

511 SF Bay NextGen

511 SF Bay is the Metropolitan Transportation Commission's (MTC's) free phone, web, and mobile service that consolidates San Francisco Bay Area transportation information into a one-stop resource. 511 SF Bay provides free up-to-the-minute information on traffic conditions, incidents and driving times, transit trip planning and schedules, routes, and fare information for the Bay Area's public transportation services, a bicycling map and route planner, parking information, and a ridematch program. The program provides transportation information to the public by telephone via the federally dedicated 511 number, on the web at 511.org, on mobile at m.511.org, via text messaging, and through transit trip planner mobile applications for iOS and Android.

After twelve years in operations and the launch of more than ten dissemination channels, 511 is ready to implement its next generation system. Usage trends and recent surveys indicate that there is an ongoing need for highly accurate, reliable, and easily accessible traveler information. However, 511's future role must be planned within the context of increased private sector competition/alternatives, consumer desires for innovative technology, and long-term funding reductions.

511 NextGen program changes are guided by three key principles – leverage current strengths, strategically integrate evolving innovation, and provide cost-effective systems and tools – to ensure continued relevance with a smaller budget and to provide flexibility to adapt to the rapid evolution of technology.

Based on a strategic planning process and feedback from key partners, MTC proposes to transform, enhance, and sustain the delivery of high-quality traffic, transit, parking, bicycling, ridesharing, and emergency information services for the public, summarized as follows:

- 1) Streamline and optimize services and systems, including a new 511.org website;
- 2) Incorporate readily available, best-of-class third-party tools with minimal customization;
- 3) Consume data from a variety of sources, including automated or purchased third-party data;
- 4) Invest in cost-effective, rapidly-deployed innovations to ensure travelers find value in 511;
- 5) Provide regional data to third-party developers; and,
- 6) In light of growing competition for regional funding, cut overall program costs.

