511: Have Reports of Its Death Been Greatly Exaggerated?

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IBI: Intelligence, Buildings, Infrastructure

**Intelligence:** systems design, software development

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

**Infrastructure:** planning, urban design, landscape architecture, transportation, civil engineering
511 Services “Hit the Road”

Kentucky

San Francisco

Iowa

Florida

Nebraska

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- 511 Never deployed
- 511 Operational
- 511 Decommissioned

511 Deployment Map: 2015
Traffic/Transit Content Providers

- Waze
- TomTom
- Garmin
- INRIX
- Google

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

Changes in smartphone ownership, 2011–2013

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

- Smartphone: May 2011: 35%, February 2012: 46%, May 2013: 56%
- Other cell phone: May 2011: 48%, February 2012: 41%, May 2013: 35%
- No cell phone: May 2011: 17%, February 2012: 12%, May 2013: 9%

**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
Issues to Consider

• 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  – 511 Guidelines were useful at the time, but they are outdated now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

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