



FLORIDA'S 511 PROGRESS REPORT

Keeping Travelers Moving



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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:

One of the most exciting aspects of working in intelligent transportation systems is being on the forefront of new products, services, and processes. The Florida 511 advanced traveler information system, or FL511, itself is an example of technological development, which has continued to evolve since Florida's first 511 system launched in 2002. Originating as a phone system for traveler information and a bilingual web site, FL511 has grown to include personalized services, a mobile application, and now social media, which provides information more than 30,000 times each day.

The growth of social media has been nothing short of astounding, particularly since the term did not even exist when the first FL511 systems were launched in Florida. Today, the 12 FL511 feeds provide up-to-the-minute roadway information to thousands of Florida motorists, media outlets, schools, and other organizations. More importantly, those groups actively resend FL511 information to all of their followers. This exponential distribution allowed our FL511 message to reach more than 450,000 football fans during the college bowl season.

The Florida Department of Transportation continues to reach motorists with traveler information in a variety of ways. In addition to social media, the mobile app is growing in popularity and now rivals the FL511 web site in terms of visits. We also hosted members of the media at our transportation management centers in Orlando, Fort Lauderdale, and Tampa for a behind-the-scenes look at traffic operations and the many ways to use FL511 during the busy holiday travel seasons. The media events were an overwhelming success with several news stations airing pieces throughout the state as well as a 511 story on ABC's World News with Diane Sawyer, which included shots of the FL511 web site.

Our efforts are paying off as the recent Schapiro research study found awareness of the FL511 system has grown more than 20 percent in the past two years.

More breakthroughs are in store for 2013. We expect to expand roadway coverage in major cities, providing FL511 users even more information for better and safer travel. Additionally, FL511 will be more visible than ever in social media as we expand our partnership efforts in this growing medium.

As technology advances, so too will the FL511 system. We will continue to explore new methods people use to communicate while providing vital information to commuters, long-distance motorists, tourists, and commercial drivers. We can look back at 2012 and acknowledge our milestones and achievements, knowing that 2013 will bring even more excitement and successes.

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FL511 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, 38 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 the Florida Department of Transportation (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 *Florida Statute*). 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.



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 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 traveler information system 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

FDOT launched the Data Style Guide training statewide to promote SunGuide software and FL511 data consistency among the Districts

August

District Seven added coverage on SR-60 at the I-275 interchange near the Tampa International Airport

November

FL511 received its four millionth call

December

New transfers added, including transit agencies, airports, one seaport, and five new commuter services agencies

2011

June

FDOT launched the FL511 mobile app for the iPhone, iPad, and iPod touch; 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

An option was created to allow a transportation management center (TMC) operator to enter "unconfirmed" events; a transfer to the 95 Express was added to the FL511 call menu

December

FL511 received its six millionth phone call

2012

February

FDOT launched 12 regional and major roadway FL511 Twitter feeds

May

FL511 hosted Memorial Day Travel Media Events at District Four's SMART SunGuide TMC and District Seven's TMC

June

FL511.com added detours and maps on its Emergency Info tab during Tropical Storm Debby

July

FL511.com received its two millionth visitor

November

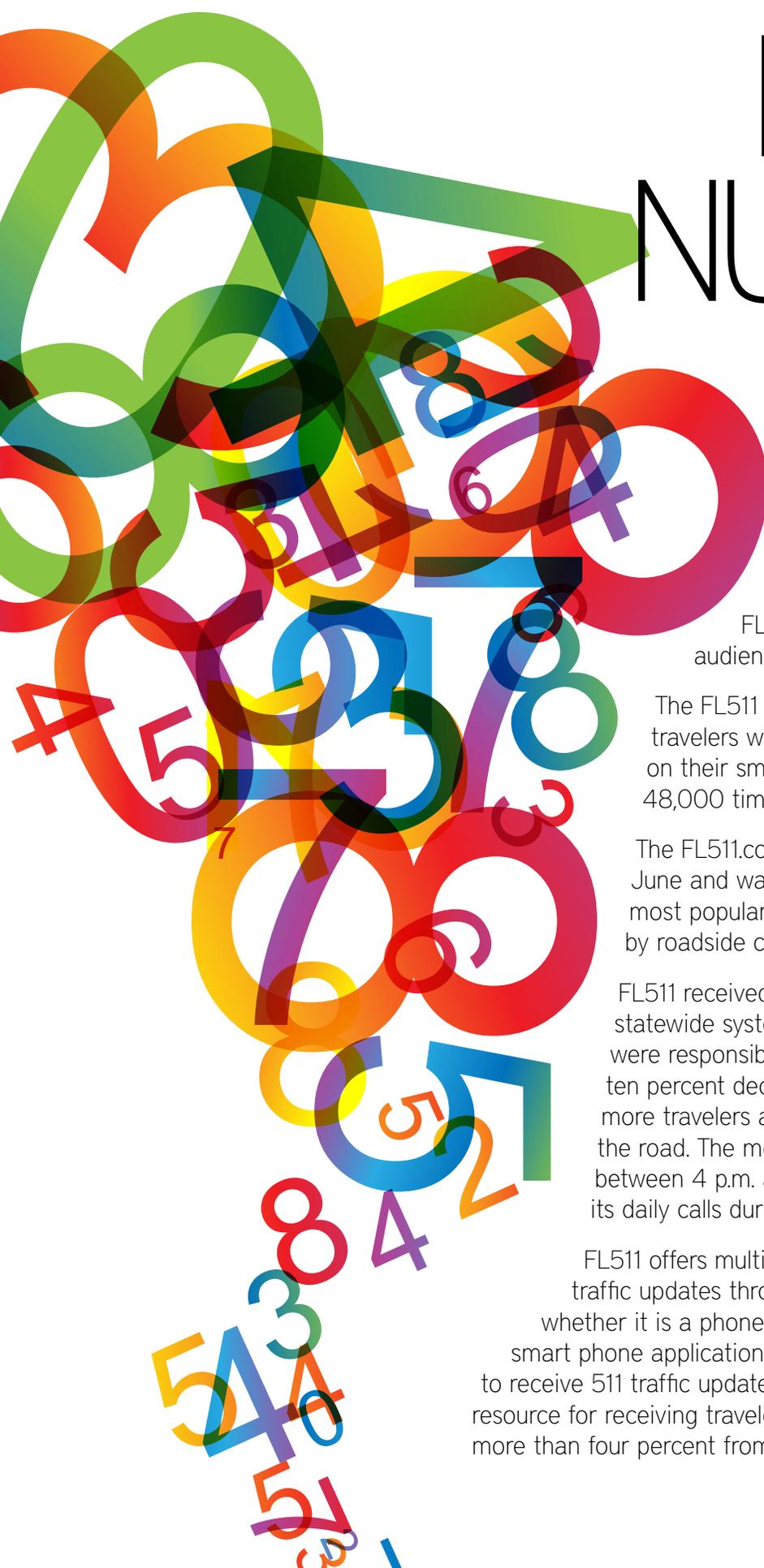
FL511 hosted Thanksgiving Travel Media Events at District Four's SMART SunGuide TMC and District Five's Regional TMC; ABC World News featured FL511.com during a Thanksgiving holiday travel segment

December

FL511 received its eight millionth phone call

"THIS is one of the best systems that I have come across when it comes to traffic control. I have used this system throughout the United States and in different cities that I have traveled to. My compliments to whomever designed and is funding this program."

Central Florida FL511 user



BY THE NUMBERS

FL511 added to its suite of resources this year by launching seven regional FL511 Twitter feeds and five additional Twitter feeds for the state's interstate highways and Florida's Turnpike Enterprise facilities, bringing the total Twitter feeds to 12. Twitter feeds have proven very beneficial to media outlets, schools, and other organizations that redistribute traffic information from FL511 tweets in addition to recommending their audiences follow FL511 on Twitter for traffic updates.

The FL511 iPhone app continued to be popular with travelers who want location-based traffic information on their smart phones. The app has been downloaded 48,000 times since launching in June 2011.

The FL511.com web site received its two millionth visitor in June and was visited nearly 800,000 times in 2012. The most popular pages are those showing incidents, followed by roadside camera and construction information.

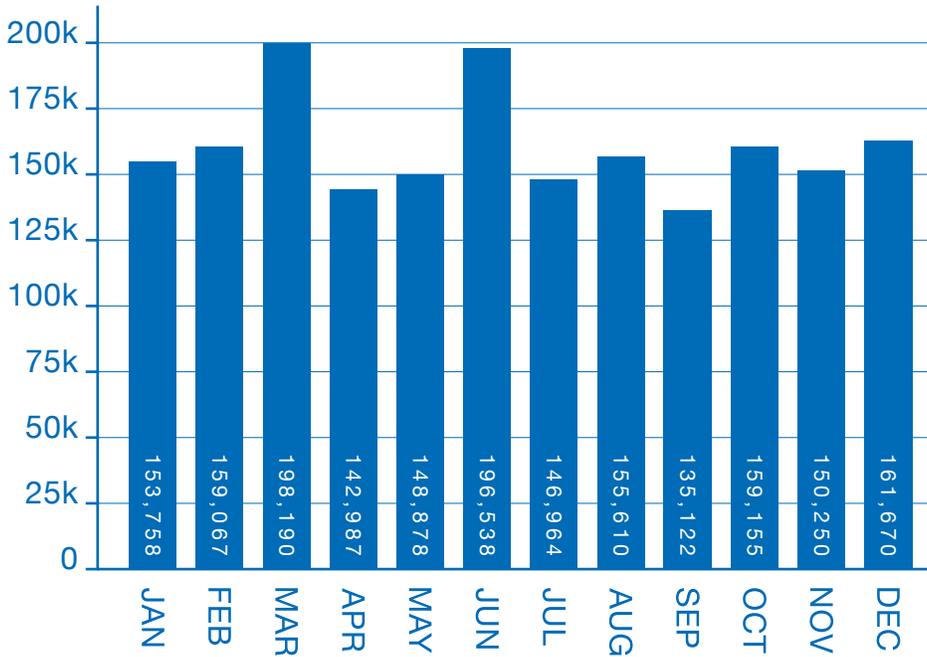
FL511 received its eight millionth phone call to the statewide system in December 2012. Cell phone callers were responsible for 62 percent of all calls to 511. This is a ten percent decrease from the previous year, which suggests more travelers are calling from a landline before hitting the road. The most popular time of day to call in 2012 was between 4 p.m. and 6 p.m. FL511 received nearly one-fifth of its daily calls during the weekday evening rush hour.

FL511 offers multiple platforms to allow motorists to receive traffic updates through methods that best suit their lifestyles, whether it is a phone call, an email, a text, a web site, Twitter, or a smart phone application. With a wide variety of outlets for travelers to receive 511 traffic updates, the phone system continues to be a key resource for receiving traveler information as calls to the system were up more than four percent from 2011.

STATISTICS

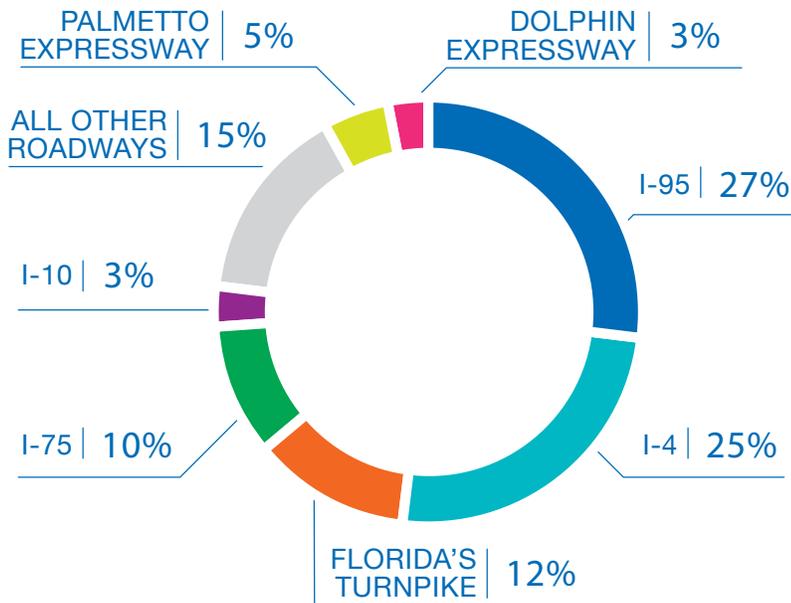
511 MONTHLY CALL STATISTICS

TOTAL CALLS IN 2012 - 1,908,189



MOST REQUESTED ROADWAYS

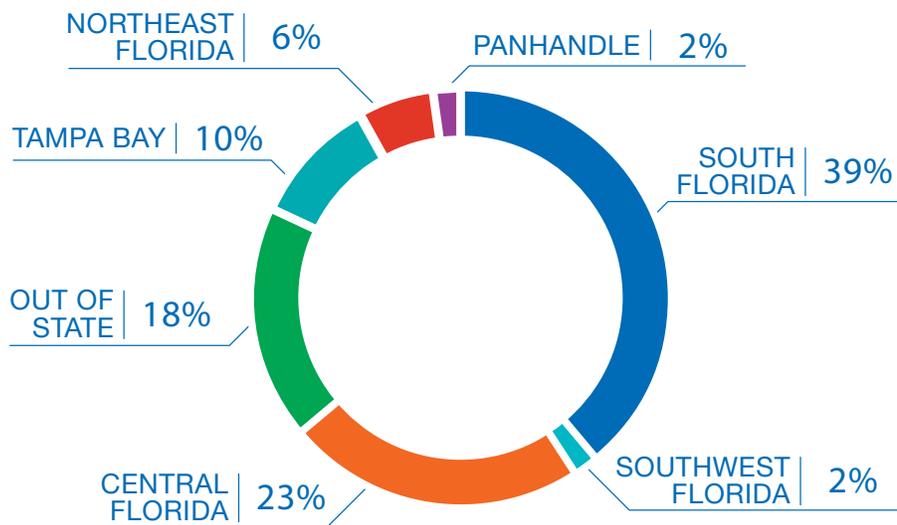
(% OF CALLERS REQUESTING INFORMATION)



"I appreciate the work that you have done on this system and the improvements that it has made in the last couple of years. Just wanted to say thank you."

Central Florida FL511 user

CALL ORIENTATION BY AREA CODES



FL511.COM WEB SITE VISITS



*Tropical Storm Debby and other severe weather resulted in a notable increase in June

TWITTER FOLLOWERS

- @FL511_STATE

- 360**
- @FL511_PANHANDL

- 219**
- @FL511_NORTHEAST

- 296**
- @FL511_CENTRAL

- 248**
- @FL511_TAMPABAY

- 375**
- @FL511_SOUTHWEST

- 277**
- @FL511_SOUTHEAST

- 1,232**
- @FL_511_I4

- 258**
- @FL511_I10

- 277**
- @FL511_I75

- 618**
- @FL511_I95

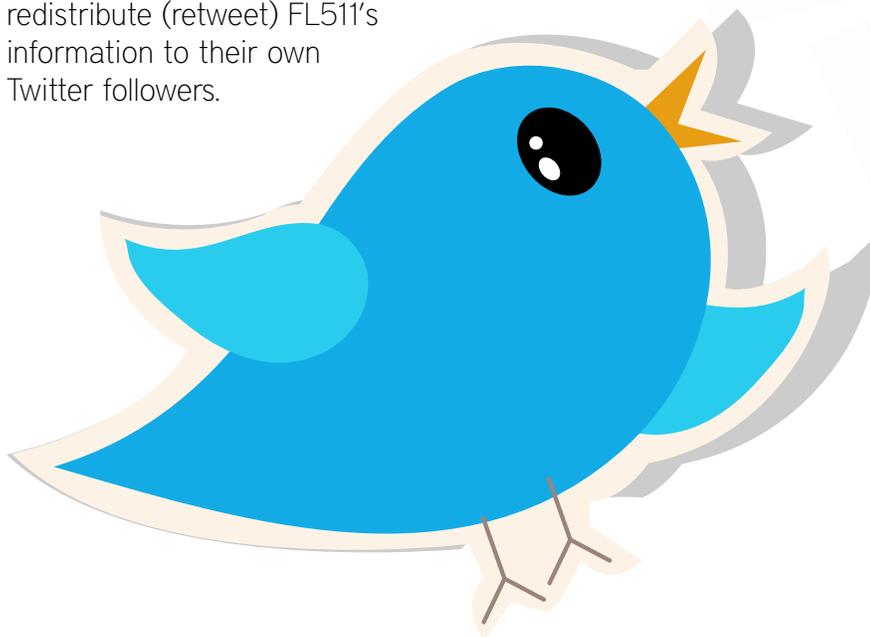
- 718**
- @FL511_TURNPIKE

- 789**

FL511 GOES SOCIAL

More people than ever rely on social media for current information, thereby encouraging many organizations to post on Facebook and Twitter. Likewise, FL511 uses Twitter to keep drivers informed of traffic incidents and road conditions. FDOT added Twitter to its suite of traveler information resources by launching 12 Twitter feeds in February 2012, to provide information for seven regions and five limited-access facilities in Florida. The Twitter posts are updated through an automated feed from SunGuide software, allowing FL511 Twitter followers to receive the same information on crashes, congestion, and construction available through the FL511 phone system and web site. Like social media sites, the Twitter feeds have quickly become a popular method of providing regional traffic information to thousands of followers.

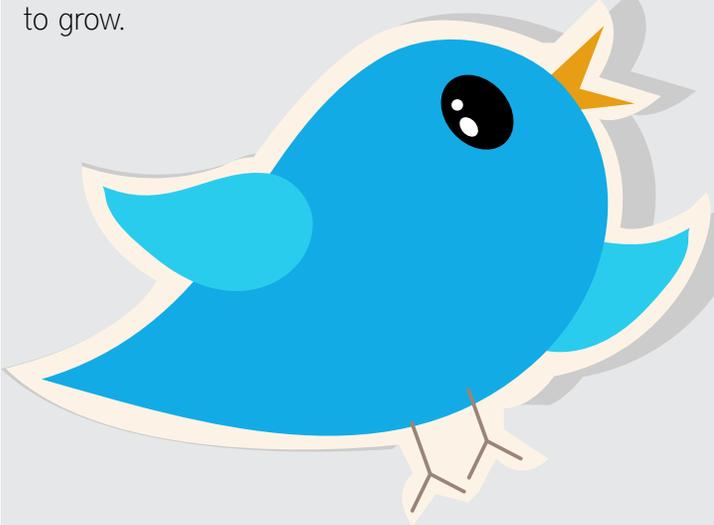
FL511 Twitter feeds are also being used by media outlets to provide their viewers with up-to-date traffic information. Many news and radio stations have either embedded FL511 Twitter feeds or use feeds as a traffic resource on their web sites. Broadcasters and journalists frequently redistribute (retweet) FL511's information to their own Twitter followers.



Universities are among the most active FL511 social media users. They utilize Facebook and Twitter to effectively reach hundreds of thousands of students, alumni, faculty, staff, and fans. "FSU strives to keeps its students as safe as possible on and off campus," said Dave Bujak, Emergency Management Coordinator, Florida State University. "We post 511 information on Twitter, Facebook, and our web site, encouraging students to use the system when heading to a big game, when going home to visit family and friends, when traveling back to campus, or during severe weather and emergencies, to help keep them safe on the roadways."

A great example of this occurred during the college bowl season. A total of 14 colleges tweeted and retweeted FL511 information. These retweets grew exponentially, reaching 450,000 Twitter followers during the college bowl season alone. Simultaneously, FL511 Twitter followers grew by 6.5 percent in less than three weeks, showing the power of social media.

There are more than 100 million Twitter users in the United States, and 11 new Twitter accounts are created each second, according to Media Bistro. The introduction of travel information via Twitter is another way FDOT continues to provide vital updates to Florida residents and travelers via the method that best suits their lifestyle. The launch of FL511 Twitter feeds allows FDOT to reach motorists very effectively, and its impact will only continue to grow.



WSVN-TV @wsvn Follow

RT @fl511_southeast: NEW: Crash in Broward on I-75 north at Mile Marker 30, all lanes blocked.

Reply Retweet Favorite

2 RETWEETS

WPTV @WPTV Follow

RT @fl511_southeast: Crash on I-95 south before Exit 69A Belvedere Rd , traffic backed up until Okeechobee Blvd, 2 right lanes blocked

Reply Retweet Favorite

UNL @UNLincoln Follow

Heading to watch the #huskers at the @CapitalOneBowl? Get free traffic updates: call 511, visit FL511.com or flw @FL511_central

Reply Retweet Favorite

VT Football @VT_Football Follow

Heading to the @RussellAthBowl? Get free traffic updates by calling 511, on FL511.com, @FL511_central & #iPhone app

Reply Retweet Favorite

GatorZone Football @GatorZoneFB Follow

Heading to the @SugarBowlNola? Get free traffic updates by calling 511, on FL511.com, @FL511_northeast & #iPhone app. #Sugar2013

Reply Retweet Favorite

7 RETWEETS 1 FAVORITE

PROMOTING SAFE TRAVEL

FL511 had many successes with the media in 2012, hosting two media events during the year. The first event hosted was for Memorial Day holiday travel and kicked off the beginning of summer travel throughout the state. Memorial Day media events were hosted in District Four and District Seven's transportation management centers (TMCs). Thanksgiving holiday travel was the spotlight of the next media event, hosted in District Four and District Five's TMCs.

FL511 invited television, newspaper, and news radio outlets to report live from the TMCs about holiday travel and receive a behind-the-scenes glance at the multitude of traffic operations that take place at these centers. Representatives from Florida Highway Patrol, AAA, and the Florida Department of Transportation conducted interviews about safe driving and the multiple resources 511 offers travelers, including newer resources, such as the iPhone app and Twitter feeds.

In District Four, four of the five television stations attended the Memorial Day holiday travel event, including a station that captured an interview in Spanish. The District Seven event was equally successful with all of the major television stations attending.

The Thanksgiving holiday travel event had a great turnout at both District TMCs with a total of 11 media outlets attending the District Four and District Five events, as more people travel over the extended Thanksgiving weekend than any other holiday weekend. Overall use of 511 throughout the state increased during the Thanksgiving holiday weekend as well as the 30 days following the media events.

Although a spike in call volumes around the Thanksgiving holiday is expected, the longer term results proved successful. When comparing the 30 days prior to the Thanksgiving media events with the 30 days following them, there was a 10.3 percent increase in the interactive voice recognition usage. Other platforms saw similar increases in the 30-day comparison—mobile app visits increased nearly 14 percent, Twitter followers increased 10.5 percent, and web visits increased 11 percent.

The Thanksgiving media event allowed the FL511 message to reach an audience of nearly one million television viewers, providing more than \$135,000 in publicity value in the central and southeast regions of Florida, according to Metro Monitor, a professional news monitoring and clipping service. Along with these accomplishments, ABC's World News with Diane Sawyer included shots of the FL511.com web site during a Thanksgiving holiday travel segment.

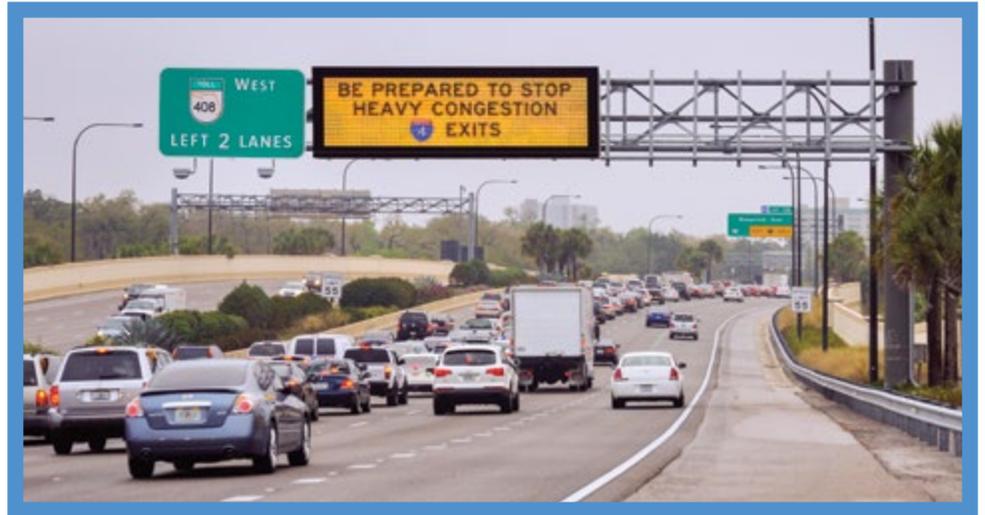
These events were very effective and, as the year came to a close, FDOT was already considering opportunities to make 2013 media events just as rewarding.



FL511 AWARENESS AND USAGE GROW

Every two years the Florida Department of Transportation (FDOT) commissions an independent study focusing on the awareness, usage, and habits of Florida highway motorists and the FL511 system. The Schapiro Group completed and released the fourth survey in October 2012, indicating that both awareness and usage of the system increased since their 2010 study. The Schapiro Group polled 300 Florida highway drivers from each of FDOT's seven Districts. Questions covered their knowledge of the FL511 system, how they access the system, how they usually get their traffic information, the types of devices they use, and more. Some of the highlights of the findings include:

- Twenty-one percent increase in awareness of the FL511 system
- Eighty-nine percent read dynamic message signs
- Ninety-five percent trust the accuracy of dynamic message signs, which is the same information available on FL511
- Sixty-seven percent of users access FL511 with a phone call
- Accessing 511 through an internet-enabled device (via mobile app or web site) is more popular than accessing from a traditional computer
- Eighty-one percent of FL511 users have changed routes or departure times due to FL511 information

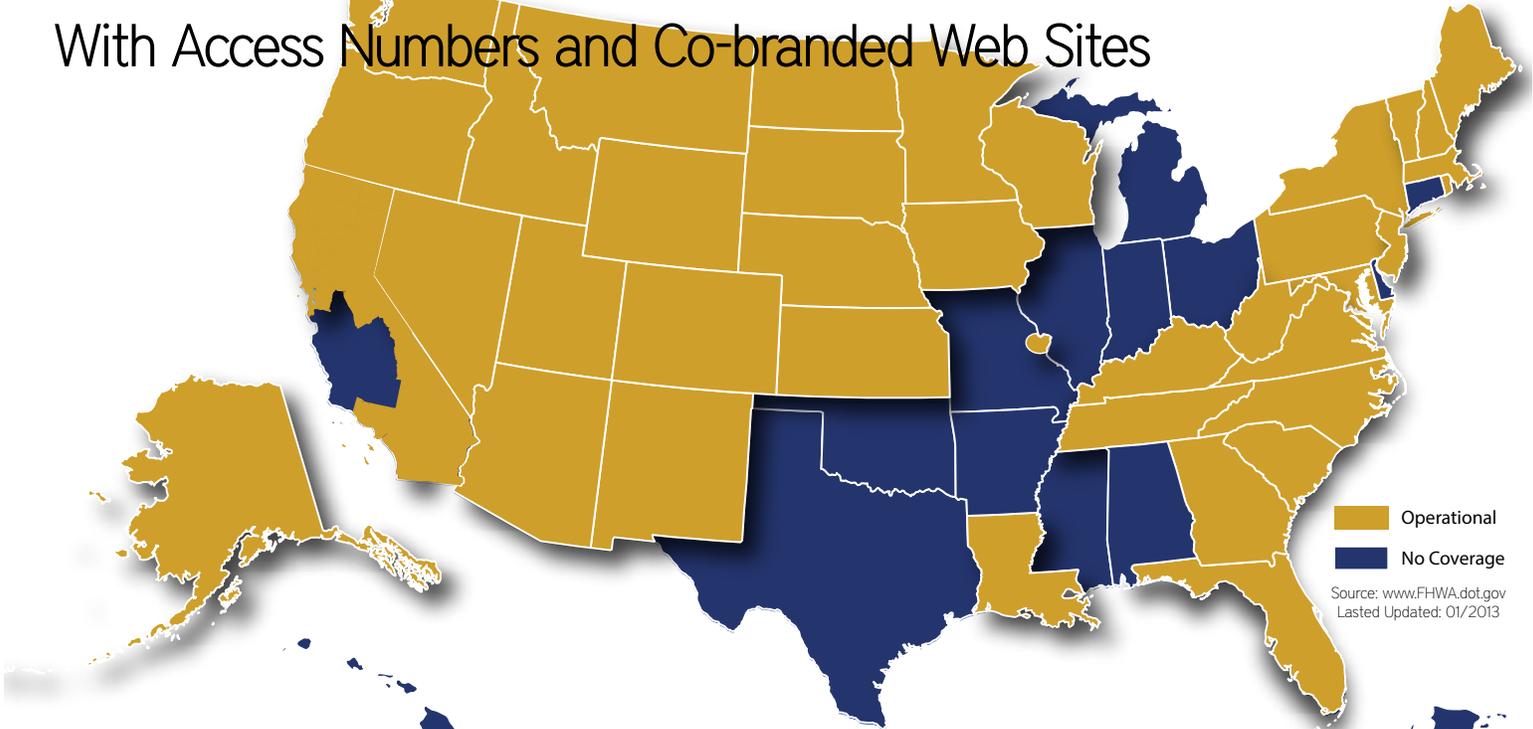


The survey confirms the belief that more people rely on FL511 for traveler information than ever before. The FL511 system is generally well regarded, with 71 percent reporting a positive opinion. Additionally, 89 percent believe the interactive voice recognition system is easy to use. Call counts have remained relatively stable over the years; however, FDOT's expanded use of technology is spurring growth among alternative methods. The mobile app is expected to be the highest growing method. The mobile app was not available at the time of the previous survey in 2010, but it had nearly 50,000 downloads at the end of 2012.

While the statistics are impressive and encouraging, the most important conclusion from the survey is that the FL511 system achieves its primary goal: motivating drivers to change their behavior with pertinent information. When traffic backs up, particularly from crashes, construction, or special events, the system provides users with traffic information in a timely manner. This allows them to find an alternative route, change their departure or arrival time, or simply manage their expectations.

NATIONAL DEPLOYMENT AREAS

With Access Numbers and Co-branded Web Sites



Operational
No Coverage

Source: www.FHWA.dot.gov
Lasted Updated: 01/2013

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
San Diego.....	(800) 215-4551	www.511sd.com
San Francisco Bay Area.....	(866) 736-7433	www.511.org
Colorado.....	(303) 639-1111	www.cotrip.org
Florida.....	(866) 511-3352	www.fl511.com
Georgia.....	(877) MY-GA511	www.511ga.org
Idaho.....	(888) 432-7623	511.idaho.gov
Iowa.....	(800) 288-1047	www.511ia.org
Kansas.....	(866) 511-KDOT	511.ksdot.org
Kentucky		
Cincinnati / Northern Kentucky.....	(513) 333-3333	www.artimis.org/511.php
Kentucky Statewide.....	(866) RDREPORT	www.511.ky.gov
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Maryland.....	(855) GOMD511	www.md511.org
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Missouri (St. Louis).....	(877) 478-5511	
Montana.....	(800) 226-7623	www.mdt511.com
Nebraska.....	(800) 906-9069	www.511nebraska.org
Nevada.....	(877) NVROADS	www.safetravelusa.com/nv/
New Hampshire.....	(866) 282-7579	www.nh.gov/dot/511
New Jersey.....	(866) 511-6538	www.511nj.org
New Mexico.....	(800) 432-4269	
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North Dakota.....	(866) MY ND 511	www.dot.nd.gov/travel/
Oregon.....	(503) 588-2941	www.tripcheck.com/Pages/AT511.asp
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Rhode Island.....	(888) 401-4511	www.tmc.state.ri.us/
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Tennessee.....	(877) 244-0065	www.tn511.com
Utah.....	(866) 511-UTAH	www.utahcommuterlink.com/
Vermont.....	(800) ICY-ROAD	www.511vt.com/
Virginia.....	(800) 578-4111	www.511virginia.org
Washington State.....	(800) 695-ROAD	www.wsdot.wa.gov/traffic/511
West Virginia.....	(855) MY WV511	www.wv511.org
Wisconsin.....	(866) 511-WISC	www.511wi.gov
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