

# Florida's 511 Progress Report



## Eliminating the Boundaries

*Report Year 2007*



“One of our state’s top transportation priorities is finding innovative ways to reduce traffic congestion and provide additional options for motorists. As we explore these ideas, 511 will be a valuable tool to help drivers travel safely, quickly, and with the information they need.”

Charlie Crist  
Florida Governor



CALL 511®

All Travel Info  
All The Time  
It's Free!

A free service of the FDOT  
(Cell phone minutes apply)

The bottom half of the advertisement features a large, stylized "511" logo where the "5" and "1" are inside a white phone receiver outline. The background is a blue sky with white clouds. To the right of the "511" is the slogan "All Travel Info All The Time It's Free!" in large, bold, white letters. At the bottom right, it says "A free service of the FDOT" and "(Cell phone minutes apply)" in smaller text.

# Florida's 511—Enabled by Legislation

Unlike most other states, where implementation of 511 services is unregulated by state law, on July 14, 2003, Florida's legislature designated FDOT as the lead agency for implementing 511 and as the state's point of contact for coordinating 511 services with telecommunications service providers (334.60 F.S.).

## Table of Contents

511 in Florida—Eliminating the Boundaries.....	1
Florida's 511—Enabled by Legislation .....	1
Florida's 511 Timeline—A Steady Progression .....	2
Florida's Regional 511 Services—News and Updates.....	4
Central Florida 511 .....	4
Southeast Florida 511.....	5
Tampa Bay 511 .....	6
Statewide Florida 511 .....	7
Northeast Florida 511 .....	7
Southwest Florida 511.....	7
Moving Forward—Proven By Statistics.....	8
Eliminating the Boundaries—Becoming One.....	9
Marketing 511—Advancing Knowledge.....	10
MyFlorida 511—Personalizing 511 .....	11
Ensuring Access to Floridians With Disabilities.....	11
Florida's 511 Web Sites—Past and Future.....	12
National 511 Coverage—Florida Stands Out .....	13
Florida 511 Contact Information.....	14

## 511 in Florida—

# *Eliminating the Boundaries*

Dear friends and followers of 511,

Florida's 18 million residents and 78 million yearly visitors all value one precious commodity: their time. The state's 511 traveler information services allow residents, visitors, and commercial vehicle operators to manage their travel plans most efficiently. This report outlines the Florida Department of Transportation's (FDOT) major accomplishments during the past 12 months to improve real-time traffic information for all travelers.

This year 511 continued to expand its reach throughout the state of Florida. Call volumes in the five regional services and statewide service surpassed more than 21.5 million; leading the nation by accounting for more than 18 percent of all calls placed to 511. Both Southeast Florida and Central Florida/Orlando reached significant milestones in call volumes with Southeast Florida receiving its 11 millionth call and Central Florida its 7 millionth call.

One new regional service came online during 2007. In April, the Southwest Florida 511 service was deployed, serving the rapidly growing population of Charlotte, Lee, and Collier Counties. The service includes a co-branded Web site, [SouthwestFlorida511.com](http://SouthwestFlorida511.com), which offers additional information and resources for commuters and other travelers.

Florida's 511 continued to prove itself as an invaluable tool during emergencies. In May 2007, while the state faced significant wildfires forcing intermittent road closures along major roadways, 511 calls increased nearly three-fold for a record 1.1 million calls in that month alone.

In June 2007, the Intelligent Transportation Society of America presented FDOT with its "2007 Best of ITS Award" in the Marketing and Outreach category for the launch of My Florida 511. In the past year, the number of people who signed up for this personalized 511 service grew 360 percent.

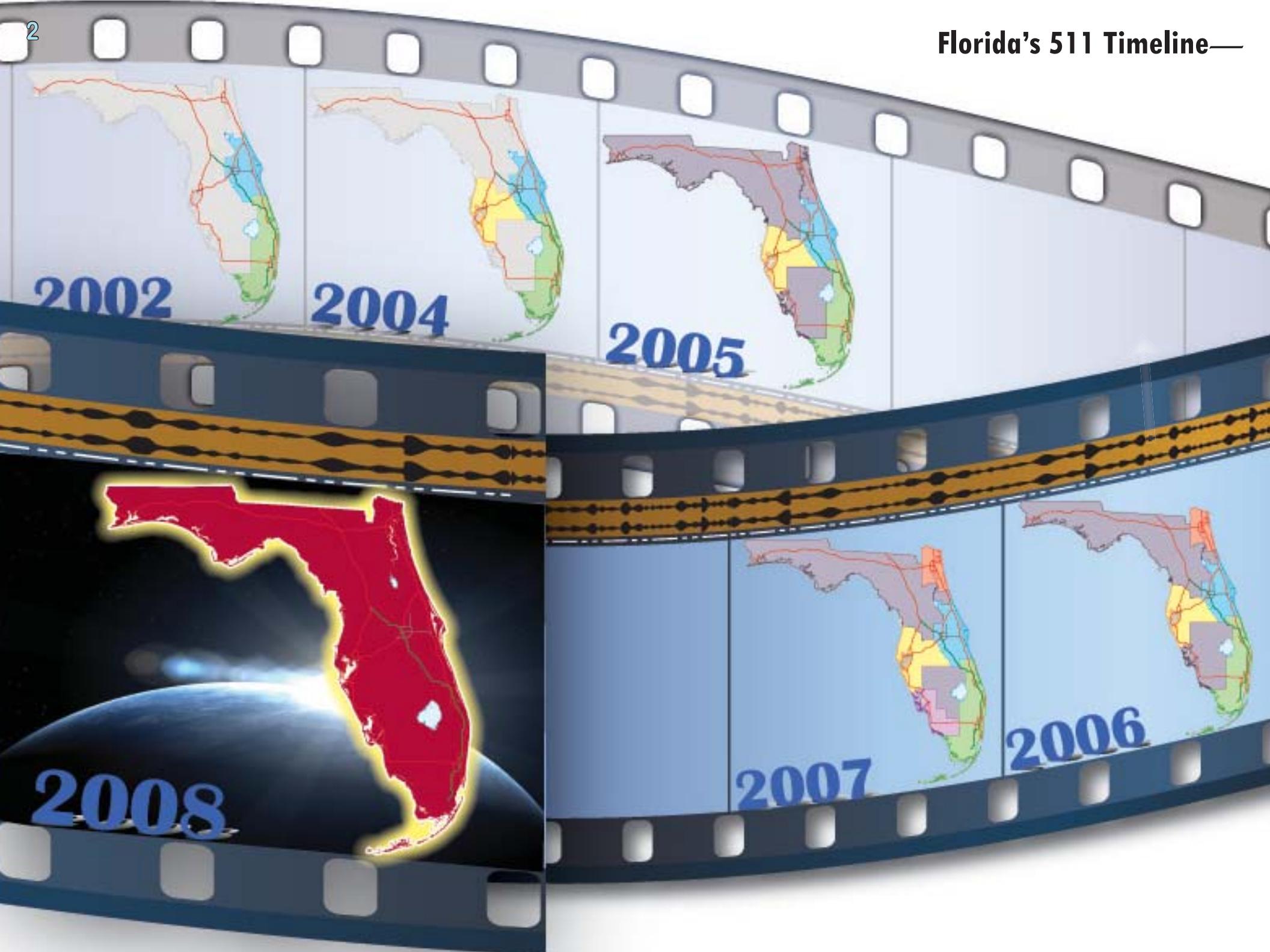
The coming year will bring new and progressive changes for 511 as we launch Florida's next generation advanced traveler information system. This fully-integrated statewide, bilingual service will bring a consistent, cost-effective congestion management solution to Florida citizens and visitors alike. The future of 511 is exciting!

*Elizabeth Birriel*

Elizabeth Birriel, P.E.  
Deputy State Traffic Operations Engineer  
ITS Program Manager  
Florida Department of Transportation

## Florida's 511 Timeline—

2



# A Steady Progression



“ I anticipate more customization for customers and easier navigation through the system upon implementation of the next generation statewide 511 service, which should result in a greater user satisfaction rate.”

Chris Birosak  
ITS Program Manager, FDOT District One

## 2000:

- July – 511 designated as the national traveler information number by the Federal Communications Commission

## 2002:

- June – Central Florida Traveler Information 511 Service launched by District Five
- July – Southeast Florida SunGuide™ 511 Service launched by District Six

## 2003:

- July – Florida legislation passed, requiring FDOT to be the lead 511 agency

## 2004:

- September – Tampa Bay Regional Traveler Information Service launched by District Seven

## 2005:

- November – Statewide 511 Service launched and expansion of Central Florida Traveler Information 511 Service as a part of iFlorida

## 2006:

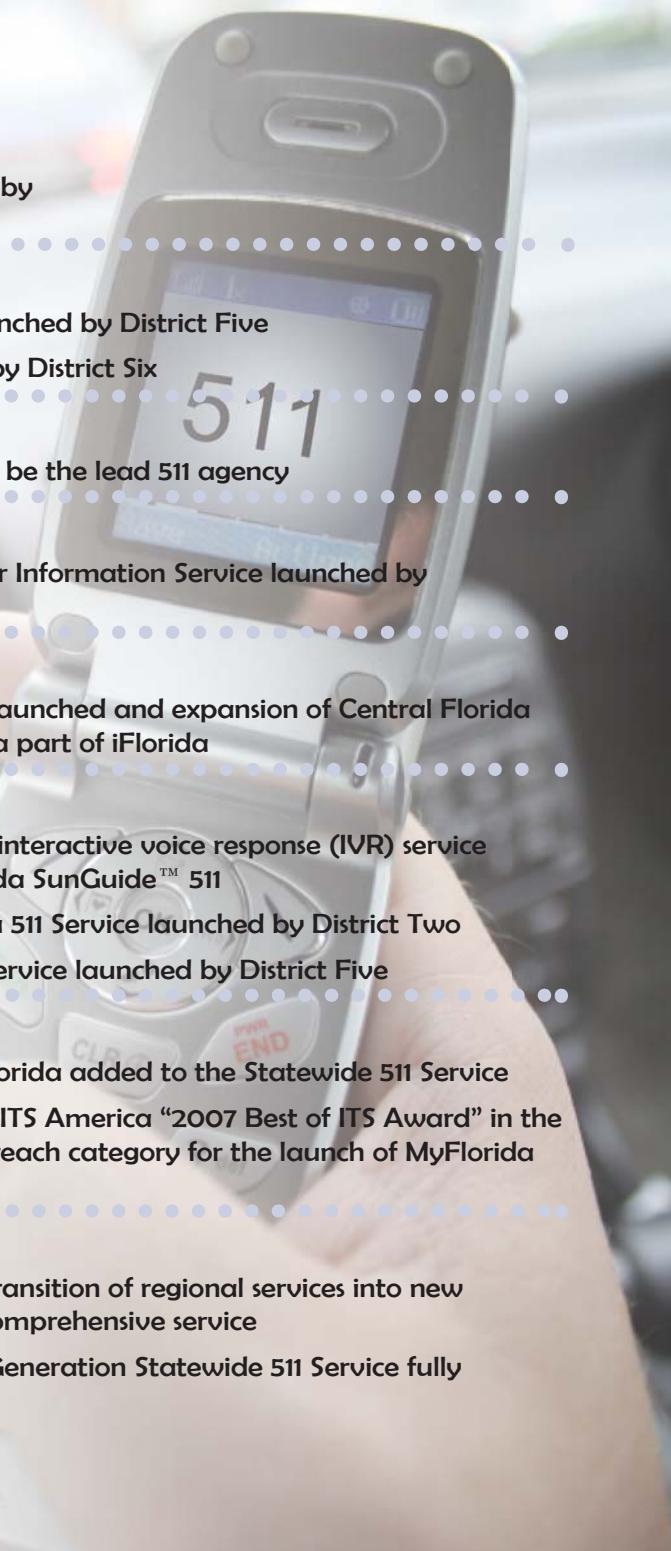
- January – New automated interactive voice response (IVR) service debuted by Southeast Florida SunGuide™ 511
- October – Northeast Florida 511 Service launched by District Two
- December – MyFlorida 511 service launched by District Five

## 2007:

- April – Southwest Florida added to the Statewide 511 Service
- June – Received the ITS America “2007 Best of ITS Award” in the Marketing and Outreach category for the launch of MyFlorida 511

## 2008:

- Summer – Transition of regional services into new statewide, comprehensive service
- Fall – Next Generation Statewide 511 Service fully operational



# Florida's Regional 511 Services— News and Updates

FDOT spent much of the year looking forward, readying the state for big changes in the 511 landscape. While development of the state's new 511 service was underway, FDOT's Districts seamlessly managed the regional and current statewide services, and even deployed a new Southwest Florida service on time and within budget.

## Central Florida 511

The Central Florida 511 Service was the first 511 launch in the state, and has received over 7 million calls since inception. Covering more than 350 miles of roadway, this service has been providing travel information to commuters and visitors in Orlando and surrounding Central Florida counties since 2002.

This regional service provides travel times on selected roadways. While travel times have been available since the deployment, the data quality and dissemination improved significantly in 2007. The software supporting the dissemination of data was upgraded in 2007; now SunGuide™ software is used to disseminate information for the Central Florida 511 service.

A great deal of marketing activity has taken place during 2007. Some examples include:

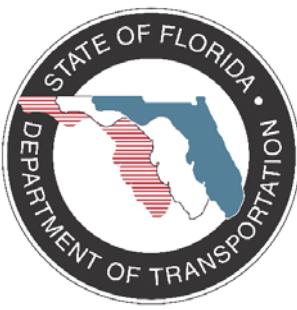
- The Central Florida 511 Traveling Banner and Display was launched in 2007. The display allows FDOT to spread the word about the Central Florida traveler information service. In this regional deployment, 511 provides real-time traffic information for Interstate 4 and 14 other roadways throughout Central Florida. The display stands over six feet tall and features the national 511 logo as well as the tagline "All travel info, all the time & it's free."
- During the 2007 ITS America Annual Meeting and Exposition in Palm Springs, California, FDOT District Five was awarded the "Best of ITS 2007" for marketing and educational outreach for MyFlorida 511.
- A large 511 banner was placed outside the Orange County Convention Center, facing the Beachline Expressway, resulting in free exposure worth more than \$400,000 per year.
- The Orlando/Orange County Convention and Visitors Bureau partnered with FDOT to promote 511 at their visitor centers.
- 511 and FDOT logos were placed on all traffic camera displays shown by Central Florida television stations during traffic reports.

In addition to upgrades completed to the Web site shared by the statewide and Central Florida services, the integrated voice recognition system is scheduled for an upgrade to allow users to receive drive time comparisons between primary and alternate routes.

**“511 is a valuable tool to assist residents, visitors, and emergency personnel in avoiding, responding to and recovering from disasters such as wildfires and hurricanes. Our intent is for the 511 system to get real-time information to residents and visitors when it matters most.”**

Steve Homan  
FDOT District 5 Director of Public Information





## Traffic Information at Your Fingertips

**Dial 511**

or visit

[www.511SouthFlorida.com](http://www.511SouthFlorida.com)



**“The Palm Beach ITS and 511 are saving lives and making commuting through the I-95 work zones less stressful.”**

### Southeast Florida 511

The Southeast Florida 511 Service has been in operation since 2002, and since then has logged over 10 million calls.

This is one of the country's few bilingual 511 services; and, in 2007, FDOT District Six launched the first 511 Spanish campaign, using local Spanish radio station Classical 92.3 to get the word out. The campaign ran for eight weeks, from May to July. This was a major event with live interviews, including remotes from various locations.

The Southeast Florida 511 Service is a critical component in disseminating traffic information during natural disasters. 511 was used in the development of a coordinated response to the I-75 Alligator Alley wildfire closures at US 27 in Broward County. South Florida transportation management centers provided messages announcing the closure and referred drivers to 511 for more information. 511 floodgate messages offered specific alternates to those attempting to travel to the west coast of Florida.

Southeast Florida 511 was a sponsor for the May 2007 Air & Sea Show, held in Ft. Lauderdale. FDOT partnered with local radio stations at the 511 booth, where visitors to the event were able to get marketing materials and giveaways, such as mini-fans and beach balls. A giant 511 banner was flown over the crowd and the Air & Sea Show announcer delivered scripted 511 messages. FDOT ran a three week campaign with both Power 96 and KISS Country radio stations to promote the service.

In 2007, FDOT began a campaign to enlist the support of the various communities in the five county area covered by Southeast Florida 511. This effort to let commuters know about 511 has already borne fruit in the cities of Miami Beach, Aventura, Miami Springs, and Lauderdale Lakes, each of whose Web sites now include links to the branded 511 Web site.

511 marketing materials have been updated to include their new branding campaign slogan—“GET THE 511 Traffic Information at Your Fingertips.” This slogan is produced on rack cards and wallet cards both in English and Spanish. These materials were created to provide motorists with a quick reference for using the 511 interactive voice recognition system.

## Tampa Bay 511

Covering Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota, and a portion of Polk Counties, the Tampa Bay 511 Service is available to over 2.5 million residents. This service was launched in September 2004 and received over 400,000 calls during 2007.

Hernando

In October 2007, the new Tampa Bay SunGuide™ Regional Transportation Management Center was opened with a ribbon-cutting ceremony that included local agencies, members of the legislature, and the public. This new center allows Florida Highway Patrol communications to be collocated with the Tampa Bay traffic management team. This arrangement is expected to improve the accuracy and quality of information posted to Tampa's 511 service.

During 2007, a brochure was developed to educate the public about this regional 511 service. The brochure was made available at public events and other marketing functions.

Polk

Various meetings were held with local organizations and agencies to facilitate partnerships with the goal of improving communications to the motoring public. Some of the meetings and activities where 511 was presented in 2007 include:

- ④ Governors Hurricane Conference
- ④ Pinellas County Traffic Incident Management Meeting
- ④ Pinellas County Operations Fire Chiefs Meeting
- ④ Pinellas County Community Traffic Safety Team Meeting
- ④ Pinellas County Office of Emergency Management meeting
- ④ Hillsborough County Traffic Incident Management
- ④ Hillsborough County Community Traffic Safety Team Meeting
- ④ Sarasota County Hurricane Expo
- ④ Sarasota/Manatee/Charlotte Traffic Incident Mgt. Meeting
- ④ Clearwater Fire Dept. PIO Meeting
- ④ Polk County Hurricane Expo
- ④ Hernando County Hurricane Expo
- ④ Pasco County Hurricane Expo
- ④ City of Tampa Police Dept. Meeting
- ④ Lee and Collier County Traffic Incident Management Meeting



**“Your 511 service is the best. It always keeps me out of a jam. Always gives me up to date routes...and a heads up on what's happening on the roads. I appreciate the service. Thank you!”**

## Statewide Florida 511

The Florida Statewide 511 Service continues to provide high-level coverage for interstates not covered by the existing regional services. The statewide interactive voice recognition system also provides callers with a seamless call transfer to the Northeast and Southwest services. In 2007, the statewide 511 Web site, accessible at [www.fl511.com](http://www.fl511.com), underwent a major design upgrade. Managed by the FDOT Central Office ITS Program and District Five Traffic Operations, this Web site now provides color coded congestion information on arterials. Camera snapshots are also displayed by leveraging the existing SunGuide™ software video capture capability. The Web site is now viewable via more Internet browsers than before, and follows American Disabilities Act guidelines in an effort to reach as many online transportation customers as possible.

## Northeast Florida 511

The Northeast Florida 511 Service launched in October 2006. This service covers the greater Jacksonville area, including all limited-access facilities and major U.S. and state roads throughout District Two.

FDOT is already looking to the future of this service through the development of a program called "MyJax511." This program will allow users to personalize alerts for desired routes. Once complete, the MyJax511 program will be able to contact users via text message or email, notifying users about details on their preselected routes.

In May 2007, District Two ran a marketing campaign called "Discover 511." This campaign impacted the Northeast Florida 511 Service by increasing call volumes by six-fold. The month-long campaign included radio advertising,



**“5**11 is a great tool for visitors and residents alike. It links them with information about traffic and weather, airports, public transportation, and sporting events."

Don Redman, Jacksonville City Councilman



## Southwest Florida 511

The Southwest Florida 511 Service launched on April 11, 2007. This was the 35th 511 service launched in the United States.

This is a fully automated interactive voice response service covering 29 roadways in Charlotte, Lee, and Collier Counties, including I-75. Callers first reach the existing statewide system, and then must request a call transfer to the Southwest Florida 511 regional service for more detailed information.

This service was publicly launched with a media event that included television and radio coverage as well as print advertising. The event was attended by FDOT District One Secretary Stan Cann and featured a demonstration of a sample 511 phone call and the new Web site. The launch was well-attended by media, area transit agencies, Florida Highway Patrol, and AAA Auto Club officials.

The Southwest Florida 511 Service includes a co-branded Web site, accessible at [www.southwestflorida511.com](http://www.southwestflorida511.com). The Web site, created and managed in-house by FDOT, is a premier interactive site, featuring a fully interactive traffic map and accompanying text beside the map. Users are able to mouse-over icons to get supplemental information, and customize the appearance of the map by choosing the types of icons to display.

To help market this service, a television and radio public service announcement campaign was launched, featuring Florida Everglades hockey coach Gerry Fleming and Florida Firecats arena football coach Kevin Bouis. The spots were broadcast on local network television affiliates as well as on public television and various broadcast radio stations.

Other marketing activities for this service included:

- A large 511 banner was hung on the side of the Germain Arena in Fort Myers, visible to drivers on I-75, for six months following the launch.
- A traveling 511 exhibit to educate commuters was deployed with a Southwest Florida 511 banner stand and literature rack. The exhibit rotates weekly in the offices of major employers and in government buildings.
- A quarterly electronic 511 newsletter was sent to major employers, elected and appointed officials, chambers of commerce, 511 partners and contractors, and USDOT and Federal Highway Administration officials.

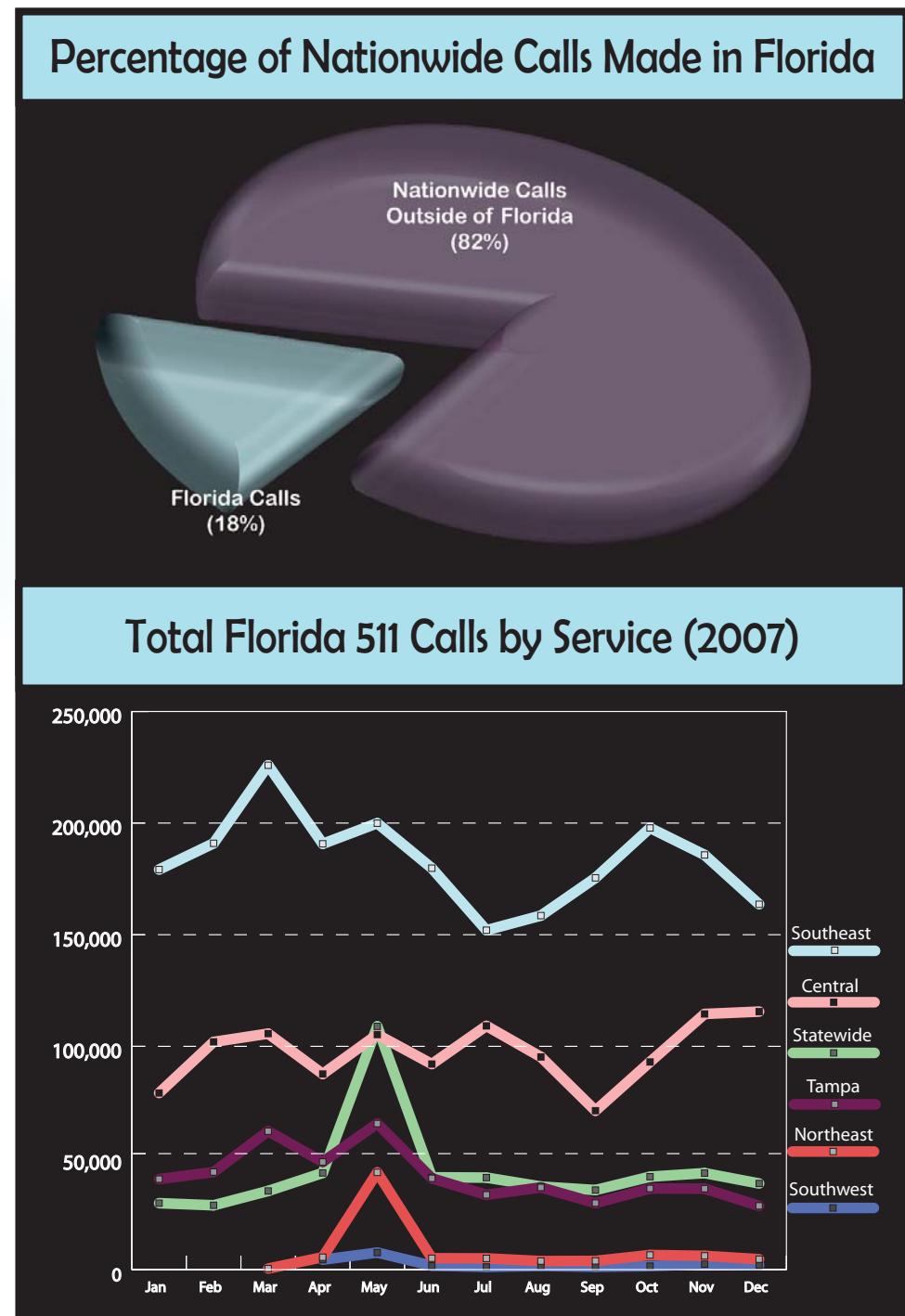
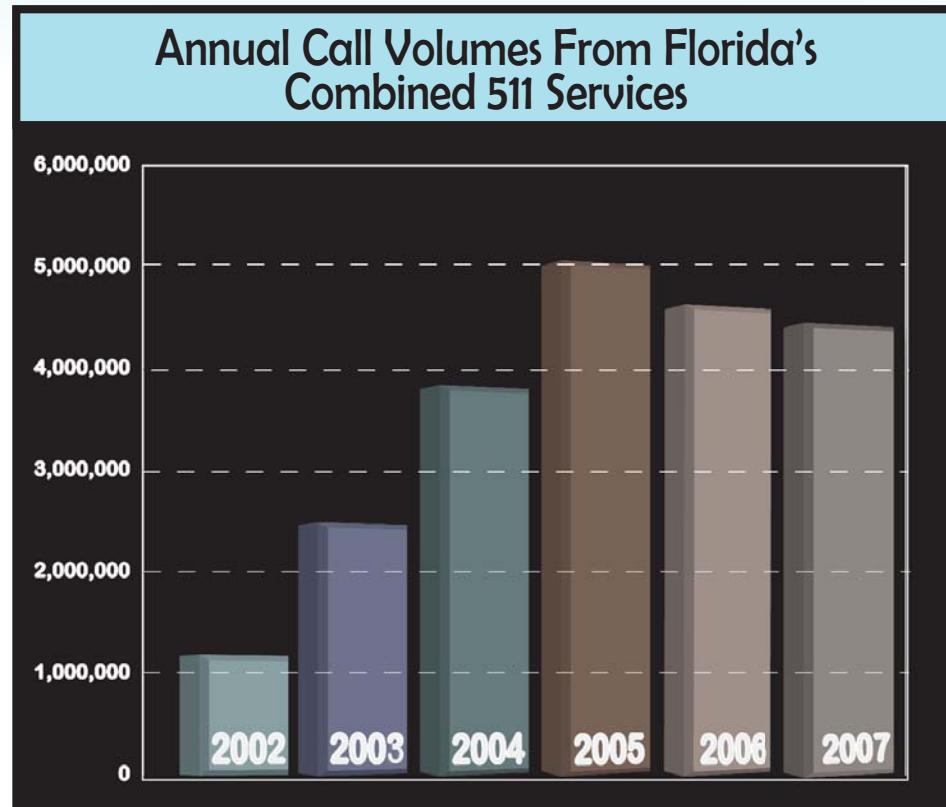
## Moving Forward—

### *Proven By Statistics*

Florida continues to receive a significant portion of 511 calls nationwide; the overall percentage of 511 calls to Florida is significant compared to those of other states. Call volumes for the state's combined services reached a peak in 2005 due to a series of wildfires. Since then, a slight but steady decrease in call volume signals the perfect time to replace the existing services with one cohesive, statewide service that will allow callers and Web site users to get granular travel information for all parts of the state.

“**M**y brother told me about 511, so I called and found out there was an accident a mile up the road. It was a relief to know we wouldn’t be sitting there all day.”

Jacksonville 511 User



## Eliminating the Boundaries—

### *Becoming One*

Florida is one of the most populous states in the country, with over 18.5 million residents. After 511 was designated as the nation's traveler information number in July 2000, the FDOT got to work to use this resource to provide critical traveler information to Florida's residents and travelers. Since then, FDOT has deployed five robust regional services, and one statewide service. The statewide service overlays the regional services, providing information to those users not covered by the more detailed regional services. The Florida 511 service areas are:

- ◎ Central Florida Traveler Information 511 Service (launched June 2002)
- ◎ Southeast Florida SunGuide™ 511 Service (launched July 2002)
- ◎ Tampa Bay Regional Traveler Information Service (launched September 2004)
- ◎ Northeast Florida 511 Service (launched October 2006)
- ◎ Southwest Florida 511 Traveler Information Service (launched April 2007)

At the close of 2007, Florida's services were consistently logging roughly 500,000 calls a month, and one million hits a month to the services' co-branded 511 Web sites.

Addressing the needs and growing technical sophistication of an ever growing Florida population, FDOT realized that a single, comprehensive 511 service had to be developed to properly serve the needs of the state's travelers. The service would have to be more integrated, consistent, and seamless than the current regional services. In addition, all of the state's regional advanced traveler information projects are scheduled to reach the end of contractual terms in 2008. This rare opportunity, coupled with the demands of a growing and increasingly technology-savvy population, spurred FDOT to action.

Currently, Florida travelers who dial 511 from a landline or cell phone are connected to one of Florida's five regional services, depending on the location of the caller. Much of the data disseminated is provided by SunGuide™ software, which supports ITS in several Florida Districts. If a caller is outside of any of the regional service areas, they are connected to

the Statewide Florida 511 Service where they are able to get some traveler information; but they still need to select a region to get more detailed information.

Starting in 2008, FDOT will deploy a 511 service that eliminates the regional branches so that a caller can hear all the traveler information for the state. To support this development, SunGuide™ software is being expanded to include data from all Districts. FDOT Districts One through Seven and Florida's Turnpike Enterprise will still manage their own content, but will now also forward their data to a centralized system for dissemination to travelers via one integrated service. The new service is expected to more easily and efficiently address the needs of travelers in and through Florida.

The rationale behind this new approach to 511 is to:

- ◎ Avoid redundant spending on multiple regional 511 services
- ◎ Eliminate inconsistencies in service delivery across the state
- ◎ Eliminate call routing issues
- ◎ Lower operating and maintenance costs
- ◎ Enhance FDOT District coordination
- ◎ Better meet stakeholder needs

**“O**ur goal in an emergency situation is to help people get where they need to go quickly and safely. By using 511, residents, visitors and responders can get the real-time information they need to make good decisions about travel, whether for their regular commute or an evacuation. It frees up our emergency phone lines and operators to handle other situations.”

Major Ernesto Duarte  
Florida Highway Patrol

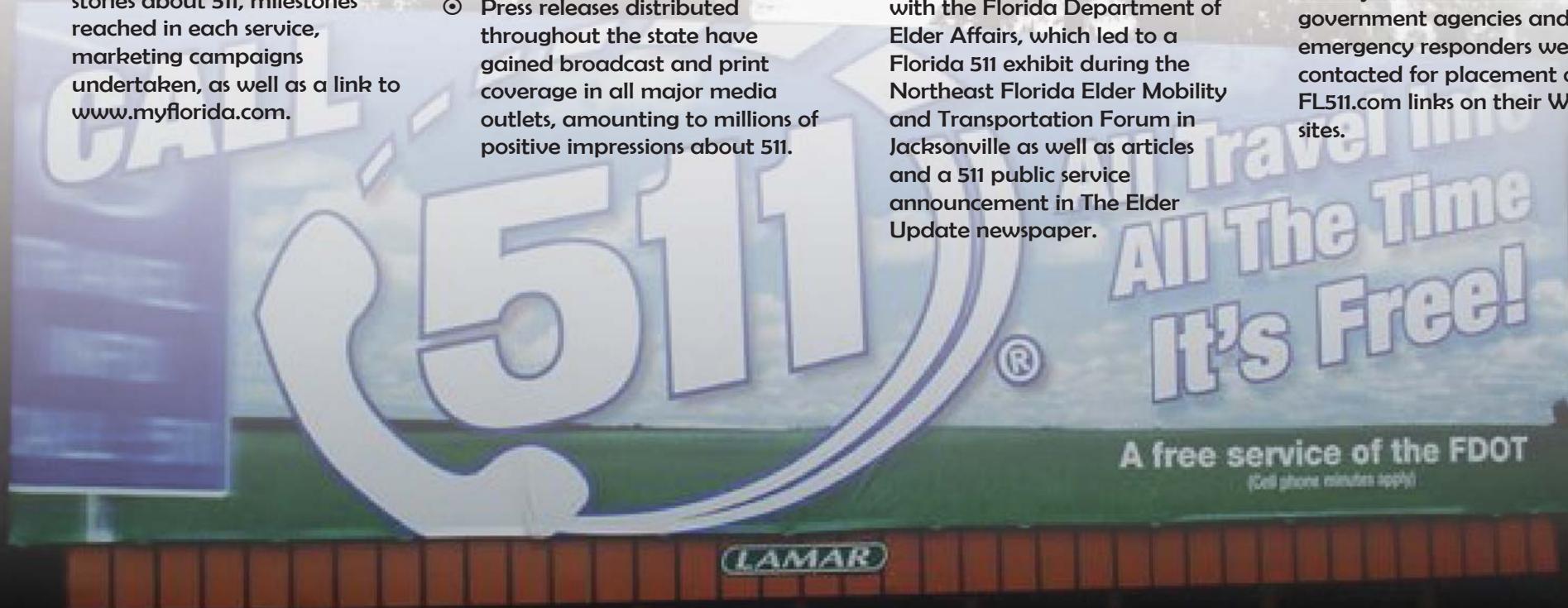
## Marketing 511—

### *Advancing Knowledge*

FDOT put a great deal of effort into marketing 511 during 2007. Various campaigns were launched with the goal of advancing knowledge of 511 throughout the state.

- ◎ National Public Radio broadcast a 511 interview throughout the state in conjunction with the 511 Fourth of July media tour.
- ◎ A quarterly e-newsletter for interested subscribers in the Central Florida, Southwest, and statewide overlay services started circulation. The e-newsletter contains information regarding media stories about 511, milestones reached in each service, marketing campaigns undertaken, as well as a link to [www.myflorida.com](http://www.myflorida.com).

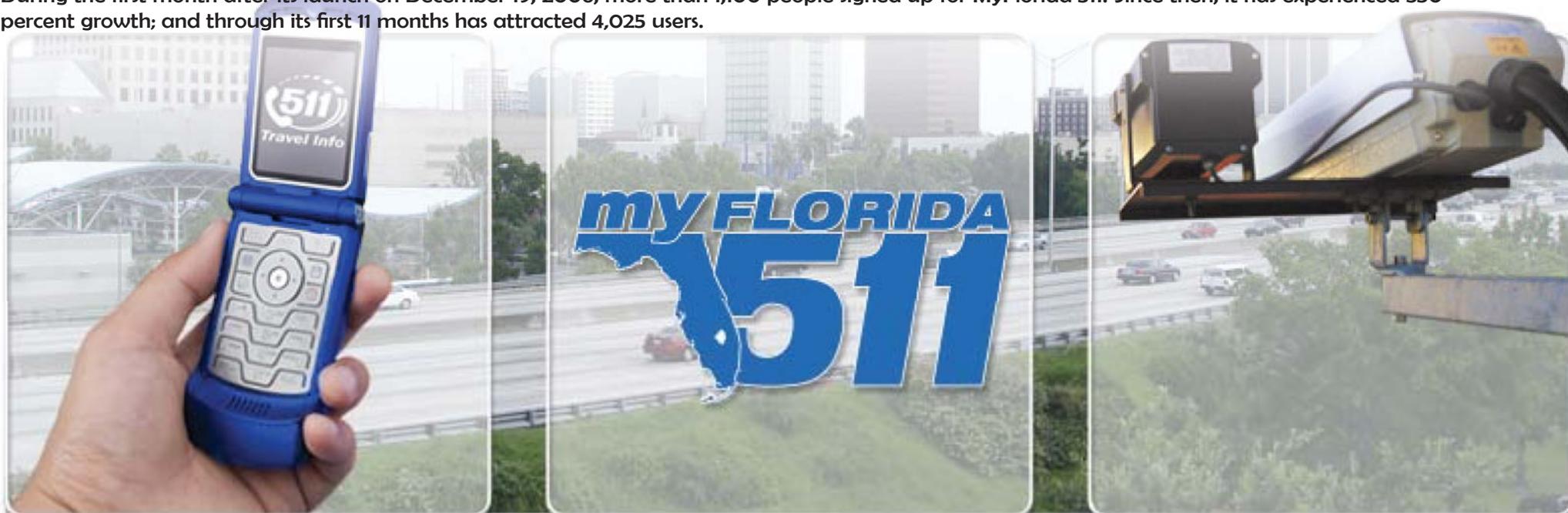
- ◎ New relationships with major statewide media outlets were established and have been maintained through continual contact methods, such as 511 media tours, media kits, and press release distributions. Major media tours in 2007 included: "511 Holiday Safety Media Tour," "511 Hurricane and Emergency Preparedness Media Tour," and "511 Spring Break Safety Tour."
- ◎ Florida's 511 services were a centerpiece at the Governors Hurricane Conference. This was FDOT's third straight year of participating in this event and it was a huge success.
- ◎ Press releases distributed throughout the state have gained broadcast and print coverage in all major media outlets, amounting to millions of positive impressions about 511.
- ◎ Strong relationships have been maintained with 511 partners, such as AAA Auto Club South, Florida Highway Patrol, Visit Florida, and others, resulting in the promotion of 511 in their own publications, Web sites, and facilities.
- ◎ Partnerships were formed with Florida Trucking Association and commercial vehicle operators around the state. On Driver Appreciation Day in August, 511 materials, including bumper stickers and tips cards, were distributed to truckers in Florida.
- ◎ Relationships were established with the Florida Department of Elder Affairs, which led to a Florida 511 exhibit during the Northeast Florida Elder Mobility and Transportation Forum in Jacksonville as well as articles and a 511 public service announcement in The Elder Update newspaper.
- ◎ A 511 article was included in the Florida Turnpike's Sun Passages newsletter, an electronic publication distributed to 3 million SunPass® customers. Throughout the state, 511 posters were placed in rest areas, weigh stations, and truck comfort stations by FDOT's Motor Carrier Compliance Office and maintenance engineers. Florida 511 educational presentations were given to the Florida Metropolitan Planning Organization Advisory Council's Governing Board and the 2007 annual meeting of the Intelligent Transportation Society of America. Dozens of government agencies and emergency responders were contacted for placement of FL511.com links on their Web sites.



## MyFlorida 511— *Personalizing 511*

Deployed just before the beginning of 2007, MyFlorida 511 is a personalized service for Florida 511 users that integrates Web and interactive voice recognition technology to provide custom route information. To register, users go to [www.MyFlorida511.com](http://www.MyFlorida511.com) and enter up to two phone numbers. Users can then create up to ten custom trips, each containing up to five roadway segments. When a MyFlorida 511 user dials 511 from anywhere in Florida, the service recognizes that caller using caller ID technology and gives them the option of hearing their custom trip information first or continuing to the Central Florida or Statewide 511 services. Florida's 511 service is the first in the country to use this technology.

During the first month after its launch on December 19, 2006, more than 1,100 people signed up for MyFlorida 511. Since then, it has experienced 350 percent growth; and through its first 11 months has attracted 4,025 users.



CURRENT TRAFFIC  
CONDITIONS

MY FLORIDA 511

TRAFFIC CAMERAS

### Ensuring Access to Floridians With Disabilities

FDOT is continuously seeking new opportunities to work with a diverse range of differently-abled communities in order to ensure that 511 is developed so as to serve the needs of the broadest group of Florida's citizens possible. As part of these efforts, FDOT has included requirements language in the procurement documentation for its next generation statewide advanced traveler information system to help ensure Americans with Disabilities Act compliance.



FLORIDA 511

All Travel Info All the Time



Last updated: Thursday, December 20th at 11:14 AM

## Florida's 511 Web Sites—

### *Past and Future*

A companion Web site is, in most cases, a critical element of a useful 511 service; and most of Florida's 511 services are deployed with co-branded 511 Web sites to support the dissemination of traveler information to as many users as possible. 511 Web sites enable pre-trip travelers to check in and get a graphical picture of conditions on their route, without having to navigate through a voice menu.

With the deployment of Florida's statewide 511 service in 2008, the different regional Web sites that currently disseminate information will cease to exist, and will be replaced by a new, comprehensive statewide 511 Web site. The best and most useful elements of these different Web sites have been studied and will be integrated in the design of the new service. However, the flow of information will not be disrupted—Web addresses currently in use will forward to the new service.

**FLORIDA 511**  
All Travel Info All the Time

Last updated: Thursday, December 20th at 11:20 AM

Times | Links

Snapshot

Zoom: 200% | Update

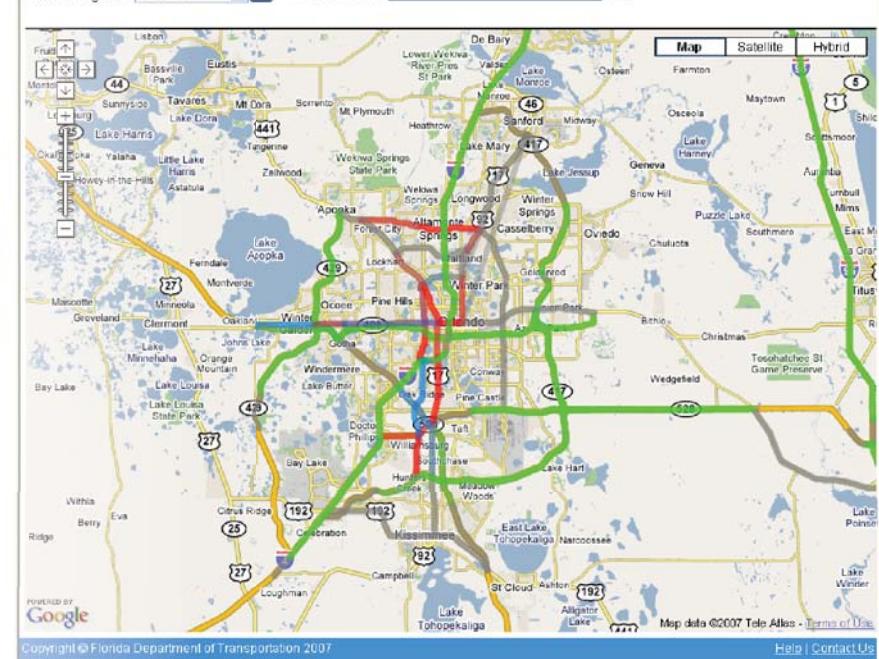
I-4 @ E of SR 44 MM 124.5: I-4 Eastbound

I-4 at MM 124

EAST

511  
A Free Service of FDOT

Preset Regions: Orlando | Go | Go to Address | Go



Taking the best elements of the current regional services, Florida's new 511 Web site will have a fully interactive map, featuring selectable icons using a technology that will allow information to automatically update without the user having to refresh the page. The Web site will be fully bilingual, making it accessible to the state's large Spanish-speaking population. Users will be able to select tabs for traffic, transit, travel times, and other links. Data that populates the statewide interactive voice recognition system will be used to populate the Web site, allowing for uniformity between the two; callers and Web site users will now have access to identical information.

The Web site will offer users the ability to personalize their experience using 511. While some of the regional services currently provide elements of personalization, the next generation Florida 511 Web site will streamline the feature statewide. Web site users will be able to graphically set parameters, such as preferred routes, and receive information based on those parameters upon logging on to the site.

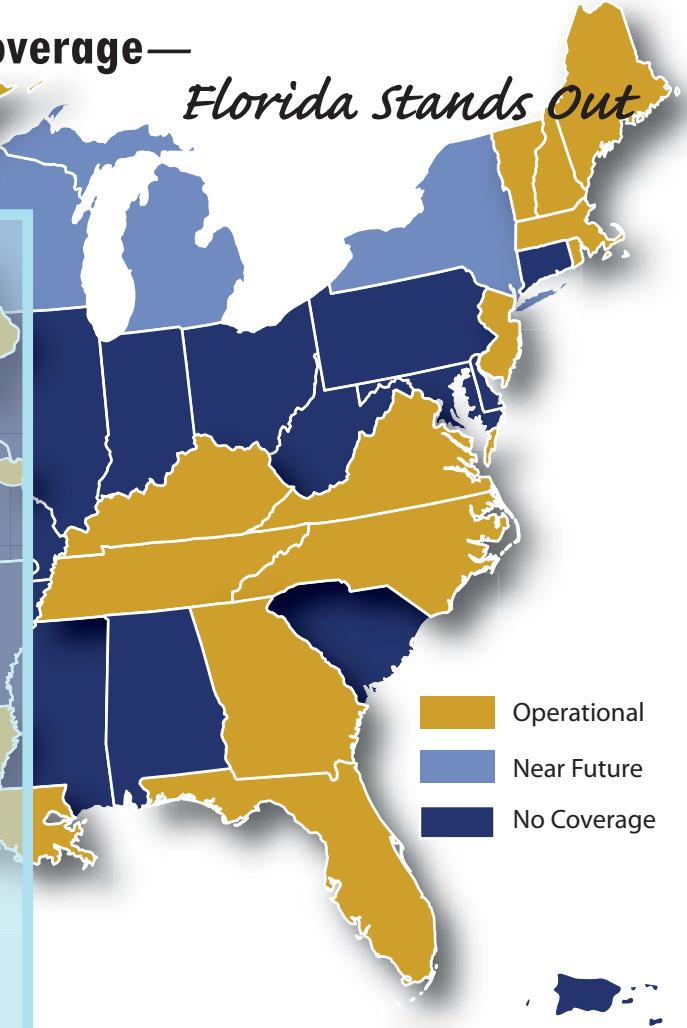
The Web site will also feature accessibility for mobile devices, such as cell phones and personal digital assistants, significantly enlarging the potential user base.

# National 511 Coverage—

*Florida Stands Out*

## National Deployment Areas With Access Numbers and Co-branded Web Sites

Alaska .....	(866) 282-7577 .....	511.alaska.gov
Arizona.....	(888) 411-ROAD .....	www.az511.com
California		
Eastern Sierra .....	(800) 427-7623 .....	
Sacramento / Northern California .....	(877) 511-TRIP .....	www.sacregion511.org
San Diego .....	(800) 215-4551 .....	www.511sd.com
San Francisco Bay Area .....	(866) 736-7433 .....	www.511.org
Colorado .....	(303) 639-1111 .....	
Florida		
Florida Statewide .....	(866) 511-3352 .....	www.fl511.com
Central Florida .....	(866) 510-1930 .....	
Southeast Florida .....	(866) 914-3838 .....	www.511southflorida.com
Tampa Bay .....	(800) 576-3886 .....	www.511tampabay.com
Northeast Florida .....	(866) 511-3352 .....	www.Jax511.com
Southwest Florida .....	(866) 511-3352 .....	www.SouthwestFlorida511.com
Georgia .....	(877) MY-GA511 .....	www.511ga.org
Idaho .....	(888) 432-7623 .....	511.idaho.gov
Iowa .....	(800) 288-1047 .....	www.511ia.org
Kansas .....	(866) 511-KDOT .....	511.ksdot.org
Kentucky		
Cincinnati / Northern Kentucky .....	(513) 333-3333 .....	
Kentucky Statewide .....	(866) RDREPORT .....	www.511.ky.gov
Louisiana .....	(888) ROAD511 .....	www.511LA.org
Maine .....	(866) 282-7578 .....	www.511maine.gov
Minnesota .....	(800) 542-0220 .....	www.511mn.org
Missouri (St. Louis) .....	(877) 478-5511 .....	
Montana .....	(800) 226-7623 .....	www.mdt511.com
Nebraska .....	(800) 906-9069 .....	www.511nebraska.org
Nevada .....	(877) NVROADS .....	
New Hampshire .....	(866) 282-7579 .....	www.nh.gov/dot/511
North Carolina .....	(877) 511-INNC .....	www.ncsmartlink.org/511/default.html
North Dakota .....	(866) MY ND 511 .....	www.dot.nd.gov/divisions/maintenance/511_nd.html
Oregon .....	(503) 588-2941 .....	
Rhode Island .....	(888) 401-4511 .....	
South Dakota .....	(866) MY SD 511 .....	www.sddot.com/511.asp
Tennessee .....	(877) 244-0065 .....	www.tn511.com
Utah .....	(866) 511-UTAH .....	
Vermont .....	(800) ICY-ROAD .....	www.511vt.org
Virginia .....	(800) 578-4111 .....	www.511virginia.org
Washington State .....	(800) 695-ROAD .....	www.wsdot.wa.gov/traffic/511
Wyoming .....	(888) 996-7623 .....	



## National 511 Vision Statement

511 will be a customer-driven, multi-modal travel information service available across the United States, accessed via telephones, and other personal communications devices, realized through locally deployed interoperable systems, enabling a safer, more reliable and efficient transportation system.

# Florida 511 Contact Information

Gene Glotzbach, FDOT Traffic Engineering and Operations  
ITS Program  
(850) 410-5616  
[Gene.Glotzbach@dot.state.fl.us](mailto:Gene.Glotzbach@dot.state.fl.us)

Statewide/Central Florida: (866) 510-1930 / [www.FL511.com](http://www.FL511.com)  
Rick Morrow, FDOT District Five  
(386) 943-5309  
[Rick.Morrow@dot.state.fl.us](mailto:Rick.Morrow@dot.state.fl.us)

Southeast Florida: (866) 914-3838 / [www.southflorida511.com](http://www.southflorida511.com)  
Rory Santana, FDOT District Six  
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