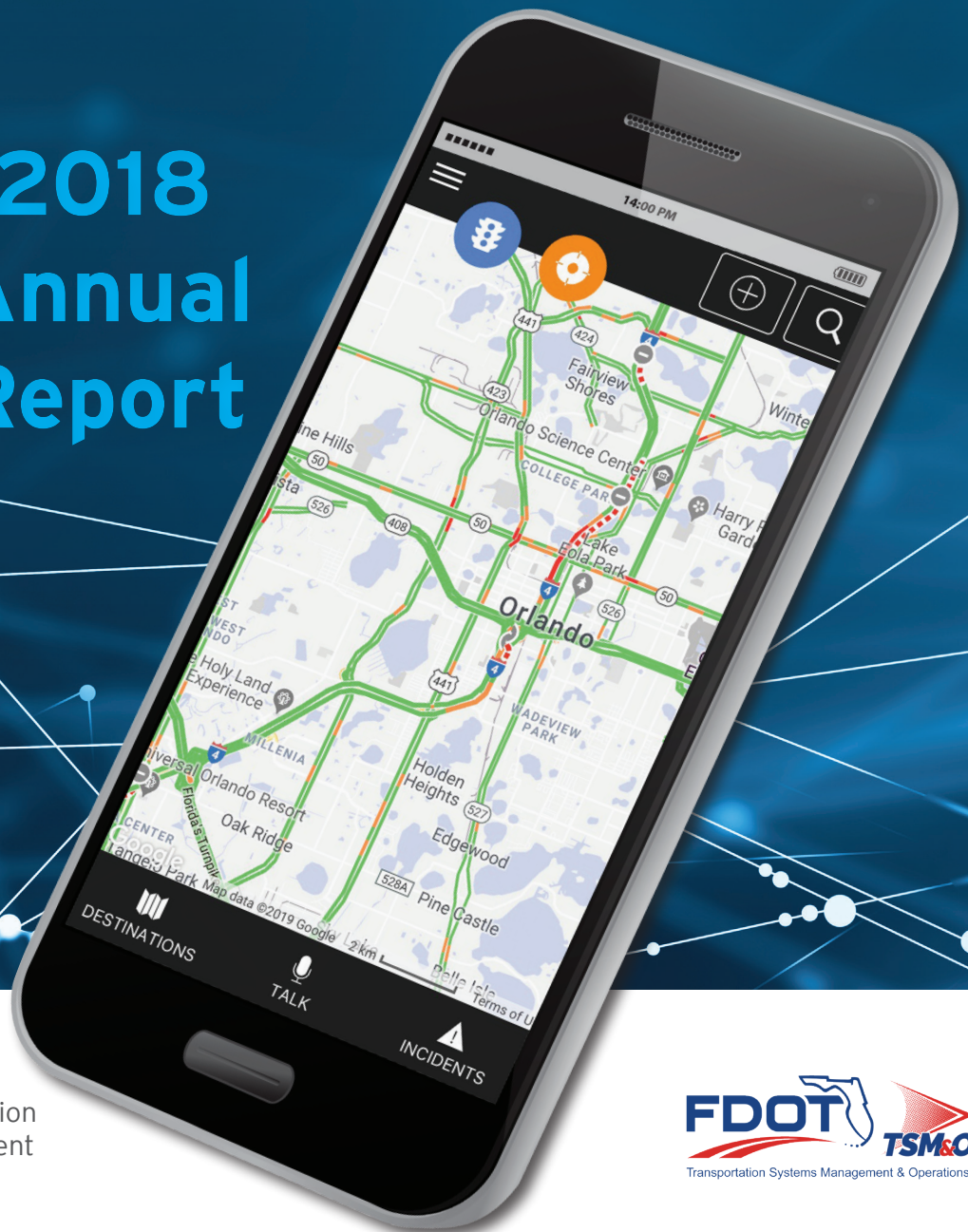


FLORIDA 511

TM

Connect. Know. Go.

2018 Annual Report



TIMELINE

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August
2018

Surpassed 60 million text notifications sent from FL511 to all registered users.

October
2018

Highest 2018 single day users and sessions on the FL511.com website with 52,663 users and 256,384 sessions, respectively.

November
2018

Surpassed 12 million sessions on the FL511.com website.

November
2018

Surpassed 3 million iPhone sessions on the FL511 mobile app.

DEAR FRIENDS & FOLLOWERS OF FL511

The year 2018 was a notable year for Florida 511 Advanced Traveler Information System (FL511). The continued growth of the user base provided FL511 the opportunity to continue upgrades, growth, and accomplishments to create a safer and more informed traveler experience. The Florida Department of Transportation (FDOT) continues to expand and improve the FL511 traveler information system with a goal of creating the best possible user experience and providing the right information at the right time.

Several system features were added to the FL511 system in 2018 to enhance the user's experience. These included the addition of a weather radar layer, integration of road weather events layer, integration of the FDOT's Truck Parking facilities application, and the addition of a new map layer to distinguish between accidents and disabled vehicles. All of the above features were implemented on both the FL511 website and the Florida 511 Mobile App.

There were two storms in 2018 where the FL511 system was used to notify Florida residents, tourists, and travelers of evacuations, flooding, and detour routes. On May 28th, Tropical Storm Alberto made landfall in the Florida panhandle. The FL511 team monitored the storm's progress and posted evacuation information and directed people to the www.Floridadisaster.com website. Additional postings included the mandatory evacuation for Franklin County as well as evacuation information for Gulf and Taylor Counties. Links to each county's website were provided where additional information about their specific evacuation plans could be found. Information about the storm was posted on FDOT's Statewide and Panhandle Twitter accounts and a statewide media alert was sent. During the storm, the FL511 platforms all saw a spike in usage, especially with the mobile app and Interactive Voice Response (IVR).

On October 10th, the panhandle was once again struck, but this time by a major hurricane, Michael. Hurricane Michael made landfall at Mexico Beach, Florida, with winds of at least 155 miles per hour. Michael devastated much of the roadway and technological infrastructure. Once again, the FL511 platforms were called into action. Closed Circuit Televisions (CCTVs) were monitored to determine operational status. A press announcement was released the day before the storm to the media outlets. Once again, tweets were sent out to the Statewide and Panhandle accounts. Road closures and detours were shown on the website. Floodgate messages were posted to support the efforts in District 3 as their Regional Transportation Management Center (RTMC) was out of service. The FL511 team worked directly with FDOT staff at the State Emergency Operations Center (EOC) to post information and make the necessary changes to the website to provide the latest information available. Each FL511 platform showed significant increases in usage starting October 9th with the peak occurring on October 11th. This time all three platforms, website, mobile app, and IVR show significant usage.

FL511 has come a long way since the early regionally based 511 phone numbers in the early 2000s to a complete traveler information system with multiple platforms, website, mobile app, IVR, Twitter and now, Facebook and Instagram providing information to the traveling public. As we look forward into 2020 and beyond, FL511 has several new and innovative features on the horizon. We are seeing the evolution of traveler information systems and believe FL511 is at the top of the list when it comes to providing a complete fulfilling user experience for all Floridians and visitors.

Clinton O. Smith

Clinton O. Smith, P.E.

TSM&O Program Development Engineer

Traffic Engineering & Operations Office

Florida Department of Transportation

OUR SUCCESS

HIGHLIGHTS

Growth of 12.5% Increase

Usage:

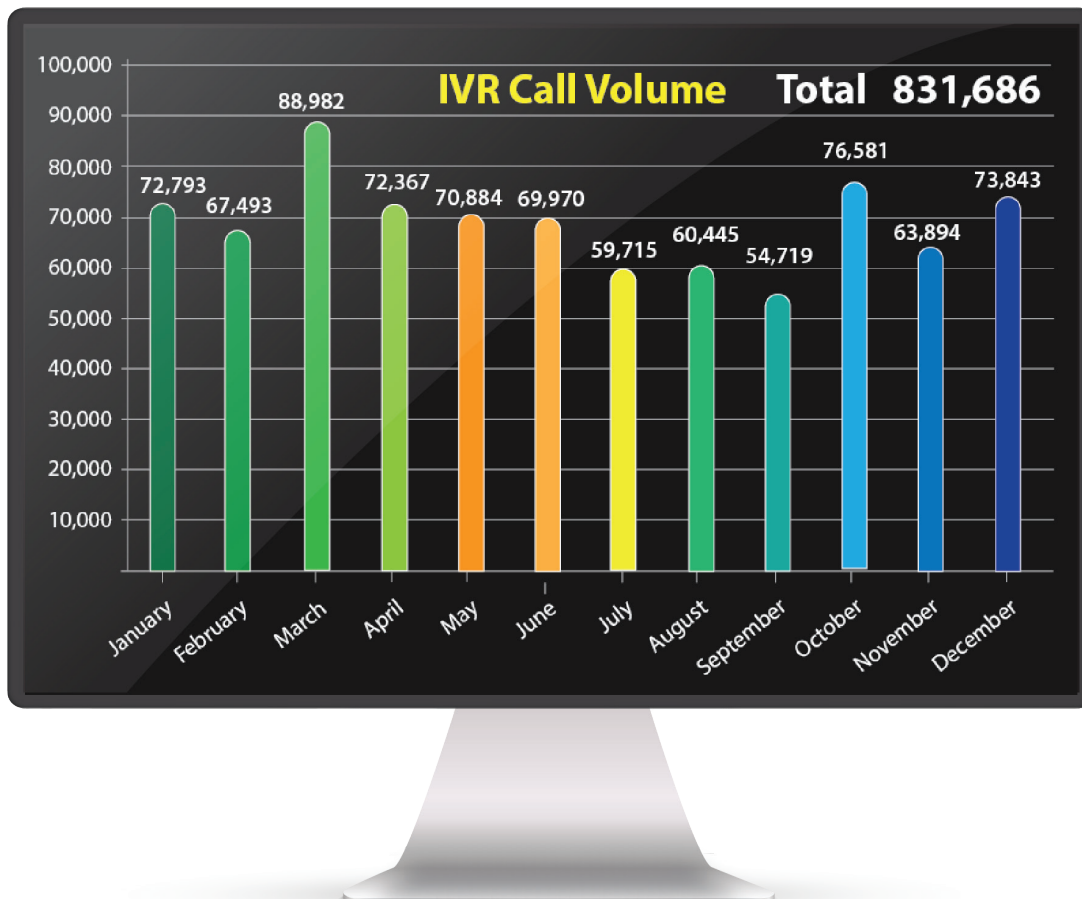
- FL511 Interactive Voice Response 831,686
- FL511.COM 1,852,225
- FL511 Android Mobile App 158,539
- FL511 iPhone Mobile App 370,280

During 2018 FL511 had changes to the system features which enhanced the user's interaction with the FL511 system. These features included the addition of a weather radar layer, truck parking locations, weather impacting events from Helios, and the identification of road closures/detour routes locations within the FL511 system. The FL511 system provided travel information to transportation users over 14.1 million times. Of the 14.1 million, users in Florida actively sought out traffic information on Florida's roadways over 3.2 million times. This includes calling the FL511 system, visiting the FL511.com

website, and accessing both the Android and iPhone mobile application. Below is a breakdown of the total numbers for each of the above mentioned FL511 components:

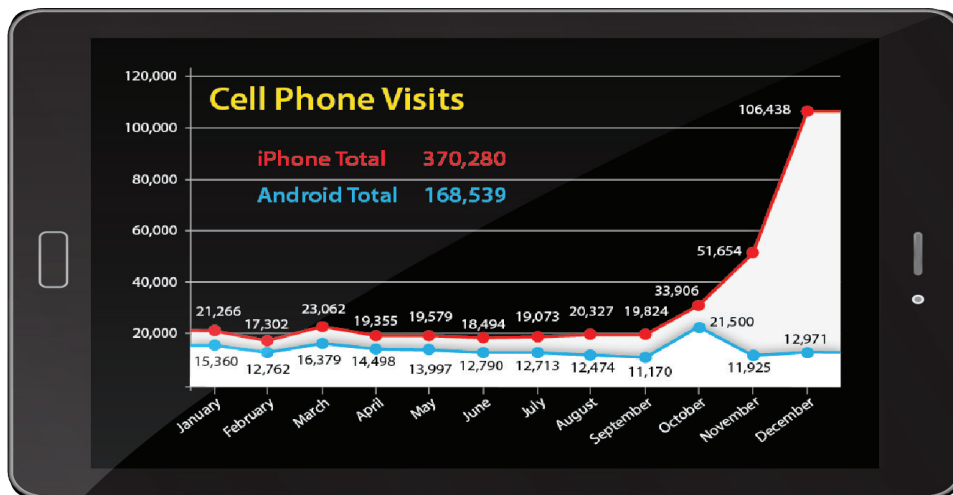
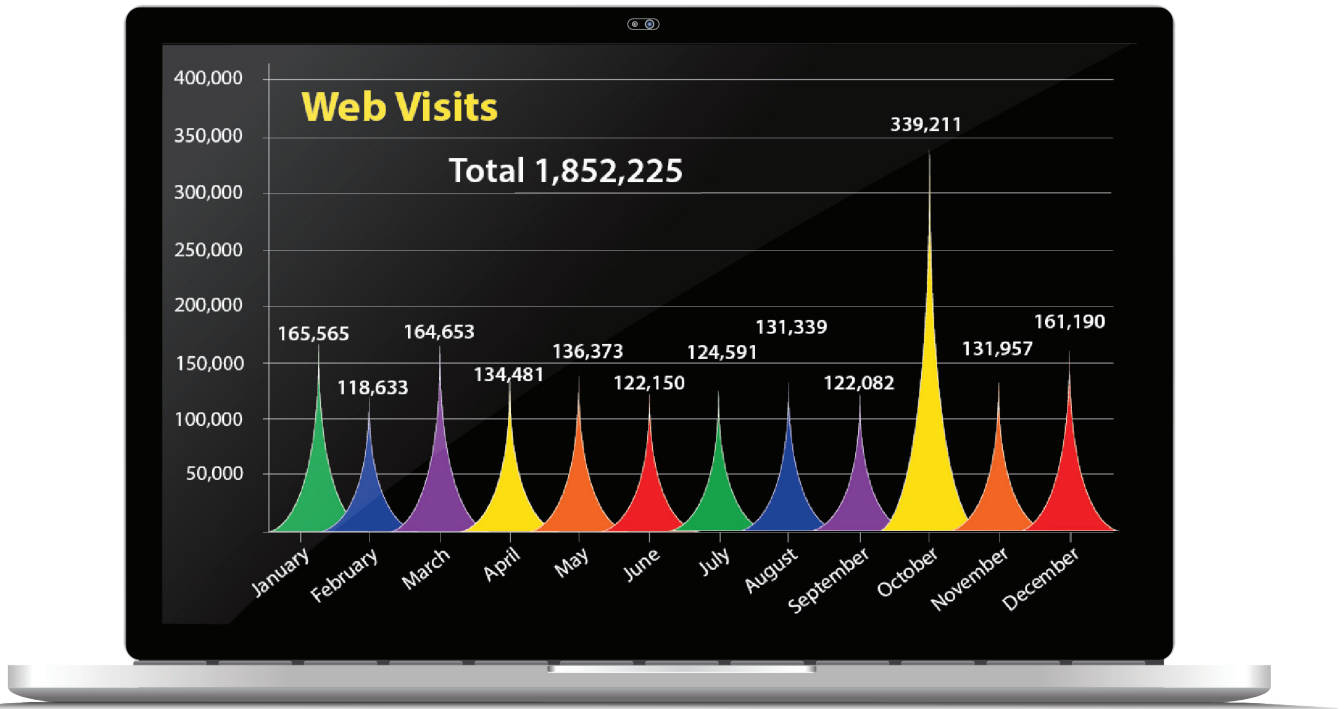
Personalized features of the FL511 system, text, and email alerts saw an increase from last year, providing travel information to Florida's transportation users. Both the text and email alerts resulted in 10,913,299 notifications being sent to users to alert them of issues and delays on Florida's transportation infrastructure. The breakdown in notifications were 7,851,569 for text alerts and 3,061,730 email alerts. This was a 37 percent increase for texts and email alerts from 2017.

No matter the platform, the FL511 system provides much-needed travel information to Florida's transportation users. Whether it is users accessing FL511.com to obtain traffic event information and checking traffic cameras and travel times or simply calling 511 to get event and traffic delay information, commuters and tourists alike seek to know what is going on that can impact their trips. Those on the road with smartphones can also utilize the FL511 mobile app to check for incidents and delays that are impacting travel on the roadways and receive personalized notifications via text and email alerts.

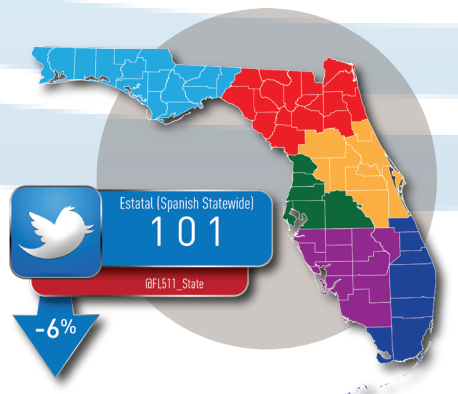
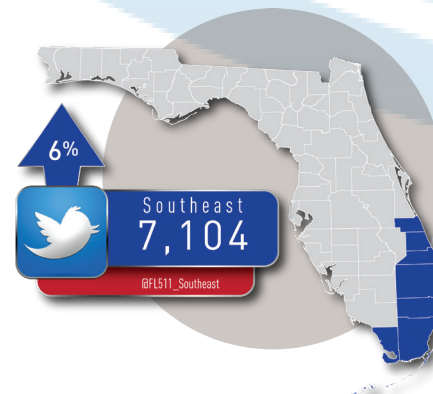
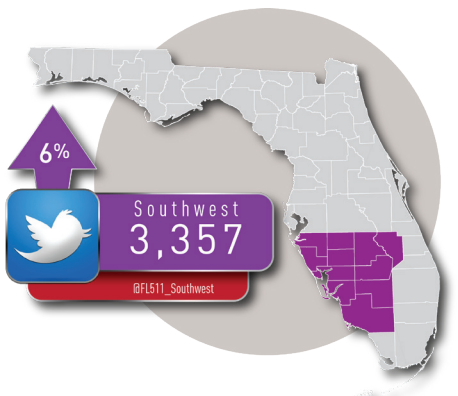
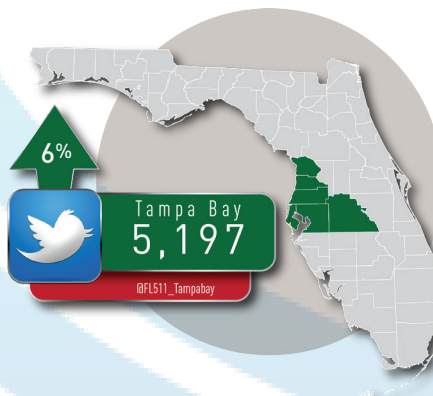
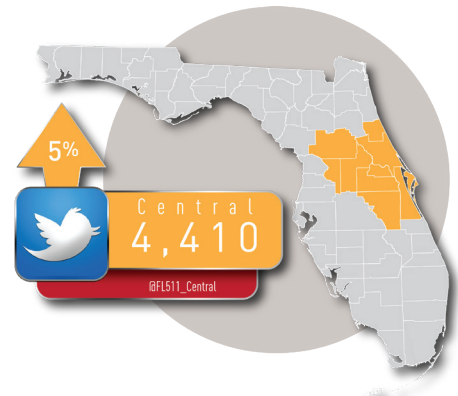
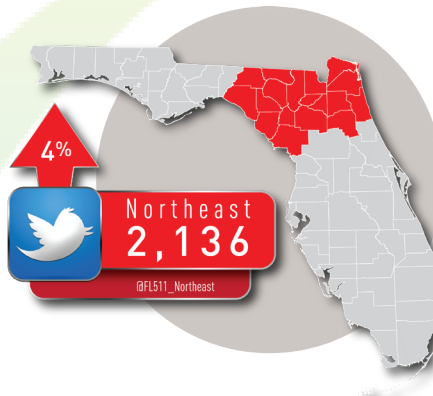
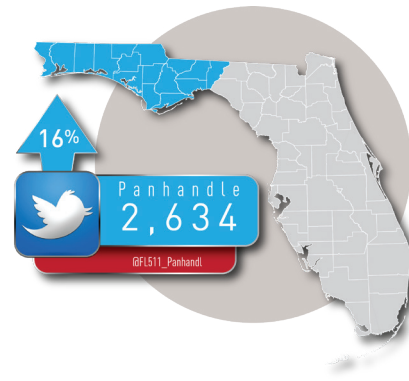
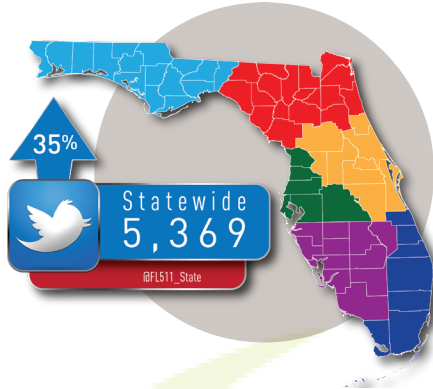


FL511.com had a total annual growth of 12.5 percent increase in usage in 2018. While most dissemination channels returned to typical usage numbers, the email and text notifications saw an increase of 26 percent and 41 percent, respectively; thus, indicating that more users of the FL511 system are electing to receive their information via push technology rather than actively going to retrieve it themselves. During October of 2018, the system experienced a spike in usage prior to and following the landfall of Hurricane Michael. Between October 7 and October 17, the FL511 Interactive Voice Response (IVR) received 36,975 calls and the FL511.com website was visited by 159,328 users who tallied 1.3 million-page views during 263,502 web sessions. These numbers are more than double an average month's usage statistics for the FL511 system.

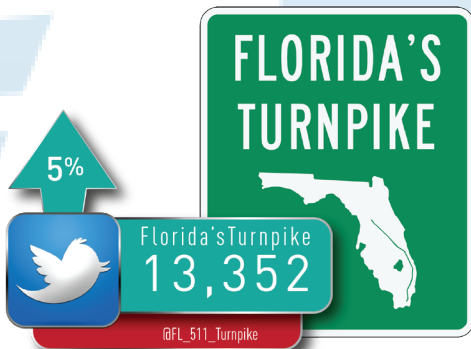
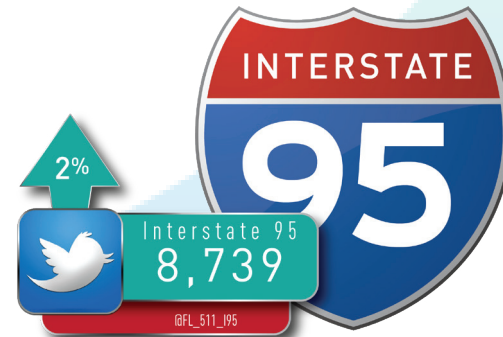
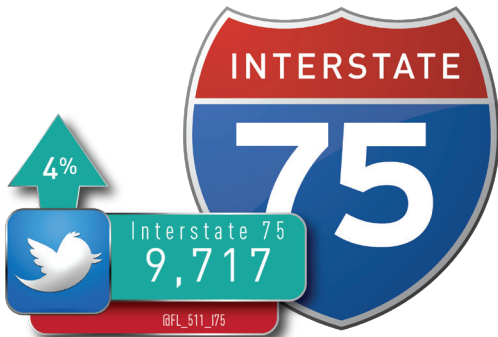
Overall, 2018 was another great year with FL511 users obtaining travel information 14,136,029 times. The system continues to grow and FDOT is continually working to make the system components more responsive to the FL511 user's needs. Several enhancements are projected to be deployed in 2019, that will enhance the system's components and improve the user's experience. Stay tuned as we move into 2019!

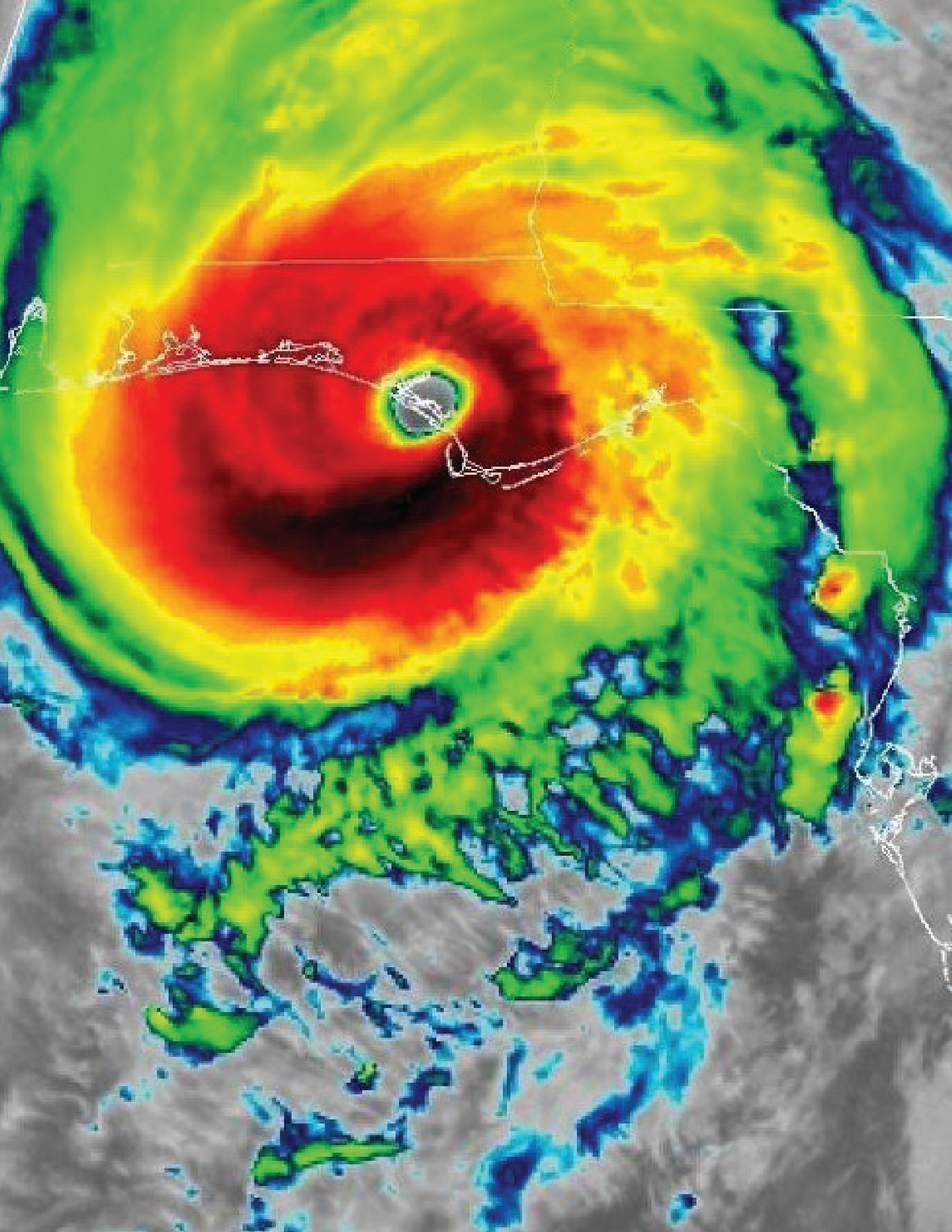


TWITTER FOLLOWERS



TOTAL FL511 TWITTER FOLLOWERS ACROSS THE STATE





The fast-moving storm made landfall on October 10, 2018 as a Category 5 hurricane with sustained winds of 155 miles per hour. The eye crossed over the small coastal community of Mexico Beach, roared north through the Panhandle, and exited the state into Georgia. It left a path of death and destruction in its wake.

HURRICANE MICHAEL

In preparation for Michael, the state of Florida ordered at least 120,000 people to evacuate areas of the Panhandle. Many others voluntarily decided to leave for fear of storm surge, high winds, torrential rain and loss of power. Governor Rick Scott urged Floridians to use the Florida 511 (FL511) Advanced Traveler Information System to assist with their evacuation plans. A news release encouraging residents to use FL511 for travel plans related to Hurricane Michael was released by FDOT.

Hurricane Michael is the most powerful storm to hit the Florida Panhandle since records have been kept.

Word evidently got out about the importance of FL511 for a hurricane evacuation, as its use hit a record the day after Hurricane Michael made landfall on the Florida Panhandle.



The numbers tell the story. On October 11, the website broke its previous record for the day: 52,603 users logged onto the site that day. This number is a 1,488 percent increase from the same date in 2017. It was up approximately 1,410 percent compared to the average for the previous week in 2018. Website use peaked on October 11 at 10 a.m., with 6,818 simultaneous visitors.

Other FL511 platforms experienced heavy use as well: the FL511 iPhone app was up approximately 592 percent compared to the average for the previous week (October 1 to 7). For the same time period, FL511 Android app use was up 491 percent; the FL511 IVR was up 475 percent, and Twitter was up 112 percent.



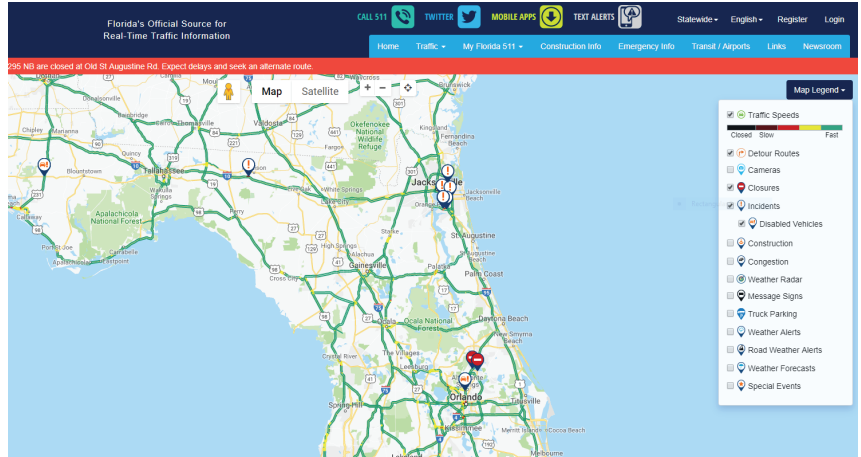
The FL511 team monitored news media coverage of FL511 in connection with the hurricane before, during, and after the storm. Post-hurricane, the FL511 team monitored the FL511 website, the FL511 IVR, and the mobile app to confirm each was fully operational.

FL511 helped Panhandle residents safely evacuate before Hurricane Michael and determine when and how to return in its aftermath. Outreach efforts certainly contributed to the public's understanding to use FL511 as needed.

ENHANCEMENTS TO THE THIRD GENERATION FL511

HIGHLIGHTS

- Weather radar layer
- Integration of road weather events layer
- Integration of Florida Truck Parking
- New map layer to distinguish between accidents and disabled vehicles



Several system features were added to the FL511 system during 2018 to enhance the user's experience. These included the addition of a weather radar layer, integration of road weather events layer, integration of Florida Department of Transportation's (FDOT) Truck Parking Availability System, and the addition of a new map layer to distinguish between accidents and disabled vehicles. All of the above features were implemented on both the FL511 website and the Florida 511 Mobile App.

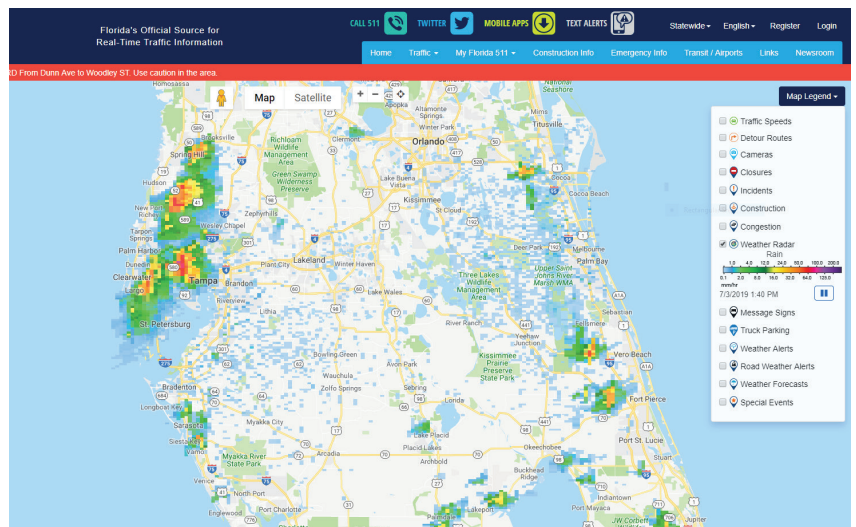
The addition of the weather radar layer allows FL511 users to see the current weather conditions. This feature enables the FL511 user to see what, if any, adverse weather they might encounter along their trip.

The road weather events layer will also benefit FL511 users, as it will alert travelers to any adverse conditions on Florida's roadways. These weather events, could include fog, flooding, wet pavement, etc. The road weather events are generated by a third-party company, Helios, that FDOT has partnered with to analyze the FDOT cameras to determine if there are adverse weather conditions that could impact travel.

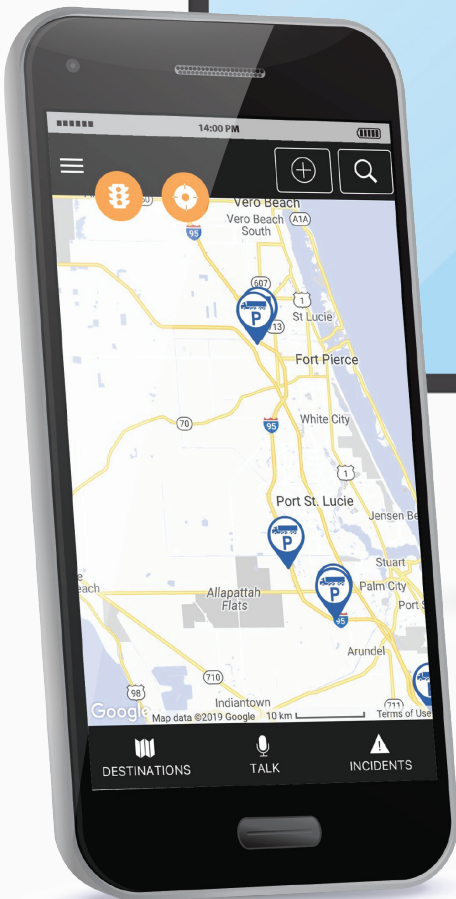
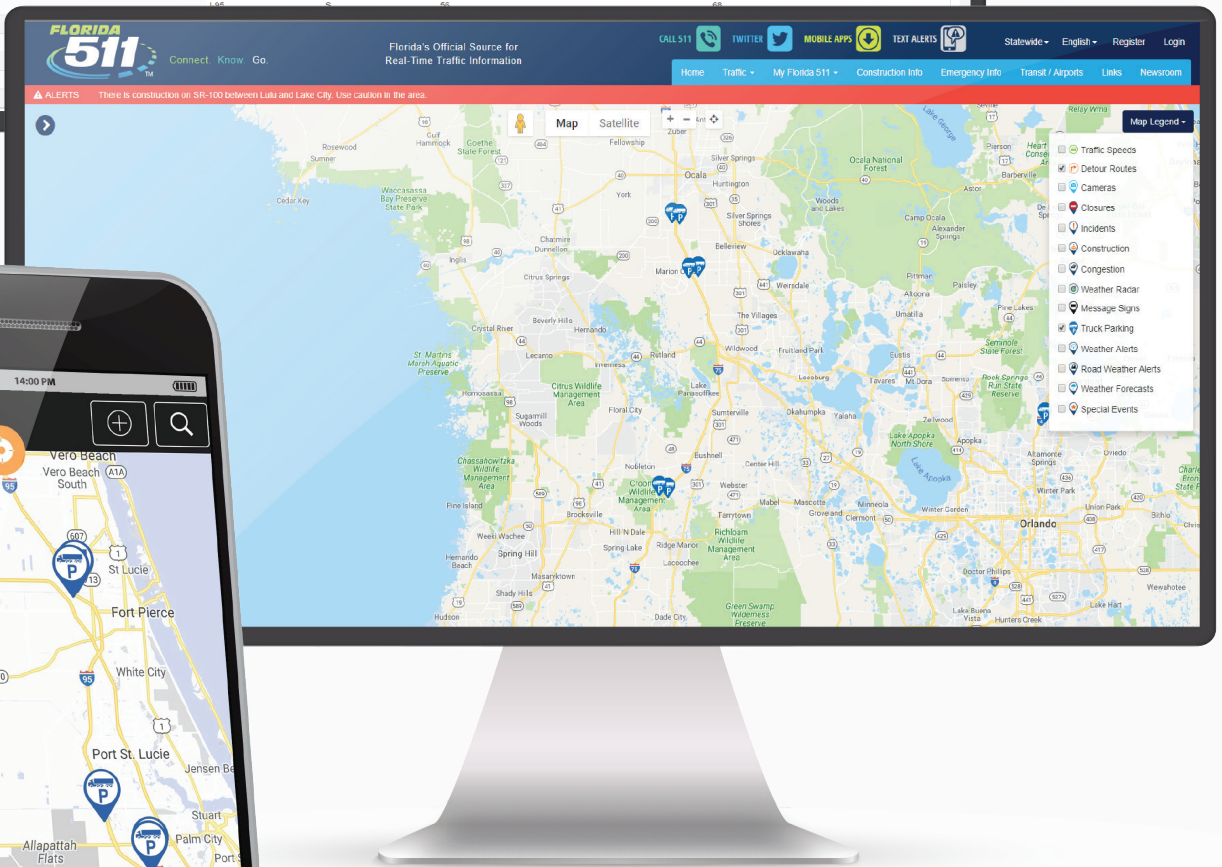
The new Truck Parking Availability System map view and list view informs the FL511 users of the locations of each of the facilities, the total number of spaces located at the facility, as well as the total number of spaces available. This endeavor was rolled out by FDOT in the central Florida area and will eventually be rolled out statewide.

The final feature added to the FL511 system was the addition of a new map layer to distinguish between incidents and disabled vehicles. In most cases, disabled vehicles are located on the shoulder and not impacting traffic.

The FL511 system is always working to improve the content and users experience and will continue to ensure it is providing useful tools for the traveling public.



Road Weather Events Layer



There were 20
Florida Truck Parking
sites across the state
in 2018.

ENGAGING STAKEHOLDERS AND THE COMMUNITY WITH FL511

HIGHLIGHTS

FL511 marketing team participated in 17 outreach events including:

- Governor's Hurricane Conference
- Florida Trucking Association Annual Conference
- VISIT FLORIDA I-75 Florida Welcome Center Fall Festival
- National Traffic Incident Response Awareness Week

Branching out and attending new events

There is no substitute for face-to-face communication. In our world of computers, screens, email, texting, and non-stop “noise,” there is something to be said for a direct conversation, looking a person in the eye, sharing a smile or a laugh, and connecting with a previously unknown person.

This is what the FL511 marketing team did throughout 2018. One of the marketing goals for FL511 is to increase FL511 usage to a more expansive group of users.

In 2018, the FL511 marketing team participated in 17 outreach events, reaching approximately 5,000 attendees in person. These events included transportation, trucking, and hurricane conferences; large

outdoor festivals; and many smaller events such as a fall festival, an outreach event for the “move over” law, a children’s safety fair, and many others. Events were held throughout Florida, from the Panhandle and North Florida, to Central and South Florida.

The FL511 marketing team went to each event with team members, a display, and materials for distribution. The goal for all events was to encourage the public to utilize existing and new FL511 tools to obtain current traffic conditions, and suggest users sign up for the system FL511 Twitter feed, and later in the year, for the Facebook and Instagram pages.

The team also attended new events to reach potential new users. Three such events are highlighted:

- Florida Trucking Association Annual Conference, Clearwater Beach, August. This conference provided an opportunity to reach an important audience for FL511 – individuals and businesses involved in the trucking industry in the Sunshine State. About 80 attendees visited the FL511 booth. All were excited to learn about the new Truck Parking Availability System, and expressed interest in seeing this go statewide in the future. Many downloaded the FL511 Mobile App to their phone and signed up for the Twitter feed on the spot, and all seemed to appreciate FL511 having a presence at the conference and wanted to learn more.

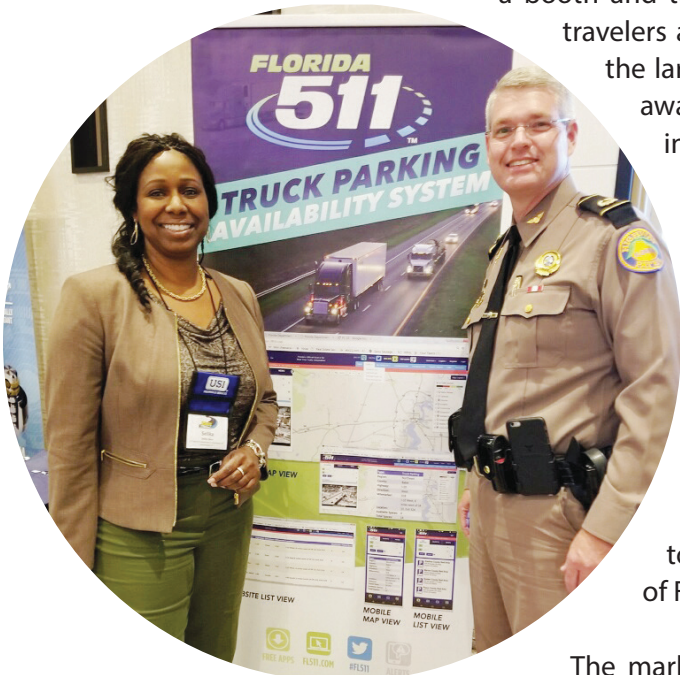


- VISIT FLORIDA I-75 Florida Welcome Center Fall Festival, Jennings, October. This was an extremely successful event sponsored by VISIT FLORIDA and held at the Florida Welcome Center on I-75 near the Florida-Georgia line. Motorists from throughout the southeast who were driving on I-75 attended, as well as local residents and transportation officials. Several hundred attendees visited the FL511 booth. Many did not know FL511 had a mobile app, and were very happy to learn of this. Some shared their own personal stories of long traffic delays and wanted to use the app as a result. This was the first time the FL511 marketing team participated in a VISIT FLORIDA event, and the team looks forward to other opportunities in the future.



- National Traffic Incident Response Awareness Week, Pompano Beach, November. Florida’s Turnpike Enterprise held an outreach event to raise awareness of Florida’s Move Over law, and FL511 participated with a booth and team members. More than 250

travelers along the Turnpike that day stopped by the booth while attending the larger event. Many said they were not aware of FL511, and were only aware of the phone line from the “call 511” road signs. They expressed interest in the app and signed up for the Twitter feed. Some signed up for the new FL511 Facebook and Instagram pages, and the team video-streamed first responders and other visitors on Facebook Live – a first for FL511!



At these and all the events in 2018, FL511 team members collected signatures for the newsletter, demonstrated how the FL511 Mobile App worked on a smartphone, and gave away promotional and educational materials such as bumper stickers, buttons, car mints, chip clips with magnets, lanyards, lens cleaners, lip balm, notebooks, pens, ponchos, rack card flyers, sunglasses, tire gauges, tote bags and more! Visitors left with a friendly and relevant reminder of FL511, sure to bring to mind this helpful service down the road.

The marketing team learned, too. Some attendees commented about the voice on the app; others had difficulty with some recently-added features; others compared it to Waze, Google and much larger traffic information systems; and others wanted to know if it was available outside of Florida. These comments, and more, were sent back to the FL511 team. The events were also very fun! A very popular feature was the cut-out FL511 car. Many attendees sat in the driver’s seat for a photo.

The FL511 marketing team plans to continue participating at conferences and community events. If an FDOT employee or affiliate knows of an event which seems like a good fit for FL511, please contact Eugene Jules at (850) 410-5642 or Eugene.Jules@dot.state.fl.us.



FL511 ADDS FACEBOOK AND INSTAGRAM IN 2018



The FL511 system expanded its social media reach in 2018. The FL511 marketing team added Facebook and Instagram to its social media nest. These join the FL511 Twitter accounts, which has existed for a number of years.

Each of the three platforms offers unique benefits. Twitter is for short, immediate news items (such as traffic incidents). Facebook promotes a sense of community. Instagram explores the world through pictures.

The FL511 Facebook and Instagram pages were launched in December 2018. The FL511 marketing team expects the number of users on each site to increase over time. The benefits of FL511 using social media platforms include the speed and ease of communication, the ability to post news and events more widely, connecting with users, and increasing the awareness and use of FL511 as word gets out through these platforms.

For more information, please visit Twitter @f511, Facebook @FL511 and Instagram @florida_511, and like FL511 on Facebook and Instagram!





VISION

TSM&O will increase the delivery rate of fatality-free and congestion-free transportation systems supporting the FDOT vision and Florida Transportation Plan goals.

MISSION

Identify, prioritize, develop, implement, operate, maintain, and update TSM&O strategies and measure their effectiveness for improved safety and mobility.



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