



511 Traffic / Media Fact Sheet (Beta Launch of New Traffic Page – 2011)

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511 Traffic is the San Francisco Bay Area's comprehensive local traffic information source, providing on-demand, up-to-the-minute traffic conditions and driving times for freeway travel. The award-winning 511 traveler information system is offering new functionality to the Bay Area traveling public through a significant update and overhaul of the 511 Traffic page.

The new 511 Traffic page, now being launched in beta at trafficbeta.511.org, provides information to help commuters avoid traffic jams and incidents, and suggests alternate routes to keep travelers moving and reduce congestion in the Bay Area. 511 Traffic excels at providing highly accurate, real-time and predicted traffic information for the Bay Area. The site currently receives about 450,000 visits per month. Traffic information is also available on the phone (by dialing 511) and on a mobile web site (m.511.org.)

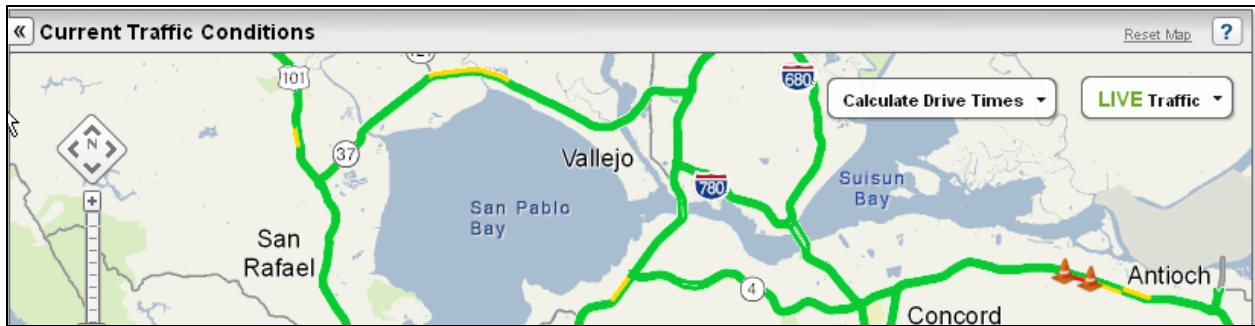
New and enhanced features of the 511 Traffic page include:

- An expandable, customizable, interactive map displaying traffic congestion, incidents, construction projects, events, and live streaming traffic cameras.
- Real-time and predicted traffic information that updates automatically.
- Current driving times and driving times for a specific time and day of the week based upon historical data.
- Personalization, including saved recent trips and map preferences.

The final launch of the page is expected in the spring of 2012. The 511 team is releasing the site in beta now to collect user feedback and confirm the site is working as designed. Suggestions for enhancements or new functionality will be noted for future updates to the page.

Customized Map

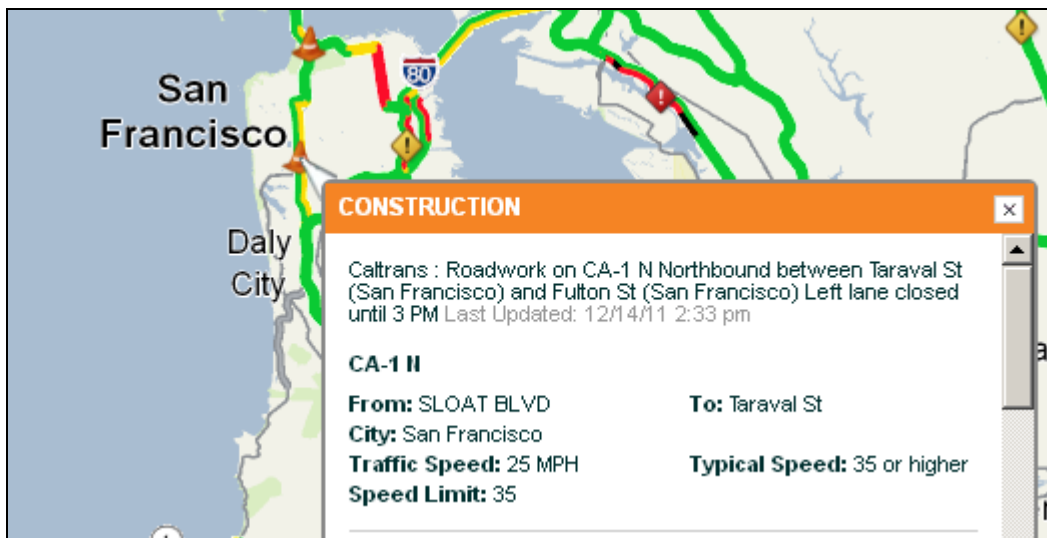
The upgraded 511 Traffic map shows real-time traffic congestion on freeways and highways throughout the region. **Improved navigation and easier access to map features** make obtaining traffic information quick. Current conditions are clearly color-coded by the speed of travel – from green for free flow to black for stop-and-go traffic. When planning a future trip, users can **easily switch to view predicted traffic** for a particular time and day, based upon historical averages. For users preferring a **larger map view**, the map can be expanded to fill the whole screen.



Potential issues impacting drivers are shown as icons on the map, including incidents and road closures, construction projects, and events. These layers, along with live streaming traffic cameras and highway shields, can be activated or deactivated on the map based upon user preference.



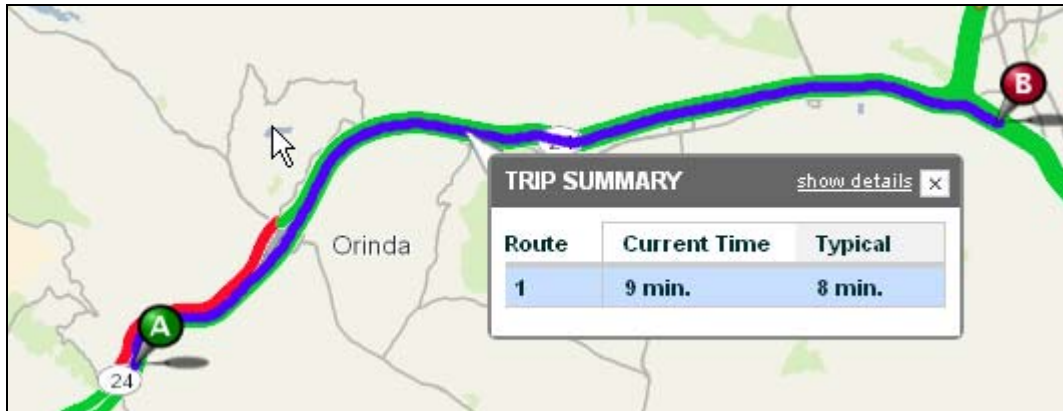
Clicking an icon on the map provides a detailed **description of the particular incident, construction project, or event** impacting traffic flow, including current and typical speeds for the affected roadway. Users can also simply click a segment of roadway to view current and typical speeds for that section of roadway.



511 Driving TimesSM

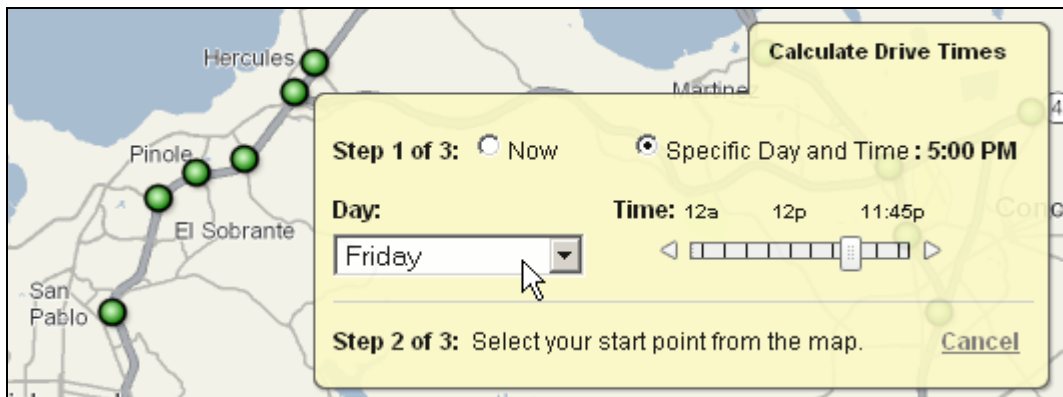
The 511 Driving TimesSM tool provides users with **current driving times, incidents, and traffic speeds** between a starting and ending point. Users can select their start and end points on the map or from a list of cities and hot spots. When available, alternate routes are provided to enable users to choose a

different path and **avoid congested areas**. The display of typical driving times compared to the current time also helps users to make informed decisions about their trip, including changing routes, delaying their trip, or possibly taking transit.



For planning future trips, such as an airport or weekend leisure trip, users may calculate **driving times for a specific day and time** based on historical data for that same day type and time.

For example, when making weekend getaway plans, users can enter their trip and select “Friday” as the day type to view predicted driving times for Friday travel.



Personalization

With cookies enabled, 511 Traffic will **personalize the user experience** so that each time users return, their preferences and trips are immediately available to them. The Recent Trips feature will save up to three of a user’s most recent trips for **quick access to current driving times**, incidents and speeds along the route. With this feature, there’s no need to create a new driving times trip with each visit to the page, nor is any type of registration required. The user simply views the trip within the Recent Trips section, and can expand it to see additional details and map views for the default and alternate routes.

Recent Trips ?		Collapse ▾	
▶	Vallejo to Fairfield Route: I-80 E	Currently: 14 min.	Typical: 15 min.
▶	Larkspur to Sausalito Route: US-101 S	Currently: 8 min.	Typical: 7 min.
▶	Oakland to San Francisco Route: I-880 N / I-880 N-I-80 W Ramp / I-80 W	Currently: 18 min.	Typical: 18 min.

511 Traffic also **personalizes map views** by remembering the most recent zoom and active/inactive layers selected by a user. If a user prefers to see the Bay Bridge corridor with cameras active, that map will appear each time a user returns, if cookies are active. 511 Traffic will also save the sort order of text-based features, like the list of Current Incidents, Construction, and Events.

Latest News

As always, 511 Traffic provides **the latest breaking traffic news and emergency information** affecting drivers. Up to three Latest News & Construction items are displayed directly on the 511 Traffic home page. Details on additional incidents, construction projects, and events are only a click away. When urgent news breaks or emergencies occur, 511 Traffic displays a ticker at the top of the page to make sure motorists stay informed about major traffic impacts in the region and their commute alternatives.

Latest News & Construction		Collapse ▾	
12/14/11 11:01 am	Caltrans Overnight Closures of I-80 in both directions on the Bay Bridge ▶		
12/14/11 10:53 am	Full Closure of I-580 at Portola Avenue Scheduled in Livermore ▶		
12/14/11 10:53 am	Doyle Drive Weekend Closure in San Francisco - Dates TBA ▶		
There are 11 more construction messages.			

Coming Soon

The new traffic page will be among the first of several major new 511 tools being introduced to the public in the spring of 2012. Other enhancements in the works include:

- 511 Parking information on the web and phone.
- An enhanced Transit Trip Planner that allows users to compare transit, driving, and drive-to-transit trips in terms of travel time, cost, and emissions.
- A transit trip planner app enabling users to plan transit trips on the go.