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## 511 Public Information Materials for America's Cup Partners

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## 511 Logo Use and Messaging for America's Cup Advertisements

### Messaging

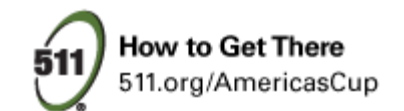
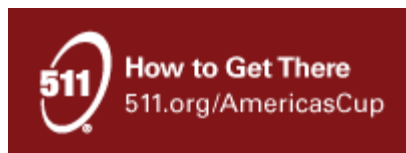
When there is sufficient room in an advertisement, use any of the following messages with one of the 511 logo options shown below:

- Plan your transit trip at [511.org/AmericasCup](http://511.org/AmericasCup)
- Plan your transit trip or bike route at [511.org/AmericasCup](http://511.org/AmericasCup)
- Get transit, biking, or parking info for America's Cup at [511.org/AmericasCup](http://511.org/AmericasCup)
- 511 is the one-stop source of Bay Area transportation information for the 34th America's Cup. Visit [511.org/AmericasCup](http://511.org/AmericasCup)
- Find out how to get there at [511.org/AmericasCup](http://511.org/AmericasCup)

### Logo Options

Depending on space limitations, any of the following logos can be used. In instances where more than one version of the logo can be used, it is at the discretion of the designer to determine which logo looks best. The two-color (Pantone + black) logo is to be used over light colored backgrounds, while the white version is to be used against darker backgrounds. Online and print versions are provided. The 511 logo is not to be augmented or altered without prior approval from MTC (Shauna Callow - 510-817-5704, [scallow@mtc.ca.gov](mailto:scallow@mtc.ca.gov)).





## Other Tips

- In all spoken mediums, 511 should always be referred to as “five one one” and “five one one dot org,” never “five-eleven.”
- In spoken or written contexts, never use the “www.” before “511.org.”
- 511 and 511.org should be referred to as a “phone service” and a “web service” respectively. The word “service” communicates the interactive assistance on both the phone and web.
- Whenever possible, emphasize that 511 is a Bay Area service and free. Not just toll-free, but a free phone and web service. *Dependent on the mobile carrier, minute usage is assessed.*



## 511 Talking Points for America's Cup

511 is proud to be the one-stop source of Bay Area transportation information for the 34<sup>th</sup> America's Cup. Plan your transit trip, bike route, or walking path to the 2012-13 America's Cup World Series at: [511.org/AmericasCup](http://511.org/AmericasCup).

511 is a free phone and web service that provides transportation information for the nine-county San Francisco Bay Area.

Before you go, visit [511.org/AmericasCup](http://511.org/AmericasCup) to:

- find public transit serving America's Cup, plan your transit trip with the 511 Transit Trip Planner, get real-time transit departures, or use the 511 Enhanced Trip Planner to plan a drive-to-transit trip.
- get recommended bike routes to the America's Cup events, and view maps, safety tips, and info about taking bikes on transit.
- use the interactive traffic map to view up-to-the-minute information on traffic conditions, and calculate your driving time so you know when to leave and the best route to take to avoid congestion.
- find information on special America's Cup satellite parking lots, and view real-time information on available spaces throughout San Francisco.
- find a carpool and share your ride to the America's Cup.

### Access 511 via:

- Phone – Just dial 5-1-1 and say "Traffic," "Public Transportation," "Ridesharing," "Bicycling," "Parking," or "more choices" to get started. The interactive speech recognition system allows you to find what you need without ever having to press a button.
- Web – [511.org](http://511.org) provides many features to help you plan your trip and get real-time traffic and transit updates. Go to [511.org](http://511.org) to get started and discover all the easy-to-use tools and information.
- Mobile and Smartphone – Access some of [511.org](http://511.org)'s most popular features on your smartphone or mobile device. With 511 Mobile, you can receive real-time transit departure predictions, plan your transit trip, check real-time traffic conditions and get current driving times. Go to [m.511.org](http://m.511.org) from your mobile device to get started. Or download the NEW 511 SF Bay-Transit app for door-to-door transit trip planning on more than 30 transit agencies and scheduled departure times for transit stops throughout the region. This app provides the most complete transit agency coverage for the San Francisco Bay Area.
- Text (SMS) – Need real-time transit departure predictions while on the go? Request and receive Departure Times by SMS/Texting. By sending a simple text message, you can receive a response message that includes up to three predictions for each route that serves your stop. Visit [511.org](http://511.org) to learn more.

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## Fact Sheet

### 511 Key Features and Tools for America's Cup

511 is your one-stop source for up-to-the-minute San Francisco Bay Area traffic, transit, rideshare, bicycling, and parking information. It's free and available whenever you need it –24 hours a day, 7 days a week—from anywhere in the nine-county Bay Area. Call 511 or visit 511.org.

511 is proud to be the one-stop source of transportation information for the 34<sup>th</sup> America's Cup. The 2012–13 America's Cup World Series starts with two events in San Francisco August 21–26 and October 2–7 of this year. Plan your trip on transit or by bike at [511.org/AmericasCup](http://511.org/AmericasCup).

511 is popular service with more than 2.5 million web user sessions and 600,000 calls each month. 511 helps Bay Area travelers get around the region easily and efficiently by providing information and tools to navigate Bay Area traffic, plan transit and bicycle trips, locate the ideal parking spot, or find a carpool or vanpool.

511 is managed by a partnership of public agencies led by the Metropolitan Transportation Commission, the California Highway Patrol, public transit agencies and the California Department of Transportation. 511 was developed with the mission to provide comprehensive, accurate, reliable and useful travel information to meet the needs of Bay Area travelers.

### 511 Key Features and Tools:

- **511 Transit** - Transit riders can access information on schedules, routes, fares, and hours of operation for transit providers throughout the Bay Area. Information is available for buses, trains, ferries and shuttles. To plan a transit trip, use the online interactive 511 Transit Trip Planner for detailed maps and step-by-step instructions, or download the new 511 SF Bay-Transit app for iPhone 4 and Android. From the 511 Mobile site ([m.511.org](http://m.511.org)), you can also plan your trip or receive real-time transit departure predictions on your smart phone.
- **511 Traffic** - Use the interactive Traffic Map to calculate driving times for your trip, see incidents and construction details, check congestion levels, and view live traffic cameras. Estimate your driving time or check predicted traffic conditions for a specific time and day so you know when to leave and the best route to avoid congestion. 511 Traffic also provides a quick view of your three most recent trips and the latest news affecting drivers in the Bay Area. If you're on the go, you can also check real-time traffic conditions on the live traffic map and get current driving times for the most popular routes in the Bay Area at [m.511.org](http://m.511.org) from your mobile device.
- **511 Rideshare** - The 511 RideMatch Service will help you find a carpool or vanpool or available bicycling partners. You can also find the location of carpool lanes and Park & Ride lots throughout the region. Event RideMatching is also available to registered users for specific events.

- 511 Bicycling - Bicyclists can get maps, safety tips and class information, tips for taking bikes on transit, or use the 511 BikeMapper to find paths and bike lanes throughout the Bay Area.
- 511 Parking (beta) - Access real-time information on available spaces in the city of San Francisco, including real-time availability and price information for 14 garages, one lot, and 7,000 on-street spaces in neighborhoods. You can also find information on facility locations, pricing, and hours throughout the nine-county region.

**Access 511 via:**

- Phone - 511 provides transportation information via a state-of-the-art speech recognition system that allows you to find what you need without pressing a button. Simply call and say "Traffic," "Public Transportation," "Ridesharing," "Bicycling," "Parking," or "more choices" to get started.
- Web - 511.org provides many features to help you plan your trip, get real-time updates, and take the hassle out of your commute. Go to the 511.org home page to get started and discover all the easy-to-use tools and information that 511 has to offer. 511.org provides tools, maps, and information to help you plan your trip by transit, car, bike, or carpool.
- 511 Mobile and Apps - With 511 Mobile, you can receive real-time transit departure predictions, plan your public transit trip, check real-time traffic conditions on the live traffic map, and get current driving times for the most popular routes in the Bay Area. Go to m.511.org from your mobile device to get started. You can also download the new 511 SF Bay-Transit app for iPhone 4 and Android to plan your transit trip. The app also includes an interactive, dynamic map that shows routes and stops along the way, as well as one's current position while on the move. Walking directions to and from stops and fares (including transfers) are also displayed.
- Departure Times Texting (SMS) - Request and receive real-time transit Departure Times by SMS/Texting. By sending a simple text message, you can receive a response message that includes up to three predictions for each transit route that serves your stop.
- Social Media - [facebook.com/511SFBay](https://facebook.com/511SFBay) and [twitter.com/511sfbay](https://twitter.com/511sfbay)

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## **511 Text for Partner News Releases**

511 is proud to be the one-stop source of Bay Area transportation information for the 34<sup>th</sup> America's Cup. Take the bus or bike to the America's Cup events in San Francisco. Plan your trip at [511.org/AmericasCup](http://511.org/AmericasCup). Call 511 or visit [511.org](http://511.org) to get free information about public transit, traffic conditions, ridesharing, bicycling, or parking.

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## 511 Samples for Twitter and Facebook

### Twitter:

511 is the source of Bay Area transportation info for the 34<sup>th</sup> America's Cup. Take the bus or bike there: [511.org/AmericasCup](http://511.org/AmericasCup).

Going to the America's Cup Village in SF? Take the bus or bike there: [511.org/AmericasCup](http://511.org/AmericasCup).

The 34<sup>th</sup> America's Cup is here! Find out how to get there at [511.org/AmericasCup](http://511.org/AmericasCup).

### Facebook:

511 is proud to be the one-stop source of transportation information in the San Francisco Bay Area for the 34<sup>th</sup> America's Cup. Take the bus or bike to the events. Learn more at [511.org/AmericasCup](http://511.org/AmericasCup).

Going to the 34<sup>th</sup> America's Cup? Take transit to get there using 511. Transit is your best option to the America's Cup Village on the Marina Green. Plan your trip at [511.org/AmericasCup](http://511.org/AmericasCup).

511 is proud to be the one-stop source of transportation information for the 34<sup>th</sup> America's Cup. The 2012–13 America's Cup World Series starts with two events in San Francisco August 21–26 and October 2–7 this year. Plan your trip on transit or by bike at [511.org/AmericasCup](http://511.org/AmericasCup).

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# Logo Samples

Formats: EPS, AI, PNG, PSD

