



Southern California 511 Update

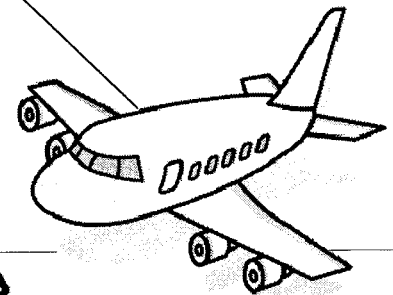
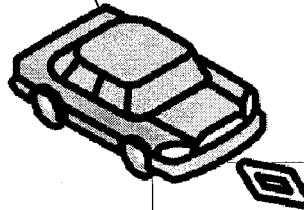
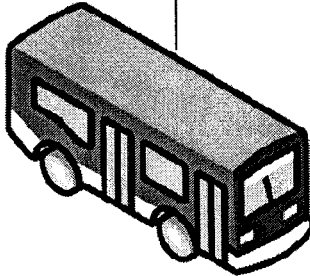
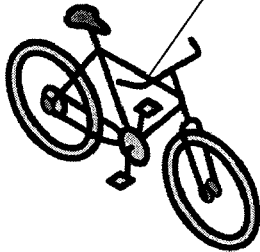
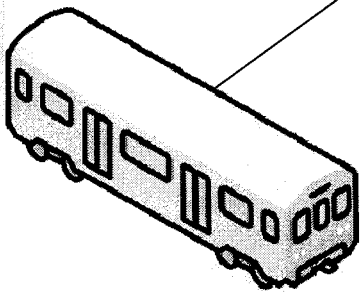
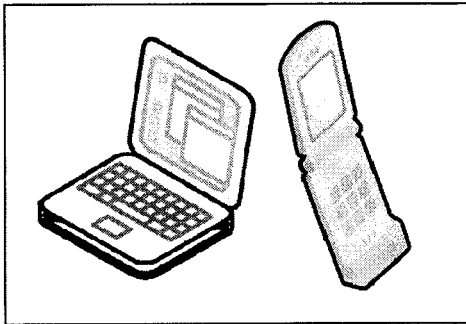
**Board of Directors' Meeting
July 28, 2008**

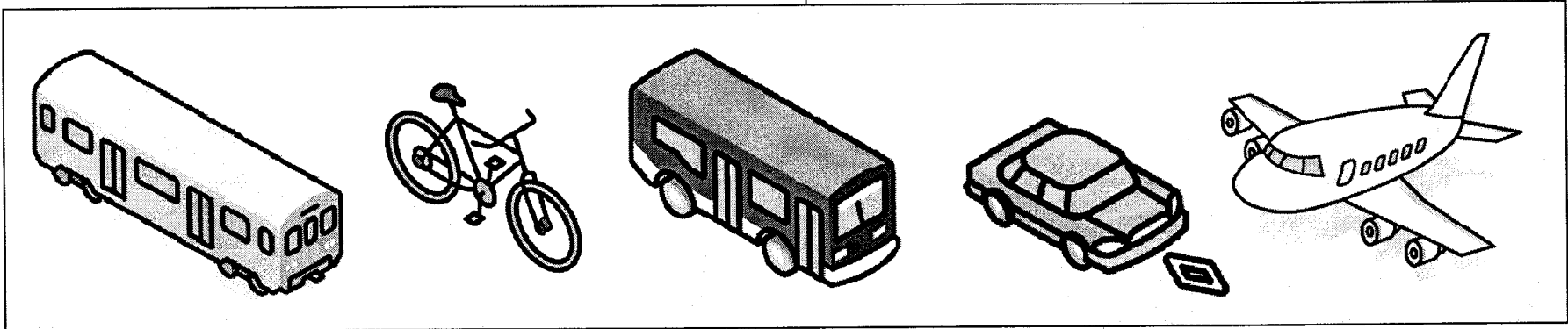
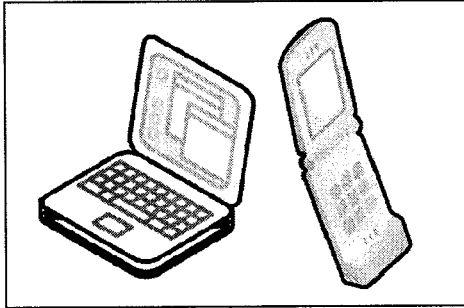
- What is 511?
- Where will it be implemented?
- Who will implement it?
- When will it be implemented?
- Cost to OCTA?

- 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*







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

- 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