



For Greener Roads



511 is a Hit in Georgia!

- **Over 1.3 million calls to date!**
- **86% user satisfaction rating**
- **Six-month call volume targets met on Day One**
- **1-day record: 13,915 calls**
- **Higher public awareness than other state 511s**



Georgia 511: The Basics

- “One-stop” travel info portal for Georgia
- Call from any phone
- Option to use automated system or live Operator
- Transit and other travel options also reachable
- Data provided via XML feed from NaviGator



We'll Get You There.

Free real-time traffic info.
Call 511 from any phone.



Georgia 511 is a free phone service that provides real-time traffic and travel information 24 hours a day.

Just dial 511 from anywhere in Georgia.

511 features <ul style="list-style-type: none">• Trip times• Accurate, up-to-date information on statewide traffic conditions• Route-specific information• Current and planned road and lane closures• Construction• Critical incidents• AMBER alerts	511 connects to <ul style="list-style-type: none">• Accident reporting and HERO request• MARTA & Transit options• Rideshare (Carpool or Vanpool)• Atlanta Hartsfield-Jackson and Savannah airports• Tourism information• Neighboring state 511 systems	To emphasize safety, the Georgia Department of Transportation recommends calling 511 before leaving home or while your vehicle is stopped.
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Dial 511 or visit www.511ga.org!

A service of the Georgia Department of Transportation



Intro Message



Alert Message



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Incident/HERO**



**2
Travel Info**



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Transit**



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511 Operator**

511: Real-Time Travel Info

- **Option 2:** Automated system has real-time information on:
 - Incidents – 1st
 - Road Conditions/Closures
 - Construction
 - Congestion levels
 - Weather
- Speak or press any interstate or state route in Georgia
- Road conditions affect volume
 - “March Migration” on I-95
 - Local reporting critical



Downtown Connector/Midtown Construction

I-75/85

- **Resurfaced all 11-foot travel lanes University Ave. to Brookwood Interchange**
- **5 miles of construction that affected I-20**

14th Street Bridge

- **Williams St. relocation**
- **Techwood Dr. closed**
- **The “Big Shift”**



Alert Messages

- **Special bulletin with urgent travel information**
- **Heard by all 511 users**
- **Weekend lane closures**
 - **Began with floodgates, went to alerts by April**
 - **Call volume peaked each weekend through August**
 - **But total transfer volume decreased by half**
 - **Labor Day traffic down by 35% despite big events**



511: For Safety

Option 1: Report an Incident or Request HERO assistance

"1" for Reporting, "2" for HERO

Both transfer directly to TMC/511 Operator

Calls to both sub-options usually 10% of transfers

This summer, total transfers down

September gas crunch: HERO daily volume up 300+% for 7 days

Overall volume now up for Option 1



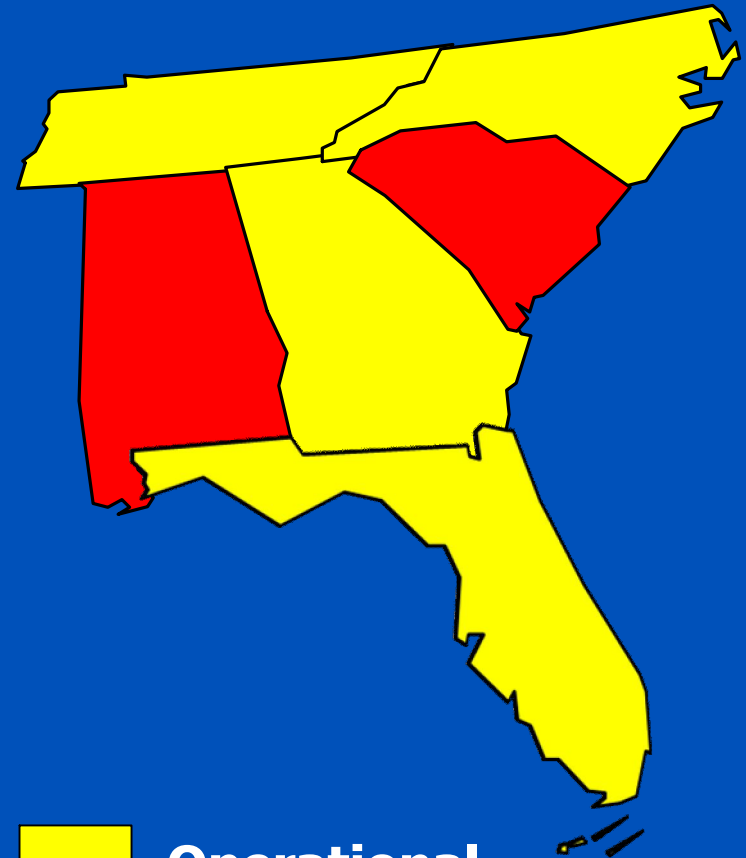
511: For Commute Options

- **Option 3: Transit/Rideshare**
 - Transfer directly to MARTA
 - Other city transit systems and TMAs via State Call Center
 - Rideshare/Vanpool information via the Clean Air Campaign
- Calls to MARTA, Transit and Rideshare have **doubled** April – September
- Option 3 volume trends with the price of gas



511: For Travel & Tourism

- **Option 4: Airports**
 - Hartsfield calls doubled this summer
- **Option 5: Georgia Tourism**
 - Call center volume up 75%
- **Option 6: 511 systems in FL, NC and TN**
 - SEC Football – volume spike
 - North Carolina added live Operators
 - South Carolina is next!



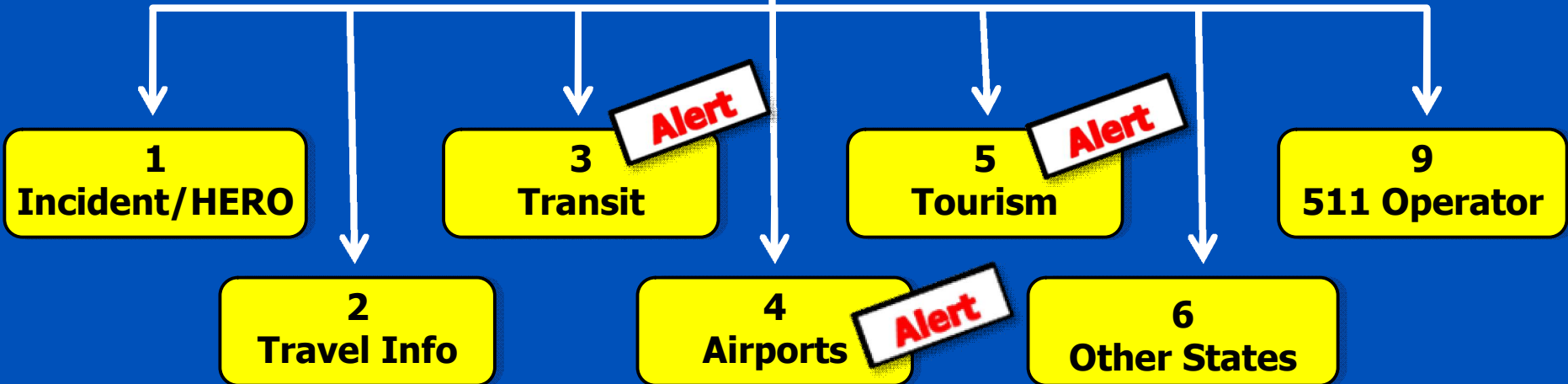


**Coming
Up
Next!**

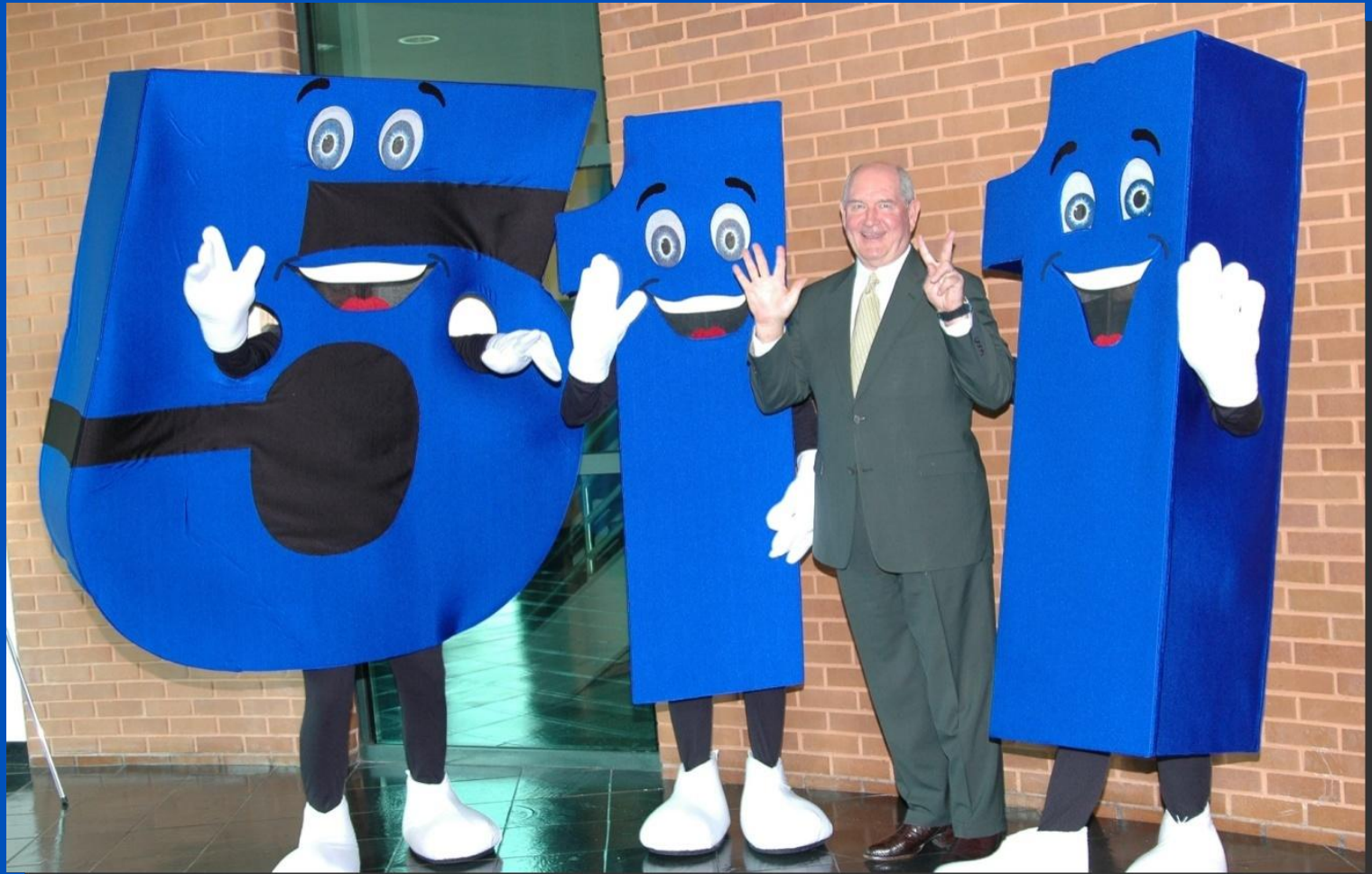
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Main Menu



For more information



Monica Luck - Marketing & Promotions Specialist
404.635.8035 or 404.631.1833