



Targeted Outreach Update





Top 60 Metropolitan Areas

1. New York-N. New Jersey-Long Island, NY-NJ-PA
2. Los Angeles-Long Beach-Santa Ana, CA
3. Chicago-Naperville-Joliet, IL-IN-WI
4. Philadelphia-Camden-Wilmington, PA-NJ-DE
5. Dallas-Fort Worth-Arlington, TX
6. Miami-Fort Lauderdale-Miami Beach, FL
7. Washington-Arlington-Alexandria, DC-VA-MD
8. Houston-Baytown-Sugar Land, TX
9. Detroit-Warren-Livonia, MI
10. Boston-Cambridge-Quincy, MA-NH
11. Atlanta-Sandy Springs-Marietta, GA
12. San Francisco-Oakland-Fremont, CA
13. Riverside-San Bernardino-Ontario, CA
14. Phoenix-Mesa-Scottsdale, AZ
15. Seattle-Tacoma-Bellevue, WA

 = Current

 = Implementing

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Top 60 Metropolitan Areas

- 16. Minneapolis-St. Paul-Bloomington, MN-WI
- 17. San Diego-Carlsbad-San Marcos, CA
- 18. St. Louis, MO-IL
- 19. Baltimore-Towson, MD
- 20. Pittsburgh, PA
- 21. Tampa-St. Petersburg-Clearwater, FL
- 22. Denver-Aurora, CO
- 23. Cleveland-Elyria-Mentor, OH
- 24. Cincinnati-Middletown, OH-KY-IN
- 25. Portland-Vancouver-Beaverton, OR-WA
- 26. Kansas City, MO-KS
- 27. Sacramento-Arden-Arcade-Roseville, CA
- 28. San Jose-Sunnyvale-Santa Clara, CA
- 29. San Antonio, TX
- 30. Orlando, FL

■ = Current

■ = Implementing





Top 60 Metropolitan Areas

- 31. Columbus, OH
- 32. Providence-New Bedford-Fall River, **RI**-MA
- 33. Virginia Beach-Norfolk-Newport News, VA-NC**
- 34. Indianapolis, IN
- 35. Milwaukee-Waukesha-West Allis, WI
- 36. Las Vegas-Paradise, NV**
- 37. Charlotte-Gastonia-Concord, NC-SC**
- 38. New Orleans-Metairie-Kenner, LA
- 39. Nashville-Davidson--Murfreesboro, TN
- 40. Austin-Round Rock, TX
- 41. Memphis, TN-MS-AR
- 42. Buffalo-Niagara Falls, NY
- 43. Louisville, KY-IN**
- 44. Hartford-West Hartford-East Hartford, CT
- 45. Jacksonville, FL**

 = Current

 = Implementing





Top 60 Metropolitan Areas

- 46. Richmond, VA
- 47. Oklahoma City, OK
- 48. Birmingham-Hoover, AL
- 49. Rochester, NY
- 50. Salt Lake City, UT
- 51. Bridgeport-Stamford-Norwalk, CT
- 52. Honolulu, HI
- 53. Tulsa, OK
- 54. Dayton, OH
- 55. Tucson, AZ
- 56. Albany-Schenectady-Troy, NY
- 57. New Haven-Milford, CT
- 58. Fresno, CA
- 59. Raleigh-Cary, NC
- 60. Omaha-Council Bluffs, NE-IA

■ = Current

■ = Implementing





Targets (No Priority Order)

Metropolitan Areas

1. Los Angeles/Riverside
2. **San Diego**
3. **Denver**
4. Atlanta
5. Chicago
6. Baltimore
7. Detroit
8. St. Louis
9. New York City
10. Washington, DC
11. Milwaukee

States (w/Metros)

13. Ohio
 - A. Cleveland
 - B. Columbus
14. Pennsylvania
 - A. Philadelphia
 - B. Pittsburgh
15. Texas
 - A. Dallas-Fort Worth
 - B. Houston
 - C. Austin
 - D. San Antonio
16. **New Jersey**

Over 30% of the country!



Los Angeles/Riverside

- Funding issues
- Develop a "champion?"





San Diego

- Proposals received and under review
- Decision?
- Launch?





Denver

- Soft launch - landlines and 511 signs are up
- Negotiating with Verizon, AT&T and T-Mobile
- expect to be fully operational and “launch” by the end of the year





Atlanta

- **511 Workshop being planned**
 - Tried to do in conjunction with Coalition event at APTA
- **Harold Linnenkohl, Commissioner attended May Policy Committee meeting**





Chicago

- Illinois plan near completion
- Data from GCM Corridor
- Coalition involvement at “open forum” meeting



Baltimore

- Awarded ATIS project
 - No 511 component



Detroit

- Beginning planning study



St. Louis

- Have Gateway Guide IVR system
- Local / HQ issue



New York City

- Trips123 phone service launched!





Washington, DC

- Feasibility Study underway as part of VDOT statewide implementation
- Wants Coalition to meet with regional stakeholders late 2004 – early 2005
 - Around next Policy Committee meeting? Or sooner?



Milwaukee

- Wisconsin planning nearing completion
- Pilot with data from GCM Corridor



Ohio

- Cleveland
- Columbus
- **No information**



Pennsylvania

- Philadelphia
- Pittsburgh
- **No information**





Texas

- Dallas-Fort Worth
- Houston
- Austin
- San Antonio
- **FHWA / TXDOT meeting November 9**
- **ITS TX Annual Meeting November 18-19 – national 511 update presentation**
- **Michael W. Behrens, Executive Director attended May Policy Committee meeting**



New Jersey

- Launching in 2005
- Compliant with Guidelines?





Next Steps

- **Short-term**

- Develop strategy / tactics to engage all based on local needs
- Follow-up with:
 - Texas
 - Chicago
 - Washington, DC
 - New Jersey

- **Long-term**

- Monitor others & seek opportunities to interact



Discussion

