Personalizing 511

Perspectives from the CARS-511 Group

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CARS-511 Group

- 10-member group, small and large agencies
- Common, consistent 511 design
- Jointly hosted and operated
- Recently transitioned to a new, lower-cost, nationally distributed IVR platform
511 in 2011

- July 2000 FCC Designation
- 10+ years of operation
- Implementation left to state/local agencies
- What is the future of 511?
What’s Next? Personalizing 511

• 511 broadly defined – not just phone
• Narrowly targeted Twitter feeds
• “My Reports” web accounts
• Text messaging
• Personalizing 511 phone
Funding Partners

- Idaho Transportation Department
- Iowa Department of Transportation
- Minnesota Department of Transportation
- Kentucky Transportation Cabinet
- Sacramento Area Council of Governments
MN 252 southbound: Stalled vehicle.

Report ended at 10:46 AM EDT, 08/29/2011:
Between I-694 and Exit 35C (near Brooklyn Center). There are reports of a stalled vehicle. The road is blocked.
“99 Counties” – Iowa’s Twitter Feeds

Traffic Alerts via Twitter

By Metro Area
- Ames
- Council Bluffs
- Des Moines
- Iowa City
- Quad Cities
- Sioux City

By County
Find the Twitter feed by clicking on a county or selecting from the lists below. It’s probably best to follow only one or two counties.
See full list of counties
- A-B
- C
- D-F
- G-I
- J-L
- M-O
- P-S
- T-Z

Statewide Emergencies

Need help?
Des Moines Twitter Feed

Des Moines 511

2 minutes ago via JTwitter

15 minutes ago via JTwitter

23 minutes ago via JTwitter
Tweeting Back

Results for @mndottraffic

ChefCoreyLee  Corey Lee Haglund  
#mnshutdown RT @mndottraffic: This service is not currently available
6 minutes ago

inforum  inforum.com  
Wow even twitter accounts are shutdown. #mnshutdown RT > @mndottraffic: This service is not currently available
6 minutes ago

UptownGirlMpls  LeeAnn Rasachak  
Major bummer. RT @mndottraffic: This service is not currently available
7 minutes ago

Linwood71  Linwood71  
@mndottraffic will you stop tweeting in 2hours?
13 hours ago

ravenlore  ravenlore  
@mndottraffic Is the traffic twitter going to remain up past midnight tonight? :-(
17 hours ago
"My Reports" Personalization

Idaho Transportation Department  Highway Info

511 Info  Streamlined Version  Mobile Version  Truckers' Info  Transit Info  Tourist Info  Links

My Reports  Road Reports  Cameras  Weather

Spokane International Airport-Geg (GEG) - 115 S 2nd St
There are no reports on your route.

Road reports are not available for most roads off of the Idaho state system.

Disclaimer

Driving Directions
Save this route

See current reports for your route

A  Spokane International Airport-Geg (GEG), 9000 W Airport Dr
Enter start city or address

B  115 S 2nd St, Coeur d'Alene, ID 83814, USA
Enter end city or address

View Current Reports

Need Help?
What’s happening on my route?

There are closures or blockages on ID 52, US 95

1310 N 6th St - 25132-25256 U.S. 95

US 95 southbound: Road blocked. between Rockford Bay Road and Putnam Road (12 miles south of the Coeur d’Alene area). The road is blocked. Look out for an accident. There is a vehicle on fire.

Comment: Milepost 416.5
Last updated today at 10:11PM MDT

Driving Directions

Save this route

See current reports for your route

A 1310 N 6th St, Coeur d’Alene, ID 83814, USA
Enter start city or address

B 25132-25256 U.S. 95, Worley, ID 83876, USA
Enter end city or address

View Current Reports
Text Messaging

Get Traffic Alerts

Alerts are emails or text messages you schedule, reporting incidents on your saved trips.

You can already schedule emails to peter@crc-corp.com.

Want to schedule text alerts as well?
- Yes  - No

---Select Carrier---

511 is a free service, but your carrier may charge you for each text you receive.

Send me reports that are:
- Critical  - Urgent  - Routine  - All

Send me statewide emergency messages

☐ I accept the Terms of Use and pledge never to text while driving.

Save

Need Help?

Cancel
Scheduling Alerts

Around Meridian

Schedule alerts

Send me alerts on these days:
- Mon
- Tue
- Wed
- Thurs
- Fri
- Sat
- Sun

During these periods:

Avoid the top-of-the-hour or half-hour crunch at peak times.

Send alerts to:
- peter@crc-corp.com
- 602-410-7114

You can halt saved alerts at any time by clicking the gold bell. Note that you might begin receiving alerts up to 5 minutes before your alerting period starts.

Need Help?
Saved Trips with Scheduled Alerts

Peter's List
- Home to Work
- Work to Home
- Home to School
- Work to School
- Work to Mom's
- Home to Mom's
- Work to Gym
- Home to Gym
- Home to Airport
- Near Airport
- Around Meridian

Pick another route or area
Change my password or account settings

Want to get alerts ON DEMAND?
Traffic Alerts On Demand

Traffic Alerts On-Demand

That's right—Traffic alerts only when you want them.

Request alerts from your computer

Reply to any email alert with the name of a route or area in Peter's List, and we'll send you the latest updates.

For example, send Home to Work as the email title. Only computers read requests, so say nothing else.

Ensure your request is from peter@crc-corp.com. It will be, if you reply to any email alert.

Deleted all your old emails? We're a@id511.us.

Request alerts from your mobile phone

Traffic Alerts On-Demand

Request alerts from your mobile phone

As before, send us ONLY the name of a route or area in Peter's List, and we'll send you the latest updates.

For example, send us Home to Work.

Not all phones will do this, but try:

1. Simply reply to any recent traffic alert. Should work for 2-3 days after an alert arrives.

2. If your phone can send emails, reply to any email alert. Email replies should work indefinitely.

3. Text "a@id511.us Your Request" to phone # 500. E.g.: a@id511.us Home to Mom's.
Personalizing 511 Phone
Classical 511 Dialogs

“Welcome to Idaho’s 511 travel information”

“Menu.
For Road Reports, enter or say 1.
For City Reports, enter or say 2.
For Surrounding States’ 511, enter or say 3.
For Tourism, enter or say 4.
To Comment on the 511 system, enter or say 5.”

“Enter or say the route you want.
For example, for I-84, enter 8-4 or say ‘eighty four’.”

“I can tell you about four sections of I-84. When you hear the one you want, enter or say the section number.”

“For the Oregon state line to Boise, enter or say 1.
For Boise to Jerome, enter or say 2.
For Jerome to the I-86 junction, enter or say 3.
For the I-86 junction to the Utah state line, enter or say 4.”

“There urgent reports on I-84.”

“I will list the reports on section 1 of I-84 from West to East.
If you want to hear them the other way, say ‘other way’ or enter #.
Between the Oregon State Line and Exit 13, the road is closed.
Between Exit 13 and Boise, the road is slippery.”
Streamlined, Personalized 511 Dialogs

“Welcome to Idaho 511 travel information”

Hello, Kristin.

There are no problems reported currently on your Spokane to Coeur d’Alene route.

On I-90, between Exit 2 (Pleasant View) and Exit 5 (Interstate 90 Business near Post Falls) Look out for an accident. Traffic is slow.

To hear about one of your other routes, press or say 9.
Advantages

- Targeted information
- Happier callers
- Shorter 511 calls
- Lower 511 bills
What’s Next?
Personalized Mobile Apps

Log into My Reports on Mobile Web or “App”
More transit on 511

7. If you are currently at your stop, press or say 1.
   If you are not currently at your stop, press or say 2.

8. Look at the back of the sign where your route information is posted. On the back of the sign is a four digit code for your stop. Enter that four-digit code now.
   You can also remember this code in the future to skip straight to the information we have for your stop.
   If you cannot find your Stop ID, press or say 1.

9. For Sacramento Regional Transit, press or say 1.
   For Amtrak Capitol Corridor, press or say 2.
   For Yolobus, press or say 3.
   For El Dorado County Transit Authority, press or say 4.

These are all the transit agencies I have information for at this time. To hear the transit agencies again, press or say 5.
ITD 511 Traveler Information

- Road Reports
- Transit
- Cameras
- Weather Stations

Home

Enter your stop ID

Or

Select Bus Transit Agency

- Valley Regional Transit (Boise Area)
- Pocatello Regional Transit
- START (Driggs)
- CityLink (Coeur d'Alene)
- Regional Public Transportation (Lewis
- Treasure Valley Transit (Nampa Area)
- Northwestern Trailways
- Northern Idaho Community Express
Multi-modal “My Reports”
Thank you.

Questions?

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