



Southern California 511 Update

Board of Directors' Meeting
July 28, 2008

- What is 511?
- Where will it be implemented?
- Who will implement it?
- When will it be implemented?
- Cost to OCTA?



Emergence of 511

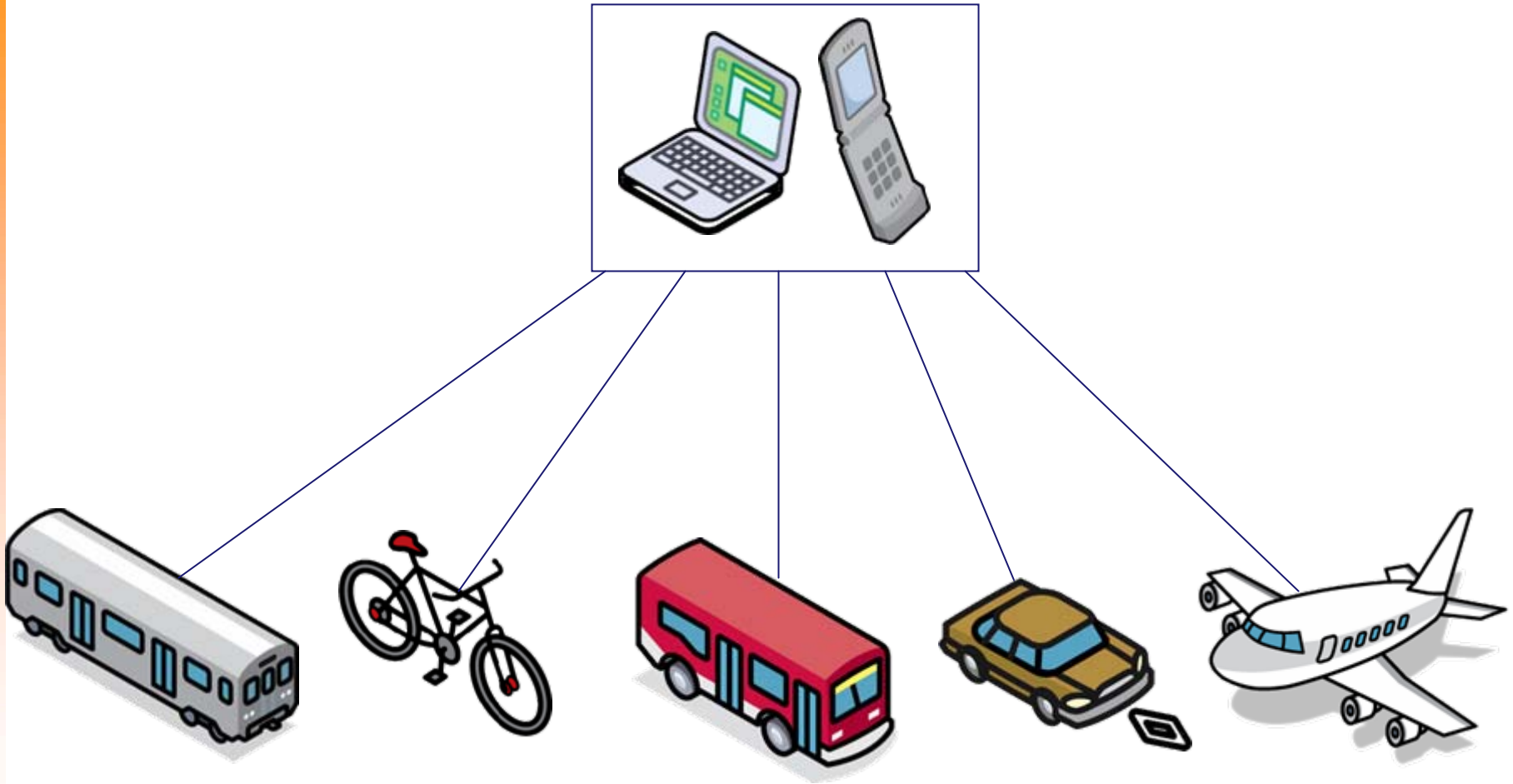


- 511 National Initiative and Vision
 - Federal Communications Commission designation and mandate by 2010
 - 511 deployment guidelines
 - Safe, Accountable, Flexible, Efficient, Transportation, Equity, Act a Legacy for Users
- Over 107 million calls in nationwide since inception*
- 511 service is available to over 128 million Americans*
- 42 active 511 phone systems in 34 states
- 33 active 511 websites

*Data from March 2008, deploy511.org



Current Traveler Information Experience



Traveler Information Experience with 511



- Easy Number
- Helps commuters
- Improves mobility
- Builds on existing 511

511 Baseline System: Phone and Web



- Real-time freeway traffic information
- Transit information and trip planning
- Rideshare information
- Bike information
- English interactive voice response



- Interactive voice response system
- Americans with Disabilities Act compliant
- Provides traffic, transit, rideshare and other travel information
- Transfers to a live operator if needed
- Bay Area demonstration: 888-500-4636

- Trip planning
- Traffic information
- Rideshare information
- Bay Area internet address
 - www.511.org

- **Phase 1: baseline**
 - Projected launch: January 2009
- **Phase 2: near-term enhancements**
 - Projected launch: July 2009
- **Phase 3: long-term enhancements**
 - Projected launch: January 2010 and beyond

- Future communications to the Board
 - Web portal: www.lasafe.net/511