

# FLORIDA'S 511 PROGRESS REPORT



Capturing Advancing Technology



Florida Department of Transportation  
Intelligent Transportation Systems Program - 2013



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## *Florida Department of Transportation*

RICK SCOTT  
GOVERNOR

605 Suwannee Street  
Tallahassee, FL 32399-0450

ANANTH PRASAD, P.E.  
SECRETARY

Dear friends and followers of 511:

2013 was an exciting year for intelligent transportation systems (ITS) in Florida and particularly for Florida 511 (FL511). As a state, we continue to be at the forefront of transportation advancement with innovations such as full-color dynamic message signs, variable speed limits, and approximately 1,800 traffic cameras to help monitor roadways. Our development extended into FL511 with the launch of the Android mobile app to complement our iPhone mobile app.

The Florida Department of Transportation (FDOT) continued to take an active role in public outreach in 2013. We conducted a spring break media tour in March, partnered with THE PLAYERS Championship in May, and hosted three media events at regional transportation management centers during the Thanksgiving and Christmas holiday seasons. We also leveraged FDOT's position as the trusted source for traveler information by promoting our services to popular media outlets and government agencies.

The popularity of social media has provided us with a dynamic tool to provide real-time information, not only to motorists, but also to media outlets. Usage of the 12 FL511 Twitter feeds grew tremendously during 2013. Users and media outlets not only gathered traffic information from FL511 on Twitter, but also repeatedly shared important updates with their own followers. FL511 Twitter updates reach more than a half million Twitter users each month and generate in excess of 18 million impressions.

One of our major research projects this past year was measuring the use of FDOT's traffic cameras by television media. We found that our cameras generated more than 2.5 billion impressions per year through use by local news outlets, verifying that our ITS infrastructure is a critical tool in keeping motorists informed.

We will not be slowing down in 2014. In the first quarter of 2014, the FL511 phone system will receive its 10 millionth call, as it remains a popular way for users to obtain information. Our Android mobile app will continue to grow in popularity and further enhancements will be made to both it and our iPhone app. We will see additional growth in social media as more traditional media outlets turn to our Twitter feeds for real-time information to share with the public. Finally, we will continue our efforts to provide vital information to our users

*Elizabeth Birriel*

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Deputy State Traffic Operations Engineer  
ITS Program Manager  
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# 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

## 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

## 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 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

# 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

## 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

# 2013

## March

FL511 conducted a Spring Break Media Tour, interviewing with Gainesville, Tallahassee, and Panama City media outlets

## May

FL511 partnered with THE PLAYERS Championship and hosted a Media Event at District Two's Urban Office

## June

FL511 received its nine millionth phone call

## August

FDOT launched the Florida 511 Android App

## September

FDOT launched the FL511 embedded attribution beta test in District Two.

## October

FL511.com received its three millionth visitor

## November

FL511 hosted a Thanksgiving Travel Media Event at District Four's SMART SunGuide TMC

## December

FL511 hosted Year-End Holiday Travel Media Events at District Two's Urban Office and District Seven's Regional TMC

511 is very convenient. It comes in handy and provides me travel times.

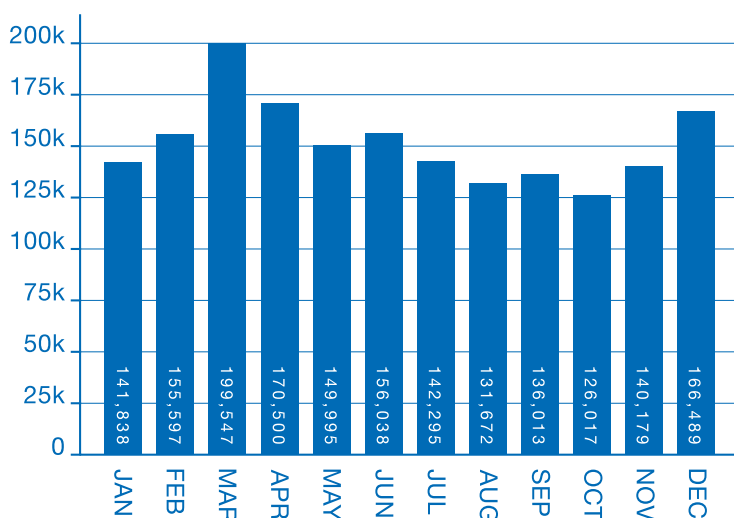
Caller from Southeast Florida

# BY THE NUMBERS



## 511 MONTHLY CALL STATISTICS

TOTAL CALLS IN 2013 - **1,816,180**

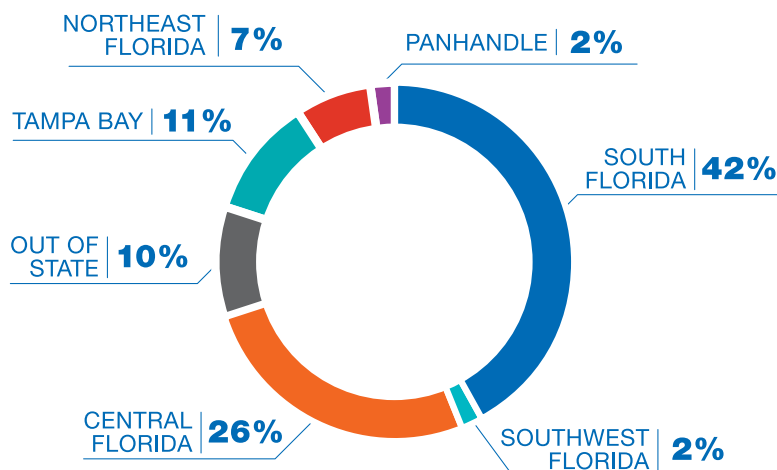


FL511 offers multiple platforms for motorists to receive traffic updates that best suit their lifestyles, including a phone call, web site with personalized services, Twitter accounts, and iPhone and Android mobile apps. In 2013, FL511 usage increased over all platforms and motorists checked 511 more than 3.3 million times.

The 511 phone system continues to be a key resource, handling more than 1.8 million calls in 2013, which accounts for 55 percent of overall system usage. The phone system received its ninth million call in June 2013, and expects to reach the 10 million call mark in early 2014. I-95, I-4, and Florida's Turnpike continued to be the most requested roadways, combining for two-thirds of all requests.



## CALL ORIENTATION BY AREA CODES



FL511 added to its suite of traffic resources by launching an Android application in late August. The app was designed after the FL511 iPhone app and allows Android users to have traffic updates at their fingertips. The Android app has been downloaded 5,200 times since its public launch in advance of the Labor Day holiday weekend.

The iPhone application proved to be a popular resource for travelers with 690,000 total sessions in 2013. The iPhone app has been downloaded more than 67,000 times and had more than 1.6 million sessions since launching in June 2011.

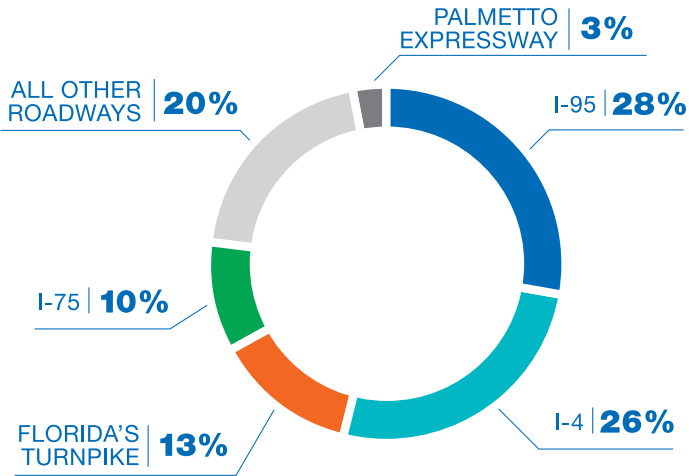
The FL511.com web site received its three millionth visitor in October 2013, and was visited nearly 800,000 times during 2013. The most popular pages are those showing incidents and construction, traffic maps and roadside cameras.





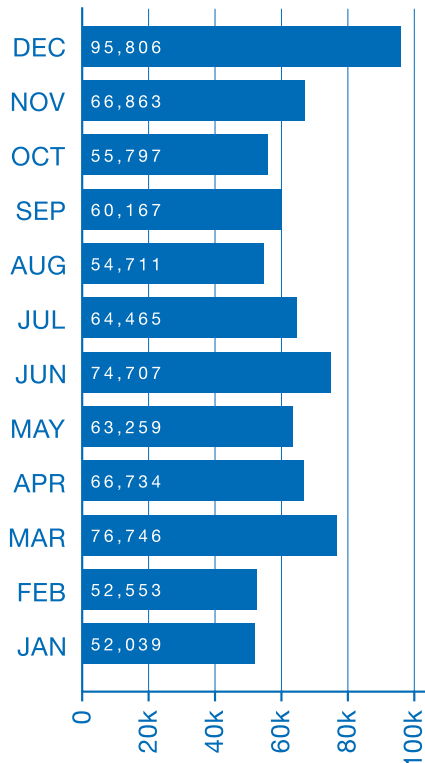
### TOP FIVE ROADWAY REQUESTS

(% OF CALLERS REQUESTING INFORMATION)



### FL511.COM WEB SITE VISITS

TOTAL VISITS IN 2013 - 783,847



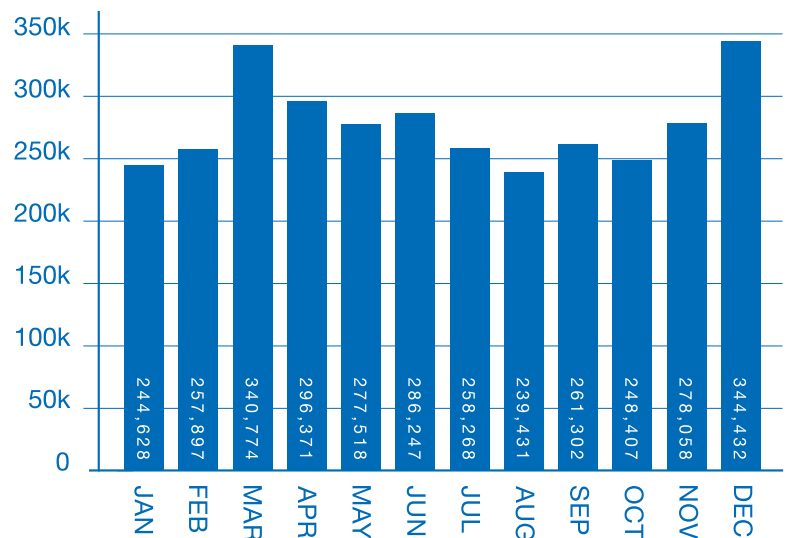
### TWITTER FOLLOWERS

@FL511_STATE	<b>604</b>	@FL511_SOUTHEAST	<b>2,303</b>
@FL511_PANHANDL	<b>423</b>	@FL_511_I4	<b>565</b>
@FL511_NORTHEAST	<b>567</b>	@FL511_I10	<b>458</b>
@FL511_CENTRAL	<b>571</b>	@FL511_I75	<b>1,475</b>
@FL511_TAMPABAY	<b>954</b>	@FL511_I95	<b>1,893</b>
@FL511_SOUTHWEST	<b>554</b>	@FL511_TURNPIKE	<b>2,352</b>



### TOTAL REQUESTS (CALL/WEB/APPS)

TOTAL - 3,333,333



# ANDROID JOINS FL511

FDOT launched the FL511 mobile app for Android devices in August. This addition to FL511's suite of resources came just in time for Labor Day holiday travel, which was at a post-recession high with AAA predicting that 1.5 million Floridians would take to the roadways.

The Android app was highly anticipated after FDOT launched the iPhone app in 2011. With the launch of the Android app, the majority of smartphone users now have the capability to have traffic updates at their fingertips. These apps, along with the 511 phone call, web site, and Twitter feeds, allow FDOT to reach residents and visitors in a variety of ways, allowing motorists to receive traffic information in the manner that best fits their lifestyle.



## ANDROID APP FUNCTIONALITY

The mobile app uses global positioning system (GPS) tracking to provide users with traffic information within miles of their current location. Users can set the app to provide information for a range of up to 200 miles, view traffic in a select city or county by typing in a desired location, or receive traffic information based on their registered My Florida 511 custom routes. Travel time information is also available based on location and direction of travel.

The Android app design is based on the iPhone app design, and the functionality is very similar. Users can navigate the app by selecting one of four icons: Traffic, Travel Times, Feedback, and Settings.

### Traffic

Traffic information can be viewed from a list of events or on an interactive map. Information is presented within the range the user selects, or they can type a city or metro area in the search box at the top of the screen to see incidents in that area.

Users can see detailed information, including a map of the incident's location, by selecting the incident. Traffic camera images also can be viewed if there is a camera near the incident.

## Travel Times

Users can view a list of segments and travel times in the selected range. A compass icon allows them to view alternate directions of travel.

## Feedback

Users can record feedback about a traffic incident or provide a general comment by selecting the Feedback icon. The recording can be up to two minutes long. Once the user is satisfied with their recording, the feedback is sent to FDOT.

## Settings

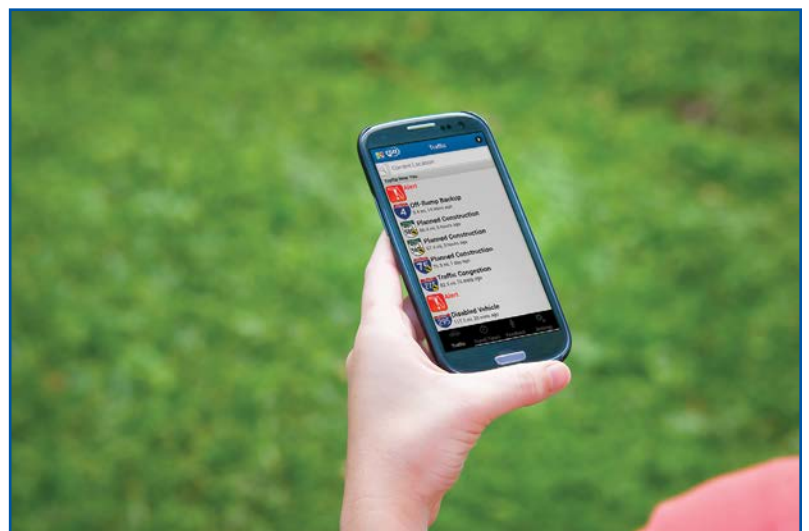
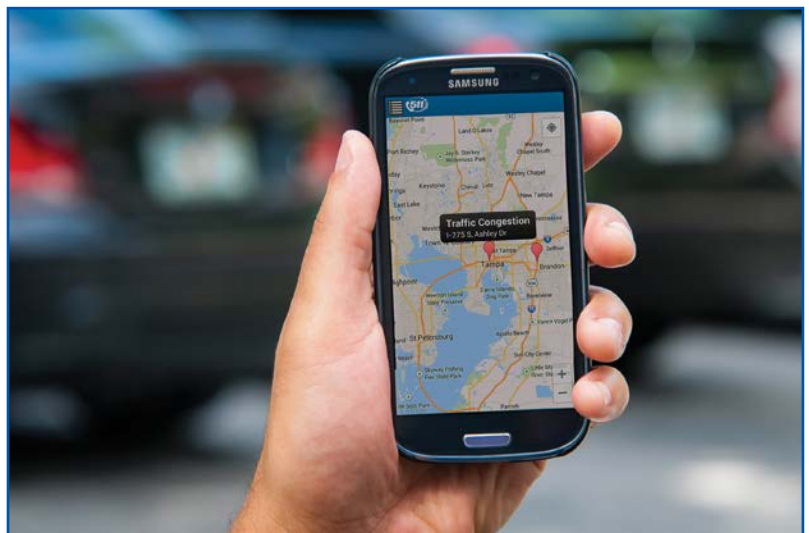
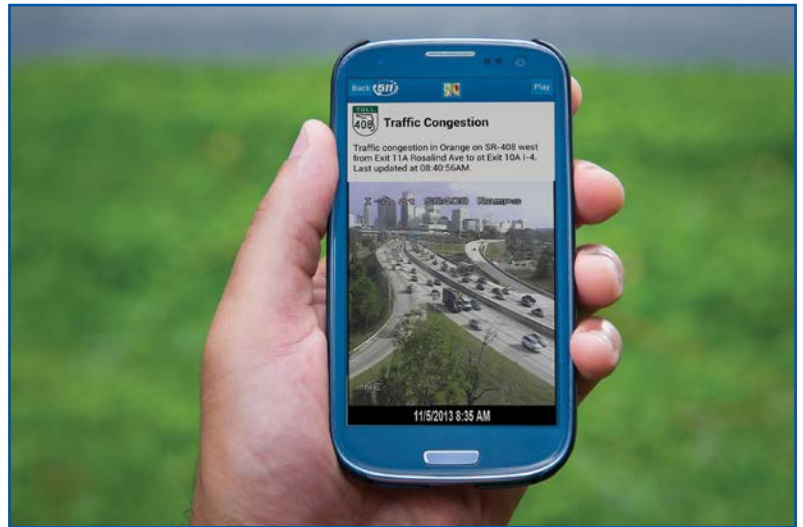
The settings menu allows the user to customize the app. The user can enter their My Florida 511 primary phone number and link to their account. This allows them to receive information based on their profile and customized routes.

The user also can modify the mileage range for updates, whether to receive construction information and have the events within their set range play automatically through the mobile device's speaker. They can also choose to share their GPS location when providing feedback.

## THE LATEST ON THE APP

FDOT continues to improve the Android app to provide users with the same real-time traffic information as the phone call, web site, and Twitter feeds. In November, FDOT released the first update for the Android app. This update added floodgate alerts to the Travel section of the app and can be seen by users if it is in their selected mileage range. Similar updates are scheduled for the iPhone app in 2014.

The FL511 mobile apps will continue to be updated as necessary to ensure that users are provided with reliable, real-time traffic information that will help keep them moving safely and efficiently.



# NEWS MEDIA & TRAFFIC CAMERAS

Turn on any local television morning newscast in Florida, and you are likely to find a traffic report.

Often mixed in with the maps and incidents is a live view of major roadways. Whether the newscast states it or not, those traffic camera views are usually courtesy of FDOT. In early 2013, a review was conducted of all local television news broadcasts in the state of Florida for a typical day to determine:

- The amount of use of FDOT traffic cameras,
- How the media credits FDOT when using the cameras, and
- An estimate on how many impressions FDOT cameras receive through media usage.



## TRAFFIC CAMERA USAGE & IMPRESSIONS

One weekday without any significant events or incidents was selected to represent average weekday media broadcasts. Out of the 281 local news broadcasts on that day, 130 were found to have traffic reports that used FDOT cameras. Of those, 57 broadcasts attributed camera usage to FDOT or displayed the 511 logo. During that day, 400 traffic camera feeds appeared on local television news broadcast throughout the state.

It's believed that the use of the cameras on that day is similar to what occurs throughout the state every weekday during the year, which would mean FDOT's traffic cameras generate 2.5 billion impressions annually.

Of Florida's ten media markets, five individually generate more than one million impressions daily and cumulatively more than 8.4 million impressions daily.

## FDOT ATTRIBUTION

Among the 57 broadcasts where FDOT was attributed with providing traffic cameras, there were two different types of attribution – voluntary and embedded. With voluntary attribution, the individual news stations were relied upon to add attribution, while embedded attribution was implanted onto the video feed at the regional transportation management center (RTMC).

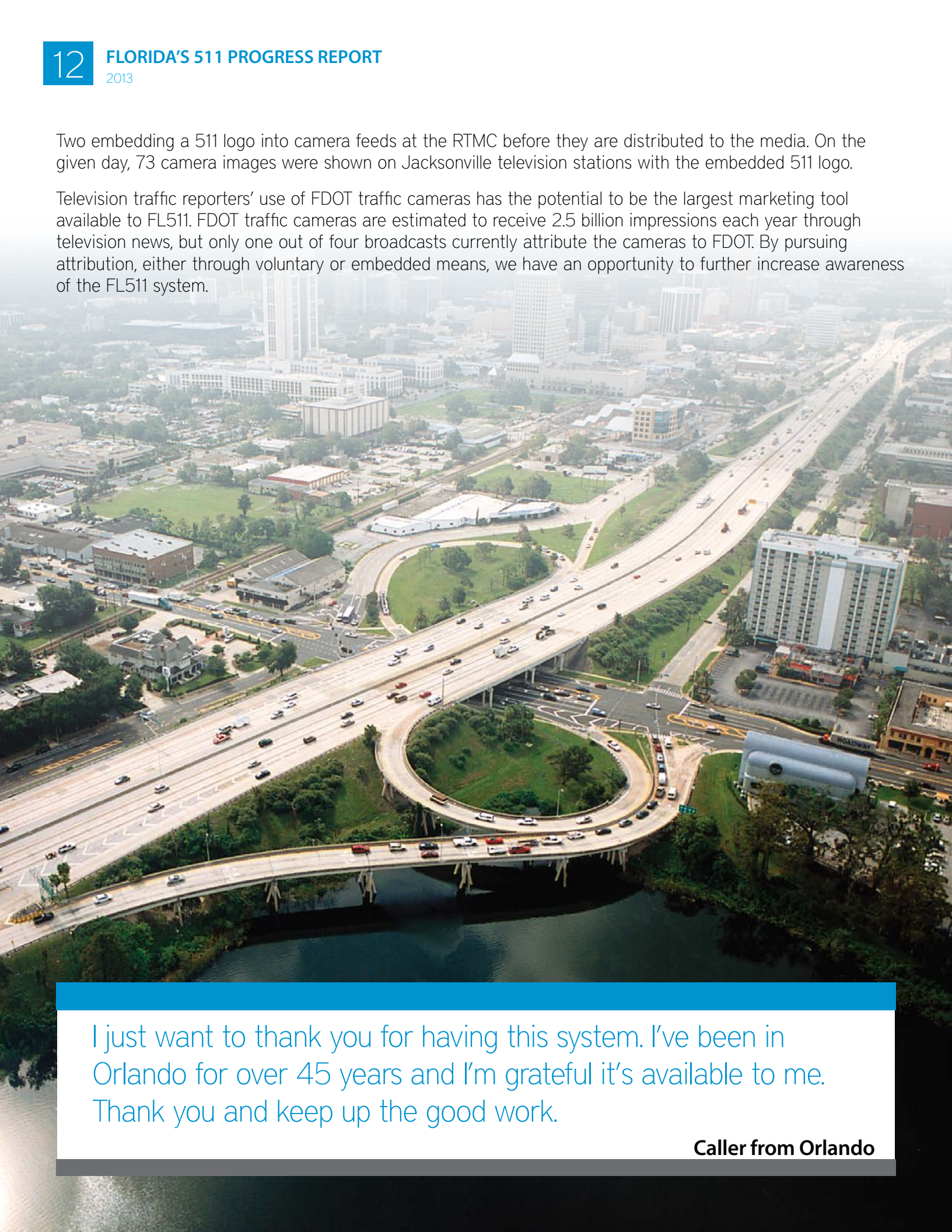
The Orlando market serves as precedent for voluntary attribution. Local news media were asked to attribute usage in the past and provided the needed graphics. During the review, 43 percent of Orlando broadcasts provided FDOT with attribution. This is notably higher than the statewide average, which was 23 percent of broadcasts attributing traffic camera footage to FDOT.

The Jacksonville market had the highest level of attribution with 78 percent of traffic camera views showing attribution. This was largely due to District



Two embedding a 511 logo into camera feeds at the RTMC before they are distributed to the media. On the given day, 73 camera images were shown on Jacksonville television stations with the embedded 511 logo.

Television traffic reporters' use of FDOT traffic cameras has the potential to be the largest marketing tool available to FL511. FDOT traffic cameras are estimated to receive 2.5 billion impressions each year through television news, but only one out of four broadcasts currently attribute the cameras to FDOT. By pursuing attribution, either through voluntary or embedded means, we have an opportunity to further increase awareness of the FL511 system.



I just want to thank you for having this system. I've been in Orlando for over 45 years and I'm grateful it's available to me. Thank you and keep up the good work.

**Caller from Orlando**

# MARKETING & MEDIA OUTREACH

2013 brought an addition to FL511's suite of products—a FL511 Android app. FDOT worked diligently to educate Florida residents and visitors about the new app while reminding them about the entire suite of FL511 products, including the 511 phone call, FL511.com web site, 12 Twitter feeds, and the iPhone app. Overall, millions of impressions were made, and FL511 products continued to be used daily by the motoring public.

## 2013 MAJOR PARTNERSHIPS

- **Billboards** – Sixteen FL511 billboards were donated as public service announcements alongside major roadways throughout the state.
- **Messages on Buses** – Thirty bus ads were donated as public service announcements (PSA) on the side of buses in Jacksonville, Tampa, Daytona, and south Florida.
- **Driver's Education Outreach** – The Florida Department of Highway Safety and Motor Vehicles included FL511 content in the English and Spanish editions of the *2013 Florida Driver Handbooks*.
- **Major Magazine Placements** –
  - *AARP Magazine* – FL511 print public service announcements were placed in two editions of the magazine, adding up to more than 2.7 million impressions.
  - *Enjoy Florida Magazine* – A FL511 quarter-page print PSA was featured in all four quarterly editions of *Enjoy Florida Magazine* in 2013. The magazine was available in 480 brochure displays at rest areas, restaurants, shops, tourist outlets, and Florida's Turnpike 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 FL511 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.
- **Building Banner** – The Orange County Convention Center partnered with FDOT to place an FL511 banner on the West Building of the convention center that could be seen from the Beachline Expressway (SR-528) at the intersection with I-4.
- **College Football Outreach** –
  - **Head Coach PSAs** – Head coaches at the University of Central Florida, the University of South Florida, and the University of Florida filmed video PSAs reminding college game day travelers to call 511. The PSAs were hosted on college web sites and placed into game day rotation on Bright House Sports Network.





- **Bowl Game Outreach** – FDOT worked with the six bowl committees hosting post-season college games in Florida as well as all of the universities participating in the games to encourage fans to use FL511 for updates on game-day traffic.
- **College and University Outreach** – 134 state colleges and universities were sent spring break and back-to-school content including information on how to use FL511 during the busy travel weeks. Dozens of schools placed content on their web sites and e-newsletters and sent out Twitter and Facebook messages to their students.
- **Airport Outreach** – The Southwest International Airport partnered with FL511 to include PSAs in their baggage claim area generating 7.35 million impressions for FL511 in 2013.
- **Conference Outreach** – Representatives spread the word about FL511 at conferences. Exhibit booths were featured at:
  - Florida Transportation Builders Association Conference
  - 2013 Governor's Hurricane Conference
  - The Villages Hurricane Expo
  - Orange County Hurricane Expo
  - Polk County Hurricane Expo
  - 2013 Florida Public Transit Association Conference
  - ITS Working Group



## MAJOR MEDIA OUTREACH

2013 was an exciting year for FL511 in the news. FDOT partnered with the PGA in May to participate in and host media events in District Two, encouraging attendees of THE PLAYERS Championship to use FL511. FDOT also hosted the media at RTMCs in Districts Two, Four, and Seven to promote the use of FL511 during the Thanksgiving and Christmas holidays, in addition to conducting a media tour on spring break travel that encouraged use of FL511 on television stations in Gainesville, Tallahassee, and Panama City.

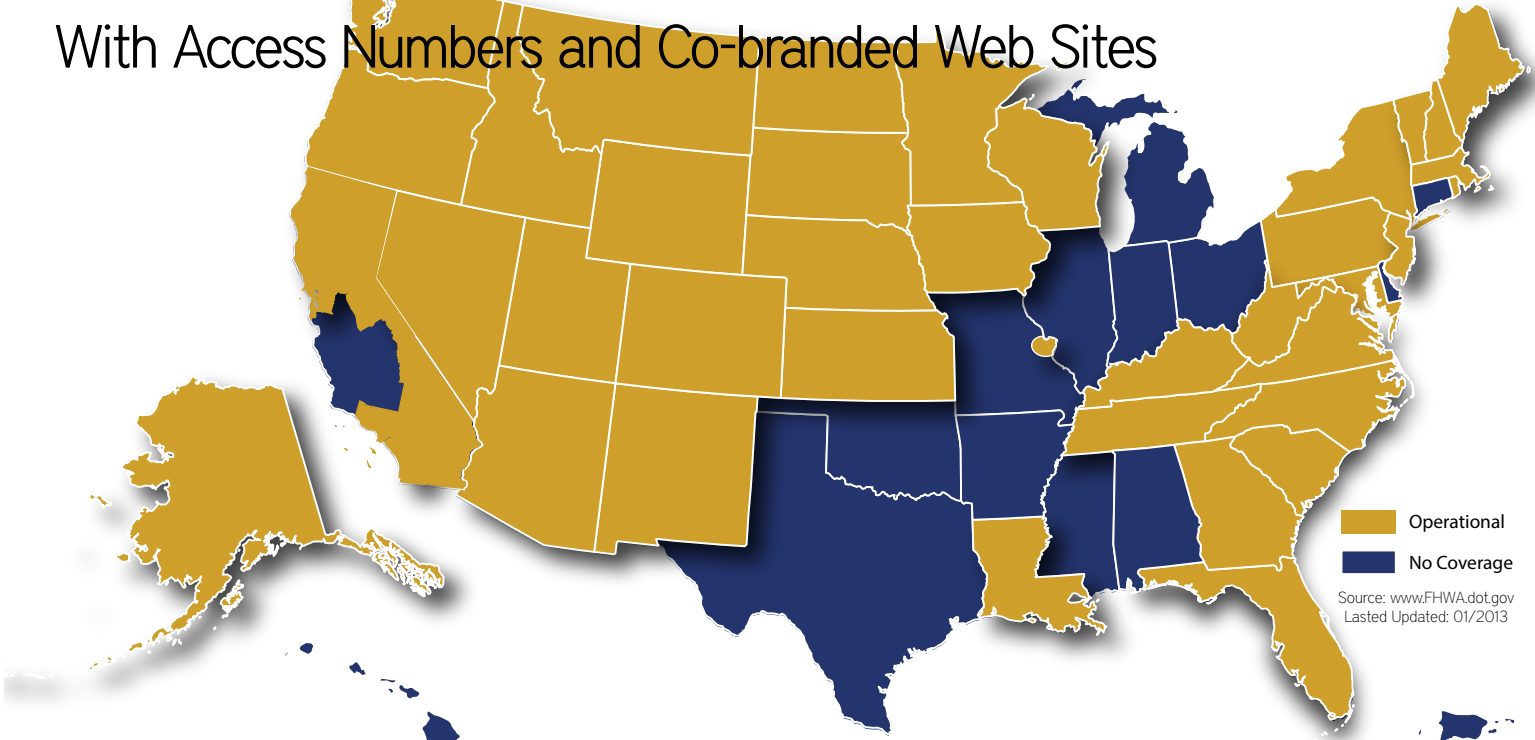
FL511 news stories were picked up by the biggest television and news outlets in the state, including:

- *The Sun Sentinel*,
- *CBS Miami*,
- *Naples News, Palm Beach Post*,
- *TC Palm*,
- WPTV (West Palm Beach NBC Affiliate),
- WTLV (Jacksonville's First Coast News),
- WFTV (Orlando's ABC Affiliate),
- News 13 (Orlando's Bright House),
- WCTV (Tallahassee CBS affiliate),
- *Bay News 9*, and
- *WFTX* (Fort Myer's Fox 4).



# 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
Louisiana.....	(888) ROAD511	www.511LA.org
Maine.....	(866) 282-7578	www.511maine.gov
Maryland.....	(855) GOMD511	www.md511.org
Massachusetts.....	(617) 986-5511	www.mass511.com
Minnesota.....	(800) 542-0220	www.511mn.org
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	
New York.....	(888) GO511NY	www.511ny.org
North Carolina.....	(877) 511-INNC	www.ncdot.org/traffictravel/
North Dakota.....	(866) MY ND 511	www.dot.nd.gov/travel/
Oregon.....	(503) 588-2941	www.tripcheck.com/Pages/AT511.asp
Pennsylvania.....	1-877-511-PENN (7366)	www.511pa.com
Rhode Island.....	(888) 401-4511	www.tmc.state.ri.us/
South Carolina.....	(877) 511-4672	www.511SC.org
South Dakota.....	(866) MY SD 511	www.sddot.com/511.asp
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
Wyoming.....	(888) 996-7623	www.wyoroad.info



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