



Future 511 Technologies and Services Task Force





Members

- Larry Sweeney, Leader
- J.R. Robinson
- Rick Nelson
- Eugene Waara
- Leon Osborne
- Paul Cammack
- Rich Taylor
- David Zavattero
- Chris Hill
- David Lively
- Mark Owens





Scope

- 511 or traveler information?
- Telephone may diminish over time as technology evolves, but traveler information is not going away



Technologies

- Smart phones
- PDAs
- Navigation systems
 - Acura with real-time traffic
- Probe vehicles
- WAP
- SMS
- BREW
- Internet
- Others



Services

- Location-based
- Points of interest
- Travel times
- Personalized
- Advertising
- Others





Next Steps

- **Develop “vision” of the future**
 - User recognition
 - Caller ID or with “cookies”
- **Look at evolutionary path of 511**
 - Mid-term
 - Long-term
 - Both technology and services
 - Data collection as well? Or is that out of our scope?
- **Look at “push” technology demo in Nevada**





Issues

- Urban vs. non-urban
- Franchise 511 to private services
- Private vs. Public services
- Will 511 IVR be obsolete in 15 to 20 years
- Two branches of 511 in the future – basic and services

