

511: Have Reports of Its Death Been Greatly Exaggerated?



Presentation for National Rural ITS Conference
Stacy Unholz, Sr. ITS Project Manager
August 10, 2015

IBI: Intelligence, Buildings, Infrastructure



I

Intelligence: systems design,
software development



B

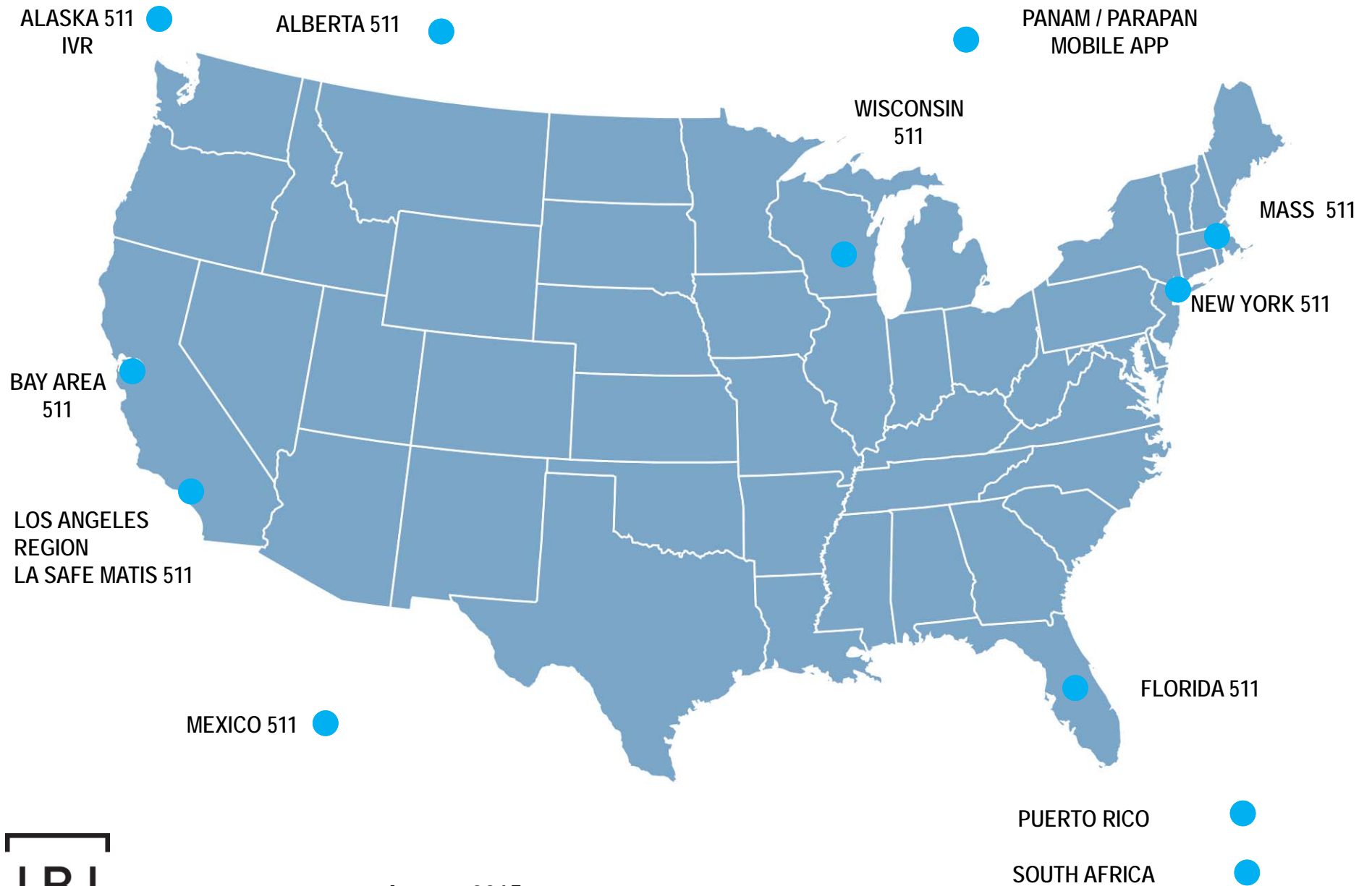
Buildings: building architecture,
interior design, building engineering
(mechanical, structural, electrical)



I

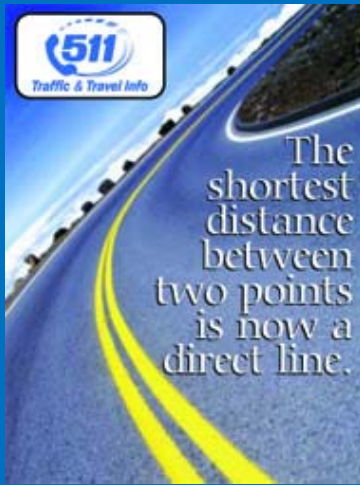
Infrastructure: planning, urban
design, landscape architecture,
transportation, civil engineering

IBI: 511 Deployments

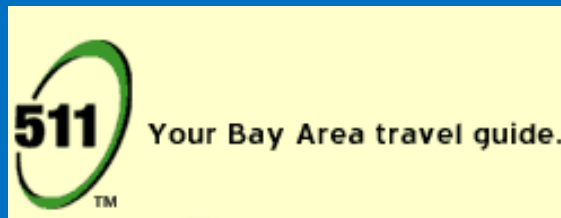


August 2015

511 Services “Hit the Road”



Kentucky



San Francisco



Iowa



Florida



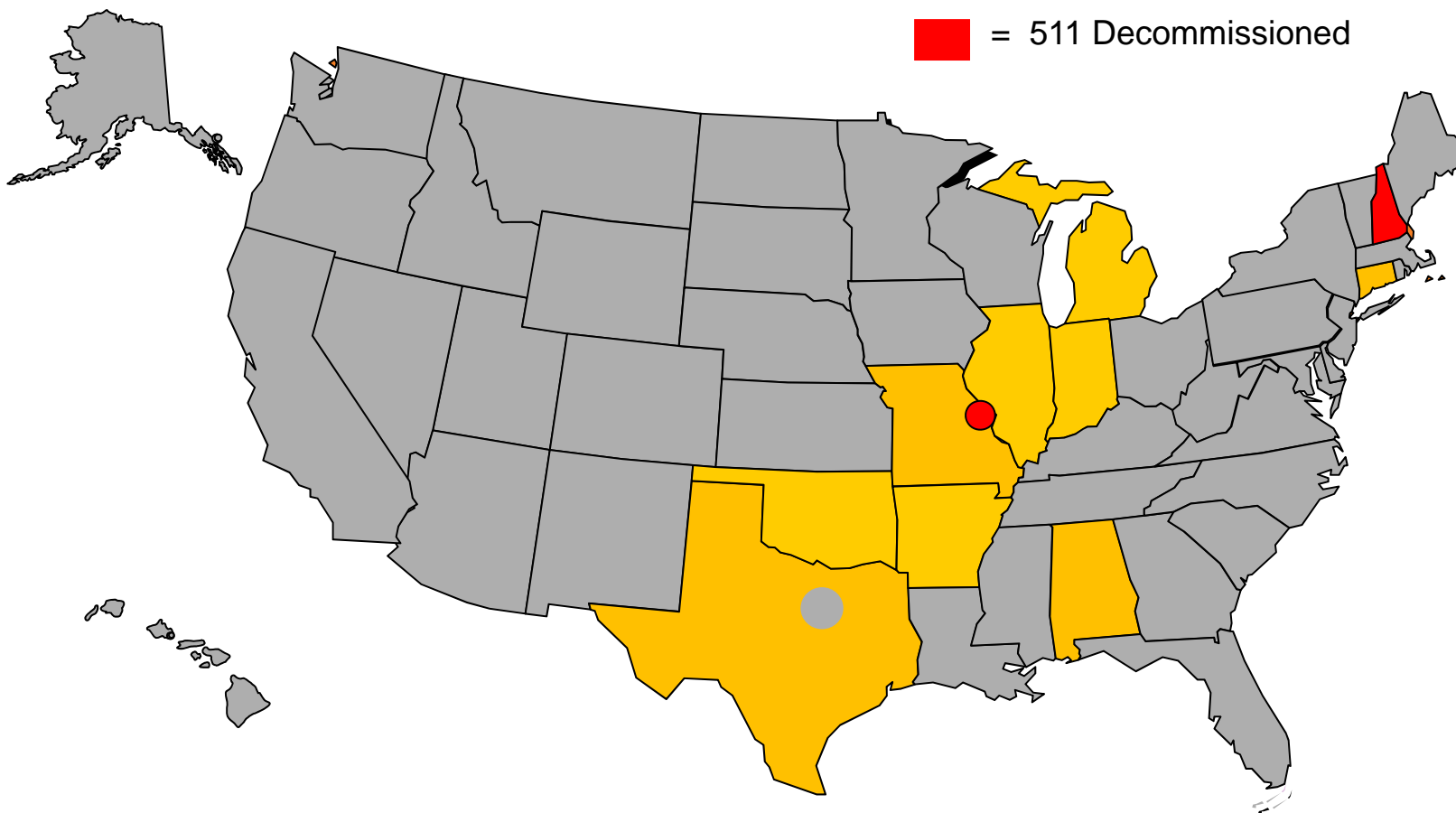
Nebraska



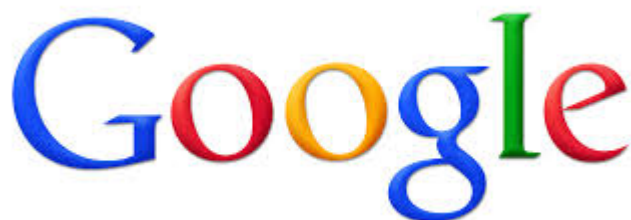
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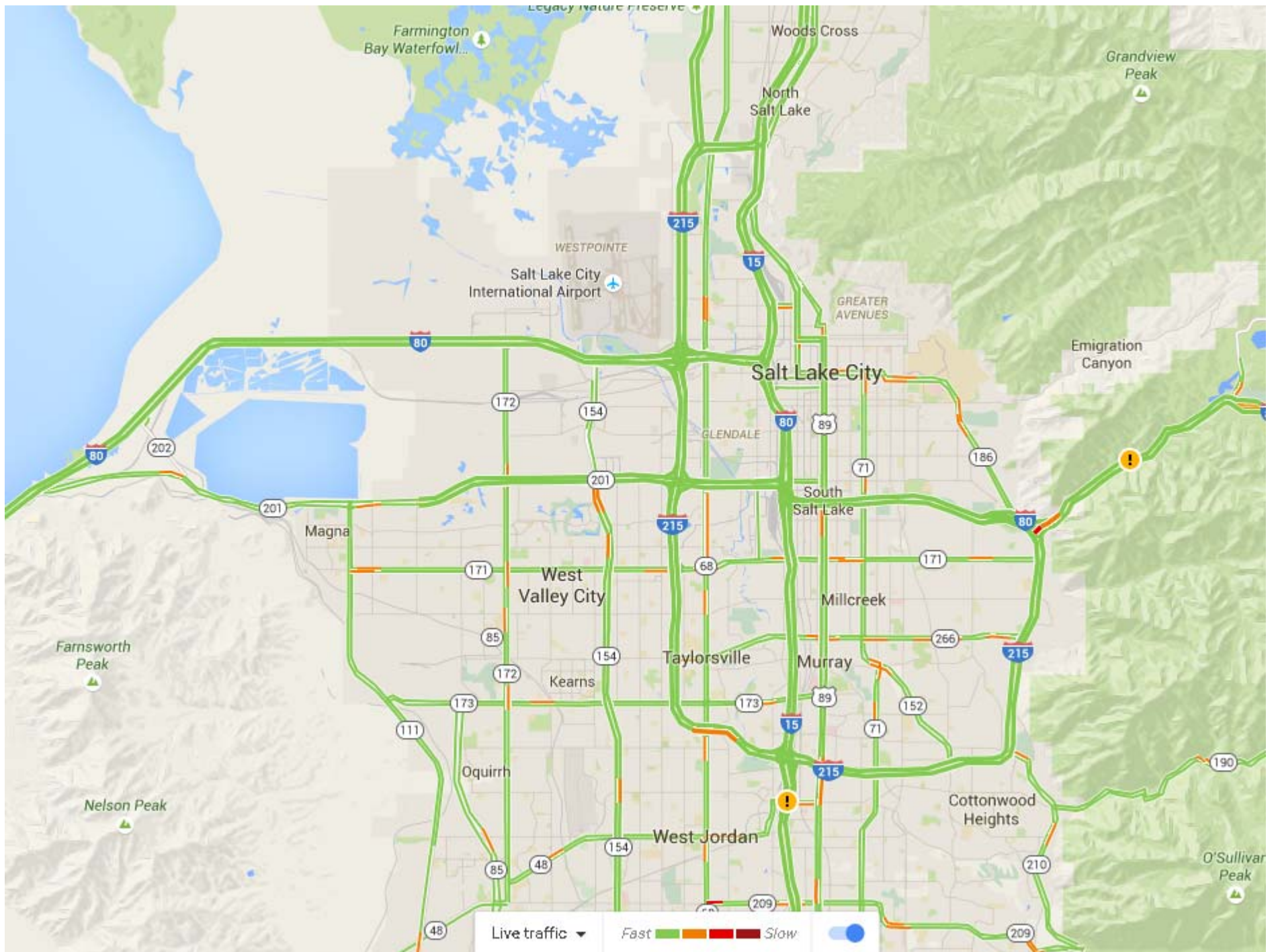
511 Deployment Map: 2015

- = 511 Never deployed
- = 511 Operational
- = 511 Decommissioned



Traffic/Transit Content Providers





📍 Elko, NV, United States

📍 Fresno, CA, United States

Check routes for a different time

Route Options

From **Elko, NV, United States**
To **Fresno, CA, United States**

1 I-80 W

🚗 588.58 miles ⌚ 8 h 6 min

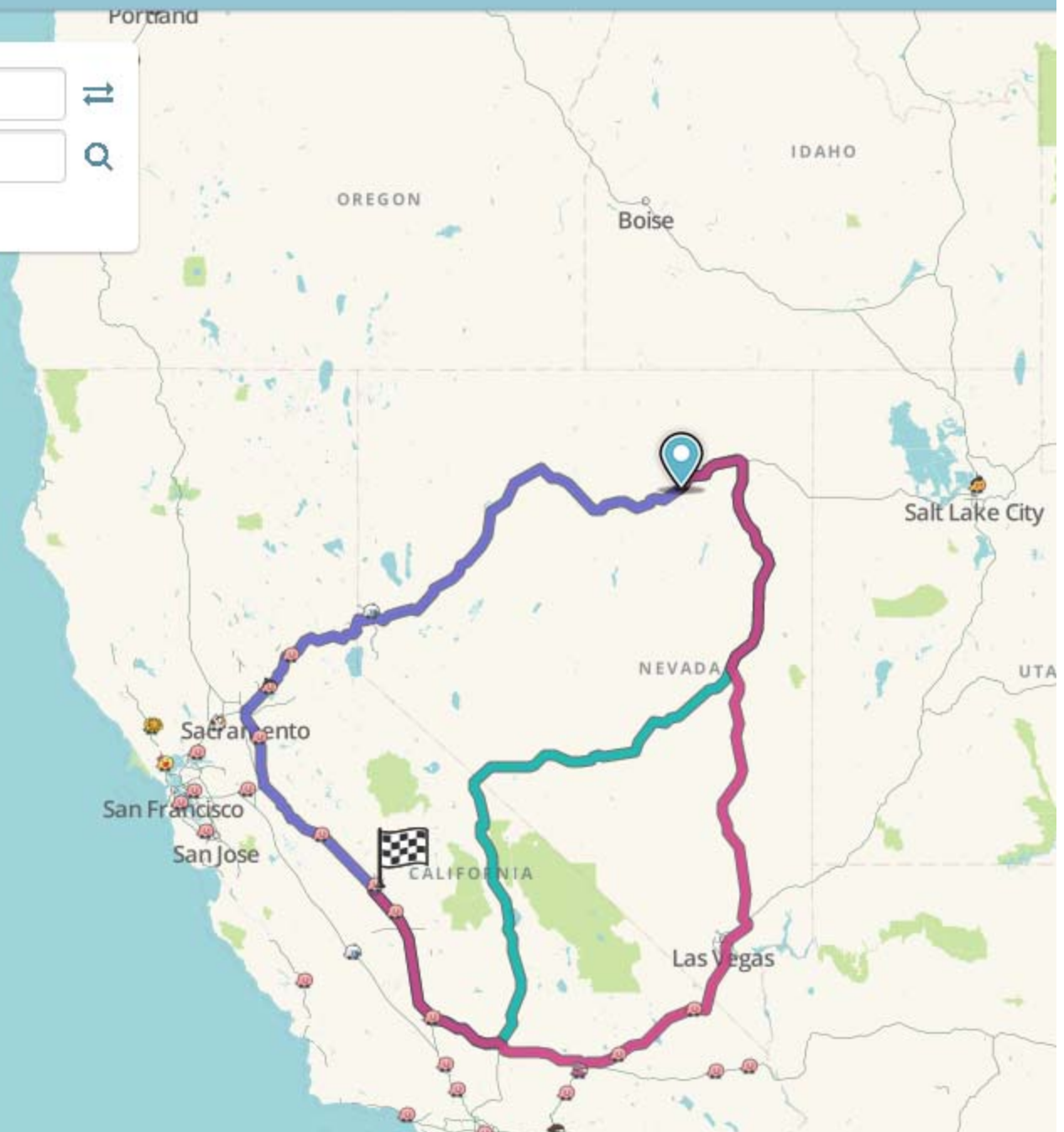
2 US-93; I-15 S

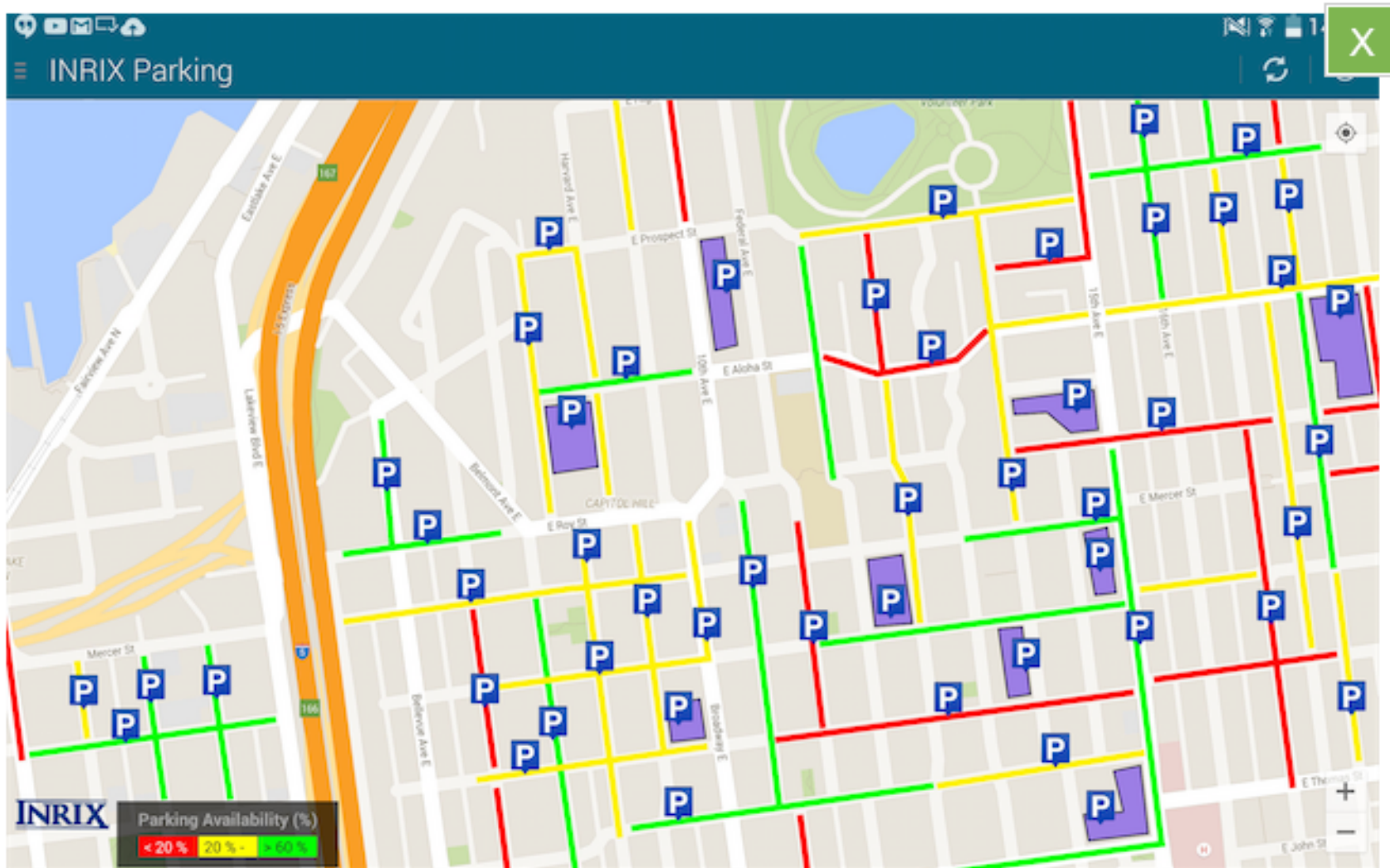
🚗 823.32 miles ⌚ 11 h 44 min

3 US-93; US-395 S

🚗 807.30 miles ⌚ 11 h 49 min

🔗 Share routes





INRIX parking services gives drivers immediate visibility to on-street and off-street parking nearby

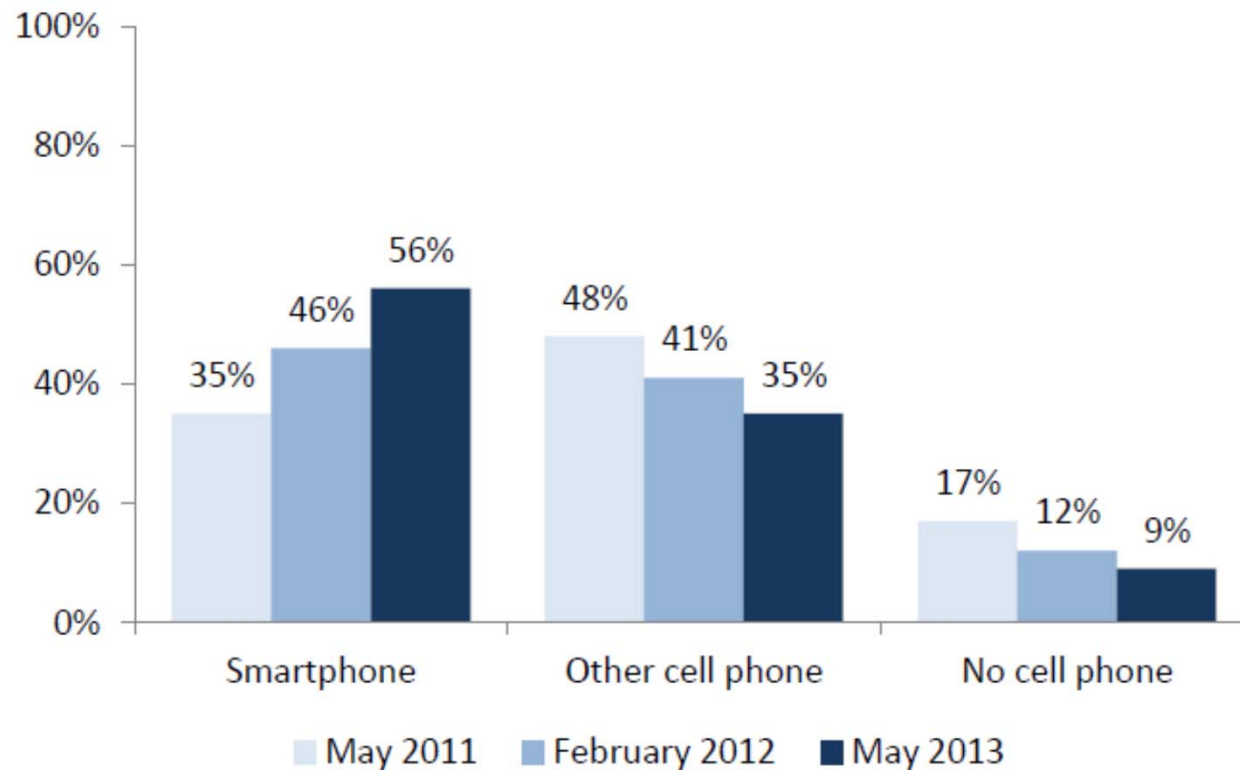
Eventually



Issues to Consider

Changes in smartphone ownership, 2011–2013

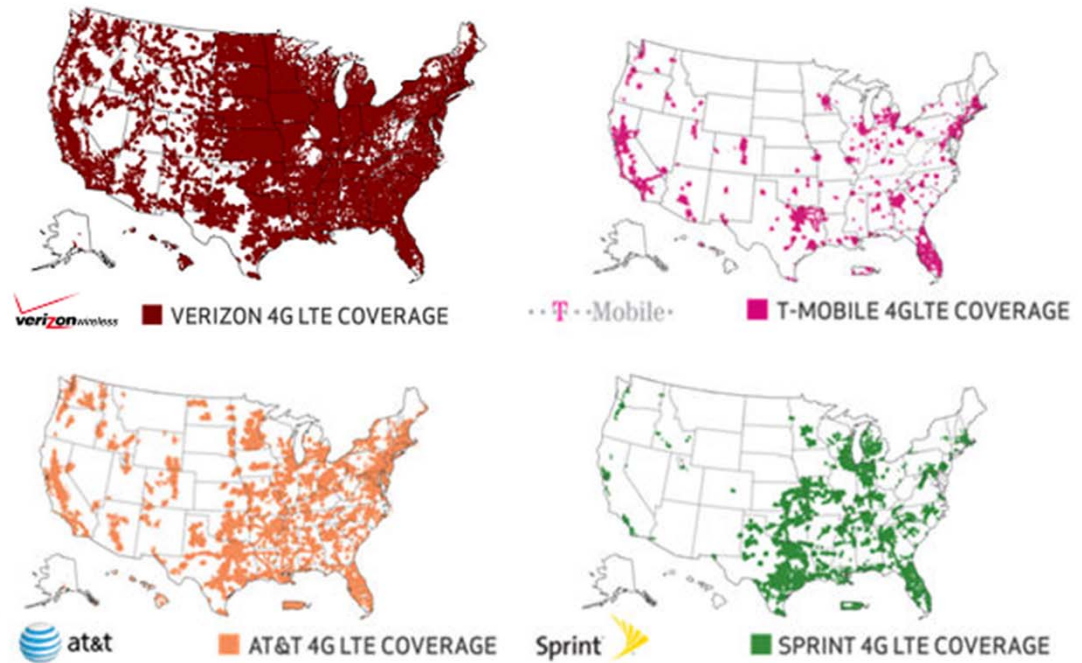
% of all U.S. adults who own...



Source: Pew Research Center's Internet & American Life Project April 26-May 22, 2011, January 20-February 19, 2012, and April 17-May 19, 2013 tracking surveys. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews. All surveys include Spanish-language interviews.

Issues to Consider

- Limit of access in rural areas and underserved populations
 - Rural areas have limited cell / internet coverage



- Investments made in 511
 - Per capita 511 is not well known (generally), but those who use it, use it religiously
- Credibility of data
- Emergency messaging
 - Who has the obligation to reach all members of the public during times of emergency
 - Private sector has little incentive to serve unprofitable market niches
- Public sector has to decide its desired relationship with the private sector.

- Personalization for IVR
 - ANI recognition
- Improved IVR Menu Design
 - 511 Guidelines were useful at the time, but they are outdated now
 - No need for top level menu items that are underused
 - Recognition of a large number of utterances reduces recognition rates.



Thank you

Stacy Unholz
Sr. ITS Project Manager

stacy.unholz@ibigroup.com
323-377-0408

