



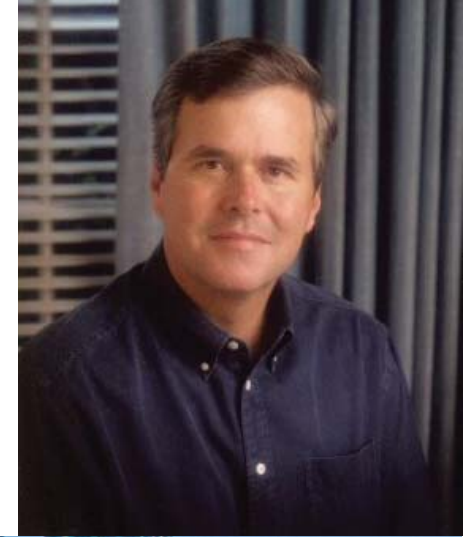
# Florida's 511 Progress Report

May 2006





We've made a major commitment to Intelligent Transportation Systems (ITS) in Florida to improve our transportation network," said Governor Bush. "This advanced use of technology will produce real-time results in moving people and goods quicker, safer and more efficiently across our state."



### ▶▶ *Fast Facts* ◀◀

- ▶▶ Florida's combined 511 services were the first to receive over 500,000 calls statewide in a month (March & November 2005). ◀◀
- ▶▶ Florida received more than 5 million calls in 2005, which accounts for almost 30 percent of all calls nationwide. ◀◀
- ▶▶ Florida's combined 511 Web sites had a total of over 10.2 million Web hits in 2005. ◀◀
- ▶▶ In a recent Florida survey, 99 percent of respondents found the 511 services to be useful. ◀◀

# 511 in Florida — Accelerating, Excelling

Dear friends and followers of 511,

As we drive through 2006, there are plenty of achievements to look back on, and even more that we are accelerating towards.

We revved up in 2002 when the Florida Department of Transportation (FDOT) merged into a number of private and public partnerships to roll out regional 511 systems in both Southeast and Central Florida. Shortly after, in 2004, 511 Tampa Bay took off. Last November, the new statewide traveler information system launched, expanding Central Florida’s system and overlaying the regional systems.

2005 was a year of significant milestones in regards to Florida traveler information. Florida’s combined 511 services were the first to receive over 500,000 calls statewide in a month (March and November 2005), and received more than 5 million calls in 2005, which currently accounts for almost 30 percent of all 511 calls nationwide. Also, Florida’s combined Web site hits had a total count of more than 10 million in 2005.

ITS America 2005 honored the “industry’s best,” and Florida stood out with FDOT District 7 and Mobility Technologies accepting the Best of ITS Award in recognition of their public-private sector partnership for data services in the Tampa Bay area.

Moving forward from last year’s Key Lessons Learned – “a well-conceived marketing program is key to raising public awareness and increasing service usage” – innovative and effective campaigns were implemented, impressively driving usage up for all of Florida’s systems.

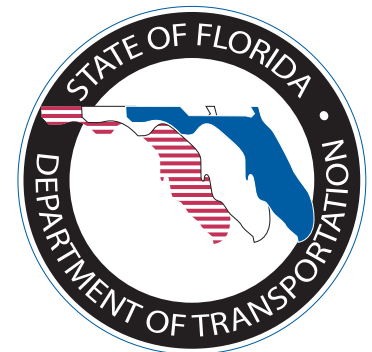
2005’s success is the result of expert partnerships, guiding principles, new marketing tactics, and the creative yet relentless efforts of all parties involved. The end of calendar year 2006 is closer than it appears; let’s all stay on the fast track to our vision – a seamless, integrated, consistent, statewide advanced traveler information system (ATIS) by 2008.

*Elizabeth Birriel*

Elizabeth Birriel, P.E.  
Deputy State Traffic Operations Engineer  
ITS Program Manager  
Florida Department of Transportation

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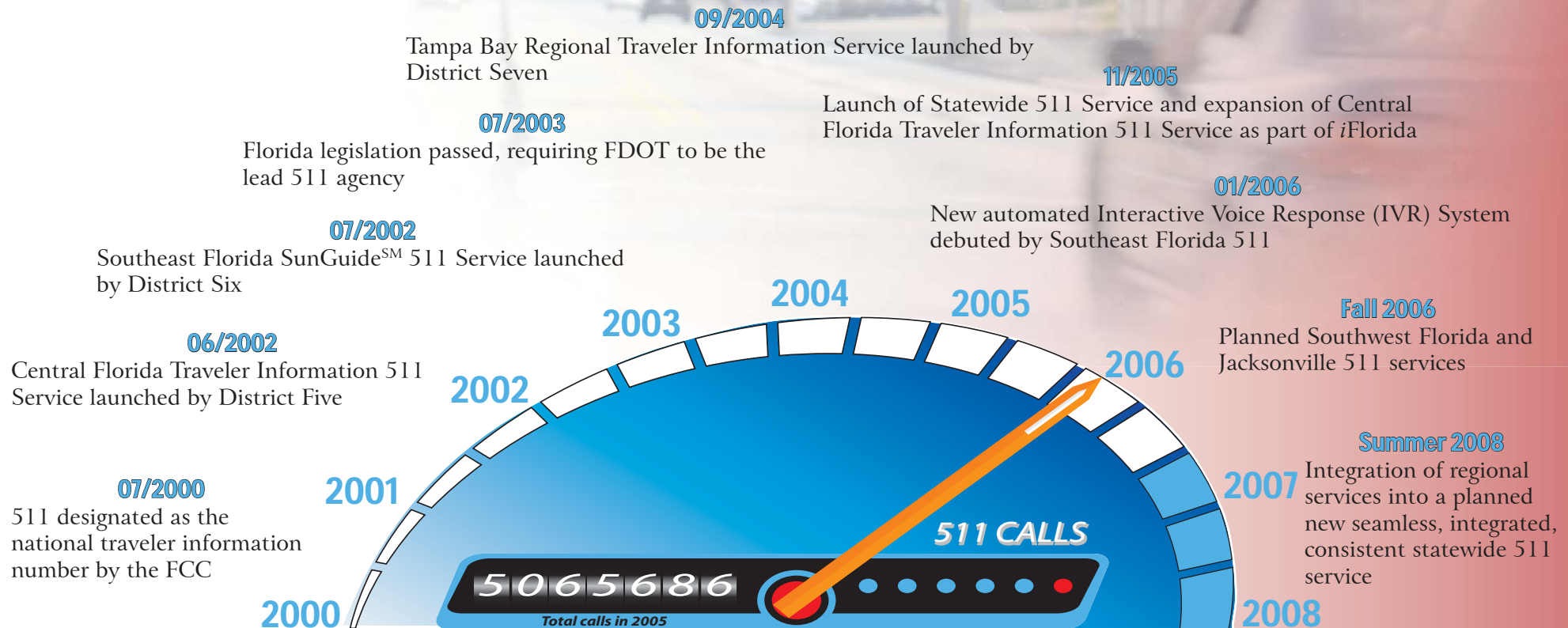




## Cruising From Coast to Coast — Florida's Development Timeline

"We see a lot of focus on traffic congestion and we see recognition that it is a serious and growing issue...we can't eliminate the problem but we can sure make it a lot more tolerable."

Jeff Paniati, Federal Highway  
Administration

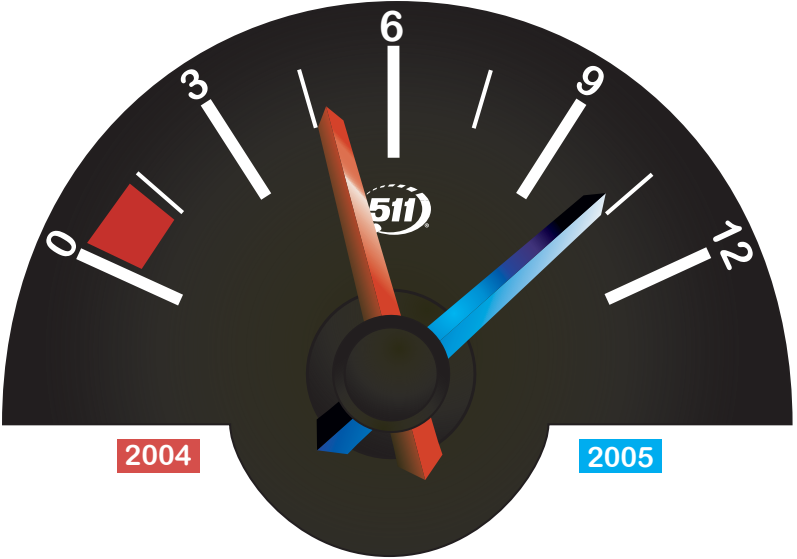


# Checking the Dashboard –

## 511 Call and Web Volumes

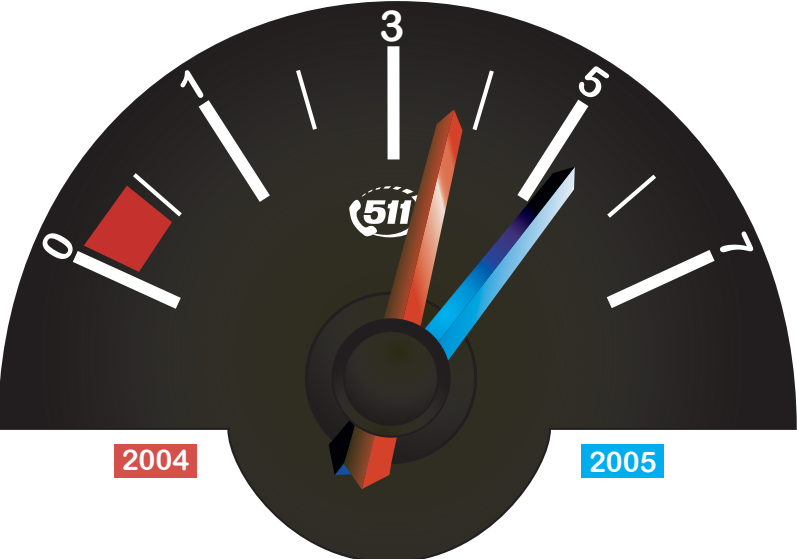
### Annual Web Hits From Florida's Combined 511 Services

(Measured in Millions)



### Annual Call Volumes From Florida's Combined 511 Services

(Measured in Millions)



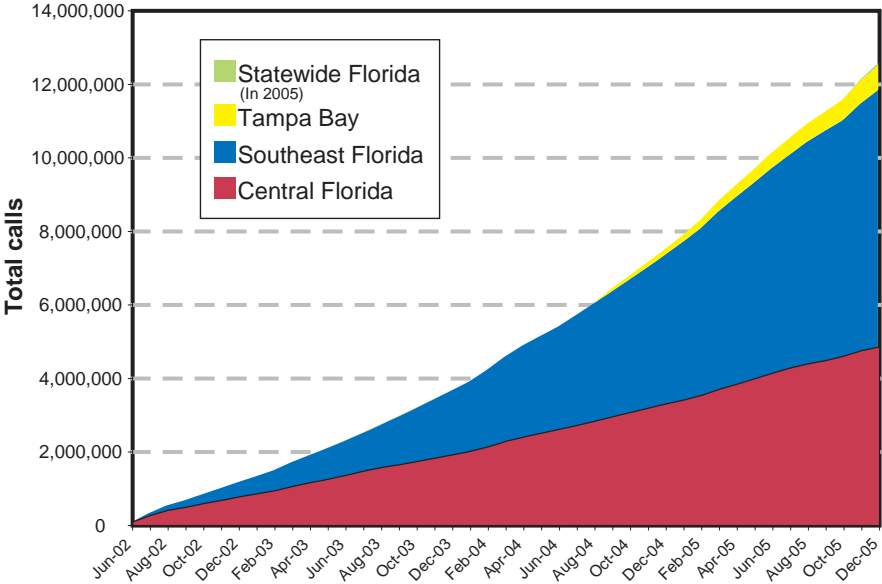
Use of Central Florida, Southeast Florida, Tampa Bay, and the statewide 511 services has grown continuously since inception. Florida's 511 Web sites are co-branded, meaning 511 is part of the Web address, making the address easier to remember and effectively "branding" the site as part of the 511 deployment.

- Florida's combined 511 services were the first to receive over 500,000 calls statewide in a single month (March and November 2005).
- Florida received more than 5 million calls in 2005, which accounts for almost 30 percent of all calls nationwide.
- Florida's co-branded 511 Web sites had a combined total of over 10.2 million Web hits in 2005.

"...I am duly impressed with the modern technology and the fact this is being supplied to our drivers. Thank you very much for it."

Caller Feedback 2006-01-10

### Cumulative Calls



## Connecting @ High Speeds...

All of Florida's 511 systems have corresponding co-branded 511 Web sites which provide travel times, incident / construction information, transit information, and video / camera views. A variety of useful links can be found on all of the sites, including transit authorities, airports, and seaports.



### Florida 511 Web Links

Southeast Florida: [www.southflorida511.com](http://www.southflorida511.com)

Statewide / Central Florida: [www.FL511.com](http://www.FL511.com)

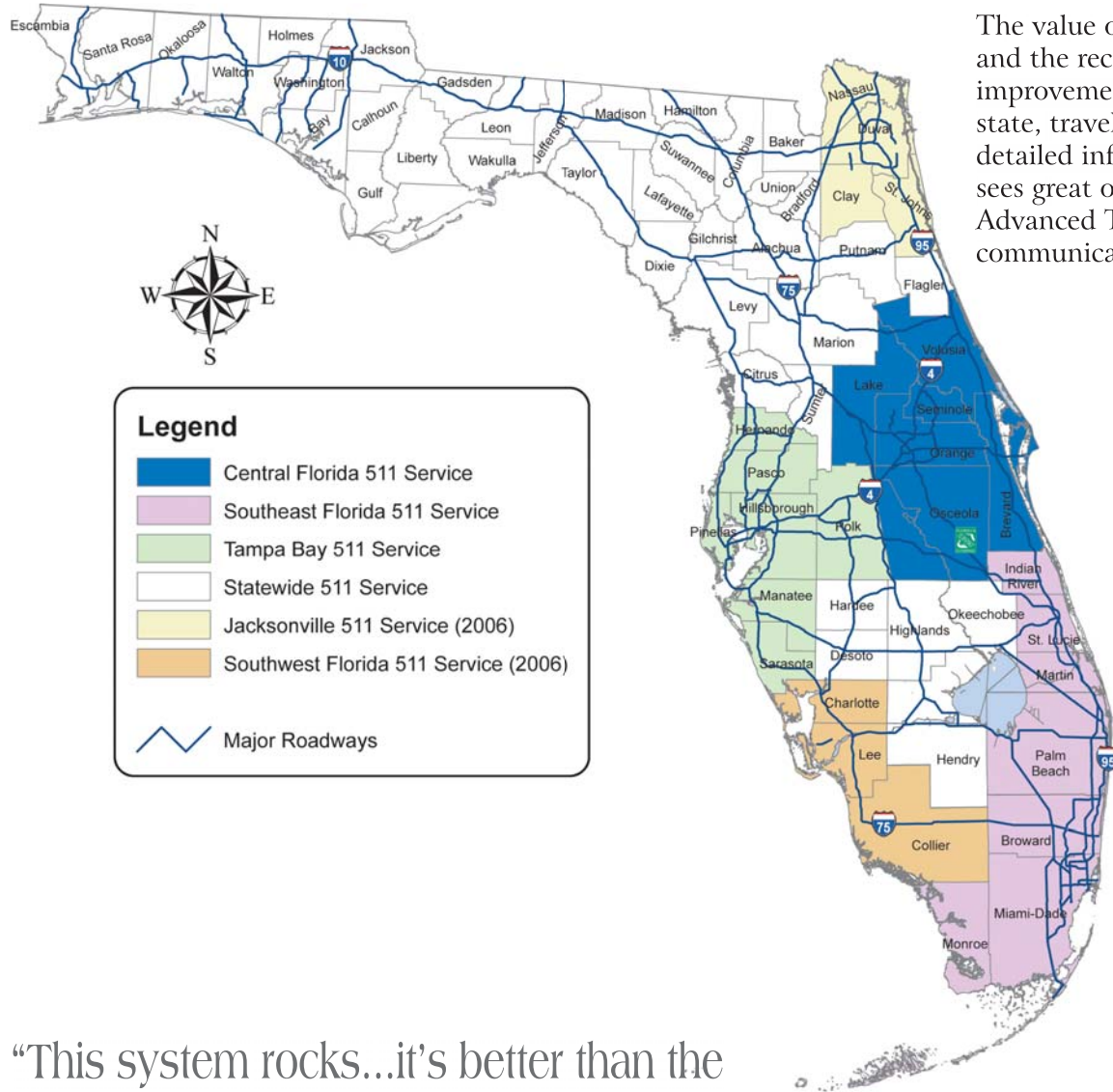
Tampa Bay: [www.511TampaBay.com](http://www.511TampaBay.com)

## ▶▶ Florida 511 Web Site Fast Facts ◀◀

- ▶▶ Most Florida 511 Web sites (Tampa Bay and Southeast Florida) allow users to personalize their travel information. Users can identify their route and, when the traffic gets bad (and users get to say how bad), users can receive an email alert. ◀◀
- ▶▶ Southeast Florida's site is bilingual (English and Spanish) to reach the majority of the area's population. ◀◀
- ▶▶ Tampa Bay's Web site provides daily traffic-impacting event information (events of 10,000 or more expected attendees). ◀◀
- ▶▶ Central Florida was the first 511 Web site to ever provide arterial travel times. ◀◀



# Mapping Out the Big Picture — Current & Future Florida 511 Services



**Legend**

- Central Florida 511 Service
- Southeast Florida 511 Service
- Tampa Bay 511 Service
- Statewide 511 Service
- Jacksonville 511 Service (2006)
- Southwest Florida 511 Service (2006)
- Major Roadways

The value of 511 continues to increase as the regional systems' services and the recently launched statewide service undergo numerous planned improvements from 2006 to 2008 and beyond. From anywhere in the state, travelers can access the statewide system; travelers can get more detailed information by transferring to one of the regional systems. FDOT sees great opportunities going forward to create a seamless statewide Advanced Traveler Information System with 511 as its key component in communicating with travelers in the future.

## Central Florida 511

- Launched in June 2002 and expanded in November 2005
- 1.5 million calls in 2005 / 5 million total calls since inception

## Southeast Florida 511

- Launched in July 2002
- 2.9 million calls in 2005 / 7 million calls since inception

## Tampa Bay 511

- Launched in September 2004 with a planned upgrade before 2008
- ½ million calls in 2005 / 660,000 total calls from inception

## Statewide Florida 511

- Launched November 2005 with planned upgrade in 2008
- 68,673 total calls during November and December 2005

## Southwest Florida 511

- Planned completion for third quarter 2006

## Jacksonville 511

- Planned completion for third quarter 2006

“This system rocks...it’s better than the previous system...two thumbs up.”

—Caller Feedback 2006-01-13

## Past the Speed Bumps...

A truly excellent product or service is a result of listening to what the user wants or needs, and then answering by taking action to satisfy the customer. By monitoring feedback and listening to the public, FDOT has managed to enhance all of its 511 systems.

### User Challenges FDOT Faced

#### Central Florida / Statewide

- ⊙ Callers did not like the prompt, “Do you want to hear the traffic reports again?”
- ⊙ Callers were not always getting the information they were looking for.

#### Tampa Bay

- ⊙ Users wanted to leave comments and feedback on the system and online customer service.
- ⊙ Users wanted more roads covered in the system.

#### Southeast Florida

- ⊙ It was difficult to guarantee a high-quality presentation at all times.
- ⊙ Users wanted to know unusual roadway conditions when accessing the 511 phone service.

### How FDOT Met the Challenges

#### Central Florida / Statewide

- ⊙ Removed the prompt, “Do you want to hear the traffic reports again?” to avoid redundancy.
- ⊙ Planned addition of exit numbers and exit cross streets that correspond to links on I-4; also plan destination names (i.e. Daytona for Daytona Beach, Disney/Walt Disney World/Disney World for specific nearby roadways, etc.) so users are more likely to get the information they are looking for.

#### Tampa Bay

- ⊙ 511 voice users will be able to transfer to a voice mailbox to leave a recorded comment; on the Web, there will be a “contact us / customer support,” link so users know of the online customer service.
- ⊙ System is being expanded to include many more roads in Polk, Manatee, and Sarasota counties, increasing from 750 to 1,080 roadway miles. Additional roads in Pasco County were also added.

#### Southeast Florida

- ⊙ Upgraded to an Interactive Voice Response system in January 2005.
- ⊙ Made changes that highlight unusual roadway conditions, while information on common congestion areas and construction delays are held until later in the roadway report.

### Feedback Has Revealed One All-important Item—

Individual users judge the service according to its ability to meet their own individual, and sometimes, very specific needs. They think ‘locally’ not ‘globally.’ A large portion of our continuing success will be dependent upon our understanding of which ‘local’ issues are most important to all and can be applied ‘globally.’

Jesus A. Martinez, P.E.  
Florida Department of Transportation  
ITS Administrator, District 6



## Going the Right Way With Awareness

Moving forward from last year's Key Lessons Learned – “a well-conceived marketing program is key to raising public awareness and increasing service usage” – innovative and effective campaigns were implemented, impressively driving usage up for all of Florida's systems. Florida's 511 services marketing efforts have included impressive media relations and innovative partnerships.

### Statewide

- ⊙ According to Global-5, print news coverage alone generated 3.5 million readers from the statewide launch to December 2005, and broadcast media coverage garnered more than 1.7 million viewers.
- ⊙ Verizon Wireless placed a “511” informational message in its billing statements distributed throughout the state.
- ⊙ National® Car Rental and Alamo® Rent-A-Car printed the “511” branded logo and the “All traffic info, all the time” tagline on a total of nearly 2.2 million Florida driver's maps in 2006 and distributed to their customers throughout the state.
- ⊙ VISIT FLORIDA™, the operating company of the Florida Commission on Tourism, a private/public partnership made up of top state government officials and representatives of the Florida tourism industry, displayed 511 messages on video screens at Welcome Centers across the state.

### Central Florida

- ⊙ An eye-catching 511 LYNX bus promoting 511 is now traveling across numerous Central Florida routes.
- ⊙ 511 banners were hung on two City of Orlando parking garages that face I-4, raising the awareness of 511 with over 100,000 daily commuters.
- ⊙ Partnerships with Orlando International Airport, Orlando Sanford International Airport, and Port Canaveral have also produced some exciting signage and cross-promotion opportunities.

### Southeast Florida

- ⊙ Radio advertising.
- ⊙ Outreach co-promotions with other public agencies, which have proven both successful and cost-effective.
- ⊙ Southeast Florida 511 announcements aired at the stadium prior to and during Florida Marlins home games.

### Tampa Bay Area

- ⊙ 60- and 10-second radio spots for multiple campaign flights to generate 511 awareness and usage.
- ⊙ Paid media was accompanied by radio and television public service announcements, brochures, posters, outreach via community events, Web site links and presentations, and public relations.
- ⊙ System awareness doubled over 2004 baseline survey results, and fewer than 5 percent of users expressed dissatisfaction with the system.



CALL 511 FOR FREE FLORIDA TRAVEL UPDATES



PLAZA  
LOOKING VSU

ANDERSON DR RAMP  
LOOKING EAST

LOOK

LAKE

EAST

70

## Merging Together to Gain Momentum

### Partnerships

The Florida 511 Working Group, multi-agency (including all seven FDOT Districts and Florida's Turnpike Enterprise) and public/private stakeholders, was established in late 2003 to coordinate the state's current efforts and planned enhancements.

Through strategic partnerships, Florida has built one of the most advanced 511 call routing systems in the country. Some of the partners involved in each regional 511 deployment include:

- ➤ **Central Florida** – FDOT District Five; Florida's Turnpike Enterprise; Orlando-Orange County Expressway Authority; Orange, Seminole, and Volusia counties; City of Orlando; Orlando International Airport; Sanford-Orlando International Airport; Central Florida Regional Transportation Authority (LYNX); Canaveral Port Authority; and Florida Highway Patrol and other local law enforcement agencies. Contractors: TMI, Castle Rock, and Logic Tree.
- ➤ **Southeast Florida** – FDOT Districts Four and Six; Florida's Turnpike Enterprise; Miami-Dade Expressway Authority; Miami-Dade, Broward, and Palm Beach counties; Miami-Dade Transit; Broward County Transit; Palm Beach County Transit; South Florida Regional Transportation Authority (formerly Tri-Rail); and Florida Highway Patrol and other local law enforcement agencies. Contractor: SmartRoute Systems
- ➤ **Tampa Bay** – FDOT Districts One and Seven; Florida's Turnpike Enterprise; Tampa-Hillsborough Expressway Authority; Hillsborough and Pinellas counties; Hillsborough County and Pinellas County Metropolitan Planning Organizations; the cities of Clearwater, St. Petersburg, and Tampa; Bay Area Commuter Services; HARTline Transit; Florida Highway Patrol and other local law enforcement agencies. Contractor: Mobility Technologies



### Ensuring Access to Floridians With Disabilities

FDOT and its partners are eager to work with the disabled community to make 511 as useful as possible to all potential users. To that end, FDOT is currently working with the Florida Association of the Deaf, Inc., to ensure that traveler information can be accessed via multiple dissemination mechanisms in order to meet all Americans with Disabilities Act (ADA) requirements.

Florida worked with 711 and provided the 511 backdoor number(s) so they could properly route calls and information to the hearing impaired community.

Floridians with disabilities will soon be added to the 511 distribution list, in which they will regularly receive updates on the 511 system and related news.

### Enabled by Legislation

Unlike most other states, where implementation of 511 services is unregulated by state law, on July 14, 2003, Florida's legislature designated FDOT as the lead agency for implementing 511 and as the state's point of contact for coordinating 511 services with telecommunications service providers (334.60 F.S.).



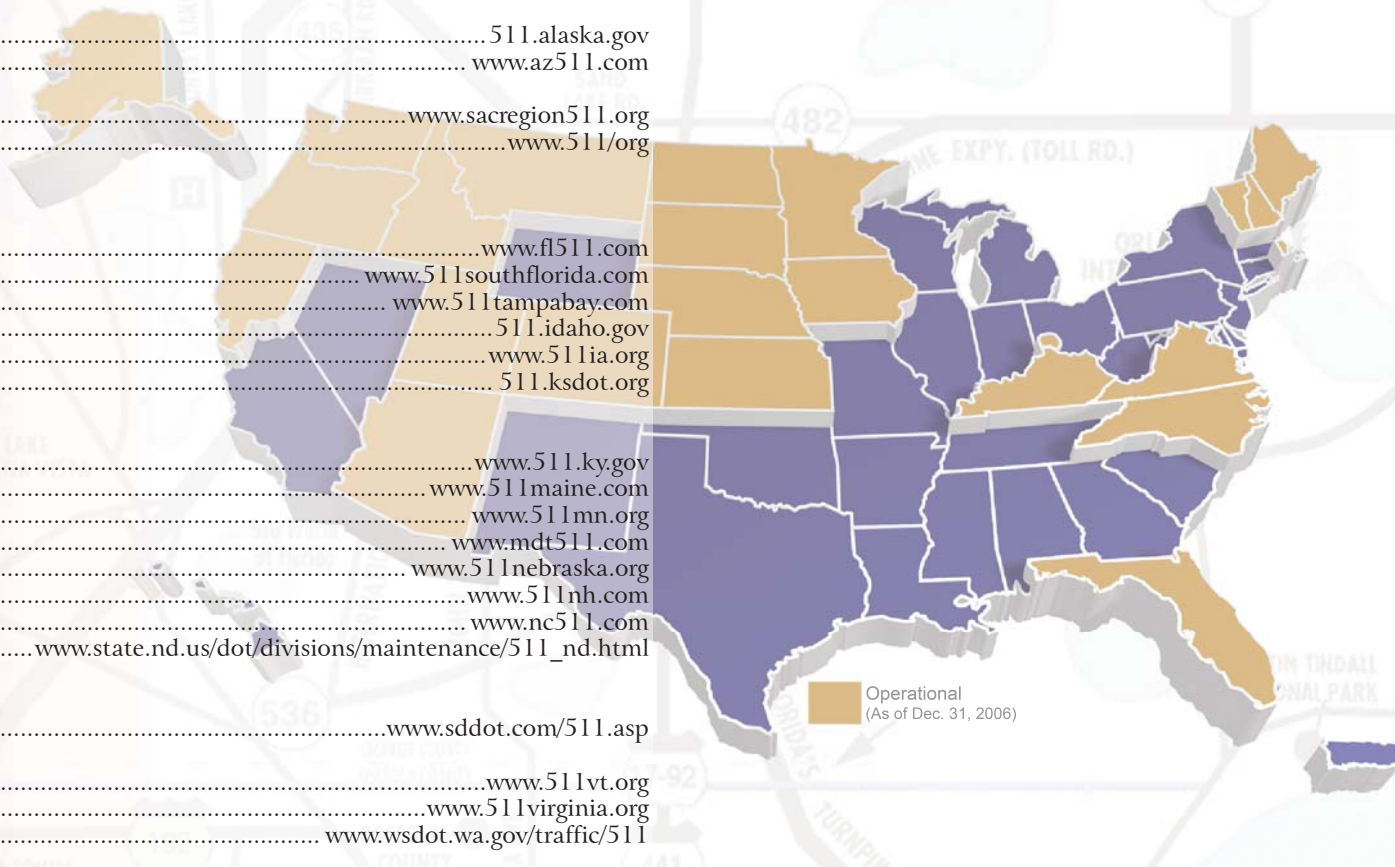
# 511 Deployments Nationwide

## National 511 Vision Statement

511 will be a customer-driven, multi-modal travel information service available across the United States, accessed via telephones, and other personal communications devices, realized through locally deployed interoperable systems, enabling a safer, more reliable and efficient transportation system.

### Nationwide Deployment Areas With Access Numbers and Co-branded Web Sites

Alaska .....	(866) 282-7577 .....	511.alaska.gov
Arizona .....	(888) 411-ROAD .....	www.az511.com
California		
Sacramento/Northern California .....	(877) 511-TRIP .....	www.sacregion511.org
San Francisco Bay Area .....	(510) 817-1717 .....	www.511.org
Colorado .....	(303) 639-1111 .....	
Florida		
Central Florida .....	(866) 510-1930 .....	
Florida Statewide .....	(866) 511-3352 .....	www.fl511.com
Southeast Florida .....	(866) 914-3838 .....	www.511southflorida.com
Tampa Bay .....	(800) 576-3886 .....	www.511tampabay.com
Idaho .....	(888) IDA-ROAD .....	511.idaho.gov
Iowa .....	(800) 288-1047 .....	www.511ia.org
Kansas .....	(866) 511-KDOT .....	511.ksdot.org
Kentucky		
Cincinnati/Northern Kentucky .....	(513) 333-3333 .....	
Kentucky Statewide .....	(866) 737-3767 .....	www.511.ky.gov
Maine .....	(866) 282-7578 .....	www.511maine.com
Minnesota .....	(800) 542-0220 .....	www.511mn.org
Montana .....	(800) 226-7623 .....	www.mdt511.com
Nebraska .....	(800) 906-9069 .....	www.511nebraska.org
New Hampshire .....	(866) 282-7579 .....	www.511nh.com
North Carolina .....	(877) 511-INNC .....	www.nc511.com
North Dakota .....	(866) MY ND 511 .....	www.state.nd.us/dot/divisions/maintenance/511_nd.html
Oregon .....	(503) 588-2941 .....	
Rhode Island .....	(888) 401-4511 .....	
South Dakota .....	(866) MY SD 511 .....	www.sddot.com/511.asp
Utah .....	(866) 511-UTAH .....	
Vermont .....	(800) ICY-ROAD .....	www.511vt.org
Virginia .....	(800) 578-4111 .....	www.511virginia.org
Washington State .....	(800) 695-ROAD .....	www.wsdot.wa.gov/traffic/511



## SAFETEA-LU

In 2005, President Bush signed the historic SAFETEA-LU bill into law. The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users was signed on August 10th, 2005, in Aurora, Illinois. SAFETEA-LU authorizes the Federal surface transportation programs for highways, highway safety, and transit from 2005 to 2009.

“...goals of ensuring that a national, interoperable 511 system, along with a national traffic information system that includes a user-friendly, comprehensive Web site, is fully implemented for use by travelers throughout the United States by September 30, 2010.”

# Florida 511 Contact Information

Statewide: [www.FL511.com](http://www.FL511.com)

*Gene Glotzbach, FDOT Traffic Engineering and Operations Office*

*ITS Program*

*(850) 410-5616*

*Gene.Glotzbach@dot.state.fl.us*

Southeast Florida: (866) 914-3838 / [www.511southflorida.com](http://www.511southflorida.com)

*Jesus Martinez, FDOT District Six*

*(305) 499-2446*

*Jesus.Martinez@dot.state.fl.us*

Central Florida: (866) 510-1930 / [www.FL511.com](http://www.FL511.com)

*Jerry Woods, FDOT District Five*

*(386) 943-5311*

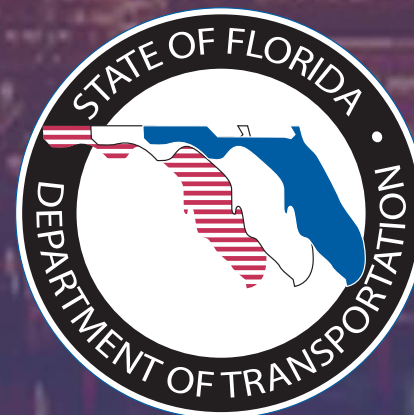
*Jerry.Woods@dot.state.fl.us*

Tampa Area: (800) 576-3886 / [www.511TampaBay.com](http://www.511TampaBay.com)

*Bill Wilshire, FDOT District Seven*

*(813) 975-6612*

*Bill.Wilshire@dot.state.fl.us*



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Traffic Operations and Engineering Office  
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