

What are the 511 Leaders Doing?

Recent Enhancements to the Bay Area's 511 System

Presented by
Carol Kuester

California 511 Workshop: The 511 Your Customers Want
March 3, 2008



Enhancements



- **Predict-a-TripSM**
- **Real-Time Transit Information**
- **Transit Hubs**
- **Emergency Response**
- **MY 511SM**
- **New Transit Page & Transit Trip Planner
(Coming Soon)**

511 SF Bay Area

On the phone. **511** On the web. **511.org** On your way.

TRANSIT | TRAFFIC | RIDESHARE | BICYCLING | 511 INFO | LINKS

Travel Tools and Info

FASTRAK
APPLY ONLINE

Add FasTrak to Your Shopping List!
Get your FasTrak toll tag at select Costco and Safeway locations today.

COSTCO WHOLESALE **SAFEWAY**

TRANS LINK Have you heard about TransLink? Click to learn more!

511 RIDESHARE Rewards
Gas prices too high? Carpool and earn up to \$100!

SF Region Traffic Conditions

Legend: No congestion (Green), Heavy (Red), No data (Grey), Moderate (Yellow), Stop and go (Black)

Waiting at a bus stop? Stuck in traffic? Just dial **511** It's FREE!

511 Promotions and Features

RIDE TRANSIT FREE
on the first 4 Spare the Air weekdays.

Traveling next week? Plan drive times NOW.
Predict-a-Trip NEW!

511 Bicycling Poetry Contest Win a bike!
Team Bike Challenge Log your trips!

Take the Freeway Sign Survey Win an iPod Nano!
TRAVEL TIME TO SFO ARPT 8 MIN
SF DUNTWN 21 MIN

En Español | Disclaimer

511 Home | Transit | Traffic | Rideshare | Bicycling | 511 Info | Links

Brought to you by the Metropolitan Transportation Commission and San Francisco Bay Area Transportation Partners

511 Modal Pages



Address: http://www.511.org/

511 TRANSIT

On the phone, 511. On the web, 511.org. On your way.

SF Bay Area

TRANSIT TRAFFIC RIDESHARE BICYCLING 511 HOME LINKS

511 TakeTransit Trip Planner™

Start: [Address, road name, landmark] City: CA
End: [Address, road name, landmark] City: CA

Start by: [Time] [AM/PM] [Day]

Mode: [BikeShare] [BART] [Muni] [Caltrain] [Other]

View Routes

Find transit providers by map, address or region. Click here >

Announcements

Address: http://traffic.511.org/

511 TRAFFIC

Your Bay Area travel guide.

511 Traffic Home | 511.org Home

Traffic and Driving Times Map

Click on the map for traffic and driving time information. Click-up arrow can go to Traffic Information (but version) & Driving Times.

Popular 511 Driving Times™

- Bay Bridge corridor (MacArthur Maze to SF): 18 min.
- GG Bridge corridor (I-580 to Toll Plaza): 14 min.
- Richmond Bridge corridor (I-80 to Hwy 101): 14 min.
- San Mateo Bridge corridor (I-680 to Hwy 101): 14 min.
- Dumbarton Bridge corridor (I-680 to Hwy 101): 12 min.
- I-80 (Vallejo to SF): 10 min.
- I-680 (Hwy 24 to I-580): 15 min.
- I-880 (I-580 to Hwy 84): 12 min.
- Hwy 24 (I-680 to Hwy 101): 11 min.
- Hwy 101 (Healdsburg to I-680): 10 min.
- Hwy 4 (Antioch to I-680): 10 min.
- SR-101 (I-680 to Palo Alto): 10 min.
- I-580 (Livermore to I-680): 11 min.

Breaking News & Updates

Address: http://rideshare.511.org/

511 RIDESHARE

Your Bay Area travel guide.

Rideshare Home | 511.org Home

Find carpool or vanpool partners online

RIDEMATCH

Low your commute? No? How about carpooling with one or two other commuters? You'll save time and money. You'll meet new people. You'll even enjoy it!

SEARCH RIDESHARE: [GO]

Vanpool

511 RIDESHARE Rewards

Earn money by carpooling. Learn how.

Employers

Address: http://bicycling.511.org/

511 BICYCLING

Your Bay Area travel guide.

Bicycling Home | 511.org Home

Bicycling Resource Guide

AVOID THE HILLS... OR RISE TO THE CHALLENGE.

511 BikeMapper™

Welcome to the Bay Area's resource for bicycling information. Here you'll find the new 511 BikeMapper™, route maps, locations of lockers and

ANNOUNCEMENTS:

- Bike to Work Day Thursday, May 19, 2006
- 511 SFBC Movie
- Friends of 511

SEARCH BICYCLING: [GO]

Predict-a-TripSM



Predict-a-Trip helps you plan your driving time **IN ADVANCE** of your trip

- Uses historical Driving Time averages
- Calculates a “typical” driving time for given O/D pair
- Enter day of week
 - M, T-Th, F, Sat, Sun, holidays
- Enter start time
 - 15 min intervals, any time of day

The screenshot shows the 511 Traffic website interface. At the top, there's a navigation bar with 'TRAFFIC' highlighted. Below it, a sidebar contains various links like 'Traffic Map', '511 Driver Tips', and 'Predict-a-Trip'. The main content area is titled 'Predict-a-TripSM' and includes a form for selecting a day and time for historical data display. The form shows 'Monday' selected for the day and '8 AM' for the time. Below the form, there are two trip examples: Trip A and Trip D. Trip A shows a typical time of 10 minutes for 2.2 miles, with a table of road types and speeds. Trip D shows a typical time of 52 minutes for 25.2 miles, also with a table of road types and speeds. The bottom of the page has a footer with the text 'Don't forget to call 511 to get driving times when you're on the road.' and a small map of the SF Bay Area.

Predict-a-TripSM

Need help with this feature? Visit the 511 Traffic Site's [User Guide](#).

Select Day and Time for Historical Data Display:

Day:

Time:

How Predict-a-TripSM is calculated: based on typical driving times.

Click here to obtain current driving times for this trip.

From: COUCH & FERRY (Oakland)
To: OAKLAND & BAYVIEW (Oakland)

Trip A: Typical time = 10 min. (2.2 miles)

Road	Type	Speed
1880 N	4	45 mph or higher
1880 N OAKLAND BRIDGE	4	45 mph
181 W	4	45 mph
1 - 10 -	4	45 mph or higher

Total Typical Travel Time: 40 min.

Trip D: Typical time = 52 min. (25.2 miles)

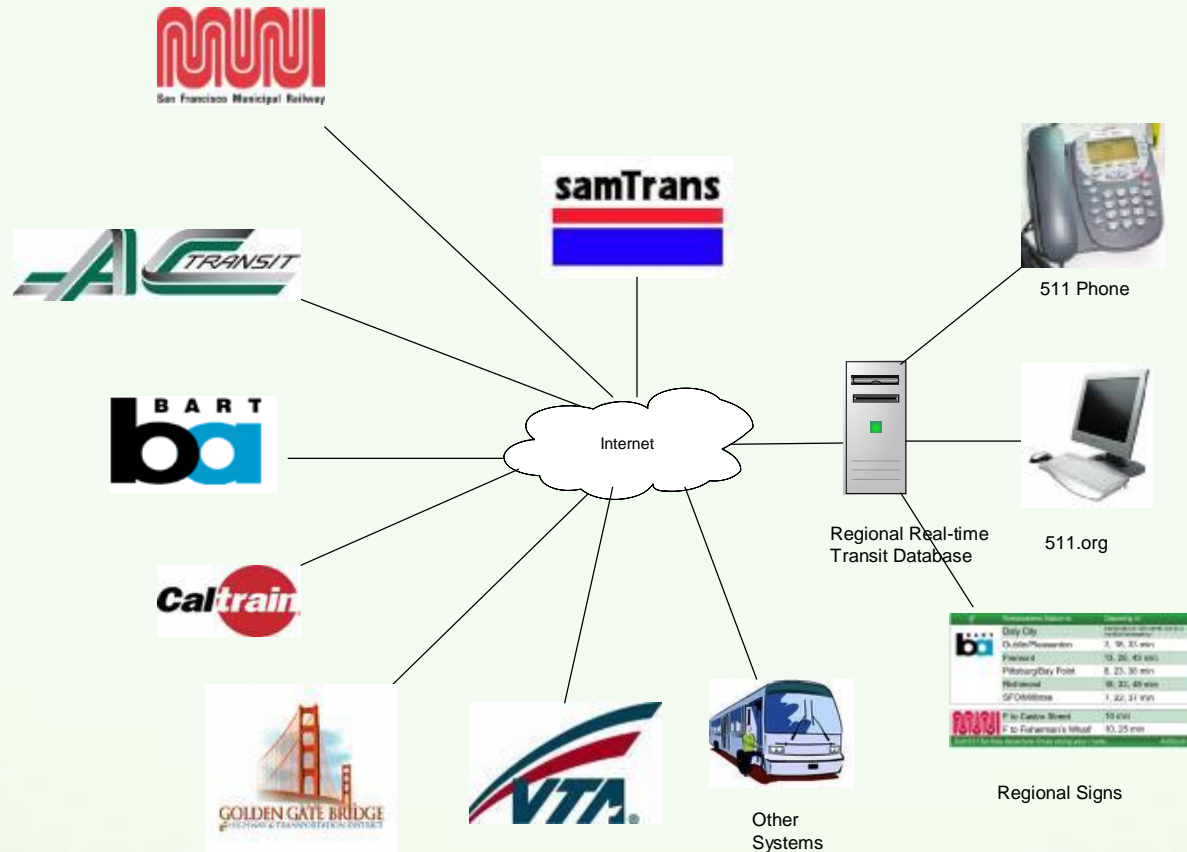
Road	Type	Speed
1000 E	4	40 mph
CA-92 W	4	45 mph or higher
100 - 101 - 4	4	40 mph

Total Typical Travel Time: 52 min.

Don't forget to call 511 to get driving times when you're on the road.

Transit Departure Times

511



Regional Real-time Transit Program



**KNOW WHEN YOUR
TRAIN'S ARRIVING.**

CALL 511. Say "Muni," then "Arrival Times." It's Free.

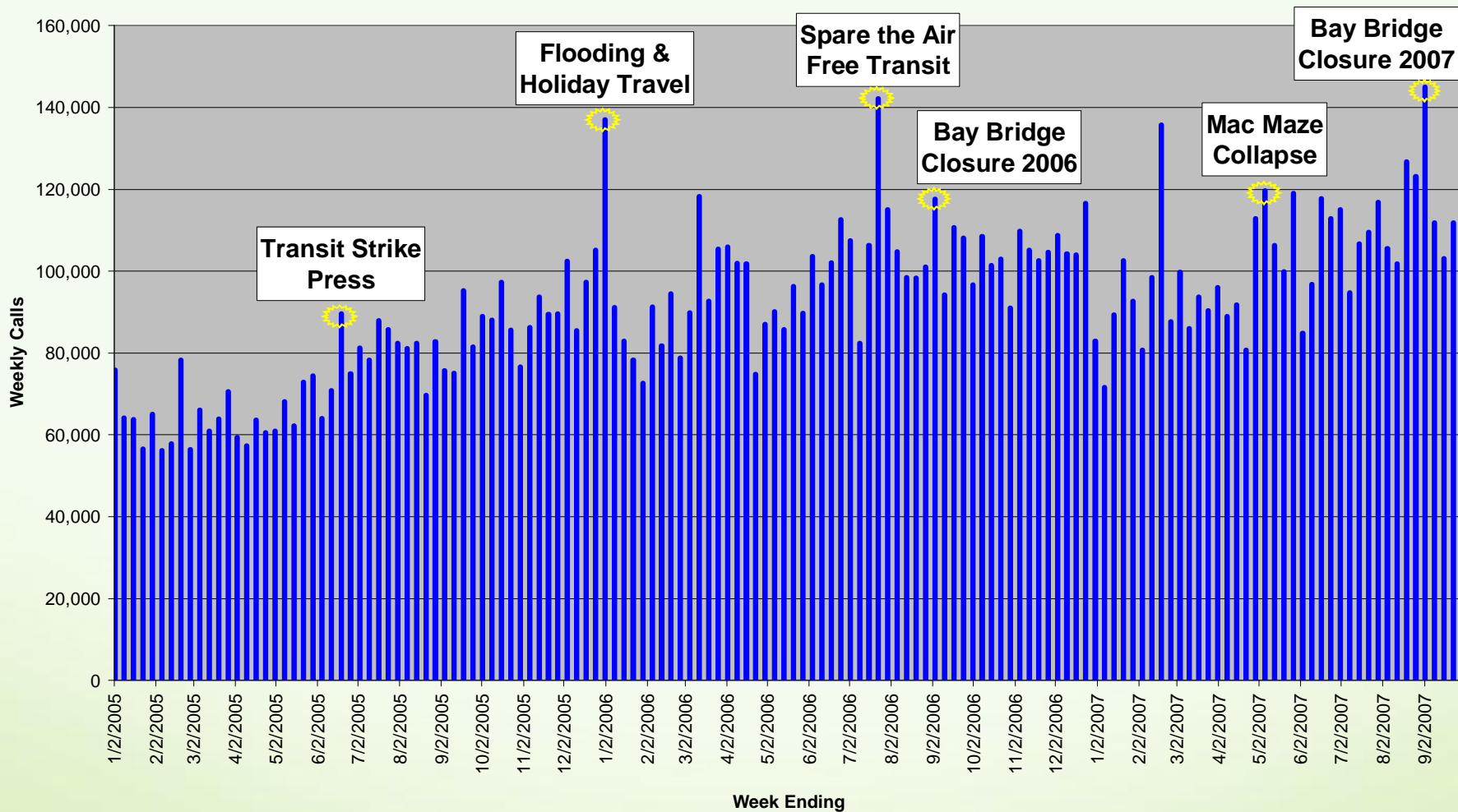


Transit Hub Information

511



Phone Usage Spikes in Times of Need



511 During Emergencies



Challenges During Emergencies:

- 511's visibility is high
- Information is changing rapidly and the quantity of information is, at times, overwhelming for Operations
- Call volume and web sessions spike greatly increasing capacity needs
- Users expect emergency information
 - Breaking news for traffic & transit
 - Detour maps and detour driving times
 - Public Transportation information
 - Rideshare and Park & Ride lot information
- Equipment may be affected by local emergency such as earthquakes




Photo: Caltrans

MacArthur Maze Freeway Collapse

Emergency Response Toolkit






INCIDENT UPDATE

TRANSIT ▾ TRAFFIC ▾ RIDESHARE ▾ BICYCLING ▾ 511 INFO ▾ LINKS ▾

80W to 880S Connector is CLOSED Pending Inspection and 80E to 580E Connector has COLLAPSED



OVERVIEW DETOUR ROUTES TRANSIT SERVICES RIDESHARING

Traffic & Road Conditions Information

I-80 West to I-880 South and I-80 East to I-580 East are closed. Avoid the area. Motorists are advised to use Caltrans' approved detour routes.

Look below to see if your commute is affected:

Mode of Commute	Current Condition
80W to 880S	Closed pending inspection. Please use Caltrans' approved detour route. Detour Routes
80E to 580E	Has collapsed. Please use Caltrans' approved detour route. Detour Routes

Traffic Info/Detour Routes

Closure details
I-80 West to I-880 South and I-80 East to I-580 East are closed. Allow extra time for travel and use alternate bridges for travel between San Francisco and the East Bay.

On This Page

- [Traffic & Road Conditions Information](#)
- [Traffic Info/Detour Routes](#)
- [Detour Information](#)
- [Additional Information](#)

What You Need To Know

- Transit agencies have committed to providing additional service as long as necessary during this transportation emergency.
- Please make plans to arrive earlier or later than the peak commute hours to avoid the

511 During Emergencies

511

Evolving Strategies for Emergencies:

- Relocate equipment to server hosting facility in San Diego to mitigate effects of Bay Area emergencies (earthquake)
- Increase servers' capacities to handle emergency loads
- Reduce length of phone calls in order to increase # of calls handled per hour
- Develop protocol to streamline operational procedures during emergencies
- Using special webpages, disseminate emergency information desired by users

The screenshot shows the 511.org website interface. At the top, there is a navigation bar with links for TRANSIT, TRAFFIC, RIDESHARE, BICYCLING, 511 INFO, and LINKS. The main content area features a headline: "The Bay Bridge is CLOSED in Both Directions Over Labor Day Weekend". Below the headline, it states the closure dates: "8 p.m. Friday, August 31, 2007 — 5 a.m. Tuesday, September 4, 2007". A sub-headline reads "Avoid Regional Traffic Delays - Take Public Transportation". The article text explains that the closure is for seismic retrofit work on the bridge east of Yerba Buena Island Tunnel. It also lists potential bottlenecks and provides links for detour routes, transit services, and parking information.

Special webpage for Bay Bridge Closure – Labor Day 2007

511 for Public Outreach During Emergencies

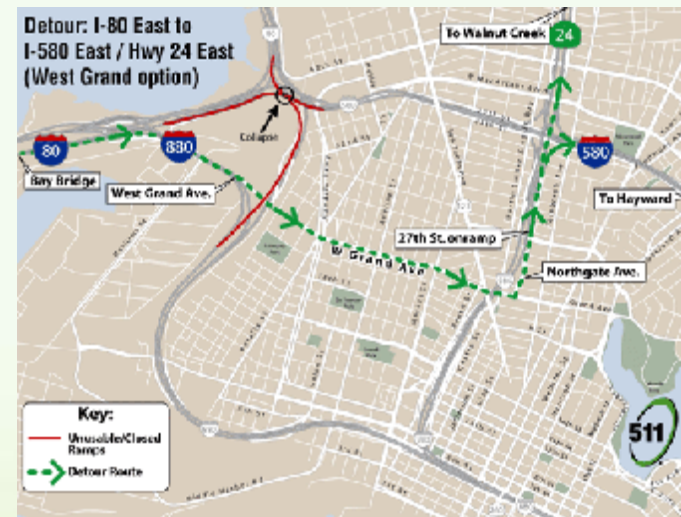


MacArthur Maze Freeway Collapse

- 511's visibility greatly increased after the MacArthur Maze incident
- 511 is recognized as an important public outreach tool
- During an emergency, 511 is expected to provide:
 - Breaking news for traffic & transit
 - Detour maps, directions and driving times
 - Public Transportation information
 - Rideshare and Park & Ride lot information




Photo: Caltrans



MY 511SM Enhancement



- **MY 511 for Traffic and Transit – Personalized Travel Information Service**
 - Users register on web
 - Save trips with names like “Home to Work”
 - Call 511 and automatically hear the driving time for their route
 - Go to 511.org - the real-time information for all their saved trips are displayed on one page
 - Sign-up for e-mail and/or text notifications



MY 511

On the phone. 511 On the web. 511.org On your way.

MY 511 ▾ TRANSIT ▾ TRAFFIC ▾ RIDESHARE ▾ BICYCLING ▾ 511 INFO ▾ LINKS ▾

Welcome to **MY 511** SM

MY 511 (test site) allows you to personalize 511, your way.

MY 511 is a new tool that allows you to save your favorite trips on the web for quick access to personalized information on the web and phone. MY 511 can also send customized alerts to your phone or e-mail. This test version of MY 511 provides opportunities to save your Traffic trips. In the coming months, MY 511 will expand to include saving transit trips for real-time departure predictions. [Learn more.](#)

Already registered? Sign in.

Username:

Password:

Remember Me **SIGN IN**

[Forgot your username or password?](#)

ON THE PHONE

Get to the info you need, fast! Bypass menu options to hear your personalized 511 driving times. Also, sign up for text message alerts. In the coming months, you will be able to hear your real-time transit departure times.

 Look for this icon during setup to define phone features.

[Listen to a demo](#)

ON THE WEB

Build your own 511.org home page! Add your favorite 511 driving times and traffic camera views. Also, sign up to receive e-mail alerts. In the coming months, you will be able to add real-time transit departure times to your personalized page.

 Look for this icon during setup to define web features.

[View a sample page](#)

Make 511 all about you in 3 simple steps:

- 1. Register with MY 511.** Create your profile to access MY 511 on the phone and/or web.
- 2. Set up your MY 511 Traffic preferences,** including preferred trips, camera views, and map views. You can also define custom alerts to be sent to your e-mail or phone.
- 3. Verify your account** upon receiving your confirmation e-mail, and you're on your way!


Register Now

511 Home | MY 511 | About MY 511 | Suggestions | FAQ | Transit | Traffic | Rideshare | Bicycling | 511 Info

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MY 511





MY 511

On the phone. **511** On the web. **511.org** On your way.

Welcome back, Andrew [Edit My Account](#) | [Sign Out](#)

[MY 511](#) ▾ [TRANSIT](#) ▾ [TRAFFIC](#) ▾ [RIDESHARE](#) ▾ [BICYCLING](#) ▾ [511 INFO](#) ▾ [LINKS](#) ▾

TRAFFIC

[Edit Traffic Preferences](#)

MY 511 Driving TimesSM Last refreshed: 11:55 am

Friends to Home: 44 minutes
Alternate routes: [45 min](#), [47 min](#), [47 min](#)

Home to Family: 11 minutes

Home to Friends: 42 minutes
Alternate routes: [44 min](#), [44 min](#), [49 min](#)

Home to Fun: 10 minutes
Alternate routes: [53 min](#), [56 min](#), [65 min](#)

Home to SFO: 23 minutes
Alternate routes: [40 min](#), [43 min](#), [57 min](#)

SFO to Home: 23 minutes
Alternate routes: [26 min](#), [47 min](#), [49 min](#), [51 min](#)







[Manage Trips](#)

Cameras

(click camera name to view LIVE)

<<< **No cameras defined** >>>

[Manage Cameras](#)



511 Home | MY 511 | About MY 511 | Suggestions | FAQ | Transit | Traffic | Rideshare | Bicycling | 511 Info

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Coming Soon – New Transit Page



Accessible Version English Español 日本語 Tell a Friend Suggestions About 511 Transit Transit Site Directory Login to My511

511
SF Bay Area

TRANSIT On the phone. **511** On the web. **511.org** On your way.

TRANSIT TRAFFIC RIDESHARE BICYCLING 511 HOME LINKS

Transit Tools Schedules, Maps and Fares Regional Features Announcements 511 Departure Times Accessible and Senior Services TransLink

May 21, 2008: Expect major delays on Route 400 due to an injury accident at 6:30 pm. When heading north, use SR 441 as a detour. [More Information.](#)

Plan a Trip Nearby Stops & Services

Find Landmarks, Popular Destinations, Business Listings and Rail Stations

Start: Address, Intersection, Landmark or Business City: _____, CA

End: Address, Intersection, Landmark or Business City: _____, CA

When: Leave At: _____ AM mm/dd/yyyy

Preferences: Fastest Trip Adult Fare Maximum Walking between points: 1/4 Mile

Additional Options Walking Speed, Multi-Leg Trip, Carrier Preferences [Reset Form](#) [Plan Trip](#)

Service Area Maps

Click Map to View Bay Area Transit Service Areas

Schedules & Route Maps

Bus Rail Ferry Shuttles Other

- AC Transit (Local service)
- AC Transit (Transbay service)
- Benicia Breeze
- Cloverdale Transit*
- County Connection
- Dumbarton Express
- Fairfield-Suisun Transit
- Golden Gate Transit
- Healdsburg In-City Transit
- Muni (SF)
- Petaluma Transit
- SamTrans
- Santa Clara VTA
- Santa Rosa CityBus
- Sonoma County Transit
- Tri Delta Transit
- Union City Transit
- Vacaville City Coach
- Vallejo Transit
- VINE (Napa County)
- WestCAT
- WHEELS

* Information provided outside of 511.org

Regional Announcements [More Announcements](#)

July 18, 2007
[Ride Transit Free](#)

July 27, 2007
[San Francisco Marathon this Sunday, July 30th](#)

Take Transit to 511 Popular Destinations™

Check out site enhancements »

My511 Feature Promos

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RIDE TRANSIT FREE
on the first 4 Spore the Air weekdays.

511.org Home Transit Traffic Rideshare Bicycling

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