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FL511.COM



MOBILE APPS



ALERTS



#FL511

# 4th of July

Toolkit



## Fourth of July Toolkit



It Only Takes a Spark: Use FL511 to Guide You to Your Destinations This Fourth of July Holiday

Independence Day or the Fourth of July is typically associated with fireworks, parades, barbecues, carnivals, fairs, picnics, concerts, baseball games, family reunions, and more. Everybody hits the road to experience their share of “summer fireworks.” This can cause some congestion on many of our roadways and highways.

The Florida Department of Transportation (FDOT) is sharing the information in this toolkit to remind drivers how the Florida 511 Traveler Information System can help them find the best and safest route to and from their destinations. It only takes a spark! Once you use FL511 to guide you to your destination, it will become your Connect. Know. Go. source!

Florida 511 is a service provided by FDOT that helps drivers arrive safely and with fewer delays. The user-friendly and customizable system provides real-time traffic information and lets drivers know what conditions they may face.

Please share this material with your network and on any of your communications platforms. Also, subscribe to [@FL511\\_State](#), the Florida 511 Statewide Twitter feed, as well as any of the regional or roadway-specific Twitter feeds ([#FL511](#)), such as [@FL511\\_Northeast](#), [@FL511\\_I10](#) and [@FL511\\_I95](#) and provide your followers with up-to-the-minute traffic information.

## Suggested News Article:

### **Attention Drivers! Use Florida 511 to Guide You to Your Destinations for Independence Day**

It only takes a spark! The Florida Department of Transportation (FDOT) encourages residents to use its Florida 511 Traveler Information System to choose the best route to their destinations for Independence Day or the Fourth of July.

Before leaving, drivers should check the interactive road map on FL511.com for real-time traffic information and incident alerts in English or Spanish. They can also view roadway cameras showing nearby current driving conditions on their route. The Florida 511 mobile app, available on the Apple App Store or Google Play, features an interactive map showing traffic speeds and incidents on roads around the user's location. The best feature of the app is Drive Mode, allowing motorists to use the app in a hands-free manner.

Drivers can register on the website for alerts and routes. When using the mobile app, drivers can put in an origin or destination to get a route to their destinations. Route-specific text and email alerts can include travel speeds, travel time estimates and information about congestion, construction and incidents.

Additional ways to receive traffic information from Florida 511 include following one or more of the statewide, regional or roadway-specific Twitter feeds (#FL511), such as @FL511\_State.

FDOT encourages all drivers to check Florida 511 to travel safely and experience fewer delays. Check Florida 511 before leaving or have a passenger check during a trip. Drive Mode allows motorists to use the app in a hands-free manner.

## Suggested Social Media Content:

### Facebook

Spend more time having fun and less time behind the wheel on your way to your destinations for the Fourth of July with real-time traffic updates from FDOT's Florida 511 Traveler Information System. Know before you go by visiting [FL511.com](http://FL511.com), downloading the mobile app, or following any of the statewide, regional or roadway-specific Twitter feeds (#FL511), such as [@FL511\\_State](https://twitter.com/FL511_State).

FDOT's Florida 511 Traveler Information System can help you plan your driving itinerary to your destination. Visit [FL511.com](http://FL511.com) for real-time traffic information and incident alerts in English or Spanish. Drivers can register on the website for alerts and routes. When using the mobile app, drivers can put in an origin or destination to get a route to their destination, and also to receive route-specific text and email alerts. Use FDOT's Florida 511 Traveler Information System to guide you to special events for the Fourth of July. Know before you go with Florida 511.

### Twitter

Celebrate Independence Day in a big way with #FL511. Visit [FL511.com](http://FL511.com) or download the mobile app for real-time traffic updates.

Follow [@FL511\\_State](https://twitter.com/FL511_State) for up-to-the-minute traffic info on your way to & from your Fourth of July destinations #FL511

Check [FL511.com](http://FL511.com) or get the #FL511 app and arrive stress-free on your way to visit friends and family.

Enjoy your Fourth of July celebration by guiding you safely to your destination. Know before you go with #FL511. Visit [FL511.com](http://FL511.com) or get the app.

Don't spend your #FourthofJuly sitting in traffic. Plan your routes ahead of time with the #FL511 app.

Hitting the roads for #FourthofJuly? Find out what traffic will be like by visiting [FL511.com](http://FL511.com) or follow one of the region and road specific #FL511 Twitter accounts for traffic info on your drive.

Avoid #FourthofJuly traffic with [FL511.com](http://FL511.com) and sign up for personalized traffic alerts!

Safe travels to everyone who traveled this Fourth of July. Check [@FL511\\_State](https://twitter.com/FL511_State) for traffic updates on your way home from enjoying tons of fun.

## Suggested Website Text:

### Florida 511 Traveler Information System

Plan your route to your Fourth of July destinations using the Florida 511 Traveler Information System. A service by the Florida Department of Transportation, Florida 511 provides real-time traffic information for many of Florida's interstates and toll roadways, and many major metropolitan roads. Before leaving, motorists can check the interactive road map on [FL511.com](http://FL511.com) for up-to-date information about congestion, crashes, construction, closures and more. Additional ways drivers can receive traffic information include visiting [www.FL511.com](http://www.FL511.com), using the Florida 511 mobile app available on the Apple App Store or Google Play, or receiving route-specific email and text alerts. Motorists also can follow the statewide Twitter feed ([#FL511](https://twitter.com/FL511)), [@FL511\\_State](https://twitter.com/FL511_State) or any of the regional or roadway-specific Twitter feeds ([#FL511](https://twitter.com/FL511)), such as [@FL511\\_Northeast](https://twitter.com/FL511_Northeast), [@FL511\\_I10](https://twitter.com/FL511_I10) and [@FL511\\_I95](https://twitter.com/FL511_I95).



## Suggested Public Service Announcements:



### **PSA - :15 Seconds**

KNOW BEFORE YOU GO TO YOUR FOURTH OF JULY DESTINATIONS WITH F-D-O-T'S FLORIDA FIVE-ONE-ONE TRAVELER INFORMATION SYSTEM. FIVE-ONE-ONE PROVIDES REAL-TIME TRAFFIC INFO AT YOUR FINGERTIPS. VISIT FIVE-ONE-ONE DOT COM, DOWNLOAD THE MOBILE APP, FOLLOW F-L-FIVE-ONE-ONE ON TWITTER, AND RECEIVE ROUTE-SPECIFIC EMAIL AND TEXT ALERTS.

### **PSA - :30 Seconds**

KNOW BEFORE YOU GO TO YOUR FOURTH OF JULY DESTINATIONS WITH F-D-O-T'S FLORIDA FIVE-ONE-ONE TRAVELER INFORMATION SYSTEM. FIVE-ONE-ONE PROVIDES REAL-TIME TRAFFIC INFO ON MAJOR ROADWAYS LEADING TO YOUR FLORIDA DESTINATIONS. VISIT FIVE-ONE-ONE DOT COM, DOWNLOAD THE MOBILE APP, FOLLOW F-L-FIVE-ONE-ONE ON TWITTER, AND RECEIVE ROUTE-SPECIFIC EMAIL AND TEXT ALERTS FOR UP-TO-THE-MINUTE TRAFFIC INFO! KNOW BEFORE YOU GO WITH FLORIDA FIVE-ONE-ONE!

## Quick Q&A

Here's a summary of some of the most popular questions and answers related to FL511:

### **Q: What is Florida 511?**

A: The Florida Department of Transportation's 511 Traveler Information System provides bilingual (English and Spanish: website only) real-time traffic information, including point-to-point commuter travel times, congestion, construction, lane closures, severe weather and emergency evacuation information on Florida interstate highways; toll roads including Florida's Turnpike; and many other major metropolitan roadways. The resource is available 24 hours a day on the web at [www.FL511.com](http://www.FL511.com) and on the mobile application for Apple and Android devices.

### **Q: Is there a charge for using 511?**

A: 511 is a valuable resource to the public provided by FDOT. Users can call 24/7 to hear up-to-the-minute travel information. However, cell phone users should be aware that normal minute, text message and data charges may apply. FL511.com is a great website to visit, the app is an invaluable download, and there is no charge for registering for My Florida 511 personalized services.

### **Q: What travel information is available on 511?**

A: The Florida 511 website, mobile app, and phone system give real-time travel reports on Florida interstate highways and toll roads, including Florida's Turnpike, Miami-Dade Expressway Authority roads and Central Florida Expressway Authority roads; and other major metropolitan roadways. It also provides weather forecasts and severe weather alerts from the National Oceanic and Atmospheric Administration (NOAA). The mobile app provides point-to-point directions with travel times. The website offers one or more routes to destinations. Drivers can access traffic, transit, travel times, airports, seaports, or request a specific roadway, city or county. They can also follow any of the statewide, regional or roadway-specific Twitter feeds ([#FL511](https://twitter.com/FL511)), such as [@FL511\\_Northeast](https://twitter.com/FL511_Northeast), [@FL511\\_I10](https://twitter.com/FL511_I10) and [@FL511\\_I95](https://twitter.com/FL511_I95).

### **Q: How often is the information updated?**

A: Information is updated on an ongoing basis as incidents occur and situations change on roadways. Travel times are automatically updated every few minutes around the clock.

### **Q: How is the information collected?**

A: FDOT has deployed intelligent transportation (ITS) technology on Florida interstates and toll roads, including Florida's Turnpike; and many other major metropolitan roadways. FDOT partners – the Central Florida Expressway Authority and Miami Dade Expressway Authority – have also deployed similar technology along their expressways. Traffic Management Centers (TMCs) collect information about roadway conditions throughout Florida. The data comes from sensors in and alongside the road and reports from Road Rangers, Florida Highway Patrol, local law enforcement and Waze.

### **Q: How does the information available from 511 differ from the travel information I get on the radio and television?**

A: Florida 511 provides route-specific information, and you will be able to access the information on demand, whenever you need it. Additionally, with My Florida 511 text and e-mail alerts, you can receive a text message or e-mail alert when there is an incident on your personal routes.

< **Q: How can I report technical difficulties with the 511 system?** >

A: FL511 relies on users like you to provide us with as detailed as possible feedback on any issues you may be experiencing so that we can further improve how we serve you. Please leave us your feedback by filling out the Contact Us form on the website.

**Q: How can I help make the system better?**

A: FDOT encourages you to use the system on all of its platforms (i.e. website, mobile applications) and provide feedback on how to improve the system to better serve Florida drivers. Feedback is always welcome, so if you have a specific suggestion about how FDOT can improve, leave your comments in the comments section on the website, or on the mobile application for Apple and Android devices.

**Q: What are some of the special features on FL511.com?**

A: From FL511.com you can view traffic cameras under the “My Cameras” feature. You can see where incidents are, what is on the DMS signs detour routes, closures, construction, congestion, weather alerts, weather forecasts, and special events on a zoomable map. You can also consult the state map on the home page for detailed roadway conditions. FL511.com also provides door-to-door routing and FL511.com also allows users to sign up for My Florida 511 personalized services.



# FL511 Fact Sheet

## ... Did You Know?

### **FDOT's FL511 Traveler Information System Offers Many Benefits and Features Just for You!**

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Users of the Florida 511 Traveler Information System now have access to more benefits. The Florida Department of Transportation (FDOT) added new features and improved upon existing ones to deliver even more real-time traffic and travel information.

The state's official service continues to provide incident, congestion and construction information on Florida's interstates and toll roads, and other major metropolitan roadways.

#### **Features that can help you avoid traffic and safely reach your destination:**

- Driving directions, with point-to-point travel times and one or more routes via the website (*Not available on Twitter*)
- Notification of crashes, congestion, lane closures and construction on Florida's interstates, toll roads and major metropolitan roadways. Data is supplied by FDOT, Road Rangers, Florida Highway Patrol (FHP) and Waze.
- Severe weather alerts and forecasts, supplied by the National Oceanic and Atmospheric Administration (NOAA) (*Not available on Twitter*)
- My cameras feature on FL511.com allows users to create a list of FDOT traffic cameras for a personalized live look at conditions along their route.

#### **Emergency Information:**

- Provides weather-related road and bridge closure updates.
- Official source of traffic and travel information throughout severe weather and wildfires
- AMBER, Silver and Blue Alerts:
  - America's Missing: Broadcast Emergency Response (AMBER) Alerts notify the public of the child-abduction cases.
  - Silver Alerts notify the public when law enforcement agencies are searching for missing adults or citizens with cognitive impairments, including Alzheimer's disease or other forms of dementia.
  - Blue Alerts notify the public when law enforcement officers are searching for one or more offenders who have killed or seriously injured a law enforcement officer.

#### **Mobile app**

- Turn-by-turn directions, with real-time traffic updates and updated travel times on more roadways
- Easy access to website
- Links to other travel and transportation agencies
- Available on both Android and Apple devices. The best feature of the app is Drive Mode, allowing motorists to use the app in a hands-free manner.



## Website

- Interactive map of Florida with pin-drop locations for detour routes, cameras, closures, incidents, construction, congestion, message signs, weather alerts, weather forecasts, and special events
- Statewide Traffic camera views
- Turn-by-turn directions, travel times and instructions for the route you selected
- Weather alerts and forecasts by NOAA
- Live scrolling alerts about major incidents, road and bridge closures and more
- Available in English or Spanish
- Name and save your routes (e.g. work to home, evacuation, etc.).
- Sign up to receive text and email alerts:
  - Travel time increases
  - Traffic speed changes
  - Crashes, construction and congestion
- Alerts sent at the times and days you choose

## Twitter

- A total of 13 statewide, regional or roadway-specific feeds:
  - @fl511\_state
  - @fl511\_panhandl
  - @fl511\_northeast
  - @fl511\_central
  - @fl511\_tampabay
  - @fl511\_southwest
  - @fl511\_southeast
  - @fl511\_turnpike
  - @fl511\_i10
  - @fl\_511\_i4
  - @fl511\_i75
  - @fl511\_i95
  - @fl511\_95express
- Users can share real-time traffic and travel updates.



Florida 511 Logo – Full Color



Florida 511 Logo – Full Color (Reversed)