



Board Report

File #: 2015-1561, **File Type:** Informational Report

Agenda Number: 3.

**SAFE BOARD MEETING
OCTOBER 22, 2015**

SUBJECT: NEXT GENERATION SOUTHERN CALIFORNIA 511 TRAVELERS INFORMATION SYSTEM

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE status report on **Next Generation Southern California 511 Travelers Information System.**

ISSUE

In June of 2015 the Board authorized a two year extension of the current Southern California 511 Travelers Information System contract with the IBI Group. This action extended the current contract until June 30, 2017, at which time a new contract(s) would be in place to operate the next generation of the Southern California 511 system. This report is provided to present an outline of the strategy being pursued in support of the next generation Southern California 511 system.

DISCUSSION

Background

The Southern California 511 Traveler Information System is a regional resource that provides traffic, transit and other related traveler information through the use of an automated Interactive Voice Response (IVR) phone service, a web site and a mobile app. There is also a call center that supports motorist aid calls as well as provides assistance in the use of the IVR. Southern California 511 is operated in partnership with the Orange County Transportation Authority, the Ventura County Transportation Commission, CHP and Caltrans.

The system went live in June 2010 and currently averages over 300,000 users per month. The current system is the first of its type for this region. Based upon the experiences of this first generation system, staff is proceeding with an updated strategy to support the next generation 511 system and to ensure improved performance, quality and usage of the service. A major element of the strategy is to contract directly with the providers of the service platforms, which will enable each contractor to focus on their areas of expertise. Additionally, obtaining platform experts will help improve innovation, customer service and oversight of the system by LA SAFE. A summary of the

strategy is contained in the attached presentation.

FINANCIAL IMPACT

None

ALTERNATIVES CONSIDERED

Since this is a Receive and File no alternatives were considered

NEXT STEPS

Procurement Action in support of the Next Generation Southern California 511 system will begin in October.

ATTACHMENTS

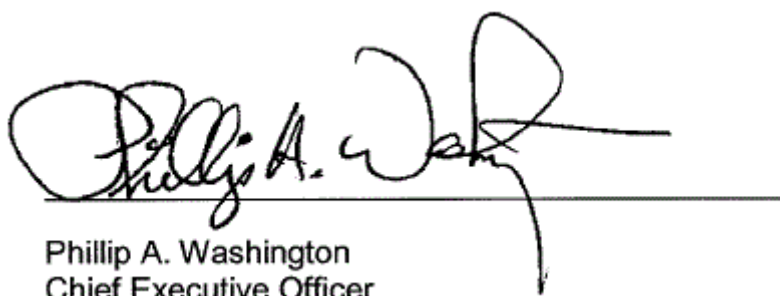
Attachment A - Next Generation Southern California 511 Travelers Information System

Prepared by:

Iain C. Fairweather, Senior Highway Operations Program Manager, (213) 922-5650
Ken Coleman, Deputy Executive Officer, Highway Operation, (213) 922-2951

Reviewed by:

Shahrzad Amiri, Executive Officer, Congestion Reduction, (213) 922-3061



Phillip A. Washington
Chief Executive Officer

Next Generation Southern California 511 Traveler Information System



Current Southern California 511 System

- Contract awarded in March 2008, system deployed in June 2010
- One contractor responsible for Interactive Voice Response (IVR) phone service, web site and call center
 - IVR 237,000 calls per month
 - Web 75,000 visits per month
 - Call Center 40,000 calls per month
- Separate Mobile App introduced in 2014
 - 7,000 users per month
 - 52,000 downloads
- Independent 3rd party review conducted in 2015 recommended improvements in:
 - Ability to interact directly with service providers
 - Voice recognition of the automated IVR phone service
 - Helpdesk support management



NextGen 511 Goals

Based on 3rd party assessment and lessons learned:

- Contract directly with platform experts (IVR, Web/Mobile) to achieve:
 - Improved management by enabling direct interaction with contracted platform experts
 - Increased focus by contractors on each area of expertise
 - Increased focus on Innovation and System Improvement (greater evolution and growth)
 - Deployment of latest technology
- Increase the Focus on the customer
 - Firms with demonstrated experience interacting with the public as well as the client
- Increased flexibility to enable easier upgrades, improvements, new services and support during emergencies



NextGen 511 Strategy: System Elements

- Traveler Information Services (web, mobile, social and direct)
 - Focus on mobile strategy
 - Integrate a social media platform
 - Develop personalized services
- Interactive Voice Response
 - Specialized technical platform
 - Focus on providing an easy-to-use interface
 - Explore and develop the solution using latest technology
- Call Center
 - Focus on Motorist Aid (Call Box and 511 Motorist/Roadside Assistance)
 - Improved customer service



NextGen Outreach to Date

- Partner agency reviews
 - Orange County (OCTA), Ventura County (VCTC), Caltrans
- External agency review
 - Riverside County (RCTC), San Bernardino County (SANBAG)
- Internal department reviews
 - ITS, Marketing



Next Steps

- Procurement
 - Release RFPs: End of October
 - Award: 3rd to 4th Quarter FY16
- Transition to Next Generation 511
 - Development: 6 to 9 months
 - Implementation: June 2017
 - Operation: 39 to 42 months
- Additional resources are anticipated to be requested via the FY17 budget to include As-Needed support to assist with Quality Control/Quality Assurance and Performance Monitoring.

