

FL511

2017 Annual Report



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.

DEAR FRIENDS & FOLLOWERS OF FL511

What an exciting year 2017 was for Florida 511 (FL511). FL511 saw continued 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 provided the right information at the right time.

Building on the successful launch and operation of the third-generation FL511 system at the end of 2016, FDOT released new features to continue to provide timely information the traveling public needs to efficiently and safely travel to their destination. One of the biggest features released was the ability to view road closures and detour routes on the FL511.com website. This is especially important during hurricane season when roads may be closed due to flooding and alternate (detour) routes are needed. In the aftermath of Hurricane Irma, road closures and detour routes were updated by the Emergency Operations Center. This information was provided to FDOT's Geographical Information Systems Unit to which the website interfaces to receive the road closure and detour information.

A new feature was added to the website where still images from cameras closest to traffic events are made available on the website. Alongside other vital information, the user can get a visual picture of the traffic event to assist him/her in deciding his/her route.

The mobile app is being updated to provide a more user-friendly experience and new features are being added, including the ability to save a destination for future use. Also, a voice recognition feature is being incorporated that will allow users to ask for a city, county, or roadway and to play back a list of incidents.

On a slightly different note, but important to FL511 as well as other information systems, is the design and development of the Data Integration and Video Aggregation System (DIVAS). DIVAS is designed to receive transportation-related data from a variety of data sources and provide this data to a variety of users. The data the FL511 system currently receives will reside in DIVAS. The FL511 system can then combine this data with new data available through DIVAS. The second component of DIVAS is the video acquisition system. When fully implemented, DIVAS will provide all FDOT video as a single source that can be retrieved by FL511 and other consumers as needed. Ultimately, DIVAS is planned to be the "one-stop shop" for all FDOT transportation data and video.

We have come a long way since the early regionally-based 511 phone numbers in the early 2000s, to a complete traveler information system that provides information in a variety of ways, including the website, mobile app, and Twitter. As we look forward into 2018 and beyond, we can see the evolution of traveler information systems and we believe FL511 is at the top of the list when it comes to providing a complete and fulfilling user experience for all Floridians and visitors.



W. Russell Allen, P.E

ITS Program Engineer & FL511 Program Manager, Florida Department of Transportation

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FL511 BACKGROUND

On July 21, 2000, the Federal Communications Commission (FCC) 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 by the FCC, 38 states have deployed various 511 programs, some with the telephone number and some that include websites 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 the FL511 website, mobile app, and Twitter. Information on specific roadways, incidents, weather, and other transportation information is pushed through the FL511 suite to the traveler.

The 511 traveler-information number is a valuable asset to the traveling public. FL511 continues to focus on the 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).

The first generation of 511 in Florida began in 2002 when the Florida Department of Transportation (FDOT) launched five regional services over a period of five years, with the last system going live in 2005. FDOT also deployed a ‘semi-statewide’ system in 2005 that covered incident and construction information in areas not covered by the regional 511 systems. These systems were created to shore up areas without service but still lacked connectivity with one another. As costs rose to maintain the individual systems and the desire to integrate the individual systems became a priority, FDOT decided to embark on implementing its second-generation 511 system. This second-generation 511 system, FL511, was a fully integrated statewide system that was launched in June of 2009.

With the new statewide FL511 system operational, the regional 511 systems were phased out and users were able to obtain statewide information in one call. Between 2009 to 2016, the FL511 system features were continually expanded to meet the needs of Florida’s

transportation users. The FL511 system expanded to include a website, personalized notifications, (text, phone, and email alerts), mobile apps, and several Twitter feeds. In 2016, looking to continue to have one of the premier 511 systems in the country and provide a more robust and complete user experience, FDOT launched its third-generation FL511 system.



This new system has rebranded itself and expanded the functionality of the FL511 components to allow users to tailor system features to their individual needs. One of the newly-added features of the FL511 system is the Drive Mode. Once users enter Drive Mode they can access a quick view of local incidents and traffic speeds. When a user enters his/her destination, he/she will receive up to three routes with travel times based on current traffic conditions. Drive Mode will also provide audible alerts to users of any incidents occurring along their route as they are driving.

KEY EVENTS

The Florida 511 Advanced Traveler Information System (FL511) is a 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 (FCC) 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 telecommunication 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 roadways.

2000

July: 511 designated as the national traveler information phone number by the FCC.

2002

June: FDOT District 5 launched its Central Florida Traveler Information 511 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 (ITS) "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.

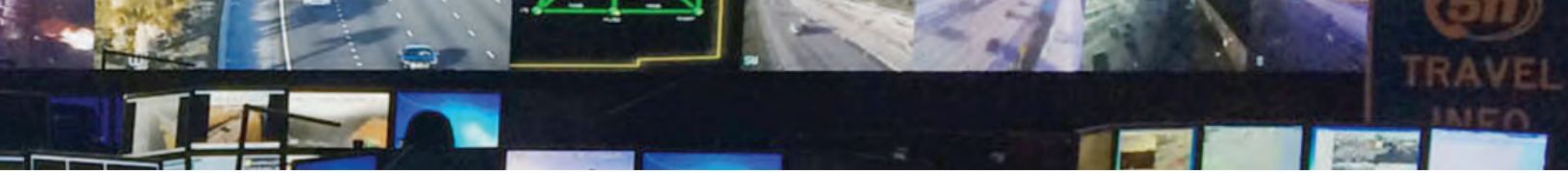
2009

June: FDOT launched the new Statewide Florida 511 Traveler Information System (FL511) with new phone call menus, a new website, and expanded My Florida 511 custom routes and alerts enabling users from anywhere in Florida to access the same 511 system and receive information through one, seamless phone call and website.

October: FL511 reached the 1-million call mark.

2010

June: FDOT launched the Data Style Guide training statewide to promote



SunGuide® software and FL511 data consistency among the Districts.
August: FDOT District 7 added coverage on SR-60/I-275 interchange near the Tampa International Airport.
November: FL511 achieved the 4-million phone call mark.
December: FDOT added new transfers to the 511-phone call, 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 to 95 Express to the FL511 call menu.
December: FL511 reached the 6-million phone call mark.

2012

February: FDOT launched 12 regional and major roadway @FL511 Twitter feeds.
June: FL511.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 Two.
October: FL511.com reached the 3-million visitor mark.

2014

March: FDOT entered into a data-sharing partnership with Waze.
April: FDOT hosted Florida 511 Charrette.
August: FL511 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 Next-Generation FL511 system.
October: FL511 reached 13-million phone calls.
November: The FL511 Twitter accounts reached 750,000 tweets sent.

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: Because 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.

2017

February: Surpassed 15-million IVR calls and 3-million Android Sessions on the FL511 mobile app.
September: Highest single day users and session on the FL511.com website with 264,127 users and 346,422 sessions, respectively. Deployed detour and alternate route information available to FL511 on the FL511.com website.
October: Surpassed 10-million sessions on the FL511.com website.
November: Surpassed 3-million iPhone session on the FL511 mobile app.

THIRD-GENERATION FL511

With the launch of the third-generation FL511 system in late 2016, 2017 was spent tweaking system features to ensure they performed at peak performance. There were changes made to both the external and internal components of the FL511 system.

External improvements to the FL511.com website included the addition of the Spanish language Twitter feed, multimedia alerts, website, and personalized service improvements, and the addition of two new map layers that display road closures and detour routes. Both the website and personalized service improvements and the multimedia alerts were implemented to provide the users of the FL511 system a visual representation of the incident(s)/event(s). They both incorporate snapshots from all cameras near an incident into the event information details.

Significant additions to the FL511.com website are clickable map features for road closures and detour routes. Clicking each icon displays vital information about the closure and detour routes, respectively. FL511 will communicate with the Florida Department of Transportation's (FDOT) Geographical Information Systems (GIS) unit to retrieve

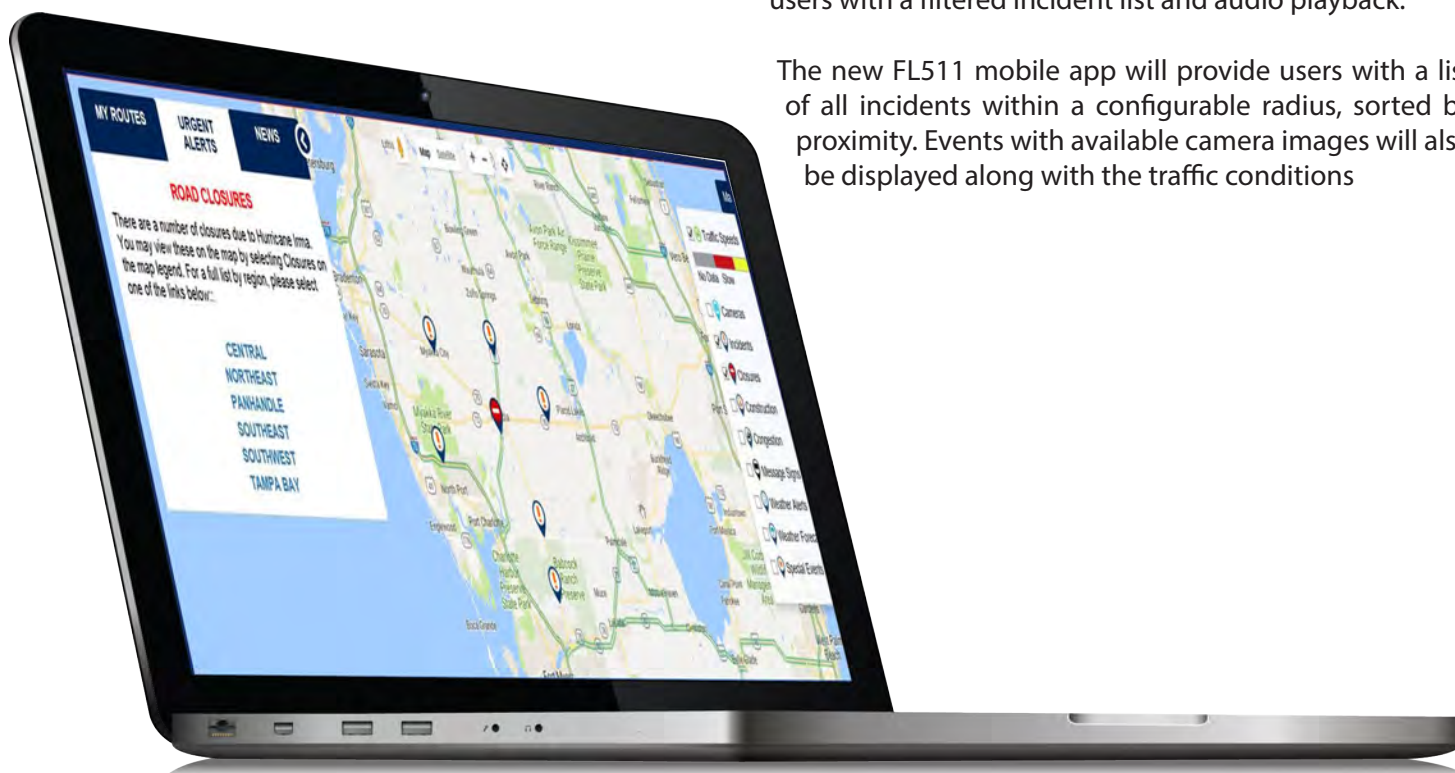
information on road closure limits and detour routes that are currently implemented on Florida's roadways. This feature was developed during Hurricane Irma to assist motorists with navigating around areas that were flooded or where roads were damaged due to the storm.

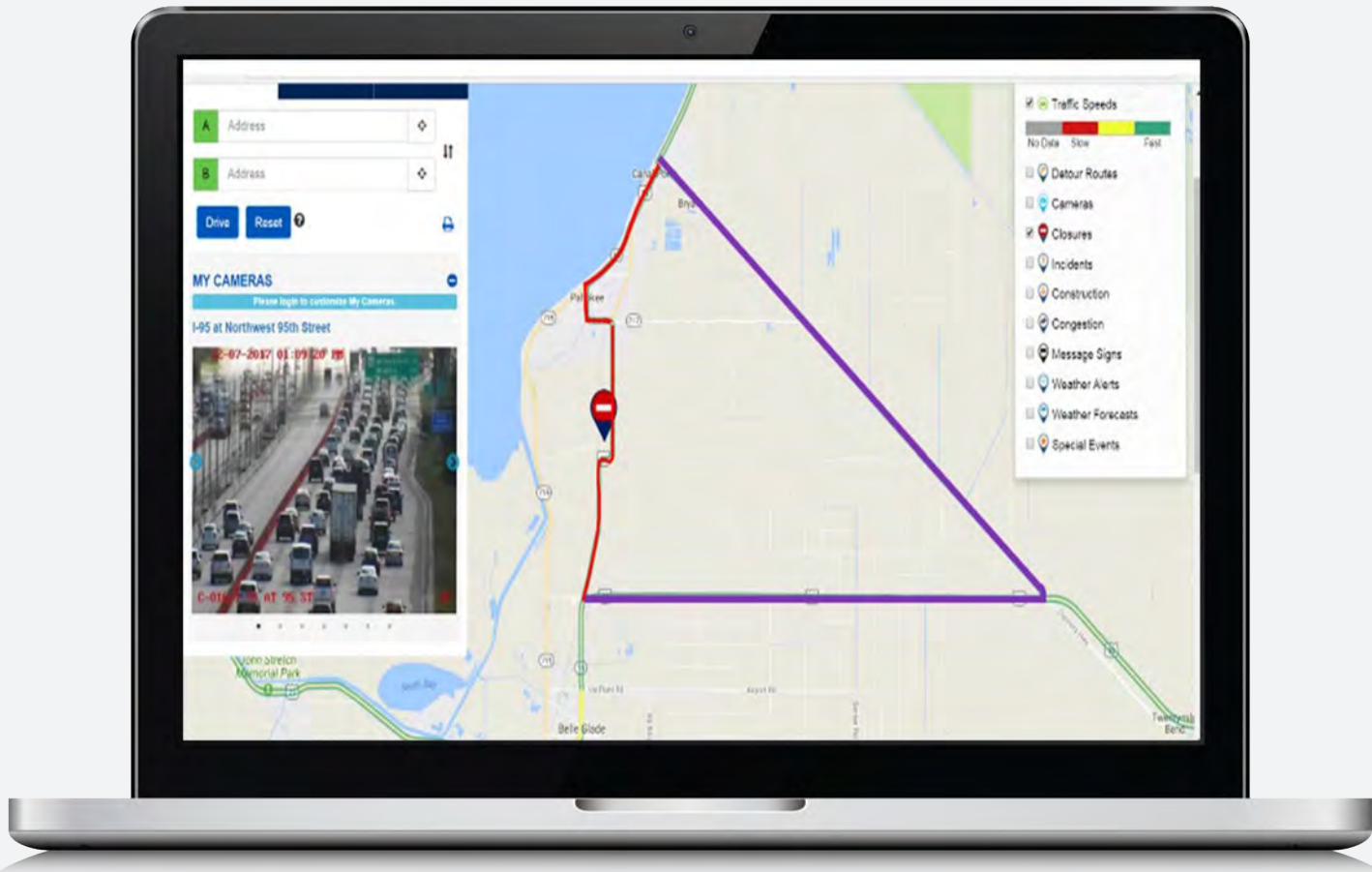
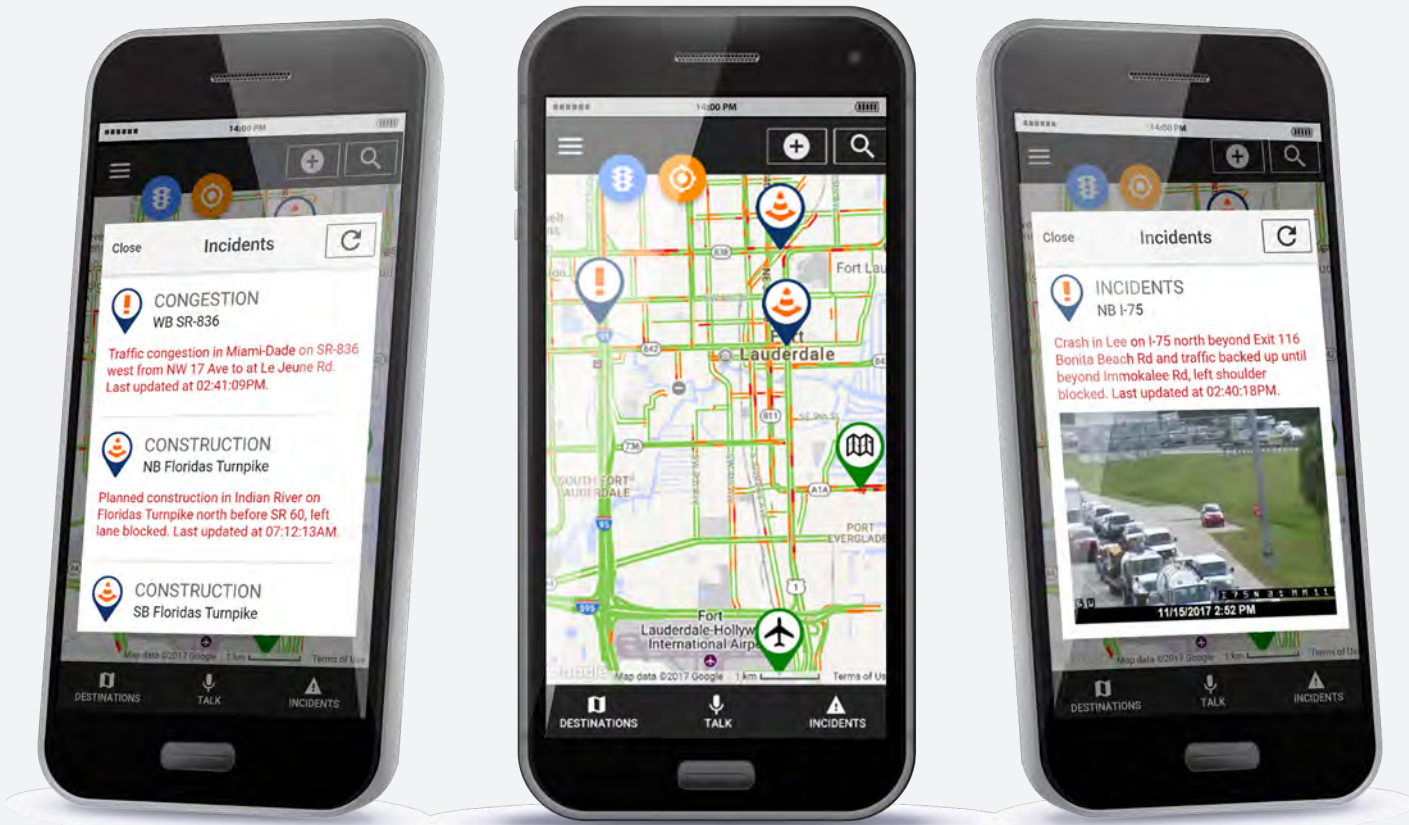
Enhancements were also made to the FL511 Interactive Voice Recognition (IVR).

Additions to the FL511 IVR included linking a user's saved profile on the website to the IVR. This allows the preferences that a caller has set up on the website to be disseminated on the phone system as well. Several transfers in the FL511 phone system were also added, removed, or modified to ensure that a caller can access other travel information partner's information via the FL511 system.

The FL511 mobile app is in the process of being upgraded to improve the layout and navigation. The new mobile app will allow users to save destinations (highlighted on the map as a green icon) for quick selection to determine traffic conditions and travel times from the user's current location. It will also import destinations set up by a user's FL511.com profile. The mobile app will also allow users to ask for a city, county, or roadway, and then provides the users with a filtered incident list and audio playback.

The new FL511 mobile app will provide users with a list of all incidents within a configurable radius, sorted by proximity. Events with available camera images will also be displayed along with the traffic conditions





FL511 HELPS PEOPLE SAFELY EVACUATE THE WRATH OF HURRICANE IRMA

The FL511 Advanced Traveler Information System was put to the test in September 2017 and passed with flying colors.

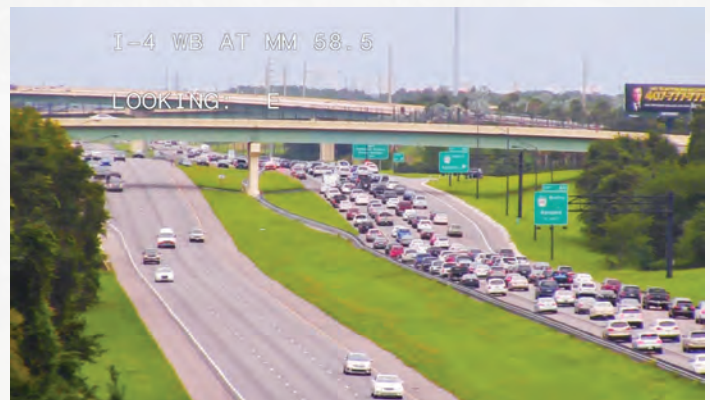
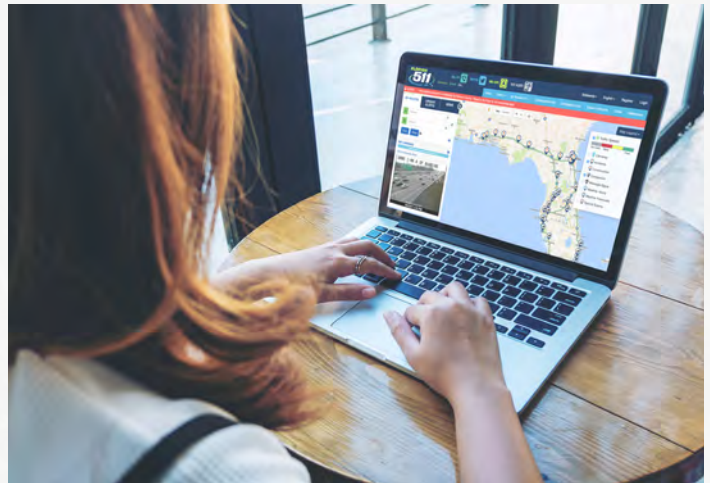
Hurricane Irma was a monster storm in the Atlantic basin, which developed into a Category 5 hurricane in just two days. This very large storm made landfall five times in the Caribbean, before taking an expected turn north towards Florida. On September 4th, six days before landfall in Florida, Governor Rick Scott declared a state of emergency for all 67 Florida counties. Some 6.5 million Florida residents were ordered to evacuate.

The FL511 Advanced Traveler Information System became a critical communications link before, during, and after this damaging storm.

Before the storm, evacuees were urged by the governor, local officials, the media, and many others to turn to FL511 for real-time information about conditions on Florida roads. FL511 became the main go-to source for the most current evacuation information for motorists. Evacuees who used FL511 learned about road and congestion conditions before they left home. FL511's live camera views allowed travelers to see road conditions miles, if not many counties, away.

During the storm, FL511 was available as the hurricane made two landfalls in the state – first the Lower Keys, then Marco Island; it was available on cell phones, tablets, and computers.

Immediately after the storm, FL511 helped people safely return home. It provided alerts on closed roads and bridges, flooding, and congestion, and when to return.



The numbers speak for themselves regarding the use of FL511 in connection with Hurricane Irma. In terms of news media coverage, in the seven-day period from September 7th to 13th:

- Social Media: 584 tweets were seen 2.9 million times.
- Broadcast: 63 mentions on 25 TV stations were seen 18.1 million times.
- Print and Online: 161 news articles were seen 194 million times.

In terms of the platform use, in a 16-day period from September 3rd to 18th:

- Website: Visited 2,023,281 times, or 3,019% above average.
- I-Phone App: Used 268,921 times, or 2,160% above average.
- Android App: Used 157,268 times, or 1,589% above average.
- Other Platforms: Phone calls, email alerts, SMS text messages, and Twitter engagement all experienced increased use.

In all, FL511 platforms experienced record use during this time.

Hurricane Irma was one of the largest storms to hit Florida. It made landfall at Cudjoe Key on September 10th as a Category 4 storm with winds of 130 miles per hour. It made a second landfall about five hours later on Marco Island as a Category 3 storm with winds of 115 miles per hour. This huge storm quickly weakened as it made its way up the state as a Category 2 storm between Orlando and Tampa. It further weakened to a tropical storm north of Gainesville and then exited the state. It headed through Georgia and Alabama, eventually dissipating in southeast Missouri.

The FDOT and FL511 team had been preparing for a situation like this for years. In 2016, Florida ended a 12-year hurricane drought with two hurricanes in one season. FDOT had just launched a major update of the FL511 system one day before the first storm hit in early September. We learn from and apply lessons from every major event that utilizes FL511, such as these previous hurricanes. In September 2017, Irma unleashed its fury, FL511 proved to be up to the task by assisting Floridians during the massive evacuation.



OUR SUCCESS

The first full year of the third-generation FL511 system is in the books. This generation of the FL511 system came with changes that tailored the text and email notifications sent to FL511 users and included the deployment of brand new FL511 Android and iPhone mobile apps. These two changes will impact the numbers used to measure the system from this point forward. Despite incorporating these new features, the FL511 system provided travel information to transportation users over 12.3 million times. Of the 12.3 million, users in Florida actively sought out traffic information on Florida's roadways over 5.4 million times. This includes calling the FL511 system, visiting the FL511.com website, and accessing both the Android and iPhone mobile apps. 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 were also vital in providing travel information to Florida's transportation users. Both the text and email alerts resulted in 6,914,798 notifications being sent to users to alert them of issues and delays on Florida's transportation infrastructure. The breakdown in notifications was 4,641,264 for text alerts and 2,273,534 email alerts.

No matter the platform, the FL511 system provides much needed travel information to Florida's transportation users. Whether it's 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 apps to check for incidents and delays that are impacting travel on the roadways and receive personalized notifications via text and email alerts.

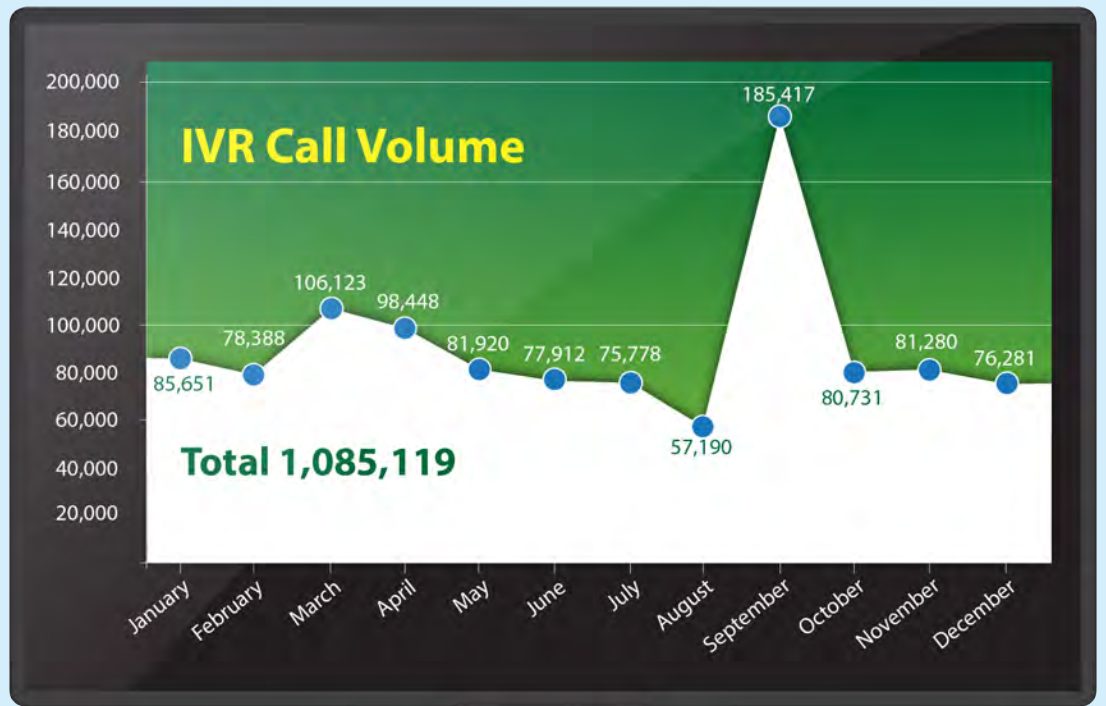
FL511.com more than doubled its annual growth usage this year, due to Hurricane Irma, with a 105% increase in the number of sessions, to 3,487,930. Hurricane Irma, which affected Florida between September 6 and September 13, contributed to 52% of the sessions for the entire year with 1,796,004 sessions recorded for these eight days alone. During these same eight days, 1,130,044 unique users visited FL511.com to obtain traffic information on Florida's roadways. The highest users and sessions ever recorded for a single day on FL511.com occurred on September 7, 2017 with 264,127 users and 346,422 sessions.

**Overall, 2017
was a great year
with FL511 users
obtaining travel
information
12,373,097 times.**

In September of 2016, the new FL511 mobile app was relaunched as brand new products so that comparing mobile apps figures from 2015 to 2016, showing flat user growth, is not a realistic comparison of system usage. This is because mobile app users were required to download the new app update, resulting in a rebuilding of the user base. If we look at the system growth since the new mobile apps were released, there is a steady gain in the number of sessions each month. The iPhone application recorded 518,281 app sessions and the Android app recorded 358,947 sessions for 2017.

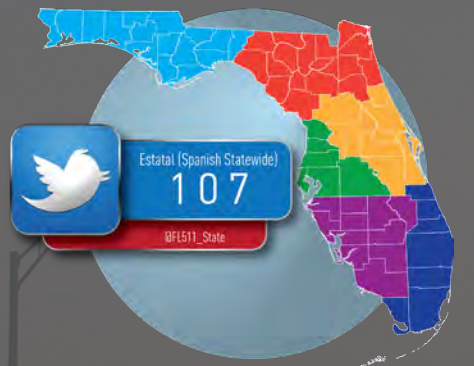
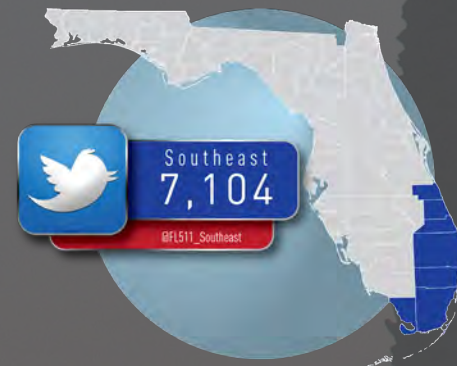
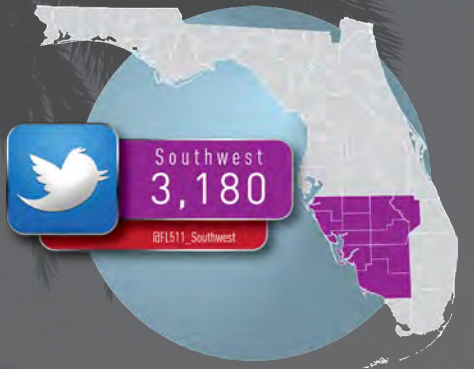
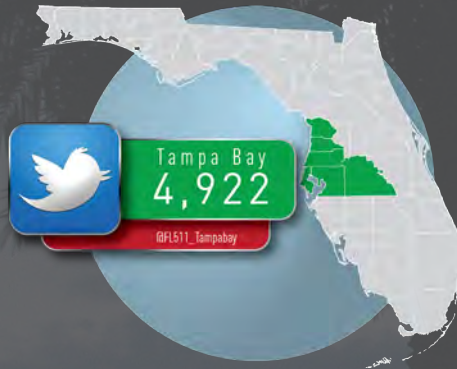
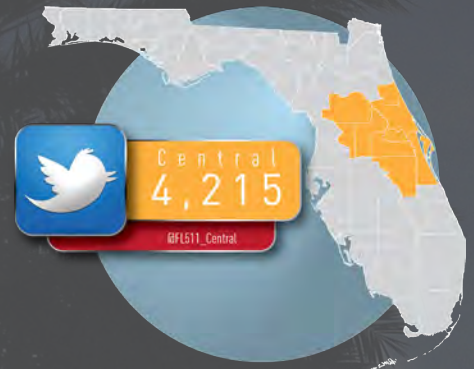
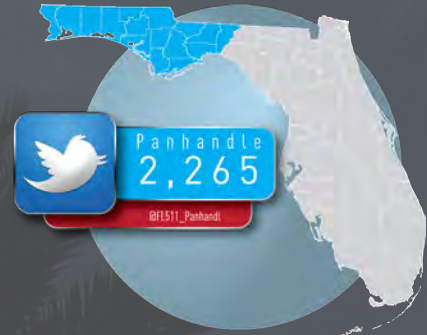
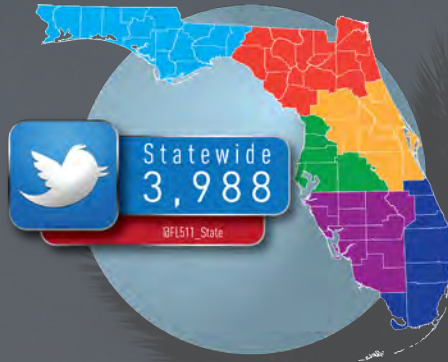
Overall, 2017 was a great year with FL511 users obtaining travel information 12,373,097 times.

To note, since many of the components of the system transitioned to new platforms and statistics for these components are recorded differently than in previous years, it is very difficult to do a fair comparison of the system from 2015 to 2016. The only component that remained the same was FL511.com and statistics were compared as noted above. With the new and more-modern system, FL511 is only expected to continue to grow in popularity among travelers.



OUR SUCCESS


TWITTER FOLLOWERS



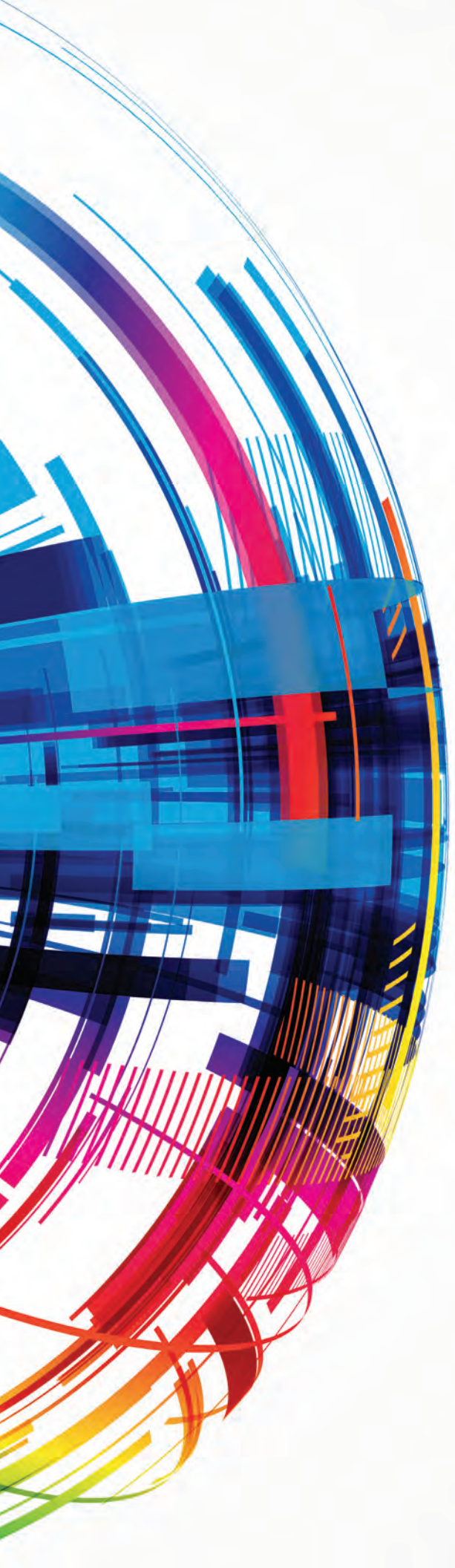


TOTAL FL511 TWITTER FOLLOWERS
ACROSS THE STATE

64,513



**FDOT'S FL511
COMMUNITY OUTREACH,
MAKING INROADS
STATEWIDE**



In 2017, the FL511 marketing team was out and about, making great strides to connect with motorists throughout the state by attending and participating in numerous events, conferences, and activities. In each case, the team received great responses as it introduced FL511 to new groups of participants, community influencers, and the public.

To help engage the audiences in 2017, the FL511 marketing team introduced some new creative assets to the community outreach efforts.

New and Enhanced Creative Products

FL511 Convertible Car - Although you may not be able to take it out for a spin, this fun custom cutout serves its purpose at trade shows, conferences, and community events. People are willing to wait in long lines to take a seat and get a Polaroid snapshot in this cool vehicle. This sporty mock-up is very successful in engaging audiences to learn about all FL511 has to offer.

Promotional Banner - The team also developed an enhanced pull-up banner highlighting FL511's role as Florida's official source for real-time traffic information.

Engaging Events & Activities

Officially beginning the new marketing services contract in October 2017, the FL511 marketing team attended various community engagements and events in the last quarter of the calendar year. Members were out and about at several diverse and exciting events and provided helpful marketing materials, tools, and information on the benefits and features of FL511. At each event, our team coordinated the booth areas, handed out informational materials, and secured new users for the app. The team also provided numerous campaign giveaways and educational promotional items as well.

Some of the key events attended included:

Orlando Transportation Fair

October 31, 2017 in Orlando, FL

Florida Section Institute of Transportation Engineers (FSITE) Annual Meeting

November 1 - 3, 2017 in Orlando, FL

Polk County Super Hero Day

November 2, 2017 in Bartow, FL

Florida Automated Vehicles Summit

November 14 - 15, 2017 in Tampa, FL

Social Media Presence

With an increased use of social media products and services, the FL511 marketing team took their social media use to the next level in 2017 with the development of new and enhanced social media messages that served to be eye catching, creative, memorable, and favorable with many views and audiences, all while promoting the brand in an inviting and enlightening way.

To continuously build on the momentum, the team developed and created a social media calendar for Twitter and posted new and innovative social media messages in English and Spanish throughout the last quarter of the year. These messages were placed on the various FL511 Twitter accounts, as well as the FL511 Twitter statewide account.



Awards and Accolades

Florida's 511 Advanced Traveler Information System continues to set the standard of excellence in timely and effective delivery, 24/7. The increase in the program's website use, callers, and social media followers and likes are evidence of this. In addition, the recognition and accolades from peers in the field and profession serve as a testament as well.

Russell Allen, the Intelligent Transportation System (ITS) Program Development Engineer for the Florida Department of Transportation (FDOT), was honored during the National Hurricane Conference with an Outstanding Achievement Award in the Public Awareness category for service provided in 2017 during Hurricane Irma. The award recognizes outstanding and innovative achievement in any hurricane-related activity that serves as a model for others.



Additionally, FL511 was awarded the PRNews Online Social Media Award for FL511 Crisis Communication and received the Award of Distinction/AIVA Communicator Award (Academy of Interactive and Visual Arts) for the 2017 Design of the FL511 Convertible Car marketing tool.



The FL511 Advanced Traveler Information System from the Florida Department of Transportation is the state's official source for real-time traffic and travel information. The FL511 app, website, Twitter feeds, and toll-free number provides information on Florida's interstates, toll roads, and other major metropolitan roadways, allowing drivers to avoid unnecessary delays, as well as receive updates on crashes, congestion, construction, and more. For more information, please visit www.FL511.com.



**THIS
HURRICANE
SEASON, USE
"FLORIDA 511"**



**TO KEEP
AN "EYE" ON
TRAFFIC ALERTS**



FREE APPS



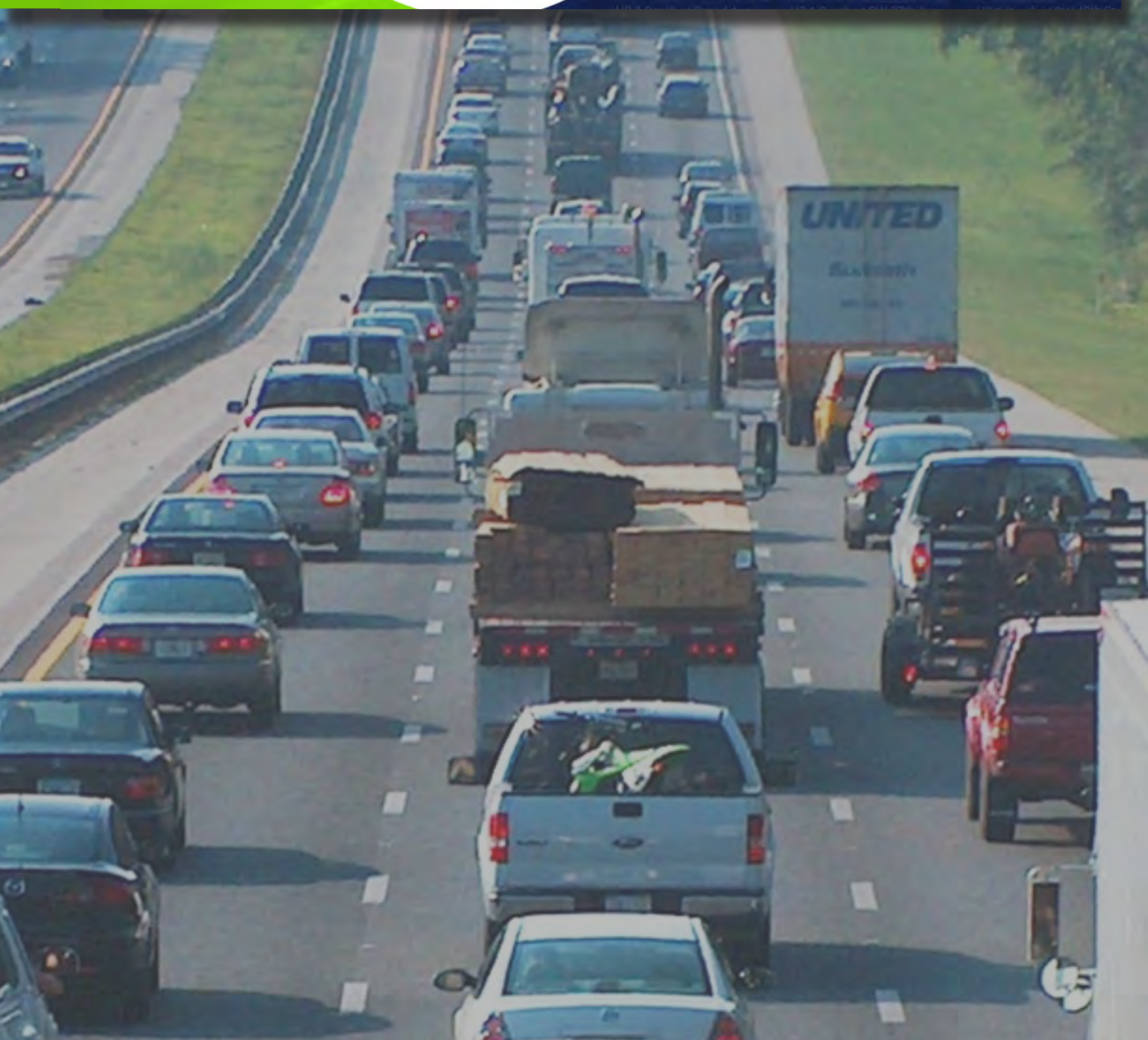
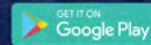
FL511.COM



ALERTS



#FL511





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