

Role of 511 in the Regional Carpool Program Scope of Work

Since 2010, the public face of MTC's carpool and vanpool promotion efforts has been 511.org. Several contracts provide the overall 511 program. 511 will launch 511 NextGen, which includes a new 511.org website, in spring 2016. The 511 Next Gen Strategy available at procurements.mtc.ca.gov provides an overview of 511's new direction. The carpool contractor selected under this contract will have content control and responsibility for carpool and vanpool information and will be able to manage web content via a content management system. Design changes that affect webpage layout, however, will be implemented by MTC's 511 Website Contractor, Civic Resource Group (CRG).

Task IV describes the carpool contractor's responsibility for maintaining carpooling and vanpooling information on 511.org. See the document "Existing Rideshare Web Tools Strategy" at procurements.mtc.ca.gov for more information about how carpool tools will be maintained on 511.org. Because MTC does not have experience yet in maintaining the new website, it is expected that lines of responsibility will become clearer over time.

Note that within 511, the carpool contractor is not responsible for comprehensive trip planning (e.g., bike routes, transit routes, etc.), and MTC will not consider trip planning tools that include more than carpool matching as part of any proposed solution. See "Roles and Responsibilities of 511 and Express Lane Agencies and Contractors" provided in the supporting documents.