



Wisconsin 511 Traveler Information

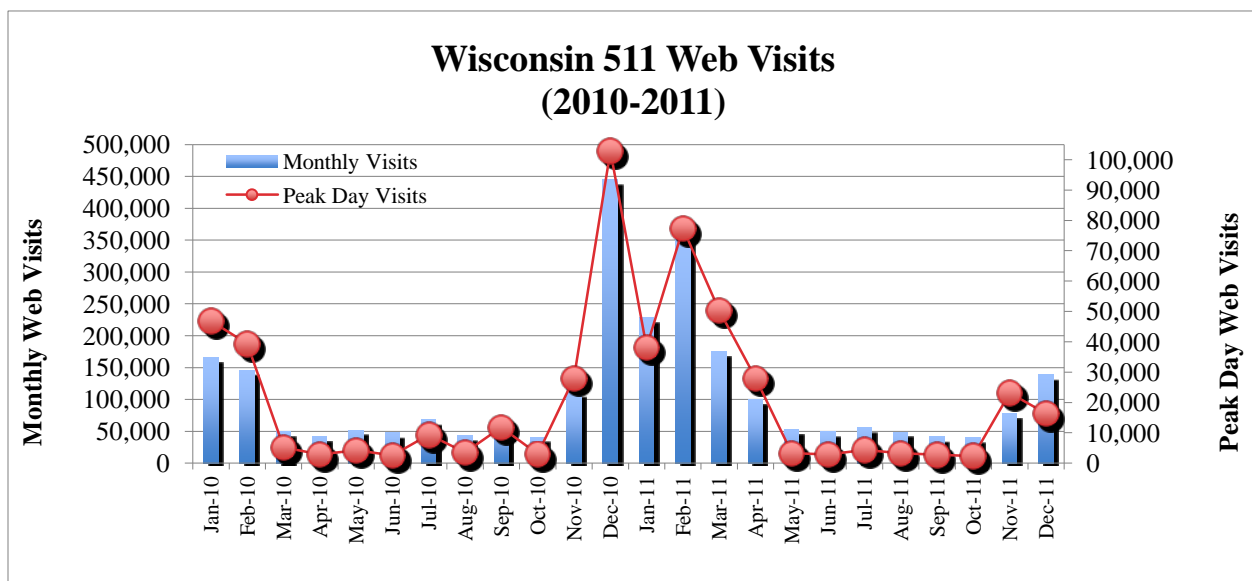
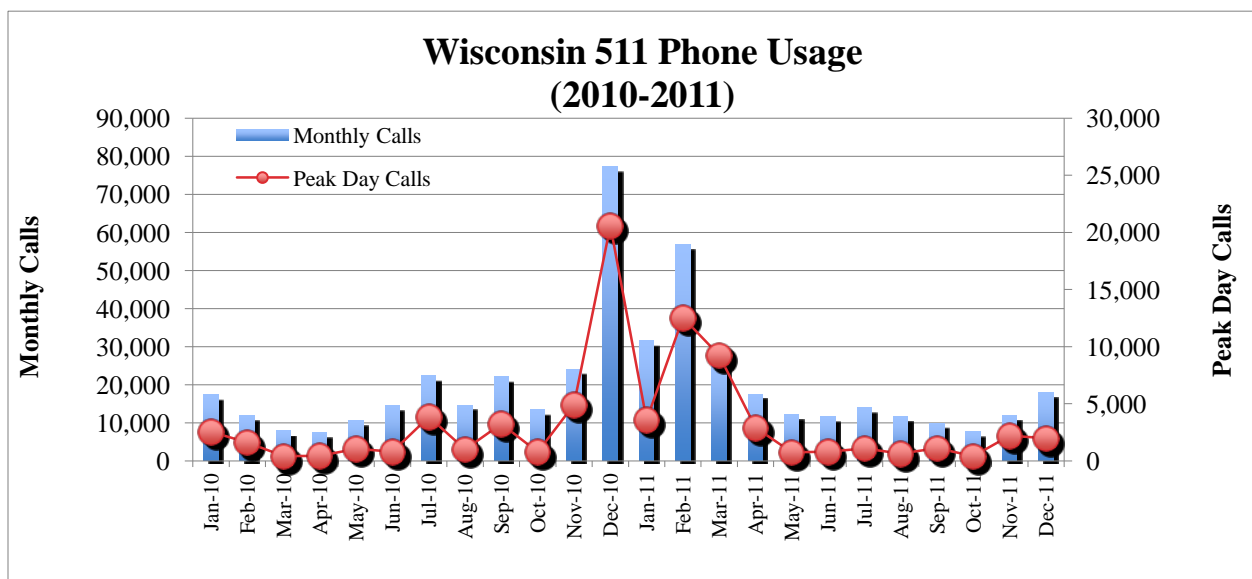


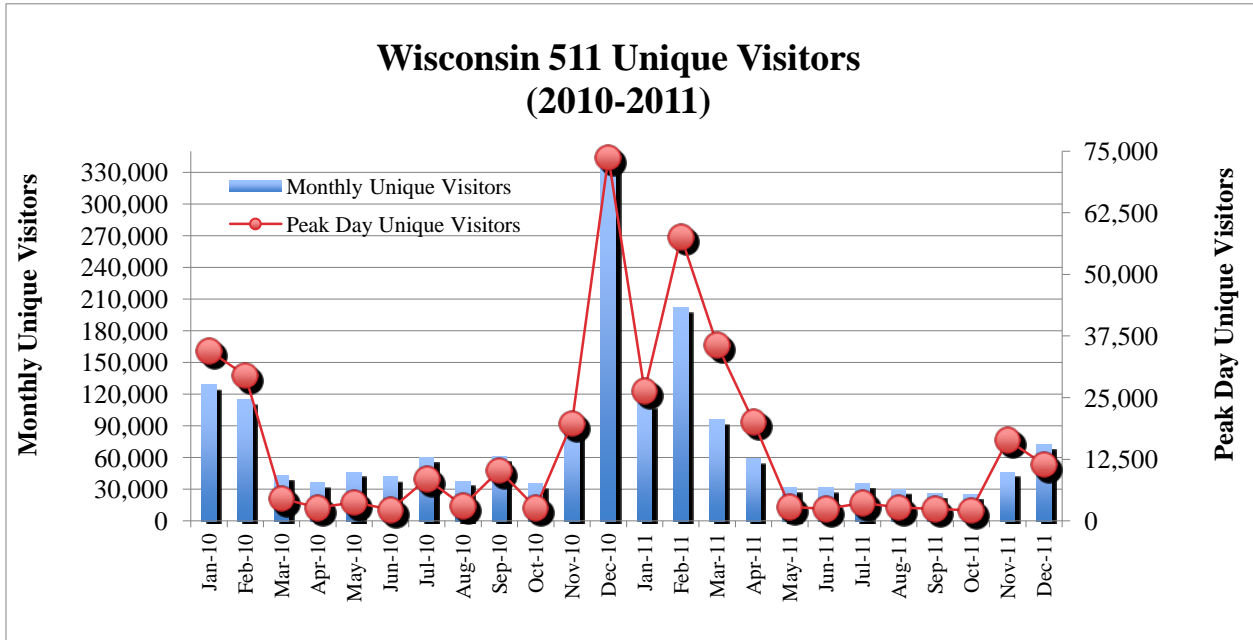
2011 Annual Usage Summary

January 3, 2012

Overall to-date Summary

- 36 months of operation
- 1,016,603 total calls – the 1 Million mark was passed on December 3, 2012
- 3,627,527 total web visits
- 2,240,850 total unique visitors
- Additional enhancements are ongoing
- 511 projects website effort underway (2010-2012 timeline)



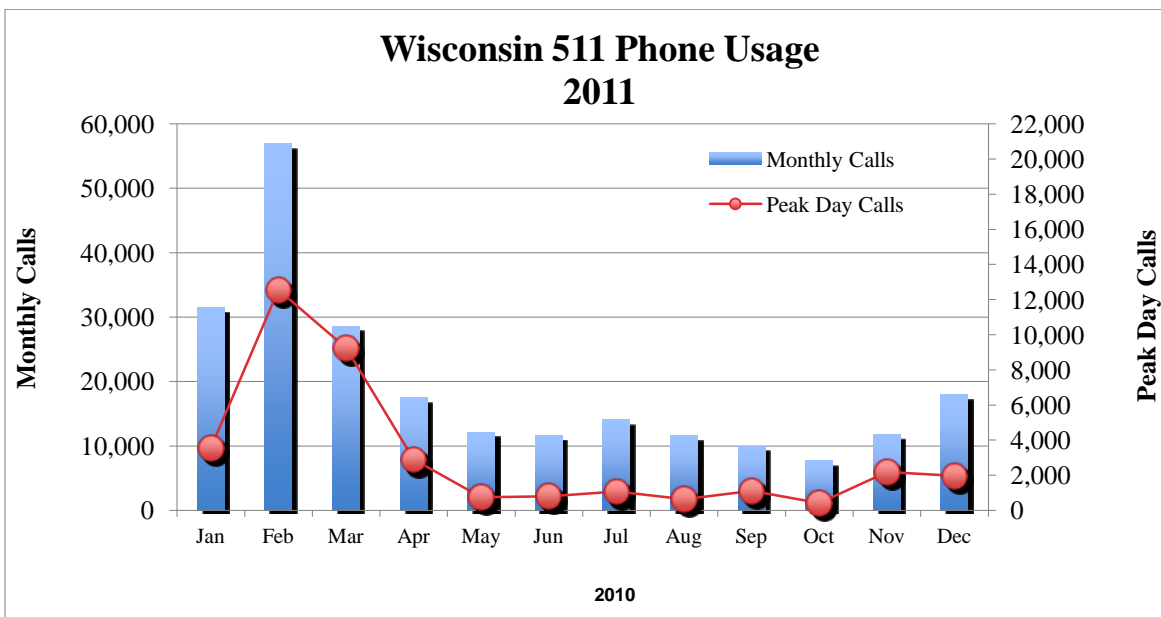


2010 Summary

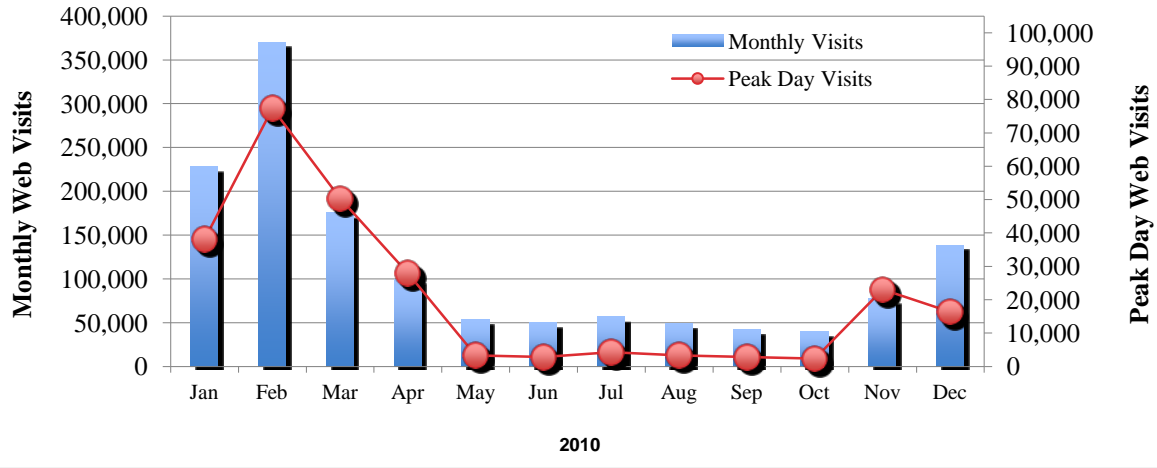
- 243,730 calls; December 12 was the peak day with 20,569 calls
- 1,282,805 web visits; December 12 was the peak day with 102,792 total web visits
- 1,029,718 unique visitors; December 12 was the peak day with 73,749 unique visitors

2011 Performance

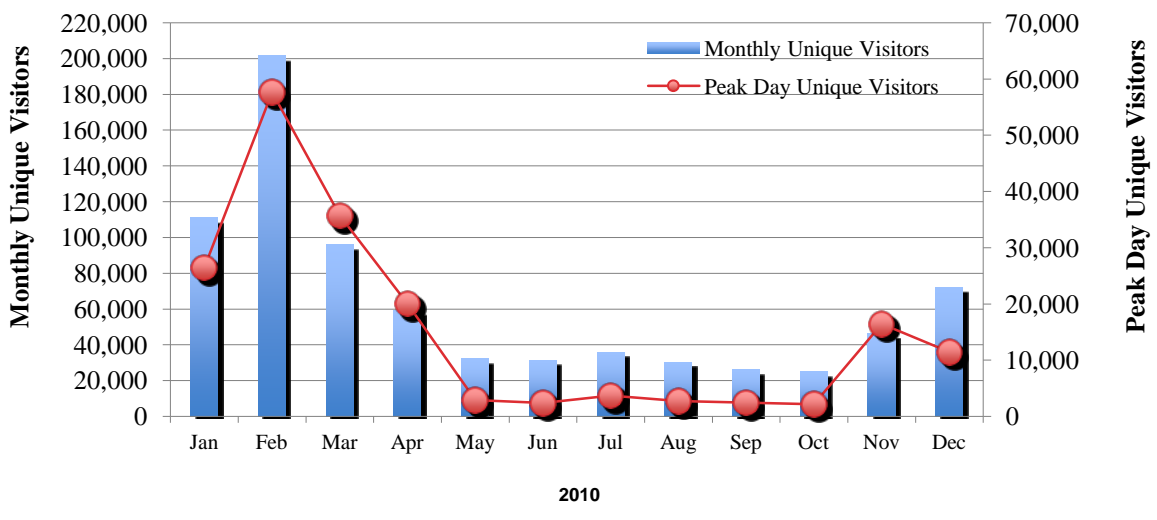
Monthly Summary



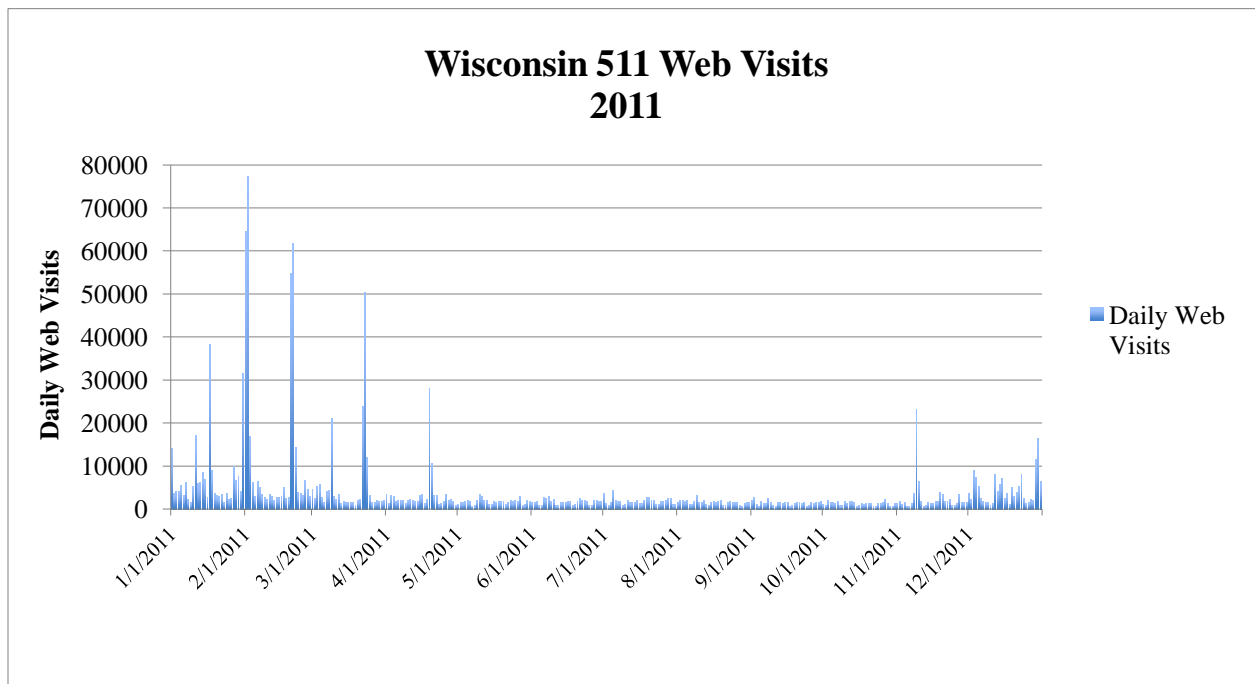
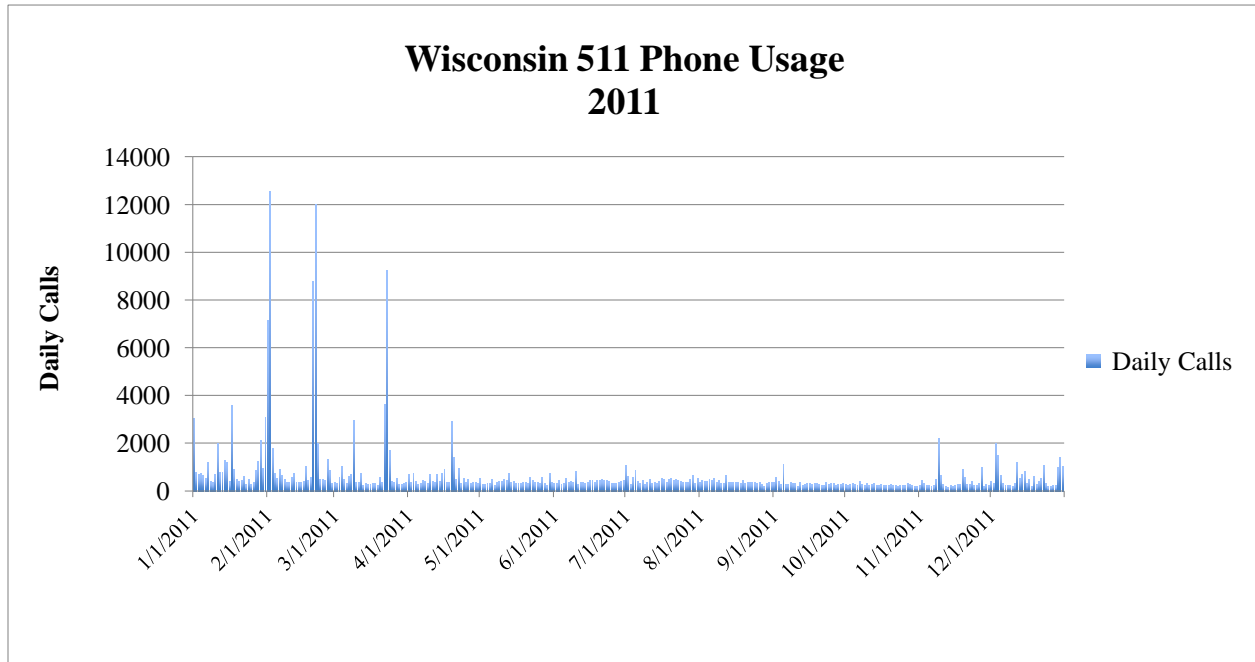
Wisconsin 511 Web Visits 2011



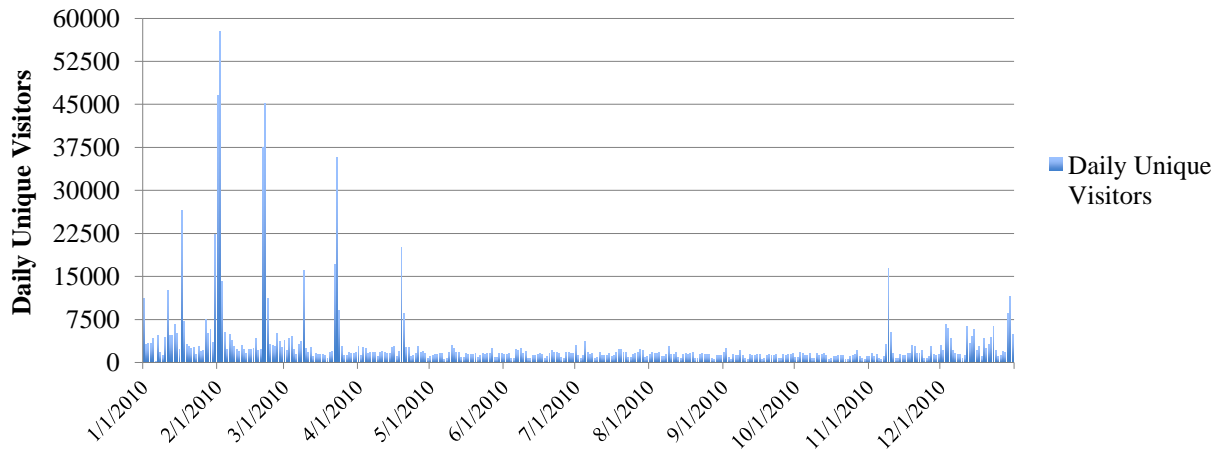
Wisconsin 511 Unique Visitors 2011



2011 Performance
Daily Summary

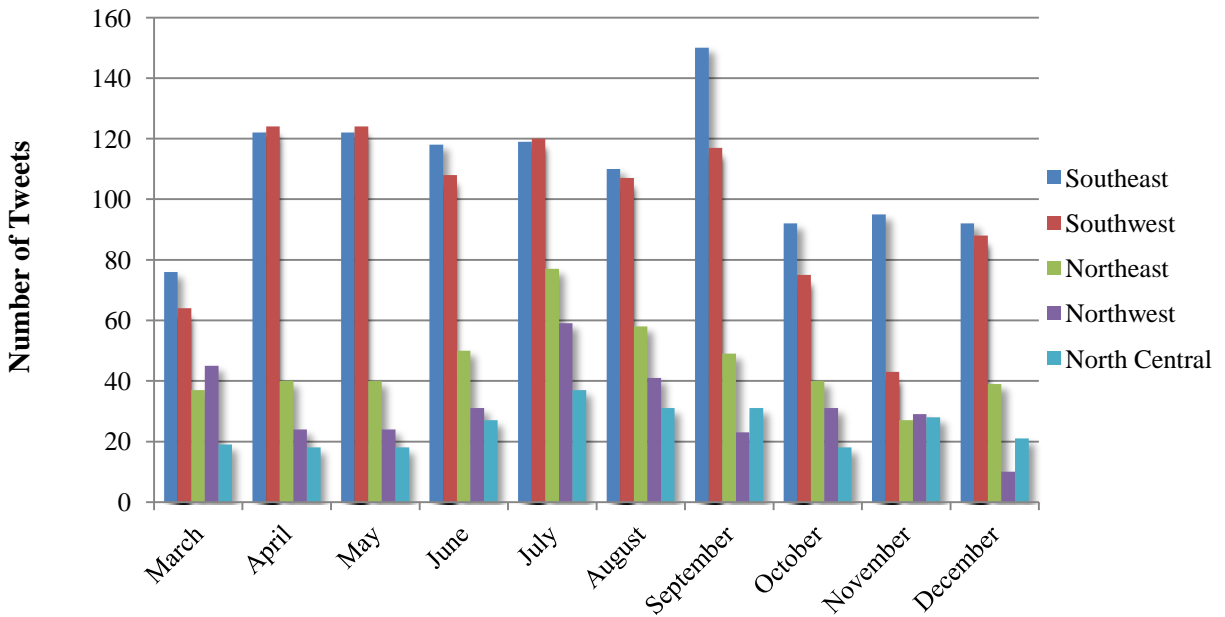


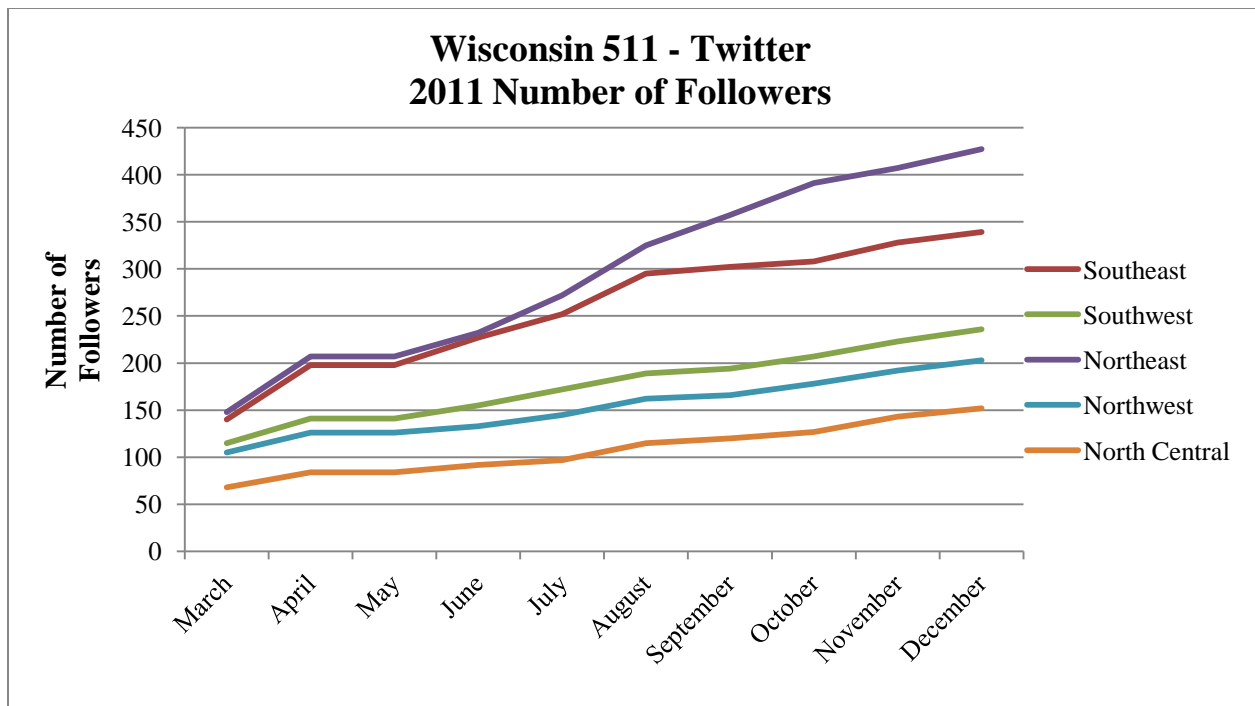
Wisconsin 511 Unique Visitors 2011



2011 Performance *Twitter*

Wisconsin 511 - Twitter 2011 Number of Tweets





2011 Overall Performance

- 231,671 calls; February 2 was the peak day with 12,552 calls
- 1,378,945 web visits; February 2 was the peak day with 77,356 web visits
- 767,027 unique visitors; February 2 was the peak day with 57,623 unique visitors
- Wisconsin 511 twitter was launched in March 2011, and there was a total of 3,088 tweets by the end of the year; Southeast region had a total of 1,096
- The number of twitter followers is 1,357; Northeast region has 427 followers
- A constant snow event between January 10th-17th produced a combined total of 10,684 calls and 91,038 web visits; January 17th was the peak day with 3,574 calls and 38,171 web visits
- January 31st was the first day of a major blizzard that hit southeast Wisconsin resulting in 3,098 calls and 31,524 web visits
- During the blizzard between February 1st and 2nd the system had a total of 19,696 calls and 141,985 web visits combined; February 2nd was the peak day during this event and the peak day of the year with 12,552 calls and 77,356 web visits
- A snow/ice storm during February 20th and 21st produced a total of 20,775 calls and 116,666 web visits combined; February 21st was the peak day during this event with 12,016 calls and 61,849 web visits
- During a snowstorm on March 9th the system received a total of 2,953 calls and 21,095 web visits
- A snow/ice storm between March 22nd and 24th produced a total of 14,564 calls and 86,322 web visits combined; March 23rd was the peak day of this with a total of 9,241 calls and 50,300 web visits
- Poor winter driving conditions on April 19th-20th generated a total of 4,322 calls and 38,505 web visits those two days
- A grass fire along the Beltline generated 3,337 web visits on May 10th
- As a result of the July 4th holiday weekend, Friday, July 1st had a total of 1,072 calls and Tuesday, July 5th had 4,298 web visits
- September 5th (Labor Day) had 1,115 calls while September 8th had 2,549 web visits, although no significant events were reported

- The winter storm on November 9th, generated 2,193 calls and 23,092 web visits, both resulting as the peaks for the month
- The holiday weekend between November 23rd and November 27th generated a total of 2,128 calls and 8,881 web visits; November 27th had a total of 997 calls and 3,446 web visits
- A winter storm on the weekend between December 3rd and the 4th, generated 3,460 calls and 16,515 web visits; December 3rd had 1,974 calls resulting in the month's peak
- The 1 million calls milestone was reached on December 3rd during the event
- The holiday weekend between December 30th and the 31st had a total of 2,416 calls and 22,801 web visits; December 30th had 16,351 web visits resulting the month's peak