Personalizing 511

Perspectives from the CARS-511 Group

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Castle Rock Associates



CARS-511 Group

- 10-member group, small and large agencies
- Common, consistent 511 design
- Jointly hosted and operated
- Recently transitioned to a new, lowercost, nationally distributed IVR platform

511 in 2011

- July 2000 FCC Designation
- 10+ years of operation
- Implementation left to state/local agencies
- What is the future of 511?



What's Next? Personalizing 511

- 511 broadly defined not just phone
- Narrowly targeted Twitter feeds
- "My Reports" web accounts
- Text messaging
- Personalizing 511 phone



Funding Partners

Idaho Transportation Department

Iowa Department of Transportation

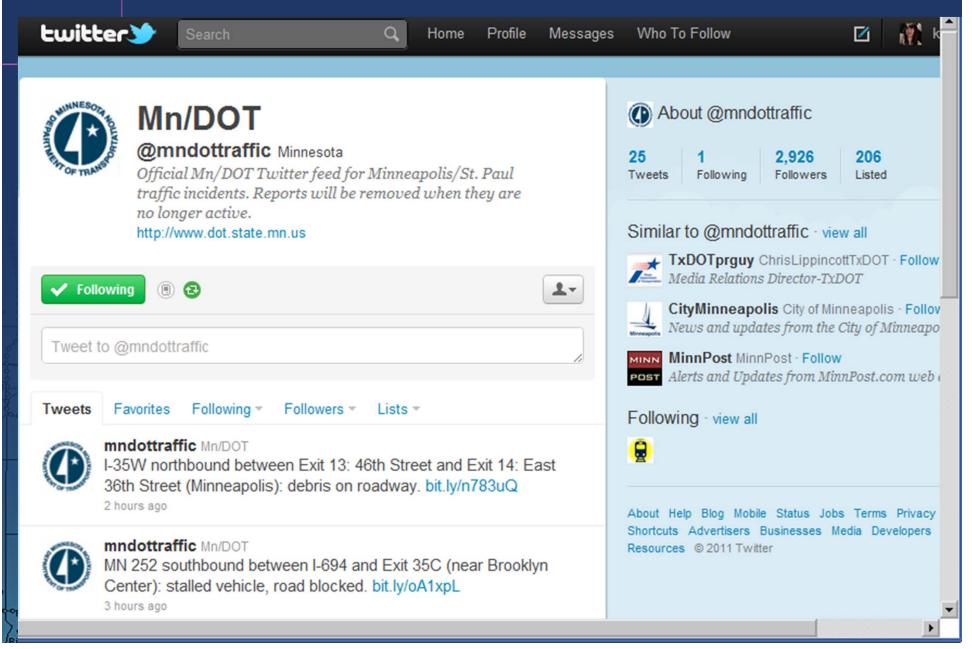
Minnesota Department of Transportation

Kentucky Transportation Cabinet

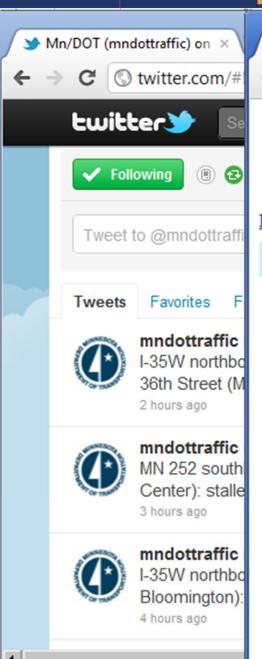
Sacramento Area Council of Governments



Minneapolis / St Paul Twitter Feed



Tweets link to more info





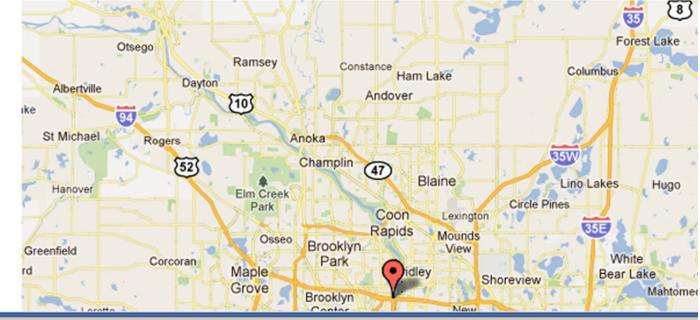


Home

MN 252 southbound: Stalled vehicle.

Report ended at 10:46 AM EDT, 08/29/2011:

Between I-694 and Exit 35C (near Brooklyn Center). There are reports of a stalled vehicle. The rot blocked.

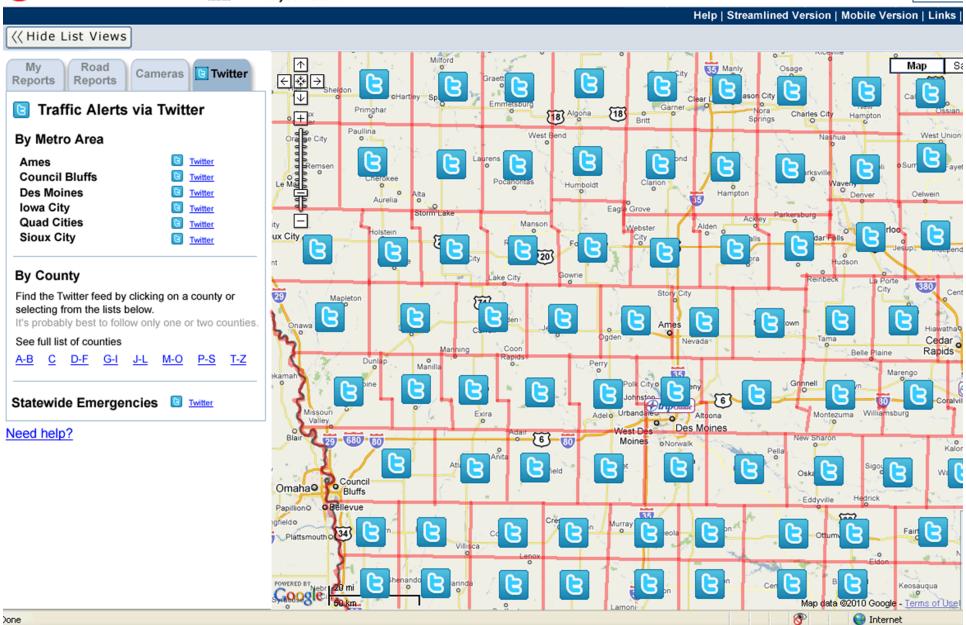


"99 Counties" – Iowa's Twitter Feeds

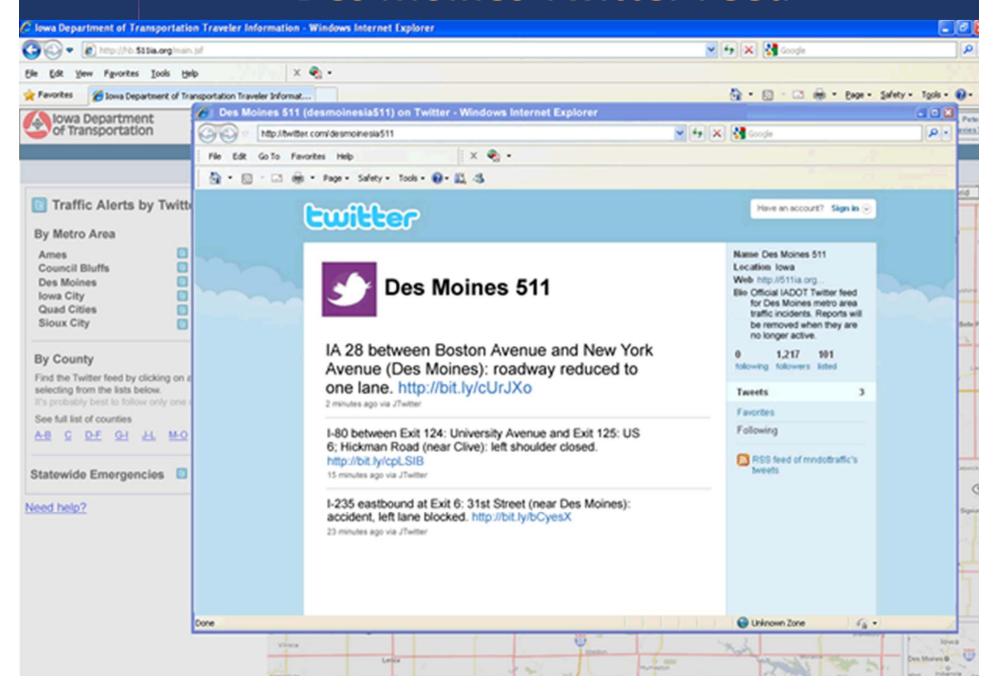




Travel Information Hello. <u>Sign</u>



Des Moines Twitter Feed



Tweeting Back



@mndottraffic

Home

Profile

Messages

Who To Follow





Results for @mndottraffic

Tweets · Top ~



ChefCoreyLee Corey Lee Haglund

#mnshutdown RT @mndottraffic: This service is not currently available

6 minutes ago



inforum inforum.com

Wow even twitter accounts are shutdown. #mnshutdown RT > @mndottraffic: This service is not currently available

6 minutes ago



UptownGirlMpls LeeAnn Rasachak

Major bummer. RT @mndottraffic: This service is not currently available

7 minutes ago



Linwood71 Linwood71

@mndottraffic will you stop tweeting in 2hours?

13 hours ago



ravenlore ravenlore

@mndottraffic Is the traffic twitter going to remain up past midnight tonight? :-(

17 hours ago



Official Mn/DOT Twitter feed for Minneapo



mndotnews Mn/DOT · Follow

This is the official source of news from Mn/

Trends · Portland · change

#nbalockout

#youneedtositdown

#lastthursday

Glenn Beck

Justin Timberlake

American Idol

Alberta

Greg Oden

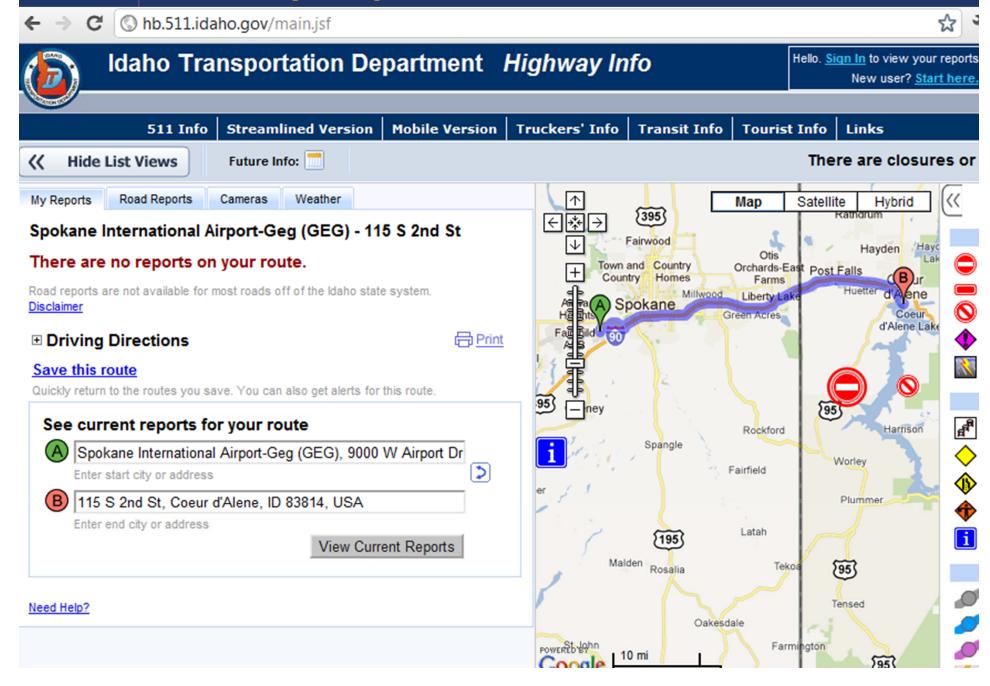
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"My Reports" Personalization

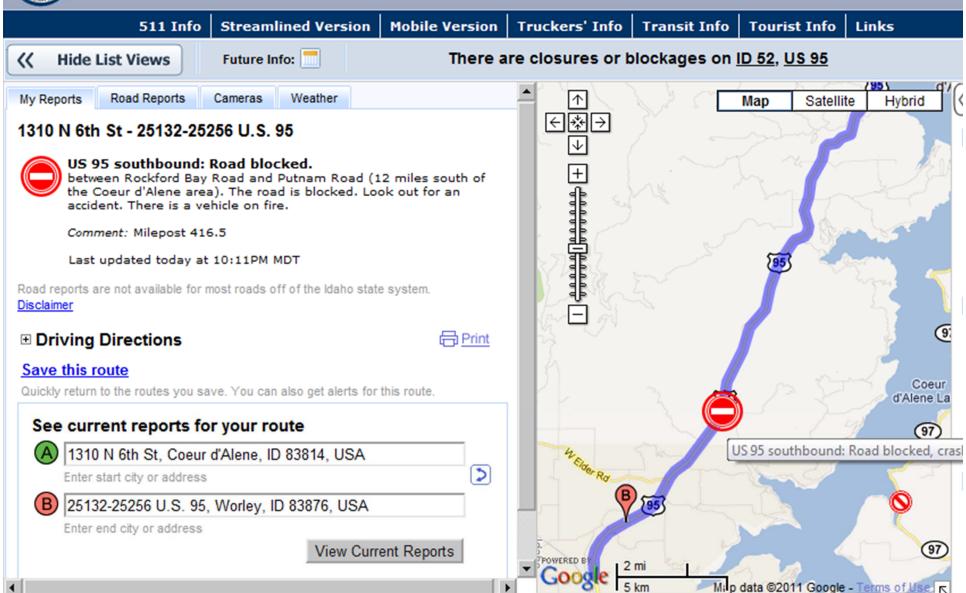


What's happening on my route?



Idaho Transportation Department Highway Info

Hello. Sign In to view your re New user? Start I



Saving "My Reports"



Idaho Transportation Department Highway Info

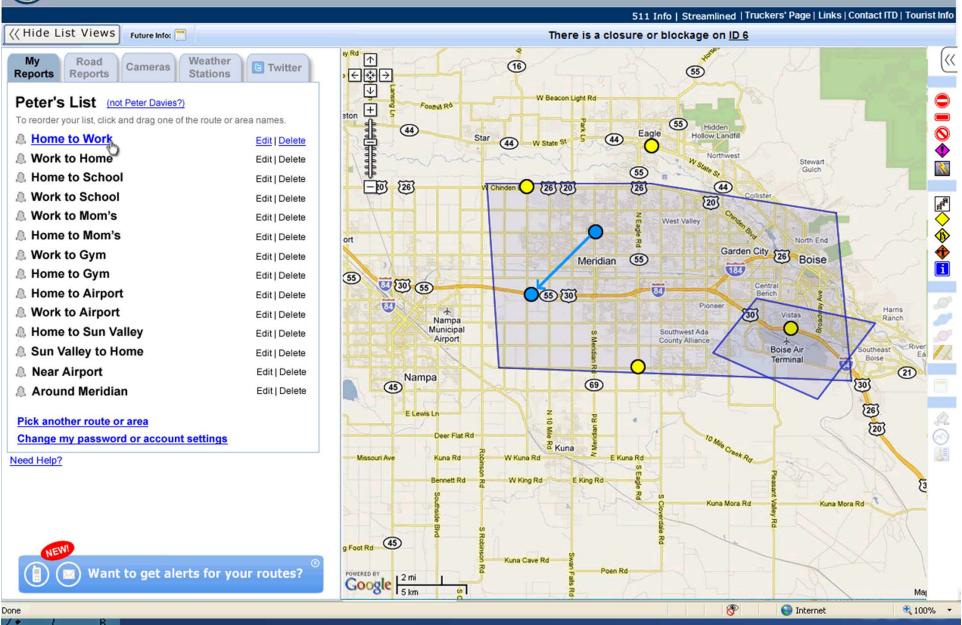
Hello. Sign In to view you
New user? St

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Spokane International Airport-Geg (GEG) - 115 S 2nd St					
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Road reports are not available for most r <u>Disclaimer</u>	Save your routes for easy future access. You can also get alerts for these routes.	Already signed up? Sign in. Email:		Spirit Lake	Coeur D Ale
Driving Directions	Get Started	Password:		Rathdrum	National For
GEG to NRITS		Sign me in automatically	Sign in	0112	Dalton Sardens
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Enter one only or address	View Current Reports	Ritzville	John Garfi	eld	
Need Help?		Endico	195 °	Potlatch	Saint Joe National Forest
		Google 20 mi 50 km	Pullma	More	- <u>Terms of Use</u> [

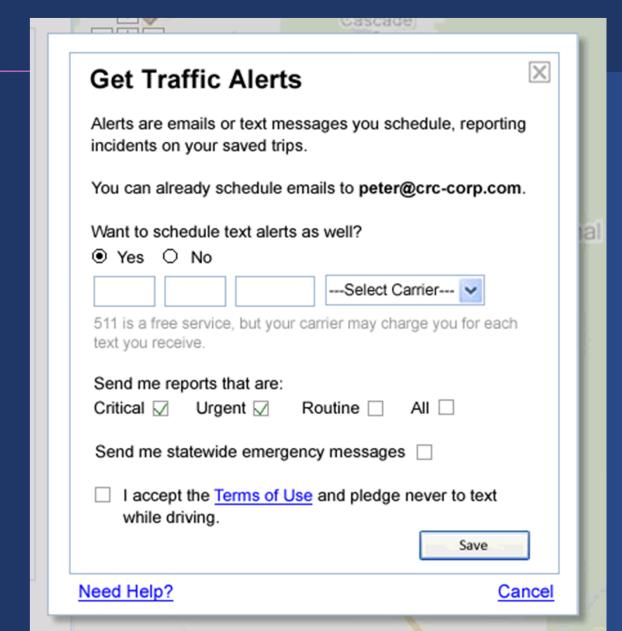
My Trips



Idaho Transportation Department Highway Info

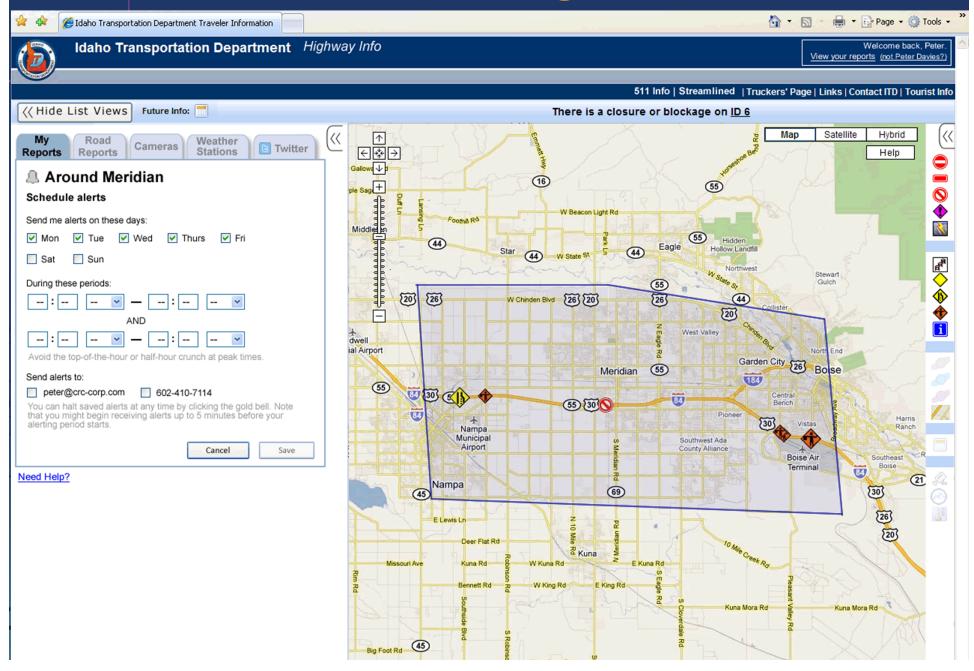


Text Messaging

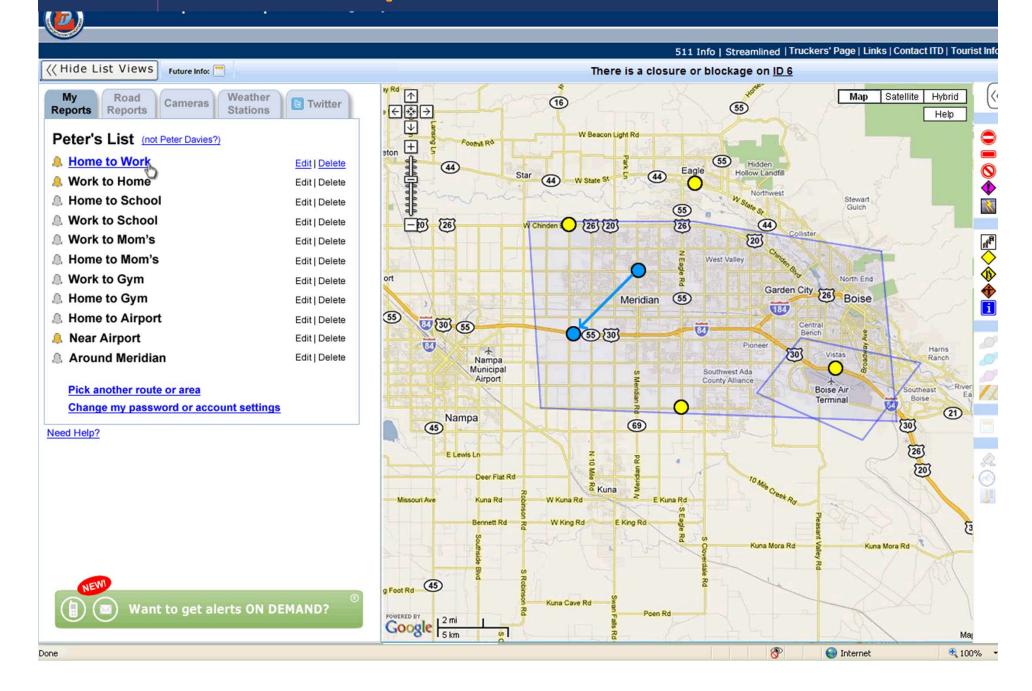




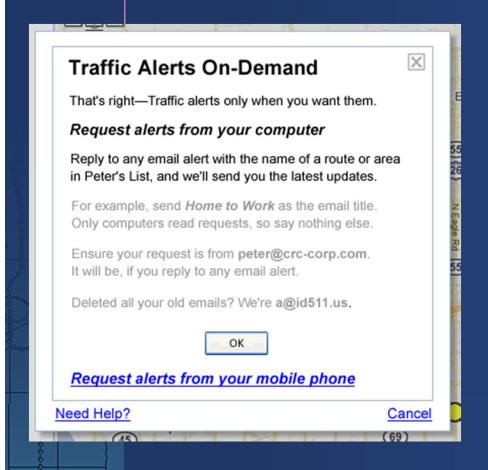
Scheduling Alerts

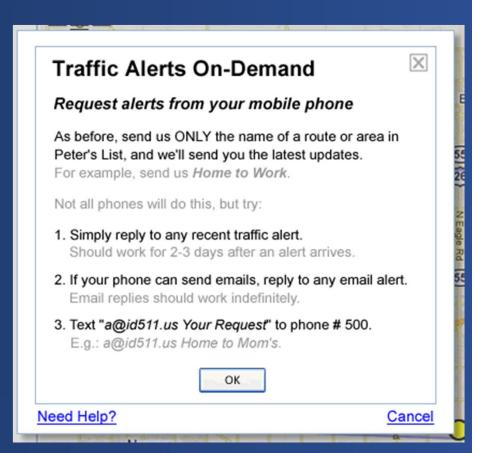


Saved Trips with Scheduled Alerts



Traffic Alerts On Demand

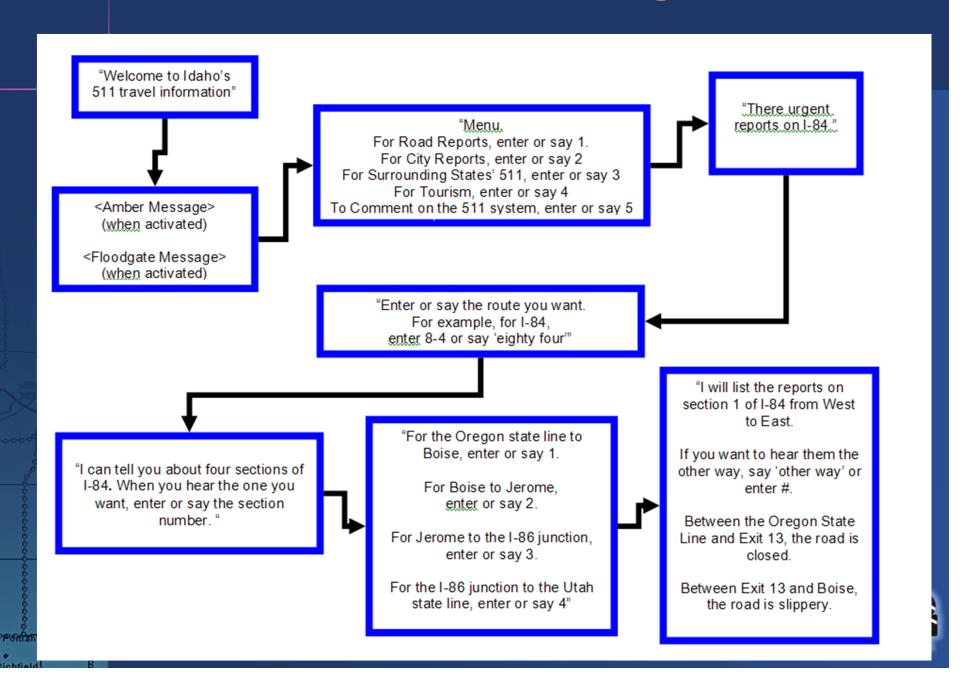




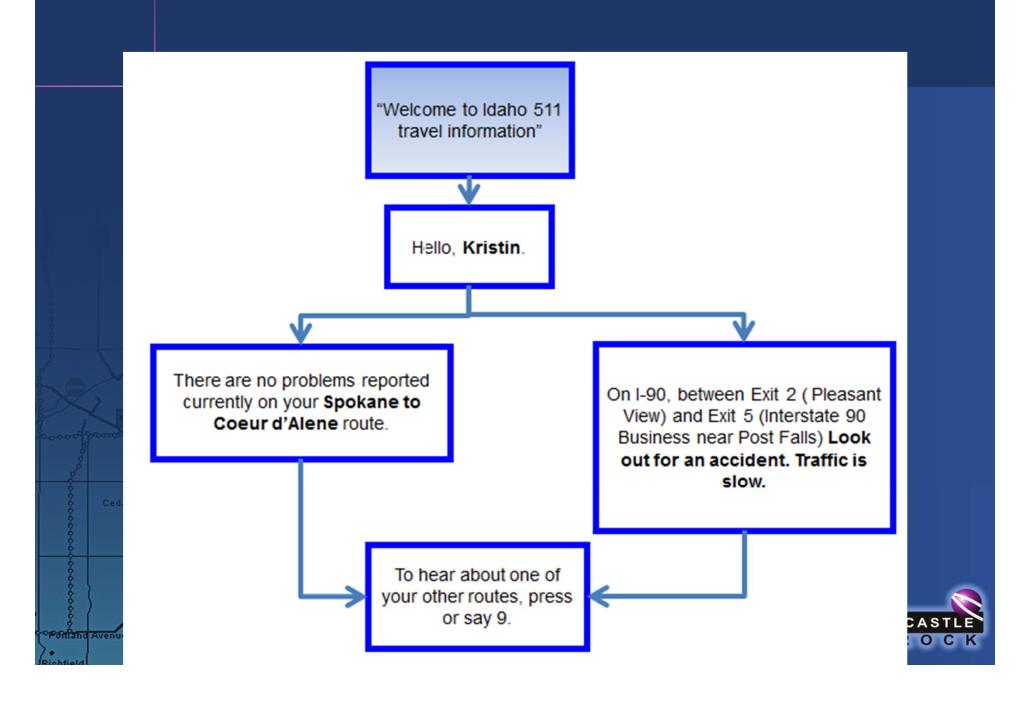


Personalizing 511 Phone

Classical 511 Dialogs



Streamlined, Personalized 511 Dialogs



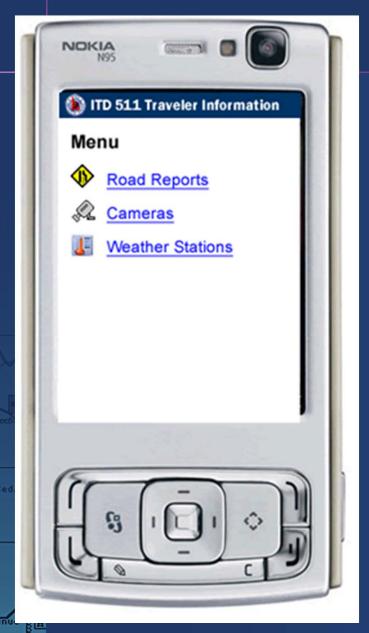
Advantages

- Targeted information
- Happier callers
- Shorter 511 calls
- Lower 511 bills



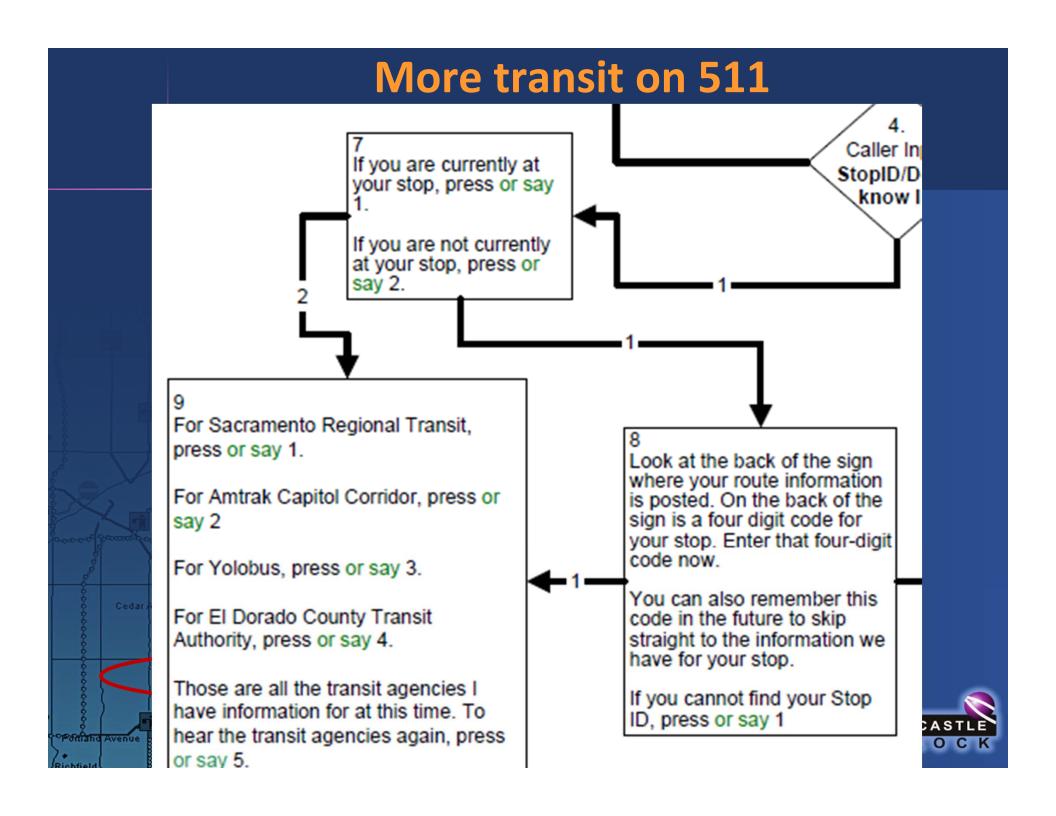
What's Next?

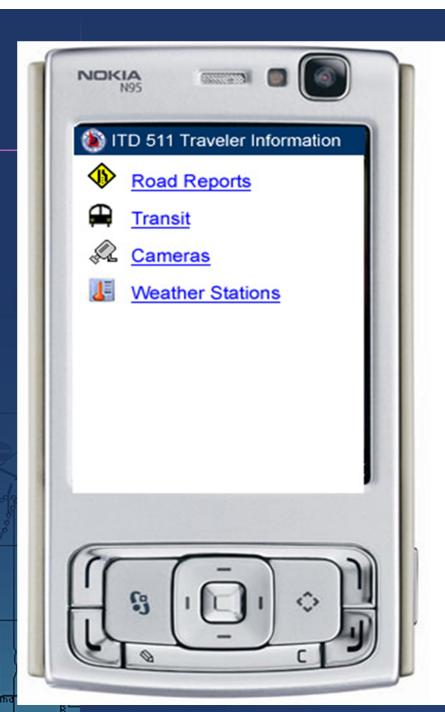
Personalized Mobile Apps

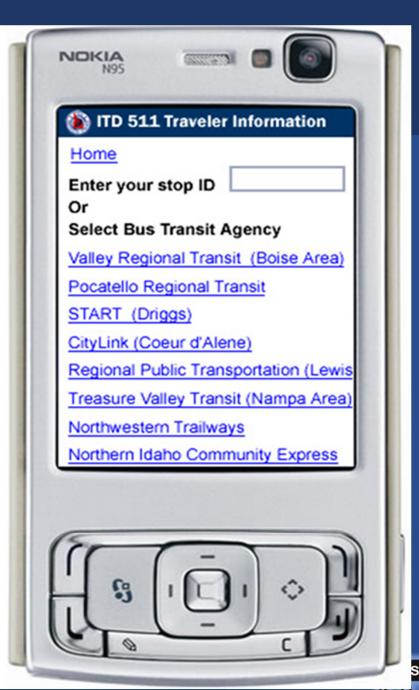


Log into My Reports on Mobile Web or "App"

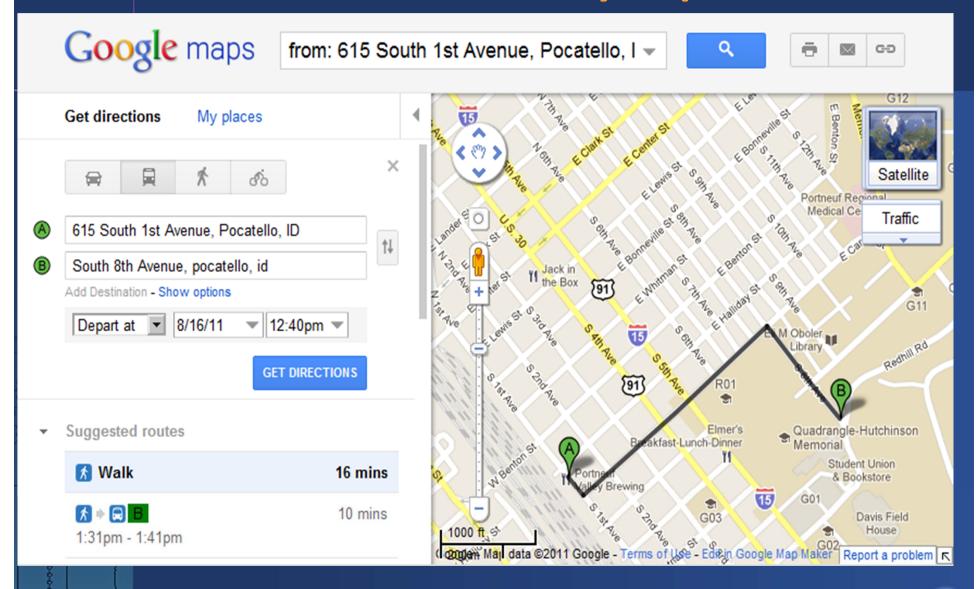








Multi-modal "My Reports"





Thank you.

Questions?

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