Performance Monitoring Report
August 2009

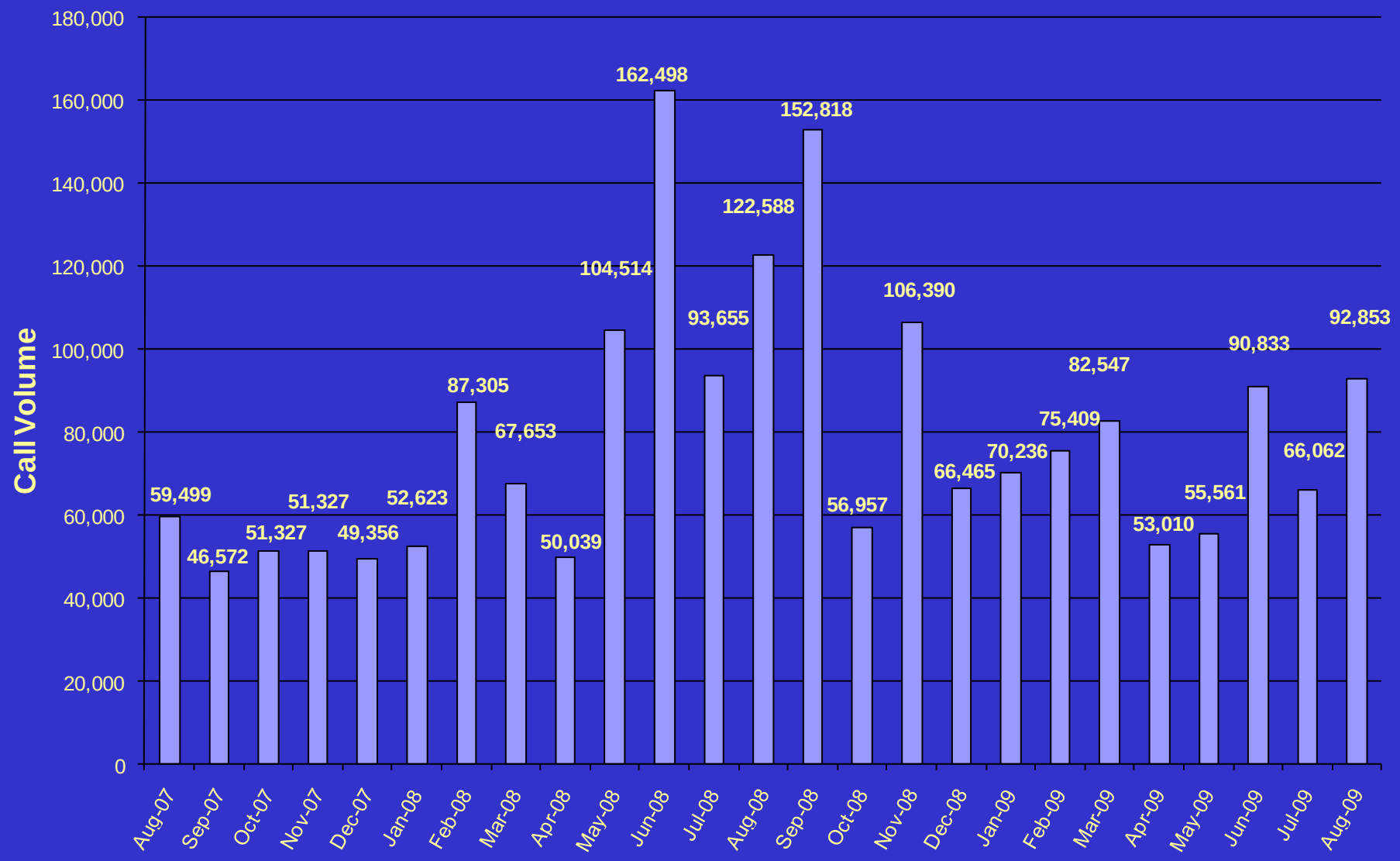
NC 511 Telephony System

511 Summary Statistics

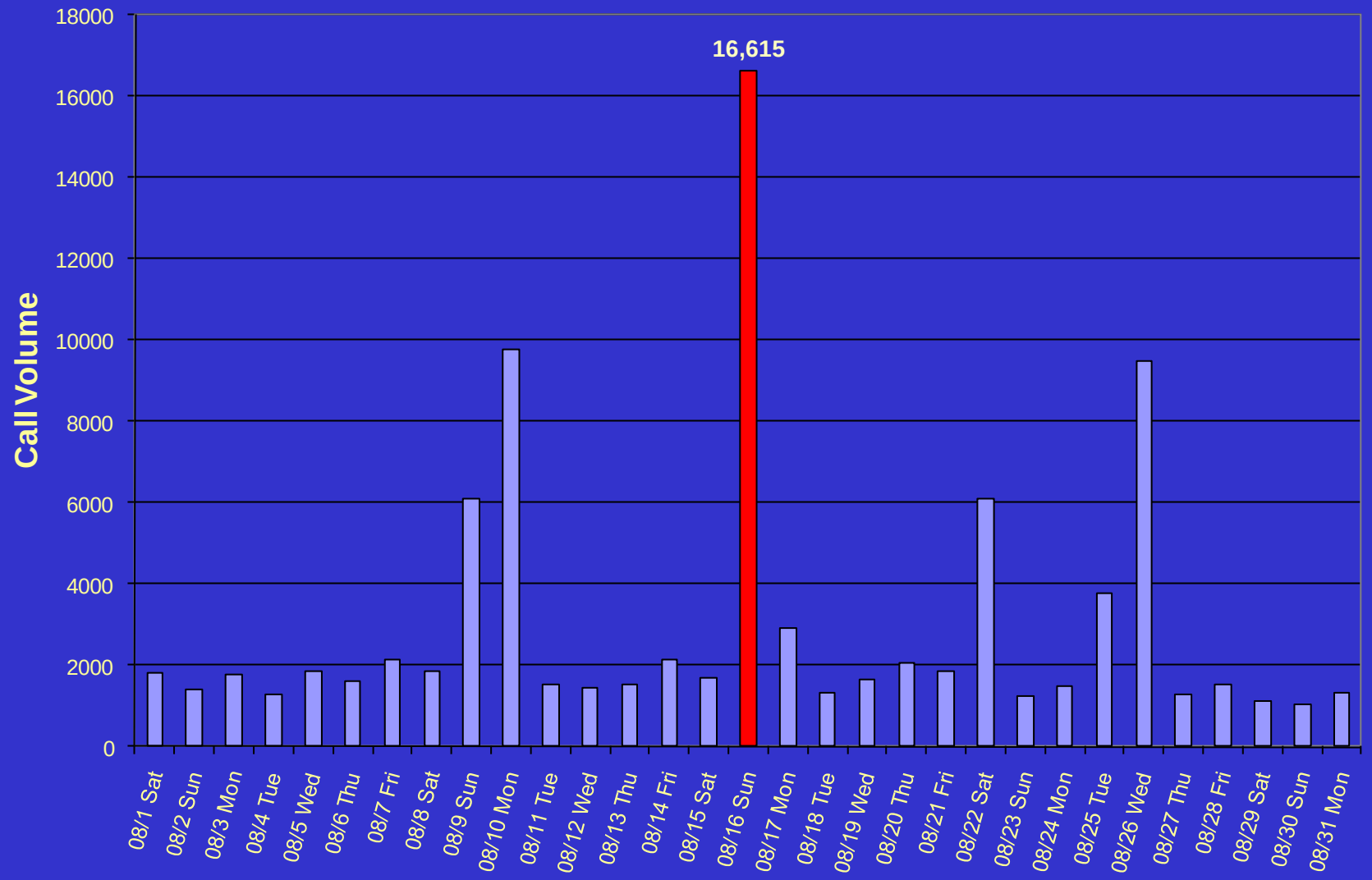
August 2009

- Calls:
  - Total Calls: 92,853
  - Total Calls Since Launch: 3,793,747
  - Minutes:
  - Total Minutes: 118,515
  - Total Minutes Since Launch: 5,502,435
- Average Call Duration: 1 min. 17 sec
- Peak Call Day: Sun. 8/16-16,615

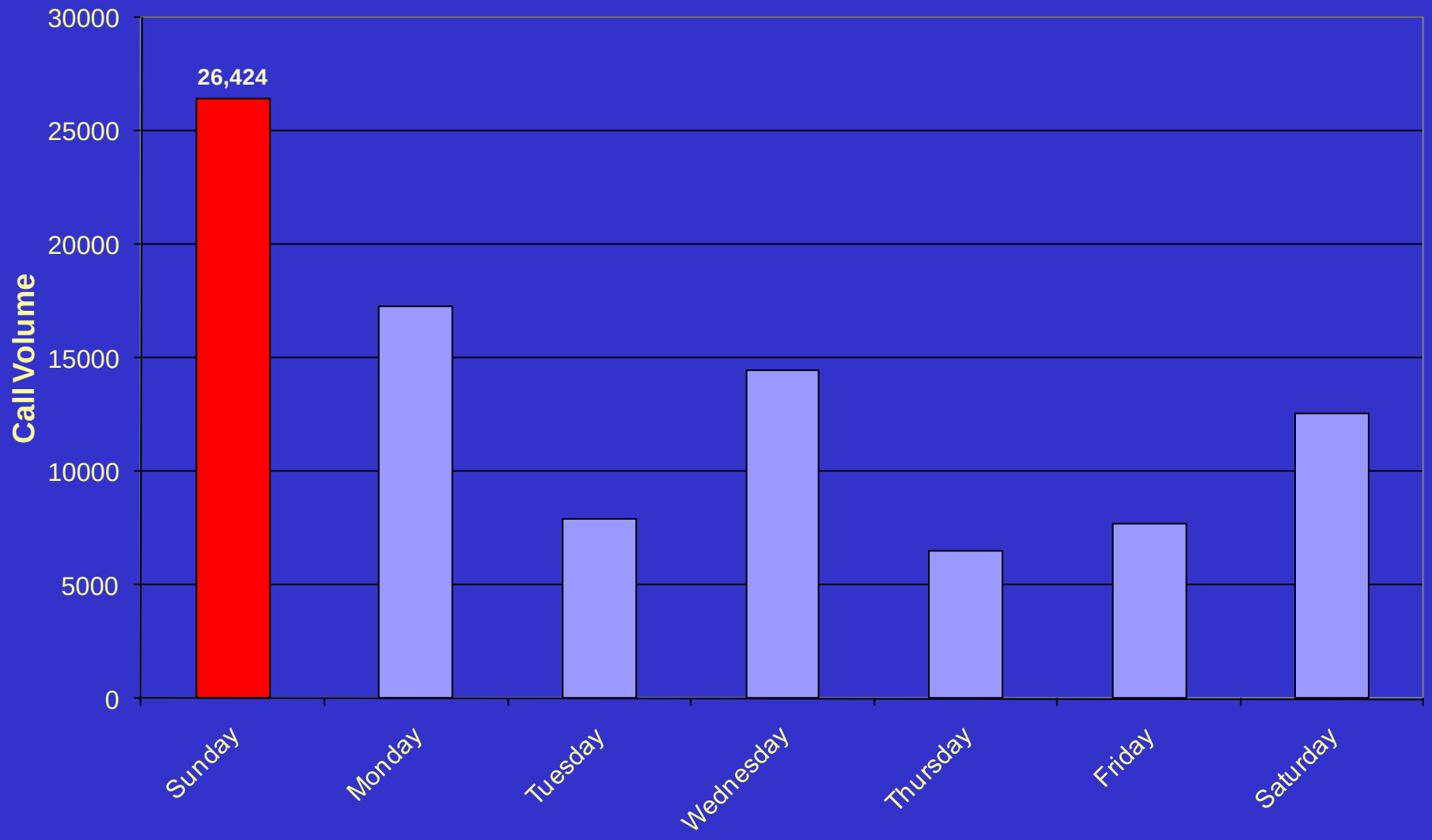
NC 511 Calls by Month



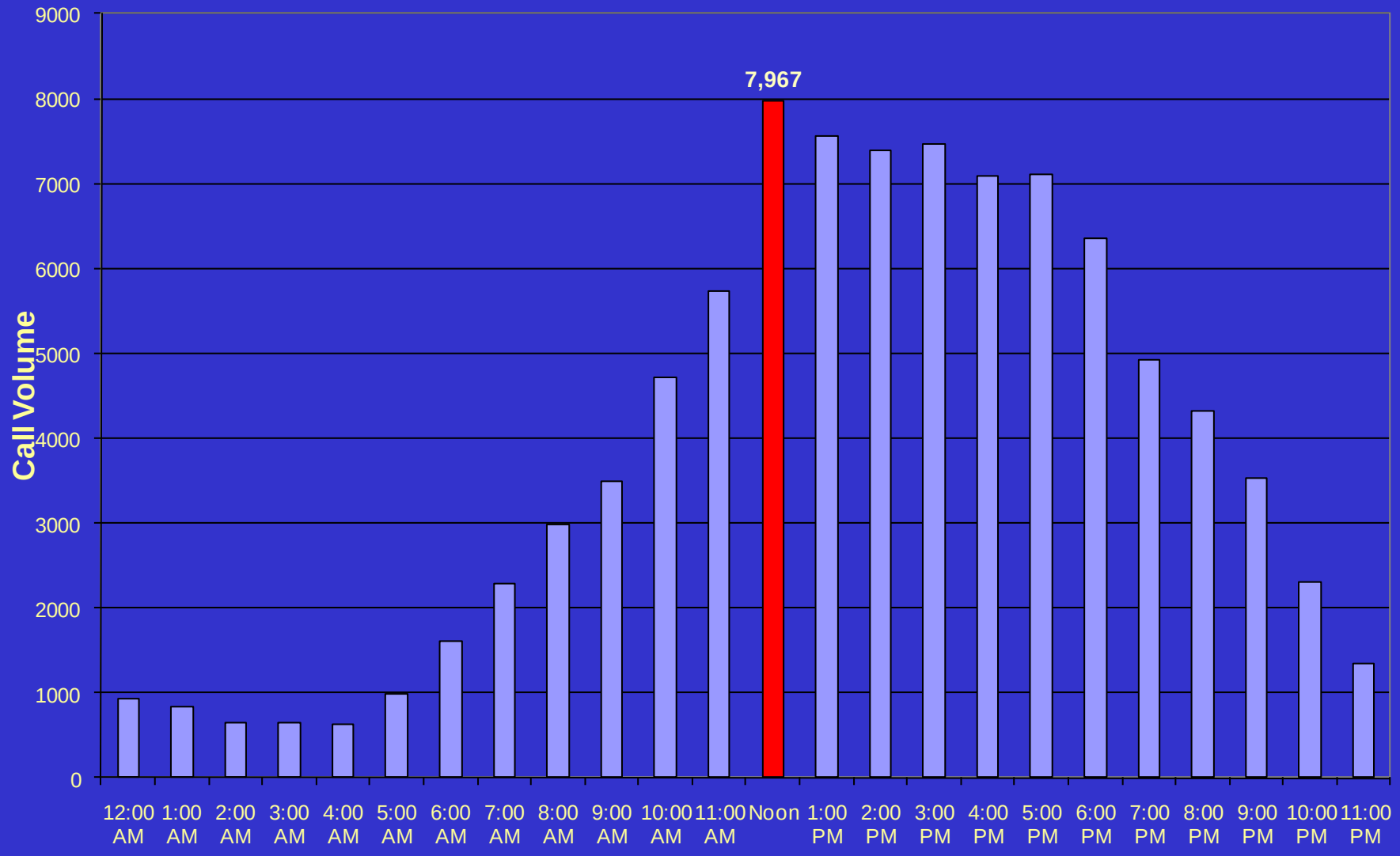
NC 511 Calls by Day



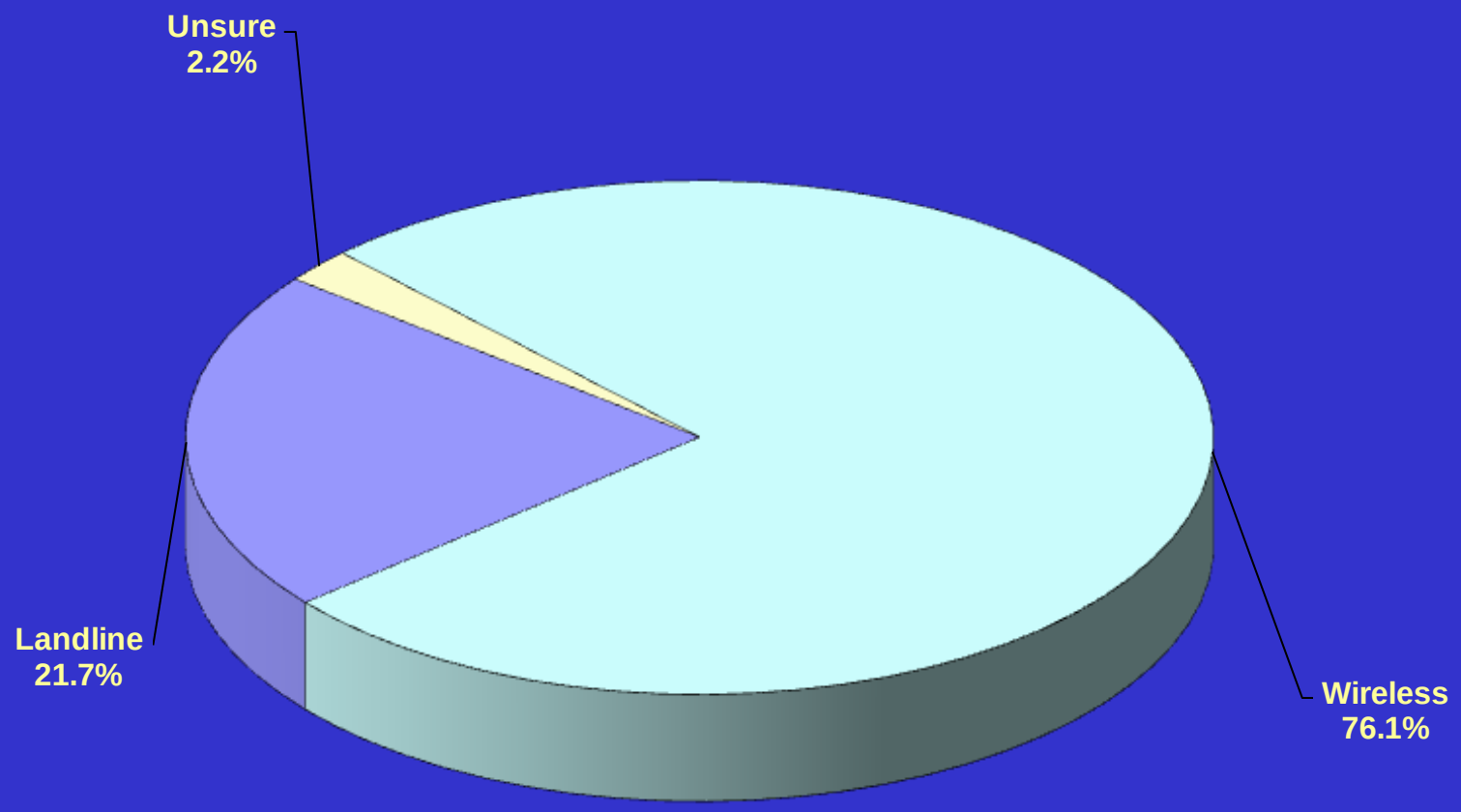
NC 511 Call Activity by Day of Week



NC 511 Call Activity by Hour of Day

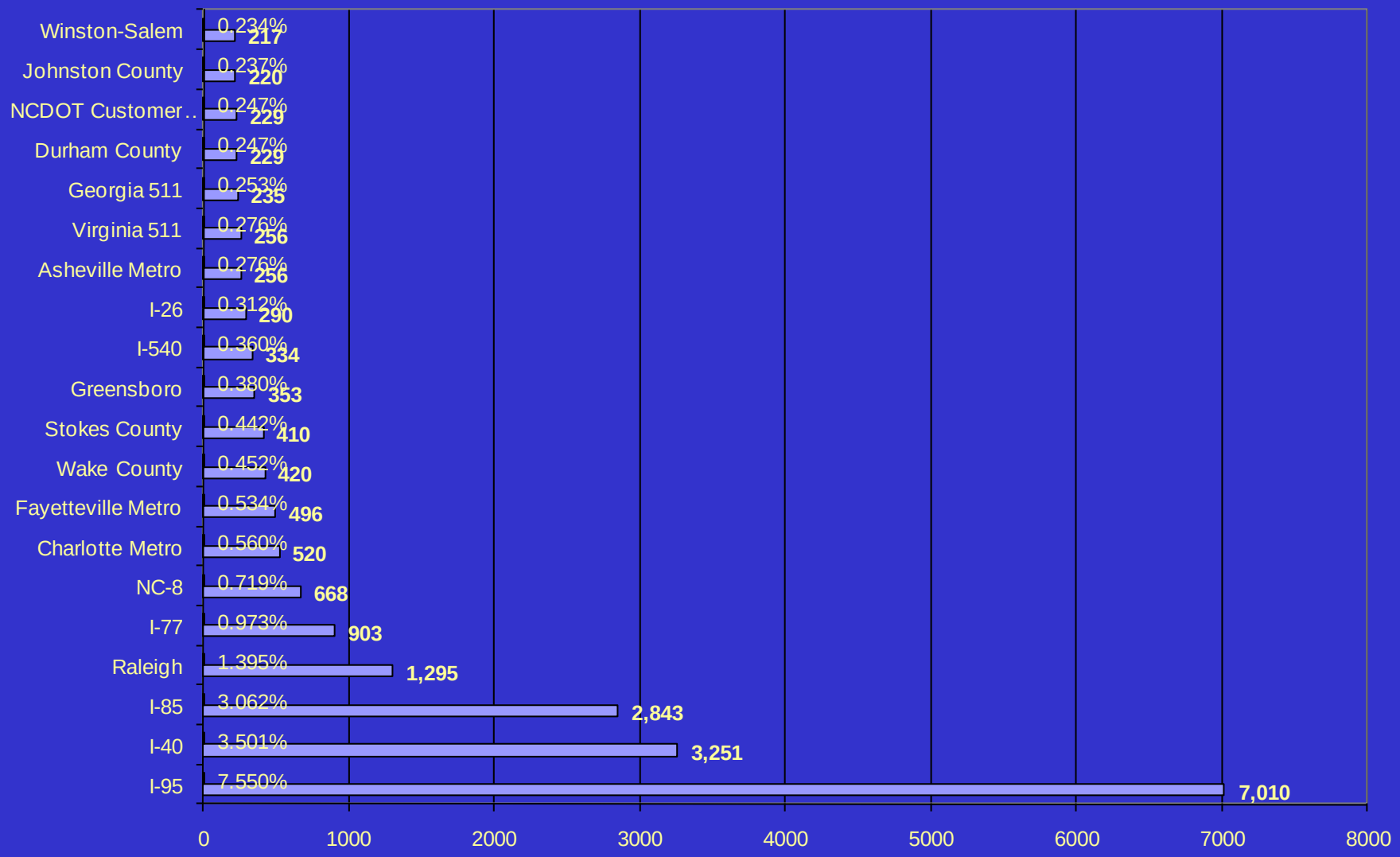


NC 511 Wireless vs. Landline Calls



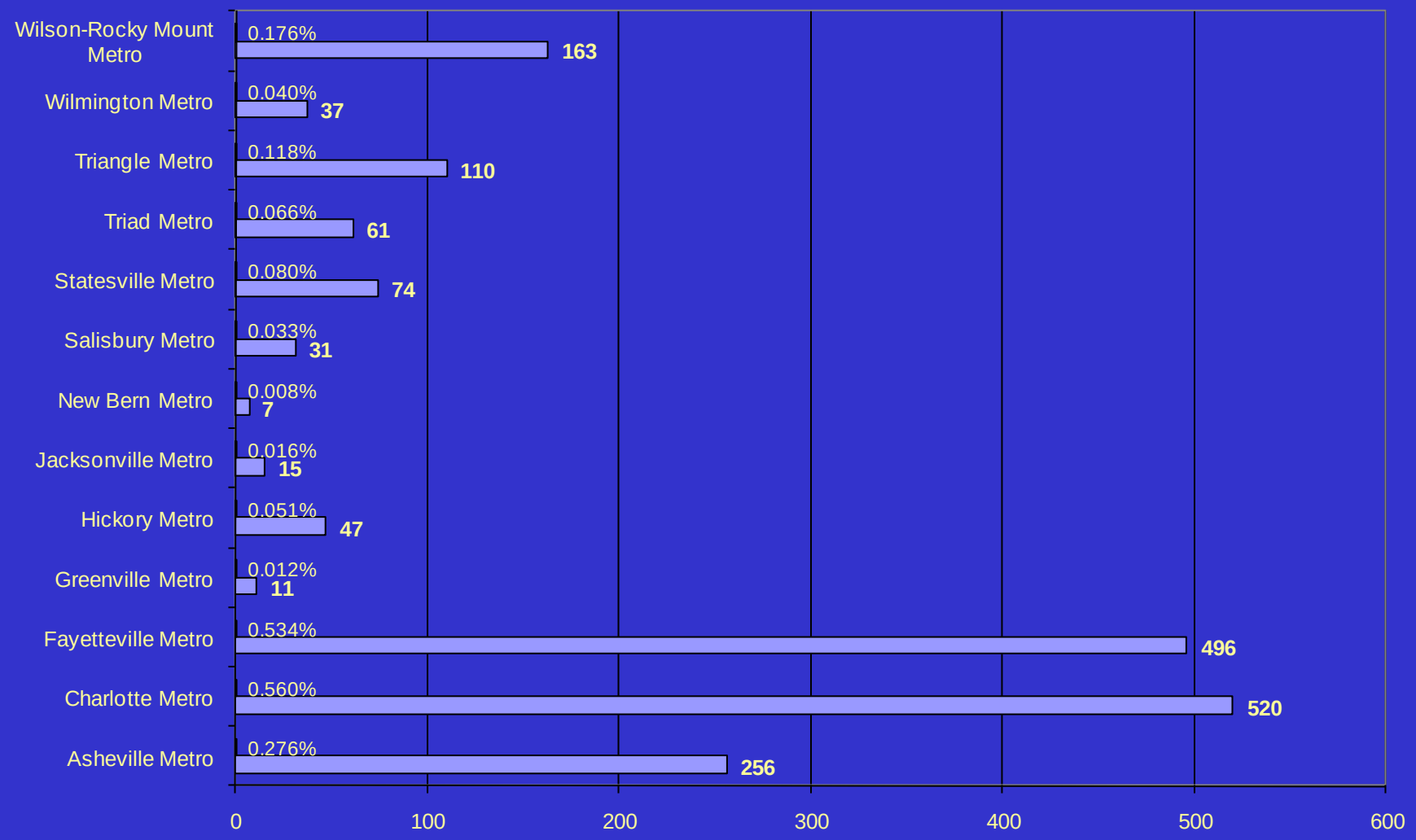
Top 20 Entities Requested

Percent Values are % of Total Calls



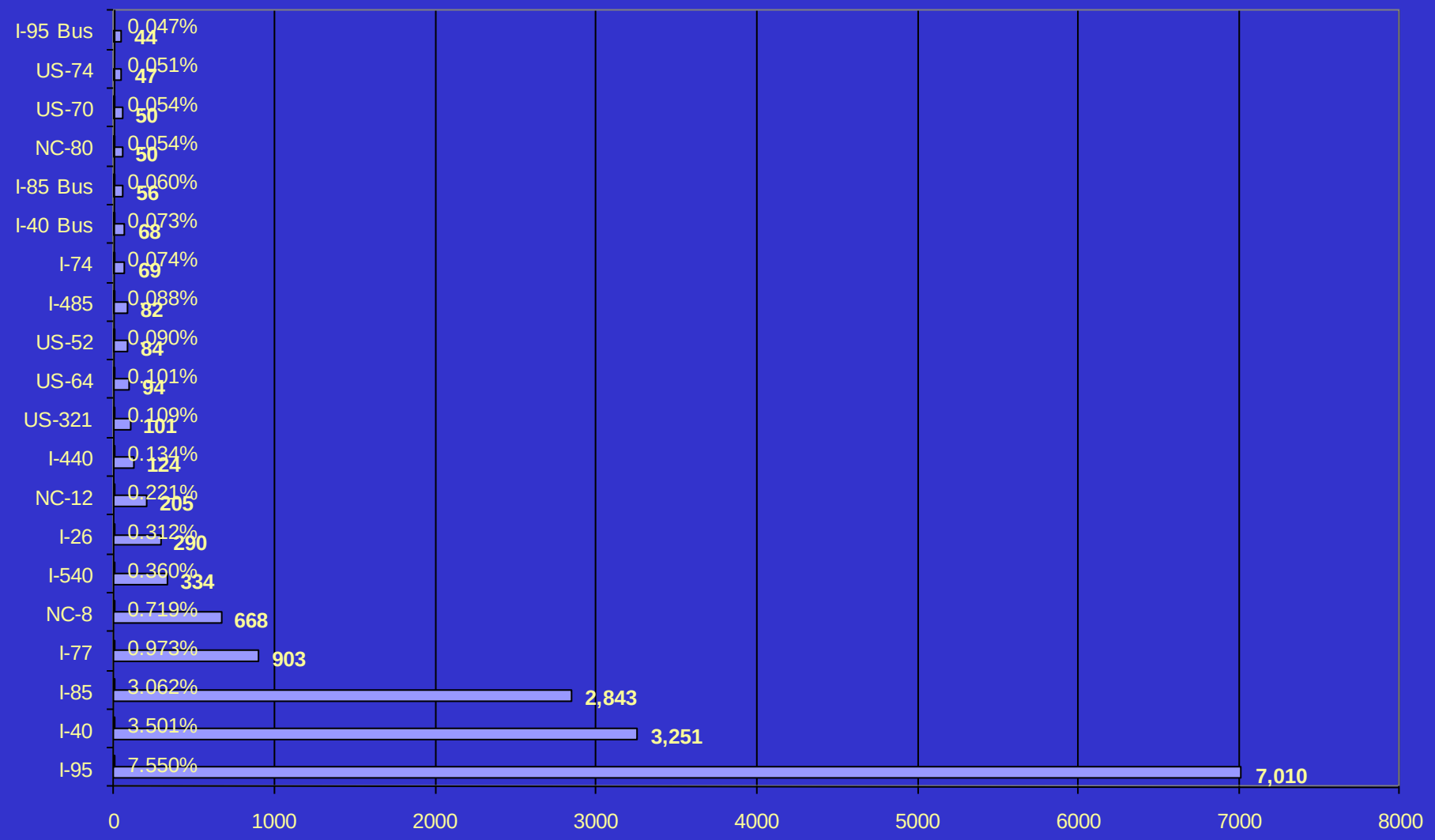
Metro Area Requests

Percent Values are % of Total Calls



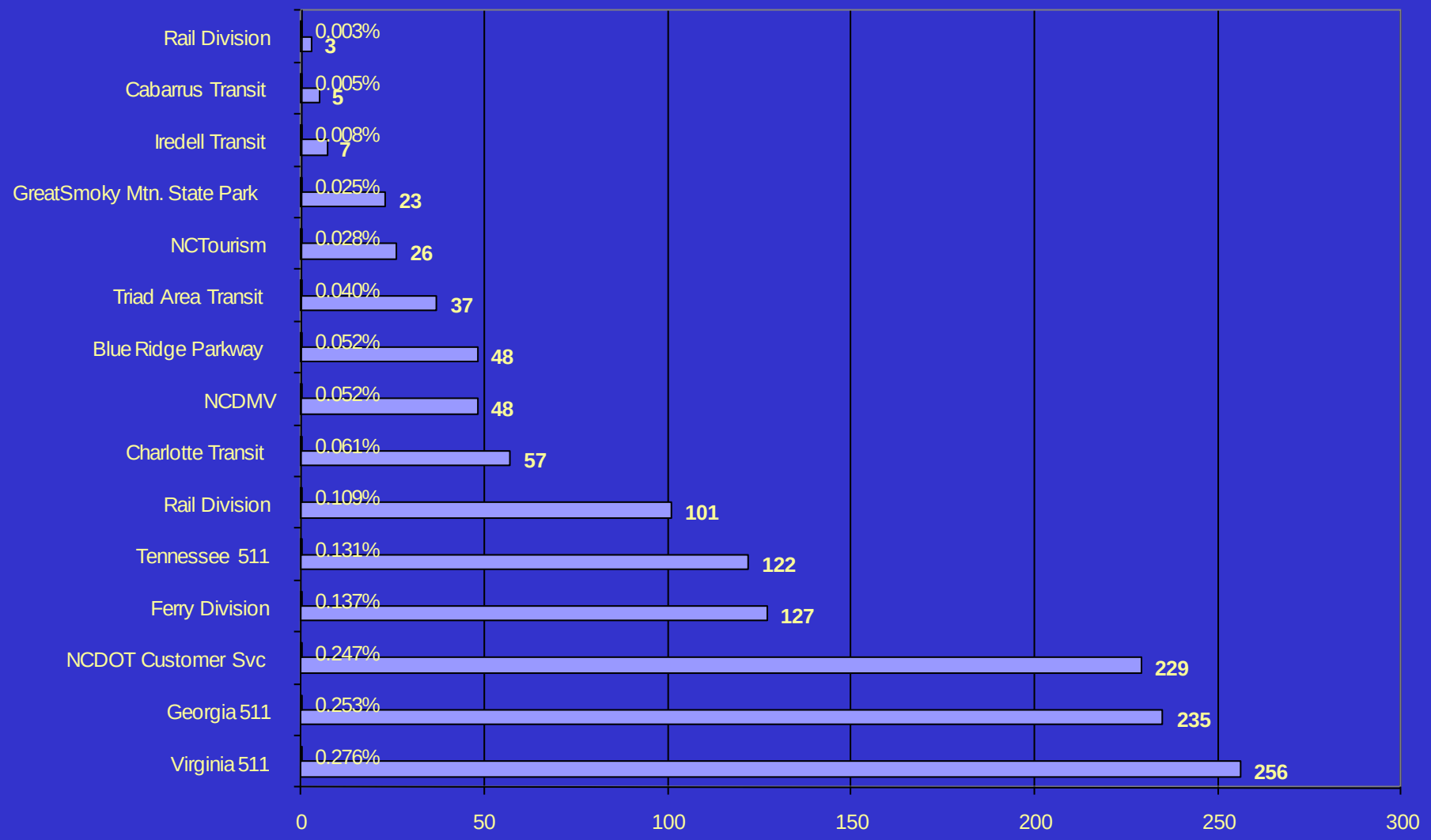
Top 20 Highways Requested

Percent Values are % of Total Calls



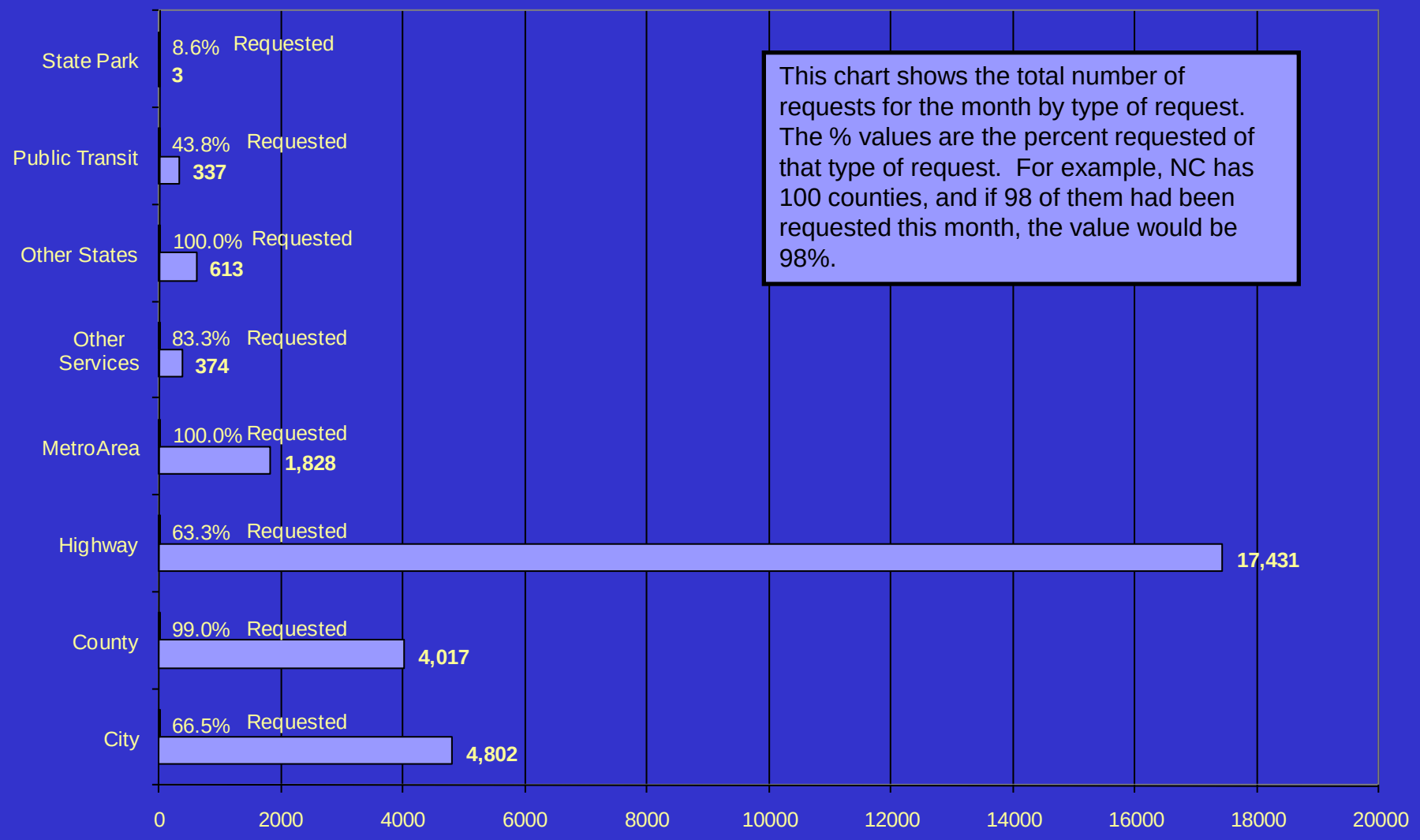
Call Transfer Requests

Percent Values are % of Total Calls



Requests By Type

Percent Values are the % Requested of the Type Total



This chart shows the total number of requests for the month by type of request. The % values are the percent requested of that type of request. For example, NC has 100 counties, and if 98 of them had been requested this month, the value would be 98%.

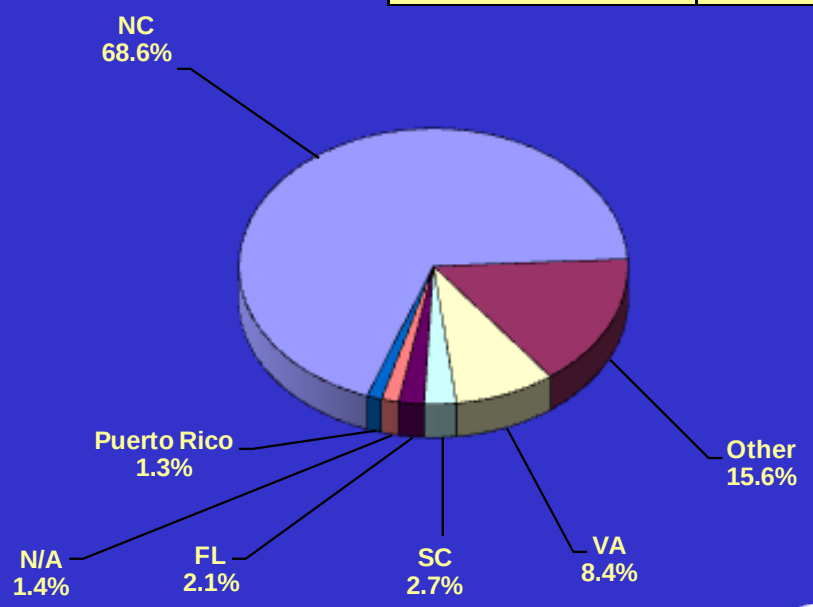
Top States Calling

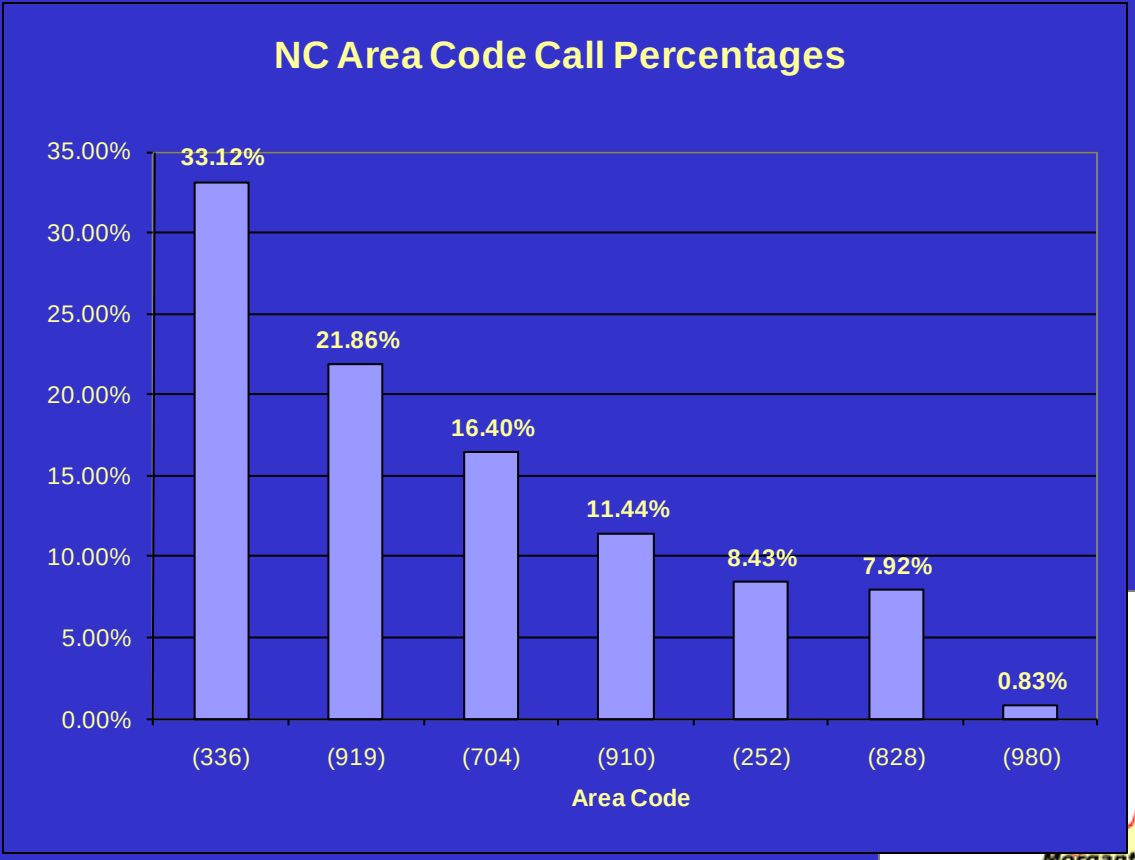
August 2009

- 50 States & D.C.
- 3 Provinces, Dominican Republic and Puerto Rico

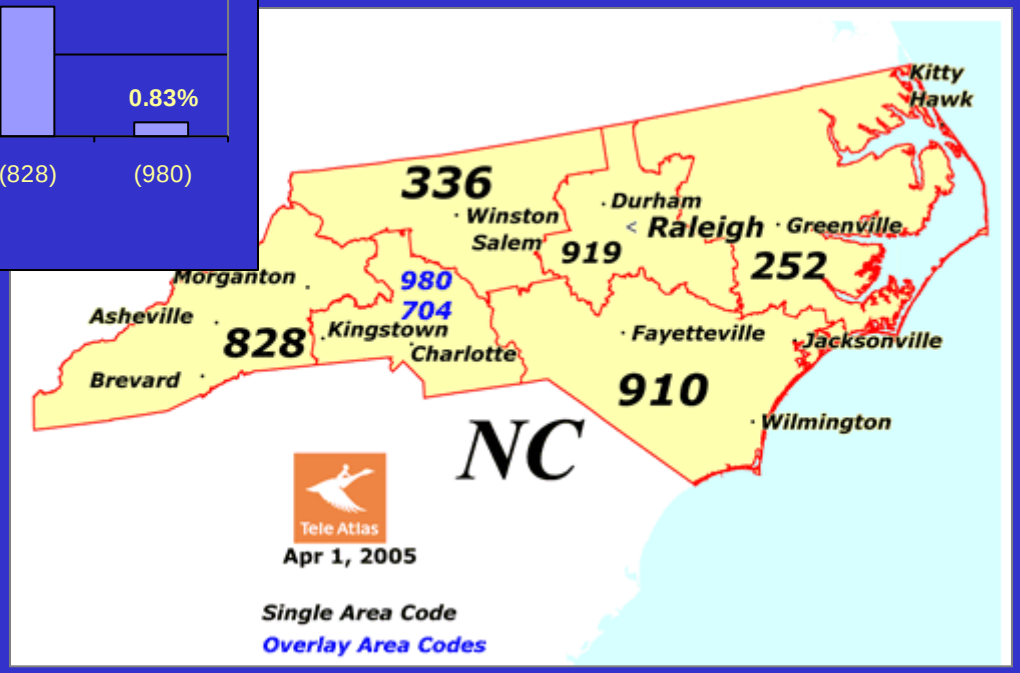
State	Calls
NC	63,714
Other	14,447
VA	7,767
SC	2,470
FL	1,972
N/A	1,321
Puerto Rico	1,162

Calls In State	**68.6%**
Calls Out of State	**30.0%**
N/A	**1.4%**



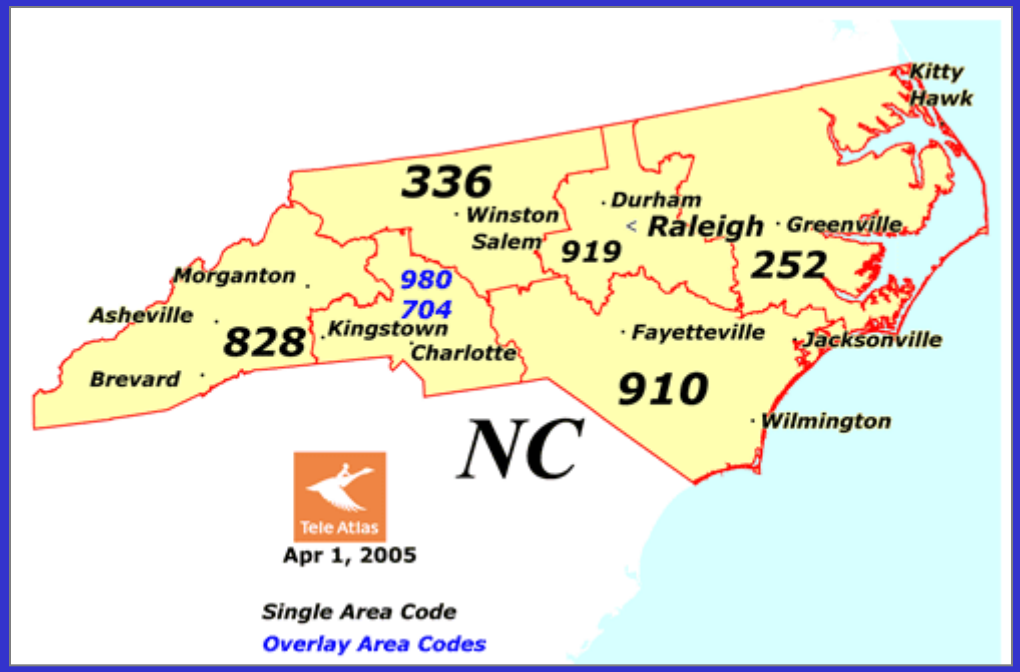


August 2009	
NC Area Codes	# Calls
(336)	21,102
(919)	13,927
(704)	10,451
(910)	7,287
(252)	5,373
(828)	5,047
(980)	527

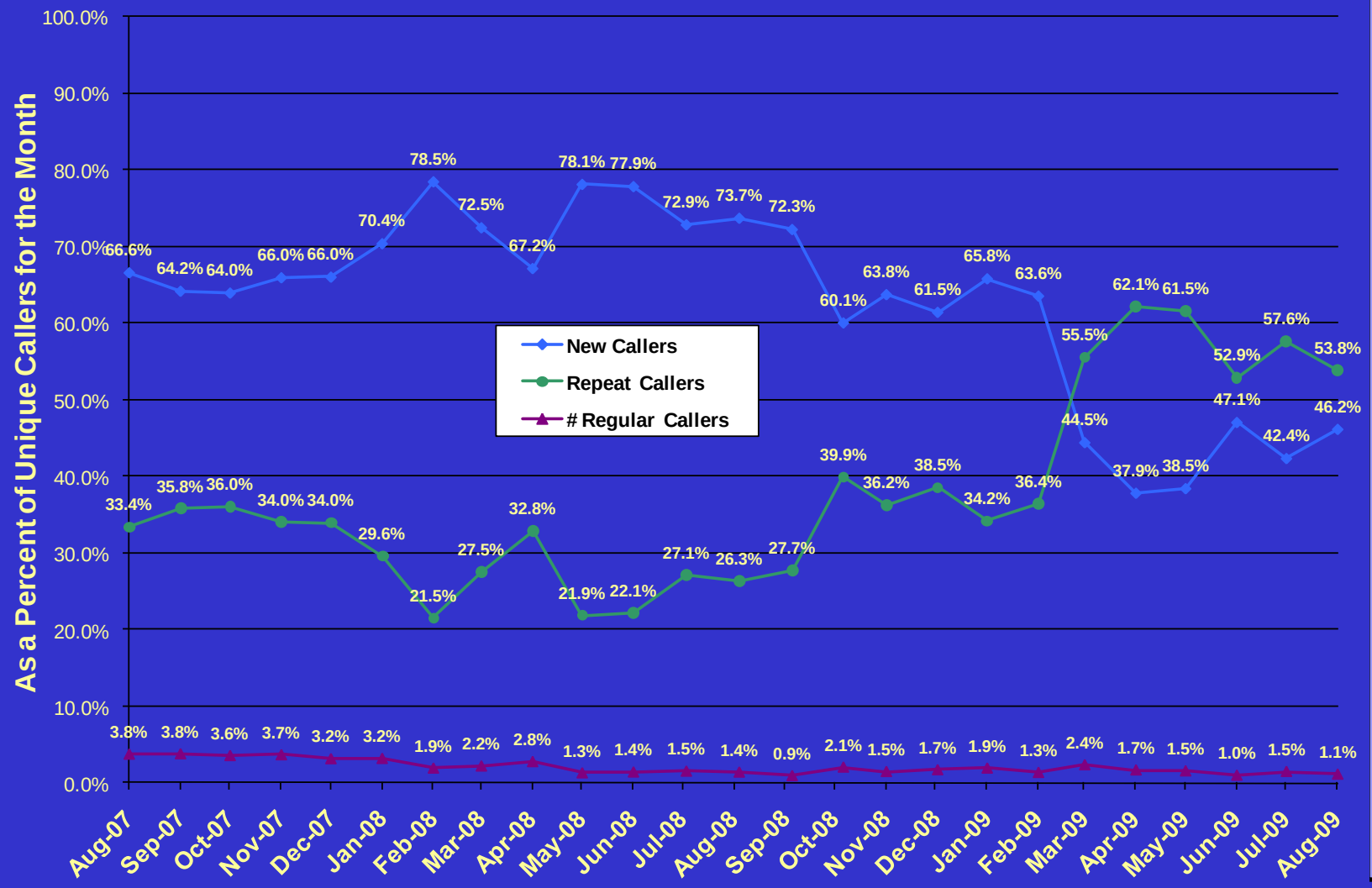


Top 20 Callers

Top 20 Callers		
Rank	Caller ID	# Calls
1	(704) 497-XXXX	434
2	(919) 852-XXXX	423
3	(910) 582-XXXX	222
4	(704) 657-XXXX	177
5	(336) 997-XXXX	142
6	(931) 684-XXXX	140
7	(910) 991-XXXX	137
8	(828) 698-XXXX	116
9	(336) 644-XXXX	97
10	(919) 929-XXXX	97
11	(919) 734-XXXX	78
12	(704) 657-XXXX	74
13	(704) 657-XXXX	72
14	(919) 774-XXXX	66
15	(704) 535-XXXX	58
16	(252) 642-XXXX	56
17	(919) 790-XXXX	54
18	(740) 382-XXXX	52
19	(704) 913-XXXX	51
20	(704) 657-XXXX	47



New and Repeat Callers



This chart illustrates the trend of New, Repeat and Regular callers to the system as a percentage of the number of unique callers for each month. For example, in January 2007, 71% of the unique callers to NC 511 had never called the system previously (16,748 out of 23,574 unique ANIs).
NOTE: Data on next slide.

New and Repeat Callers - Data

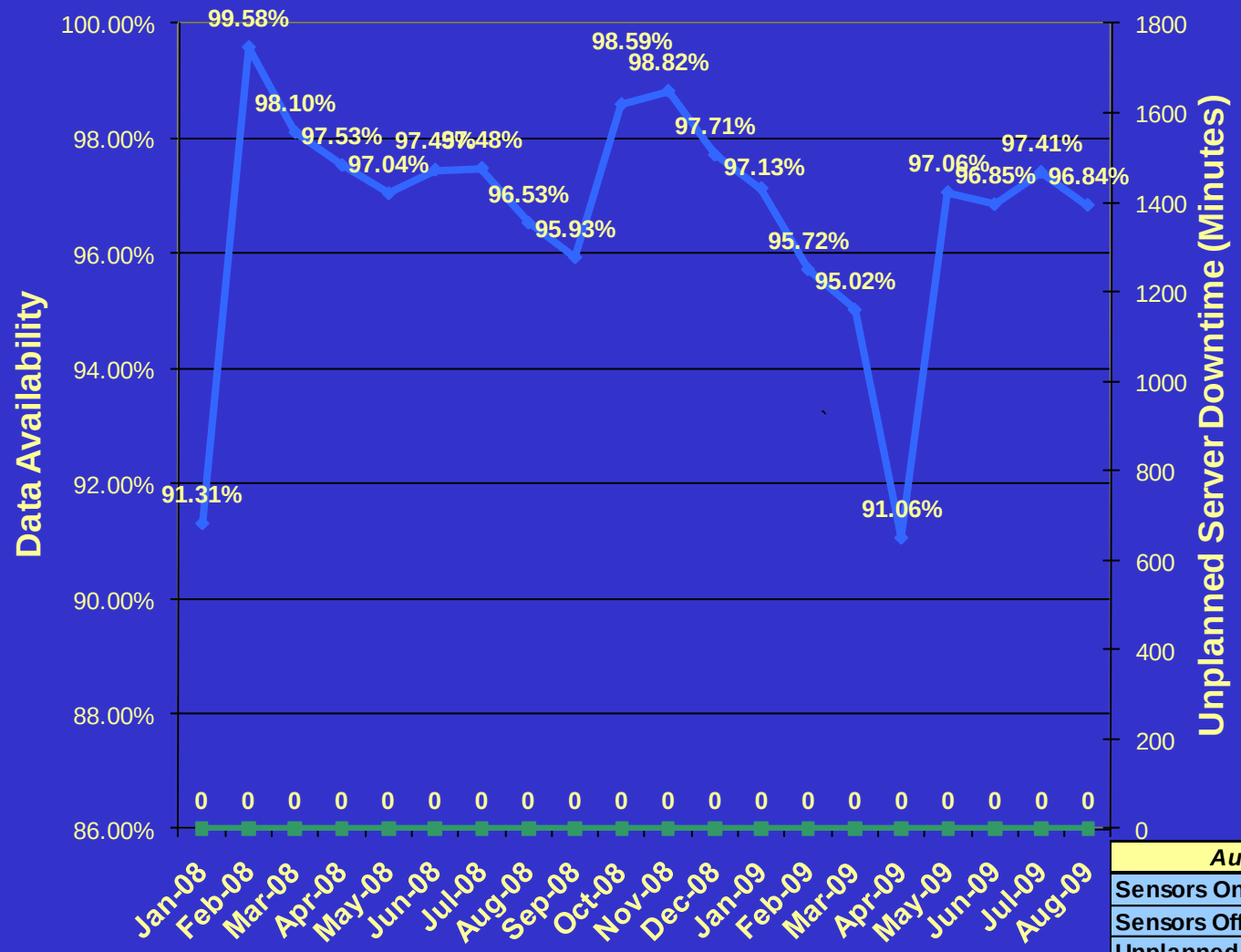
	Jun 2007	Jul 2007	Aug 2007	Sep 2007	Oct 2007	Nov 2007	Dec 2007	Jan 2008	Feb 2008	Mar 2008	Apr 2008
Unique ANIs this Month	36,601	37,655	35,880	27,507	30,363	30,224	28,835	30,703	60,365	43,403	30,566
New Callers	25,739	25,909	23,901	17,663	19,423	19,939	19,045	21,617	47,376	31,461	20,531
Repeat Callers	10,862	11,746	11,979	9,844	10,940	10,285	9,790	9,086	12,989	11,942	10,035
# Regular Callers	1,343	1,527	1,347	1,046	1,083	1,110	910	979	1,160	952	846
Unique Callers Since 5/1/2005	543,871	569,780	593,681	611,344	630,767	650,706	669,751	691,368	738,744	770,205	790,736
Total Calls for Month	60,808	64,334	59,499	46,572	51,327	51,266	49,356	52,623	87,305	67,653	50,039

	May 2008	Jun 2008	Jul 2008	Aug 2008	Sep 2008	Oct 2008	Nov 2008	Dec 2008	Jan 2009	Feb 2009	Mar 2009
Unique ANIs this Month	76,179	111,869	67,940	89,551	119,415	37,876	77,976	46,726	48,172	55,470	82,547
New Callers	59,528	87,096	49,510	66,020	86,291	22,755	49,722	28,716	31,710	35,268	36,700
Repeat Callers	16,651	24,773	18,430	23,531	33,124	15,121	28,254	18,010	16,462	20,202	45,847
# Regular Callers	983	1,573	1,030	1,249	1,111	777	1,145	798	926	746	1,950
Unique Callers Since 5/1/2005	850,264	937,360	986,870	1,052,890	1,139,181	1,161,936	1,211,658	1,240,374	1,272,084	1,307,352	1,344,052
Total Calls for Month	104,514	162,498	93,655	122,588	152,818	56,957	106,390	66,465	70,236	75,409	82,547

	Apr 2009	May 2009	Jun 2009	Jul 2009	Aug 2009
Unique ANIs this Month	53,010	55,561	90,833	66,062	92,853
New Callers	20,074	21,370	42,773	28,003	42,892
Repeat Callers	32,936	34,191	48,060	38,059	49,961
# Regular Callers	889	861	890	978	1,039
Unique Callers Since 5/1/2005	1,364,126	1,385,496	1,428,269	1,456,272	1,499,164
Total Calls for Month	53,010	55,561	90,833	66,062	92,853

Definitions:
Unique ANIs this Month – Number of unique callers during this month.
New Callers – Number of callers who have not previously called the system.
Repeat Callers – Number of callers who have called at least once in prior months.
Regular Callers – Callers with 5+ calls this month.

SpeedInfo Data Availability



August 2009	Sensors	Data Loss
Sensors Online	92	3.16%
Sensors Offline	0	0.00%
Unplanned Server Downtime	0	0%
Total Data Loss		3.16%

NC 511 Google Report

www.NC511.com

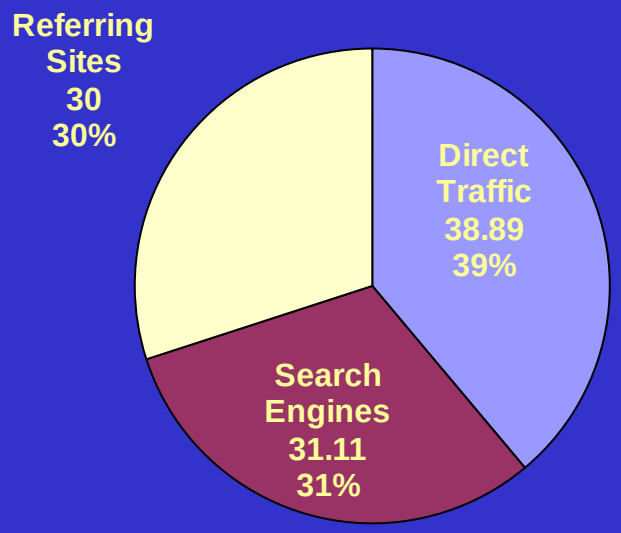
August 2009 Visitors

- 112 Page Views
- 80 Unique Visitors

Visitors' Country of Origin

- 60 United States

Traffic Sources Overview



- North Carolina 511 Project Manager

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