



**Intelligent Transportation Systems**  
U.S. Department of Transportation



# Federal Perspective on Future of 511 and Traveler Information

**NYS DOT 511 / ITS Regional Workshop  
October 1, 2009**





## ***National Trends in 511 and Traveler Information***

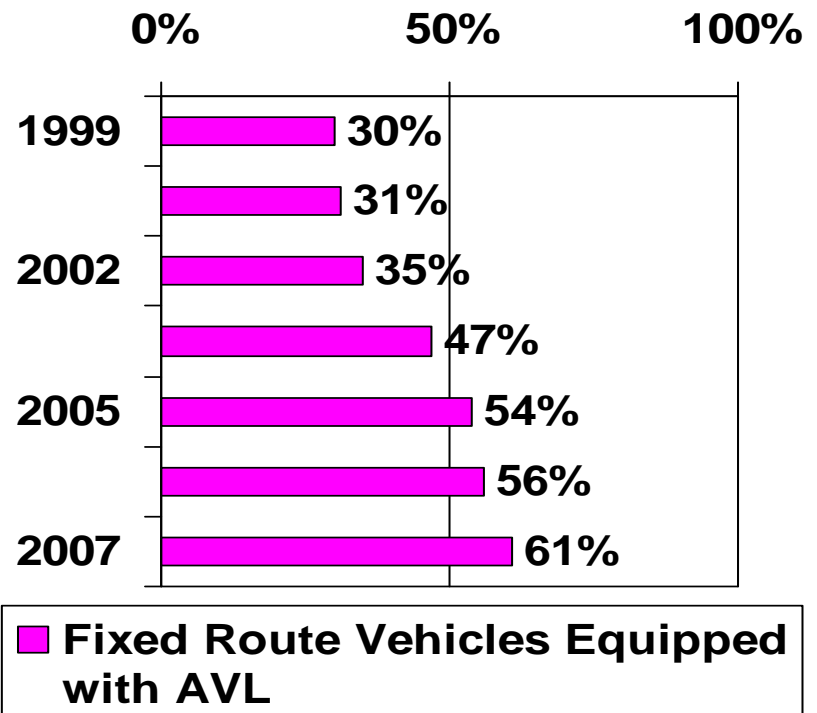
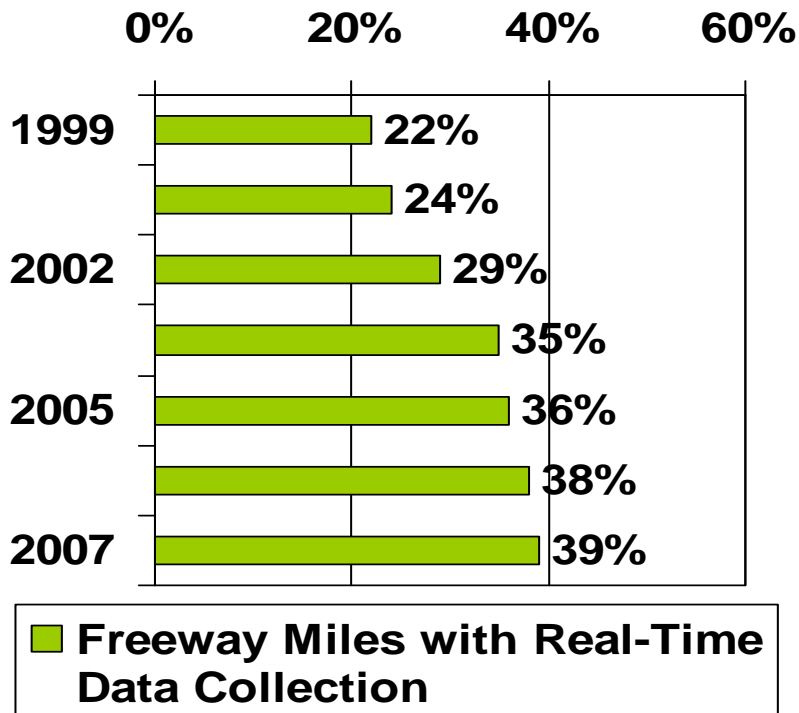
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- 511 is now available to nearly 60% of the U.S. population in 34 states
- 75% and 37 states by end of 2010
- 90% and 40 states by end of 2011



# Pace of ITS Deployment

- Freeways and transit have moderate ITS deployment.
- Deployment on arterials and in rural areas is less.



Source: ITS Deployment Statistics Database ([www.itsdeployment.its.dot.gov](http://www.itsdeployment.its.dot.gov))



# Information Technology

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- New generation of 511 systems
  - IVR systems, web sites, email and SMS text alerts
  - Personalization of services (e.g. My511)
  - Use of social Networking sites (Facebook, Twitter)
  - Expanding content (driving times, traffic cams, weather, transit)
  - Multiple languages
- New Data Sources
  - Probe data technology (GPS, Bluetooth, cell phones/PDAs)
  - Private sector data services (Navteq, INRIX, Trafficast)



# Information Technology is Booming

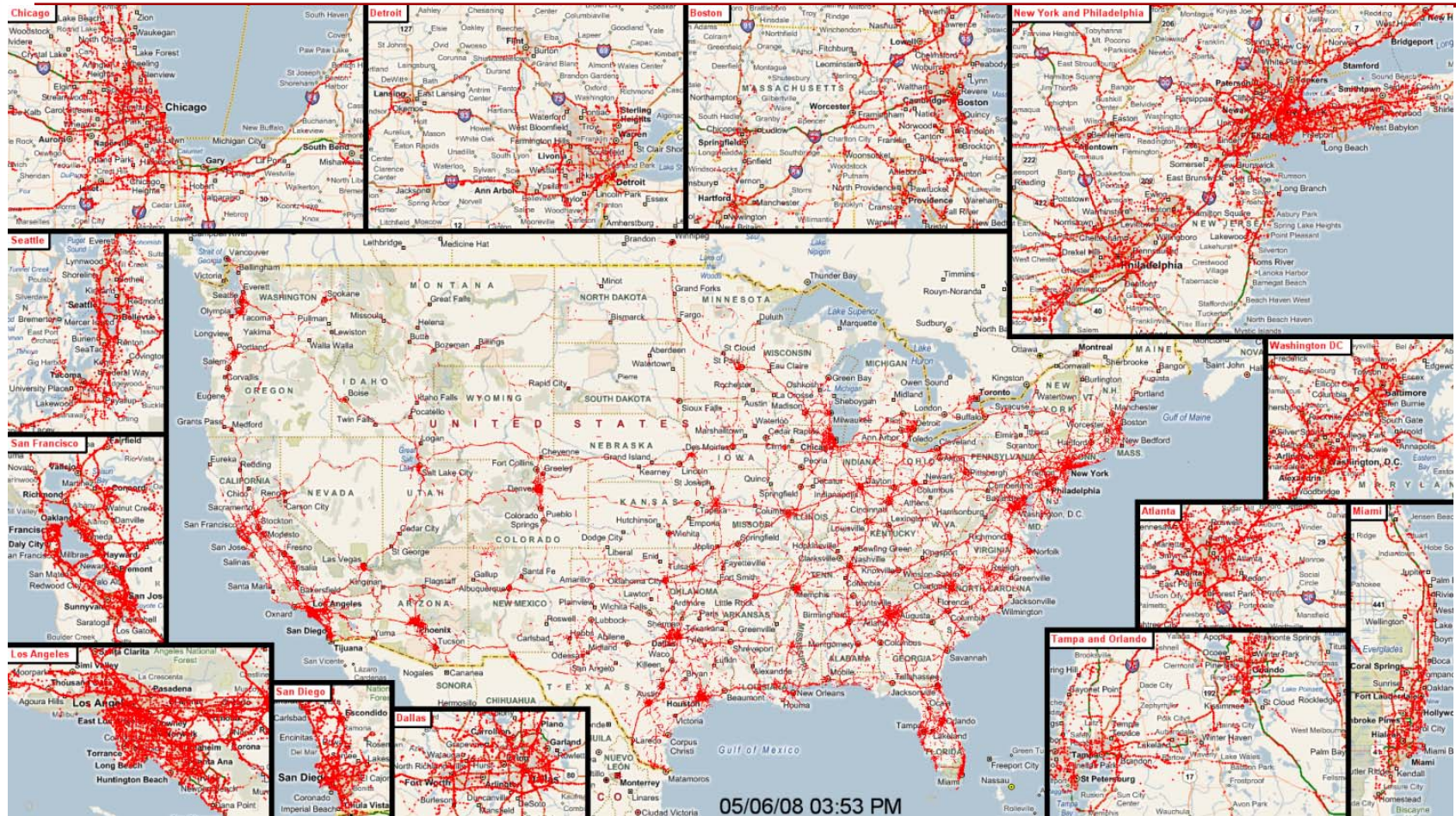
## At the Same Time:

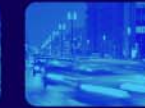
- Information Technology Explosion
  - Smaller
  - Faster
  - Ubiquitous connectivity
  - Market driven





# Each red dot on the map represents a vehicle reporting data to INRIX on 5/6 at 3:53 PM





# *Traveler Information Uses*

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- **End-to-end trip information**
  - Traffic
  - Transit
  - Parking
  - Weather
- **Private Sector uses**
  - Navigation systems (portable and in-vehicle)
  - Hand-held devices and cell phones
- **Public Sector uses**
  - 511 (phone and web)
  - Dynamic Message Signs (VMS)



## ***Related Federal Programs and Initiatives***

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- SAFETEA-LU Section 1201, Real-Time System Management Information Program
  - Final Rule expected in 2010
- IntelliDrive<sup>SM</sup> and new ITS JPO Program Areas
  - Real-time Data Capture and Management
  - Mobility Applications
- Reauthorization
  - Emphasizes need for good data
  - Likely to require performance-based decision making



## ***Future Challenges***

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- Understanding data quality
- Understanding how to leverage new technologies and data sources
- Understanding how data may be used – need for new applications
- Is there a need for standards? What about data ownership and sharing?



## ***Revenue Challenges***

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- Budget challenges are threatening the sustainability of 511 services.
- Conventional funds such as FHWA's NHS and STP are over-subscribed
- Need to expand the reach and "branding" of 511 to other services thereby increasing the value of the service and making it more sustainable by leveraging resources from other public and private agencies



## Revenue Solutions

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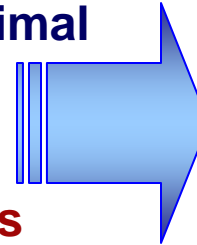
- Some agencies are exploring more creative methods to support 511 and traveler info. Some examples:
  - San Diego 511 offers users capability of transferring to commercial taxi service which then pays based on each call
  - Georgia's system operator has drafted a sponsorship plan that will secure advertisers for its traveler info systems, including 511.
  - New York has expanded the reach of its 511 service to include other regional transportation services, especially the transit providers in NYC metro area.



# What Would We Wish For?

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- End-to-end transportation **trip information** for traveling public
- Transportation **network is managed** for optimal performance
- Technology-enabled **performance measures** support outcome-based investment decisions
- End-to-end **freight movement** is seamless and secure



## Real Time Travel Data

- All Roads
- All Modes
- All the Time



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