



Florida Department of Transportation

RICK SCOTT
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

RACHEL D. CONE
INTERIM SECRETARY

Dear Media Partner,

You are receiving this letter because your station currently receives or is eligible to receive live traffic camera feeds from the Florida Department of Transportation (FDOT). This program is a partnership with FDOT and others to provide regular traffic updates to improve safety and mobility.

In September 2016, FDOT updated the Florida 511 Traveler Information System logo with the launch of its new Florida 511 system. We subsequently revised the Florida 511 Closed Circuit Television (CCTV) graphic, which will affect those of you who have been using the old branding.

The department is now requesting that your organization provide proper attribution to FDOT in the form of the updated Florida 511 attribution banner (pictured right). This banner should appear in the upper portion of all FDOT traffic camera feeds used on-air or online, whether used as part of a traffic report or during breaking news. The image must appear in its entirety and be large enough to be read by the viewers as shown on right. We ask that you do not alter, pixilate, remove or otherwise affect the updated FDOT attribution banner.



If you are in need of assistance, we would be pleased to answer your questions, provide the attribution in a format that is most suitable for your use, and provide additional information on the new Florida 511 system. We look forward to continuing our partnership to increase public safety and mobility.

Thank you for your time and consideration in this matter.

Sincerely,

Russell Allen
FDOT Intelligent Transportation Systems
Program Development Engineer