



Wisconsin 511 Traveler Information

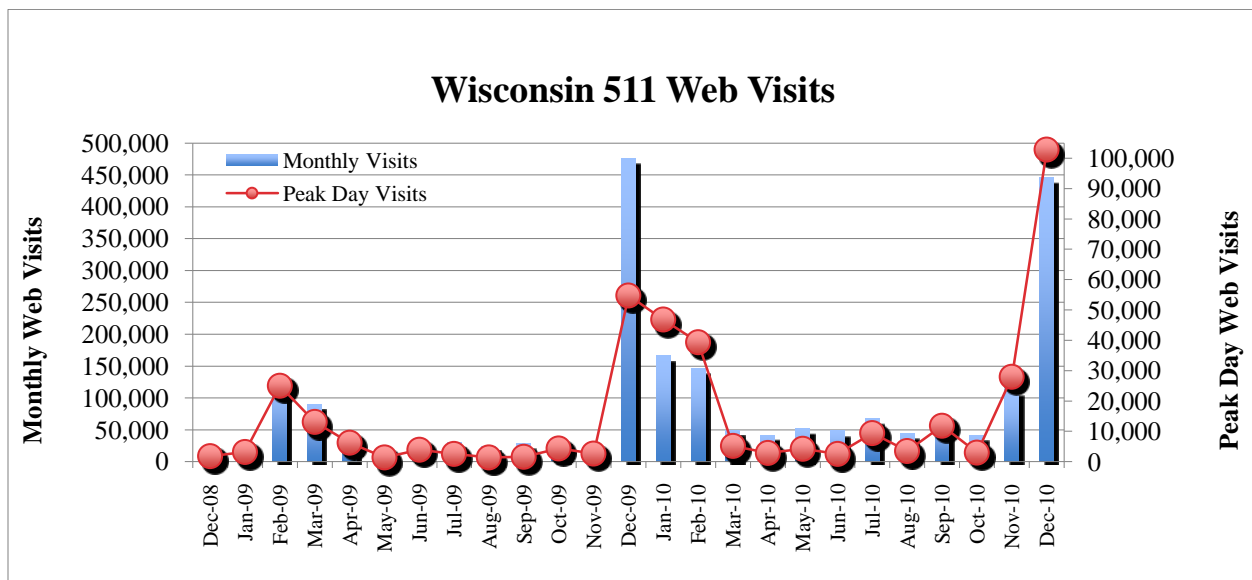
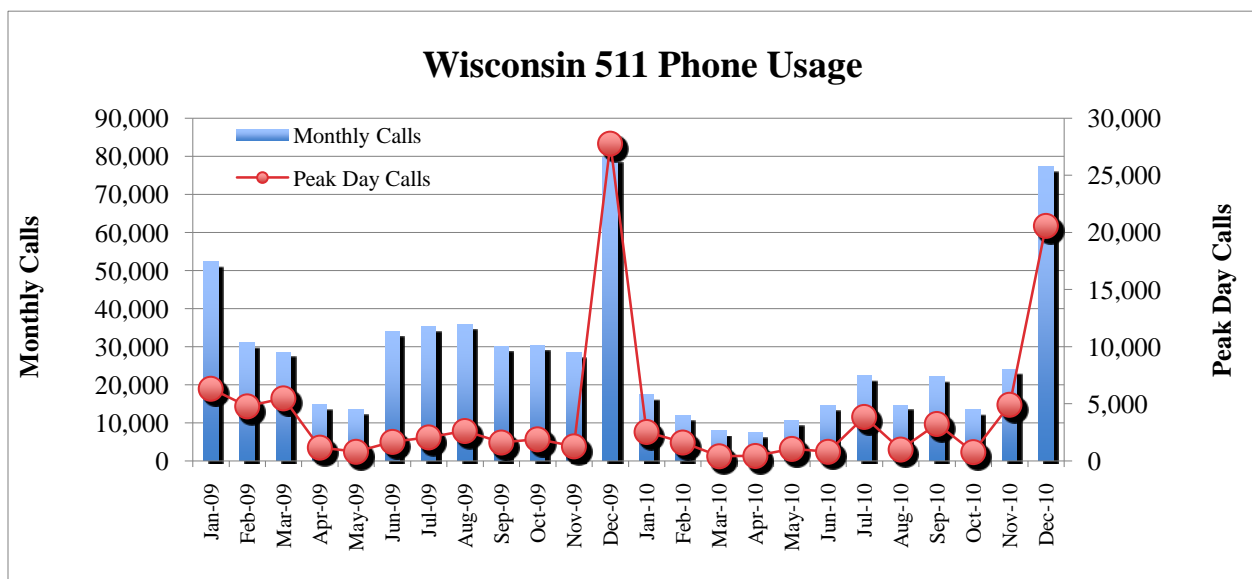


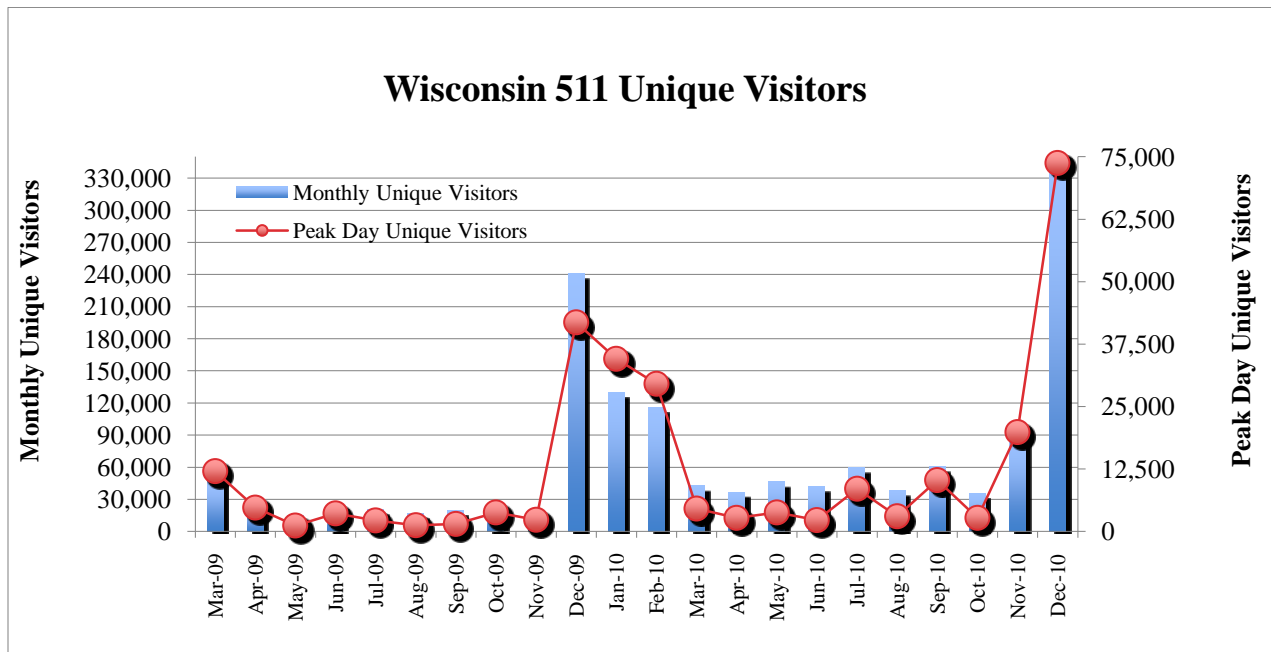
2010 Annual Usage Summary

January 19, 2011

Overall to-date Summary

- 24 months of operation
- 784,918 total calls
- 2,382,451 total web visits
- 1,576,104 total unique visitors
- Additional minor enhancements are ongoing
- 511 major project website effort underway (2010-2011 timeline)



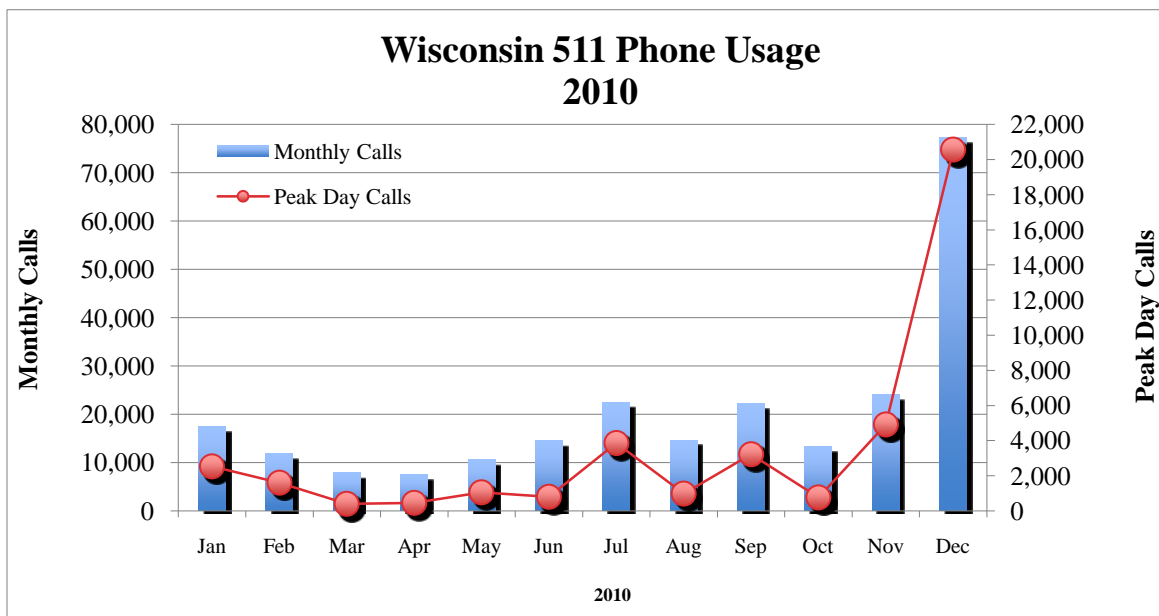


2009 Summary

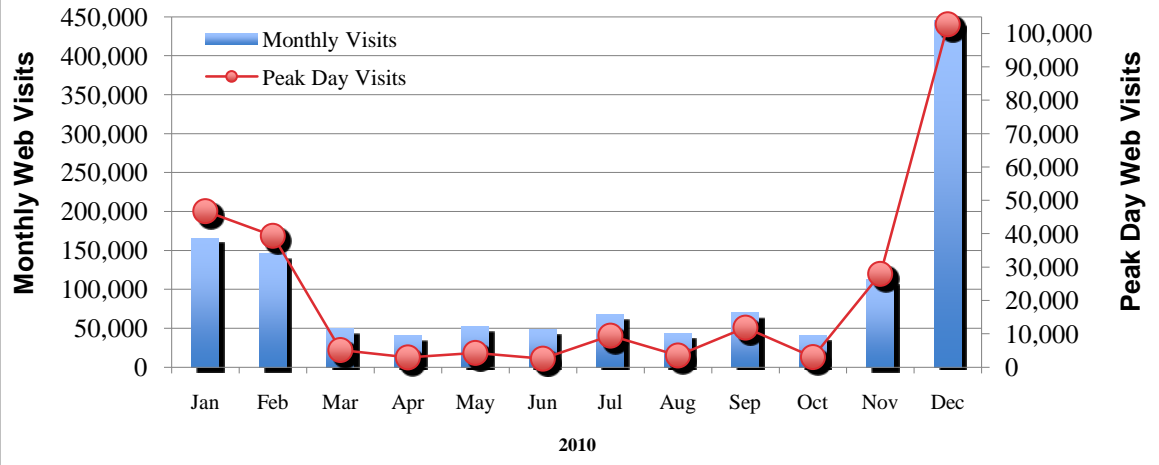
- 414,286 calls; December 24 was the peak day with 27,778 calls
- 956,218 web visits; December 24 was the peak day with 54,761 total web visits
- 444,105 unique visitors; December 9 was the peak day with 41,833 unique visitors

2010 Performance

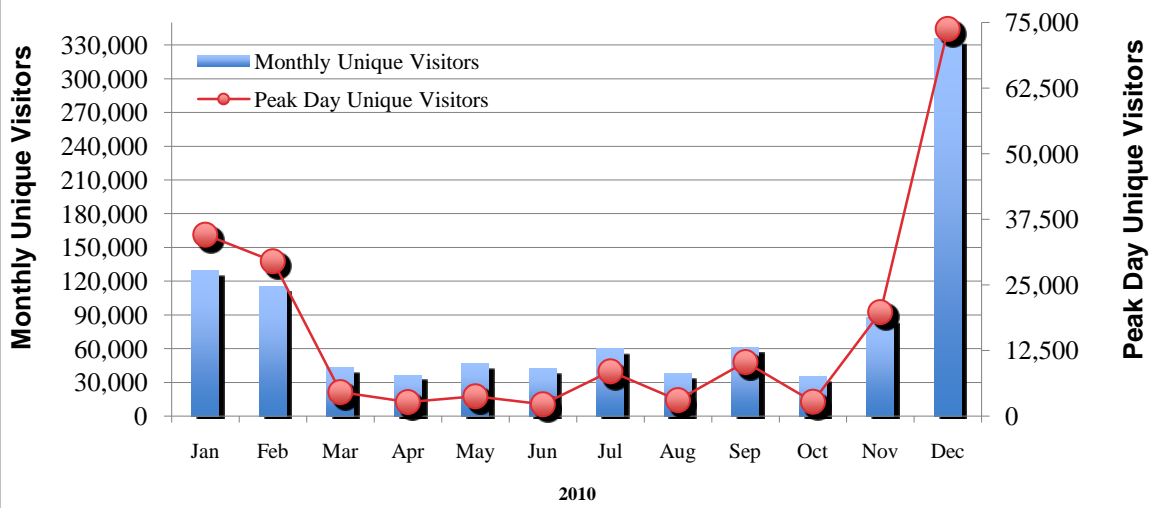
Monthly Summary



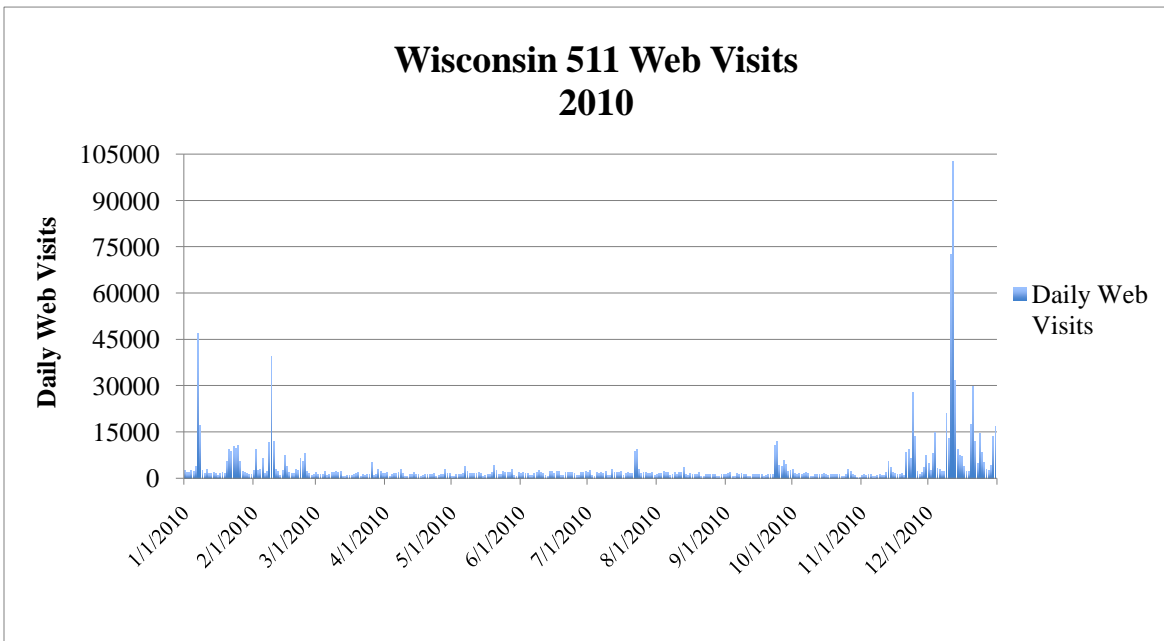
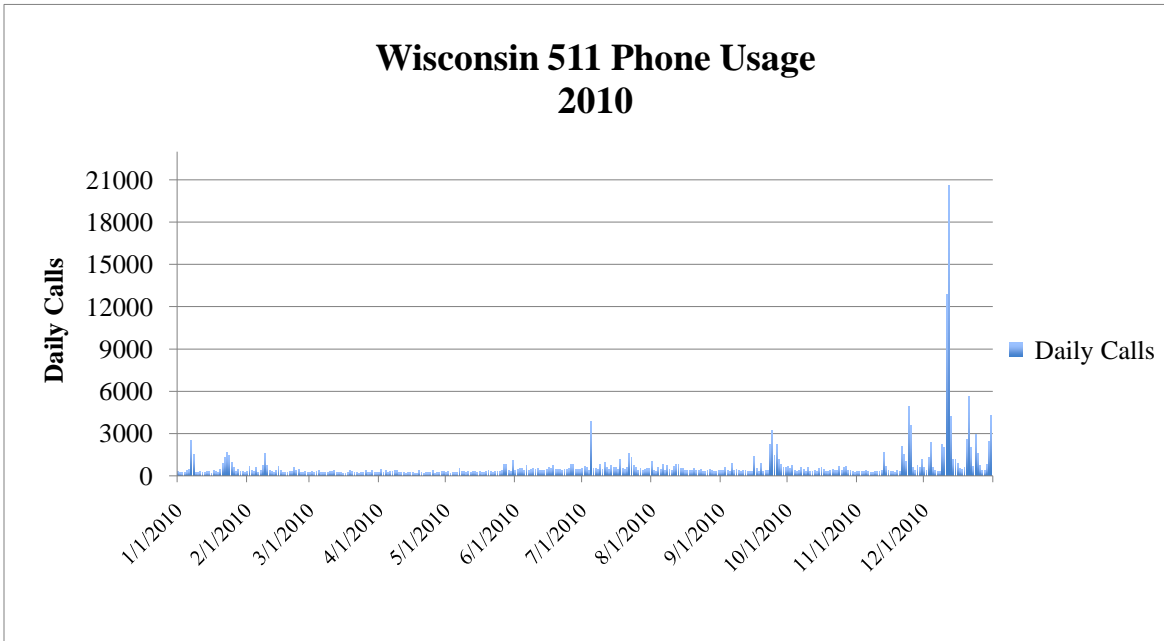
Wisconsin 511 Web Visits 2010



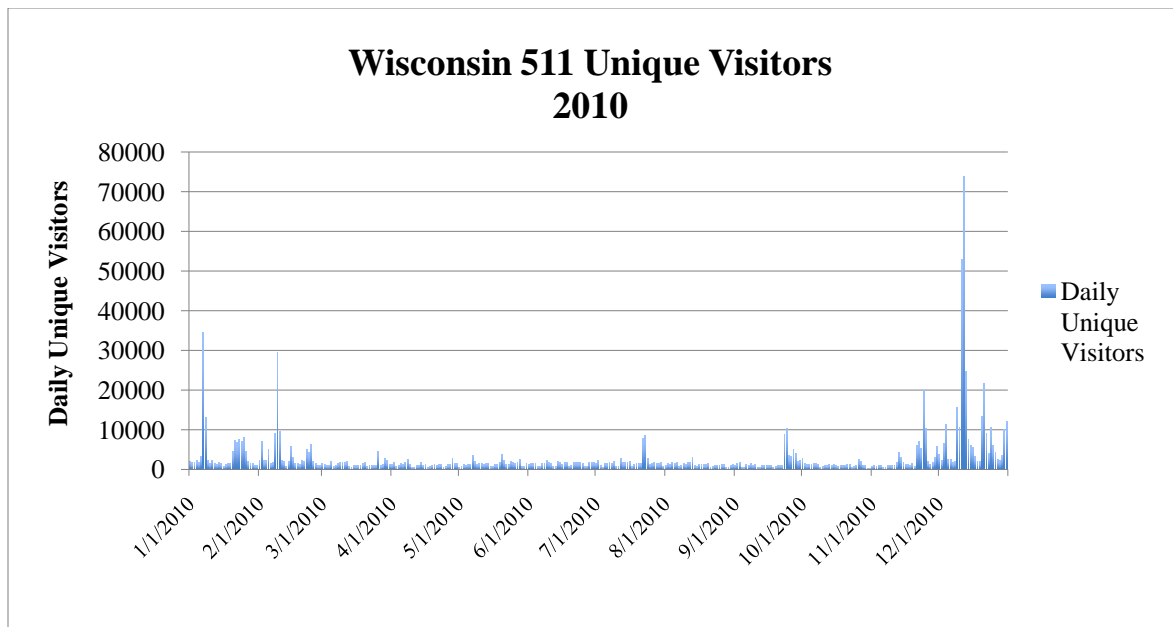
Wisconsin 511 Unique Visitors 2010



2010 Performance
Daily Summary



Wisconsin 511 Unique Visitors 2010



2010 Overall Performance

- 243,730 calls; December 12 was the peak day with 20,569 calls
- 1,282,805 web visits; December 12 was the peak day with 102,792 web visits
- 1,029,718 unique visitors; December 12 was the peak day with 73,749 unique visitors
- January 7-8 snowstorm generated 4,012 calls, 64,007 web visits and 47,674 unique visitors; January 7 was the peak having 2,529 calls, 46,805 web visits and 34,542 unique visitors
- An ice, snow and fog event during January 21-25 generated 6,192 calls, 48,547 web visits and 36,729 unique visitors; January 23 was the peak day on calls with 1,629 while January 25 had 10,574 web visits and 8,035 unique visitors
- A snowstorm during February 8-10 generated 2,988 calls, 63,015 web visits and 48,142 unique visitors; February 9 was the peak day with 1,564 calls, 39,402 web visits and 29,528 unique visitors
- On July 5 the daily call total was 3,867, while the AMBER Alert generated approximately 2,900 calls that afternoon; the 511 system handled over 1000 calls per hour with no busy signal
- Heavy rains during July 22-23 generated 2,849 calls, 3,878 web visits and 16,236 unique visitors
- September 23-27 flooding events in NW Wisconsin generated 10,248 calls, 35,917 web visits and 31,091 unique visitors; September 24 was the peak day with 3,228 calls, 11,864 web visits and 10,294 unique visitors
- A series of tornadoes followed by a snow/ice storm during the Thanksgiving holiday week generated (November 21-25) 13,028 calls, 65,596 web visits and 48,527 unique visitors
- During this event November 24 was the peak day with 4,911 calls, 27,926 web visits and 19,844 unique visitors
- December had various peak days due to weather but more remarkable was the December 11-12 snowstorm
- This storm generated 33,400 calls, 175,356 web visits and 126,580 unique visitors
- December 12 had 20,569 calls with up to 2,300 calls per hour
- December 12 also generated 102,792 web visits and 73,749 unique visitors; both the web visits and unique visitors were the highest ever recorded on the 511 system