



GEORGIA DEPARTMENT OF TRANSPORTATION

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Georgia 511 A Big Hit with Travelers

Georgia 511 receives 128,867 calls within the first month of operation

ATLANTA - In its first month of operation, Georgia 511 has generated dramatic call volumes as travelers across Georgia have quickly adopted the new free phone service that provides real-time traffic and travel information. Between the launch date of August 15th and September 15th, Georgia 511 received 128,867 calls, significantly exceeding the Georgia Department of Transportation's own expectations. That number translates to an average of 4,296 calls per day.

"We anticipated that Georgia 511 would resonate with the public, but even our own best case estimates have been surpassed," said Georgia DOT Commissioner Harold Linnenkohl. "Call volumes in the first 30 days of service have risen to a level that we didn't expect to achieve for six months. Based on the performance of 511 systems in other states and our own projections, we're excited about how Georgians are responding to the service."

One of Georgia 511's unique features is the ability for users to leave a voicemail regarding their call experience. Callers are leaving many positive comments, including:

"I just want you to know that I think this is just great! I just am so glad that we are finally able to find out all this information in such an easy manner. Thank you!"

"I just want to leave a comment that your 511 service is excellent. The voice recognition, the questions, the information that was given: superb! Thank you and I appreciate the heads-up innovation in Georgia."

Georgia 511 provides an extensive menu of options available 24 hours a day, seven days a week. Callers connect to the system by simply dialing 5-1-1 from any landline or mobile phone. The service provides statewide traffic conditions, route-specific information and details on road or lane closures due to construction, incidents or weather. Estimated travel times are available for major roads within the metro-Atlanta area. Additionally, connections are available to transit providers, major airports, rideshare organizations, tourism information and 511 systems in

neighboring states.

An automated voice recognition system guides callers through the service. Callers can also reach live operators at the Transportation Management Center to report accidents, request HERO assistance or obtain additional information.

Georgia 511 has a companion website at www.511ga.org and a toll-free number for callers from outside the state, 1-877-MYGA511.

The Georgia Department of Transportation is committed to providing a safe, seamless and sustainable transportation system that supports Georgia's economy and is sensitive to both its citizens and its environment. For general information on the Georgia DOT, please visit our website (www.dot.state.ga.us).

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