FLORIDA'S 511 PROGRESS REPORT

511

Information you need to arrive on time!

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Dear friends and followers of 511:

Ever since the Florida Department of Transportation (FDOT) launched its first 511 traveler information system in 2002, we have evolved the system to accommodate new technology and new ways by which travelers desire to receive information. This year was no exception. We took a close, hard look at our program and came back with information to make some changes.

In April, we partnered with the Intelligent Transportation Society of America to conduct a charrette to assist us in making an informed decision on how to move forward with Florida's 511, or FL511, and to outline what components are essential to this program. We invited representatives from other 511 states, private industry, and federal agencies to participate in a round table discussion on 511. The charrette was helpful in identifying several areas in our FL511 system that we would like to evaluate as we move forward.

This year, social media continued to play a large role in our FL511 system. FL511's 12 Twitter feeds now have 20,561 followers, as compare with 12,719 in 2013. These FL511 feeds provide up-to-the-minute roadway information to thousands of Florida travelers. Not to be outdone, the iPhone and Android mobile apps also grew this year. The two mobile apps had a combined total of over one million visits this year, surpassing the FL511 web site visits of 960,883.

Florida has instrumented 12,000 miles of freeways with a statewide intelligent transportation systems network and utilizes 12 transportation management centers, along with its FL511 system to manage our transportation infrastructure. FDOT utilizes a wide variety of technology and manpower to collect data and disseminate information to the FL511 system. The next focus for providing traffic information is to expand to major arterials within Florida. Currently, FDOT does not have the infrastructure to gather the necessary traffic information on these facilities; therefore, we need to determine a cost-effective solution to assist in collecting that data. In March 2014, FDOT partnered with Google Waze, a crowdsourcing mobile app, to share traffic data. Partnering with Waze has provided FDOT with a cost-effective means of providing information to Florida's motorists, at no additional cost.

FL511 has come a long way since the system was first introduced in Florida. Each year has seen innovative changes to the program as technology has progressed. More covered roadways will be added, and new features and enhancements are being explored that will continue to ensure that FL511 is a leader in providing traveler information systems. We look forward to 2015 and embracing changes and challenges that will most certainly come!

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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.

FL511 WINS 2014 BEST OF ITS AWARD

FDOT's FL511 traveler information system statewide marketing effort reached 1.1 billion people in 2013, an achievement that won FDOT the 2014 Best of Intelligent Transportation Systems (ITS) Award for Best New Innovative Practice in Outreach from the Intelligent Transportation Society of America (ITS America).

A study done in 2010 revealed that 76 percent of Florida drivers knew "nothing at all" about the FL511 service. With no paid advertising budget, FDOT hoped to inform drivers about the benefits of using 511, including saving time, money, and fuel, on all Florida interstates and major roadways.

To achieve this goal, FDOT developed and executed an innovative grassroots awareness plan based on strategic public relations and donated public service space in highly visible areas. Some of these key donated spaces included billboards along major roadways, public service announcements (PSA) on buses, a building banner on the Orange County Convention Center at the Beachline Expressway (SR-528) and Interstate 4 intersection, rack cards, and PSA announcements at airports. FDOT also held media events at high-volume traffic times, such as before the holidays, prior to spring break, and during the PGA Players Championship.

FL511 use across all platforms increased dramatically resulting in more than 3.3 million requests for traffic information in 2013. FL511 app downloads increased by 39 percent; FL511.com visits increased by 33 percent; and total phone calls to 511 increased by 24 percent. FL511's 12 Twitter handles also proved to be popular, leading many news and radio stations to either embed the 511 Twitter feeds, or use them as a traffic resource on their web sites. Broadcasters and journalists also frequently retweeted FL511 information to their own followers.

FDOT's statewide marketing effort for FL511 was recognized on September 9, 2014, at the 21st World Congress on Intelligent Transport Systems in Detroit, Michigan, where more than 10,000 of the world's leading public officials, transportation innovators, business leaders, investors, research professionals, and entrepreneurs gathered to discuss transportation innovation. FDOT's FL511 marketing efforts competed against the largest number of nationwide submissions ever received.

ITS America's Best of ITS Award for Best Innovative Practice recognized organizations that "have implemented the most advanced transportation projects among ITS America's transportation technology community" and "whose projects demonstrate specific and measurable outcomes and exemplify innovation by establishing a 'new dimension' of performance."
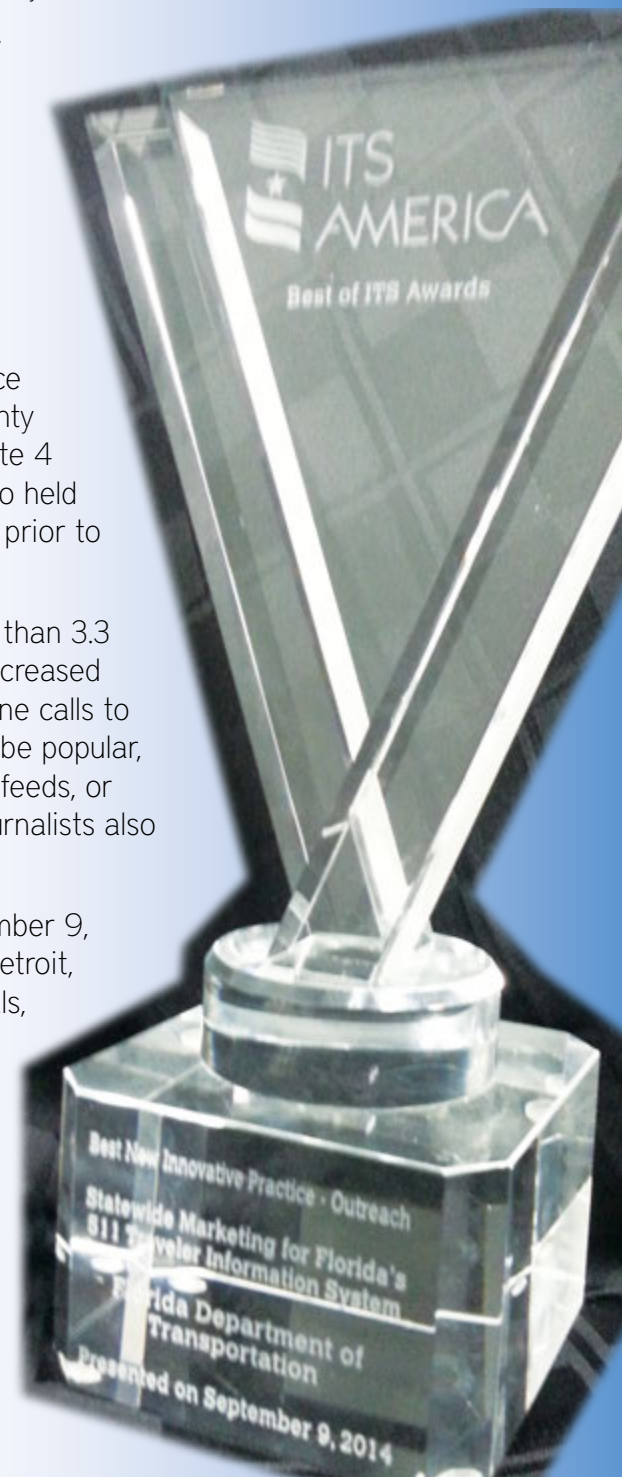
KEY EVENTS

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 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 dissemination 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: FL511 received its one millionth phone call

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 phone 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
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
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: ABC World News featured FL511.com during a Thanksgiving holiday travel segment
December: FL511 received its eight millionth phone call

2013
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

2014
January: FL511 received its 10 millionth phone call
March: FDOT entered into partnership with WAZE to share data
April: FDOT hosted FL511 Charrette
August: FL511 received its 11 millionth phone call
September: FDOT integrated WAZE data into SunGuide software and FL511
October: FDOT hosted Data Symposium
November: FL511.com reached its 4 millionth visitor
December: Upgraded Apple and Android apps to share events; Android app users increased by 20,000 new users and Apple app users increased by 41,000 new users in 2014

> Would no longer be on road without it. Forewarned is forearmed. Know ahead of time when and when not to be out. Love the red alert markers and info.
>
> **FL511 Android App User**

BY THE NUMBERS

Florida's FL511 traveler information system, including phone service, web site, and mobile apps received more than 3.7 million uses in 2014. Touch-points for the entire FL511 system, including phone calls, web hits, app sessions, tweets, and personalized alerts, totaled more than 24 million.

The 511 phone system started 2014 by hitting a major milestone – 10 million calls since system launch. It also ended the year strong with more than 1.7 million total calls made. Interstates 95 and 4, and Florida's Turnpike continued to be the most requested roadways, combining for almost two-thirds of all requests.

The standout service was FL511's Android app, which launched late summer 2013, and started out 2014 with 16,209 uses in January. By December 2014, Android app uses increased more than 400 percent to 86,720. Together, the iPhone and Android apps received a combine usage of more than one million sessions.

In November 2014, the FL511.com web site received its four millionth visitor since it was launched (June 2009). The web site was visited more than 960,000 times during 2014.
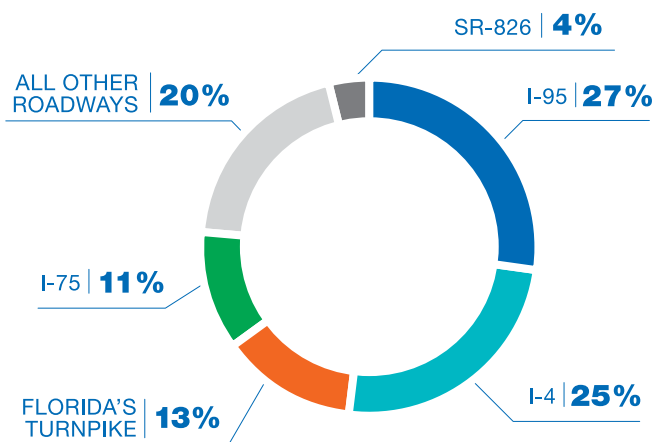
511 TOUCH-POINTS PER DAY IN 2014

IVR (calls)	1,722,482
Web (visitors)	960,883
Apple App (sessions)	702,246
Android App (sessions)	331,709
Twitter (total tweets)	342,584
SMS Alerts (texts sent)	7,156,444
Email Alerts (emails sent)	13,105,571
Phone Alerts	N/A
Total:	**24,321,919**

Average times per day 511 information was provided in 2014: **66,635**

TOP FIVE ROADWAY REQUESTS

(% OF CALLERS REQUESTING INFORMATION)

- SR-826 | **4%**
- I-95 | **27%**
- I-4 | **25%**
- FLORIDA'S TURNPIKE | **13%**
- I-75 | **11%**
- ALL OTHER ROADWAYS | **20%**

CALL ORIGINATION BY AREA CODES

- NORTHEAST FLORIDA | **7%**
- PANHANDLE | **3%**
- TAMPA BAY | **12%**
- SOUTH FLORIDA | **41%**
- OUT OF STATE | **11%**
- CENTRAL FLORIDA | **24%**
- SOUTHWEST FLORIDA | **2%**
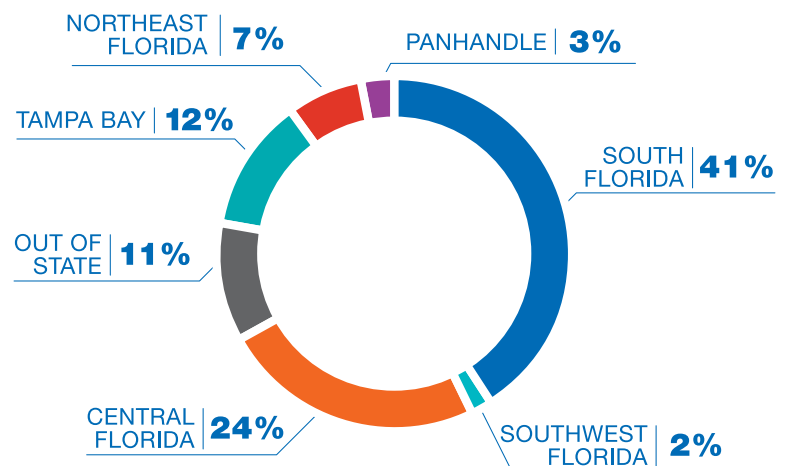
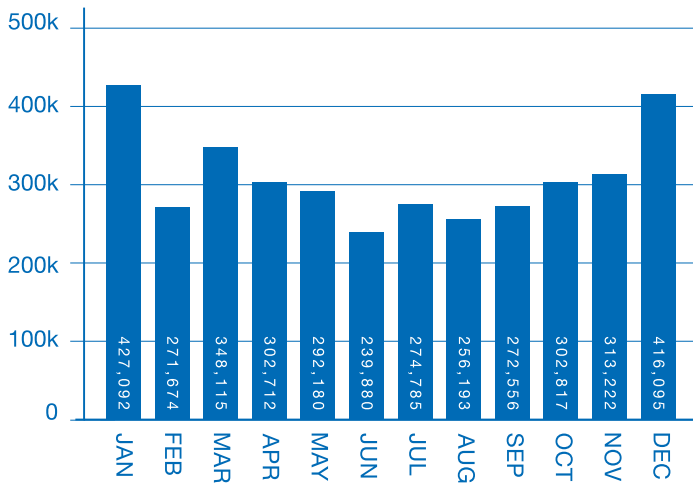Overall, the FL511 traveler information system continued to be a valuable resource by providing traffic information to Florida residents and visitors more than 66,000 times each day.
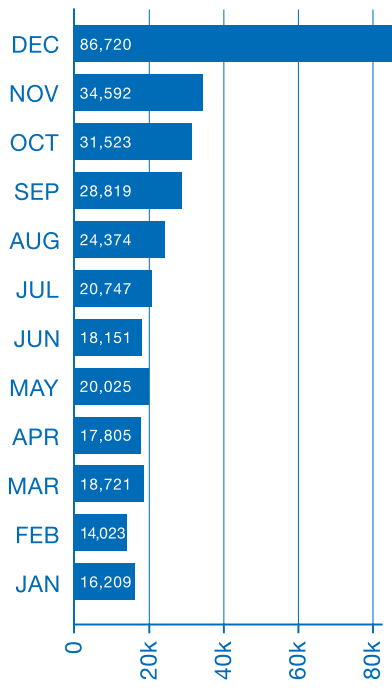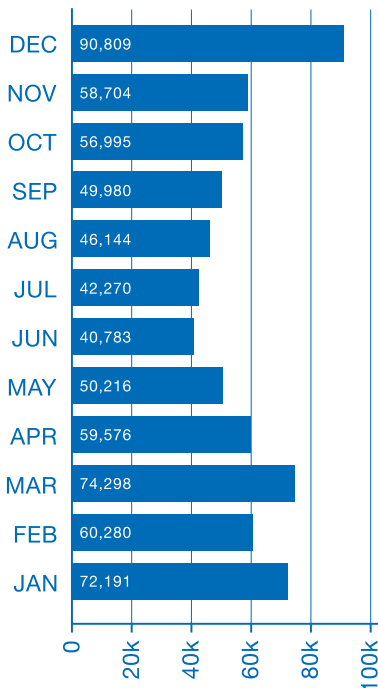
TOTAL REQUESTS (CALL/WEB/APPS)

TOTAL - 3,717,321

Month	Requests
JAN	427,092
FEB	271,674
MAR	348,115
APR	302,712
MAY	292,180
JUN	239,880
JUL	274,785
AUG	256,193
SEP	272,556
OCT	302,817
NOV	313,222
DEC	416,095

TWITTER FOLLOWERS

TOTAL TWITTER FOLLOWERS - 20,561

@FL511_STATE	@FL511_SOUTHEAST
925	3,156

@FL511_PANHANDL	@FL_511_I4
852	1,044

@FL511_NORTHEAST	@FL511_I10
854	691

@FL511_CENTRAL	@FL511_I75
1,035	2,568

@FL511_TAMPABAY	@FL511_I95
1,770	2,899

@FL511_SOUTHWEST	@FL511_TURNPIKE
982	3,785

IPHONE APP VISITS

TOTAL VISITS IN 2014 - 702,246

Month	Visits
DEC	90,809
NOV	58,704
OCT	56,995
SEP	49,980
AUG	46,144
JUL	42,270
JUN	40,783
MAY	50,216
APR	59,576
MAR	74,298
FEB	60,280
JAN	72,191

ANDROID APP VISITS

TOTAL VISITS IN 2014 - 331,709

Month	Visits
DEC	86,720
NOV	34,592
OCT	31,523
SEP	28,819
AUG	24,374
JUL	20,747
JUN	18,151
MAY	20,025
APR	17,805
MAR	18,721
FEB	14,023
JAN	16,209

FL511.COM WEB SITE VISITS

TOTAL VISITS IN 2014 - 960,883

Month	Visits
DEC	87,216
NOV	81,557
OCT	67,805
SEP	61,010
AUG	61,895
JUL	68,343
JUN	60,635
MAY	82,231
APR	86,219
MAR	80,921
FEB	62,965
JAN	160,086*
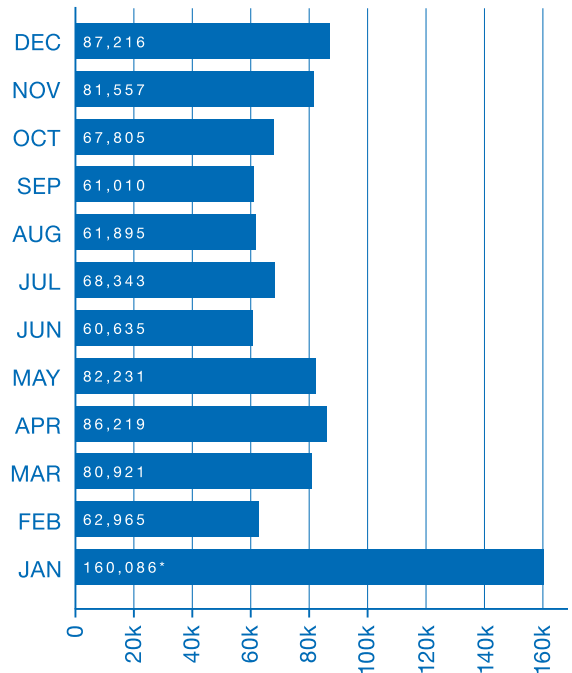
* Storms in the Panhandle

RTSMIP – FL511 Shines

The United States Department of Transportation (USDOT), as part of Section 1201 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users, published the Final Rule for the Real Time System Management Information Program (RTSMIP) on November 8, 2010. The RTSMIP provides a foundation of basic traffic and travel conditions information that may be built upon and used by public agencies, other public and private parties who may deliver value-added information products, and the traveling public. The rule outlined the provisions and parameters for the RTSMIP and required that state departments of transportation (DOT) must begin providing information on all interstate routes by November 8, 2014, and on other significant roadways as identified by the states and local agencies by November 8, 2016.

The purpose of the RTSMIP is to:

- Establish a system of basic real-time information for managing and operating the surface transportation system;

- Identify longer range real-time highway and travel monitoring needs and develop plans and strategies for meeting such needs; and

- Provide the capability and means to share that data with state and local governments and the traveling public.

The RTSMIP identified four areas that each state is required to report information on as well as outlined time limits of when that information needs to be disseminated. The four areas include construction events, incidents, weather events, and travel times. The required reporting time from notification of an event is 10 minutes in a metropolitan area and 20 minutes outside of a metropolitan area. The RTSMIP also identified that states must ensure that their regional architectures are up to date and address the requirements of the RTSMIP. Although not required until November 8, 2016, the states were also required to develop a potential list of routes of significance.

In June 2014, FDOT met with local Federal Highway Administration (FHWA) personnel and the USDOT-FHWA Resource Center to discuss the RTSMIP objectives and outline a plan of how Florida would evaluate and document their current practices, policies, and guidelines for collecting and disseminating traveler information. The group discussed various intelligent transportation systems (ITS) tools and resources available to FDOT to assist in providing traveler information throughout Florida.

FDOT performed an inventory of all assets/resources used to collect traffic data and those that are used to disseminate the information. Upon review, it was determined that FDOT uses closed-circuit television (CCTV) cameras, roadside sensors, information from Smart Work Zones, feedback from the FL511 traveler information system, and third-party data to collect, detect, and verify travel information. Travel information is also obtained from communications with FDOT's Road Ranger service patrols, Florida Highway Patrol, emergency management, local sheriffs' offices, and toll agencies. As data is collected, it is input into SunGuide® software, FDOT's advanced transportation management software, which sends the information to FL511 to disseminate.

FDOT currently reports travel times on all limited-access facilities within the four metropolitan areas identified by the RTSMIP – Jacksonville, Orlando/Kissimmee, Tampa Bay/St. Petersburg/ Clearwater, and Miami/Fort Lauderdale/Palm Beach.

During the RTSMIP evaluation process, FDOT began to assess the status of their ITS architectures. FDOT has eight regional ITS architectures as well as the statewide ITS architecture, all of which are either in the process of being updated or will be updated by the end of 2015. Therefore, FDOT will be in compliance with the RTSMIP requirement to update ITS architectures.

In November 2016, FDOT will be required to report travel information on routes of significance. FDOT has already determined that these routes are mostly being covered now under the current system. There are some additional routes that will probably need to be added and, over the next two years, FDOT will work with its partners to determine what those additions will be.

After a thorough review of FDOT's ITS infrastructure and their current policies and procedures, a report was drafted that outlined each of the different areas identified in the RTSMIP and noted how FDOT is currently meeting the requirements. The report also outlined any actions that FDOT may need to take to improve or better meet the requirements.

FHWA determined that FDOT exceeds all areas outlined in the RTSMIP and that they are able to identify and share information as outlined in the RTSMIP requirements. An approval letter and final report was sent to FDOT's Secretary confirming RTSMIP compliance.

FL511 Data Sharing

In July 2014, the Florida Department of Transportation (FDOT) entered into a mutual data sharing agreement with Google Waze to share traffic data. Waze obtains traffic related information from users of their smartphone Waze application. This technique of obtaining information from application users is known as crowdsourcing. In exchange for receiving data from Waze, FDOT is sharing data with Waze using Florida's 511 advanced traveler information system (FL511) third-party data feed. As part of the sharing agreement, the two agencies are required to attribute each other's data.

So how does this all work for FDOT?

During the first phase of using Waze data, FDOT's Central Office Intelligent Transportation Systems (ITS) Program developed an application to receive and extract all of the data provided by Waze. The data is filtered geographically and for certain data types. It is then provided to each FDOT transportation management center (TMC) via a center-to-center (C2C) module. The C2C module initially displays the Waze incident as a flashing icon on a TMC operator's SunGuide® software map. The operator selects the icon, reviews the Waze incident information, and determines if there is already an incident in the system or if it's new. If the incident is not in the system, the operator can create a SunGuide software event with Waze as the notifying agency, and send this information to FL511. One specific scenario where Waze incident information has potential to be extremely helpful is on roadways without instrumentation – where incidents would be unable to be detected by the infrastructure.

The Waze icon (left) is a normal event icon with a Waze indicator of a large, red 'W' on the SunGuide software operator map. For the first two minutes the icon appears on the map, a red alert circle flashes on and off around the Waze icon (right).

Once the TMC staff input a Waze event into the SunGuide software, the FL511 team receives the information and disseminates it out to transportation users. The first phase for attributing the Waze data, which was implemented in September 2014, involved a 'blanket' attribution on the interactive voice response (IVR) and web site. None of the other dissemination platforms attributed the Waze data. The IVR states "You've reached Florida's 511 Traveler Information Service, brought to you by the Florida Department of Transportation, some data contributed by Waze."

In the second phase of the FL511 attribution, FDOT will provide attribution in each event. The information will be disseminated via all FL511 platforms, which include the IVR, web site, Twitter, FL511 mobile apps, and personalization features such as email, phone, and text alerts. Also in this phase, the attribution will be in both English and Spanish.

Partnering with Waze to provide traffic information to motorists–*at no additional cost to FDOT*–is yet another innovative and cost-effective way to provide service to Florida's motorists. Providing traffic information to motorists makes it easier for motorists to better plan and schedule trips, and avoid dangerous incidents or severe congestion.
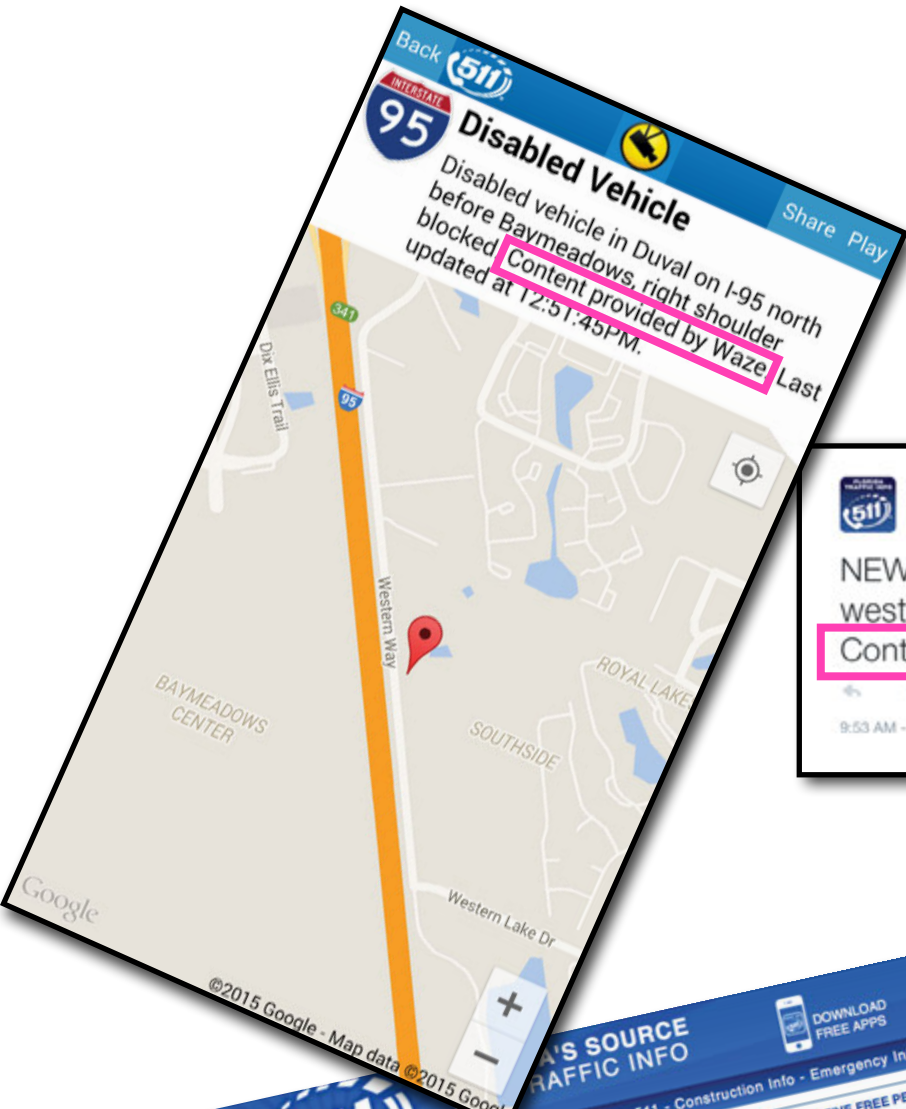
FL511 individual Waze attribution
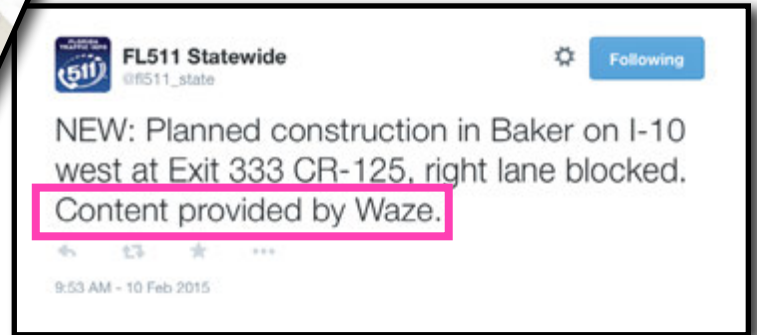
FL511 web site with 'blanket' Waze attribution

MAKING AN IMPRESSION

FDOT expanded its FL511 attribution program on Florida traffic cameras to create millions of additional impressions in 2014.

Florida television stations broadcast images from FDOT's traffic cameras about 400 times per weekday. The frequency of the broadcasts and the size of the state's television viewing audience translate into an astounding 2.5 billion views a year for FDOT's cameras. FDOT seized the opportunity to maximize the heavy usage and large audiences to further safety and congestion reduction by placing its 511 logo on traffic cameras.

What is an impression?

Impressions, broadly defined, are any interaction between a piece of content and an audience member. When you drive past the 511 billboard on I-10, that counts as an impression. When you log on to Twitter, every 511 tweet that scrolls by in your Home stream is an impression.

What is attribution?

Attribution is essential in all the media, including radio and television. Journalists do it so that readers or listeners can know who is speaking or from where the information in the story comes.

Also, reaching such a large audience provides FDOT with a platform to show taxpayers how FL511 and its many services – including mobile apps and web site – can alert motorists about crashes, construction, and other roadway events. Attribution furthers another major FL511 goal–according to the Federal Highway Administration, it addresses congestion problems and supports improved response to weather events and transportation incidents.

FDOT's cameras provide local newscasts with a comprehensive picture of current roadway conditions. Attribution is an expected part of the partnership with FDOT. Attribution for journalists is both a professional responsibility and a good business practice.

A new FL511 on-screen graphic was created this year for television stations and data providers to display when FDOT traffic cameras are publicly broadcast. The graphic was designed with input from FDOT's Districts and news organizations. This input was valuable to ensure FL511 information was presented clearly on news reports without obstructing the camera image.

FDOT Districts Two and Six tested the effectiveness of the new attribution in providing long-lasting impacts to FL511 usage. A month-long test in the Jacksonville market generated more than 33 million impressions while the sample from the Miami-Fort Lauderdale market was more extensive. It lasted 90 days and generated more than 100 million impressions. Miami news media continues to feature the FL511 attribution on traffic cameras.

While impressions are a good indicator of the audience reached, the results, or engagement, is a more telling metric. During the Jacksonville testing, FL511 experienced a 13.5 percent spike in calls from northeast Florida area codes. During the three-month span in Miami, FL511 logged an increase of 8.4 percent in calls after 30 days, and a sustained increase of 2.8 percent during the entire test.

While there are a number of factors that can create fluctuations in usage, these trials indicated that adding attribution to FDOT's already successful FL511 marketing campaign could help increase awareness and long-term system usage. Sustaining the attribution program in the coming calendar year has the potential to accelerate growth in the FL511 user base.

OUTREACH

FDOT educated millions of motorists about FL511 in 2014. Major outreach initiatives included:

- **Billboard and Bus Shelter Outreach** – Fourteen 511 billboards and five bus shelters were donated as public service announcements (PSA) alongside major roadways throughout the state.

- **College/University Outreach** – FDOT continued its Florida college and university outreach by providing content on using 511 during busy travel weeks such as spring break and back to school.
  - Spring break outreach resulted in 358,636 impressions.
  - Back-to-school communications resulted in 45,817 impressions.

- **Florida Publication and Magazine Outreach** – Various magazines featured print 511 PSAs in 2014. *Enjoy Florida Magazine*, with an annual circulation of two million, included a public service announcement in all four of its quarterly editions. AARP also included a 511 placement in its October–November edition, resulting in 1.3 million impressions. Other magazines with 511 PSA placements include *Port Canaveral Magazine*, *Focus Magazine of Southwest Florida*, and *Good Life Community Magazine*.

- **Emergency Preparedness** – FDOT encouraged Floridians to take advantage of the various channels in which 511 can be accessed in the case of an emergency, such as hurricane, wildfire or flood. FDOT also attended emergency preparedness conferences and expos in 2014:

- **Driver's Education Outreach** – The Florida Department of Highway Safety and Motor Vehicles (DHSMV) included updated 511 information in multiple locations throughout its *2014 Florida Driver's Handbook*. DHSMV prints 1.4 million copies of the handbook each year, and an online version is available through the DHSMV web site.

- **Daytona International Speedway Partnership** – Leading up to different races, FDOT provided social media posts to the Daytona International Speedway, providing fans with information on 511 for travel to and from the races. This resulted in 130,000 Twitter impressions and 2,051 Google+ impressions.

Major Media Outreach:

FL511 received 521 placements through traditional broadcast, print, and online media organizations. This amounted to more than 71 million impressions for 511 – the largest amount of media impressions ever generated in a single year of 511 outreach!

Several major media events throughout the state helped generate the impressions:

- **The PGA Players Championship:** 511 hosted a media event at the Jacksonville Urban Office on May 5. Representatives from FDOT, Florida Highway Patrol, St. Johns County Sheriff's Office, and the golf tournament attended the event and conducted interviews with members of the media representing all five local television news stations. The media and partnership mentions resulted in a potential audience of 692,752.

- **Holiday Travel:** FDOT hosted news media events in Districts Two, Four, Five, and Seven to promote the use of 511 during the Thanksgiving and Christmas holidays. This resulted in a large usage increase of 511 across all channels, including social media.

FL511 news stories continue to be picked up by the biggest news outlets in the state, including *The Sun Sentinel*, CBS Miami, Naples News, *Palm Beach Post*, *TC Palm*, WBBH (Fort Myers' NBC affiliate), WPTV (West Palm Beach NBC affiliate), WTLV (Jacksonville's First Coast News), WFTV (Orlando's ABC affiliate), WFTS (Tampa's ABC affiliate), WTSP (Tampa's CBS affiliate), News 13 (Orlando's Bright House), WCTV (Tallahassee CBS affiliate), WVEN (Univision in Orlando), and Bay News 9 (Tampa's Bright House).

FL511 CHARRETTE

FDOT has provided traveler information in Florida through its FL511 since 2002. Since then, technologies and methods of receiving information have changed significantly. To answer questions on FL511's future, FDOT partnered with the Intelligent Transport Society of America to facilitate a charrette, and invited representatives from other 511 states, private industry, and federal agencies as well as FDOT personnel to participate in a round table discussion on 511. Through the charrette, FDOT hopes to resolve questions relating to how FL511 will move forward and what components are needed.

It was clear from all participants that 511 is a valuable tool. One point that was clear during the meeting is that both public transportation agencies and traveler information companies have a well-developed suite of online and mobile application offerings. However, public agencies continue to struggle with data management and meeting financial objectives with technology deployments. At the same time, Google, INRIX, Waze, and others have excelled at making easy to use, free, and popular traveler information applications. Most participants agreed that the state DOT's strength is in the collection of data, but there is still some facet of dissemination that they need to be responsible for in order to ensure all demographics have this resource available to them and also to be able to provide the personalization component of a travel information system.

The charrette identified several areas FDOT needs to examine in moving forward with their FL511 system. Recommendations indicate that FDOT should:

Strategy

- Create a central strategy for its role in a data-rich, communicative advanced traveler information system (ATIS), which should be reviewed annually for effectiveness and progress.

- Define core versus non-core FL511 tiers and work areas. As with any information service product, the state must define its core competencies and excel at those. Suggested core competencies to start with include work zones, statewide incident management, and transportation network performance management in key metropolitan centers.

- Create service definitions that tailor information for commercial drivers and non-commercial drivers, following Iowa's model. Focus on freight movement as a key competency, given key ports and an expanding Panama Canal.

- Create comprehensive transparent market reach metrics that measure service reach of public and private information service providers. These metrics will provide guidance for product strategy and capital, and operational investments.

- Use an invitation to negotiate process to evaluate private market service capabilities (technology and service) for core and non-core areas.

Policy

- Develop a comprehensive data policy for acquisition, storage, use, and distribution of transportation network data in order to shield the public agency in its role as data manager from liability or litigation, while also setting boundaries for activities, conducting regular compliance audits, and allowing the public agency to operate in the public interest.

- Create data standards for types and volumes of data collected and stored, access rights, audit trails, and other accounting functions in conjunction with other public agencies in order to reach common data standards, data dictionaries, and market reach metrics to drive down technology and service acquisition costs.

- Provide public agency data to all legitimate requesters and emphasize the importance and potential value of state data to the ATIS ecosystem, and the primacy of the state role for these critical components. The role of the state should be vital to the ATIS ecosystem, not incidental.

- Tailor the provisioning of state data to external parties as a key resource for reaching the broader ecosystem by creating application program interfaces (API) for key data sets. APIs should produce high quality machine-readable data.

- Current legislation requires that "voice service" should be removed in order to provide the public agency flexibility to adjust technology to meet demand more cost-efficiently; however, FDOT will retain voice service for the time being.

FL511 System Considerations

- FDOT must be organizationally prepared for the dramatic increase in data volume and will require information and communications technology similar in scale to any information service provided by Google, Garmin, or Ford.

- FDOT should actively develop a competency in the overall management of the transportation network using all available resources to enable travelers to best utilize the state transportation network, including multi-modal network management. There is little transit or shared ride/vehicle capability in the current system, and these are likely to be important considerations moving forward.

- FDOT needs to create a modular ATIS architecture, such that changes in any one area do not adversely impact services in other areas.

- In the short-term, FDOT should maintain the IVR capability and separate it into discrete voice and personalization components. In the medium-term, FDOT has three options for the IVR: reduce functionality (and cost); share functionality with other state agencies (and cost); eventually sunset the capability.

- In the short-term, FDOT should explore outsourcing of ATIS modules to the cloud or other service providers as means to reduce cost. As with other items, a high degree of commonality amongst state 511 programs equals greater competition and more transparent pricing. Working closely with other states on a common ATIS architecture may yield additional savings.

After presenting findings from the charrette to FDOT's Secretary of Transportation, it was agreed to continue with the current FL511 system for the short-term, but to monitor new companies and developments for the next year or so, since they may impact and help FDOT to shape FL511 in the future. FDOT is currently examining options for a new FL511 system and evaluating which components to include in that system.

SURVEY SAYS...

FDOT takes measuring its performance seriously, including measurement of the public perception of FL511. To get a measure of customer satisfaction, FDOT implemented a survey to gauge how well it is doing from the customer side. That survey program was initiated in 2006 and is conducted every two years with the last survey completed in August 2014. The survey conclusions are drawn from 2,100 completed surveys from around the state, or 300 completed surveys in each District (Florida's Turnpike Enterprise is not broken out into a separate District). Because the questions are largely identical over the years, results can be tracked to provide a measure of how much FDOT is improving over time.

One means by which the public receives information on traffic conditions is the traveler information system, which is characterized by the 511 phone number, FL511.com web site, and iPhone and Android mobile applications. The survey asked respondents if they would utilize a free service that provided traffic information and 53 percent indicated that they would use such a service, a slight increase from 48 percent in 2012. The FL511 services most commonly accessed were:

- Call In: 51%
- Mobile App: 21%
- Web Site: 18%
- Personalized/Social Media: 10%
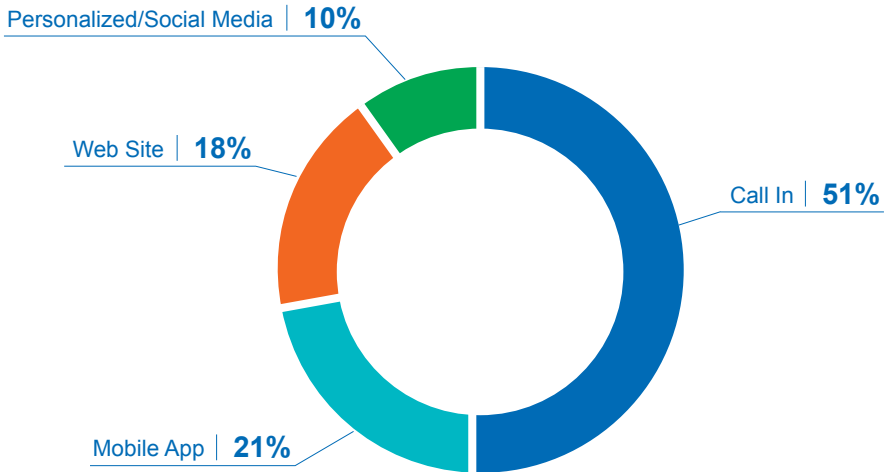
Overall, 70 percent of the survey respondents indicated that they would change their route of travel based on information received from FL511. This is up from 58 percent in 2012 indicating that travelers are gaining confidence in the information provided.

Seventy percent of respondents indicated that if FDOT provided new information, their first choice would be to receive information on alternate routes. This is a significant increase from the 2012 survey where 57 percent indicated they would like alternate route information.

Based on information provided in the survey, FDOT feels confident that the right information is being provided, but as is typical with any type of traveler information service, getting the word out about what FL511 has to offer continues to be important.

Personalized/Social Media | **10%**
Web Site | **18%**
Call In | **51%**
Mobile App | **21%**

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