



FOR IMMEDIATE RELEASE

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NEW 511 TRAVELER INFORMATION SERVICE TO ASSIST COMMUTERS

SLO Regional Rideshare, a division of the San Luis Obispo Council of Governments (SLOCOG), announces the launch of San Luis Obispo County's 511 traveler information service, a telephone and website application that provides information on real-time traffic conditions, bus trip planning, ridesharing and more. Commuters now have 24-hour access to plan their commute trip online at rideshare.org or over the phone by calling 5-1-1. Users can call 5-1-1 from any cellular or landline phone at no additional charge other than the user's regular phone carrier contract charges.

Rideshare.org and 511 provide real time traffic information on incidents and traffic hazards reported by the California Highway Patrol in San Luis Obispo County and the City of Santa Maria. In addition, the website links to Caltrans live traffic cameras. With 24-hour access to these tools, commuters can avoid congestion by planning their commute trip before they depart.

The bus section of rideshare.org provides bus trip planning through Google Transit, an online bus pass outlet and transit schedules. The public transportation menu at 511 provides an alternative to remembering several phone numbers for Dial-a-Ride, Senior

Shuttle and fixed-route transit. Users can now call 5-1-1 or go to rideshare.org and be directly connected to all of the public transportation options in San Luis Obispo County.

The ridesharing menu on 511 provides information on carpool, vanpool, bicycle commuting, Park & Ride Lots and offers a direct connection to Rideshare staff for personalized trip planning assistance. In addition, rideshare.org provides an online ride match system, commuter tracker, commute cost calculator, incentives and employer tools. 511 also provides live Spanish speaking assistance Monday through Friday, 8am-5pm.

511 is a service provided by SLO Regional Rideshare, a division of the San Luis Obispo Council of Governments, and is funded by a Caltrans New Freedom Grant. Identified as the first small-urban/rural 511 in the nation, Rideshare designed the system to reflect the needs of San Luis Obispo County travelers. To help promote the traveler information service, highways signs will be installed in January 2011.

To receive transportation information, dial 5-1-1 from any cellular or landline phone, or visit www.rideshare.org.

About San Luis Obispo Regional Rideshare

SLO Regional Rideshare is dedicated to reducing the number of single occupant vehicles on San Luis Obispo County's roads and highways, conserving fuel, reducing air pollution and making it easier for commuters to get to work or school. A division of the San Luis Obispo Council of Governments, SLO Regional Rideshare provides programs for commuters, employers, youth, seniors and visitors. For more information about SLO Regional Rideshare, visit www.rideshare.org.

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