



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)



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

The screenshot displays the Go511 website in a Windows Internet Explorer browser. The page features a prominent '511' logo and a 'Now Boarding' banner for Metro Rail. A navigation menu includes 'Plan Your Trip', 'Traffic', 'Buses and Trains', 'Carpool and Vanpool', and 'Extras'. The main content area is divided into several sections: a 'TRAFFIC MAP' with 'Live Freeway Traffic Info', an 'ALERTS' section stating 'There are no alerts', a 'TRIP PLANNER' with input fields for 'From', 'To', 'Day', and 'Time', and a 'WEATHER' section for Los Angeles, CA showing a temperature of 64°F. A grid of icons at the bottom provides quick access to 'ALERTS', 'FIND A TRANSIT PROVIDER', 'LIVE TRAFFIC', 'RAIL', 'FIND A CARPOOL/VANPOOL', and 'BIKE INFO'. The browser's address bar shows 'http://www.go511.com' and the taskbar at the bottom includes icons for Google, Go511, and Microsoft PowerPoint.



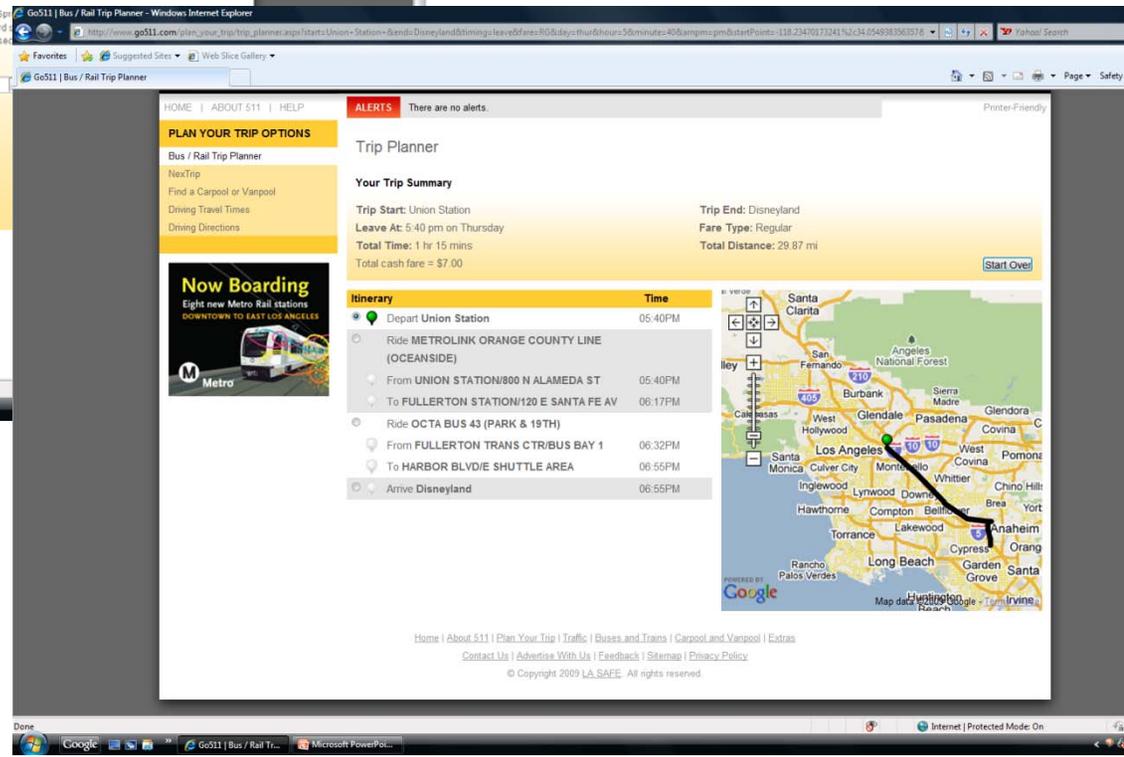
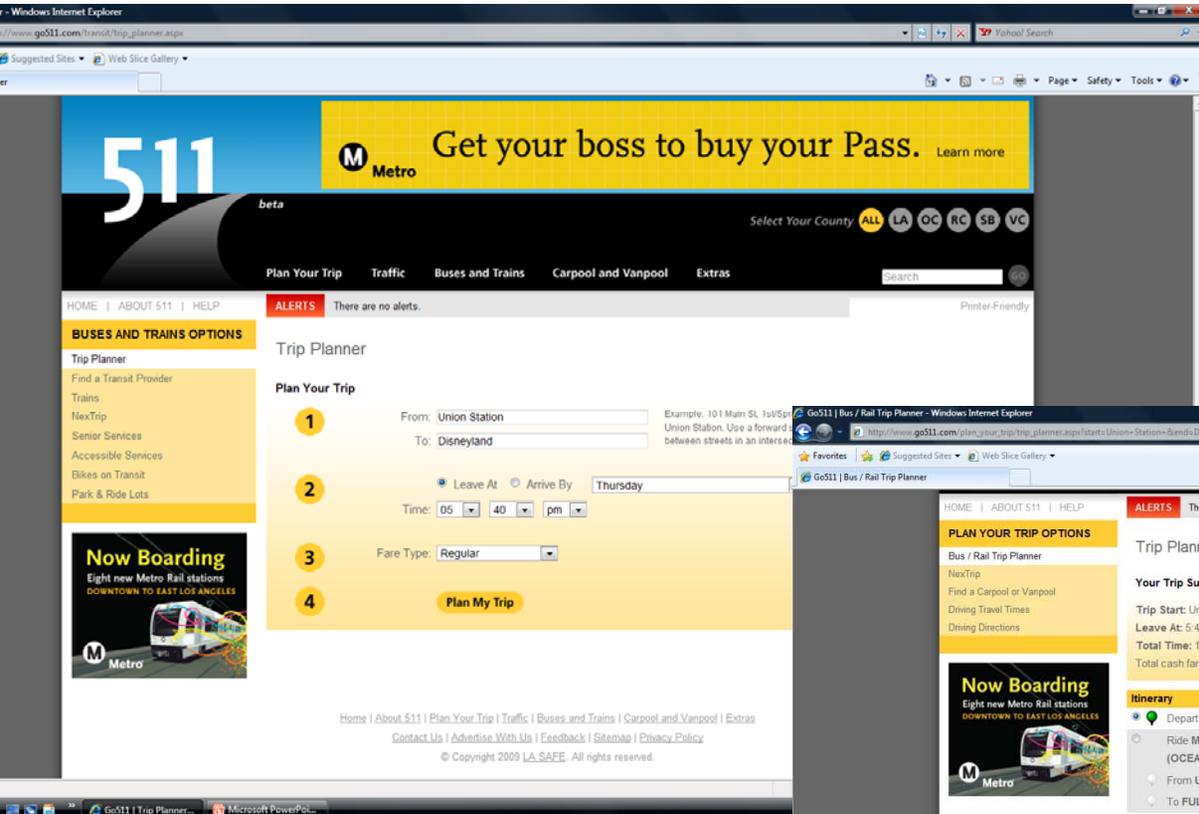
Real-Time Traffic and Traffic Cameras

The screenshot displays the Go511 website interface within a Windows Internet Explorer browser. The browser's address bar shows the URL <http://www.go511.com/traffic/information.aspx?county=oc>. The website features a prominent "511" logo and a "Now Boarding" banner for Metro Rail, advertising eight new stations from Downtown to East Los Angeles. Below the banner, users can select their county (ALL, LA, OC, RC, SB, VC) and navigate through menu items like "Plan Your Trip", "Traffic", "Buses and Trains", "Carpool and Vanpool", and "Extras".

The main content area includes a "TRAFFIC MAP" powered by Google Maps, showing real-time traffic conditions in Orange County. A camera window is overlaid on the map, displaying a live view of I-405 South At Orange Ave. The map legend on the right allows users to toggle various features such as Traffic Speeds / Travel Times, Traffic Speeds / Travel Times (HOV), Cameras, Message Signs, Incidents, SigAlerts, Road Work, and Road Conditions. A "Join a Metro Vanpool" advertisement is also visible at the bottom right.

The browser's taskbar at the bottom shows the system tray with the time 1:08 PM and various icons for Google, Go511, Microsoft PowerPoint, and Swivel Pro. The system tray also displays "Internet | Protected Mode: On" and a battery level of 125%.

Transit: Trip Planner



Transit: Find a Provider

The screenshot shows a Mozilla Firefox browser window displaying the Go511 website. The address bar shows the URL: http://www.go511.com/transit/find_a_provider.aspx#provider=1115. The website header features the '511' logo, the Caltrans logo with the URL www.dot.ca.gov, and a 'DON'T TRASH CALIFORNIA' banner. Below the header, there is a navigation menu with options: Plan Your Trip, Traffic, Buses and Trains, Carpool and Vanpool, and Extras. A search bar is also present. The main content area is titled 'Find a Transit Provider' and includes a section for 'BUSES AND TRAINS OPTIONS' with links to Trip Planner, Find a Transit Provider, Trains, NexTrip, Senior Services, Accessible Services, Bikes on Transit, and Park & Ride Lots. The 'Find a Transit Provider' section contains three dropdown menus: 'All Counties', 'All Cities', and 'All Service Types'. Below these is a list of route providers, with 'Metro' selected. The 'METRO' section provides details: Service Area: Los Angeles County; Telephone: 323.GO.METRO (323.466.3876) and TDD: 800.252.9040; Interagency Connections: Amtrak, Antelope Valley Transit Authority, Beach Cities Transit, City of Compton, Dial-A-Ride, Culver CityBus, Foothill Transit, etc.

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

Most Visited Getting Started Latest Headlines Customize Links Free Hotmail Windows Marketplace Windows Media Windows

511 *beta* **Caltrans** www.dot.ca.gov **DON'T TRASH CALIFORNIA** GALTRANS

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

Plan Your Trip Traffic Buses and Trains Carpool and Vanpool Extras Search GO

HOME | ABOUT 511 | HELP **ALERTS** There are no alerts. Printer-Friendly

BUSES AND TRAINS OPTIONS

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

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

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 , etc.

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

511 beta
www.dot.ca.gov
DON'T TRASH CALIFORNIA
Select Your County: ALL LA OC RC SB VC

Plan Your Trip Traffic Buses and Trains Carpool and Vanpool Extras

HOME | ABOUT 511 | HELP

CARPOL AND VANPOOL OPTIONS
Find a Carpool or Vanpool
Park & Ride Lots
Find a Park & Ride Lot
Carpool Lanes
Incentives
Employer Programs

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

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

Join a Metro Vanpool.
Metro Get in!

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

POWERED BY Google
Avalon 10 mi 20 km
Map data ©2009 Google

PARK & RIDE LOTS - ORANGE

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?

