2016 Annual Report

FDOT

Florida Department of Transportation
Transportation Systems Management
and Operations Program

FDOT FL511 CONTACTS

DISTRICT 1

Robbie Brown
Robbie.Brown@dot.state.fl.us

DISTRICT 2

Dee Dee Johnson
Deedee.Johnson@dot.state.fl.us

DISTRICT 3

Amy DiRusso
Amy.DiRusso@dot.state.fl.us

DISTRICT 4

Dong Chen
Dong.Chen@dot.state.fl.us

DISTRICT 5

Jeremy Dilmore
Jeremy.Dilmore@dot.state.fl.us

DISTRICT 6

Alejandro Motta
Alejandro.Motta@dot.state.fl.us

DISTRICT 7

William "Greg" Reynolds
William.Reynolds@dot.state.fl.us

FLORIDA'S TURNPIKE ENTERPRISE

Eric Gordin
Eric.Gordin@dot.state.fl.us

CENTRAL OFFICE

Trey Tillander
Trey.Tillander@dot.state.fl.us

Fred Heery
Fred.Heery@dot.state.fl.us

Russell Allen
Russell.Allen@dot.state.fl.us

CENTRAL OFFICE MAILING ADDRESS

605 SUWANNEE STREET, MS90
TALLAHASSEE, FL 32399-0450

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Florida Department of Transportation

RICK SCOTT
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

JIM BOXOLD
SECRETARY

Dear friends and followers of Florida 511:

Upgrades, growth, and accomplishments are accurate descriptors for the Florida Department of Transportation (FDOT) and the Florida 511 (FL511) advanced traveler information system in 2016. Transformative changes have been made in how information is collected and disseminated throughout Florida, allowing our FL511 system to serve travelers better than ever.

On September 1, 2016, FDOT launched an integrated series of new platforms constituting the third-generation FL511 system. These platforms include a new website, mobile application, phone system, and personalized services. Each of these platforms plays a vital role in bringing up-to-the-minute travel information to all who use Florida's transportation system. Integrating the new FL511 system with existing intelligent transportation systems (ITS) infrastructure creates a more robust network allowing for dynamic data transmission and the capability to expand coverage beyond the interstate highways.

The new FL511 debuted just in time for Hurricanes Hermine and Matthew, successfully accomplishing its mission during those natural disasters as well as during the Thanksgiving, Christmas, and college bowl game travel season. Overall, usage of FL511 during 2016 increased by nearly 17 percent from 2015, which is remarkable when considering this growth occurred during extensive upgrades and platform launches.

By maintaining priorities such as ITS, data connectivity, and social media communications over the past decade, FDOT now has scalable data and communications capabilities that can track messages delivered as well as collect FL511 customer feedback. Incorporating this feedback into the new FL511 system ensures a superior travel experience with greater coverage, now and well into the future.

From its humble beginnings in the early 2000s as District-based regional 511 phone numbers, to a statewide travel conditions reporting service, and now a fully-integrated, multi-tiered travel/traffic information platform, FL511 continues to grow and operate at the cutting edge of technology. This commitment to developing the best technological systems allows FDOT to deliver the best possible travel experience to all Florida residents and visitors.

W. Russell Allen, P.E
ITS Program Deployment Engineer
FL511 Program Manager
Florida Department of Transportation

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 field of Intelligent Transportation Systems (ITS).

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.

KEY EVENTS

The Florida 511 (FL511) advanced traveler information system is a free public service that offers motorists, commuters, commercial vehicle operators, residents and visitors the latest traffic information and alerts. The groundwork was laid for FL511 on July 21, 2000, when the Federal Communications Commission designated 511 as the nationwide telephone number for providing telephone-based traveler information. 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 providers. Since that time, FL511 has grown into a multi-faceted information system utilizing the latest technologies to better serve all who use Florida's highways.

2000
July: 511 designated as the national traveler information phone number by the Federal Communications Commission

2002
June: FDOT District 5 launched its Central Florida 511 Traveler Information System
July: Southeast Florida converted its existing ten-digit number to 511

2003
July: Florida passed legislation requiring FDOT to manage the 511 systems

2004
September: FDOT District 7 launched the Tampa Bay Regional Traveler Information System

2005
November: FDOT launched the statewide conditions reporting system 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 FDOT developed the first 511 website for statewide traveler information

2006
January: Southeast Florida SunGuide® 511 added a bilingual interactive voice response (IVR) to its touch-tone system — South Florida travelers were the first to be able to ask for information in either English or Spanish
October: FDOT District 2 launched the Northeast Florida 511 System
December: District 5 launched My Florida 511 personalized services

2007
April: FDOT District 1 launched the Southwest Florida 511 System
June: FDOT District 5 received the Intelligent Transportation Society of 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: FDOT District 1 added travel times to I-75 traffic reports in Southwest Florida
September: The new Statewide Florida 511 system design was approved
November: The five regional 511 systems and the statewide conditions reporting system surpassed the 25 million call mark
December: SunGuide software modified to provide data to Florida 511 for dissemination to travelers

2009
June: FDOT launched the new statewide Florida 511 Traveler Information System with new phone call 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: Florida 511 reached the 1 million call mark

2010
June: FDOT launched the Data Style Guide training statewide to promote SunGuide software and Florida 511 data consistency among the Districts
August: FDOT District 7 added coverage on SR-60/I-275 interchange near the Tampa International Airport
November: Florida 511 achieved the 4 million phone call mark
December: FDOT added new transfers to the 511 phone system, including to transit agencies, airports, one seaport and five new commuter service agencies

2011

June: FDOT launched the FL511 mobile app for iPhone, iPad and iPod Touch
August: FDOT added traffic camera views associated with incidents to the mobile app
September: FL511.com reached the 1 million visitor mark
October: An option was created in SunGuide to allow a transportation management center (TMC) operator to enter "unconfirmed" events
FDOT added a transfer option to 95 Express to the Florida 511 call menu
December: FL511 reached the 6 million phone call mark

2012

February: FDOT launched 12 regional and major roadway @FL511 Twitter feeds
June: Florida 511.com added detours and maps on its "Emergency Info" page during Tropical Storm Debby
December: FL511 reached the 8 million phone call mark

2013

June: FL511 reached the 9 million phone call mark
August: FDOT launched the FL511 mobile app for Android
September: FDOT launched the FL511 embedded attribution beta test in District 2
October: FL511.com reached the 3 million visitor mark

2014

March: FDOT entered into a data-sharing partnership with Waze
April: FDOT hosted FL511 Charrette
August: Florida 511 reached the 11 million phone call mark
September: FDOT integrated Waze data into SunGuide software and FL511
FL511 received the ITS "Best New Innovative Practice – Outreach Award"
November: FL511.com reached 4 million visitors
December: FDOT upgraded the 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

2015

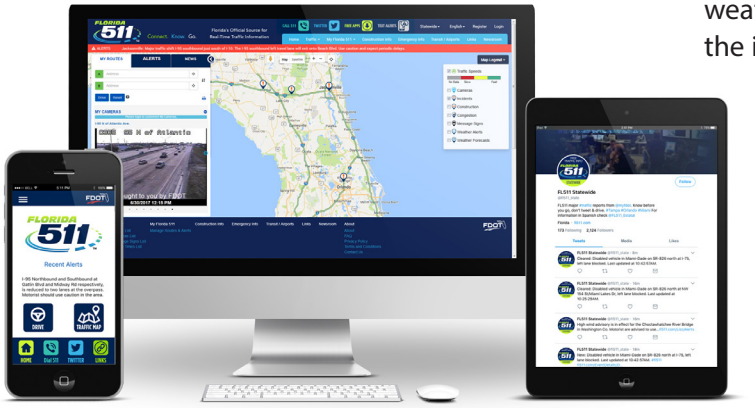
March: FL511 reached 12 million phone calls
May: FL511 iPhone app reached 1 million sessions
July: FL511 Android app reached 1 million sessions
September: FDOT released an invitation to negotiate for a third-generation FL511 system
October: FL511 reached 13 million phone calls
November: The FL511 Twitter accounts reached 750,000 tweets sent
December: FL511 users accessed apps nearly 1 million more times than they dialed 511

2016

April: FL511 reached 2 million Android app downloads
May: FL511 reached 14 million phone calls
August: FL511 reached 4 million iPhone app downloads
FL511 reached 7 million Android and Apple combined app sessions
September: FL511 launched its new 511 system including a new website, a new app for both iPhone and Android, and a new phone system
FL511 reached 6 million web visitors
October: As a result of Hurricane Matthew, FL511.com had more than 300,000 visitors, the most ever for one month
FL511 Twitter accounts reached 40,000 followers
FL511 earned 28 million impressions through outreach for Hurricane Matthew
November: FL511 won the Institute of Transportation Engineers (ITE) John W. Barr District 10 Transportation Achievement Award
December: FL511 marketing reached 2 billion impressions for 2016
FL511 earned 32.5 million impressions through college football bowl outreach

THE THIRD-GENERATION FL511 SYSTEM IS HERE

From new data sources to exciting new features, the third-generation Florida 511 (FL511) advanced traveler information system is changing the landscape of traffic and travel information. FDOT launched the brand-new FL511 on September 1, 2016. The new system includes a new website (at the same location), new mobile application, new My Florida 511 personalized services and a new phone system. These new platforms were quickly put to the test by two hurricanes and a busy college football bowl season, and passed with flying colors.



New Website

New look. New features. Same Location.

The FL511.com makeover is the product of widespread collaboration between engineers, web developers, marketing professionals and new high-level data partnerships. The renovated homepage features an interactive traffic map. Users can choose on the Map Legend what real-time information they want displayed on the map, including traffic speeds, cameras, incidents, construction, congestion, message signs, weather alerts, weather forecasts and special events. The system collects the information for the weather alerts and forecasts using a new data feed provided by the National Oceanic and Atmospheric Administration (NOAA).

Another useful new website feature is the multimedia incident descriptions. If a camera is near an incident location, an image from that camera will accompany the incident description on the traffic map. This feature will also be added to the Twitter feeds and My Florida 511 personalized text and email alerts.

The "My Routes" tab on the homepage allows users to create door-to-door routes to see travel times and incidents on up to three different options. Registered My Florida 511 users can then name and save those routes to create alerts and easily check conditions via the phone call. Through the new "Alerts" tab, website administrators have the ability to push out important information not already covered through other FL511 platforms. In 2016, topics for this section included hurricane-related road

New Mobile Application

"It's like having a traffic reporter in your pocket."

The new FL511 mobile application is available for both Apple and Android devices. The app features "Drive" mode in which users can quickly see a map of all current incidents, construction zones and congestion areas in their local area and around the state. "Drive" mode also allows users to enter a destination and then provides up to three routes. Each route includes directions and travel times. The travel times are provided by the system's new data partnership with the HERE Company. Users can leave the app on in the background while they drive, and if any incidents arise en route, the app will audibly alert the user of the incident.

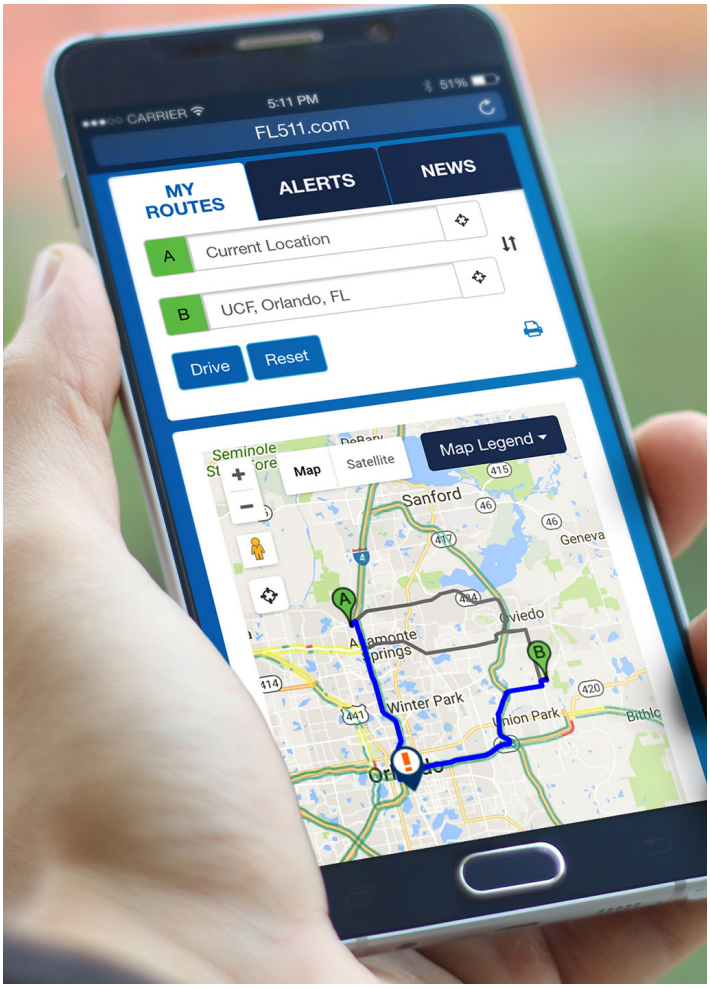
In the "Traffic Map" mode, users have mobile access to all the website features: FDOT camera images; the statewide, regional, and roadway-specific Twitter feeds. Links to airports, seaports, transit agencies, and 511 partner agencies are also accessible, including evacuation management agencies, rest areas, tourism agencies and more.

and bridge closures, Thanksgiving and year-end travel predictions, and notices directing previous app and personalized services users to download and subscribe to the new platforms. Governor Rick Scott and FDOT Secretary Jim Boxold directed Floridians to this page via social, broadcast and print media during the 2016 hurricane season.

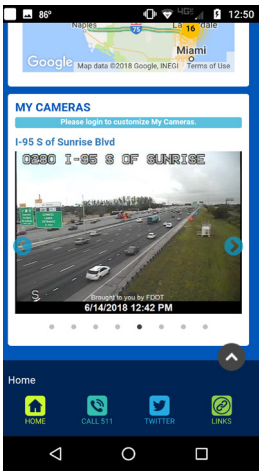
New My Florida 511 Personalized Services

The "know before you go" experience is truly maximized with the new My Florida 511 personalized services. The updated interface allows users to create true door-to-door routes, then save their routes and receive the information they need from starting point to destination via alerts, the phone call or the website. The text message and email alerts system allows users to choose the times and days of the alerts, and what information they want: crashes, construction, congestion, closures, travel times and traffic speeds.

The ability to scroll through all of the FDOT traffic camera images has always been a popular feature of FL511. New with the September launch is the "My Cameras" feature.



Any registered user can save their favorite camera(s) and have them appear on a slideshow on the homepage of the website and the mobile app's "Traffic Map" mode. There is no limit to the number of cameras users can save.



My Florida 511 also allows users to sign up for Alerts and stay informed 24/7 of all traffic-related emergencies in the county or region they choose. Florida 511 also disseminates AMBER, Silver and Blue (formerly LEO) alerts through the Alerts feature.

New IVR

In terms of Interactive voice response (IVR) use, the simpler the better is the motto for the new FL511 phone system. As the oldest platform, it is still used thousands of times a day by commuters and tourists across the Sunshine State. The new system has fewer options. Users can ask for "Traffic" to receive info for a specific city, county or roadway; "Transfer My Call" to be connected to one of hundreds of partner agencies including airports, seaports and transit agencies; or they can say "Profile" to receive travel times and incident information for their saved routes.

The future of IVR for FL511 combines more visual interactivity with voice capabilities. During the next phase of improvements, FDOT will integrate IVR into the FL511 mobile application, further streamlining the user experience.

"KNOW BEFORE YOU GO"

NEW FLORIDA 511 FEATURES WAYPOINTS, INCIDENT CAMERAS AND MORE

The Florida Department of Transportation (FDOT) recently introduced several enhancements to its Florida 511 (FL511) Advanced Traveler Information System to help motorists arrive safely, avoid congestion, and arrive on time. You now have the option of modifying your route on FL511.com by clicking and dragging any part of the route to a new roadway using a waypoint. You can use as many waypoints as needed to modify your route. With the addition of each waypoint, the system will recalculate your travel time, provide turn-by-turn directions and inform you of any incidents, crashes, construction, or congestion. Another new feature is the addition of camera images to incident alerts. When a crash, construction, or congestion incident occurs, the system will search for nearby traffic cameras and include an image with the incident alert.

The system also now remembers the region you choose from the user options located above the main navigation bar on FL511.com. After registering your account, select Statewide, Central, Northeast, Panhandle, Southeast, Southwest, or Tampa Bay. The system will save your preferred region even after you log out. You can easily change your selected region by choosing a new region from the drop-down list.

The new Drive Mode on the mobile app provides notifications for congestion and other incidents. If you see an exclamation point icon on the map, that means there is an incident in the area. On the website, FDOT added a new congestion alert icon to the map legend. Two major upgrades to the 511 phone system include personalization and improved voice response. You can now call 511 and ask for "Profile" to hear the current conditions for all your saved routes. Keep checking the FL511 newsletter for tips and advice on how to use the new features so that you "know before you go and keep Florida moving with the new Florida 511".

In 2016, Florida 511 Marketing Hits Two Billion Impressions: a new milestone for FDOT's marketing and outreach efforts for the FL511 system. The FL511 message was received more than two billion times by Florida residents and visitors. Each time someone sees or hears about FL511, it is counted as one impression. Over time, those impressions translate into greater usage of the FL511 system.

One of our most successful outreach efforts is the placement of inbound links to the website. Sites like those belonging to the State Emergency Response Team, Florida State University Student Union, Miami-Dade Government and the Sun-Sentinel generate millions of impressions each with information about and links to FL511.com.

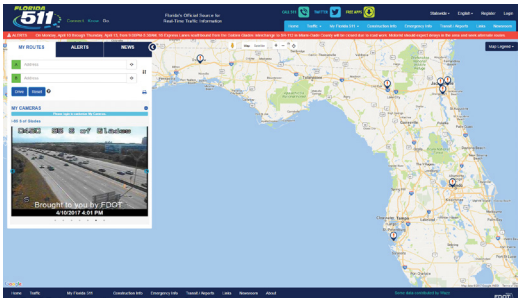
Outreach via Twitter and other FDOT social media channels also generates millions of impressions each month. This outreach includes announcements about upcoming planned special events, news releases, and other marketing messages and excludes the impressions from Florida 511 system-generated tweets.

The FL511 logo and message placed by partners on the CCTV cameras generates hundreds of millions of impressions each year. Floridians and visitors watching the morning news see the Florida 511 message during traffic reports, and FDOT live camera feeds have proved to be beneficial to the news media during major traffic events and 2016's two hurricanes.

Direct outreach to the news media and the resulting coverage contributed to millions of additional impressions. Media events held around major travel holidays in Districts Two and Four, major sporting events in Districts Two and Seven, news coverage of Hurricanes Hermine and Matthew, and media releases surrounding major planned special events throughout the state, helped expand the use of FL511. FL511 experienced a record-breaking month in October when Hurricane Matthew impacted the state and saw rapid growth of the new app and personalized services following the September launch.

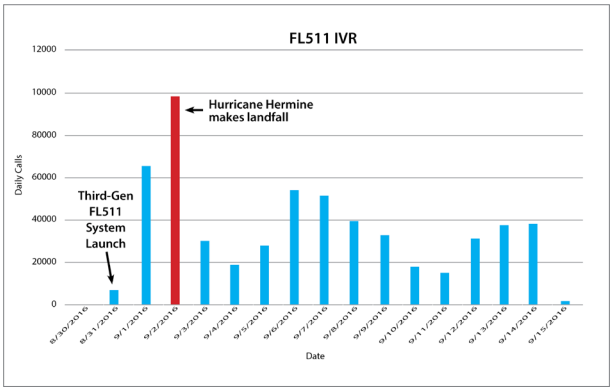
FLORIDA'S THIRD-GENERATION FL511 SYSTEM

The road to the September 2016 launch was very challenging; the selected vendor was awarded the contract in April 2016, and because the previous traveler information system contract was set to expire at the end of August 2016, only four months remained to design, implement and test the system. To put this in perspective, it took 22 months to deploy the previous system (launched in June 2009).



In order to ensure the September 1st, 2016 deadline was met, the FL511 system's capabilities were rolled out in phases. All dissemination channels were launched on the evening of August 31, 2016, but they did not incorporate all of the 'bells and whistles'. After the initial launch, the vendor continued to upgrade, update and refine various system components, in close collaboration with the Department, as part of an iterative agile design process.

It didn't take long for the third-generation FL511 system to undergo its first major test. At around 1:30 AM on September 2, 2016, just one and a half days after system launch, Hurricane Hermine, a Category 1 hurricane, made landfall on the western coast / panhandle of Florida. Usage increased significantly, but the system did not encounter any operational issues leading up to, during or following the hurricane, as system capacity was scaled to match usage. Mother Nature then decided that the system needed another major test, and delivered Hurricane Matthew, a Category 4 hurricane, just one month after system launch. Again, the third-generation FL511 system was able to weather the storm, with no issues in handling the significantly increased volume of website and IVR users.



After the initial one-two punch of Hurricanes Hermine and Matthew, baseline FL511 system usage continued to increase steadily, with 677,230 web sessions and 426,415 calls during the first four months of operation. Hurricane Matthew, which skirted the eastern coast of Florida, and severely impacted Florida's coastal communities, set a new record for the number of concurrent FL511 system users.

Over the remainder of the year, FL511 continued to be updated, resulting in a complete and successful implementation of the system.

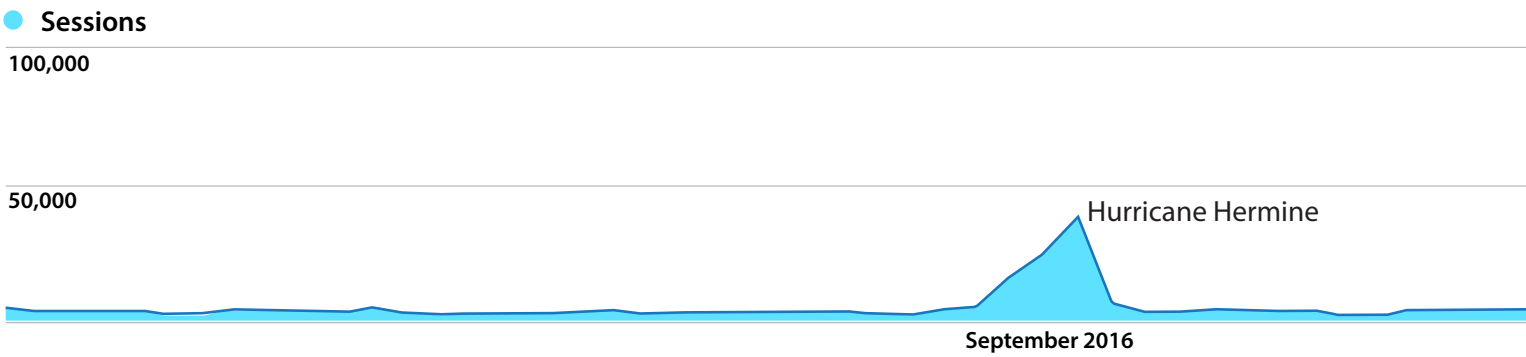
FLORIDIANS TURNED TO FLORIDA 511

WHEN THE STORM WINDS BLEW

A 12-year run without hurricanes in Florida ended in 2016 when Hurricane Hermine struck the Big Bend area in early September, and Hurricane Matthew skirted the east coast a little more than a month later. While many feared that Floridians would not be prepared for the storms due to "hurricane amnesia," the Florida Department of Transportation's (FDOT) Transportation Systems Management and Operations (TSM&O) staff and Florida's 511 (FL511) advanced traveler information system were prepared. New features on the newly-launched 511 website helped FL511.com keep Floridians informed of storm impacts and led to record-setting system usage.

Throughout August, FDOT was preparing for September 1 - not because anyone knew a hurricane would approach the state that day, but because that was the day the new Florida 511 system was set to launch. The new system included a new website using the existing FL511.com Uniform Resource Locator (URL), a new mobile app, new My Florida 511 personalized alerts and a new Interactive voice response (IVR) phone system. Preparations included new system testing and a flurry of communications with FL511 users and alerts subscribers.

The next day, September 2nd, Hurricane Hermine made landfall just east of St. Marks, Florida. FDOT TSM&O staff and its partners worked to keep the 511 system updated while other FDOT personnel, working at the State's Emergency Operations Center, directed the FL511 team to activate a new feature on the 511 website: Alerts. The homepage's "Alerts" tab is programmed to display urgent content when it is first issued. As road closure information became available, it was posted to the site, complementing the posting of closures and floodgate alerts.



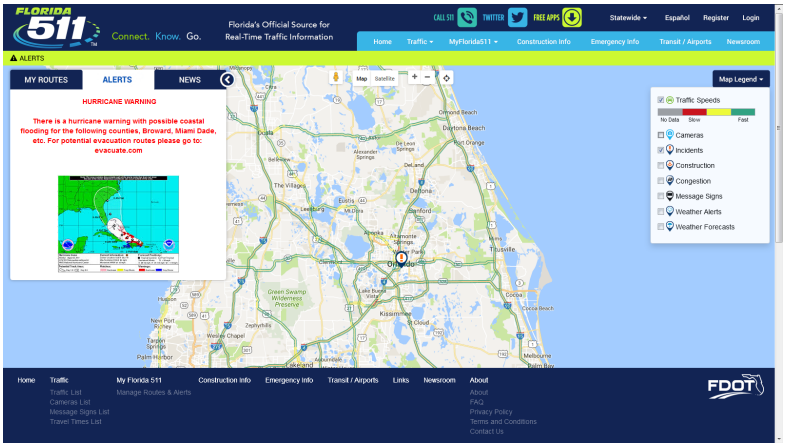
Florida Governor Rick Scott and the State Emergency Response Team (SERT) urged Floridians, via media releases and social media, to check FL511.com for closure information. During the period of August 30 – September 3, more than 58,000 Floridians did just that. The site was visited more than 87,000 times, with 36,000 of those visits originating in the Tampa Bay area.

A little more than a month later, Hurricane Matthew, a Category 4 storm, moved up Florida's east coast without making landfall, but generating a significant storm surge and causing coastal damage. Once again, FDOT and the FL511 team were prepared. Road and bridge closures, floodgate alerts, and homepage Alerts were kept updated around the clock. Once again, Gov. Scott, SERT, and many county emergency managers and law enforcement agencies directed people to check FL511.com for the storm's impacts to roads and bridges.

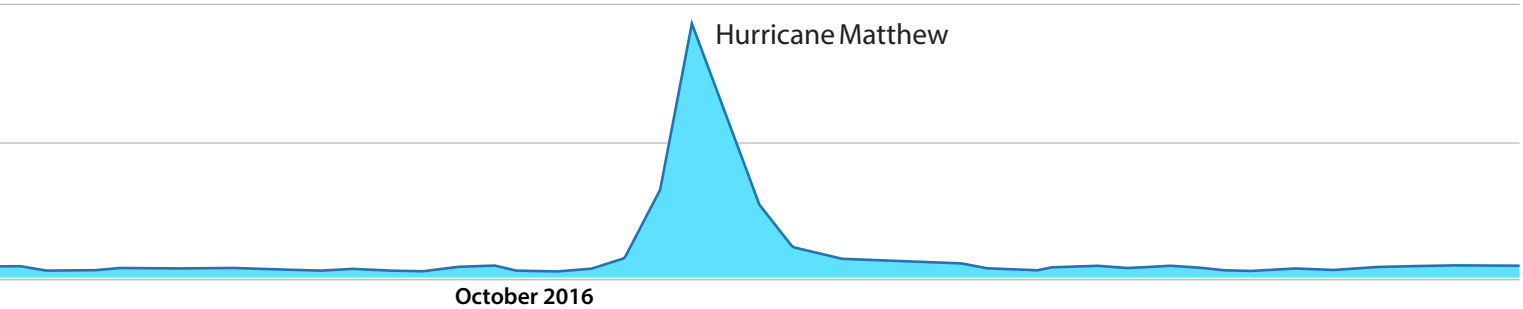
> "The new 511 website was designed to handle 25,000 simultaneous users"
>
> - Russell Allen

Matthew's winds were felt in Florida from October 5 until October 9. During that time, more than 157,000 people visited the FL511 website, generating 221,000 sessions. October 6, the site had just over 94,000 sessions, and hosted approximately 10,000 simultaneous users.

"The new 511 website was designed to handle 25,000 simultaneous users," Russell Allen, FDOT's Intelligent Transportation Systems (ITS) Program Development Engineer, said. "I'm glad we had the foresight to set the bar that high, especially now that we've seen the kind of traffic a Category 4 hurricane can generate. Floridians know about 511 and they trust it to let them know what's happening on Florida's roads, whether on their daily commute or during an emergency."



In the future, FDOT plans to have streaming video available from closed circuit television (CCTV) traffic cameras.



FOCUSING ON ARTERIALS

Since 2000, the FDOT Intelligent Transportation System (ITS) Program's (now known as the Transportation Systems Management and Operations (TSM&O) Program) focus has been on instrumenting Florida's interstates and major US routes with ITS equipment to collect data, monitor traffic, and confirm incidents that affect traffic. In 2005, FDOT launched its statewide advanced traffic management system software, SunGuide software. This software enables Florida's transportation management centers (TMC) to integrate numerous hardware, software, and network applications as well as exchange data with other TMCs.

By 2018, FDOT will have awarded its last planned ITS project to complete instrumentation of ITS coverage on the Interstate system. With its ability to collect and disseminate traffic information on the Interstates, FDOT's focus for new implementation will be shifted to the arterials. This new focus aligns with both the TSM&O Program's desire to integrate more arterials into their Traffic Operations Program and the Federal Highway Administration's (FHWA) directive to provide traffic-related information and travel times on routes of significance.

Under FHWA's Real-Time System Management Information Program, states are required to provide travel information and travel times on all Interstates and major US and state routes as well as arterials in metropolitan areas. The rollout to provide this information is being implemented in phases. FDOT implemented the first phase on the Interstate system and major US routes in November 2014. FDOT implemented the second phase in November 2016. This phase covered the routes of significance, which include many of Florida's arterials.

What is the third-generation FL511 system's role in this new endeavor?

Over the past two years as FDOT Districts have gradually added arterial routes, FL511 has added them to their system and is continuing to add arterials as the Districts instrument routes with devices to gather traffic data.

As the Districts shift to deploying more ITS infrastructure on arterials, the third-generation FL511 system will need to be able to handle the data influx as well as add new routes. The architecture of third-generation FL511 will allow Districts to report incidents on local roads in the FL511 system without adding them to the SunGuide software. This will enable the Districts to report incidents without the limitation of having the route already set up. FDOT will need to outline the process of how to deliver incident and travel time data related to these arterial routes to the third-generation FL511 system. This process needs to be well defined to ensure that we do not 'flood' the third-generation FL511 system and that the system is able to manage data.

Once FDOT determines how to receive the data, it needs to define how to deliver the information. As FDOT builds the third-generation FL511 system, much consideration will be given to outlining how the system will deliver data to the customer. One consideration is: Should the data be delivered per route, region, county, or city? With the magnitude of data available, FDOT does not want to overload customers and make the third-generation FL511 system a cumbersome tool that confuses the message about traffic-related issues. Now is the time to develop a system that addresses how to manage and present data properly to Florida transportation users.

This map shows the FL511 coverage and the Routes of Significance coverage.

BY THE NUMBERS

Travelers in the state of Florida reached out to the Florida 511 Traveler Information System (FL511) 5.3 million times in 2016, approximately the same number as in 2015. In September 2016, FL511 launched its third-generation system. With this launch, a new and improved FL511 system was deployed. However, all mobile app users were required to go to their respective app store, navigate to the new FL511 app, and download the app.

Users also had to delete the old version of the app. This transition caused a significant drop-off in the use of the mobile app, starting in September and lasting through the end of 2016. Another factor was users transitioning away from the interactive voice response (IVR) system in favor of the website to learn more of what is needed to "know before you go". Commuters and tourists relied on FL511 to get them where they needed to go by checking traffic cameras on FL511.com and travel times on the FL511 mobile apps, and by calling the 511-phone line for up-to-date traffic information.

40%
INCREASE

FL511.com experienced the largest annual growth in usage, 40 percent, in 2016. Contributing to the record growth were the first two hurricanes to hit Florida in 12 years. Hurricane Hermine hit the Florida Panhandle on September 2, 2016, just one day after the new FL511 system launched. Put to the test, FL511.com hosted 135,000 sessions during Hermine, including 37,000 on the day of landfall.

A month later, Hurricane Matthew skirted Florida's east coast, and FL511.com had its biggest month to date with visitors checking the site more than 300,000 times for up-to-date road and traffic information. The day Hurricane Matthew's outer bands hit the east coast, October 6, FL511.com was visited 94,000 times, the most visits for the website in a single day.

FL511.com closed 2016 with 846,000 visitors and 1.7 million sessions. As described above, the FL511 mobile apps saw a dip in app sessions by 32% for Apple and 18% for Android. FL511 Twitter accounts made, on average, 800,000 more impressions. An impression is recorded anytime a Twitter user sees a tweet in his or her feed. Through email, phone, and text alerts, FL511 sent out 17.6 million messages to FL511 subscribers in 2016. In March, when many college students traveled to Florida beaches for Spring Break, FL511 had its busiest month, sending 2.4 million alerts.

17.6 MILLION
MESSAGES SENT

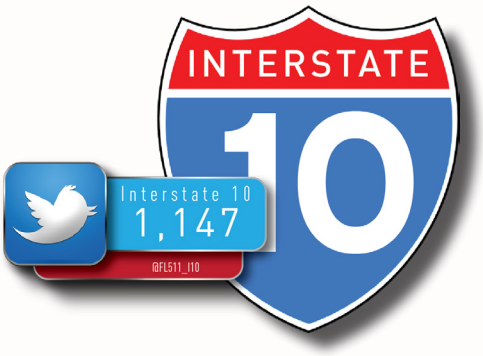
As 2016 drew to a close, the third-generation 511 system saw a steady increase in usage with the expectation that 2017 would be its best year yet.

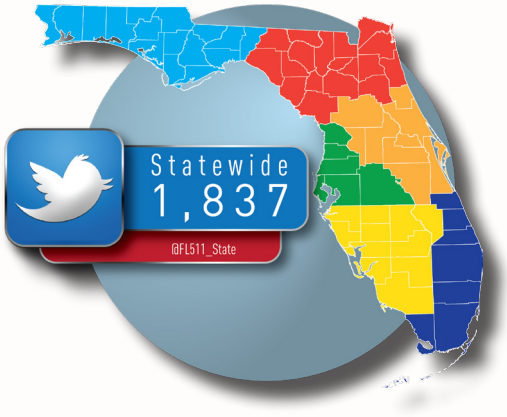
Web Visits
Total 1,510,564
350,000
300,000
250,000
200,000
150,000
100,000
50,000
111,429
92,801
142,359
92,402
83,245
133,720
96,688
92,582
135,504
309,474
111,592
108,768
January
February
March
April
May
June
July
August
September
October
November
December

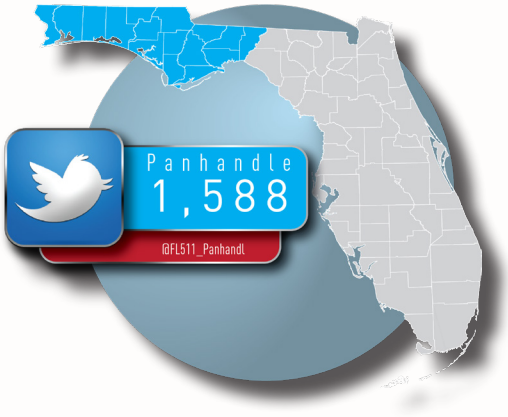
IVR Call Volume
Total 1,523,997
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000
147,759
145,234
148,845
145,500
130,816
131,697
124,836
123,735
111,723
118,501
95,048
100,303
January
February
March
April
May
June
July
August
September
October
November
December

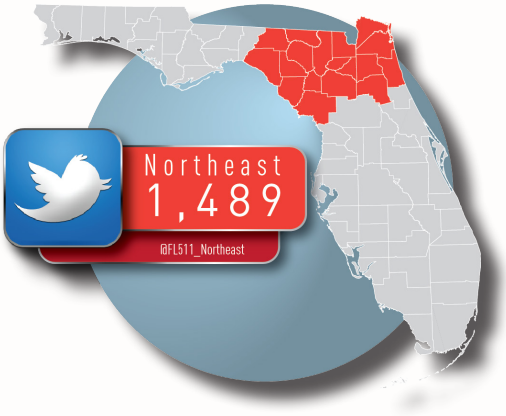
BY THE NUMBERS

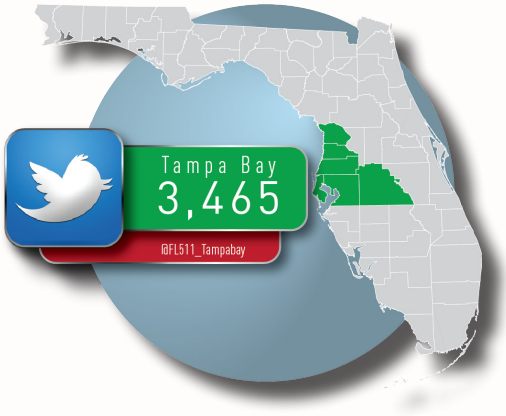
FOLLOWING FL511 ON TWITTER

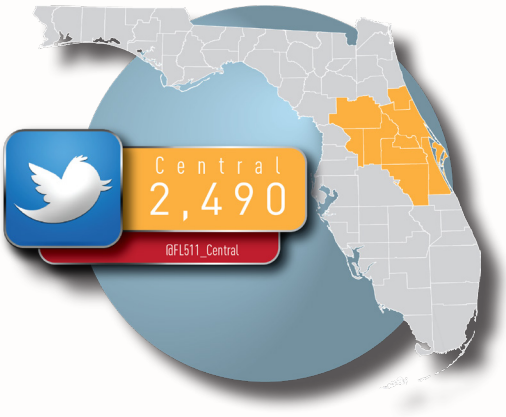


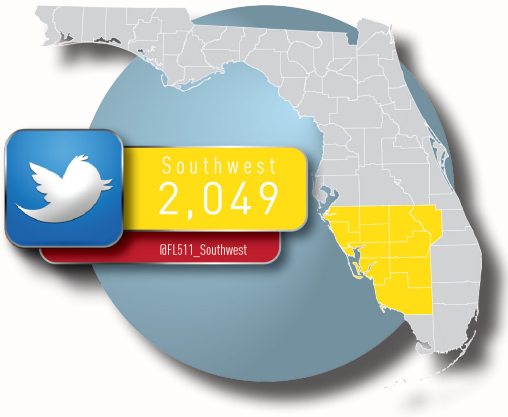


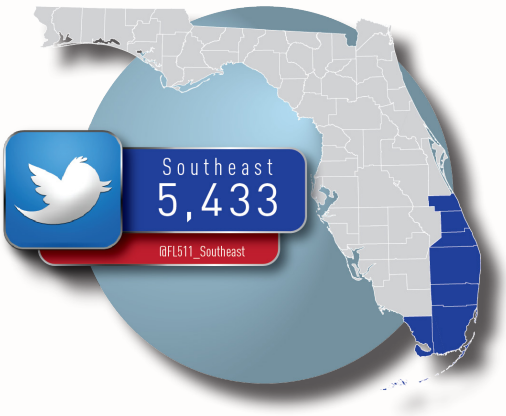












TOTAL FOLLOWERS ACROSS THE STATE

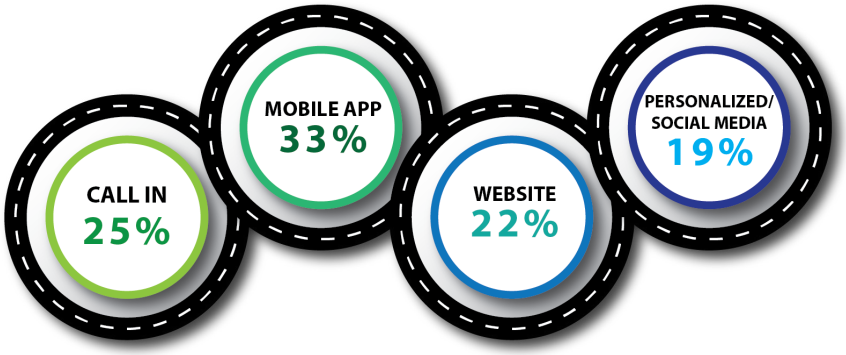
42,679

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. The survey conclusions are drawn statewide from all Districts. 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 website, iPhone and Android mobile applications, and twitter/ personalized services.

The FL511 services most commonly accessed were:



Overall, the trend is moving from Call In to Mobile Apps and the Website either using each individually or in combination to plan/ view routes for example.

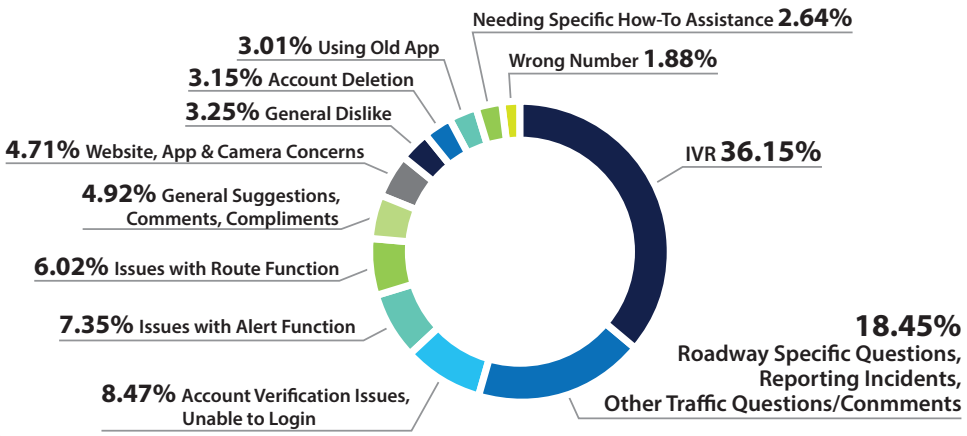
Based on information provided in the survey, FDOT feels confident that the right information is being provided, but as is typical with any type of traveler information service, getting the word out about what FL511 has to offer continues to be important.

The second graph shows the results of the initial feedback FDOT received after deploying the third-generation 511 system. As one would expect there are startup kinks to work out as well as feedback on the Call In (IVR). The remaining feedback was people seeking assistance on roadways (possibly not covered by the system), report incidents and other requests.

The breakdown is:

- Startup 45.4%
- IVR 36.15%
- General Requests 18.45%

2016 FLORIDA 511 CUSTOMER FEEDBACK



FDOT used this information to make immediate adjustments to the system and has continued to listen to user feedback to better understand the needs of the users. FDOT reviews all feedback and make adjustments to improve the user experience.

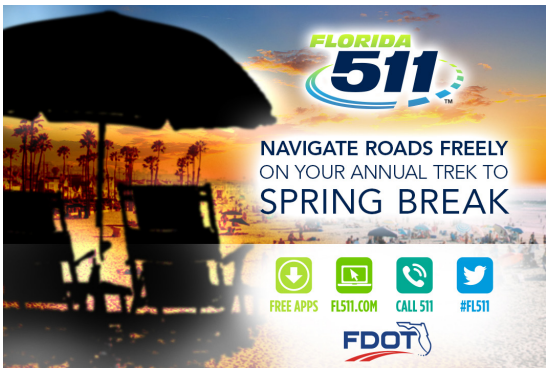
COMMUNITY OUTREACH

NEW SYSTEM UPDATES AND NEW OPPORTUNITIES PUSH FLORIDA 511 PAST 2 BILLION IMPRESSIONS

Fall 2016 began a new chapter for Florida 511 with the introduction of a brand new mobile app for both Apple and Android, an improved website, new personalized services, and an upgraded phone system. The technology upgrades deployed with the new system meant that (FL511) app users had to download a new app (instead of updating the previous version), and My Florida 511 users had to set up a new account and recreate their routes and alerts. This reset the user base for these two popular platforms, making outreach a vital activity to rebuild the FL511 user base.

FDOT's FL511 outreach efforts enjoyed a banner year in 2016, with more than 2 billion impressions from community events, employer outreach, media events, social media and FDOT-owned messaging.

Coincidental with the launch, FDOT released an updated logo and fresh branding to reflect the changes. FDOT also ventured into paid media with a Google AdWords campaign that began in October.



Spring Break Success across Florida and Bordering States

March is the busiest time on Florida roadways as vehicle miles traveled numbers (VMT) peak - and so does FL511 usage. FDOT once again reached out to prospective travelers prior to Spring Break, encouraging travelers to get real-time traffic information before traveling to or from a vacation destination. The outreach team delivered the FL511 Spring Break toolkit to 47 colleges and universities across Florida and another 15 in Georgia and Alabama; and another 40 public school districts, private schools and archdiocese. This effort delivered the FL511 message 1,244,459 times.

Hurricane Season Brings a Unique Set of Opportunities

The new FL511 system launched the day before Hurricane Hermine made landfall in the Florida Panhandle. Several features of the new system, especially the website, helped the system respond to Floridians' need for real-time closure and roadway condition information.

FDOT began hurricane outreach in March, disseminating ahead of hurricane season information about how to use FL511 during severe weather. More than 17,200 attendees at hurricane expos around the state received FL511 fliers, including one specially created for severe weather conditions. FDOT submitted an article to the Florida Department of Elder Affairs' 2016 Disaster Preparedness Guide for Elders, which has a readership online and in print of 190,647 in English and 29,541 in Spanish.

When Hurricane Hermine made landfall in September, it knocked out the internet connection to the FL511 Twitter application program interface (API), meaning

Twitter could no longer receive automatic updates from SunGuide. FDOT immediately activated its backup, and manually tweeted roadway conditions until the Internet connection was restored.

Hurricane Matthew skirted the east coast of Florida in October, and the FL511 team prepared by sending hurricane toolkits to emergency managers in the storm's path. Governor Scott included FL511 in hurricane news releases, press conferences and his Twitter account. As the storm's first impacts were being felt October 4, FDOT activated a team of people to receive updates from the state Emergency Operations Center and post them to the Alerts section of the website. The team provided 24-hour coverage, updating road closures, evacuation and toll-suspension information on the website. As the storm moved up the coast, FL511 also provided information regarding a section of I-95 in Georgia that had been affected.

During Hurricane Matthew, 21 news articles across the country and even in Great Britain and Qatar mentioned FL511. Totaling print, online news, broadcast and Twitter reach, the Hurricane Matthew coverage resulted in the FL511 message being seen more than 22.2 million times.

College Bowl Outreach Lands a Touchdown

Florida hosted nine NCAA football bowl games and two championship games between December 2016 and early January 2017, including the College Football National Championship in Tampa. The FL511 team sent customized media toolkits, including video PSAs website write-ups, newsletter articles and social media posts to the 21 universities and their hometown media, the stadiums, host city media and bowl game organizers. During the college football bowl season (Nov. 27, 2016 to Jan. 9, 2017), FL511 outreach earned more than 32.5 million impressions through print and TV, and online and social media, nearly doubling 2015's number of 17.3 million.

Major Employer Outreach Puts Florida 511 in Commuters' Hands

In late 2016, the FL511 team began the Brand Ambassador program for targeted outreach. The goal was to provide employees at major employers in the Orlando and Miami/Fort Lauderdale areas with information to assist with their daily commute. The outreach consisted of email blasts to employees, bag drops, presentations and lobby tables. The Brand Ambassador outreach put FL511 information into the hands of nearly 9,000 Florida commuters in the span of two and a half months. In addition, many of the companies added FL511 to their new hire packets.

Florida 511 Gets a Lot More Social

FL511 picked up more than 12,000 new Twitter followers in 2016 - a 40 percent increase in followers - as more Floridians saw the value of receiving and sharing real-time traffic updates via social media. Traffic reporters at local TV news and radio stations were among the most active followers, retweeting incident reports from the Twitter handle most relevant to them. This included @10NewsTraffic, @MiamiHerald, @KellyNBC6, @1290wjno, and @ktk985dotcom. Other Twitter users who retweeted FL511 frequently included Florida Department of Transportation Districts and employees, the Hillsborough County Tax Collector, and Governor Rick Scott during times of emergency.

Major Media Outreach

One of the most effective ways to reach Floridians with the FL511 message is through the news media. Florida residents and visitors saw or heard the FL511 message 43.6 million times were from broadcast, print, and online news media outlets, oftentimes as part of a timely story about major events, traffic incidents and busy travel seasons.

Total Event Attendance

District	# Events	Attendance
1	3	900
2	2	1,500
2 (Metric)	19	4,401
3	5	421,900
4	7	7,656
5	42	585,803
6	7	866,200
7	4	9,117
Total Attendance		**1,897,477**

Media Events

PGA Players Championship - FDOT District Two held a media event at the North Florida Regional Transportation Management Center (RTMC) with representatives from FDOT, THE PLAYERS, St. Johns County Sheriff's Office, and Florida Highway Patrol. The event was to inform motorists of important travel and safety measures prior to THE PLAYERS Championship. Media mentions added up to an audience of 105,786.

Thanksgiving - The FDOT District Four Broward SMART SunGuide Regional Traffic Management Center (RTMC) in Fort Lauderdale was the site of the 2016 Thanksgiving media event. FDOT spokespeople informed travelers how to navigate the busy Thanksgiving holiday traffic with information from FL511. Florida Highway Patrol and Florida's Turnpike spokespeople shared important travel safety tips. The event produced 28.7 million impressions through print, online and broadcast coverage in both English and Spanish.

Year-End Holiday Travel - The FL511 team returned to the District Two RTMC with representatives from FDOT, Florida Highway Patrol and Sheriff's offices in Clay, Nassau and St. Johns counties to provide year-end holiday traffic safety tips. This event earned 42,000 impressions.

College Football National Championship Game - Tampa was the site of the Outback Bowl, featuring the University of Florida, and the College Football Playoff National Championship in successive weeks. FDOT District Seven opened the Tampa Bay SunGuide (TBSG) Center to a media event to address bowl game traffic. Media coverage surrounding the event garnered 4.6 million impressions.

Florida 511 News Stories

FL511 was mentioned throughout Florida, across the country and overseas in 2016. Major outlets included Miami Herald, Orlando Sentinel, Palm Beach Post, Sun-Sentinel, Tallahassee Democrat, Business Insider, San Francisco Chronicle, Yahoo! Finance UK and Ireland; News4Jax, WESH (Orlando's NBC affiliate), WLTV (Jacksonville's First Coast News), Bay News 9 (Tampa), News 13 (Orlando), Noticiero51 and The Weather Channel.

Hurricanes Hermine and Matthew

During both hurricanes, Hermine and Matthew, Governor Scott told people during his news conferences to use FL511 for the latest information. Following news conferences where Governor Scott made this announcement, the usage of the FL511 system would spike dramatically.

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