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NEWS RELEASE

For Immediate Release

FLORIDA DEPARTMENT OF TRANSPORTATION
LAUNCHES NEW “MY FLORIDA 511” SYSTEM

First-of-its-kind System Gives Callers Personalized Information

ORLANDO, FLA., DEC. 19, 2006 – Just in time for the busy holiday travel season, the Florida Department of Transportation (FDOT) is launching a new feature of the 511 Travel Information System called “My Florida 511.” This first-of-its-kind system allows registered users to pre-program frequently-traveled routes, and then access real-time travel information on those routes immediately after calling 511. My Florida 511 uses caller ID to recognize registered callers who are asked if they want to hear reports on their pre-programmed routes. Florida’s system is the first 511 service in the country to use this technology.

“My Florida 511 makes calling 511 even more convenient for travelers,” said Rick Morrow, Traffic Operations Engineer for FDOT District 5. “When you register, you can program up to 11 custom trips, and hear reports on those roadways very quickly, because the system knows who’s calling.”

To access the advanced features of My Florida 511, callers must log onto the newly-redesigned www.FL511.com and create a custom profile. After registering up to two telephone numbers from which they typically dial 511, travelers can create up to 11 personalized routes, like “home to work” or “home to airport,” for example. Those routes must be part of the 15 central Florida roads, or 65 statewide roads covered by the 511 system. (For a complete list of covered roads, visit www.FL511.com.) When callers dial 511 from one of their registered phone numbers, they will have immediate access to information on their custom routes or general reports on all roads covered by 511.

“This innovation is just another example of how Florida is on the cutting-edge of technology when it comes to Intelligent Transportation Systems,” said Noranne Downs, FDOT District 5 Secretary. “We’re proud to pioneer new ways to make traveling Florida’s roadways faster and safer, especially during the busy holiday travel season.” When dialing 511, travelers also have access to information on area airports, public transportation and Port Canaveral.

Florida is one of 27 states that offer 511 services. During the first half of 2006, Central Florida’s 511 system ranked number one in the nation in the number of calls per capita. The system received an average of 115,000 calls per month, representing 7 percent of Central Florida’s approximately 1.6 million residents. In the last year, Central Florida 511 has received more than 1.3 million calls.

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