



Monterey Bay Area 511 Traveler Information System

Goals for a Monterey Bay Area 511 System

1. **Increase customer satisfaction** with the transportation system by providing easy access to comprehensive, real-time and multi-modal information in the Monterey Bay Area;
2. **Optimize** use of the existing transportation infrastructure thereby reducing peak period traffic congestion, and vehicle miles, traveled improving air quality, and lowering greenhouse gas emissions;
3. **Enhance economic benefits** across the region by moving more residents, visitors, and goods on existing facilities in a shorter amount of time;
4. **Apply and leverage advances in technology** to distribute transportation information quickly to large numbers of people simultaneously; and
5. **Build public-private partnerships and improve interagency coordination** among entities dealing with various parts of the transportation system by sharing information, adding value to each others services and improving regional connections.