

Next Generation Southern California 511 Traveler Information System



Current Southern California 511 System

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



NextGen 511 Goals

Based on 3rd party assessment and lessons learned:

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



NextGen 511 Strategy: System Elements

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



NextGen Outreach to Date

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



Next Steps

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

