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***LogicTree to Provide Los Angeles Regional 511 IVR and Personalized 511 Services***

LogicTree Corporation has been tasked by the Los Angeles Service Authority for Freeway Emergencies (LA SAFE) to provide the following IVR services for the LA Regional Traveler Information system:

- 511 IVR
- Personalized 511 IVR and
- Transit Trip Planning IVR

The Los Angeles Regional 511 system will provide traffic information for a five county region, including the counties of Los Angeles, Orange, Riverside, San Bernardino and Ventura, an area of roughly 18 million residents. The LA 511 system is the first 511 procurement in the country to integrate a 511 and Transit Trip Planning IVR.

Travelers in the 5 county region will have access to automated travel information including real-time road conditions, estimated travel times, emergency messages, traffic accident information and ***transit trip planning***. In addition, ***Personalized 511*** services will provide proactive notification, via SMS and voice, of traffic events that will affect a person's commute at the specific time and date they are expected to travel.

This deployment brings the 511 experience total for LogicTree to 11 deployed systems..