511 DFW TRAVELER INFORMATION
LESSONS LEARNED
Brief History of 511

• March 8, 1999-- the US DOT petitioned the Federal Communications Commission (FCC) for national traveler information number.

• July 21, 2000 --- the FCC designated 511 as the national travel information number.

• FCC assigned the right to use 511 to state DOTs.

• Oct. 8, 2012 – TxDOT authorized DART to implement 9 county 511 system for five years.
Federal Regulations

- 511 is not mandated by USDOT.

- SAFETEA-LU Section 1021 mandates the collection and distribution of real-time traveler information for highways.

- SAFETEA-LU Section 511.313 mandates that a “Real Time System Management Information Program” (RTSMIP) must be in place along all “State-designated metropolitan area routes of significance” by November 8, 2016.
Purpose of 511 Traveler Information

• Purposes in Original USDOT Request to FCC
  • Address Congestion
  • Enhance security
  • Improve response to weather and traffic incidents
  • Promote exchange of traveler information with other states

• 2010 --RTSMIP Purposes of Traveler Information
  • Real time monitoring of traffic and travel conditions
  • Share data with commercial entities like application developers who may provide value added products.
Don’t we already have traveler information?

- Current Traveler Information System in DFW Region
  - TxDOT ‘s Transvision
  - Traffic.Com from HERE
  - NTTA Traffic Conditions
  - WFAA Traffic Conditions
  - DART – DART Transit Incidents and Real time Schedules
  - DCTA – DCTA Transit Incidents
  - The T -- The T Transit Incidents
  - TAPS -- TAPS Transit Alerts
  - Google and Bing --- Map Based Travel Time
NTTA Traffic Information

Traffic Conditions

You Are Here: NTTA > Traffic Conditions

Traffic Flow Grid

- **Green** – Normal Flow
- **Yellow** – Moderate Flow
  Slight Delays
- **Red** – Stop and Go
  Expect delays
- **Gray** – No Traffic Data
- **Incident**
- **Current Lane Closures**

To plan your travel in advance, visit the Future Lane Closures page for upcoming traffic condition notices.
Traffic.com is now part of HERE

Traffic in Dallas, TX

Your daily route (38 min)
- 510 Julian Dr, Rockwall, TX 75087
- 1401 Pacific Ave, Dallas, TX 75202

See on map

Accident
between Aundelia Rd/Skillman St/Exit 16 and Aundelia Rd/Skillman St/Exit 16, accident

Accident
between I-635/Exit 440 and I-635/Exit 440, accident

Miscellaneous
between Bloomdale Rd and Bloomdale Rd, exit slip road closed

Start time: 09/25/2014 13:20
Estimated end time: 09/26/2014 09:26

Traffic.com from HERE
What’s wrong with the current systems?

- Consumers seek information on their entire trip
  - State Roads
  - Toll Roads
  - Local and Arterial Roads
  - Transit Travel conditions
  - Weather

- Current systems are generally single mode or single facility.
Typical First Generation 511 Features

• Call Centers
• Highway Advisory Radio
• News and Television Broadcasts
• Variable or dynamic message signage
• Maps
• Audible Transit Announcements
2nd Generation 511 Features
- 511 Websites
- User Initiated Integrated Voice Response (IVR)

3rd Generation 511 Features
- Automatic text and email messages
- Automatic IVR
- In vehicle Messaging
- Mobile Devices
511DFW Traveler Information

- US 75 Integrated Corridor Management System
- Multi-Modal System
- Agency Agnostic
- First, Second and Third Generation Features
How is 511DFW related to the Integrated Corridor Management Project?
Video Sharing
Agency Interface
DFW 511 Information for the Public

- Highway and Arterial speeds and incidents
- Real Time Next bus and Next Train
- Real Time Parking Capacity
- Regional Trip Planning – Google
- Real Time weather Alerts and radar
- Personalized Traveler Information ---- My511
- Automatic and Personalized Notification
  - Text Multi-modal alerts
  - Multi-Modal Email Alerts
  - Multi-Modal IVR call alerts
- Mobile Application
WELCOME TO 511DFW

511DFW is the Dallas and Fort Worth Region’s official traffic and travel resource. Whether you drive or take public transit, 511DFW will help you reach your destination in the most efficient manner. Wherever you’re going, 511DFW will get you there from here.

To learn more about 511DFW, see our Frequently Asked Questions (FAQs).
Personalize Your Travel Information Experience with My511DFW

You can now quickly access traffic and transit conditions for your commute and other frequent trips you make. The service is free and easy to use. Just set up your profile and you will be ready to use My511DFW.

Follow the steps below for setting up your My511DFW travel and transit preferences:

- Click on the "Sign Up" button and create your user profile.
- Set up your traffic and travel time preferences
- Set up your transit preferences
- Verify your account upon receiving an email confirmation.

Get traffic and transit conditions on the PHONE

Get traffic and transit conditions on the WEB

SIGN IN

Email Address:

Password:

Remember me next time.

log in  sign up

Forgot your password?
1. Select your start point.
Select Point Of Interest or City:

Intersection:  at

2. Select your end point.
Select Point Of Interest or City:

Intersection:  at
TRIP RESULTS
From: Downtown Rowlett Station, Rowlett
To: 1401 Pacific Avenue, Dallas, TX 75202, USA

Itinerary 1: 40 mins
- Downtown Rowlett Station - Depart 3:16pm
- BLUE Light rail towards S - Blue Line - Ledbetter
- Akard Station - Arrive 3:54pm
  (38 mins, 10 stops)
- Walk to 1300-1498 Federal Street, Dallas, TX 75202, USA
  (About 2 mins - 0.1 mi)

Itinerary 2: 40 mins

Itinerary 3: 40 mins

Itinerary 4: 40 mins
511DFW – Real Time Train Location and Departures
Developer Resources To Share Data

The 511PW data feeds contain real-time traffic and transit event information provided by 511PW.org and DART. The data feed includes all active transit incidents, construction projects, and special events in the DART service area, which also show on the 511PW.org traffic and transit map. The feed consists of all points available in DART information at a single point of access.

The feed is accessed through a web connection and is updated in real-time. The feed is updated as individual events become active or updated events are also removed from the feed as they expire. The feed is updated as individual events become active or updated events are also removed from the feed as they expire.

- Access the 511PW Data Feed
- View the 511PW Data Feed Documentation
- View the 511PW Data Feed Times & Use
511DFW Mobile Application
# 511 Costs for Projected FY16

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Costs</th>
<th>General Cost Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>License Fees</td>
<td>$ 350,000</td>
<td>Nuance, Oracle, Ektron, VMWare, MS SQL Server, DNT, HERE, Google, Dell, etc.</td>
</tr>
<tr>
<td>Communication costs</td>
<td>$ 250,000</td>
<td>Phone and ISP Costs</td>
</tr>
<tr>
<td>24/7 System Support</td>
<td>$ 250,000</td>
<td>Shared system support</td>
</tr>
<tr>
<td>Smartnet and IVR Updates</td>
<td>$ 100,000</td>
<td>Quarterly Data Updates</td>
</tr>
<tr>
<td>Remedial Software</td>
<td>$ 300,000</td>
<td>IVR, Public Web, Smartnet, etc</td>
</tr>
<tr>
<td>Project Management</td>
<td>$ 250,000</td>
<td>Project Management and Administrative</td>
</tr>
<tr>
<td>Total Contract Costs</td>
<td>$ 1,500,000</td>
<td>Grand Total</td>
</tr>
</tbody>
</table>
Lesson’s Learned

• The Dallas ICM program adds unique value to the 511DFW system
  ✓ Real Time data
  ✓ Method of inputting incidents

• Marketing is essential to build 511 brand awareness.
  ✓ Highway signage would significantly benefit 511DFW awareness
  ✓ Linking 511DFW with participant websites is critical (TxDOT, DART, NCTCOG, etc)
  ✓ Some budget to purchase advertising is important.

• 511DFW needs at least three more years to achieve full benefit
  ✓ More cities have just now expressed an interest in active participation
  ✓ Public access to data will just now become available.
  ✓ Need automated access to partner agencies incidents and alerts all transit systems, toll agencies and cities.
Advertising on Mobile Devices
Outdoor Advertising

CC509 (DFW-1 072) 4201 Terry St, dallas, TX 2013-09-03 0

Commute. Traffic. Transit. YOUR WAY.

511dfw.org or call 511
Questions

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