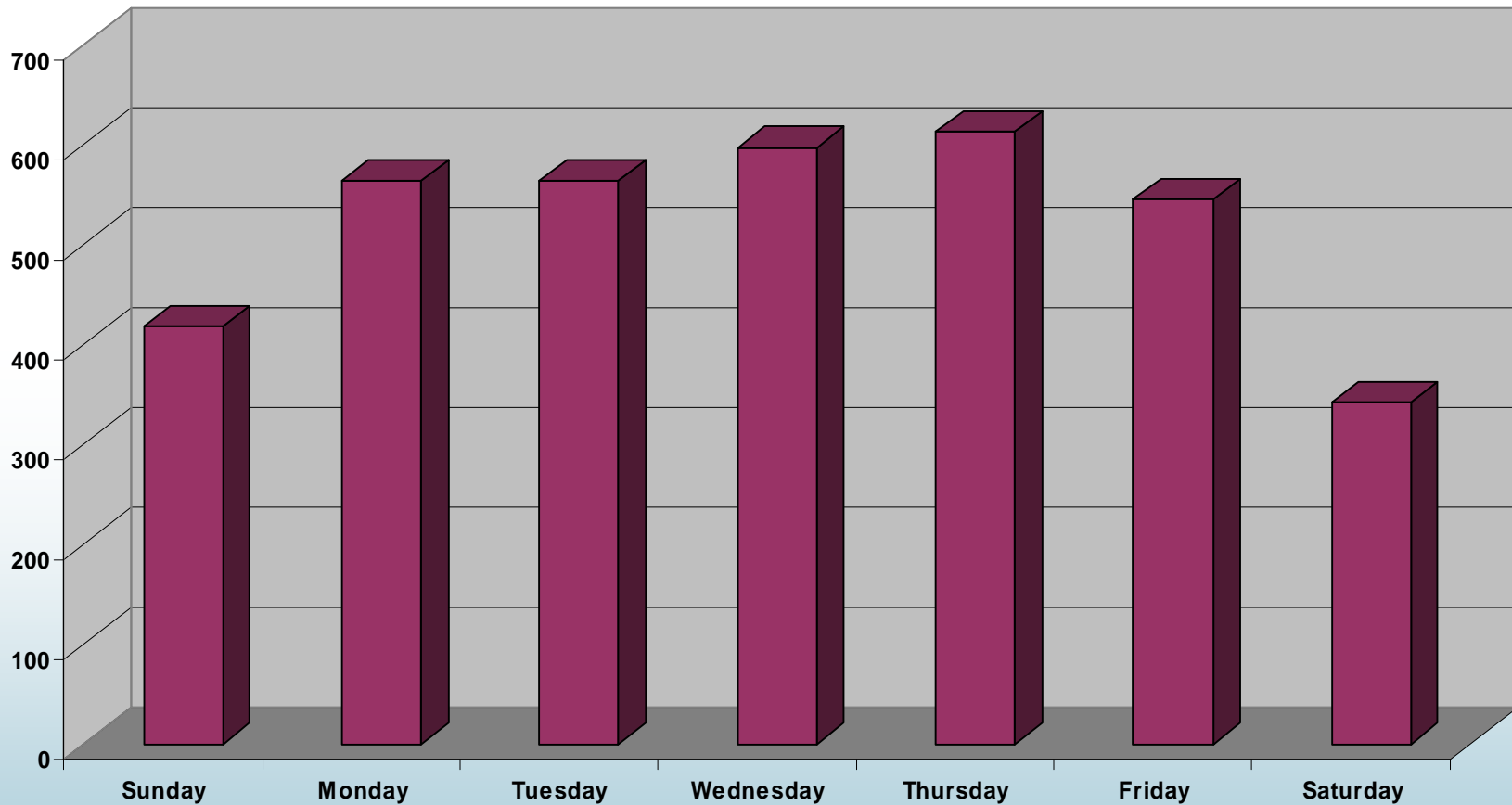
March 1, 2007 to December 31, 2007





# WEB Usage - Day

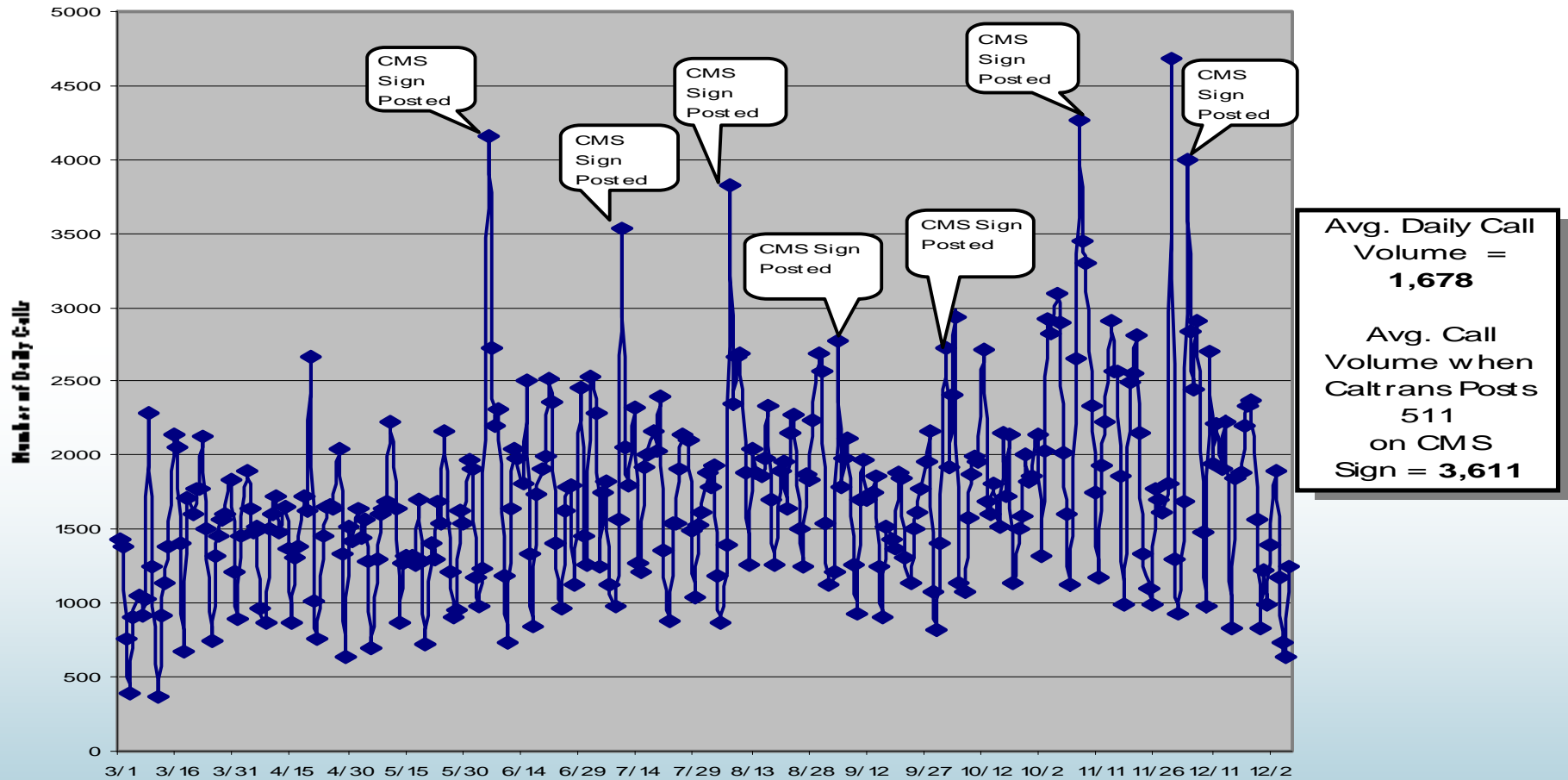
Average Daily Web Visitors



- Strategic Marketing Program
  - Strong agency partnership
  - Caltrans, MTS, NCTD, CHP, and SD SAFE
- Advertising/Public Awareness
  - Cross Linking 511 Web site with Public and Partner agency Web sites
  - Caltrans Highway Changeable Message Signs
  - Branding 511 on SANDAG and Partner agency print material
  - TV/Radio/Print Advertising



## 511 Phone Calls 3/1/2007 - 12/31/2007





# 511 Freeway Signs

- 104 Signs Posted
  - § 34 Highway
  - § 70 Park & Ride
- All Highway Corridors
- All Park and Ride Locations
- Removed 1-800-Commute Signs
- Next steps: 511 Transit signs



- Feed to public access channels
- Live traffic conditions map
  - Incidents
  - Congestion
  - Construction
  - Caltrans cameras
- San Diego region-wide service
- Operational in summer

The screenshot displays a traffic information interface. On the left is a map of the San Diego region with major highways (I-5, I-15, I-8, SR-52, SR-163, SR-54, SR-94, SR-905, SR-805, SR-78) color-coded by traffic conditions. A red box on the map highlights an incident on I-5 north of Lomas Santa Fe Dr. On the right is a live camera feed labeled 'Camera 4 in San Diego' showing traffic on I-5 at Jackson. A 3D cartoon character is visible in the top right corner of the interface. A legend at the bottom right indicates that blue triangles represent incidents and red triangles represent lane closures. A text box at the bottom left of the map area provides details: 'INCIDENT - NB I-5 JUST NORTH OF LOMAS SANTA', 'TRAFFIC HAZARD', and 'AREA: OCEANSIDE REPORTED AT 5:20 PM'.

- **Benefit During Wildfires**
  - Received record usage
  - Maintained 24/7 availability
  - Increase visibility from Public Officials and media
- **Issues During Wildfires**
  - Clearly and accurately depicting road conditions
  - Users expected a complete regional picture
  - Consistency of accurately classified data
  - Expected 511 Operator assistance



- Real Time Travel Information
  - Network Wide Travel View (Informed Traveler)
  - All Modes (Traffic/Transit/ML/Pricing)
  - All Roads (Highways/Arterials)
  - All the Time (Value Added – Push Information)
  - Park-n-Ride (Smart Parking)
- Highway Camera Views – Mobile
- Personalized Information – **i511**
- Historical Information – Predict a Trip
- PDA Compatible
- Spanish Version



*Traffic, Transit and Commute Info*

**Click. Call. Connect.**

*511 - On The Phone*

*511sd.com - On The Web*

*511 TV Broadcast*

