



Traffic, Transit and Travel Information



What is 511?

- The Federal Communications Commission's (FCC) designated nationwide three-digit telephone number for traveler information
 - Deployed by regional agencies
 - Southern California's 511 sponsored by LA SAFE
- A multi-modal traveler information service, providing information about:
 - Traffic
 - Transit
 - Commuter Services and More
- 511 is accessible via:
 - Phone (toll-free)
 - Website (Go511.com)



LIVE
TRAFFIC



FIND A
TRANSIT
PROVIDER



FIND A
CARPOOL/
VANPOOL



RAIL

511 Benefits

- An easy to remember/use number for traveler information
- Helps commuters make informed decisions before and while traveling
- Will help improve the region's mobility
 - Provides information about the five county region: LA, Orange, Ventura, San Bernardino and Riverside
- Builds on the 511 operations in the Bay Area and San Diego. Complements the nation-wide 511 initiative.



511 on the Phone

- Users can call 511 for:
 - Real-time traffic information
 - Traffic speeds, incidents, road closures and travel times
 - Automated Transit Trip Planning
 - Transit information and transfers to area agencies
 - Commuter Services information
 - Transfers to rideshare matching, employer services, Park & Rides
- Features Interactive Voice Response (IVR)
 - Speech recognition, barge-in and short-cuts



What can I help you with? Traffic, Transit or Commuter Services?



Traffic



Traffic Shortcut



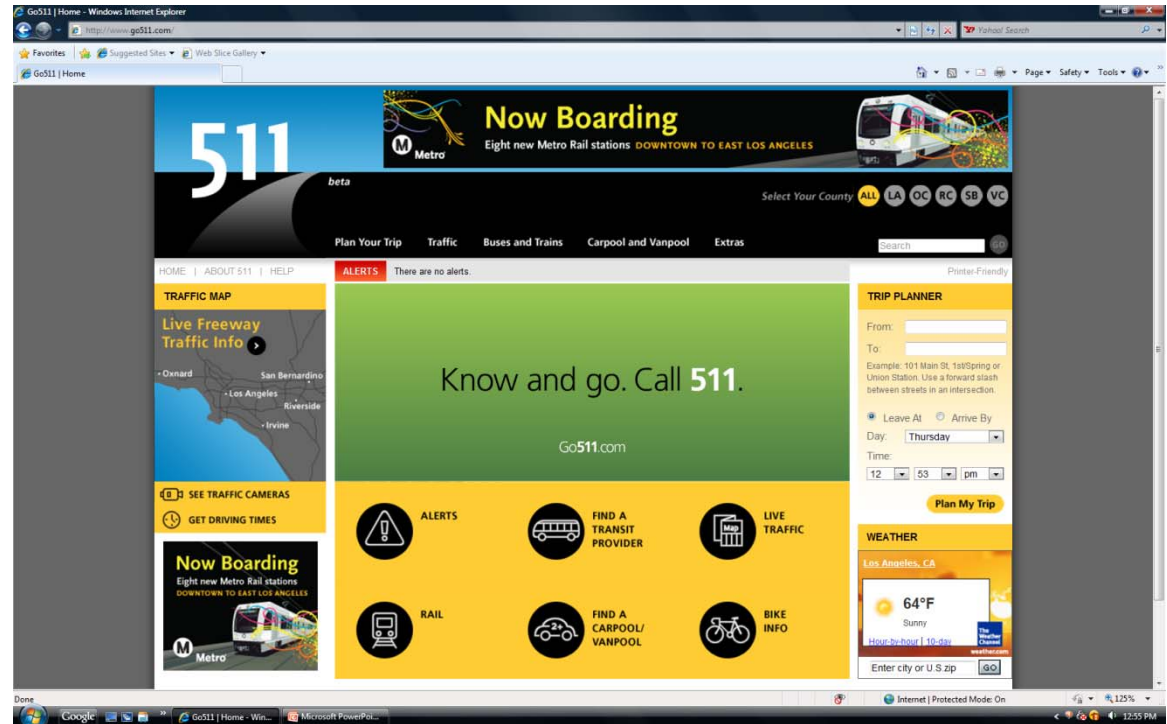
Trip Planner



511 on the Web

Features:

- Traffic map and real-time traffic information
- Transit Trip Planning
- General travel and transit information
- Commute Services information



Real-Time Traffic and Traffic Cameras

Go511 | Traffic Information - Windows Internet Explorer

http://www.go511.com/traffic/information.aspx?county=oc

Go511 | Traffic Information

511 *beta*

Now Boarding
Eight new Metro Rail stations **DOWNTOWN TO EAST LOS ANGELES**

Select Your County: ALL LA **OC** RC SB VC

Plan Your Trip Traffic Buses and Trains Carpool and Vanpool Extras

HOME | ABOUT 511 | HELP

TRAFFIC OPTIONS

- Traffic Map
- Traffic Information
 - Traffic Speeds / Travel Times
 - Incidents / SigAlerts
 - Road Conditions
 - Road Work
 - Message Signs
- Cameras
- Roadside Assistance
- Toll Roads
- Carpool Lanes
- Park & Ride Lots
- Driving Directions

TRAFFIC MAP

There are no alerts.

MAP LEGEND

- ☒ Traffic Speeds / Travel Times
- ☐ Traffic Speeds / Travel Times (HOV)
- Color Options
 - No Data
 - 0-30
 - 31-49
 - 50+ mph
- ☒ Cameras
- ☐ Message Signs
- ☒ Incidents
- ☐ SigAlerts
- ☐ Road Work
- ☐ Road Conditions

Now Boarding
Eight new Metro Rail stations **DOWNTOWN TO EAST LOS ANGELES**

Join a Metro Vanpool.

Camera
I-405 South At Orange Ave

10 km

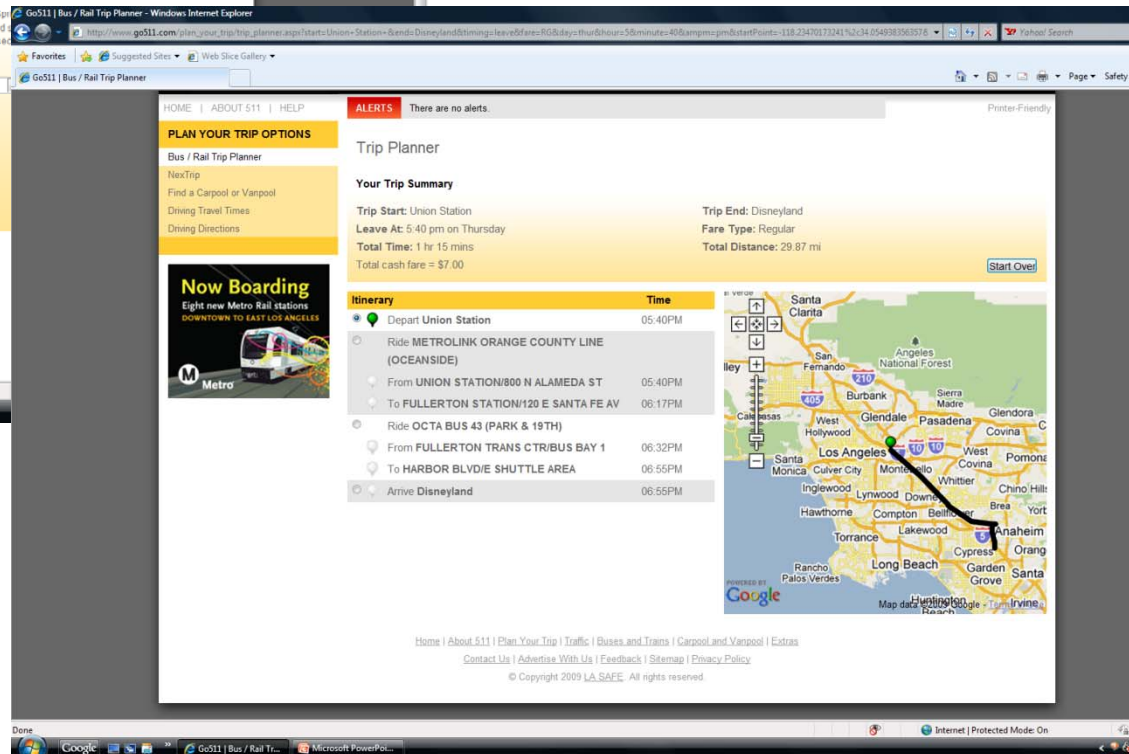
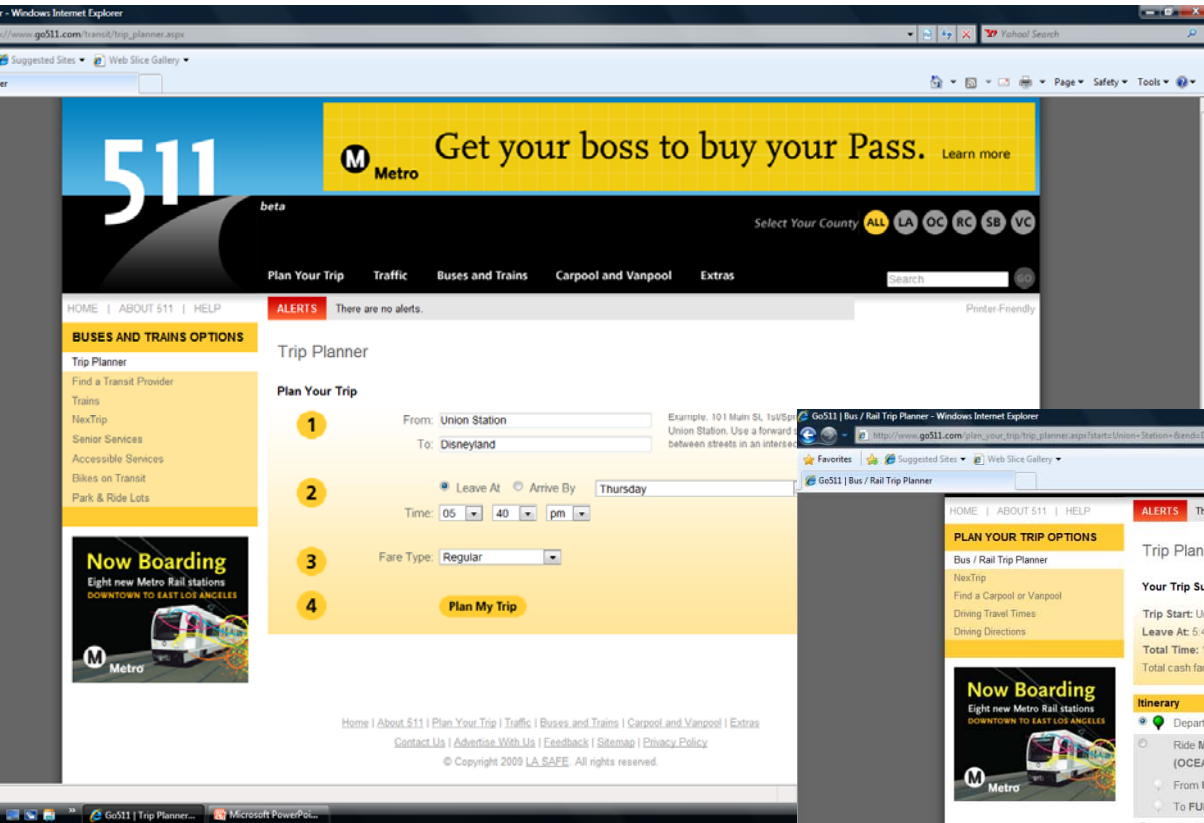
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1:08 PM

Transit: Trip Planner



Transit: Find a Provider

Go511 | Find a Transit Provider - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.go511.com/transit/find_a_provider.aspx#provider=1115

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511 **Caltrans** **DON'T TRASH CALIFORNIA**

www.dot.ca.gov

Select Your County: ALL LA OC RC SB VC

Plan Your Trip Traffic Buses and Trains Carpool and Vanpool Extras

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BUSES AND TRAINS OPTIONS

- Trip Planner
- Find a Transit Provider
- Trains
- NexTrip
- Senior Services
- Accessible Services
- Bikes on Transit
- Park & Ride Lots

ALERTS There are no alerts.

Printer-Friendly

Find a Transit Provider


Select from the options on the right to find the best Route Provider.

Select a Route Provider

All Counties
All Cities
All Service Types

Metro
Metrolink
Mission City Transit
Monrovia Transit
Montebello Bus Lines

METRO

	Service Area:	Los Angeles County
	Telephone:	323.GO.METRO (323.466.3876) TDD: 800.252.9040
	Interagency Connections:	Amtrak , Antelope Valley Transit Authority , Beach Cities Transit , City of Compton , Dial-A-Ride , Culver CityBus , Foothill Transit

Commuter Services: Park & Ride Lots

Go511 | Find a Park & Ride Lot - Windows Internet Explorer

http://www.go511.com/carpool_and_vanpool/park_and_ride/lots.aspx

Go511 | Find a Park & Ride Lot

511 *beta*

Caltrans
www.dot.ca.gov

DON'T TRASH CALIFORNIA
CALTRANS

Select Your County: ALL LA OC RC SB VC

Plan Your Trip Traffic Buses and Trains Carpool and Vanpool Extras

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CARPOOL AND VANPOOL OPTIONS

- Find a Carpool or Vanpool
- Park & Ride Lots
- Find a Park & Ride Lot
- Carpool Lanes
- Incentives
- Employer Programs

DON'T TRASH CALIFORNIA
www.dot.ca.gov

ALERTS There are no alerts.

FIND A PARK & RIDE LOT

Orange

Park & Ride Lot
Saddleback Valley Community Church
El Toro Rd & Portola Pky
Spaces: 62
Cost: Not Available

Map showing various locations across Southern California, including Los Angeles, Long Beach, Santa Ana, and Orange. The map is powered by Google.

PARK & RIDE LOTS - ORANGE

Join a Metro Vanpool.
Metro Get in!

Now Boarding
Eight new Metro Rail stations
DOWNTOWN TO EAST LOS ANGELES
Metro

Internet | Protected Mode: On 125% 1:03 PM

Outreach Overview

511 Communications

Partnerships

Public:

- Transit Agencies
- Public-facing agencies
- Counties
- CHP/Caltrans

Corporate:

- AAA
- Tourism Bureaus
- Traffic Reporters

PR and Events

Press:

- Press Events
- Press Releases
- Media Pitching

Community:

- Event Sponsorship

Signage

Freeway:

- Permanent Signage
- CMS Campaigns

Paid Media

Media Plan:

- Online Ads
- Search optimization
- Outdoor
- Radio
- Sport Sponsorships
- Street Teams

I-Framing:

- 511 site within other media sites

Thank You

- Questions?

