



Florida's 511 Progress Report



2008:
Connecting the DOTs



“Because Florida is the fourth largest state with 15 million licensed drivers and regularly draws 80 million visitors yearly, FDOT realized the state needed an integrated, seamless travel information resource. The new Statewide 511 will improve customer service by offering a consistent user interface and information throughout the state.”

FDOT Secretary Stephanie Kopelousos

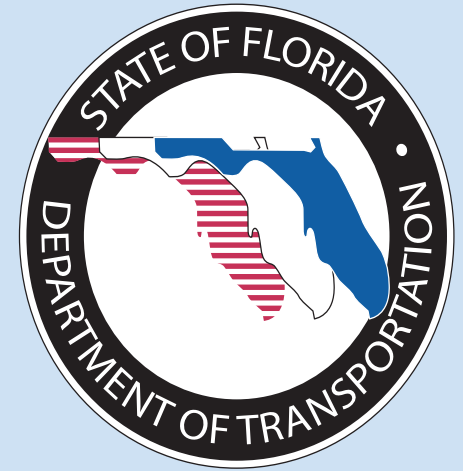


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Florida’s 511— *Enabled by Legislation*

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.).

Dear friends and followers of 511,

As Florida continues to grow, so does the need for new and innovative congestion management tools. To meet this demand, a new resource will launch in 2009—the Statewide Florida 511 Advanced Traveler Information System —unifying all of the state’s regional systems into one integrated traveler information resource. This new resource will not only connect the (District) DOTs, it will connect the traveling public with a reliable and accurate resource to avoid congestion while saving time and money. This report outlines the Florida Department of Transportation’s (FDOT) major accomplishments during the past year and plans to connect the DOTs and Florida.

In November 2008, Florida’s 511 systems reached a significant milestone as the most trusted, one-stop traffic resource for motorists. Call volumes in the five regional and statewide services surpassed 25 million calls. In addition, Southeast Florida, Central Florida, and Tampa Bay all reached significant call volume milestones: Southeast Florida surpassed 13 million calls in August, Central Florida reached 8 million calls in September, and Tampa Bay reached 2 million calls in August.

Florida’s 511 continued to prove itself as an invaluable tool during emergencies. In August 2008, as Hurricane Fay’s winds and rain caused evacuations, traffic tie-ups, and even road closures, the Northeast Florida system showed a call volume spike of 87 percent. During the May 2008 wildfires in Central Florida, call volumes were up 36 percent over the 2008 average.

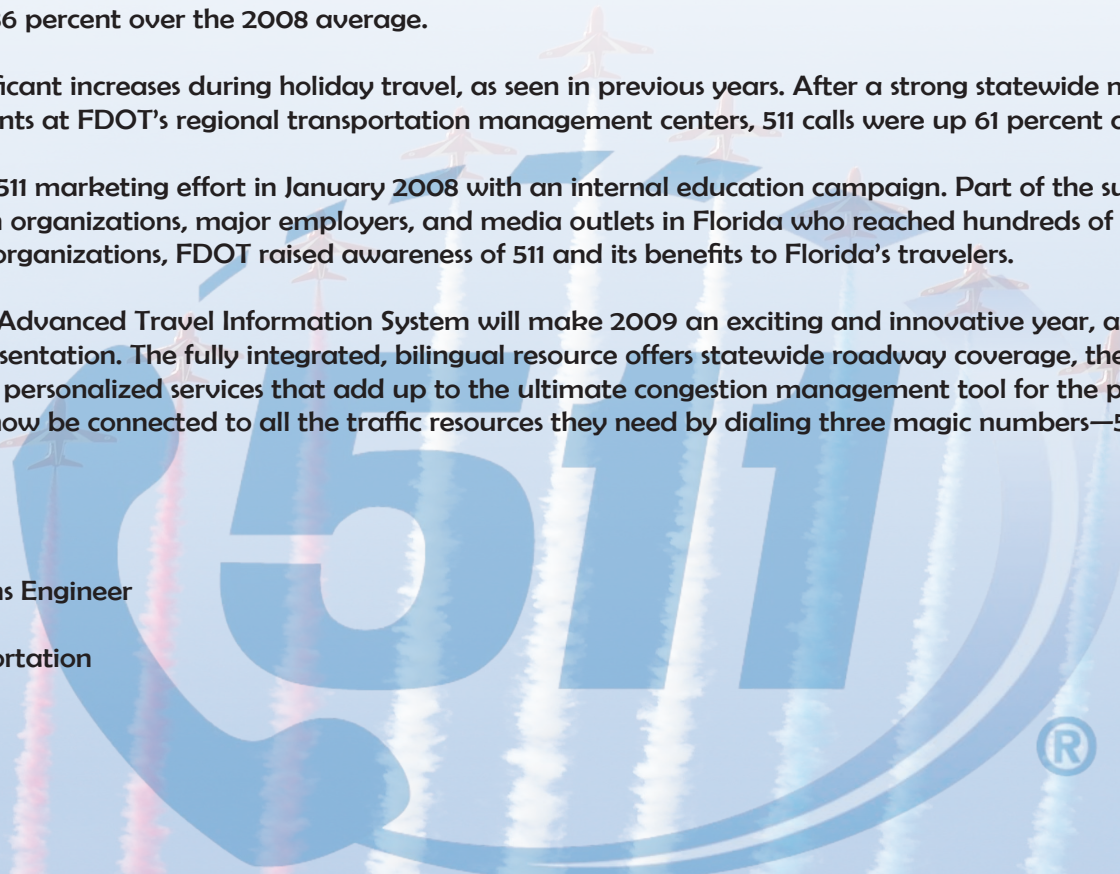
Call volumes also showed significant increases during holiday travel, as seen in previous years. After a strong statewide media push during Thanksgiving, which included four media events at FDOT’s regional transportation management centers, 511 calls were up 61 percent compared to a typical week.

FDOT launched the statewide 511 marketing effort in January 2008 with an internal education campaign. Part of the success of this marketing effort is attributable to partnering with organizations, major employers, and media outlets in Florida who reached hundreds of thousands of commuters every day. By partnering with these organizations, FDOT raised awareness of 511 and its benefits to Florida’s travelers.

The new Statewide Florida 511 Advanced Travel Information System will make 2009 an exciting and innovative year, and is sure to please travelers with new features and a unified presentation. The fully integrated, bilingual resource offers statewide roadway coverage, the addition of more than 50 new travel partners and innovative personalized services that add up to the ultimate congestion management tool for the people of Florida. Travelers to and within the Sunshine State will now be connected to all the traffic resources they need by dialing three magic numbers—5-1-1!

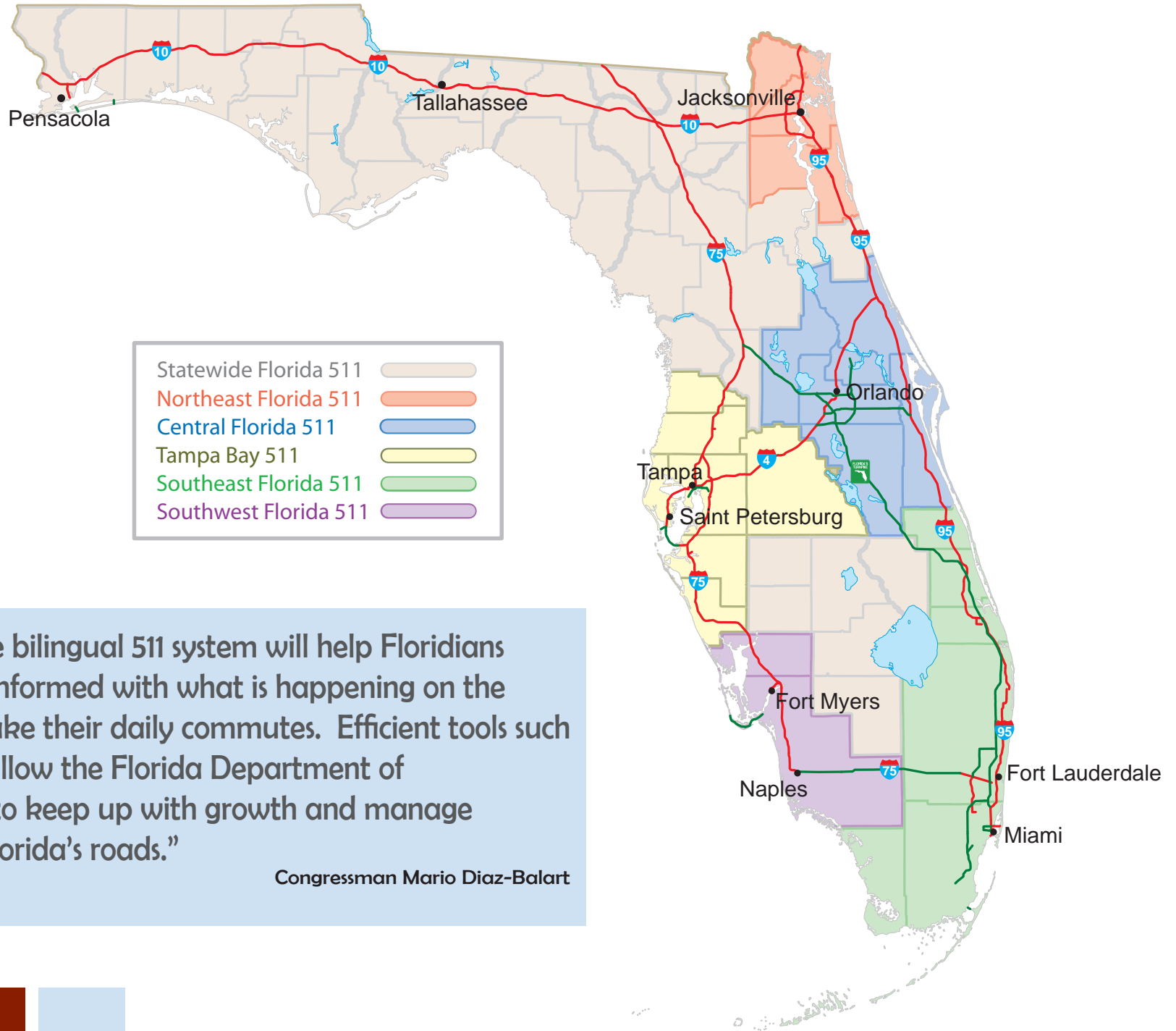
Elizabeth Birriel

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



Florida's 511 Coverage—

Connecting Florida



“A statewide bilingual 511 system will help Floridians remain informed with what is happening on the road as they make their daily commutes. Efficient tools such as this one will allow the Florida Department of Transportation to keep up with growth and manage congestion on Florida’s roads.”

Congressman Mario Diaz-Balart

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 the Central Florida Traveler Information 511 Service was implemented as a part of iFlorida

Florida's 511 Timeline—

Steady Improvement

2006

January — New automated interactive voice response (IVR) service debuted by Southeast Florida SunGuide® 511 Service

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

January — Northeast Florida 511 Service launched MyJax511 personal alerts, incorporating text message and e-mail alerts

May — Travel times added to I-75 traffic reports in Southwest Florida

September — Statewide 511 Service design approved

December — Statewide SunGuide® software installation completed

2009

Next Generation Statewide 511 Service will become fully operational – featuring one seamless and integrated system, personalized services, new Web site and additional transfer options

Florida's Regional 511 Services—

News and Updates

During 2008, FDOT worked diligently *Connecting the DOTs* to prepare for the new statewide system launch. While development of the state's new unified 511 service was underway, the current five regional systems and the statewide system provided reliable and accurate traffic information to nearly 4 million callers. These regional systems are located throughout the seven FDOT Districts and Florida's Turnpike Enterprise.

Central Florida 511

Leading the state as the first active 511 system, Central Florida 511 has received more than 8 million calls since its launch in 2002. The system provides travel information on Interstates 4 and 95, and 13 other roadways throughout the region of 2.56 million residents.

Marketing efforts in 2008 taught hundreds of thousands of Central Florida residents and visitors about 511. Several of the most significant examples include:

- More than 180,000 Orange County motorists received information about 511 in their registration renewals. The Orange County Tax Collector's office printed, "Call 511 or Visit FL511.com—Free Traffic Information from FDOT!" on renewals and will continue to print the public service message through 2009. Registration renewals are distributed to approximately 60,000 Orange County residents each month.
- Partnerships were developed with major Central Florida employers, including YMCA and Darden Restaurants. Darden Restaurants, a

nearly 6,000 employee corporation, included an article about 511 in their employee newsletter, *The Communicator*, entitled, "Dial 511 and Save Time On Your Commute."

- A partnership with Kenney Communications resulted in 2,000 rack cards for distribution in their Turnpike Plaza racks and an advertisement in their quarterly publication, *Enjoy Florida Magazine*. Kenney Communications distributes their publication in 485 brochure racks in the Central Florida area.
- 511 video promotions are currently featured on the following partner sites: Orlando Sanford International Airport, Orange County Convention and Visitors Bureau, Daytona International Speedway, Daytona Beach's Convention and Visitors Bureau, Port Canaveral, and Orlando Magic.
- Central Florida 511 received top placement in the "Important Numbers" section in the *Orlando Sentinel's* 2008 Hurricane Guide. The guide was also distributed along with the *Sun-Sentinel* and the *Chicago Tribune*. Circulation reached more than 970,000 people.



Southeast Florida 511

The Southeast Florida 511 system has received more than 175,000 calls per month since its launch in July 2002. This regional system provides travel information to more than 5.5 million residents in Districts 4 and 6.

Southeast Florida began a grassroots residential outreach, partnering with local officials to educate the public about 511. More than 25 cities and counties within Southeast Florida have placed 511 information on their Web sites within the past year. Additionally, 13 cities or counties have requested video or Web public service announcements.

Southeast Florida 511 had a presence at several regional, statewide, and national conferences throughout the year. Representatives brought 511

information to help educate meeting attendees about the benefits of using 511. Some of the conferences included:

- Freeway and Tollway Operations Conference (FTOC)
- FDOT's Annual ITS Working Group Meeting
- Citizen's Transportation Advisory Committee Meeting at the Miami-Dade Metropolitan Planning Organization
- Storm Prep Expo 2008
- 2008 Governor's Hurricane Conference

Additional marketing efforts included:

- Regional radio advertising during Miami Marlins games
- Radio advertising on Sports Radio WQAM
- 511 aerial banner flights over Miami Marlins games, Miami Speedway races, and the FTOC
- Printed information supplied to Florida International University and Miami Intermodal Center
- Installation of a billboard-sized 511 banner on the FDOT parking garage facing westbound traffic on the Dolphin Expressway (SR 836)

Tampa Bay 511

Two major milestones for Tampa Bay 511 were marked in 2008—its four-year anniversary and its two millionth call. The service, which launched in September 2004, provides real-time travel information for Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota, and Polk Counties, serving a combined population of more than 3.5 million.

The staffs of the Tampa Bay SunGuide® Center and 511 worked closely with the City of Tampa for the Super Bowl held on February 1, 2009. 511 played an integral part in providing travel information to the thousands of visitors attending the event.

During 2008, Tampa Bay residents received information on 511.

Examples include:

- More than 200,000 Tampa Bay motorists received information about 511 on registration renewals. The Hillsborough Tax Collector's office has printed, "Call 511 or Visit TampaBay511.com—Free Traffic Information from FDOT!" on renewals since September and will continue to print the public service message through 2009. Registration renewals are distributed to approximately 70,000 Hillsborough residents each month.



- 18,000 Tampa Bay 511 brochures were distributed by a brochure distribution organization that donated approximately \$14,000 worth of free advertising space in display racks at hotels, bus stations, airports, tourist destinations, restaurants, and other travel-related venues.
- Communicating directly with the motoring public was a large component of the 511 outreach in 2008. Some examples of community outreach through presentations and exhibit booths include:
 - Hernando County Hurricane Expo
 - InterBay Rotary Club Meeting
 - Florida Chapter of the American Public-Safety Communications Officers' annual meeting
 - Prudential

Northeast Florida 511

Northeast Florida 511 launched in October 2006, providing traffic information to motorists by phone or online at www.Jax511.com. This regional system gives real-time information on I-95, I-295, and I-10, covering a population base of 1.1 million. The resource also transfers callers to Jacksonville International Airport, Jacksonville Transportation Authority, and Veterans Memorial Arena.

In 2008, Northeast Florida 511 saw great progress with both the system upgrades and marketing efforts. Northeast Florida 511 successfully launched MyJax511 personal alerts, incorporating text messaging and emails. This innovation was the key marketed feature throughout the year. Response to the service has been very positive and the system has performed admirably since its launch.


FDOT is currently marketing MyJax511 at local events and business enterprises. Several thousand motorists provided their e-mail addresses at various local events throughout the year to receive future news on the Northeast Florida 511 program.

The marketing team partnered with two major trucking companies this year: Landstar System, Inc. and Roadmasters Drivers School. Landstar brought a film crew to the Jacksonville Urban Office's Traffic Management Center (TMC) to shoot a nationwide safety video which will be distributed to truck drivers across the nation in spring 2009.

Two 511 kiosks were installed at the Jacksonville International Airport. FDOT and the airport have plans in 2009 to increase exposure of the 511 system by providing live video feeds from the TMC to baggage claim area monitors.

The major accomplishment this past year has been the significant increase in calls during major incidents and events. During the 2008 Thanksgiving weekend, Northeast Florida 511 saw an increase of more than 280 percent in its call volume. Over the three-day Tropical Storm Fay event on August 21-23, the system received more than 10,000 calls, with 4,800 received on August 22.





“It’s important to know before you go. We’ve made many improvements on our interstate system including 511 and dynamic message signs... tools that people can use to make their commute a little easier.”

Marian Scorza, Director of Public Information, FDOT District 7

Southwest Florida 511

Southwest Florida 511 launched in April 2007. This regional system covers 29 roadways in Charlotte, Lee, and Collier Counties. These counties represent a population of 833,892 residents. The 511 resource also provides links to Southwest Florida International Airport and public transit agencies.

Traffic information is available by phone and on the Internet at www.SouthwestFlorida511.com. In the Southwest Florida region, 96 percent of public requests for traffic information are for I-75 and three percent are for US 41.

In May 2008, FDOT added travel times to nine segments of I-75 traffic reports for 511, covering 70 miles between Naples and Punta Gorda.

To help educate the public about this resource, Southwest Florida 511 partnered with Florida’s first-ever design/build/finance construction project, known as “iROX,” to promote the use of 511 throughout the 30-mile construction zone. Information and links to 511 can be found on www.iROX75.com.

Other marketing activities in 2008 included:

- Three billboards along I-75 and U.S. 41 in Southwest Florida
- 45 customized public service announcements created for 511 partner Web sites, including local government, community services and venue, and attraction sites
- Traveling display set ups at locations throughout Southwest Florida, including hospitals, the Department of Motor Vehicles, local government buildings, and schools
- 511 presentations to civic and government organizations

“511 is one of the best resources available for reporting traffic congestion on Florida roads and managing congestion. By calling 511, travelers, commuters and commercial vehicle operators can get real-time travel information, alter their routes accordingly and arrive at their destination safely.”

Congressman John L. Mica

ITS Deployments

Any traveler information system is composed of multiple components, including:

- Data collection, using closed-circuit television (CCTV), vehicle detection, incident reports, etc.
- Data merging (fusion), combining collected data for public use
- Dissemination, including interactive voice response (IVR), Web site, personalized messaging on cell phones, personal digital assistants, etc.

Each component is equally important to the overall system. The data merging and dissemination components have not changed appreciably over the previous year, but FDOT is actively improving its capability to collect data through intelligent transportation systems (ITS) deployments. These deployments can consist of dynamic message signs, CCTV cameras, vehicle detectors, roadway weather information systems, highway advisory radios, automated vehicle identification readers, and variable speed limit signs, which are typical components of a freeway management system (FMS).

The following information lists ITS deployments used to provide this data.

District One

A FMS is under construction on a 98-mile stretch of I-75 in Collier and Lee Counties. This system is scheduled to begin operation in late 2009.

A second FMS is scheduled for letting in 2012 and will cover I-75 from Lee County through Manatee County.

District Two,

A FMS on I-10 in Duval County is partially complete. ITS deployments on I-95 south, from I-295 to the St. Johns County line—a 6.7 mile project, are under construction and should be operational in summer 2010. These will expand the ITS deployments currently in place in District Two.

District Three

FMSs are in the beginning stages of deployment in the Tallahassee and Pensacola areas on I-10 and I-110.

District Four

District Four has ITS deployed on I-95, I-595, and I-75 in Broward County and is actively expanding these systems by deploying additional ITS devices.

There are also plans to deploy ITS in Palm Beach, Martin, St. Lucie, and Indian River Counties.

District Five

District Five has deployed substantial ITS on I-4; along with deployments on I-95 in Brevard and Volusia Counties. There are plans to deploy ITS on I-75 in the Ocala area.

Orlando-Orange County

Expressway Authority

The Orlando-Orange County Expressway Authority has ITS deployments on SR 408, SR 414, SR 417, SR 429, and SR 528.

District Six

District Six has ITS deployments along I-75, I-95, I-195, I-395/ MacArthur Causeway, U.S.1, SR-826, and Card Sound Road.

District Seven

District Seven ITS devices are deployed along 57 miles of I-275, I-4, and I-75; and the District is actively expanding these systems by deploying more ITS devices to cover additional miles.

Florida's Turnpike Enterprise

Florida's Turnpike traverses many FDOT Districts. There are FMS devices along 338 miles of the Turnpike mainline.

There are also ITS devices along the Sawgrass Expressway and the Beachline Expressway (SR 528).

FMS construction is currently underway on the following roadway:

- Veterans Expressway and Suncoast Expressway (SR 589)
- Polk Parkway (SR 570)
- Seminole Expressway and Southern Connector (SR 417)
- Western Beltway (SR 429)

This will add an additional 113 miles of ITS to the Florida's Turnpike roadways.



RIGHT LANE
BLOCKED BEYOND
PEMBROKE RD



Statewide Florida 511—

Progress and Preparation



Florida's 511 began a dramatic change in 2008—the integration of five regional systems into one seamless statewide service making it easier than ever for Florida drivers to get real-time traffic information. This new system is being referred to as the Next Generation Traveler Information System. In addition, system upgrades will allow 511 users to take advantage of the latest technology to personalize their traffic updates and receive customized traffic alerts from 511.

At the start of 2008, FDOT engineers and other staff were immersed in the design process, which included deciding how the interactive automated phone call will function; what the 511 Web site will look like; and how a state's worth of travel, traffic, and incident data will get combined.

Once the 511 team accepted the design, the Next Generation Traveler Information System moved into development and testing. As the Web site was being built, the phone system was tested for its ability to recognize and respond to the names of Florida's roadways, cities, and counties.

Another part of the process was deploying a consistent SunGuide® software installation for the next Next Generation Traveler Information System. The data that the Next Generation Traveler Information System uses to alert drivers of traffic incidents is provided by the SunGuide software, ensuring that the data is consistent and makes the system seamless.

FDOT engineers and other staff worked directly with SunGuide software authors to provide direction about regional transportation management center (RTMC) operations and technical requirements for the new system. FDOT met monthly with contractors at Next Generation Traveler Information System design review meetings. The team reviewed the SunGuide software's functionality. While 511 services will be standardized statewide, the RTMCs will continue to provide traffic updates for the new system.

When launched, the new system will deliver local 511 services through technology that is standardized and integrated statewide. The new system will feature the most advanced interactive voice recognition (IVR) service,

with easier-to-navigate call menus that provide detailed local information. The new IVR will be bilingual, offering information in English and Spanish throughout the state.

Technological improvements to the new system include hundreds of additional traffic cameras, thousands of roadside sensors, and more fiber optics to provide fast, accurate reporting of information used for 511 alerts. The new system will cover all of Florida's interstate highways, Florida's Turnpike, and many other major roads throughout the state—adding key roadways in some areas, while focusing on commonly requested highways in other areas.

MyFlorida 511 will allow Florida travelers to set up customized routes and alerts through www.FL511.com. The 511 system will then notify those drivers when alerts are posted on their personalized routes, through a phone call, e-mail, or short message service (SMS) text. MyFlorida 511 users will receive their alerts only during the times of day they choose.

The Next Generation Traveler Information System Web site will give quick access to regional traffic conditions and incident reports, including traffic cameras, and allow users to sign up for MyFlorida 511 personalized services. The Web site will feature links to transit and travel partners — including transit systems, airports and seaports, and evacuation information.

“We encourage everyone to call 511 before getting on the road. By calling 511, drivers can hear real-time traffic information to prepare for congestion or other roadway conditions. This will help avoid unnecessary delays and hopefully make your trip as safe as possible.”

Lt. Bill Leeper (Jacksonville),
Florida Highway Patrol

511 in the News— *Advancing Awareness*

Public outreach through news media organizations informed more than 37 million Floridians and travelers of 511 information in 2008. In anticipation of the Memorial Day travel weekend, the Tampa, Fort Lauderdale, and West Palm Beach transportation management centers (TMC) opened their doors for Memorial Day media events. Live shots from the TMCs and FDOT interviews were featured throughout the morning by major television network affiliates for FOX, CBS, NBC, and ABC, and on BrightHouse Networks cable news channels.

To kickoff Thanksgiving and Christmas holiday travel, four major media events were held the last week of November 2008. Florida Highway Patrol, AAA Auto Club, and regional transit representatives were invited to give media interviews alongside FDOT spokespeople. The events at the Tampa, Orlando, Fort Lauderdale, and West Palm Beach TMCs again attracted all of the major network affiliates in the state's largest media markets.

Media kits containing news releases, regional fact sheets, and tip sheets were distributed for each event. Regional video footage shot prior to each event was provided to each media outlet. News organizations utilized video footage provided by FDOT to illustrate local traffic and 511 roadside signs during their newscasts.

Bilingual 511 spokespeople attended each event to give interviews to Hispanic television, radio stations, and newspapers, including *El Sentinel*, Univision and 7 Dias.

News releases were distributed throughout 2008 prior to every major travel holiday and select community events. These releases generated broadcast and print coverage throughout Florida and gained national and international attention. In 2008, information about 511 reached people more than 33.5 million times through print coverage. Some examples of coverage:

January 2008

- *Vero Beach Press Journal*, "Statewide 511 System to help with Wildfires"
- *Stuart News*, "511 System to Provide Fire Information"

February 2008

- *Orlando Sentinel*, "FHP Recommends Alternate Routes out of Daytona"
- *VisitFlorida.com*, "Plan Routes to Florida's Sun, Surf and Sand at FL511.com"

March 2008

- *Sun Sentinel.com*, "Tips and Alternatives to Beat High Gas Prices"
- *FMC Magazine*, "Florida Traffic Information During Wildfire Season"

April 2008

- *Treasure Coast Palm*, "Got Traffic? Call 511"

May 2008

- *Fox 4, Naples*, "Make 511 Part of Emergency Preparedness Plans"
- *CBS 4, Miami*, "Air & Road Tips for Memorial Day Travelers"

June 2008

- *Orlando Sentinel; Sun-Sentinel*, "2008 Hurricane Guide"
- *Fox 4, Naples*, "Make 511 Part of Emergency Preparedness Plan"
- *Tampa Bay Road Report*, "FDOT Drives Toward a Greener Florida"

July 2008

- *7 Dias, Tampa*, "Llame Gratis al 511" (Call 511 for free)
- *Naplesnews.com*, "Getting the 411 on I-75 traffic means calling 511"
- *ABC 7 News, Bradenton-Sarasota*, "511 Service Available in Bradenton"

August 2008

- *The Star*, "Free 511 Service Guides Motorists to Safety in the Event of Severe Weather"
- *Cape Coral Daily Breeze*, "Labor Day Travelers Can Get Real-time Traffic Updates from 511"
- *Pensacola News Journal*, "511 makes Labor Day Travel Easier"

September 2008

- *TBO.com*, "State's 511 Line for Motorist Info Gets Lots of Caller Traffic"
- *Orlando Sentinel*, "Dial 511 for Free Traffic Info"

“When you can reduce congestion, obviously you’re doing something positive for the environment. Florida’s 511 informs drivers of congested roadways so they are aware of potential problem areas and can make alternate driving plans. That means they’re going to be spending less time sitting bumper-to-bumper because they’re getting from point A to point B much more efficiently.”

Gregg Laskoski, AAA South Managing Director Public & Government Relations

October 2008

- *Miami Herald*, “Today’s Driver has Options, Thanks to New Technology”

November 2008

- BrightHouse News 13, Central Florida, “Dial 511 to Avoid Holiday Traffic Headaches”
- Fox 13, Tampa Bay, “FHP Steps up Patrols; FDOT Kicks Off 511”
- SunGuide Disseminator, “Survey Shows...Opportunity for Florida 511 Growth”
- Tampa Bay Road Report, “FDOT Reminds Holiday Drivers to Call 511 for Travel Tips”
- News4Jax, Jacksonville, “Resources for Holiday Travelers”

December 2008

- Santa Rosa’s *Press Gazette*, “Holiday Travelers can Avoid Traffic by Calling FDOT’s Free 511”
- *The Capital Times*, Madison, WI, “Going to Champs Sports Bowl? Call 511 in Florida for Road Conditions”
- *Treasure Coast Palm*, “Florida Department of Transportation Encourages Drivers to Use Free 511”

511News.com was launched in 2008 as a resource for reporters and researchers looking for current 511 news, facts, and figures. The site includes information for print, television, radio and online media organizations, including:

- News releases
- Media kits
- Media contacts
- 511 history
- Multimedia library (audio, video and images)
- Electronic newsletters
- Link to FL511.com

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's 511— *Diversified Service*

511 plays a vital role in FDOT's vision to serve the people of Florida by delivering a transportation system that is fatality and congestion free.

FDOT currently operates five regional systems and a statewide system that links these five regional systems together and provides information in areas of the state not covered by the regional systems. Each regional system has its own phone system and co-branded 511 Web site. This traveler resource provides valuable real-time information to Florida's 15.5 million licensed drivers and 80 million yearly visitors. 511 also continues to prove itself as an invaluable tool during emergencies such as wildfires and hurricanes.

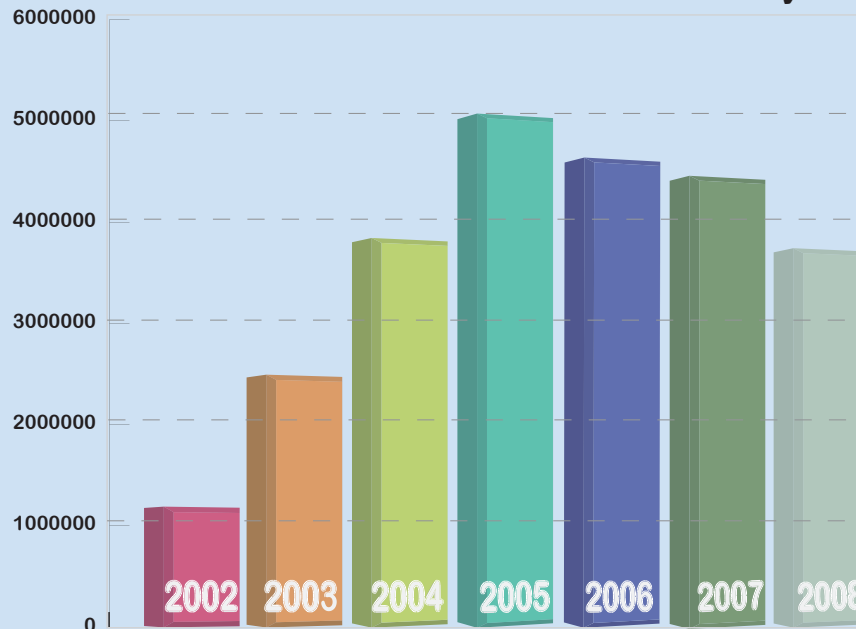
In just a few short years, real-time traffic information provided by the FDOT through the 511 phone call, Web sites, and personalized services, along with the FDOT information provided by third party providers, has increased substantially. As technology has improved, 511 Web sites and personalized services give visual information that users are finding increasingly helpful. The role of 511 has changed from being a phone-based only service to a technologically robust phone, Web,

and e-alert resource. FDOT provides hundreds of camera images, incident reports, and real-time travel times through the technology that best serves the user's needs. This approach to customer service truly sets Florida apart.

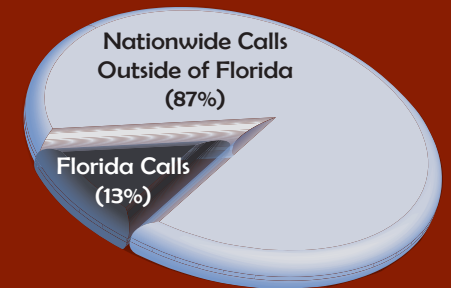
FDOT's long-term commitment to strategic 511 investments and customer service is proving to be exceptionally effective. Users of Florida's advanced traveler information system can register on the FL511.com Web site for personalized services which allows them to first hear traffic information on their customized routes. Callers can also choose to get text messages and email alerts from many regional 511 systems. Florida's 511 systems are sending daily alerts to more than 16,000 registered users.

As Florida continues to grow, so does the need for new and innovative congestion management tools. In today's economic climate, drivers are more committed to saving valuable time and fuel than ever, and Florida's suite of 511 products—phone, Web, and personalized services—are reaching more drivers than ever before. FDOT provides exceptional customer service through personalized services and Web-based 511 information that is available throughout the day.

Annual Call Volumes From Florida's Combined 511 Systems



Percentage of Nationwide Calls Made in Florida



“In Florida, we are all too familiar with natural disasters such as hurricanes and wildfires. It is important to have a number for residents to access crucial evacuation information during such emergencies. 511 has proven itself as a valuable tool for residents during these events and will continue to play a vital role in emergency management.”

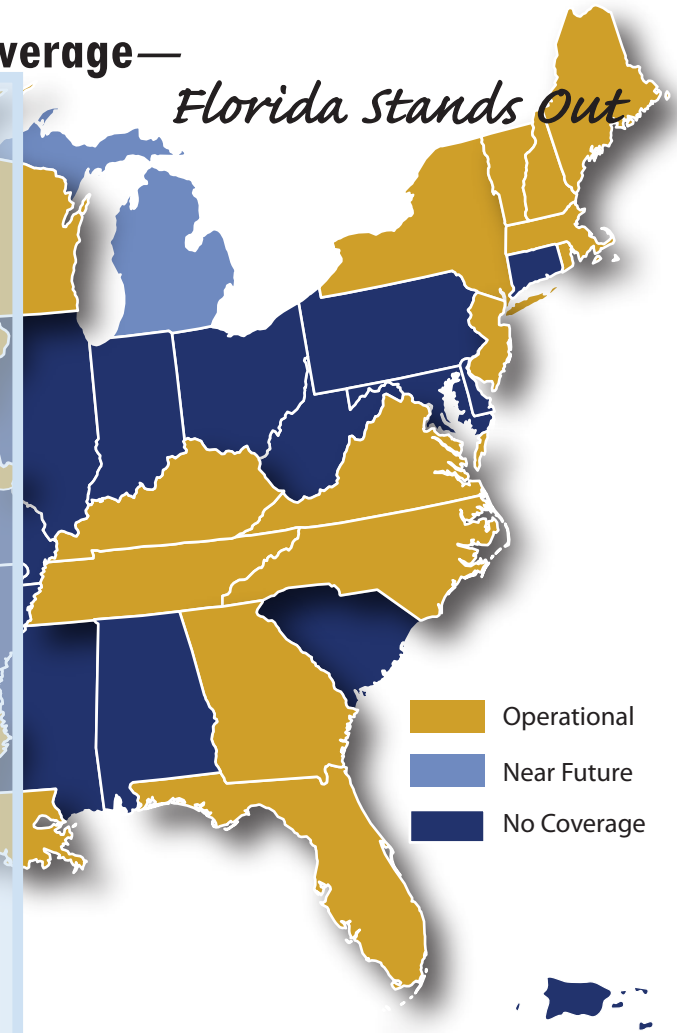
Craig Fugate, Former Director
Florida Division of Emergency
Management

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
Massachusetts.....	(866) 511-6112	
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
New Jersey.....	(866) 511-6538	www.nj.gov/transportation/commuter/511/
New Mexico	(800) 432-4269	
New York	(888) GO511NY	www.511ny.org
North Carolina.....	(877) 511-INNC	www.ncsmartlink.org/511/default.html
North Dakota	(866) MY ND 511	www.dot.nd.gov/divisions/maintenance/511.htm
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
Wisconsin	(866) 511-WISC	www.511wi.gov
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.

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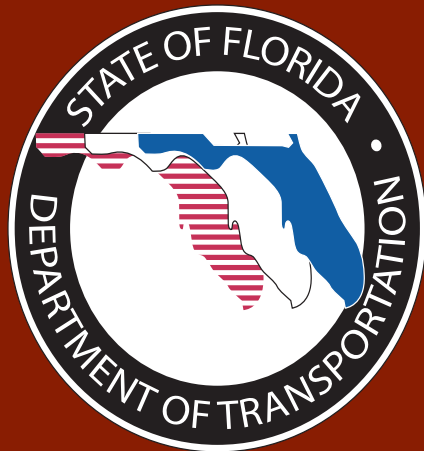
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