



HOLIDAY TRAVEL

T O O L K I T



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Letter to News Media Partners

November 14, 2022

Dear News Media Partner:

Holiday season is always a special time of the year. Let Florida 511 (FL511) navigate your travels during this busy time of celebrations!

In recognition of the season, the **Florida Department of Transportation's (FDOT) Florida 511 Advanced Traveler Information system (ATIS)** is reaching out to travelers with the Holiday Travels Toolkit. This toolkit provides information to help travelers stay in the know with traffic conditions, the best routes, and much more to help arrive to their destinations.

FL511 provides information about current road and travel conditions in Florida, so drivers can make choices about their travel plans. Its motto is "know before you go." The service includes a website in English and Spanish, mobile apps, Twitter messages, text alerts, and Facebook and Instagram pages. The service also provides real-time camera views on major Florida roads, so users can see live road conditions throughout the state. The goal is to increase driving safety and reduce travel time and stress.

Please feel free to use this information and share these materials with your network and on your communications platforms.

We also invite you to subscribe to one or more of our social media accounts, including 13 Twitter accounts:

@FL511_state; @FL511_estatdal; @FL511_turnpike; @FL511_northeast; @FL511_southeast; @FL511_central; @FL511_panhandl; @FL511_tampabay; @FL511_i95; @FL511_i95express; @FL511_i75; @FL511_i10; and @FL511_i4.

Additionally, we invite you to follow us and like us on our **Facebook** page, **@FL511**, and our **Instagram** page, **@Florida_511**.

Thank you and safe travels.

FL511 Marketing Team

News Release

For Immediate Release: November 2022
Florida Department of Transportation • Contact: Savannah Sams
E: Savannah.Sams@dot.state.fl.us

Enjoy Holiday Celebrations by letting FL511 Guide you to your Destinations

TALLAHASSEE, FL – Millions of drivers plan to travel Florida's roads, as we travel to and from our holiday gathering destinations. The **Florida Department of Transportation (FDOT)** encourages Florida drivers and visitors to plan ahead by using FDOT's **Florida 511 Advanced Traveler Information System (ATIS)** to find convenient routes to their destinations. Why ruin a wonderful holiday season for no reason? Use FL511 and continue to experience joy and cheer – even after you ring in the New Year!

FDOT encourages travelers to stay safe and avoid traffic by using the Florida 511 Advanced Traveler Information System for all of their travels. 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.

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. Choosing the time of day, day of week, and type or severity of incidents can customize alerts.

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**. Travelers can also follow us and like us on our **Facebook**, **@FL511**, and our **Instagram**, **@Florida_511**.

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.

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FL511 Fact Sheet

Florida 511 Advanced Traveler Information System (FL511)

What is FL511? Florida's official source for real-time traffic information. It is the most comprehensive source available 24/7. The goal is to keep traffic moving safer and more efficiently on Florida's roads.

When do I use FL511? It is used to plan a trip. It is used before driving via website, mobile app or Twitter feeds. The slogan is 'Connect, Know and Go' meaning that you connect to a device, plan your trip or check for current incidents, and then go.

What roads are covered? All interstates in Florida (I-4, I-10, I-75 and I-95), Florida's turnpike system, major metropolitan areas, and some state highways and other roads.

Can I use FL511 in a moving vehicle? Drivers may not. FDOT does not encourage the use of electronic devices while driving as it is a distraction and in some cases it is illegal. A passenger can use the Florida 511 mobile app when the car is in motion.

Who provides FL511? Florida Department of Transportation (FDOT).

Who is FL511 for? Anyone who needs accurate, current traffic information on Florida's roads. This includes anyone licensed to operate a motor vehicle in Florida, residents, tourists, winter visitors, students, commuters, businesses, commercial operations, truck drivers and many others.

What are some of the features? Turn-by-turn directions and travel times, real-time camera snapshots and streaming video throughout Florida, current incidents including crashes and disabled vehicles, congestion, traffic speeds, personalized services, text and email alerts, weather, information for hurricane evacuees, truck parking, Brickell Avenue Bridge openings and closings, local traffic information, and much more.

How do I access FL511? The website – FL511.com – has all the information and is available in English and Spanish. The Florida 511 mobile app has key features – available at the Apple App Store and Google Play. Twitter has 13 feeds with current traffic messages.

FL511 Fact Sheet (continued)

Is FL511 available on other social media sites? FL511 is on Facebook, Instagram and YouTube. These sites feature photos, videos, social media posts, and other fun and informative information.

How is FL511 different from other traffic information systems? FL511 does not provide turn-by-turn directions in a vehicle while in motion. It is Florida traffic only. It is reliable as it is provided by FDOT and its partners. It is very comprehensive and originated from the nationwide 511 system, established about two decades ago. It has no ads and is free as a public service.

Where can I learn more? Visit [FL511.com](https://www.fl511.com).

Public Service Announcements

Use FL511 to Plan Your Holiday Travel

30-SECONDS:

Don't let traffic fears spoil your holiday cheer! Know before you go with **F-D-O-T's Florida Five-One-One Advanced Traveler Information System**. F-L-Five-One-One provides real-time traffic info on major roadways leading to your Florida destinations. Visit **F-L-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! Follow us on **Facebook @FL511** and **Instagram @Florida_511**.

15-SECONDS:

Happy Holidays! Know before you go with **F-D-O-T's Florida Five-One-One Advanced Traveler Information System**. F-L_Five-One-One provides Real-Time traffic info at your fingertips. Visit **F-L-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. Follow us on **Facebook @FL511** and **Instagram @Florida_511**.

Social Media Messages

Avoid #Holiday Season traffic with **#FL511**. Find out what traffic will be like by visiting FL511.com, downloading the mobile app, or following any of the statewide, regional or roadway-specific **Twitter** feeds (#FL511), such as @FL511_State. Also, follow us and like us on our **Facebook** page, @FL511, and our **Instagram** page, @Florida_511.

Don't let traffic fears spoil your holiday cheer! Before you head to your destination, check #FL511 for traffic information. Download the **Florida 511 app** on the **Apple App** or **Google Play** stores. 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**.

Know before you go with #FL511 to receive the latest traffic conditions for your route.

Avoid traffic with FL511.com and sign up for personalized traffic alerts!

Graphic Arts Materials

Suggested Creative Assets



Florida 511 Logo – Full Color



Florida 511 Logo – Full Color (Reversed)

Graphic Arts Materials (continued)

Suggested Creative Assets

