

Florida's 511 Progress Report

Building for the Future





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Florida Department of Transportation

RICK SCOTT
GOVERNOR

605 Suwannee Street, MS90 Tallahassee, FL 32399-0450

ANANTH PRASAD, P.E.
SECRETARY

Dear friends and followers of 511:

In 2011, the Florida Department of Transportation (FDOT) launched one of our most successful products to date... the Florida 511 (FL511) mobile app. The free app provides real-time, location-based traveler information on Florida's highways. It includes an icon that allows users to view images from traffic cameras near reported incidents. Currently, the app is available through the Apple iTunes store for the iPhone, iPad, and iPod touch. FDOT plans to launch a similar app for Android users in the future.

FL511 continues to experience growth in its entire suite of resources. The system received its six millionth call the first week of December 2011, just two and a half years after FL511 launched. During the same period, 1.7 million visitors clicked onto the FL511.com web site for traffic information. Additionally, the number of My Florida 511 personalized services users rose to nearly 13,000 during the past year enabling users to customize their 511 experience through phone call, email, and text alerts on their most frequently traveled routes. The system sent out an average of 368,848 email alerts and 99,779 text alerts each month in 2011 to let subscribers know about crashes, congestion, and construction along their programmed routes.

Floridians learned more about FL511 through deployment of a strategic editorial calendar. FDOT distributed a series of news releases to educate the public about new system features and benefits of using 511 prior to setting out on their daily commutes or for long-distance trips. Our transportation management centers in Miami, Palm Beach, Orlando, and Jacksonville opened their doors to television and news radio reporters prior to the busy Thanksgiving and Christmas travel seasons. News coverage of these events resulted in dozens of news stories, which reached large audiences in southeast, central, and northeast Florida.

State residents and visitors also learned more about FL511 through strategic marketing partnerships. 511 public service advertising messages are placed throughout the state at malls and airports, and on billboards, buses, and trains. Information about the system is available in yellow page directories, tourism publications and driver handbooks, maps, and on hundreds of web sites. Traveling conference displays featured the 511 message in such diverse locations as the Governor's Hurricane Conference and at FDOT Commuter Services Safety Day festivals throughout the state.

In October 2011, the world's foremost intelligent transportation systems experts gathered in Orlando for the 18th World Congress on Intelligent Transport Systems and FL511 was on center stage. FDOT sponsored an exhibit booth to showcase our capabilities, including the full complement of products that make up our robust 511 system.

FL511 continues to grow in usage providing vital traffic information to individual commuters, long-distance travelers, tourists, and commercial vehicle operators. 2012 will be another exciting year as we move forward with innovative technologies.

Elizabeth Birriel

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



511 BACKGROUND

On July 21, 2000, the Federal Communications Commission designated 511 as the nationwide telephone number for providing telephone-based traveler information. This number provides an easy-to-remember, three-digit telephone number, which is available nationwide to provide information to travelers about real-time roadway conditions. This allows travelers to “know before you go,” enabling them to make better choices to arrive on time.

Since being designated, 37 states have deployed various 511 programs, some with the telephone number, and some including web sites for information distribution. Florida’s program, FL511, has evolved and includes options to obtain information not only by dialing the 511 number, but also through “pushing” information on specific roadways to the traveler.

The 511 traveler information number is a valuable asset to the traveling public. FL511 continues to focus on quality and timeliness of data disseminated to provide the backbone for service usage growth. It is this combination of factors that has resulted in Florida’s phenomenal success in establishing superior 511 services, giving it a national leadership role in this intelligent transportation systems field.

Enabled by Legislation

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.). This includes:

- Coordinating with other transportation authorities in the state to provide multi-modal traveler information through 511 services and other means;
- Developing uniform standards and criteria for the collection and dissemination of traveler information using the 511 number or other interactive voice response systems; and
- Entering into joint participation agreements or contracts with highway authorities and public transit districts to share the costs of implementing and administering 511 services in the state. FDOT may also enter into other agreements or contracts with private firms relating to the 511 services to offset the costs of implementing and administering 511 services in the state.

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 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 FL511 and related news.

FL511 OVER THE YEARS...

Florida's 511 traveler information system has come a long way since the first regional system was implemented in District Five in June 2002. Although District Six provided the first traveler information system in the state, they utilized a ten-digit phone number to access traveler information; this number was converted to the 511 phone number in July 2002. These two regional systems became models for 511 traveler information deployments in the remainder of the state with three more regional systems launched by 2007 in Tampa Bay, Northeast Florida, and Southwest Florida

There were some drawbacks to the regional concept. Each regional system had a different web site providing traffic information. There was no uniformity between these sites as each was developed independently of the other. The phone systems were different as well. Although they all offered the same basic information, they were customized to cater to the needs of each specific region. There was also a possibility of connecting to the wrong regional system while driving, due to the nature of radio signals and the inability to terminate a radio signal at a designated boundary. By 2008, FDOT opted to create a single statewide system to replace the regional systems. This statewide system would resolve the drawbacks, as it would provide one web site and one phone system. This would also resolve the problem of connecting to the wrong system.

FDOT launched the new statewide traveler information system, FL511, in June 2009, and the regional systems were turned off. FL511 is a hybrid system, in which Districts collect data at their regional transportation management centers (TMC), while information is disseminated centrally. Since collecting information in the rural areas was still an issue due to limited or no ability to collect data, FDOT made modifications to allow information collection directly from the Florida Highway Patrol's computer-aided dispatch system. A traffic reporting feature also allows callers to report incidents to alert operators of potential problems. In addition, FDOT contracted with a third party to provide data on rural portions of I-10 and I-75. Combined, these sources of data provide enough information for TMC operators to get a good picture of what is happening in Florida's rural areas. TMC operators can also post unconfirmed reports of problems on our roadways to FL511. This allows operators time to verify the problem while providing some information about the problem at an early stage in the dissemination process.

The use of the 511 phone number has made a world of difference in FDOT's ability to provide traveler information to the public. The ten-digit phone number was difficult to remember and in Southeast Florida, as an example, monthly calls volumes seldom exceeded 15,000 calls. Once the ten-digit phone number was converted to 511, the call counts in Southeast Florida almost immediately jumped three times higher to 45,000 calls and continued to rise to over 300,000 calls per month in that regional system. In 2005, calls to FL511 peaked at about 5,000,000 calls. Since then, FL511 has added a variety of ways for the public to access traffic information, which is directly reflected in a decline in the yearly call volumes.

FDOT has actively deployed intelligent transportation systems infrastructure over the past ten years, with over 700 dynamic message signs on some 1,200 miles of limited-access facilities. These signs provide information on road conditions, precluding the need to dial 511 for traffic information. In addition, the new iPhone app is another source to get traffic information without dialing 511. Personalization of FL511 provides the capability for the system to push information on problems on designated routes to registered travelers. All of this combined, lessens the need to dial 511.

Although the calls are down, the number of people accessing the system is up. The lessons learned and the successes of FL511 will serve well as we begin development of the next generation statewide system for launch in spring 2013.



FL511 Key Events

2000

- **July** – 511 designated as the national traveler information phone number by the Federal Communications Commission

2002

- **June** – Central Florida Traveler Information 511 System launched by District Five
- **July** – Southeast Florida converted their existing ten-digit phone number to 511

2003

- **July** – Florida legislation passed requiring FDOT to manage the 511 systems

2004

- **September** – Tampa Bay Regional Traveler Information System launched by District Seven

2005

- **November** – The statewide conditions reporting system launched with expansion of the Central Florida 511 Traveler Information System to cover all other limited-access roads throughout the state and several key arterial roads in the Orlando area; the first 511 web site was developed for statewide travel information

2006

- **January** – Southeast Florida SunGuide® 511 added a bilingual interactive voice response (IVR) to its touch-tone system; South Florida travelers were the first to be able to ask for information in either English or Spanish
- **October** – Northeast Florida 511 System launched by District Two
- **December** – My Florida 511 personalized services launched by District Five

2007

- **April** – Southwest Florida 511 System launched by District One
- **June** – FDOT District Five received the ITS America “2007 Best of ITS Award” in the Marketing and Outreach category for the launch of My Florida 511
- **December** – Northeast Florida 511 System launched MyJax511 personal alerts, incorporating text message and e-mail alerts

2008

- **May** – Travel times added to Interstate 75 traffic reports in Southwest Florida
- **September** – The new statewide Florida 511 (FL511) system design was approved
- **November** – Call volumes in the five regional systems and the statewide conditions reporting system surpassed the 25 million call mark
- **December** – SunGuide® Software modified to provide data to FL511 for distribution to travelers

2009

- **June** – FDOT launched the new FL511 for traveler information with new caller menus, a new web site, and expanded My Florida 511 custom routes and alerts enabling users from anywhere in Florida to access the same 511 system and get information through one, seamless phone call and web site.
- **October** – Call volumes for FL511 reached the one million call mark

2010

- **June** – Florida's Turnpike completed its transition to SunGuide; FDOT launched the Data Style Guide training statewide to promote SunGuide and FL511 data consistency among the Districts
- **August** – District Seven added coverage on SR-60 at the interchange with I-275 near the Tampa International Airport
- **November** – FL511 received its four millionth call
- **December** – New transfers were added to FL511, including transit agencies, airports, one seaport, and five new commuter services agencies

2011

- **June** – FL511 mobile app for the iPhone, iPad, and iPod touch launched by FDOT; added commuter services programs in Florida to the FL511 call menu
- **July** – Placed a solicitation for a new ‘no cost’ FL511 system
- **August** – Traffic camera views associated with incidents were added to the mobile app
- **September** – FL511.com received its one millionth visitor
- **October** – FDOT created an option for FL511 to allow a transportation management center operator to enter “unconfirmed” events; a transfer to the 95 Express project was added to the FL511 call menu to offer an additional customer service option for South Floridians
- **December** – FL511 received its six millionth phone call

2011 AT A GLANCE

As FL511 moved into its third full year of operations as a statewide system, FDOT continued to add to the system's offerings. The most significant addition in 2011 was the FL511 mobile app available on the iPhone, iPad, and iPod touch. The app, which launched in June, quickly became popular with travelers who wanted traffic information on their smart phone based on their location. Responding to user feedback, the first upgrade to the app was the addition of traffic cameras to incident reports.

In addition to the FL511 mobile app, improvements were made to augment the ability of system operators to report incidents; voice recognition improvements to accept commands made by callers who string commands together were also being designed.

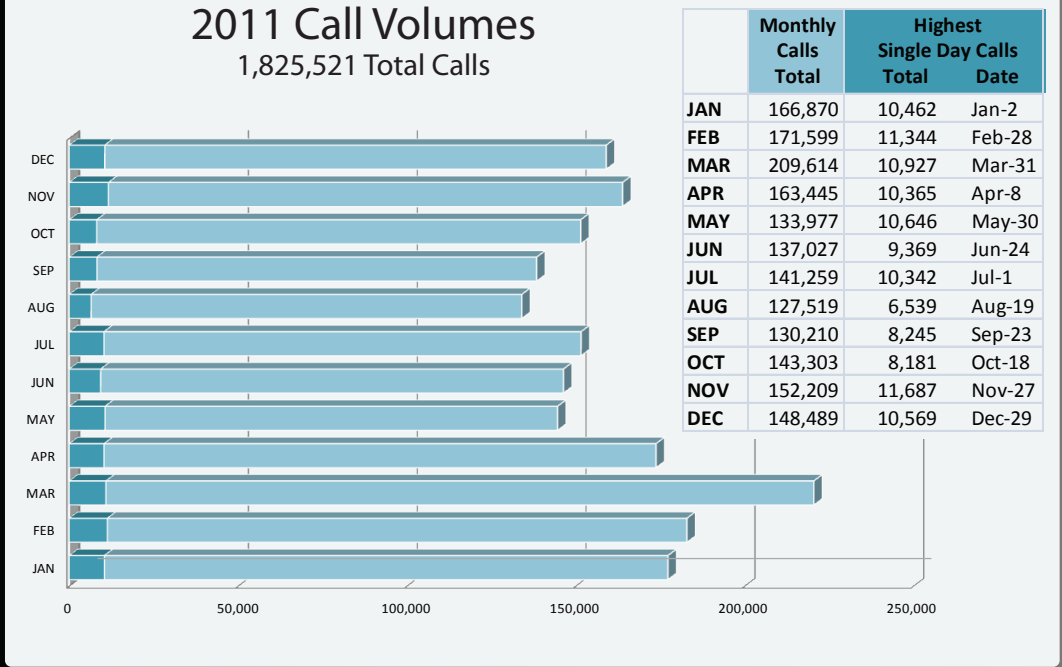
Two key milestones were reached:
 the one millionth visitor to the FL511.com web site and
 the six millionth call to 511.

The FL511.com web site continued to be an important source of information for Florida travelers. In 2011, Internet users visited the site 672,646 times. The most popular pages are those showing incidents, followed by roadside cameras and construction information.

Florida 511 received its six millionth phone call to the next-generation statewide system in December 2011, two and a half years after launch. Out of all calls placed, cell phone callers placed 72 percent of all calls to 511. The most popular time of day to call in 2011 was between 4 and 6 p.m. ,the weekday evening rush hour, when 511 receives nearly one-third of its daily calls.

2011 Call Volumes

1,825,521 Total Calls



**Top 10 roadway requests
(% of callers requesting information):**

- o I-95: 30%
- o I-4: 24%
- o Florida's Turnpike: 13%
- o I-75: 9%
- o Palmetto Expressway: 5%
- o Dolphin Expressway: 3%
- o I-10: 3%
- o I-595: 2%
- o I-275: 2%
- o US 1: 1%

Top 10 agency transfers:

- o Orlando International Airport: 10,758
- o Georgia 511: 3,207
- o Florida's Turnpike/Sunpass: 1,384
- o Tampa International Airport: 439
- o Louisiana 511: 842
- o Collier Area Transit: 455
- o Broward County Transit: 382
- o Commuter Services of South Florida: 379
- o Fort Lauderdale International Airport: 374
- o Miami International Airport: 367

511 Call Origination by Area Codes (% of total calls)

- o South Florida (954, 305, 561, 786, 772, 754): 44%
- o Central Florida (407, 352, 321, 386): 25%
- o Tampa Bay (813, 727, 941, 863): 10%
- o Northeast Florida (904): 7%
- o Southwest Florida (239): 2%
- o Panhandle (850): 2%

FL511.com Web Site Number of visits:

- o January: 61,356
- o February: 54,752
- o March: 73,980
- o April: 57,418
- o May: 52,616
- o June: 57,050
- o July: 54,775
- o August: 49,481
- o September: 47,435
- o October: 51,862
- o November: 58,277
- o December: 53,644

Mobile App Visitors:

- o July: 35,221
- o August: 27,388
- o September: 39,336
- o October: 39,423
- o November: 73,497
- o December: 71,033

WHAT WAS HOT IN 2011

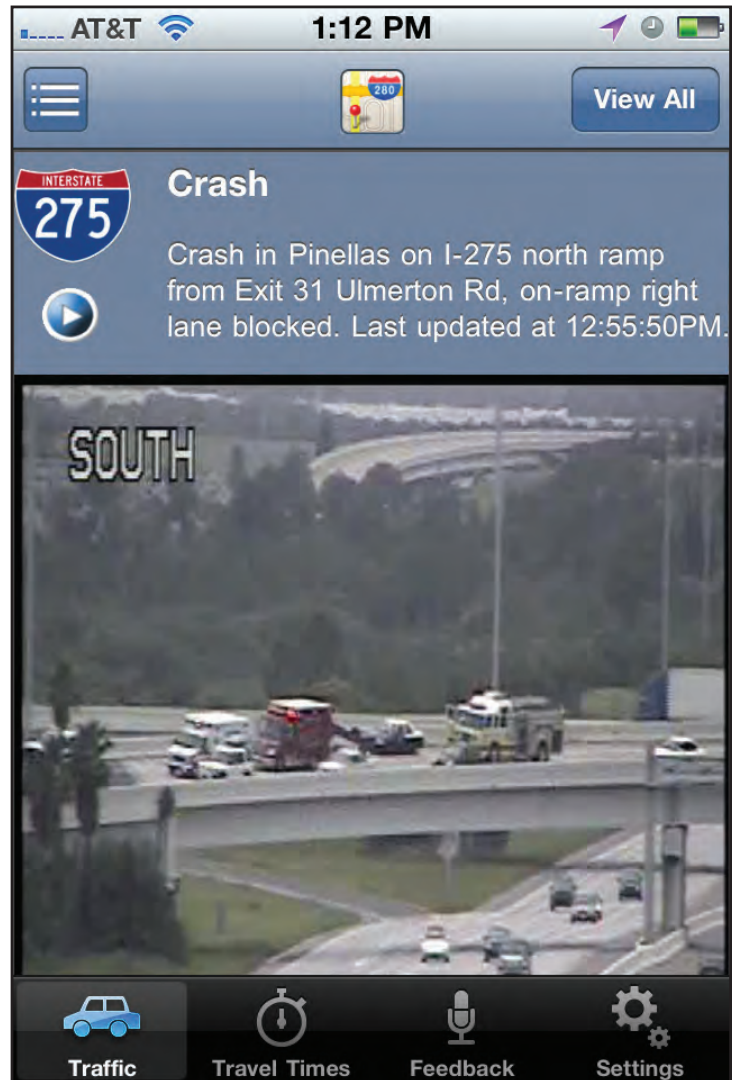
New 511 Mobile App Popular with Travelers

Florida added a 511 mobile app to its suite of traveler information products in 2011, and it's proving to be extremely popular with travelers. The app is available through the Apple iTunes store and can be downloaded onto an iPhone, iPad, or iPad touch. FDOT plans to launch an Android version of the app in the future.

The FL511 app launched in mid-2011, and received nearly 290,000 visits during the first six months of operation from nearly 30,000 people who downloaded the application to their smart mobile devices.

The app provides the same real-time traffic information as the 511 phone system. It makes use of the global positioning system and can be set to provide traffic information up to 200 miles around a user's current location. Users can also enter a registered My Florida 511 primary phone number to receive information on customized routes. Users can sign up for My Florida 511 services through the FL511.com web site.

The FL511 app provides traffic information in four ways—through an audible playing of incidents, an on-screen list of events, a map indicating traffic issues, and camera views. The app menu includes a number of options to get traffic information and travel times, provide feedback, and customize the application. A list of events or a pushpin icon on

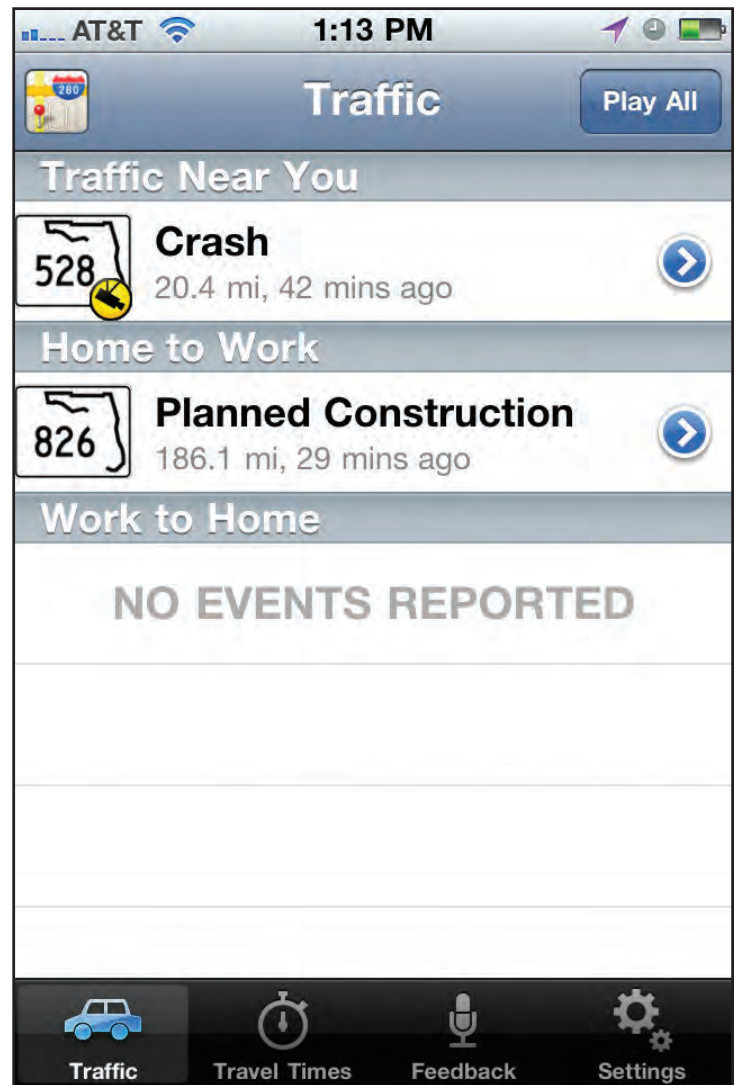
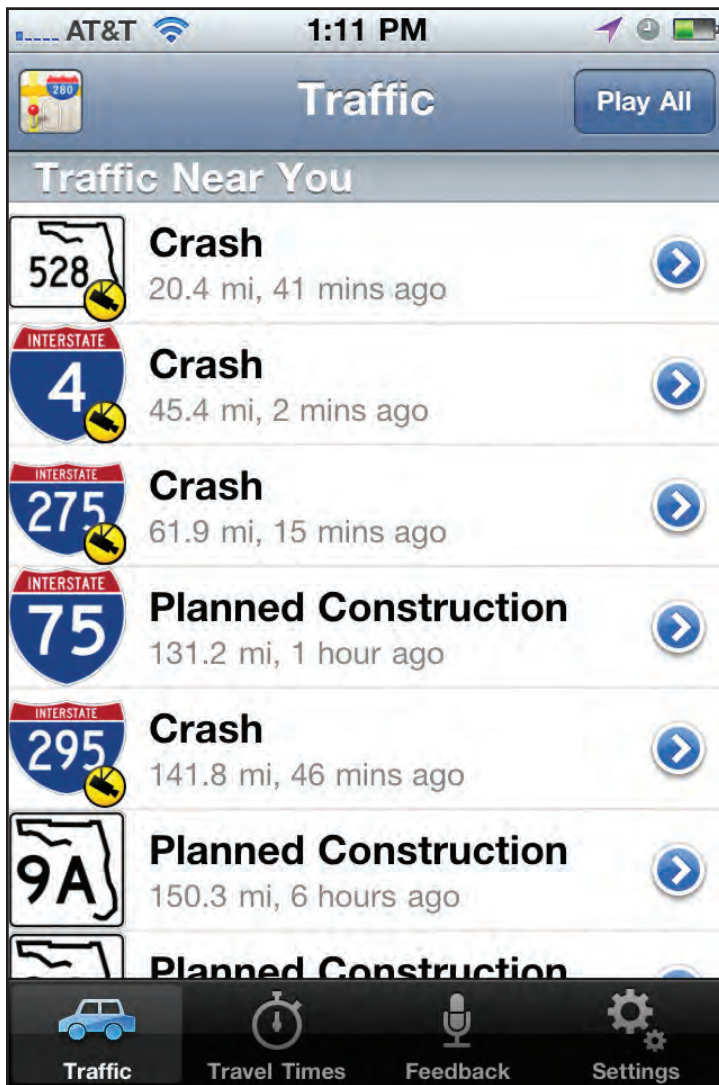


the Google-based map lets users view the traffic information they choose. App users can also enter a city or metro area to get information in that area and hear audio of the information. The map pushpins are color-coded to indicate the types of events—red for incidents and purple for construction. Users can tap the traffic camera image associated with an incident to view an image of traffic near that location.

The travel time screen provides travel times within a selected range or along a user's customized routes created through the My Florida 511 feature on FL511.com. The app presents the segment name, average travel time, and average travel speed on each segment. The app identifies a user's travel direction and provides information in that direction. A compass icon allows users to change the travel direction to get traffic information in the opposite direction. A list of roadways on the right side of the screen allows users to view travel time information on a selected facility. There is also a user's manual located in the "help" section, which may be downloaded for future reference.

The FL511 app also lets users report traffic delays/incidents or leave general feedback.

This new app is another example of how FDOT's Intelligent Transportation Systems Program provides a "safe" transportation system that ensures the mobility of people and goods throughout Florida.



GETTING TO KNOW FL511

Marketing to Millions in 2011

FDOT educated millions of motorists about the FL511 traveler information system in 2011. With the launch of the 511 mobile app, FDOT provided new content to all of its current statewide outreach partners. The Educate.FL511.com web site was used to disseminate app information and offer partners 511 educational items, such as articles, flyers, handouts, promotional items, logos, web banners, print public service announcements (PSA), videos, audio clips, PowerPoint presentations, and more.

Major 511 partnerships:

- ⊙ **Airport PSAs** – 47 public service signs were placed in Florida's major airports. Approximately 112 million travelers passed the 511 PSA signs this year. Traveler counts (per year) at the airports are:

 - Miami International Airport—34 million
 - Orlando International Airport—36 million
 - Tampa International Airport—19 million
 - Jacksonville International Airport—15 million
 - Southwest Florida International Airport—8 million
- ⊙ **Driver's Education Outreach** – The Florida Department of Highway Safety and Motor Vehicles included 511 content in the English and Spanish editions of the 2011 Florida Driver Handbooks. 1.4 million books were printed and downloadable handbooks were available online.

 - FDOT distributed a multimedia presentation for all public and private driver education courses throughout the state. The presentation included a video demonstrating how to use 511 and a 511 PowerPoint.
- ⊙ **Commercial Vehicle Operators Outreach** – FDOT created a 511 video for commercial vehicle operators with the help of a Publix truck driver. Dozens of videos were distributed to all Florida trucking companies.
- ⊙ **Shopping Mall PSAs** – Twenty-six bilingual PSAs were featured at 13 major malls in South Florida, Tampa, and Orlando.
- ⊙ **Rental Car Partnerships** – Dollar Thrifty Automotive Group, Inc. placed 511 content on their national web site under "Travel Tools."
- ⊙ **Billboards** – More than two-dozen PSA 511 billboards were placed alongside major roadways throughout the state.
- ⊙ **Phone Books** – 511 content was included in phone books provided by AT&T (The Real Yellow Pages), Embarq (Dex Knows/Century Link Phone Books), and Verizon (Super Pages). Total statewide audience for phone books totaled 19.5 million.
- ⊙ **Commuter Services** – Phone system transfers from 511 to all commuter services programs in Florida were added. South Florida Commuter Services placed a 511 image on their web site homepage, sent out a 511 e-mail blast to 40,000 partners, and ordered customized 511 commuter posters to distribute to major employers.
- ⊙ **Enjoy Florida Magazine** – A 511 quarter-page PSA was featured in all four quarterly editions of *Enjoy Florida Magazine* in 2011. The magazine was available in 480 brochure displays at rest areas, restaurants, shops, tourist outlets, and Florida's Turnpike Enterprise service plazas. More than two million magazines were published last year.
- ⊙ **Rack Cards** – FDOT partnered with brochure distribution companies to provide more than 400,000 511 rack cards to rest areas, driver's license offices, hotels, chambers of commerce, grocery stores, bus stations, malls, airports, marinas, military bases, tourist attractions, restaurants, rental car agencies, colleges and universities, gas stations, transit stations, and many others.
- ⊙ **Florida Department of Environmental Protection (DEP)** – DEP joined with FDOT to remind drivers to avoid traffic and reduce emissions by calling 511.

 - DEP included 511 messages on their "Easy as One" blog several times throughout 2011.



- They included a 511 “Tip of the Week” on the homepage of their statewide web site.
- ⊙ **Conference Outreach** – Representatives spread the word about 511 at state and national conferences. Exhibit booths were featured at:
 - 18th World Congress on Intelligent Transport Systems
 - Florida Transportation Builders Association Conference
 - 2011 Governor’s Hurricane Conference
 - 2011 Orange County Hurricane Expo
 - Orlando Prepares Hurricane Conference
 - Tampa Hurricane Conference
 - Dori Slosberg Driver Education Conference
 - 2011 Marion County Hurricane Expo

Spreading the Good News—Media Outreach

FDOT reached Florida’s 19 million residents and 82 million visitors through many outreach efforts in 2011, including media outreach. FDOT reached out to reporters throughout the state and the nation by providing timely content through news releases and media events. FDOT also provided 511 content to all of the state’s newspaper and television stations for their 2011 Hurricane Guides. The 511 system received nationwide coverage for the new 511 app.

Noteworthy News

The state kicked its media relations efforts for 511 into high gear with the launch of the new 511 app for the iPhone, iPad, and iPod touch. The marketing team distributed a news release announcing the new app on July 7, 2011, and received a great response from the media and the public with statewide news coverage in the Miami Herald, Naples News, CBS Miami, WINK News (southwest Florida CBS affiliate), The Business Journals for Tampa Bay, Orlando, South Florida, and Jacksonville, and other technology and industry publications. The app received more than 6,000 downloads within the first week of the launch.

Coverage of the new 511 app continued through the Labor Day weekend and with the announcement on September 27 that the app began to feature FDOT’s traffic cameras in association with incidents on 511-covered roadways. News of this was covered in the Florida Transportation Builder’s Association Magazine (Winter Edition) and other major outlets including Fort Myers’ FOX News and the Daytona Beach News-Journal.


Shortly after the Thanksgiving holiday, the 511 system received its six millionth phone call! FDOT released information about this major milestone resulting in positive coverage from the Sun-Sentinel, the Florida Engineering Society, and other publications.

Media Events

Media outreach for the 511 app and the overall system took flight with media events at District Four’s (in Palm Beach) and District Five’s (Orlando area) transportation management centers (TMC). The team invited television, newspaper, and news radio outlets to the TMCs to report live for Thanksgiving travel. The travel event included representatives from the Florida Highway Patrol (FHP), AAA, FDOT, and 511. In District Four, reporters from WPBF-ABC, WPEC-CBS, WPTV-NBC, and WFLX-FOX reported live for morning traffic reports and Thanksgiving travel. The District Five event hosted all of the major television stations in Central Florida, including WOFL-FOX, WESH-NBC, WFTV-ABC, WKMG-CBS, and local cable station Central Florida News 13. The Orlando Sentinel also published a news story about using 511 to prepare for Thanksgiving travel.

As all of these news stations have covered the 511 phone system, web site, and My Florida 511 personalized services in the past, media groups were eager to report on the new 511 app as the “must-have” travel tool for the Thanksgiving

TRAFFIC INFO



TRAFFIC INFO
ALL THE TIME

Know Before You Go,
In English and Spanish

Dial 511 from your cell or landline phone.

–OR–

Visit www.FL511.com to check real-time traffic information, view traffic cameras and register for free My Florida 511 personalized services.

–OR–

Access traffic information on your Web-enabled device at mobile.FL511.com.

Using 511

- » Speak as clearly as possible and minimize any background noise – turn off speakerphone mode, turn off radios and close windows
- » Users can request **Traffic, Travel Times, Transit, Airports or Seaports, or Other Options**
- » To immediately access traffic information, ask for a specific city, county or roadway
- » Say **Help** for instructions
- » Say **Main Menu** at any time to start over
- » Interrupt 511 if you already know your selection

CALL 511

OR VISIT US ONLINE

WWW.FL511.COM

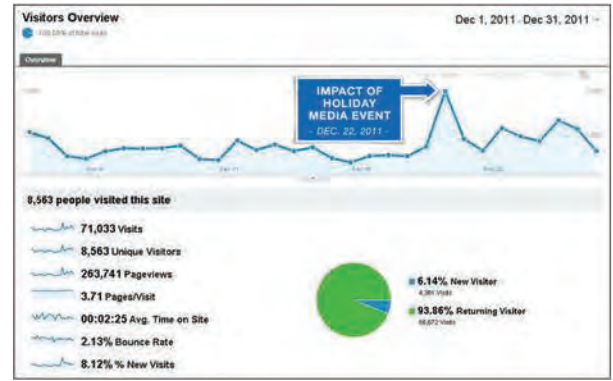
A free resource of the Florida Department of Transportation
(standard cell phone minutes or text message charges may apply)

holiday. Reporters gave live demonstrations of the app showing the benefits of the global positioning system technology and FDOT's traffic cameras. As a result of these events, the 511 app received 8,104 downloads over the course of the weekend, reaching a total of 25,827 at the time. 511 representatives encouraged travelers to "Know Before You Go" by checking the app before hitting the road.

FDOT hosted similar events for December's holiday travel in Districts Two and Six. The 511 team invited media outlets to the TMCs to report live and interview representatives from FDOT, 511, FHP, AAA, and the Road Ranger service patrols. This was the first time media outlets have been invited for a 511 event at these TMCs. FDOT hosted all of the major media outlets at the District Two TMC, including CBS/FOX's Action News Jax, ABC/NBC's First Coast News, Jacksonville's local news station News4Jax, and morning radio's WOKV. District Six hosted reporters from WPLG-ABC, WSVN-FOX, and WTVJ-NBC. News from the events received national coverage on MSNBC and information about the 511 system and the new app resulted in another major bump in downloads. The 511 app received 3,098 downloads over the course of the weekend, reaching a total of 29,641.

Hurricane Guide Outreach

Each year, FDOT provides content about 511 to the media statewide for inclusion in their Hurricane Guides. 2011 was no different, and the team saw excellent coverage in Hurricane Guides for Florida's major news outlets, including WINK, WTSP, WFTV, WTVJ, Florida Today, and The News-Press. Information about 511 was also featured in all of the regional editions of the National Oceanic and Atmospheric Administration's Hurricane Guides.



Reporter Justin Finch, NBC-6 Miami, interviews Alicia Torrez, District Six Public Information Specialist, at the Miami SunGuide® Transportation Management Center about using 511 to learn about traffic conditions.



Peter Vega, District Two ITS Engineer, explains how traffic is monitored in Jacksonville to Derrick Odom, reporter for Action News Jax.

Sgt. Kim Motes, Florida Highway Patrol, emphasizes the importance of travelers checking 511 before hitting the road during the Thanksgiving holiday.



A LOOK AT THE FUTURE

In 2011, information regarding crashes, congestion on limited-access highways, construction, and weather conditions was available to FL511 users by dialing 511, visiting the FL511.com web site, registering with My Florida 511, or via the iPhone app. In addition, information regarding travel times was also available, together with the ability to transfer to transit agencies, airports/sea ports, and commuter services. In 2012, FDOT added 12 Twitter accounts, which also provide this information.

FDOT just recently completed a solicitation to procure a new traveler information system. This new 511 system will provide the same core information as the existing FL511 and more – free of charge to FDOT. The new 511 system provider will generate revenue to implement this system by capitalizing on FDOT assets.

The new 511 system provider has proposed a number of different ways to generate revenue. Sponsorship messages, provided in conjunction with the opening greeting when dialing 511, and advertisements and sponsorship messages on the FL511.com web site are two ways of generating revenue; however, it is anticipated that these will not generate significant amounts of revenue. The real opportunity to generate revenue is by providing sponsor names on 511 roadside signs. A supplemental panel, a third of the size of the 511 sign, will be added to the bottom of each sign with the name of the sponsor. The value of each sign location will vary depending on the amount of traffic that passes by each sign.

Another way to generate significant amounts of revenue is by providing information to motorists about business services they are approaching, which can be very attractive to businesses. In this concept, a business pays to push out information to a user regarding their business as that user approaches the business location. For example, as a motorist approaches an interchange, basic information about available services located at that interchange can be provided to the user through a mobile application. Businesses would pay to have this information provided to motorists as they travel around the state.

Another way to possibly generate significant revenue is by mobile couponing, a location awareness service, where businesses offer motorists a coupon for a discount as they approach the business's location. Businesses would pay to have their coupons pushed out to motorists to encourage them to stop.

Providing information on tourism and special events is another way to generate revenue. For a small fee, the new 511 system would provide a listing and an entire page per attraction or special event on the web site. This would provide much richer information to the user and an improved user experience.

There are many possible ways to generate revenue; however, these are potential ideas that would generate the most revenue and the ones that the new 511 system provider has proposed.

The new 511 system will employ a regional approach when providing information to users. This will improve speech recognition as each region can be individually fine-tuned based on that region's specific accents and dialects. The regional approach will also allow the new 511 system to provide specific regional information based on the user's location, eliminating the need to navigate through information that may not be pertinent location-wise.

The new 511 system will provide a robust multi-modal component where a user can find transit route and stop information as well as transit schedules and departure information. It will also provide a trip planning function incorporating all modes of travel.

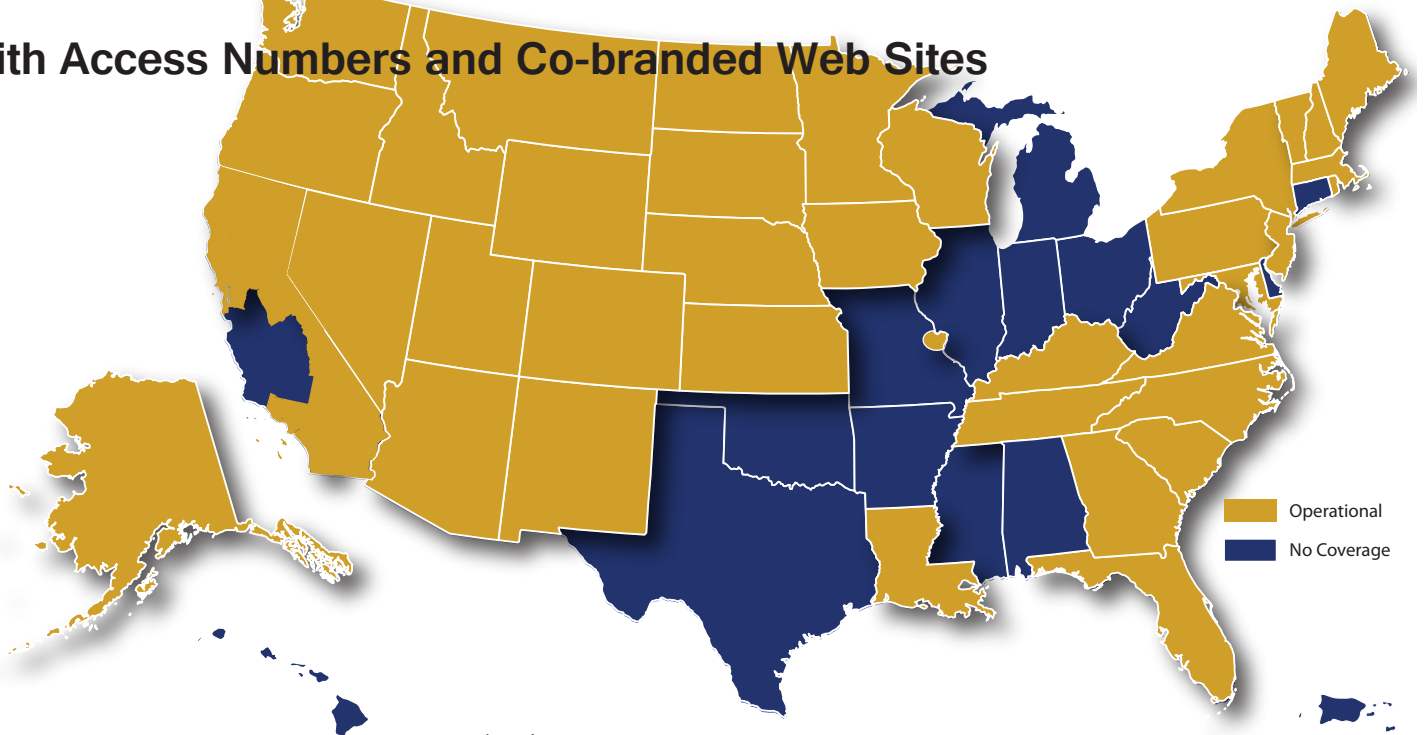
The new 511 system will also provide predictive travel information. It will have the ability to deliver not only what is currently happening, but also a two-hour look ahead. In addition, the new 511 system will provide a feature that allows the user to compare the current traffic with previous traffic trends. Along the same line, it will provide a congestion index so that a user can assess what level of congestion they might encounter, indicating if congestion is getting worse or better.

Although there are more enhancements in store for the new 511 system, these provide a good look at some future capabilities that could be designed into the new 511 system. Information will be delivered across all mobile application platforms.

The new 511 system should be ready for launch in spring 2013.

NATIONAL DEPLOYMENT AREAS

With Access Numbers and Co-branded Web Sites



Operational
No Coverage

Alaska.....	(866) 282-7577	511.alaska.gov
Arizona.....	(888) 411-ROAD	www.az511.com
California		
Eastern Sierra.....	(800) 427-7623	
Inland Empire.....	(877) 694-3511	www.IE511.org
Los Angeles/Orange/Ventura	877-22-Go-511	www.go511.com
Sacramento / Northern California	(877) 511-TRIP	www.sacregion511.org
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FDOT ITS Contacts

District 1

Chris Birozak
FDOT District 1 Traffic Operations
PO Box 1249
Bartow, FL 33831
(863) 519-2507

District 2

Peter Vega
FDOT District 2 Traffic Operations
2250 Irene Street, MS 2815
Jacksonville, FL 32204-5463
(904) 360-5463

District 3

Chad Williams
FDOT District 3 Traffic Operations
1074 Highway 90 East
Chipley, FL 32428-0607
(850) 415-9504

District 4

Dong Chen
FDOT District 4 Traffic Operations
2300 W. Commercial Blvd.
Ft. Lauderdale, FL 33309
(954) 847-2796

District 5

Michael Smith
FDOT District 5 Traffic Operations
719 S. Woodland Blvd., MS 3-562
DeLand, FL 32720-6834
(386) 943-5360

District 6

Rory Santana
FDOT District 6
1000 NW 111th Avenue, MS 6203
Miami, FL 33172
(305) 470-6934

District 7

Chester Chandler
FDOT District 7 Traffic Operations
11201 N. McKinley Dr.
Tampa, FL 33612
(813) 615-8610

Florida's Turnpike Enterprise

John Easterling
Florida's Turnpike Enterprise
PO Box 9828
Ft. Lauderdale, FL 33310-9828
(954) 934-1295

Mark Wilson

State Traffic Operations Engineer
(850) 410-5600

Elizabeth Birriel

Deputy State Traffic Operations Engineer - ITS
(850) 410-5606

Gene Glotzbach

ITS Deployments
(850) 410-5616

Arun Krishnamurthy

ITS Architecture and Software
(850) 410-5615

Randy Pierce

ITS Telecommunications
(850) 410-5608

Physical Address:

Rhyn Building
2740 Centerview Drive
Suite 3-B
Tallahassee, FL 32301

Mailing Address:

Burns Building
605 Suwannee Street
MS 90
Tallahassee, FL 32399



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