AGENDA

TRANSPORTATION AGENCY FOR MONTEREY COUNTY
SERVICE AUTHORITY FOR FREEWAYS EMERGENCIES
AND
MONTEREY COUNTY REGIONAL DEVELOPMENT IMPACT FEE
JOINT POWERS AGENCY

EXECUTIVE COMMITTEE
Members are: Jerry Edelen (Chair),
Jane Parker (1st Vice Chair), Kimbley Craig (2nd Vice Chair),
Simón Salinas (Past Chair),
Fernando Armenta (County representative), Alejandro Chavez (City representative)

Wednesday, October 2, 2013
TAMC Conference Room
55-B Plaza Circle, Salinas

***9:00 a.m.***

Complete agenda packets are on display at the Transportation Agency for Monterey County office and at these public libraries: Carmel, Monterey, Salinas Steinbeck Branch, Seaside, Prunedale, and King City. Any person who has a question concerning an item on this agenda may call the Agency Secretary to make inquiry concerning the nature of the item described on the agenda. Please recycle this agenda.

1. **ROLL CALL:** Call to order and self-introductions. If you are unable to attend, please contact Elouise Rodriguez, Senior Administrative Assistant. Your courtesy to the other members to assure a quorum is appreciated.

2. **PUBLIC COMMENTS:** Any member of the public may address the Committee on any item not on the agenda but within the jurisdiction of Transportation Agency and Executive Committee. Comments on items on today's agenda may be given when that agenda item is discussed.
BEGINNING OF CONSENT AGENDA: Approve the staff recommendations for items 3.1 - 3.3 below by majority vote with one motion. Any member may pull an item off the Consent Agenda to be moved to the end of the CONSENT AGENDA for discussion and action.

| 3.1 | APPROVE enclosed minutes from the Executive Committee meeting of September 4, 2013. – Rodriguez | Pages 4 - 7 |
| 3.2 | APPROVE enclosed minutes from the Special Joint TAMC Executive Committee and MST Finance Committee meeting of September 16, 2013. – Watson | Pages 8 - 10 |
| 3.3 | RECEIVE the call for nominations for the twelfth annual Transportation Agency Excellence awards to honor individuals, businesses, groups or projects for their efforts to improve the transportation system in Monterey County. – Gavin | Pages 11 - 13 |

END OF CONSENT AGENDA

| 4. | RECEIVE an update on state legislative activities. – Gavin/ Arriaga | Page 14 |
| 5. | RECEIVE update on federal legislative activities. – Watson/ Schlesinger | Pages 15 - 20 |
| 6. | REVIEW draft 2014 Legislative Program. – Watson/ Gavin | Pages 21 - 23 |
| 7. | RECEIVE a presentation on the Monterey Bay Area 511 Implementation Plan. – Green | Pages 24 - 28 |
| 8. | RECEIVE report on draft agenda for TAMC Board meeting of October 23, 2013. – Hale | (Handout) |
9. **ADJOURN**

Next Executive Committee meeting is:
Wednesday, November 6, 2013
Please mark your calendars.

Documents relating to an item on the open session that are distributed to the Committee less than 72 hours prior to the meeting shall be available for public inspection at the office of the Transportation Agency for Monterey County, 55-B Plaza Circle, Salinas, CA. Documents distributed to the Committee at the meeting by staff will be available at the meeting; documents distributed to the Committee by members of the public shall be made available after the meeting.

Transportation Agency for Monterey County
55-B Plaza Circle, Salinas, CA 93901-2902
Monday thru Friday
8:00 a.m. – 5:00 p.m.
TEL: 831-775-0903
FAX: 831-775-0897

If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals requesting a disability-related modification or accommodation, including auxiliary aids or services, may contact Transportation Agency at 831-775-0903. Auxiliary aids or services include wheelchair accessible facilities, sign language interpreters, Spanish Language interpreters and printed materials, and printed materials in large print, Braille or on disk. These requests may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting, and should be made at least 72 hours before the meeting. All reasonable efforts will be made to accommodate the request.
DRAFT MINUTES

TRANSPORTATION AGENCY FOR MONTEREY COUNTY
SERVICE AUTHORITY FOR FREeways EMERGENCIES AND MONTEREY
COUNTRY REGIONAL DEVELOPMENT IMPACT FEE
JOINT POWERS AGENCY

EXECUTIVE COMMITTEE MEETING

Members are: Jerry Edelen (Chair),
Jane Parker (1st Vice Chair), Kimbley Craig (2nd Vice Chair),
Simon Salinas (Past Chair),
Fernando Armenta (County representative), Alejandro Chavez (City representative)

Wednesday, September 4, 2013
*** 9:00 a.m. ***
Transportation Agency Conference Room
55-B Plaza Circle, Salinas

1. CALL TO ORDER: Chair Edelen called the meeting to order at 9:00 a.m. Board
members present: Armenta, Chavez, Craig, Edelen, Parker and Salinas. Staff present:
Gavin, Goel, Muck, Rodriguez, Watson and Zeller. Others present: Agency Counsel
Reimann and Sam Teel, Monterey County Hospitality Association.

2. PUBLIC COMMENTS: None.

3. CONSENT AGENDA
On a motion by Board member Chavez and seconded by Board member Parker, the
committee voted 6 – 0 to approve the consent agenda.

3.1 APPROVED minutes from the Executive Committee meeting of August 7, 2013.

3.2 RECOMMENDED that the Board AUTHORIZE the Executive Director to make a
lump sum payment of $100,493 to California Public Employee Retirement System to pay
off the Agency’s side fund liability.

END OF CONSENT

On a motion by Board member Salinas and seconded by Board member Armenta, the committee voted 6 – 0 to receive update on the 2014 State Transportation Improvement Program Fund Estimate.

Mike Zeller, Senior Transportation Planner, reported the Transportation Agency’s target for 2014 State Transportation Improvement Program (STIP) funding ranges from $14.1 million up to a maximum of $20.3 million. Agency staff has developed a draft list of priority projects to meet this funding target and use in the development of the Regional Transportation Improvement Program. He noted that The Regional Transportation Improvement Program is a 5-year program list of transportation projects adopted by the Transportation Agency every two years for inclusion in the statewide program. Projects from the 2012 Regional Transportation Improvement Program that are currently programmed in the State Transportation Improvement Program include the Salinas Road Interchange, US-101 South County Frontage Roads, State Route 156 Widening, Rail Extension to Salinas, and Castroville Bike/Pedestrian Overcrossing. The 2014 State Transportation Improvement Program will cover the period from fiscal year 2014/15 to 2018/19. The California Transportation Commission typically programs new projects into the last two years of the cycle. Projects selected for inclusion in the State Transportation Improvement Program are required to be fully funded through the given phase: design, environmental, right-of-way, or construction. To begin developing a proposed project list for the 2014 Regional Transportation Improvement Program, agency staff met internally and separately with Caltrans staff to review the current list of projects programmed in the State Transportation Improvement Program as well as other priority projects identified by the Transportation Agency Board.

Deputy Executive Director Muck noted that the Agency is working with the City of Marina on the Imjin Road project. The projects considered for inclusion were evaluated on the readiness of the project and whether phases of the project could be fully-funded within the programming timeline. Mr. Muck also noted that the $560,000 Salinas Road Interchange over run cost will go to the California Transportation Commission October 2013 meeting for approval, and these funds will be immediately deducted from our share.

Sam Teel, Monterey County Hospitality Association, asked why staff didn’t ask for funds for the Highway 156 project. Mr. Muck replied the cost of the next phase of the Highway 156 project is higher than the amount of funds available to us. He noted that right of way is currently fully in the STIP.

In conclusion, Mr. Zeller reported this item will be brought to the TAMC Board on September 25, 2013, then Transportation Agency staff will begin drafting a 2014 Regional Transportation Improvement Program proposal based on the regional priorities set by the Board. The Transportation Agency needs to submit its 2014 Regional Transportation Improvement Program to the California Transportation Commission by
December 15, 2013. The 2014 State Transportation Improvement Program is scheduled to be adopted by the Commission in March 2014.

5. **RECEIVED** a verbal report on Caltrans Audit findings report.

On a motion by Board member Parker and seconded by Board member Craig, the committee voted 6–0 to receive verbal report on the Caltrans Audit findings.

Rita Goel, Director of Finance and Administration, reported the findings of the Caltrans Audit done in March & April of 2012. She reported on August 29, 2013, Caltrans Audits came back following five general findings. Ms. Goel noted that the Agency has 30 days to respond to Caltrans. There was nothing fraudulent and, all of the projects are valid projects but it is going to take a time to work through the various findings. Deputy Executive Director Muck reported that staff is writing the responses to these findings. He also noted that Director Hale will take the following approach; dispute some of the findings, provide more documentation on some to demonstrate that the agency has been in compliance and agree on others that we have to change policies to be in compliant. She will also meet with the Director of AMBAG Maura Twomey to discuss this issue, and will also work with various divisions of Caltrans. Mr. Muck noted after the final audit is released staff will meet with Caltrans Divisions responsible for activities reviewed in the audit.

6. **RECEIVED** report on draft agenda for TAMC Board meeting of September 25, 2013.

On a motion by Board member Parker and seconded by Board member Salinas, the committee voted 6 – 0 to receive a report on the draft agenda for the TAMC Board meeting of September 25, 2013.

Deputy Executive Director Muck reviewed the September 25, 2013 draft agenda. He reported that the Board would receive an update on the 2014 State Transportation Improvement Program Fund Estimate and a presentation on the Marina-Salinas Multimodal Corridor Conceptual Plan and public outreach strategy. The Board will be asked to adopt Resolution 2013-13 allocating State Transit Assistance funds to Monterey-Salinas Transit for Fiscal Year 2013-14. A closed session will be held regarding the Public Employee Performance Evaluation on the Executive Director and Legal Counsel. Mr. Muck reported under the consent agenda the Board will be asked to authorize the Executive Director to make a lump sum payment of $100,493 to California Public Employee Retirement System to pay off the Agency’s side fund liability as recommended by the Executive Committee and to approve scope of work for consultant assistance to perform a triennial transit performance audit for the three-year period ending June 30, 2013 as required by state law, and also approve the Regional Traffic Counts Request for Proposals Scope of Work; and authorize staff to release the Request for Proposals and return to the Board of Directors with a recommendation for approval of a consultant contract, including the final scope of work. He also reported that the Board would be asked to approve the Electric Vehicle Charging Stations Request for Proposals Scope of Work; and authorize staff to release the Request for Proposals and return to the Board of
Directors with a recommendation for approval of a consultant contract, including the final scope of work; and authorize the Executive Director to execute a cost-sharing agreement not to exceed $45,000 with the Capitol Corridor Joint Powers Authority to review designs and assist with planning for the Salinas Rail Extension Project, for two years; approve the use of $45,000 in state funds budgeted to this project; and authorize the Executive Director to make administrative changes to the agreement if such changes do not increase the Agency’s net cost, subject to approval by Agency counsel. And lastly the Board will receive a report on the Regional Development Impact Fee update and workshops for building and planning staffs for the local jurisdictions.

7. CLOSED SESSION:
The Committee held a closed session regarding the Public Employee Performance Evaluation pursuant to Government Code Section §54957 – Positions: Executive Director & Legal Counsel.

RECONVENED IN OPEN SESSION: Chair Edelen reported that the committee reviewed the Executive Director & Legal Counsel evaluations and decided how to present them to the Board in September.

8. ADJOURNMENT
Chair Edelen adjourned the meeting at 10:17 a.m.

Respectfully Submitted,

[Signature]
Louise Rodriguez, Senior Administrative Assistant
TRANSPORTATION AGENCY FOR MONTEREY COUNTY
SERVICE AUTHORITY FOR FREeways EMERGENCIES
AND
MONTEREY COUNTY REGIONAL DEVELOPMENT IMPACT FEE
JOINT POWERS AGENCY
WITH
MONTEREY-SALINAS TRANSIT

SPECIAL JOINT
TAMC EXECUTIVE COMMITTEE and
MST FINANCE COMMITTEE MEETING
TAMC Executive Members are: Jerry Edelen (Chair),
Jane Parker (1st Vice Chair), Kimbley Craig (2nd Vice Chair),
Simon Salinas (Past Chair),
Fernando Armenta (County representative),
Alejandro Chavez (City representative)

MST Finance Committee Members are: Fernando Armenta (County of Monterey),
Victoria Beach (City of Carmel-by-the-Sea), Randy Hurley (City of King),
Frank O'Connell (City of Marina), Patricia Stephens (City of Soledad)

***10:00 a.m.***

Monday, September 16, 2013
TAMC Conference Room
55-B Plaza Circle, Salinas

1. CALL TO ORDER: TAMC Executive Committee Chair Edelen called the meeting
to order at 10:00 a.m., and a quorum of both bodies were established. TAMC
Executive Committee members present: Armenta, Chavez, Edelen, Parker, Salinas.
MST Finance Committee Members present: Armenta, Beach, O'Connell, Stephens.
Agency Staff present: Hale, Muck, Watson. MST Staff present: Sedoryk, Harvath.
Others present: Agency Counsel Reimann. Robert Murdoch, Public Works Director,
Monterey County Resource Management Agency.

2. PUBLIC COMMENTS: None.
3. **DISCUSSED** how to coordinate efforts to increase funding for transportation improvements throughout Monterey County, including potential transportation sales tax measure(s).

Carl Sedoryk, General Manager of Monterey-Salinas Transit District, reported that MST held a strategic workshop to review the state of transit funding and directed staff to develop a sales tax proposal and to coordinate with TAMC. He reported that MST’s capital investment needs are approximately $22 million in bus replacements, $75 million in facilities replacements and $3 million in telecommunication system upgrades, for a total of $100 million and growing. Meanwhile, federal grant funding has fallen from approximately $7 million in fiscal year 2010 to approximately $6 million this year. He noted that the reasons for reduced transit funds are due to the decrease in revenues from the gas tax, partly due to the recession, as people are driving less and driving more fuel-efficient cars. MST staff is recommending that the District study an 1/8th cent ($0.00125) sales tax ballot measure for November 2014 to support transit and mobility services for seniors, disabled and jobs access for low-income residents, and support capital infrastructure investments. Mr. Sedoryk estimated that this tax would bring in approximately $10 million per year.

TAMC Executive Committee member Simón Salinas asked whether the sales tax measure would have a sunset clause. Mr. Sedoryk responded that the surveys would guide their decision as to a timeframe.

Hunter Harvath, Assistant General Manager of MST, added that each bus costs approximately $500,000, noting bus replacements are expensive but critical.

TAMC Executive Committee Chair Jerry Edelen noted that he feels the success of a sales tax measure would be more likely if it were a coordinated, joint measure and asked if MST’S polling could ask if a measure is better with or without TAMC.

Debbie Hale, TAMC Executive Director, reported that all of the highway projects now under construction were funded via state bond funds and federal stimulus funds. She noted that all the bond and stimulus funding has been spent, and that there is no expectation of more of either soon. Ms. Hale noted that state bond measures had separate funds set aside for self-help counties, which we could not access without a sales tax. She also noted that no one wants to raise the gas tax despite studies finding it should be raised or at least indexed to inflation. She reported that TAMC consultant EMC Research recently did an poll and found that a potential transportation sales tax measure would get around 66% support, without a specific project list, indicating the vote could be higher once a project list was developed. She noted that upon hearing these poll results, the TAMC Executive Committee gave staff direction to develop coalitions, coordinate with MST, and plan for a sales tax measure in coordination with the 2016 presidential election.

TAMC Executive Committee member and MST Finance Committee member Fernando Armenta noted the difficult path forward for a sales tax ballot measure, which requires a
2/3 vote. He noted that it is critical to develop strong coalitions of support and to reach out to all stakeholders, which takes a long time, two years at a minimum. Chair Edelen responded that we can be optimistic because the last time TAMC had a sales tax on the ballot, it got 63% of the vote, falling just short of the required 66.7%, and that since then, TAMC has successfully constructed several major roadway projects.

MST Finance Committee member Victoria Beach asked what the sale tax measure pitch would be, noting that “smart planning” may be a good pitch. Ms. Hale noted that we have a very diverse community, and that some ideas that work for specific areas might not work for other regions of the County.

TAMC Executive Committee member Jane Parker noted that TAMC and MST should coordinate and reach out to consultants with a proven success rate for sales tax measures. Mr. Sedoryk responded that MST hired consultants that were involved in successful measures in Santa Clara County.

Mr. Sedoryk also reported that it is critical for MST to act soon and aim for the 2014 election, because MST’s funding needs are so dire that they are being forced to cut service. He noted that, currently, MST provides a higher level of service than comparable counties as measured by county size and agency budget.

Ms. Beach asked if MST would include a question in their poll about a possible combination effort between TAMC and MST. She also asked if TAMC could consider going in 2014. Ms. Hale responded that urgency does not necessarily translate to success at the ballot, and that it is a good idea to take the time to develop a good project list and build coalitions of support. Mr. Salinas also noted that the City of Salinas is also proposing a public safety sales tax measure, and that too many tax measures on the same ballot lessens the likelihood of any of them to succeed.

Mr. Sedoryk responded that he would ask the consultant about a combined measure. Mr. Harvath estimated that the survey results would be available in October for discussion. Mr. Armenta requested another meeting of these two committees to review the survey results and discuss next steps.

4. ADJOURNMENT

Chair Edelen adjourned the meeting at 10:47 a.m.

Respectfully Submitted,

Christina Watson, Principal Transportation Planner
Memorandum

To: Executive Committee

From: Sharon Gavin, Community Outreach Coordinator

Meeting Date: October 2, 2013

Subject: Transportation Excellence Awards Call for Nominations

RECOMMENDED ACTION:

RECEIVE the call for nominations for the twelfth annual Transportation Agency Excellence awards to honor individuals, businesses, groups or projects for their efforts to improve the transportation system in Monterey County.

SUMMARY:

Transportation Agency would like to encourage and appreciate efforts made by Monterey County residents, businesses and employees to improve transportation in Monterey County by awarding Transportation Excellence Awards. Staff encourages Committee members to submit nominations, which are due by December 6, 2013. The awards ceremony will take place during the regular January 2014 Transportation Agency board meeting.

DISCUSSION:

Transportation Agency for Monterey County would like to show its appreciation to the local community for its outstanding efforts to improve transportation in Monterey County. Modeled after similar transportation awards programs in Santa Cruz County and the San Francisco Bay area, the program has award categories for individuals, businesses/groups, programs, or projects. Examples of potential awards include but are not limited to:

- Employees who excel at their jobs and go the extra mile to promote the most efficient use of the transportation system.
- Innovative activities that promote more efficient use of the local transportation network.
Citizens or organizations that have made significant efforts to inform and educate the public about transportation issues.

Successful efforts to improve transit services and encourage the use of alternatives to driving alone.

Committee members are encouraged to distribute nomination forms and nominate projects, groups or individuals to be recognized for their contributions to transportation in Monterey County. Staff will be vigorously promoting this appreciation program by a mass mailing, ads in the Herald and Californian and follow-up Board reports.

The nomination form is attachment 1 and is also available on the Transportation Agency website. The form can be mailed to Transportation Agency offices or faxed to the attention of Sharon Gavin. The deadline for nominations is December 6, 2013.

The Transportation Agency Executive Committee will select the awards recipients at its January meeting.

Approved by: [Signature] Date signed: 9-20-13

Debra L. Hale, Executive Director

Consent Agenda

Counsel Approval: N/A
Admin/Finance Approval: N/A

Attachment: Nomination form
Transportation Excellence Awards

Awards Program Nomination form (Please fill out form completely)

1. Name of Nominee
Give name and address of individual (provide title), firm, group, or organization.
Nominee:

Category: (circle one) Individual Business/Group Program Project
Address: Email:
City: Zip Phone:
If Nominee is a firm, group or organization, provide contact name:
Title: Phone:
Email:

2. Description:
Describe the individual, business, group, program or project that is being nominated. Include any specific
information that may apply, such as the number of people who worked on the project, number of hours spent
on the project, number of people served or affected, cost to those served, and annual cost of operation.
Indicate whether the nominee is a volunteer or paid. Enclose any photographs or other materials that will
contribute additional information to the nomination. Use extra pages as needed.

3. Date or duration of program:
When did this program take place? When was it completed? If ongoing, when did it start?

4. Significance/Result:
State how this person, group or project has contributed to improving transportation in Monterey County in
current calendar year. Describe the impact on those served and value created by this activity, as well as any
savings provided to users, taxpayers or providers by the nominee. Use extra pages as needed.

5. Person Submitting Nomination:
Name: Phone:
Title: Email:
Organization:
Address: City: Zip:

Please return by noon, December 6, 2013 via fax: 831-775-0897; email: Sharon@tamcmonterey.org;
or mail to: Transportation Agency for Monterey County, Attn: Sharon Gavin
55-B Plaza Circle, Salinas CA, 93901

For additional information, please call 831-775-4403. This form is also available on TAMC’s website
at: http://tamcmonterey.org/programs/excelaward/index.html
Memorandum

To: Executive Committee
From: Sharon Gavin, Community Outreach Coordinator
Meeting Date: October 2, 2013
Subject: State Legislative Update

RECOMMENDED ACTION

RECEIVE an update on state legislative activities.

SUMMARY

The Agency’s legislative consultant, John Arriaga of JEA & Associates, will attend the meeting and give an update on state legislative activities. The legislative bill track has been updated since the August 28, 2013 Board meeting.

FINANCIAL IMPACT

It is unknown at this time what financial impact, if any, proposed legislation may have on the Agency.

DISCUSSION

On September 13, the 2013 session of the California Legislature adjourned, however, the day before State senators approved Assembly Bill 60 (Alejo), which would allow state residents to apply for drivers licenses regardless of their immigration status. Current law generally requires drivers to carry a license to operate a vehicle – with limited exceptions such as for farm machinery and off-road highway vehicles. TAMC supported this bill.

The Web Attachment is the final bill track of legislation relevant to the Agency’s priorities, showing status and changes to the bills since the report to the Agency Board on August 28, 2013.

Approved by: Debra L. Hale, Executive Director

Date signed: 9-20-13
Regular Agenda

Reviewed by Counsel: N/A

Web Attachment:
Transportation Agency for Monterey County State Legislative Bill List as of September 23, 2013
MEMORANDUM

To: Executive Committee
From: Christina Watson, Principal Transportation Planner
Meeting Date: October 2, 2013
Subject: Federal Legislative Update

RECOMMENDED ACTION

RECEIVE update on federal legislative activities.

SUMMARY

The focus of federal transportation legislative activities in 2013 was on funding, despite the continuing moratorium on earmarks. Grant opportunities were analyzed in 2013 in preparation to apply for them in 2014. Paul Schlesinger of Alcalde & Fay and staff will present a verbal report at the meeting.

FINANCIAL IMPACT

Federal legislative activities had no financial impact in 2013; the Agency plans to apply for federal funds in 2014.

DISCUSSION

TIGER Grants

This year saw the fifth round of the Transportation Investment Generating Economic Recovery ("TIGER") discretionary grant program. TAMC did not apply in this round due to the stringent project implementation deadlines. Staff plans to apply for the next round, likely for the Pajaro Train Station project.

On September 6, 2013, Transportation Secretary Anthony Foxx announced that 52 transportation projects in 37 states will receive a total of about $458 million from the TIGER program. The largest award, $20 million, goes to the Kansas City Downtown Streetcar project in Missouri. The average award is $8.8 million. A total of $123.4 million goes to 25 projects in rural areas of the country.
In California, the winners are:
- City of Fresno - Fulton Mall Reconstruction: ..............................................$15,924,620
- San Diego Association of Governments - Pacific Surfliner Bridges: ..........$14,000,000
- Town of Truckee - State Route 89 Railroad Undercrossing: ......................$1,500,000

Nationwide, there were 585 applicants for a total of $9.1 billion worth of projects. There were 71 project applicants in California alone, worth more than $1 billion. In other words, only about 5% of applicants were successful.

Transportation Appropriations

In June, Congress and Senate considered draft transportation appropriations bills for fiscal year 2014. This is one of the many appropriations bills that have not moved in the 113th Congress. On September 10, 2013, House Appropriations Chair Hal Rogers introduced a short-term Continuing Resolution to prevent a government shutdown when the federal fiscal year ends on September 30, 2013. The legislation continues funding for government programs and services at the current authorized levels until December 15, 2013.

Federal Transit Administration New Starts Grants

On August 14, 2013, the Federal Transit Administration (FTA) published the “New and Small Starts Evaluation and Rating Process Final Policy Guidance” along with the “Summary of Comments Received on FTA’s January 2013 Proposed New Starts and Small Starts Policy Guidance”. Both are available online here: http://www.fta.dot.gov/grants/13094_5221.html.

The final policy guidance addresses methods for calculating the project justification and local financial commitment for New Starts and Small Starts projects. The final policy guidance sets forth breakpoints for determining how a project rates on each of the various criteria. Additionally, the final policy guidance addresses the weighting of the criteria and measures to arrive at an overall project rating.

Staff expects to apply for this funding for a project utilizing the Monterey Branch Line, under the “Small Starts” program, which could fund up to $75 million of a project’s costs (for a project costing less than $250 million), or the “Very Small Starts” program, which could fund up to $25 million of a project’s costs (for a project costing less than $50 million).

Attached is an annual report from TAMC’s federal legislative consultant Paul Schlesinger of Alcalde & Fay. Mr. Schlesinger and staff will give a verbal report at the meeting.

Approved by: Debra L. Hale, Executive Director
Date signed: 9/6/13
Regular Agenda
Reviewed by Counsel: N/A
Admin/Finance Approval: N/A

MEMORANDUM

TO: Debbie Hale, Executive Director
    Transportation Agency for Monterey County

FROM: Paul Schlesinger
    Perrin Badini

SUBJECT: Annual Report

During the course of 2013, we were pleased to continue working to advance TAMC’s priorities before the federal government here in Washington, DC. Highlights of those efforts are indicated below.

New Starts

In March 2013, we scheduled and attended meetings in D.C. with TAMC Second Vice Chair Kimbley Craig, Rail Policy Committee Chair Dave Potter, and Executive Director Debbie Hale. The group participated in a meeting hosted by Congressman Sam Farr with Federal Transit Administration (FTA) Administrator Peter Rogoff, to discuss the status of TAMC’s application for funding through the New Starts program. Administrator Rogoff emphasized the difficulty in establishing eligibility of the Salinas project for FTA New Starts funding as the Department was reading the project as an extension of an intercity rail line. The Administrator said that FTA would provide Congressman Farr’s office with draft language to specifically address this issue and clarify TAMC’s eligibility for New Starts funding, as a potential amendment to the transportation appropriations bill.

The group also had productive meetings with other pertinent players in transportation policy who might help determine whether this issue can be satisfactorily resolved.

Unfortunately, given the earmark ban in Congress, the language which FTA drafted at Congressman Farr’s request was not allowed for consideration of the transportation appropriations bill, which, in any case, was not able to pass the House and will likely be incorporated in a Continuing Resolution to fund the federal government through some or all of fiscal year 2014.
**FY 2013 Transportation Appropriations & Sequester**

On March 26, 2013, the President signed into law a Continuing Resolution (CR) to provide funding for the remainder of fiscal year (FY) 2013 (ending on September 30, 2013). The FY 2013 CR provides approximately $984 billion in spending, which reflects the $85 billion in across-the-board discretionary spending cuts made as a result of sequestration, consisting of cuts equal to nearly 7.8% for most defense accounts and 5% for most non-defense discretionary programs.

Below are highlights of the bill’s treatment of selected transportation programs:

- Under the Budget Control Act of 2011, trust-funded highway programs, motor carrier safety, vehicle safety programs, transit formula and bus grants, and airport grant programs are exempt from sequestration.
- The bill provides $39.69 billion for the highway programs and $8.47 billion for transit programs, reflecting the funding levels authorized by the federal transportation authorization bill, Moving Ahead for Progress in the 21st Century, or “MAP-21”.
- The bill does not reverse the approximately 5% sequester cuts to the $1.95 billion FTA New Starts program, which is funded through General Funds.

The bill sets an obligation limit for federal highway programs for FY 2013 consistent with the level set by MAP-21, also adhering to its funding distribution formulas.

**Highway Trust Fund & MAP-21 Reauthorization**

Perhaps the most contentious issue that will need to be addressed during debate on the next surface transportation bill will be the issue of financing. MAP-21, enacted in 2012 with funding that will expire at the end of FY 2014, retained the pre-existing Highway Trust Fund (HTF) tax structure and levels; primarily the 18.4 cents-per-gallon levy on gasoline and the 24.4 cents-per-gallon surcharge on diesel purchases, through fiscal year 2016, two years beyond the bill’s authorizations. However, with HTF revenue insufficient to meet current spending levels, let alone funding increases which most authorities agree are necessary to meet the nation’s mobility needs, the bill fills the gap with more than $21 billion in transfers from the general fund, offset by a financing package that included one-time non-transportation related revenues that cannot be extended into the future. Despite this transfer, the HTF is still on schedule to be insolvent shortly after MAP-21 expires. According to a Congressional Budget Office report from July, 2013, the trust fund’s revenues will be insufficient to meet its obligations starting in early FY 2015.

The issue of overhauling the HTF remains at the forefront of debate on the reauthorization of surface transportation programs. In speeches before the Transportation Construction Coalition in June 2013, both Senate Environment and Public Works Chairman Barbara Boxer and House Transportation and Infrastructure Chairman Bill Shuster (R-PA) indicated that they were “on board” with working toward enacting a six-year bill as the next iteration of the surface
transportation reauthorization. Furthermore, both acknowledged that the HTF would need to be revamped in order to remain a viable source of funding, and Chairman Boxer said that the two had informally discussed “a menu of five or six things” to better support the trust fund, including possibly a tire tax. Another option for shoring up the trust fund would be the development of a tax based on vehicle miles traveled (VMT), although this would require use of new technologies to measure VMT in all vehicles, something which has raised privacy concerns.

We would note that for the first time since enactment of the 1956 highway act that created the federal Interstate System, numerous questions have been raised about the appropriate federal role in transportation, with some saying that this role should be reduced with states stepping in to address transportation needs within their borders. While such views are anathema to many who work in the transportation milieu, the growth of the tea party movement coupled with increasing transportation needs and a reluctance to increase federal revenues, would make disregarding such sentiments entirely a mistake.

**FY 2014 Transportation Appropriations**

While the transportation appropriation bills were quite different in the Republican-controlled House and the Democratic-controlled Senate, neither was able to pass in their respective chambers after being reported from their Committees on Appropriations. Funding in the House measure had lower over-all funding levels as compared to the Senate bill. This was exacerbated by the decision of House to increase defense spending to levels higher than allowed by the Budget Control Act of 2011, resulting in even greater reductions in discretionary domestic spending than was necessary to conform to the Budget Control Act. To implement these reductions, substantial cuts were made in housing programs, and also by eliminating funding for the Transportation Investment Generating Economic Recovery (TIGER) program and cuts in transit, including reductions in New Start funding (please see chart, below). The House bill was pulled from the floor before reaching a vote when Republican Leadership recognized it would go down to defeat because most Democrats felt it lacked sufficient spending and some Republicans felt it contained too much spending.

In the Senate, Majority Leader Harry Reid (D-NV) chose the transportation appropriations bill as the first appropriations bill to bring to the floor, to highlight the differences in spending priorities between the two parties. However, the strategy backfired when they were unable to reach the 60-vote threshold needed to bring the bill to the Floor. The Senate bill would have provided $550 million for TIGER grants, an increase of $51 million from the pre-sequester fiscal year 2013 level, and would have fully funded New Starts and Amtrak. The bill would have also created a new Bridges in Critical Corridors (“BRICC”) program with $500 million for repair of bridges that are structurally deficient or functionally obsolete.

Prior to the bill being pulled from the floor, Senator Rand Paul (R-KY) introduced an amendment that would have eliminated funding for the Transportation Alternatives program and redirected them to the new BRICC program. The Transportation Alternatives program was
created by MAP-21, encompassing the prior Transportation Enhancements program, Recreational Trails, Safe Routes to School, and related discretionary grant programs. After consultation with TAMC staff, we contacted the offices of Senators Boxer and Feinstein to convey TAMC’s opposition to this or any similar effort to strip the Transportation Alternatives program of funding, and to reiterate our continued support for this important program. We were pleased to report that even before the Senate failed to invoke cloture on the bill, Senate Leadership decided that Senator Paul’s amendment would not be among the amendments considered during floor consideration.

For your reference, please find below a chart detailing the spending levels included in the House and Senate Committee-approved T-HUD appropriations bills for programs of particular interest.

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<tr>
<th>Program</th>
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<td>Bus and Bus Facilities (Sec.5339)</td>
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<td>New Starts (Sec. 5309)</td>
<td>$1.855 billion</td>
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<td>AMTRAK (total)</td>
<td>$1.5 billion</td>
<td>$952 million</td>
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<td>TIGER Grants</td>
<td>$500 million</td>
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<td>$550 million</td>
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<td>FHWA Federal-Aid Highways</td>
<td>$39.699 billion</td>
<td>$40.256 billion</td>
<td>$40.256 billion</td>
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</table>

We understand how complicated some of these matters can be, and stand ready to elaborate in any way you may find helpful.
Memorandum

To: Executive Committee
From: Christina Watson, Principal Transportation Planner
Meeting Date: October 2, 2013
Subject: Legislative Program

RECOMMENDED ACTION

REVIEW draft 2014 Legislative Program.

SUMMARY

The purpose of the legislative program is to set general principles to guide staff and Board responses to proposed legislative or budgetary issues. The program also notifies state representatives of the Transportation Agency’s position on issues of key importance to the agency.

FINANCIAL IMPACT

The 2013 TAMC Legislative Program focused on maintaining and augmenting transportation funding. The federal program included requests for federal funding for high priority projects. The draft 2014 legislative program continues this focus on transportation funding.

DISCUSSION

Attached is the draft 2014 legislative program. The draft program will go to the Board of Directors in October for review, to all committees in November for comment, and the final program will go to the Board in January for adoption.

Approved by: Debra L. Hale, Executive Director

Date signed: 9/17/13

Agency Counsel Review: N/A
Admin/Finance Approval: N/A

Attachment: Draft 2014 Legislative Program
DRAFT 2014 Legislative Program: State Issues

1S. Preserve funding and delivery schedule of priority transportation projects.

2S. Seek state funding for the Agency’s high priority projects, in priority order:
   1. State Route 156 improvements
   2. Rail Extension to Salinas
   3. MST Bus Replacements
   4. US 101 South County Frontage Roads
   5. Monterey Peninsula light rail transit
   6. Local streets and roads projects

3S. Support proposals to lower the voter threshold for local transportation sales tax ballot measures, without state spending restrictions.

4S. Support state legislation to ensure federal transportation authorization bill (MAP-21) implemented fairly for all regions, including maintaining bicycle and pedestrian project funds.

5S. Monitor climate change legislation implementing state law (AB 32, the California Global Warming Solutions Act, and SB 375, the Sustainable Communities and Climate Protection Act) as it relates to transportation and seek funding through the cap and trade programs.

6S. Encourage the state to stabilize and increase transportation funding.

7S. Raise awareness of the Highway 101 Corridor and its importance as a transportation facility of state and national significance.

8S. Work with partner agencies to reach agreement on proposals for California Environmental Quality Act (CEQA) reform.

9S. Support efforts to improve the ability of agencies to plan and deliver transportation projects in a timely and cost effective manner, including updates to storm water runoff requirements.

10S. Monitor California High-Speed Rail project and seek funding as possible for Monterey County rail projects.

11S. Support legislation that promotes transit-oriented development, transit villages and smart growth, and support eligibility for housing bond funds.

12S. Support “complete streets” and development guidelines that integrate alternative forms of transportation, such as transit, bicycle and pedestrian commuting.

13S. Support member agencies’ requests for state funding of regionally significant transportation projects and support partner agency legislative efforts as they interface with regional transportation priorities, when they are consistent with Transportation Agency for Monterey County priorities.
DRAFT 2014 Legislative Program: Federal Issues

1F. **Seek federal authorization, appropriations, stimulus or other funding** for the Agency’s high priority projects, in priority order:
   1. State Route 156 improvements
   2. Rail Extension to Salinas
   3. MST Bus Replacements
   4. US 101 South County Frontage Roads
   5. Monterey Peninsula light rail transit
   6. Monterey Bay Sanctuary Scenic Trail
   7. Local streets and roads projects

2F. **Support the following priorities for federal transportation legislation:**
   1. Stabilize and increase transportation funding sources in order to avoid the bankruptcy of the federal highway and transit trust funds:
      a. Index the gas tax to inflation or increase the gas tax to meet the nation’s transportation needs.
      b. Identify additional funding sources for maintenance and operations on the existing network.
      c. Support removal of procedural obstacles that impede expenditure of authorized federal funding.
      d. Focus funding on projects that support safety, economic development and job creation.
   2. Streamline project delivery.
   3. Support “complete streets” programs.
   4. Support infrastructure bank programs.

3F. **Ensure that MAP-21 implementation supports our transportation priorities.**

4F. **Ensure that climate change legislation proposals are coordinated with California’s state requirements** and do not adversely affect transportation projects.

5F. **Support streamlining of federal rail funding** and removal of funding barriers between commuter and intercity rail programs, with the goal of increasing rail service for the traveling public.

6F. **Support an adequate level of funding for Amtrak** in the annual appropriations bill and authorization legislation and support a fair share allocation to California for capital improvements and vehicle acquisition.

7F. **Support member agencies’ requests** for federal funding of regionally significant transportation projects and **support partner agency legislative efforts** as they interface with regional transportation priorities, when they are consistent with Transportation Agency for Monterey County priorities.
Memorandum

To: Executive Committee
From: Ariana Green, Transportation Planner
Meeting Date: October 2, 2013
Subject: 511 Implementation Plan

RECOMMENDED ACTION:
RECEIVE a presentation on the Monterey Bay Area 511 Implementation Plan.

SUMMARY:
The Transportation Agency worked in partnership with the Santa Cruz County Regional Transportation Commission to develop the Monterey Bay Area 511 Implementation Plan. The Plan outlines a cost-effective 511 internet-based program that will serve as a hub for travel information and use tools such as Google multimodal trip planner and Caltrans QuickMap.

FINANCIAL IMPACT:
The startup cost for the 511 Monterey website is estimated to be $124,030 and annual operation and maintenance costs are estimated to be $48,030. Service Authority for Freeway Emergency will be the primary source of funding for the program.

DISCUSSION:
511 is a nationally recognized brand of traveler information for both daily use and less frequent events such as in the case of a worker strike or an emergency. The purpose of 511 is to make travel information easy to access and to empower people to better plan or adapt their trips. Jurisdictions across California have developed and implemented 511 programs with varying degrees of success. Transportation Agency and Santa Cruz County Regional Transportation Commission staff have researched several of these 511 programs, and used the lessons learned to guide the development of the Monterey Bay Area 511 Implementation Plan.

In 2012, Agency staff presented the findings of the Monterey Bay 511 Feasibility Study, which concluded that it is feasible to implement a 511 system for the Monterey Bay region.
The study projected start-up and ongoing operation expenses for a phone-based and internet-based 511 programs. At the time the only feasible option was to partner with an existing 511 program (San Francisco or Sacramento). Board members expressed concern about finding resources to cover the start-up costs and ongoing operation expenses associated with partnering with either the San Francisco or Sacramento 511 programs. Since then Caltrans has launched “QuickMap”, a traffic map that provides real time information about traffic, incidents, lane closures, changeable message sign information and images from closed circuit traffic cameras. QuickMap provides essentially the same travel information as the San Francisco and Sacramento 511 programs at lower cost.

The Monterey Bay Area 511 Implementation Plan describes the practical steps to implement travel information programs in Monterey County and Santa Cruz County. Both programs are designed to provide great benefit at little cost and increase exposure of local transportation agencies, programs and resources. The major costs associated with new 511 programs have traditionally been those related to data collection, hardware/software and new phone systems. Monterey Bay Area 511 programs will minimize costs by providing internet-based service only and eliminating all data collection costs by embedding Caltrans QuickMap and Google multimodal trip planner on the 511 websites. Caltrans is willing to coordinate with the Transportation Agency and Santa Cruz County Regional Transportation Commission to ensure that the links to QuickMap remain current and both agencies can provide feedback if needed.

More people access information via the internet rather than calling on a telephone and many individuals access the internet on a portable device such as a tablet or smartphone. The 511 websites will be suitable for viewing on mobile devices and more effective in reaching a broad audience than a 511 phone system. The websites will contain:

- Information on traffic conditions;
- Multimodal trip planning;
- Emergency notices;
- Rideshare tools and information; and
- Links to transportation agency websites and local programs and resources

Agency staff hopes to begin developing the 511 Monterey website in early 2014 and launch the program in 2015.

Approved by: [Signature]  Date signed: 9-19-13

Debra L. Hale, Executive Director

Regular Agenda  Counsel Review: N/A

Admin/Finance Approval: Y

Attachments:
1. Executive Summary
2. 511 Program Features

Web Attachment:  Draft Monterey Bay Area 511 Implementation Plan
Executive Summary

Santa Cruz County Regional Transportation Commission (RTC) and Transportation Agency for Monterey County (TAMC) have been afforded a tremendous opportunity to offer web based 511 traveler information services for Santa Cruz County and Monterey County cost effectively. Currently, in either county, there is not one “go to” place where people can get travel information. Information is scattered in many locations making it challenging for people to know what resources are available and their many options for how to get around. This implementation plan describes how 511 multimodal transportation services can be provided on the web. This can be accomplished by integrating Caltrans QuickMap traffic conditions webpage and other 511 resources into each agency’s web presence and rideshare program. Given the considerable amount of congestion in the Monterey Bay Area and environmental concerns from greenhouse gas emissions, 511 traveler information will provide a way to better inform travelers in our region of their alternatives.

QuickMap provides a traffic conditions web page with numerous additional real time features (e.g. traffic camera images, CHP incident, lane closure information) comparable to other 511 systems that have taken significant resources and effort to develop. Multimodal resource information is also an important component of 511 services to inform users of their many travel options. Google’s multimodal trip planner, transit schedules, specialized transportation, bicycling and pedestrian resources are a sampling of the types of information that will be available on the 511 web sites. By partnering with Caltrans and using their Quickmap, quality 511 multimodal traveler information services can now be provided via the internet that takes advantage of current technology with minimal effort and resources from Santa Cruz and Monterey Counties.

By establishing a web presence for traveler information in our region, people will become familiar with 511 as the place to go for information. This is even more important during an emergency that people know where to go to get the latest real time information. A 511 web presence will reduce the number of 911 calls, both daily and during an emergency, leaving those emergency phone lines available for people in need of a live operator. Examples of emergency events in the last few years where people would have benefitted from a “go to” place for real time transportation information include the tsunami warning and Big Sur Highway 1 landslide in March of 2011 and the Trabing fire near Highway 1 in June 2008.

Phone calls to 511 originating from our region will be routed to the state’s California Highway Information Network (CHIN) that provides roadway condition information due to construction and weather. Caltrans will coordinate this effort with telecommunication companies at no expense to the local transportation agencies.
Due to the already limited amount of resources needed to implement 511 for Santa Cruz and Monterey Counties and the additional economy of scale of integrating 511 with each agency web presence (and rideshare for Santa Cruz County), funding needs for 511 are very low. The total start-up costs for RTC are approximately $92,030 with annual operations and maintenance of approximately $48,030. Start up costs for TAMC are higher at approximately $124,000 as they will be creating a new website both for their agency and to house 511. Annual operations and maintenance for TAMC will be approximately $48,030.

There are currently funds in the RTC Commute Solutions program to fund $54,000 of the startup costs for 511 Santa Cruz County. Additional start up costs ($38,030) and operations and maintenance costs ($48,030/year) are available from RTC SAFE funds. Funds for 511 Monterey County for implementation ($124,030) and annual operations and maintenance ($48,030) are available from TAMC SAFE.

By being the agencies to implement 511 traveler information via the web, RTC and TAMC would be proactive in providing traffic condition information as well as multimodal information so people are informed of the variety of travel options in our region.
## 511 PROGRAM FEATURES

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SEPTEMBER 2013

Prepared by:
Santa Cruz County Regional Transportation Commission

Transportation Agency for Monterey County

Funding provided by:
California Department of Transportation Partnership Planning Grant
Acknowledgments

Lead Agencies

Others
## CONTENTS

### EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>EXECUTIVE SUMMARY</td>
</tr>
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</table>

### CHAPTER 1 – INTRODUCTION

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>CHAPTER 1 – INTRODUCTION</td>
</tr>
</tbody>
</table>

### CHAPTER 2 – COMPONENTS

<table>
<thead>
<tr>
<th>Component</th>
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</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>511 WEBSITE TRAVELER INFORMATION</td>
</tr>
<tr>
<td>13</td>
<td>MULTIMODAL INFORMATION</td>
</tr>
<tr>
<td>17</td>
<td>EMERGENCY INFORMATION</td>
</tr>
<tr>
<td>18</td>
<td>OTHER RESOURCES</td>
</tr>
<tr>
<td>21</td>
<td>511 PHONE TRAVELER INFORMATION</td>
</tr>
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</table>

### CHAPTER 3 – WEBSITE STRUCTURE AND DESIGN

<table>
<thead>
<tr>
<th>Section</th>
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</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>WEBSITE STRUCTURE AND DESIGN</td>
</tr>
<tr>
<td>23</td>
<td>CONTENT DEVELOPMENT</td>
</tr>
<tr>
<td>24</td>
<td>SITE DESIGN</td>
</tr>
<tr>
<td>25</td>
<td>USAGE</td>
</tr>
<tr>
<td>25</td>
<td>MOBILE STRATEGIES</td>
</tr>
<tr>
<td>25</td>
<td>HOSTING, STORAGE &amp; DELIVERY</td>
</tr>
<tr>
<td>26</td>
<td>PROCEDURES &amp; PROTOCOLS</td>
</tr>
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### CHAPTER 4 – COORDINATION AND OPERATIONS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>COORDINATION AND OPERATIONS</td>
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<td>COORDINATION</td>
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<tr>
<td>33</td>
<td>OPERATIONS</td>
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### CHAPTER 5 – MARKETING STRATEGIES

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>MARKETING STRATEGIES</td>
</tr>
<tr>
<td>36</td>
<td>IDENTITY AND CO-BRANDING</td>
</tr>
<tr>
<td>37</td>
<td>PUBLIC INFORMATION AND AWARENESS</td>
</tr>
<tr>
<td>42</td>
<td>MARKETING COSTS</td>
</tr>
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### CHAPTER 6 – FINANCIAL AND SCHEDULE INFORMATION

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>FINANCIAL AND SCHEDULE INFORMATION</td>
</tr>
<tr>
<td>43</td>
<td>COST ESTIMATES</td>
</tr>
<tr>
<td>46</td>
<td>POTENTIAL REVENUE</td>
</tr>
<tr>
<td>46</td>
<td>PHASING PLAN</td>
</tr>
<tr>
<td>51</td>
<td>DEPLOYMENT SCHEDULE</td>
</tr>
</tbody>
</table>

### CHAPTER 7 – CONCLUSION

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>54</td>
<td>CHAPTER 7 – CONCLUSION</td>
</tr>
</tbody>
</table>
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By being the agencies to implement 511 traveler information via the web, RTC and TAMC would be proactive in providing traffic condition information as well as multimodal information so people are informed of the variety of travel options in our region.
Chapter 1 – Introduction

The Santa Cruz County Regional Transportation Commission and the Transportation Agency for Monterey County have developed a feasibility study and implementation plan for a 511 traveler information service that would provide travelers in the Monterey Bay Area with traffic information and multimodal resources. This work was funded by a planning grant from Caltrans to establish 511 traveler information services throughout California. This is consistent with the National 511 Deployment Coalition’s goal for 511 systems to be operational throughout the nation by 2010. Currently, 511 traveler information services exist throughout most of California and more than two-thirds of the United States. Providing traveler information in Santa Cruz County and Monterey County would help to close the gap in 511 traveler information services along the Central Coast of California.

The Monterey Bay Area 511 Feasibility Study was completed in January, 2012. One of the key tasks of the feasibility study was to assess the need for a 511 traveler information system, to determine the primary objectives, and to evaluate the different models available to discern the appropriate system for the Monterey Bay Region. The need for a 511 traveler information system for the Monterey Bay Area was established with the following objectives:

- Consider a 511 traveler information system that provides real-time traffic conditions and multi-modal information.
- Consider providing, to the greatest extent feasible, a traveler information system that can gather all relevant information into one source (“one-stop shop”).
- Ensure that any 511 system deployed takes advantage of existing resources to the greatest extent feasible (“low-hanging fruit”).
- Provide significant benefits to the traveling public while deploying a system that is safe to operate.
- Consider planning and building a system to first focus on the needs of the greatest number of people and target markets (“biggest bang for the buck”).
The project team, with the assistance of the ICx Transportation Group consulting firm, identified a number of models that could be used to deliver traveler information to the public. The various models considered were contracting for full deployment of a 511 system (phone and web); building a 511 system in-house; sharing resources by contracting with an existing 511 system; creating a web-based traveler information hub with information that is currently available, but from many different sources and found in a variety of locations; building an advertiser- and sponsor-supported system so that there are no public costs; and doing nothing.

To help the RTC and TAMC determine which model best meets the goals and objectives of this 511 Plan, each model was set against evaluation criteria measuring the cost to deploy and operate a system, the ranges of functionality available, and the expandability and scalability of a system. In addition to these criteria, factors such as the level of risks involved and how well user needs would be met were used in the selection process.

Compared to the challenge of securing sufficient funding to develop a customized system from scratch, a deployment that takes advantage of existing resources and makes traveler information available in a centralized location would add value at a relatively low cost. The key finding of the Feasibility Study was for the RTC and TAMC to partner with an existing traveler information system in order to deliver 511 services to the Monterey Bay Region. The potential partners that were identified in the feasibility study were the Sacramento Area Council of Governments (SACOG) and the San Francisco Bay Area Metropolitan Transportation Commission (MTC) in order to use the selected agency’s existing 511 system infrastructure. RTC Commissioners and TAMC Board of Directors approved moving forward with developing a recommended implementation strategy, cost estimate, project structure and design and schedule in January and February 2012 respectively.

In July 2012, after completion of the Feasibility Study, Caltrans launched “QuickMap” that provides real-time traffic information on the internet via a traffic map page. Caltrans created QuickMap to comply with the federal requirements of SAFETEA-LU as spelled out in Final Rule 23-CFR 511. This rule requires each state department of transportation to: establish a real-time system management information program in their state; monitor traffic and travel conditions of the major highways; and share information to address congestion problems and facilitate traveler information. These requirements continue under the current MAP-21 transportation bill.

Information available on QuickMap includes traffic speeds on highways and local roads via a Google traffic map, incidents, lane closures, traffic camera images, and changeable message sign display information. In developing QuickMap, Caltrans utilized the Google traffic conditions map as the base layer and took on the effort of transferring the CHP incident feed, Caltrans lane closures, traffic camera and changeable message sign information onto the web map. This real-time traffic map page is available at no cost and can be embedded onto a website. While there are other free traffic information services available on the internet, these services don’t provide all the additional real time features that are available on QuickMap (e.g. live traffic camera images and changeable message sign information) and the sources of information are unknown.
RTC and TAMC staff have concluded that the most cost-effective way to provide traveler information to the region is to partner with Caltrans, and use Caltrans' QuickMap as the traffic map for 511 Traveler Information Services websites that are offered separately for Santa Cruz County and Monterey County. The 511 Traveler Information websites would be a comprehensive place to access traveler information in each county including not only QuickMap, but also emergency alerts, transit trip planning, rideshare information, bicycle and pedestrian resources, and specialized transportation services. It would include services provided by the respective transportation agency and those offered by other entities.

Development of a 511 phone service would also be through a partnership with Caltrans. Caltrans is working with telecommunication providers to route 511 calls to the Caltrans Highway Information Network (CHIN) in regions that do not currently have a 511 phone system in place. CHIN currently provides limited road condition information, but capabilities of this system may increase over time. More details are discussed in the following report.

This Implementation Plan serves as the business plan for what the 511 traveler information services will offer and how they will be developed, managed and funded by RTC and TAMC. This plan includes the following sections:

**Chapter 2 – Components.** This chapter describes the components of each of the 511 services for both Santa Cruz County and Monterey County. Content for the initial launch of 511 services, as well as potential future content areas, is discussed.

**Chapter 3 – Website Structure and Design.** This chapter discusses the proposed approach to developing the web-based 511 service. Content development; site design; usage, hosting, storage and delivery; procedures and protocol; and mobile strategies are reviewed.

**Chapter 4 – Coordination and Operations.** Roles and responsibilities for the various partners are outlined in this chapter as well as agreements that may be needed. Management, staffing and operations of 511 services and performance measures are also discussed along with market demand, sustainability and integration with existing agency operations.

**Chapter 5 – Marketing Strategies.** Promoting awareness of 511 and web-based traveler information is an integral element to successful usage of these services. This section outlines some low-cost, high impact strategies, including branding, media relations, advertising, and utilizing partners to help promote these services provided by RTC and TAMC.

**Chapter 6 – Financial and Schedule Information.** The Implementation Strategy provides cost, funding and schedule information for a 511 service in Santa Cruz County and Monterey County. Projected funding needs and potential revenue streams are
identified for development, implementation and operations. This section also provides costs for deployment, operations and maintenance.

**Chapter 7 – Conclusion.** Conclusions and next steps to implement 511 in Santa Cruz and Monterey Counties are discussed.
Chapter 2 – Components

One of the greatest benefits of 511 traveler information services is to have a central repository for traveler resources. Many types of traveler information exist, but are scattered across multiple locations and agencies making it difficult for people to find and decipher. Developing a central location for 511 traveler information services will help people better understand their travel choices. Traveler information can vary significantly from one region to another. Separate 511 systems would be developed for Santa Cruz County and Monterey County with the following components that are tailored to each region.

511 Website Traveler Information

Traffic Information

Monterey County/Santa Cruz County

Caltrans has developed a traffic information webpage called QuickMap for the state of California which provides real-time traffic information layered on a Google Map. QuickMap includes traffic speeds, incident reports, traffic camera snapshots, changeable message sign content, construction closures, and chain control requirements. Traffic speed is indicated by color-coded lines overlaying the roadway. Other information is identified by icon images on the map. Clicking on an icon displays details in a pop-up window. QuickMap can be embedded on a 511 traveler information website for both Santa Cruz County and Monterey County. Traffic information for the entire State of California is provided by QuickMap which enables users to get traffic condition information beyond the boundaries of the region for interregional trips. Figure 1 provides a screen shot of QuickMap with the various information that it displays. QuickMap has also been formatted for viewing on all smart phones and tablets through use of a QuickMap mobile web page version. A QuickMap app for Android devices is also available.
Traffic Speed

Traffic speed for both highways and local roads is available with Caltrans QuickMap as color bands on a road map (Figure 1). Data for traffic speed comes from Google Map’s traffic layer. Google Maps traffic layer has numerous sources for their speed data which is proprietary information, but includes data from cell phones, automatic vehicle locators, Caltrans traffic detectors and potentially other sources as well. Traffic data on QuickMap is refreshed every 3 minutes.

Caltrans is also considering development of a My QuickMap feature that will allow subscribers to receive traffic information about their preferred routes via email/text alerts. If developed, this feature would be made available to Santa Cruz and Monterey Counties 511 subscribers and linked from our 511 websites.
Construction Lane Closures and Incidents

Lane closures from construction, incidents, and other events that affect road conditions are available on QuickMap. Real-time incident data for highways is shown as a yellow or red triangular hazard marker with an exclamation point and is provided by the California Highway Patrol through their Traffic Information Communications Center. Real-time construction data for highways is shown as an orange or red cone and is provided by Caltrans. Clicking on the icon will provide more detailed information in a pop-up window such as whether a single lane is closed or all lanes are out of service as shown in Figure 2. Only closures actually in effect are displayed.

Figure 2: Caltrans Quickmap showing CHP incident information in pop-up box
Closed-Circuit Television Cameras

QuickMap also provides recent snapshot images from the closed-circuit television cameras located at various places along Hwy 1 and 17 in Santa Cruz County and along Hwy 1, 68, 101 and 183 in Monterey County. The images are stamped in the lower left hand corner with the date and time that the image was recorded. (Caltrans’ goal is to update the camera images every 20 minutes or less.) There are currently 16 operational CCTVs in Santa Cruz County and 15 operational CCTVs in Monterey County that provide travelers with real time images of the roadway. These images provide motorists with an additional way to assess traffic conditions on major highways. They are shown as icons on the traffic map and when clicked, open the image in a pop-up window as shown in Figure 3.

Changeable Message Signs

Real-time messages posted on Changeable Message Signs are also available on QuickMap. They are presented as icons on the map and when clicked, a pop-up box provides the sign’s current message being displayed to motorists traveling that section of the highway (Figure 4).
MULTIMODAL INFORMATION

Multimodal Trip Planner

Monterey County/Santa Cruz County

Multimodal trip planning is now a common feature on 511 web sites. Google offers a trip planner that can be embedded on the Santa Cruz County and Monterey County 511 websites that provides options for trip planning for motor vehicle, transit, bike and walk trips. Figure 5 shows a transit trip from Santa Cruz to Monterey using the Google Map trip planner that includes a travel map, suggested route and directions. Google Maps lets you do the following when planning your trip: calculate travel time, calculate travel distance, get turn by turn driving directions, see road, street, and highway detail, view highlighted maps with traffic, get details on the bus fare, the nearest bus stop and how long it will take to walk to the stop. Google Maps is available in 12 different languages and is compatible with screen readers for the visually impaired. The Google Transit Trip Planning feature is also available on selected mobile devices through Google Maps for mobile. (Google notes that bike and walk trip planning features are currently in a beta test stage.)
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Figure 5: Google Multimodal Trip Planner

Transit Information

Monterey County/Santa Cruz County

Transit information is essential to include on a 511 website. In addition to providing the Google multimodal trip planner that includes planning trips by bus as discussed above, static transit information on 511 is planned to include schedules, maps, and general information about riding transit. This information will be accessed by clicking links to transit agency websites (Santa Cruz Metro and Monterey-Salinas Transit).

Information on Greyhound bus services and seasonal shuttle services (e.g. City of Capitola and City of Santa Cruz) will also be linked to/from a web page. Instructions will be included about using public transit to get to popular local destinations, train connection locations, and airports.

Real-Time Transit Information

Currently in both Santa Cruz County and Monterey County, real-time transit information is not yet available. MST, the transit agency serving Monterey County, has automatic vehicle
locators (AVL) on their buses which is the initial technology required to provide real-time transit information. Santa Cruz Metro is seeking funding to install AVL on its fleet. Both Monterey County and Santa Cruz County will consider developing a means to deliver real-time transit information to travelers during a future phase of the 511 project.

**Rideshare Information**

**Santa Cruz**

Commute Solutions is the regional rideshare agency for Santa Cruz County. Commute Solutions serves commuters, employers, schools and other travelers by helping them successfully use the transportation system to access the things they want and need. Personalized commute trip planning, commute program assistance for employers and bike and pedestrian support are core Commute Solutions services that help people make sustainable transportation choices, and thus make the best use of our current transportation system. Online carpool and vanpool matching is also provided by Commute Solutions through an agreement with the Metropolitan Transportation Commission. Additional information includes the location and availability of park and ride lots, options for finding carpool partners for commute or one-time trips, telecommuting and alternative work schedules and other relevant information for making travel decisions such as a cost of driving calculator. These services can be obtained online, on the phone or in person. Commute Solutions services would be combined with a 511 Traveler Information Service for Santa Cruz County. It is envisioned that self-serve traveler information would be accessed through 511 with Commute Solutions HelpDesk services still available to provide personalized assistance to businesses and individuals by phone, email or in person.

**Monterey County**

The current rideshare program that serves Monterey County, Commute Alternatives, is run by the Association of Monterey Bay Area Governments (AMBAG). This rideshare information will be linked to and from the 511 Traveler Information website for Monterey County. Plans to transition the Rideshare program to TAMC are under consideration.

**Monterey County/Santa Cruz County**

Real-time ridesharing provides an opportunity to share rides on very short notice. Due to GPS navigation devices, smart phones and social networks, real-time ridesharing is becoming much more of a reality. In future phases, Santa Cruz and Monterey Counties will investigate the requirements for setting up this service for the respective counties or in recommending third party vendor(s) that are successfully and responsibly offering these services. For example, in preparation for the recent BART strike, the Bay Area 511 recommended a real-time carpool service to commuters who normally took public transit to get to work.
**Bicycling and Pedestrian Information**

**Monterey County/Santa Cruz County**

Web pages on both Santa Cruz and Monterey Counties 511 websites will be devoted to bicycling and walking resources. Identification of the many resources available through the RTC and TARC will be available as well as links to other biking and walking resources such as bicycling maps, bike registration, advocacy groups, bikes on buses, educational safety programs, walk ability assessment tools and other relevant information. Google’s bicycle and walking trip planner (as discussed under section on multi-modal trip planning) can be used to recommend routes for pedestrians and cyclists from a specified origin and destination. The RTC online ridematching service through the Metropolitan Transportation Commission’s rideshare program also helps people find bike buddies. This service will continue as part of a 511 Traveler Information/Commute Solutions HelpDesk.

**Specialized Transportation**

**Santa Cruz County/Monterey County**

Accessible transportation services assist people who would otherwise use the public transportation system, but are prevented from doing so due to disability. Resources will be provided that will assist in navigating the network of specialized transportation options. In addition, the Google trip planner tool is compatible with screen readers for the visually impaired.

The following links will be included for Santa Cruz County:

- RTC’s Guide to Specialized Transportation
- Lift Line/Community Bridges
- Santa Cruz Metro’s ParaCruz, accessible services and mobility training
- UCSC/Cabrillo College/School Districts
- Veteran’s Services
- United Way’s 211 service
- Ambulance and Medical Transportation
- Volunteer Center Transportation

The following links will be included for Monterey County:

- Monterey-Salinas Travel Training and RIDES program
- CSUMB/Hartnell College/Monterey Peninsula College/Naval Postgraduate School/Defense Language Institute/School Districts
- Veteran’s Services
- United Way’s 211
- Ambulance and Medical Transportation
Park & Ride Lots

Park and Ride lots are centrally located pick up spots where commuters can park their cars during the work or school day to meet a carpool, vanpool, or bus ride. Most are located along highways or near transit centers. Parking is free for public use during specified hours, but no overnight parking is allowed.

Monterey County/Santa Cruz County

There are six Park and Ride lots that serve Santa Cruz county commuters and 4 lots that serve Monterey County commuters. Maps and user guides of the Park & Ride Lot locations will be available to view and download for both Santa Cruz and Monterey Counties. It may be possible to enable a Google map layer that includes the location of park and ride lots since Caltrans maintains an inventory of these facilities.

Parking

Monterey County/Santa Cruz County

Parking information (car and bicycle) that is available on local jurisdiction websites will be linked from 511.

Emergency Information

Monterey County/Santa Cruz County

511 is a valuable way to get information about emergencies out to travelers. A scrolling banner across the top of the home page is planned that would give important information about road closures, evacuation routes, or other information related to the specific emergency. Twitter feeds can also be displayed on the home page during events that could affect traffic including tweets posted by the transportation agencies, CHP, Caltrans, Metro and the Office of Emergency Services. In the event of an emergency or major transportation disruption, a special “Alert” webpage is planned to publicize information about commute alternatives and the latest service provider information.

Examples of emergency events in the last few years where people would have benefitted from a “go to” place for real time transportation information include the tsunami warning and Big Sur Highway 1 landslide in March of 2011 and the Trabing fire along Highway 1 in June 2008. A 511 web presence will reduce the number of 911 calls, both daily and during an emergency, leaving those emergency phone lines available for people in need of a live operator.
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Real-time wild fire information is available on QuickMap. The extent of the fire is mapped and the icon, when clicked, provides a pop-up box providing details about the fire (Figure 2). Real-time information during an emergency is crucial so people can avoid the area, reducing the potential for safety issues and providing first responders more room to navigate.

![QuickMap screenshot](image)

**Figure 6: Wild Fire Information (QuickMap)**

Additional emergency information that could affect traffic conditions can be provided by linking to a number of websites that would inform the public in an emergency with the most up-to-date information. Examples include Office of Emergency Services, County Road Closure Information, earthquake, tsunami, fire and weather information websites.

**OTHER RESOURCES**

**Carshare**

**Monterey County/Santa Cruz County**

There are an increasing number of options to participate in carsharing programs in order to reduce the need for and expense of owning your own car. Carsharing information, such as links to Zipcar, RelayRides, GetAround, Hertz 24/7 and Enterprise CarShare will be
provided on a 511 website in order for people to better understand all their options for getting around without having to own a vehicle.

**Electric Vehicles**

**Monterey County/Santa Cruz County**

Electric vehicle charging locations within Santa Cruz County, Monterey County and surrounding counties can be found on the Plug Share and the Monterey Bay Electric Vehicle Alliance (MBEVA) websites as well as by searching on Google maps for "electric vehicle charging". This information (now totaling more than 70 charging sites in the region) will be provided on the 511 websites for Monterey and Santa Cruz Counties along with other regional EV resources as they are developed.

**Taxis/Airport Shuttles**

**Monterey County/Santa Cruz County**

Taxis play an important role in providing flexible travel options. In addition, some taxi and transportation providers publicize their availability to provide Safe Rides Home during holidays that typically involve alcohol consumption such as New Year's Eve. Contact information for taxis and airport shuttles will be made available on the 511 websites. Information about taking public transit to access airports in our region will also be provided as well as the specialized transportation service known as taxi scrip.

**Truck/Freight Information**

**Monterey County/Santa Cruz County**

511 can be a valuable resource for truck drivers. In addition to general information about road conditions that appeals to all drivers, 511 can also provide specialized information about moving goods and freight.

Examples of potential trucking resources include:

- Truck load and height restrictions
- Bridge height and weight limitations
- Road closures that specifically affect trucks
- Links to state permitting offices
- Weekly short term restrictions, oversize or overweight permits
- Weigh station requirements
- CA weigh station map (there are currently no weigh stations in Santa Cruz or Monterey Counties)
Caltrans is currently developing a special “truckers version” of QuickMap designed specifically with information for truckers. 511 in Monterey County and Santa Cruz County will include a link to this new truckers map once available.

**Rail Information**

**Monterey County/Santa Cruz County**

The Santa Cruz and Monterey Bay Railway offers freight and recreational rail service operated on the 32 mile Santa Cruz Branch Rail Line by Iowa Pacific Railway. Roaring Camp Railroads operates recreational service from the San Lorenzo Valley to the Santa Cruz Beach Boardwalk and steam trains that travel through the redwood forest from Roaring Camp up Bear Mountain. Passenger rail is provided through Monterey County with expanded service from Salinas to the San Francisco Bay Area planned for 2018. Light rail transit is also planned for the Monterey Branch Line which will eventually connect Castroville to Monterey. Links to information on these services will be provided.

Links to rail service in surrounding counties will also be provided including information about connecting to Caltrain, Santa Clara VTA’s light rail and AMTRAK service.

**Customer Comments**

**Monterey County/Santa Cruz County**

Users of the 511 websites will be able to provide feedback to their respective county on the information provided through an online commenting system. Specific information about how users can report data discrepancies and help improve service will also be provided.
511 PHONE TRAVELER INFORMATION

More and more individuals are looking to the internet or web-based applications for travel information. From discussions with other 511 providers in CA, the percentage of 511 phone calls relative to 511 web usage has been decreasing over time with the increase in use of smart phones and tablets to access information on the internet. Phone service is also one of the more expensive components of 511 for a couple of reasons. A 511 phone service requires real-time traffic speed data to be collected, processed and disseminated over an interactive voice response system. Because QuickMap utilizes Google Map as the base layer for traffic speed information, traffic speed data for Santa Cruz and Monterey Counties is not available in a format that could be utilized for a phone system without a significant cost associated with it. Phone service is also one of the more expensive components of operating a 511 because of the cost per call charged by the telecommunications companies and additional fees charged to transfer calls to other transportation agencies.

In an effort to keep costs down, but still provide traveler information by phone, initial implementation of 511 phone service in the Monterey Bay Area will utilize existing phone systems to route 511 calls made in our region to the California Highway Information Network (CHIN). CHIN is an automated telephone system that gives roadway condition information (such as construction and chain control requirements) for all state highways in California. Callers are prompted to say or enter the number of the highway they would like information about and the CHIN system lists off all of the roadway conditions for that particular facility. (This information is also available online, and links will be provided on the 511 website.)

RTC and TAMC staff does not recommend any additional 511 phone service beyond CHIN at this time. Staff will continue to monitor the need for a 511 phone service for future phases.
Chapter 3 – Website Structure and Design

The approach to implementing 511 traveler information services in the Monterey Bay Area is to provide a centralized, one-stop-shop for transportation information in each county. However, simply providing transportation information in a single website location is not enough to become the preferred “go-to” resource. Information on a website must be eminently findable, easily and quickly accessed and visually appealing. Consequently, the 511 websites proposed for the Monterey Bay Area will be designed to have a high degree of usability by travelers. This will be achieved through a number of strategies including providing content that is easy to locate, up-to-date, well-organized and aesthetically attractive. Sites will be optimized for viewing on phones and tablets as well as via traditional computers. Mobile Responsive Design will allow elements of the website to change depending on the maximum screen size of the device being used. Techniques to enhance Search Engine Optimization so that people can easily find the site through web searches will be built into the site planning and design.

As proposed, 511 websites for the Monterey Bay Area are intended to meet the routine daily information needs of travelers and to ramp up and deliver a higher volume of service during emergency situations. Given this dual role, some features of the websites will be developed and turned on only during emergencies such as scrolling banners and special alert pages. Planning adequate server capacity will ensure that that during such emergencies, websites remain live and are not overwhelmed by a surge of users seeking critical information simultaneously. Creating procedures for identifying and deploying the human resources needed to maintain the websites and keep them updated on an ongoing basis as well as the reinforcements who will be called in to respond in emergencies are another aspect of 511 website planning. Recent lessons learned from New York and New Jersey’s 511 services as well as examples from the Bay Area and Los Angeles are invaluable to 511 planning for both day to day and emergency conditions.

The proposal for delivering traveler information in our region is for the transportation agencies to implement a 511 service in their respective county utilizing a similar set of components and features and integrating 511 with other transportation information already available through their agency and rideshare program websites. The sites will provide content from both internal and external sources. Each agency’s website plan will include: content development, site planning and design, plans for viewing the site on mobile devices, a strategy for sufficient hosting, storage and delivery capacity, and the human resources that will be required.
Web-based 511 programs for the Monterey Bay Area will be designed in accordance with the following attributes:

- **Cost-effective:** High benefit to cost ratio and utilizes existing resources
- **Streamlined:** 511 program architecture contains only pertinent components that can be easily and efficiently managed and operated
- **User-friendly:** Easy for users to find and understand information. High site ranking in search engine queries.
- **Adaptable and scalable:** Able to adapt and take advantage of new technology without having to significantly change the basic program structure/framework
- **Easy to navigate across counties**

**CONTENT DEVELOPMENT**

*Monterey County/Santa Cruz County*

A significant limitation of the existing Traffic Conditions page on the RTC Commute Solutions website is that it only provides links to resources. Additional clicks are needed to access information. Directly embedding the QuickMap traffic map onto the page would make viewing traffic conditions immediately available to the user and allow them to interact with the information. Adding Google’s multimodal trip planner to the same 511 home page with the traffic map would allow the viewer immediate access to other travel options as they are checking out the traffic conditions. Both of these – QuickMap and the Google Trip Planner – are proposed to take central positions on the 511 Santa Cruz and 511 Monterey traveler information home pages.

Additionally, existing content from the current Commute Solutions and Commute Alternatives websites will be integrated with the new offerings to implement a fully multimodal 511 site in Santa Cruz County and Monterey County respectively. Further value to users will come from expanding content beyond those services offered by the RTC and TAMC to include information about other community transportation services and providers as well as emergency transportation information sources (See Chapter 2 for more information on Components).
SITE DESIGN

Monterey County/Santa Cruz County

Drawing heavily upon the finely-tuned layout and organization of several successful 511 traveler information websites and market research conducted during the Feasibility Study for our region, wireframes (layout of the website’s content) and an outline of the navigation structure will be developed to guide the site design and technical work required to publish the 511 sites. Some user testing may be used to help inform 511 project team members about customer preferences. Strategies and tools for search engine optimization will be included in the design to ensure that the 511 service ranks at the top of the list in online search results.

Santa Cruz County

In 2011, the RTC launched two new agency websites – sccrtc.org and commutesolutions.org. Although they use different color palettes, the websites have a similar look and feel and are organized in the following way. The sccrtc.org website provides information to the public regarding the RTC’s functions primarily as a planning and funding organization. The commutesolutions.org website reflects the RTC’s long-standing commitment to help people successfully use the existing transportation network efficiently by providing information about a variety of transportation options including carpooling, vanpooling, walking, biking and riding the bus.

The redesigned Commute Solutions website went from one main webpage to more than 50 pages of transportation resources. Among the most important of these new pages is the Traffic Conditions page that brings together links to many real-time transportation resources that can help travelers make choices about when to travel, what route to take, or if a trip can be avoided altogether. Even though this page relies exclusively on links, it now ranks as the page most frequently accessed directly by users visiting the Commute Solutions website. Currently one quarter of the visitors to the Commute Solutions website are visiting the Traffic Conditions page generating 700 page views per month.

Monterey County

In 2012, new webpage templates were designed for the Transportation Agency website. The templates were built on a CSS platform which enables content to be viewed via mobile device (compatible with Android, iPhone and Blackberry). The Transportation Agency website has not yet been updated with the new templates but is expected to be in 2014. The Monterey County 511 website will use the new Transportation Agency website templates to ensure design consistency and minimize cost. In addition to providing traveler information, the 511 Monterey website will include rideshare information and resources for Monterey County. Rideshare information for Monterey County will be adapted from the rideshare website currently managed by the Association of Monterey Bay Area Governments.
**USAGE**

**Monterey County/Santa Cruz County**

Predicting potential usage of a 511 Traveler Information website is somewhat challenging since this will be a new service for the region and we are one of the first California communities to approach implementing 511 by utilizing Caltrans Quickmap as the cornerstone for providing traffic information. Analytic tools installed on the site will continuously monitor volume and usage. Automated reporting systems will enable 511 team members to stay apprised of activity on the site. Currently, there is significant unused capacity on the Commute Solutions website which utilizes less than 1/10th of the disk space allotted to it and 1/50th of the bandwidth available. (See Chapter 4 – Coordination and Operations, for a list of proposed performance measures.)

**MOBILE STRATEGIES**

**Monterey County/Santa Cruz County**

According to the Pew Research Center, as of May 2013, 91% of US adults have a cell phone and more than half of these (56%) use their phone to go online. Add to these “mobile internet users”, another 60% of adults who access the internet via a tablet or ereader and it becomes clear that plans for delivering 511 must include optimizing the experience for mobile device users. Project staff recommends a two-fold approach -- optimizing the 511 website resources for viewing on mobile devices immediately and consider developing apps in the future.

**Monterey County**

The CSS platform that the 511 Monterey website will be built on enables content to adjust to mobile device viewing automatically. There will be no additional cost associated with providing mobile access as the templates that will be used for the 511 Monterey website have already been designed using a CSS platform.

**HOSTING, STORAGE & DELIVERY**

**Santa Cruz County**

Currently, the RTC uses a firm based in Houston, Texas to host its three websites and there are no plans to change this arrangement in the foreseeable future. There are advantages to the hosting servers being located in another state. Emergencies specific to California conditions such as earthquakes and tsunamis are unlikely to affect the hosting operations in Texas.
The agency has confirmed that the capacity of the server on which the Commute Solutions website is currently hosted can handle a significantly higher volume of traffic than it currently receives and is scalable based on demand. If, in the final planning stages, a higher volume of traffic is set as the threshold, the web hosting arrangement can be upgraded with the same hosting firm to provide more disk space and bandwidth.

Monterey

The Transportation Agency is considering the use of a cloud-based web hosting service that offers unlimited bandwidth and storage. Advantages to cloud-based hosting are that they are cost-effective, can handle spikes in use which is important in case of an emergency, and are not themselves susceptible to local emergency conditions. Currently the Transportation Agency uses a brick and mortar hosting firm located in Salinas, California. If the Transportation Agency stays with the current firm it may be necessary to increase the server capacity in order to accommodate increased user traffic and peaks in use during times of emergency.

PROCEDURES & PROTOCOLS

Santa Cruz County

Agency staff is already performing many of the functions that will be needed for managing the 511 service. That is part of what makes implementation of this project so cost effective. Not only are streamlined systems for updating information already in place, but there is no learning curve needed for using WordPress, the software platform upon which the 511 site will be built. Most of the day-to-day maintenance of the RTC’s websites is conducted by a web/social media team of three. In addition, a highly capable web contractor provides technical support for the agency’s three websites when something is needed beyond the skill set of the staff.

Monterey County

Staff regularly updates the Transportation Agency website and already provides traveler information reports online. Thus, minimal additional staff time will be required to manage and maintain the 511 Monterey website. Initial development of the 511 Monterey website will however, require additional staff time. Portions of the website will be updated on a weekly basis with traveler information such as the “Cone Zone Report” which is currently available on the Transportation Agency website.
Chapter 4 – Coordination and Operations

Since a substantial portion of the 511 product will be generated from external resources, the success of implementing 511 in Santa Cruz and Monterey Counties depends on maintaining strong relationships and effective communication between the transportation agencies and our respective partners and information providers. This chapter makes the case for how the 511 websites proposed for our region will fill a market niche that is currently unmet, provides a discussion of staffing and oversight, and the particular suitability of the RTC and TAMC to deliver this service. It also highlights the roles and responsibilities of partners, discusses recommended agreements, production and operations and proposes performance measures for 511.

COORDINATION

Market Demand

Monterey County/Santa Cruz County

The market for traveler information services has grown over the past decade as more and more web based transportation information services have been developed. Real-time traffic condition information used to be the exclusive domain of motorists who had on board navigation systems installed in their vehicles and who paid for this subscription service. The proliferation of free and low-cost, web-based services and apps such as those offered by Google, Sigalert, Beat the Traffic, Waze, and Garmin OnDemand has tremendously increased access to this information. As mentioned previously, the market segment that the proposed 511 system will serve is travelers in the region who want to find a wide variety of transportation resources assembled in one place – not just a site limited to traffic information or about a single mode such as bicycling.

While the 511 brand will be new when it is rolled out in the Monterey Bay Area, in fact this brand is now already widely used and recognized throughout the country including in the San Francisco Bay Area and Greater Sacramento regions. In addition, the Traffic Conditions page on RTC’s Commute Solutions website is now visited more often than any other page on the site. As of July 2013, the Traffic Conditions page averaged around 700 page views per month, one-quarter of all traffic to the Commute Solutions website.
Customers will be residents, visitors, commuters, and travelers in the region. Within that group, the target market for this free service will be people who use computers, tablets and phones to access information on the internet. In recognition of the fact that not all travelers have access to this technology, maintaining existing personalized trip planning assistance offered by the rideshare agencies is proposed as a way to ensure that everyone has access to traveler information.

While providers of traffic maps and other online transportation resources and apps might be characterized as competitors, in reality they are only offering a portion of the 511 information service being proposed. The most obvious strength of taking the comprehensive approach to transportation information is that there is definite value added by providing a single place for the customer to find a wide range of transportation resources. The challenge of this approach is that there is a lot of content and information resources to keep fresh and up-to-date. This challenge will be mitigated by linking to other sites where possible so information will be kept up-to-date by providers.

Given the rapidly changing market conditions in terms of how people access information online, and via computers, tablets and phones, we will create a website that is responsive to the current technology and highly adaptable to future developments. (For information about proposed strategies to market 511 in our region, see Chapter 5 – Marketing Strategies.)

**Agency History and Operations**

**Monterey County/Santa Cruz County**

The agencies that would be responsible for developing and launching 511 are the Santa Cruz County Regional Transportation Commission and the Transportation Agency for Monterey County. These two organizations have been responsible for conducting long-range planning and funding for transportation in their respective counties. In addition, they offer motorist aid services such as the Freeway Service Patrol tow trucks and the yellow call boxes.

The regional transportation agencies are well established and well respected in the community having managed and delivered many highly visible and innovative projects in recent years. For the RTC in Santa Cruz County, these include the purchase of the rail corridor, the development of a sustainability framework for the 2014 Regional Transportation Plan and the construction of the Highway 1 Soquel/Morrissey Auxiliary Lanes Project. For TAMC, recent noteworthy projects in Monterey County include the planning and construction of the US 101 interchange at San Juan Road, Prunedale Improvement Project, Highway 1-Salinas Road interchange, and securing funding for a passenger rail service extension to Monterey County. The addition of the 511 service would complement existing roles and services offered by the transportation agencies.
Santa Cruz County

The RTC has a long track record of providing transportation assistance services to the Santa Cruz County community including personalized trip planning for all modes and helping people find carpool and vanpool partners with whom they can share rides. For 34 years, RTC has helped people learn about their travel options and how to successfully navigate the transportation system. Personalized help under the Commute Solutions brand has been provided via phone, email and at outreach events. While this has allowed the agency to deliver highly customized services, this method is quite labor intensive. Starting with the shift that moved carpool matching services to the web, the trend has continued to shift tools and services provided by rideshare agencies to an online environment. The RTC followed this trend when it converted its paper True Cost of Driving worksheet on a printed brochure to an interactive online calculator which is now frequently cited and used by people all over the country.

Online tools allow travelers greater self-serve access to transportation resources and tools and are available around the clock. The strategy for implementing 511 in Santa Cruz County is to further this trend by formally integrating traveler information with rideshare agency services creating a significantly stronger and more effective online resource for travelers. This strategy is expected to reduce Commute Solutions costs as staff resources can be applied to developing quality online services which have the potential to serve multiple people at the same time. Commute Solutions is committed to continued availability of personalized assistance for people who can’t access online resources.

Monterey County/Santa Cruz County

In addition to the obvious value that a 511 service would provide travelers in terms of improving mobility, it also helps to advance the transportation agencies sustainability goals. Requirements from Assembly Bill 32 and Senate Bill 375 call for regions throughout California to reduce greenhouse gas (GhG) emissions from cars and light trucks. Making it easier for people to find out about how to access services by walking, biking, and/or transit will help reduce the number of vehicle miles traveled and in turn GhG produced. Regardless of the initial reason a traveler is drawn to the 511 website, every time they visit, they will be exposed to the range of travel choices available to them. Having the Google multimodal trip planning tool also readily available on the site can help take the mystery out of how to use alternative transportation modes, reducing anxiety about trying out a new way to get around.

Staffing and Oversight

Monterey County/Santa Cruz County

Oversight of both the development and implementation of the 511 traveler information service would be conducted by the Executive Director of each transportation agency. Staff assigned to planning and web projects in each agency will manage the 511 service and
serve on the 511 project teams. A reorganization of duties and responsibilities of RTC’s rideshare staff would result in no net increase in staffing after development and launch of the site is complete. Day to day management of the site will be conducted by transportation agency staff. A small technical consulting contract with a firm specializing in web design and programming will be needed to provide expertise beyond the skill set of agency staff assigned to the project.

**Roles & Responsibilities of Partners**

**Monterey County/Santa Cruz County**

Partnerships among public agencies and private partners are critical to a successful 511 implementation and sustainable operations. A principal relationship between the Regional Transportation Planning Agencies (RTC and TAMC) and Caltrans will continue to be fostered as the 511 service for both counties depends on the accuracy and reliability of Caltrans’ QuickMap.

The list of partners and their roles are included in Table 1 and 2.

**Table 1: Santa Cruz County Partners**

<table>
<thead>
<tr>
<th>Agency</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Cruz County Regional Transportation Commission</td>
<td>Santa Cruz County 511 Traveler Information lead agency; share resources with TAMC for development of 511 Traveler Information website; Rideshare Agency for Santa Cruz County; publisher of Guide to Specialized Transportation</td>
</tr>
<tr>
<td>Transportation Agency for Monterey County</td>
<td>Monterey County 511 Traveler Information lead agency; share resources with RTC for development of 511 Traveler Information website</td>
</tr>
<tr>
<td>Caltrans Headquarters</td>
<td>Provide QuickMap and CHIN; collect, manage and distribute transportation data through the Commercial Wholesale Web Portal; provide statewide perspective and coordinate alliance of all CA regional 511 services</td>
</tr>
<tr>
<td>Google</td>
<td>Provide multimodal trip planner; provide basemap and traffic speed layer used in Caltrans QuickMap</td>
</tr>
<tr>
<td>Agency</td>
<td>Role</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Association of Monterey Bay Area Governments</td>
<td>Intelligent Transportation System Architecture; Rideshare Agency for Monterey County and provide some Transportation Demand Management programs for region</td>
</tr>
<tr>
<td>Caltrans Districts 4 and 5</td>
<td>As Transportation Management Center operators for the region, provide construction, changeable message sign and camera data</td>
</tr>
<tr>
<td>California Highway Patrol</td>
<td>Provide incident data for region</td>
</tr>
<tr>
<td>Santa Cruz Metropolitan Transit District</td>
<td>Provide fixed-route transit and paratransit service and information</td>
</tr>
<tr>
<td>Bay Area 511/MTC</td>
<td>Provide use of online ridematching database</td>
</tr>
<tr>
<td>Santa Cruz County 911</td>
<td>Provide emergency information and response</td>
</tr>
<tr>
<td>Santa Cruz County Office of Emergency Services</td>
<td>Provide emergency response</td>
</tr>
<tr>
<td>Santa Cruz County 211</td>
<td>Provide information about specialized transportation and human service needs in emergencies</td>
</tr>
<tr>
<td>Santa Cruz County Conference and Visitors Council</td>
<td>Provide visitors with travel and event information</td>
</tr>
</tbody>
</table>
Table 2: Monterey County Partners

<table>
<thead>
<tr>
<th>Agency</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation Agency for Monterey County</td>
<td>Monterey County 511 Traveler Information lead agency; Share resources with RTC for development of 511 Traveler Information website</td>
</tr>
<tr>
<td>Santa Cruz County Regional Transportation Commission</td>
<td>Santa Cruz County 511 Traveler Information lead agency; Share resources for development of 511 Traveler Information website</td>
</tr>
<tr>
<td>Caltrans Headquarters</td>
<td>Provide QuickMap and CHIN; Collect, manage, and distribute transportation data through the Commercial Wholesale Web Portal; Provide Statewide perspective and coordinate alliance of all CA regional 511 services</td>
</tr>
<tr>
<td>Google</td>
<td>Provide multimodal trip planner; Provide basemap and traffic speed layer used in Caltrans QuickMap</td>
</tr>
<tr>
<td>Association of Monterey Bay Area Governments</td>
<td>Intelligent Transportation System Architecture; Rideshare for Monterey County; and provide some Transportation Demand Management programs for the region</td>
</tr>
<tr>
<td>Caltrans District 5</td>
<td>As Transportation Management Center operators for the region, provide construction, changeable message sign and camera data</td>
</tr>
<tr>
<td>California Highway Patrol</td>
<td>Provide incident data for region</td>
</tr>
<tr>
<td>Monterey-Salinas Transit District</td>
<td>Provide fixed-route transit and paratransit service and information</td>
</tr>
<tr>
<td>Bay Area 511</td>
<td>Provide use of online ridematching database</td>
</tr>
<tr>
<td>Monterey 911</td>
<td>Provide emergency response and information</td>
</tr>
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<td>Monterey County Office of Emergency Services</td>
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</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Agency</th>
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<td>Provide information about specialized transportation and human service needs in emergencies</td>
</tr>
<tr>
<td>Monterey County Convention and Visitors Bureau</td>
<td>Provide visitors with travel and event information</td>
</tr>
</tbody>
</table>

### OPERATIONS

The 511 service will be produced by leveraging existing online transportation resources and assembling them in a coherent, easy to use and to access format available to travelers in our region. To those resources, new original content will be added as needed to fill in any gaps to the information provided by others. The integration of both internal and external content will be an ongoing responsibility of the RTPAs.

One benefit of this strategy is that for the most part, it takes advantage of resources already developed and maintained by other entities. This significantly cuts down on time it takes to develop and prepare content for the web and has a major impact on reducing costs both to launch and operate the site. The down side of this strategy is that much of the information that the RTPAs are displaying is material and services that they have permission to use, but don’t directly own or control. Consequently issues with accuracy or timeliness of updates will have to be coordinated with the content owner. This is another reason that maintaining strong, cooperative relationships with our partners will be critical to the success of the operation.

As we’ve seen over the two years that we’ve been working on the 511 feasibility study and implementation plan, this industry is very dynamic and new developments take place all the time. In light of this, there will no doubt be plenty of opportunities to enhance the offerings of 511. It will be critically important for project staff to keep abreast of feedback from customers using the service as well as new developments and industry trends in order to assess which ones make sense for our region and to present enhancements for consideration by their respective boards.

While the Santa Cruz County Regional Transportation Commission and the Transportation Agency for Monterey County will own the 511 website services developed for their respective counties, it may be important to solidify arrangements to use key components of partner sites such as Caltrans’ QuickMap and Google’s Trip Planner.
**Agreements & Protocols**

Although not required, it may be in the interest of RTC and TAMC, to establish Memoranda of Understanding (MOUs) regarding data availability with external providers so that expectations are clearly outlined. This includes MOUs with Caltrans regarding the use of QuickMap for providing 511 web-based traffic conditions information for Santa Cruz County and Monterey County as well as 511 phone calls being routed to CHIN. Agreements between the transportation agencies and Google may also be desirable regarding use of Google’s multi-modal trip planner. Agreements with telecommunications carriers for routing 511 calls originating in our region to Caltrans’s CHIN system will be determined by Caltrans.

During times of emergency, coordination with emergency information providers will be crucial. Lessons learned from 511 service providers during Hurricane Irene and Superstorm Sandy along the East Coast stress the importance of accurate and reliable information. Protocols will need to be set up between the transportation agencies and emergency response providers to determine the chain of command for providing emergency transportation information to the public. Internal business operations processes also need to be established so that the respective transportation agencies can deploy staff resources efficiently in response to an emergency.

**Performance Measures**

*Monterey County/Santa Cruz County*

System monitoring is a critical function for 511. It can help to direct resources more effectively, and can be useful when seeking funding to continue or expand 511 services. In addition, system monitoring is an effective tool for ensuring customer satisfaction. Through monitoring the accuracy and reliability of the 511 system, agencies can obtain feedback on the quality of their 511 service, and can respond to problems or issues as they arise. System monitoring is important to ensuring that customers receive a high quality product.

System monitoring can be divided into four primary categories: usage, reliability, accuracy and customer engagement.

**System usage:** Usage of 511 website services will be tracked and reported quarterly by the Santa Cruz County Regional Transportation Commission and the Transportation Agency for Monterey County. Usage information is valuable in marketing and outreach activities and for fine-tuning how information is organized and presented on the website. Web analytics can help gauge consumer response and engagement with services, and enable comparisons to similar systems. A list of potential statistics to monitor and track is shown below.

- *Website visits* - the total number of visits to the 511 website
Draft – Monterey Bay Area 511 Implementation Plan

- **Pageviews** – how many individual pages are visited
- **Peak daily visits and reason** – the days that the system received the highest amount of traffic and possible reasons for this influx (for example: transit strike)
- **Peak load** – the peak number of simultaneous visits. This measure can assist the agency with planning for and activating additional resources when peaks occur.
- **User agent** - the type of web browser, operating system, and device that a user is visiting the site from. This conveys which users are visiting from mobile devices vs. from standard computers.
- **Length of visit** – the average amount of time spent on the site per user
- **Top categories** – a breakdown of visits to the top categories of information such as: Traffic Conditions, Transit, Bicycling, Carpooling / Vanpooling, Employer Assistance, Weather, Airports, Paratransit and Other Language

**System reliability**: System reliability is the second key component of system monitoring. It is measured by comparing the system availability with a pre-determined standard. The national 511 Coalition recommends that the 511 system be available 99.8% of the time (allowing for 17.5 hours of downtime annually). The RTC and TAMC will use this standard for system reliability.

**System accuracy**: The purpose of system accuracy monitoring is to ensure that the 511 information provided to users matches actual conditions. This is especially true in terms of the traffic conditions displayed on Caltrans Quickmap. RTC and TAMC will effectively communicate the clear path for users to let our agencies, Google or Caltrans know when issues arise with data and information provided through 511. Reported issues with data will be tracked in order to identify trends.

**Customer engagement**: Both users and non-users of 511 are excellent sources of information about how well the system is meeting people’s needs. Online surveys and comments submitted through the 511 website provide a way to get feedback from users that can be used to improve the service. Broader community based surveys will help assess the degree to which there is an awareness of the services offered through 511. It can also help identify where people go to get transportation information now and provide insights about potential new 511 advertising and marketing venues that could be utilized to reach more people.
Chapter 5 – Marketing Strategies

Promoting awareness of the availability of 511 for traveler information in the Monterey Bay region is an integral part of implementing and launching a 511 service. Considerations for marketing traveler information services include:

- Branding both phone and web-based tools
- Co-branding 511 with current traveler information resources such as the Commute Solutions/Commute Alternatives websites as well as existing transportation agency sites
- Partnering with local media to promote 511 as traveler information resource
- High impact, low-cost strategies that will provide sustained exposure to 511
- Utilizing a network of public and private partners to provide several channels for awareness
- Cost of marketing strategies both to launch and ongoing
- Promoting 511 as a free public service with no cost to users and broadly accessible to all segments of the population

This section includes lessons learned from other areas’ marketing and outreach activities for their traveler information systems. It also includes strategies for co-branding phone and web traveler information tools, as well as preliminary recommendations for media coordination, involving partners to help market 511 in the Monterey Bay Area, and potential cost considerations to implement a marketing plan. Market research conducted as part of the 511 Feasibility Study is also factored into these recommendations.

IDENTITY AND CO-BRANDING

A focused outreach and promotional effort will establish 511 as the ‘brand’ for traveler information in Monterey Bay Area. While 511 is now nationally recognized as the place to go for traveler information, there is some variation between 511 systems in terms of services offered and delivery methods. Effective marketing will help guide users to access the specific services available to travelers in our region.

To support agencies in their 511 marketing efforts, American Association of State Highway Transportation Official’s (AASHTO) 511 Coalition developed a national 511 logo. This logo and corresponding design standards has helped to create an awareness of and a
consistent look and feel for 511 services around the country (Figure 7). A version of this logo, used with or without a tag line, creates a brand awareness for 511 that is easily recognizable. The logo trademark is registered to AASHTO, but is available for all deploying agencies to use. Both Santa Cruz and Monterey Counties plan to use a version of the 511 logo.

Branding 511 will need to consider how the new brand will interact with existing traveler information resources in the region namely those offered by the rideshare agencies Commute Solutions in Santa Cruz County and Commute Alternatives in Monterey County. One option would be for the rideshare agencies to continue delivering the personalized services under the existing rideshare brands. For example, Commute Solutions’ Transportation HelpDesk would be used to refer to the in-person assistance available. Information offered in a more self-serve fashion online would be part of the 511 brand.

PUBLIC INFORMATION AND AWARENESS

The most significant lesson learned from agencies that developed 511 services is that the agencies that did not market the availability of this information to the public often showed low usage of the service. Based in part on a review of other 511 efforts, as well as an understanding of the goals and objectives in promoting 511, several potential marketing strategies have been identified. RTC/TAMC’s marketing efforts will focus on the following key areas:

- 511 Launch
- Media Relations
- Other Outreach Strategies
- Promotional Materials
- Partner Co-promotion
Activities that will be most likely to reach a large number of potential users at a reasonable cost will be utilized. The following subsections provide additional detail of recommended marketing strategies within these focus areas.

**511 Launch**

A 511 launch provides an excellent opportunity for a focused marketing campaign. An event to launch the 511 system will be the first public notification that RTC and TAMC are making this service available to travelers. Several regions have had a very formal launch event while other regions have opted to issue press releases to announce the availability of 511 phone and/or web based tools. Providing media with information about 511 in advance of the launch date will help to generate mentions and potentially articles about traveler information services in the Monterey Bay Area. Media materials should include the following:

- Press release
- Fact Sheet and/or Rack Card on 511 Traveler Information Service
- FAQ’s and tips for using the system

The formal launch will take place after a soft launch and beta testing have been conducted.

**Media Relations**

Media, including radio, television, and online and print publications, will be RTC and TAMC’s most powerful public awareness tool for 511. RTC and TAMC will need to actively coordinate with and educate its media partners about the 511 system and its benefits. Promotion of the service can be encouraged not only when 511 is launched, but also during routine traffic and weather reports as well as in advance of major holiday weekends, during important 511 milestone events and extraordinary situations (such as storms, major events, major closures or incidents). Building upon successful media relations that both agencies have will help to keep 511 in the news long after the launch event.

**Media Contacts/511 Media Database**

511 staff will review the transportation agencies’ respective contact and distribution lists of print, online and broadcast media and update as needed. Public information officers for transportation related agencies and staffs of RTC, TAMC, and Caltrans should also be included on the 511 media contact list along with:
AM and FM Radio stations including Spanish language stations
TV news stations (weather and traffic reporters)
Newspapers (major dailies, as well as weekly and/or regional publications)
Online news services and social media venues
Special interest magazines and publications, with an emphasis on tourism
Private sector traffic information services
AAA California
California Highway Patrol
City Police Departments
Trucking Associations
Cities and County Public Works Departments
Transit agencies
Caltrans

Ongoing Media Releases

RTC and TAMC will have an opportunity to promote 511 with each media release issued. Transportation or weather advisories, major construction projects, enhancements to the traveler information service and others should include a short description of 511 and encourage travelers to use these resources for up-to-date information. Potential media releases include:

- In advance of major holidays and high-volume driving weekends (Labor Day, Thanksgiving, Christmas) long-term construction projects, and emergency news releases about incidents or weather impacting roadways and travel.
- A ‘trigger’ event to generate news coverage including 511 milestones (5,000 web visits, or at the 6 month and one year system launch anniversaries).
- ‘Triggers’ can also include announcements of major enhancements to the information or services provided.

Roadway Signs

Many regions install roadway signs to promote 511, typically in conjunction with use of a tag line such as “Dial 511 for Travel Info”. Since 511 service in our area will primarily be web rather than phone based, installing new highway signs in our region is a significant expense and is not being recommended at this time.

Signs with the phone numbers of local Rideshare Agencies are already installed in several high visibility locations along the state highways in our region to promote carpooling. It may be possible to repurpose these existing roadsigns by adding the new 511 logo and message to the existing rideshare message and sign. The agencies will explore this option with Caltrans.
The Bay Area’s Transportation Management Center is responsible for posting messages to be displayed and maintaining the infrastructure that supports the Changeable Message Signs (CMS) in Santa Cruz County. Due to this relationship, when new “Call 511” signs were installed onto the Changeable Message Signs throughout the Bay Area, the CMS signs in Santa Cruz County were included in this installation. While the 511 logo is the color scheme and design used in the Bay Area, it is close enough to what will be used here, and it helps reinforce the 511 brand rather than detract from it. For that reason, plans are to keep the 511 signs that are currently installed on Changeble Message Signs in Santa Cruz County.

**Radio advertising**

Paid radio spots have been demonstrated as an effective 511 outreach tool in several states, including Iowa, Kansas, the Bay Area, and others. However, paid radio ads come at a high price. Radio spots that last 10, 15, or 20 seconds during peak drive times on popular radio stations are at a premium because they have the potential to reach several thousand drivers while they are en-route. For this reason, it is not recommended that paid advertising be used for RTC/TAMC 511 promotional efforts. The exception would be if contracting for some paid spots could be used as leverage to get a substantial number of additional spots donated by a radio station.

**Public Service Announcements (PSAs)**

PSAs are an alternative to paid advertising that is relatively low-cost to develop and that do not require payment for airing. Most commercial radio stations have an annual target for the number of PSAs they run. To help raise awareness following the initial launch of 511, a 511 PSA could be developed by RTC and TAMC and distributed to radio (AM and FM) contacts throughout the region. Follow-ups with the radio stations will help encourage them to play the PSAs.

**Leveraged advertising**

Partnering with other transportation agencies, facilities, and providers can be a cost-effective way to increase awareness of 511. Examples include having the 511 logo and call to action printed on transit schedules and bus stops, or working with event managers to include a “511” message in event programs and media releases.

**Promotional Material**

RTC and TAMC’s marketing and outreach will be supported by collateral pieces that are intended to: be multi-purpose, be cost-efficient, have a long shelf-life, and be widely distributed. The following are examples of promotional materials that can be prepared to promote recognition of 511 in Monterey Bay Area. They would be provided to media and partner agencies as a comprehensive guide to traveler information resources available
through the system. These materials can also be distributed to Welcome Centers, airports, rental car companies, hotels, attractions, restaurants, and other venues.

- Fact Sheet and/or Rack Card on 511 Traveler Information Service – provide an overview of the services, how to access information, what information is available.
- Frequently Asked Questions – provide answers to typical questions about 511 services and tips for using the system

The National 511 Coalition has made various logo and written materials available to deployers to support their 511 marketing and outreach efforts and to foster a national identity for 511 services across the country. Whenever possible, RTC and TAMC will make use of 511 Coalition materials to help offset design and production costs.

**Partner Co-Promotion**

Promoting 511 in the Monterey Bay region will require establishing a network of partners, both public and private, to help get the word out about these traveler information resources. These partners can help promote 511 by including press release info and features about 511 in their newsletters (both print versions as well as on web and social media sites) and by providing links to 511 on their web sites. Combined with coverage in print and broadcast media, promoting 511 through other partners will provide increased exposure on a regional level. Organizations that will be requested to add links to 511 to their websites and social media venues include:

- Conference and visitor organizations
- Chamber and business organizations
- Trucking associations
- City/County governments
- College and universities
- 211 services
- Transit operators
- Environmental and conservation organizations
- Transportation providers
- Businesses (add to their address and map info)
- Media
MARKETING COSTS

Levels of investment in marketing 511 vary substantially. Based on the specific strategies proposed for implementation, marketing costs for each agency's 511 traveler information service are estimated at $15,000 for the launch year and $10,000/year for ongoing operations. These identify both direct costs and staff time. Although some of the costs are one-time start up costs, ongoing media releases, roadside signage, and co-promotion with partners are long-term strategies that typically are found to be the most cost-effective, and which will be utilized by RTC and TAMC.
Chapter 6 – Financial and Schedule Information

COST ESTIMATES

511 traveler information web services can be implemented, operated and maintained for the Santa Cruz and Monterey Counties extremely cost-effectively. The ability to utilize the Caltrans QuickMap for real-time traffic condition information as well as the economy of scale of integrating 511 with agency websites and rideshare services will allow 511 to be developed for our region for a minimal cost compared to most existing systems. In addition, since Caltrans will be setting up a 511 phone service directed to CHIN for regions in California without a current service, RTC and TAMC will not require funding for this phone service.

Startup costs as well as ongoing operations and maintenance expenses for both 511 Santa Cruz County and 511 Monterey County are listed in Table 3.

The total start up costs for RTC will be approximately $92,030 with annual operations and maintenance of approximately $48,030. Start up costs include the equivalent of approximately a half-time employee for one year as well as consultant fees on the order of $18,000. Annual maintenance and operation costs include the equivalent of approximately one-quarter employee for one year as well as tech support of approximately $10,000.

Start up costs for TAMC will be higher at approximately $124,000 as they will be creating a new website both for their agency and to house 511. Start up costs include approximately a three-quarter time employee for one year as well as consultant fees on the order of $28,000. Annual operations and maintenance for TAMC will be approximately $48,030. These costs include equivalent of approximately one-quarter employee for one year as well as tech support of approximately $10,000.
### Table 3: DRAFT Cost Estimate for Deploying a 511 Traveler Information Service and Ongoing Operations and Maintenance

<table>
<thead>
<tr>
<th>Task</th>
<th>511 Santa Cruz County</th>
<th>511 Monterey County</th>
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<tbody>
<tr>
<td></td>
<td>Start Up Costs for RTC</td>
<td>Annual Operation &amp; Maintenance Costs for RTC</td>
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<tr>
<td>Project Management</td>
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<td>$8,000</td>
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<tr>
<td>Phone - CHIN</td>
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<td>$0</td>
</tr>
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<td>Web - Main</td>
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<td></td>
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<tr>
<td>- Content development</td>
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<tr>
<td>- User testing and surveys</td>
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<tr>
<td>- Wire framing (arch, nav)</td>
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<td>$1,000</td>
</tr>
<tr>
<td>- Site design, devt &amp; programming</td>
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<tr>
<td>- Site management/maintenance</td>
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<td>$17,000</td>
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<tr>
<td>- Ongoing tech support</td>
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<td>$10,000</td>
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<tr>
<td>- Emergency alerts</td>
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</tr>
<tr>
<td>- Hosting &amp; domain registration</td>
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<td>$30</td>
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<tr>
<td>- Translation*</td>
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<tr>
<td>Marketing</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$92,030</strong></td>
<td><strong>$48,030</strong></td>
</tr>
</tbody>
</table>

* Google Translator
RTC start up costs will be directed primarily towards:

- Working with Caltrans to embed QuickMap
- Working with Google to embed the multimodal trip planner
- Working with emergency providers to develop a protocol for providing information to public during times of emergency
- Creating the architecture, designing and testing the website
- Developing new content as needed to expand current multimodal information to include other transportation services in region.
- Launching and marketing the new service

Currently, the Commute Solutions site has multimodal information related primarily to RTC programs. The multimodal information will be expanded to include a more comprehensive picture of multimodal resources throughout Santa Cruz County.

TAMC start up costs will be directed primarily towards:

- Working with Caltrans to embed QuickMap
- Working with Google to embed the multimodal trip planner
- Working with emergency providers to develop a protocol for providing information to public during times of emergency
- Creating the architecture, designing and testing the website
- Developing content for multimodal information in region
- Launching and marketing the new service
RTC and TAMC operations and maintenance costs will primarily be for:

- updating content
- marketing
- assessing performance
- rapidly disseminating customized information in emergencies
- serving as a liaison with partners
- working with contractor and managing tech support contract
- watching trends in technology and traveler information and proposing service enhancements as opportunities arise

**Potentially Revenue**

Implementing a 511 service will require financial and staff resource commitments to implement, operate and maintain this service. A variety of funding strategies using federal, state and local funds have been used to implement 511 systems throughout the country. In California, Service Authority for Freeway Emergency (SAFE) funds have been used by a number of regional 511 programs. SAFE funds are local revenues generated by an annual $1 vehicle registration fee that can be used to provide motorist assistance.

There are currently funds in the RTC Commute Solutions program to fund $54,000 of the startup costs for 511 Santa Cruz County. Additional start up costs ($38,030) and operations and maintenance costs ($48,030/year) are available from RTC SAFE funds. Funds for 511 Monterey County for implementation ($124,030) and annual operations and maintenance ($48,030) are available from TAMC SAFE. Economies of scale will be realized by using the same staff and consultants who manage the agencies’ websites (and rideshare services for RTC).

**Phasing Plan**

Given the current economic climate and rapid changes in technology, only an initial phase is being recommended at this time. The initial phase of the project will be to develop a 511 website which will serve as a comprehensive traveler information resource that includes features as outlined in Chapter 2 – Components. The 511 sites for both agencies will be optimized to provide access via mobile devices. The Regional Transportation Agencies (RTC and TAMC) will partner with Caltrans to provide information through real-time traffic maps (QuickMap) which will be embedded on the 511 website for each agency. Also as part of this initial phase, RTC and TMC will work with Caltrans as
necessary to direct 511 phone calls to Caltrans Highway Information Network (CHIN) for road conditions information.

Future phases will be dictated by user need and funding availability. Possible projects include:

- Work with Caltrans to offer a My QuickMap subscription service to travelers in our region, that would allow them to get real-time conditions pushed out to them via text or email on routes that they travel regularly
- Work with local transit providers to provide real-time arrival and departure information at stops and stations via mobile devices
- Consider developing mobile apps in order to enhance use of the 511 websites or features of the website such as encouraging the use of alternative transportation or ridesharing
- Develop and implement an interactive voice response (IVR) phone system that directs calls to various locations including transit, Bay Area 511.org, CHIN, rideshare, etc. if need is substantiated

With the exception of implementing My QuickMap, potential future phases are not being recommended at this time.
### Table 4: 511 Program Features

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<tr>
<th>511 Program Features</th>
<th>Phase 1</th>
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## 511 Program Features

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<tr>
<td>Interactive Voice Response Phone System</td>
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### Deployment Schedule

The schedules shown in Tables 5 and 6 show deployment of 511 Santa Cruz by November 2014 and 511 Monterey County by May 2015. TMC will need to design a new agency website that will house 511 Monterey County and thus the public launch date is 6 months later than that of 511 Santa Cruz.
### Table 5: Santa Cruz County 511 Traveler Information Deployment Schedule

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Chapter 7 – Conclusion

There are a multitude of benefits to providing a centralized web-based location for 511 traveler information services for Santa Cruz County and Monterey County. The transportation system in the Monterey Bay Area experiences significant congestion and environmental concerns necessitate the need to promote sustainable transportation alternatives. 511 traveler information can play a significant role in making better use of our existing transportation infrastructure and addressing environmental impacts of transportation.

511 traveler information services can improve traffic flow and increase safety by providing real time traffic condition information so people can be informed and avoid congested areas. Traveler frustration due to lack of reliability in the transportation system from experiencing unexpected delays can also be reduced when given the ability to become informed on the level of traffic congestion.

As necessitated by environmental concerns of greenhouse gas emissions from transportation and Senate Bill 375 requirements, the proposed 511 traveler information service will help the public become informed of their full range of multimodal transportation options to promote more sustainable choices. Available information will include: what mode(s) of travel are available, how long the trip will take, what traffic conditions are currently like, and identifying alternative routes that might be available.

Having a single “go to” place in each county for transportation programs and resources, would be of major value to both travelers and the region’s transportation service providers. While there are many transportation services in the region, they are scattered throughout the internet. RTC and TAMC are the logical choice for developing and operating a centralized “one-stop” traveler information service. Both agencies already successfully operate motorist aid services in their respective counties in the form of the Freeway Service Patrol and Call Box Programs. In addition, the RTC also delivers rideshare assistance services to the community. The addition of a 511 Traveler Information service would complement these existing traveler services and integrate well with the wide range of transportation information already provided on the regional transportation agency websites.

Emergencies in our region are inevitable. Between earthquakes, floods, fires and tsunamis, we live in a very active area. Not to mention the unpredictability that climate change is having on established weather patterns. So the question is not if there will be an emergency that affects transportation, but rather when. Add to the equation that we rely on just a few major routes to carry a huge amount of traffic within and through our region, and it becomes clear how important good information about transportation conditions becomes in an emergency. Coordination with law enforcement and emergency
responders will be necessary to deliver their information through 511. Emergency features include scrolling banners, twitter feeds and special alert pages. Providing a “go to” place for transportation during emergencies will take some of the call load off of 911 dispatchers. In addition, having 511 in place, will provide 911 personnel with a place to refer callers who don’t need first-responder assistance, but who simply want timely information.

The economy of our area will benefit from a centralized 511 “one-stop” location. Tourists will know where to go to get the most reliable, real time traffic conditions information and the many alternative choices for getting around the Monterey Bay region. Employers, in striving to become green businesses or reach sustainability goals, can point their employees to 511 resources for sustainable transportation choices. Truckers will have accurate and reliable information on traffic delays to plan their pickup and delivery times.

The cost of offering 511 Traveler Information Services through a partnership with Caltrans for use of the QuickMap traffic conditions map and Google for use of its multimodal trip planner will be extremely low. The availability of Caltrans’ QuickMap for traffic conditions and Google trip planner for multimodal trip planning will save the transportation agencies in our region millions of dollars that transportation agencies in other areas of California have had to spend on developing these tools. In addition, an economy of scale will be realized by utilizing staff that is already assigned to managing the agency’s online and social media presence, and in Santa Cruz to delivering rideshare assistance services. Also, in the case of RTC, a wealth of content about alternative transportation that was recently developed for the rideshare agency website can be integrated into the new 511 site design.

Given the numerous benefits of providing 511 traveler information services for our region and the low cost of implementation, RTC and TAMC have a remarkable opportunity to offer traveler information services to the public. A web-based 511 traveler information service can be quickly developed and deployed in Santa Cruz County and in Monterey County by the respective transportation planning agencies RTC and TAMC to offer Monterey Bay Area travelers access to a full range of 511 traveler information resources.