

# Evaluation of Alaska's 511 System

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# Overview

- 511 Background
- Alaska 511 Background
- Alaska 511 Call Statistics
- Alaska 511 External Survey
- Alaska 511 Internal Survey
- Future Research

# 511 Background

- Petition FCC in 1999
- Approved in July 2000
- Deployment coalition created
- National statistics
- Goal of Coalition

# Alaska 511 Background

- Deployed phone and web April 25, 2003
- 11<sup>th</sup> statewide and 16<sup>th</sup> overall system
- 15 state CARS coalition
- Information available

# Alaska 511 Call Statistics

- Over 135,000 in first two years
- Over 6,300 hours of call time accrued
- Call peaks
- Information requested
  - Type
  - Format
  - Cities/regions
  - Highways/routes
- Caller description
  - Unique callers
  - Times used 511
  - Residence
  - Landline vs cell phone

# Alaska 511 Web Statistics

- Over 4,150,000 in almost two years
- Average in day are 6,756
- Web peaks
- Sites prior to accessing 511.Alaska.gov
- Most sought after information and peaks
- Most chosen locations

# 511 External Survey Background

- Distributed to:
  - AK residents
  - Tourism organizations
  - Commercial vehicle agencies
- Two rounds – April and October 2005
- 7 percent response rate
- Comparison report



# 511 External Survey

## General Trav Info Questions

- Most important feature
- Time of access
- Change in behavior
- Marketing

# 511 External Survey Phone Analysis

- Frequency of usage
- Location selection
- Feature satisfaction
- Awareness level
- Overall rating

# 511 External Survey Website Analysis

- Frequency of usage
- Feature satisfaction
- Overall rating

# 511 Internal Survey Background

- CARS Database & Road Condition Quick Entry Form
- Purpose of survey
- Adobe Acrobat survey form
- Distributed to:
  - ADOT&PF employees
  - Partnering agencies
- Response Rate

# 511 Internal Survey

- Database and Quick Entry Form deployed in 2003
- Knowledge of CARS & Quick Entry Form
- Sources for information gathering
- Frequency of usage
- Rating of systems
- Type of information reported
- Numerous enhancements suggested

# Future Research

- Nationwide survey to compare states
  - Rural vs Urban comparison
  - Vendor vs vendor comparison
  - Menu structures
  - Information provided
- Comparison report on all states
- Continued evaluations of Alaska system

# Questions

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