511 is marketed with most deployers using the national 511 logo or a slight variation of it – marketing may be the key piece to all of our 511 activities.

Examples (clockwise from to left) – Kentucky, Iowa, Florida, Minnesota, Nebraska, Montana and san Francisco.
We are at the beginning of the 511 “race” and our success will be measured in four areas: Population Coverage, Usage, Brand Awareness and Customer Satisfaction.
• SEC. 5306. (b) (3) RESEARCH AND DEVELOPMENT.
  - (B) ensuring that a national, interoperable 5–1–1 system, along with a national traffic information system that includes a user-friendly, comprehensive website, is fully implemented for use by travelers throughout the United States by September 30, 2010.
511 Progress

- 28 Services in 24 States
- Available to over 93 million Americans 32%
- Customer Satisfaction
  - Arizona April 2005 71%
    - 90% would use again and recommend
  - Washington State May 2005 68%
    - 87% would call again
- Awareness
  - Orlando February 2005 26%
  - Tampa Bay April 2005 24.3%
  - San Francisco Bay Area Fall 2005 34%

Population is projected to be at 48% by the end of 2005. Other numbers are in line with goals.
Northern Kentucky/Cincinnati
Nebraska
Utah
I-81 Virginia
Arizona
Minnesota
South Florida (Miami)
Orlando / I-4
South Dakota
Iowa
Kentucky
San Francisco Bay area, California
Montana
North Dakota
Alaska
Maine
New Hampshire
Washington [State]
Northern Kentucky/Cincinnati
Nebraska
Utah
I-81 Virginia
Arizona
Minnesota
South Florida (Miami)
Orlando / I-4
South Dakota
Iowa
Kentucky
San Francisco Bay area, California
Montana
North Dakota
Alaska
Maine
New Hampshire
Washington [State]
511 Progress

50 Millionth Call to 511 Placed in March 2006
511 Website Page Views

22 Co-branded 511 Websites Available in 19 States
511 Comments

- **Customers**
  - I appreciate this information very much.
  - Dialing 511 is a great idea. Thanks.
  - Nice system. It was very helpful. Thank you!
  - Thank you. I think this is a great idea.
  - The service is very good and very thorough. It gives the information you need while traveling.
  - This is an absolutely invaluable resource.
  - Very good system. I'm impressed. Thanks!
511 Comments

• Public Safety
  – “511 has helped us tremendously. Everyone used to call us for road condition information, especially during the winter months. But now, we’re able to refer them to 511. This has lowered our call volume significantly.” North Carolina Highway Patrol
  – “No fatalities were reported during the storm, and that might be partly caused by more accurate information from the 511 hotline.” South Dakota Highway Patrol
Future

• **511 Coalition sustained thru 2009**
  - Complete work on 100% national coverage
  - Establish an integrated national system
  - 511 recognized icon of travel information
  - Sustained quality in information
  - Sustained funding public/private
Most of the 511 projects in operation or under development that we have referenced have corresponding web sites. Using search engines such as Google are a good way of finding these sites.

Again, each sponsoring organization has 511-related information available through their web sites.