FLORIDA 511™

Connect. Know. Go.

2019 ANNUAL REPORT

FDOT TSM&O

Florida Department of Transportation
Transportation Systems Management and Operations Program

CONTENTS

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 stakeholders and followers of Florida 511:

2019 was a successful year for the Florida 511 Advanced Traveler Information System (ATIS) as the official source for traffic and travel information for Floridians and visitors. FL511 saw continued upgrades, growth, and accomplishments, creating a safer and more informed traveler experience. The Florida Department of Transportation (FDOT) continues to expand and improve the FL511 system with a goal of providing information about current road conditions to keep traffic moving safely and efficiently.

The FL511 system provided traffic and travel information to transportation users over 15 million times in 2019. As app functionality widened and was brought to scale, it became necessary for users to subscribe to the new and improved FL511 Mobile App. This process was very successful, setting the stage for further FL511 system growth. During 2019, there was one feature of FL511 that experienced a continued and significant increase in usage. This feature was personalized alerts. Together, the text and email personalized alerts resulted in 12,163,159 notifications being sent to users to alert them of issues and delays on Florida's transportation infrastructure. This was more than a 10 percent increase from 2018.

The FL511 system released new features in 2019 for its mobile app. The two most prominent being Drive Mode and Voice Interaction. Drive Mode allows the user to enter a destination and is then presented with three possible routes and their respective drive times. The user then chooses their desired route. Once selected, the user can see turn-by-turn directions. Voice Interaction functionality allows users to speak a request for a city, county, or roadway and receive relevant incident information for their request.

Another important component of the Florida 511 system is marketing and outreach. Throughout 2019, marketing campaigns were implemented to raise awareness of FL511 digital platforms, the mobile app, website, and social media. On the FL511 website, the Newsroom Page was completely redesigned. The FL511 Newsroom Page provides communications resource for reporters, bloggers, event planners and others who would like media resources about the Florida 511 Advanced Traveler Information System. The materials include electronic newsletters, fact sheets, logos, news releases, partner toolkits, videos, and more. The content is continually updated with new information about the FL511 system.

FL511 was promoted in television, outdoor billboards, newspaper ads, and radio to increase usage of the system.

The FL511 Project Team implemented an effective action plan for the 2019 Atlantic hurricane season. As Hurricane Dorian approached Florida, the team monitored the system for potential downtime and posted social media messages about hurricane preparation safety tips. Fortunately, full activation of the plans was not needed as Dorian skirted Florida's East coast.

The system has 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, Twitter, Facebook, and Instagram.

As the department looks forward to the future, we can see the evolution of traveler information systems, and we believe that FL511 is unique for providing real-time traffic and travel information for all Floridians and visitors.

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By the Numbers

Although Florida 511 (FL511) system usage was not as strong as the previous year, this was largely due to no hurricane landfall in Florida in 2019. Another major factor was the redevelopment of the Android and iPhone mobile app user interfaces as app functionality widened and was brought to scale, it became necessary for users to update to the new and improved FL511 Mobile App. This process has been very successful, setting the stage for further FL511 system growth.

During 2019, however, the personalized alerts feature experienced a continued and significant increase in usage. The growth in personalized alerts is a testament to the robust manner in which the FL511 system continues to provide accurate, real-time traffic and traveler information for the public throughout Florida.

The FL511 system launch of its updated mobile application included the introduction of Drive Mode. This feature allows the user to first enter their destination and the mobile app will then provide up to three routes, including the respective drive times for each route. The user can choose which route to take that best meets their needs. Once selected, the user can see turn-by-turn directions.

TWITTER FOLLOWERS

State 5,874 @FL511_State	9% ↑	Panhandle 2,796 @FL511_Panhandle	6% ↑
Northeast 2,387 @FL511_Northeast	12% ↑	Central 5,056 @FL511_Central	15% ↑
Tampa Bay 5,635 @FL511_Tampabay	8% ↑	Southwest 7,742 @FL511_Southwest	5% ↑
Southeast 7,742 @FL511_Southeast	6% ↑	Estatal (Spanish Statewide) 129 @FL511_State	28% ↑

Other new or updated features of the FL511 Mobile App include:

» Enhanced user interface.

» Voice Interaction feature functionality. Users can make a verbal request to view relevant events for a city, county, or roadway.

» Ability to limit events displayed to a configurable radius around the user.

» Lists of all events displayed by the Mobile App along with their associated camera snapshots.

» Ability to create and save destinations as well as import destinations from FL511.com.

» Truck parking locations and availability (the truck parking facilities list is now sorted based on proximity).

» Ability to display road closures and detour routes on the map.

» Settings have been added; the user can select map, radius, destinations, and other settings to customize the Mobile App for their unique needs.

» Added cameras to the map (can be enabled in settings).

» Added messages signs to the map (can be enabled in settings).

» Added a second nearby camera image to incidents, where available.

» Added a new distinct icon for congestion incidents.

» Added ability for user to toggle between using low and high accuracy location data (higher accuracy or reduced power consumption).

» The Incidents list is now sorted based on proximity.
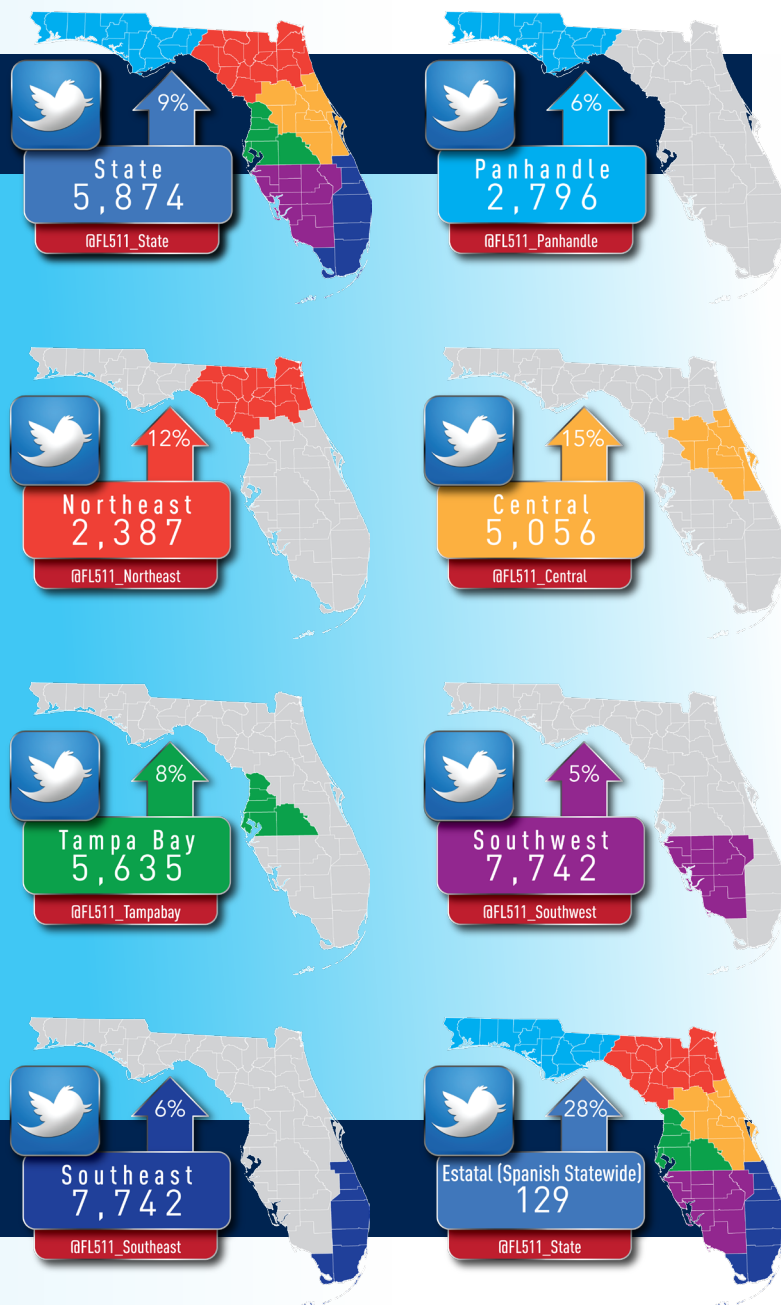
The FL511 system substantially provided traffic and travel information to transportation users in 2019. Of the 15 million previously mentioned, users in Florida actively sought out traffic information for Florida's roadways over 2.9 million times. This includes calling the FL511 system, visiting the FL511.com website, and accessing FL511 Mobile Applications. Below is a breakdown of the 2019 total numbers for each of the abovementioned FL511 components:

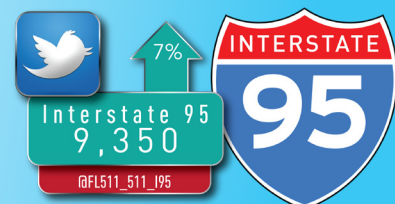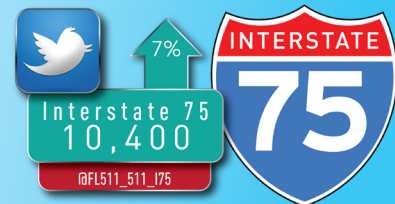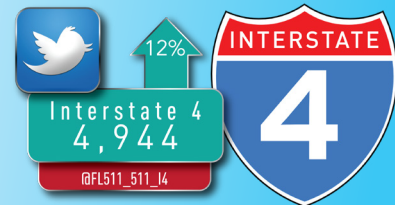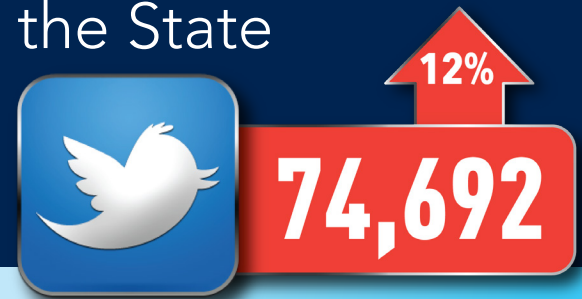| COMPONENT	USAGE
FL511 Interactive Voice Response	676,310
FL511.com	1,740,938
FL511 Mobile App	462, 233
Text Alerts	9,155,772
Email Alerts	3,007,387

Personalized features of the FL511 system, text, and email alerts saw an increase from last year, providing traffic and travel information to Florida's transportation users. Both the text and email alerts resulted in 12,163,159 notifications being sent to users to alert them of issues and delays on Florida's transportation roads. The breakdown in notifications was 9,155,772 for text alerts and 3,007,387 email alerts. This was a 10.3 percent increase from 2018.

No matter the platform, the FL511 system provided much-needed traffic and 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 roadways and receive personalized notifications via text and email alerts.

As stated above, usage dipped a bit due to the absence of a hurricane impacting a densely populated Florida region, and the need to redevelop the Android and iPhone mobile app user interfaces. FL511.com saw a dip of 6.4 percent in usage in 2019. Email notifications saw a slight decrease, -1.8 percent, whereas text notifications saw an increase of 14.3 percent. This indicates that more users of the FL511 system are electing to receive their information via push technology rather than actively going to retrieve it themselves.

Overall, 2019 was another great year with FL511 users obtaining traffic and travel information 15,044,659 times. The system notifications continue 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 2020, which will enhance the system's components and improve the user's experience.

Total FL511 Twitter Followers Across the State

12%

74,692

INTERSTATE 10
Interstate 10
2,126
6%
@FL511_511_I10

INTERSTATE 4
Interstate 4
4,944
12%
@FL511_511_I4

INTERSTATE 75
Interstate 75
10,400
7%
@FL511_511_I75

INTERSTATE 95
Interstate 95
9,350
7%
@FL511_511_I95

FLORIDA'S TURNPIKE
Florida'sTurnpike
14,400
8%
@FL511_511_Turnpike

95 EXPRESS
95 Express
327
36%
@FL511_511_95Express
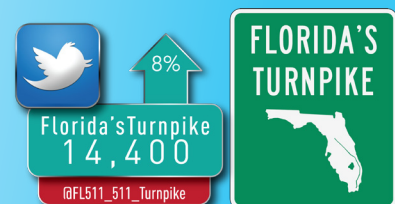
THIS HURRICANE SEASON, USE THE "FLORIDA 511 MOBILE APP"

Outreach During Hurricane Dorian

From June 1 until November 30, a tropical storm or hurricane can make landfall in Florida at any time. It only takes one storm to affect residents, businesses, and visitors throughout our state. The Florida Department of Transportation encouraged Floridians to use the Florida 511 (FL511) Advanced Traveler Information System (ATIS) to keep an eye on traffic alerts and incidents during the 2019 Atlantic hurricane season.

The marketing goal was to increase public awareness that FL511 is an important traffic and travel information tool, before and after a hurricane. The FL511 Marketing Team sought to help residents understand that they should use the system before evacuating, while on the road (if a passenger is present to use the app), and for information to help determine when to return after a storm. The marketing team informed motorists that the app and other system components would be useful in the days and weeks following a hurricane, with several Florida's roads closed or made hazardous with debris and flooding.

The marketing team made it a point to showcase the brand and services throughout the year to keep FL511 top-of-mind with various organizations. They researched a community outreach list and sent an email blast message to World Fuel Services Corporation, VISIT FLORIDA, the Florida Trucking Association, Floridians for Better Transportation, the Florida School Boards Association, Florida Power & Light Company, the American Red Cross, schools, and other major employers. This was done to keep Florida traffic and emergency responders moving as efficiently as possible during and after inclement weather.

Hurricane Dorian was the first major storm of the 2019 Atlantic hurricane season. It formed in the Main Development Region to the east of the Windward Islands. Dorian's initial development was slow, but development accelerated as it passed to the east of Puerto Rico over the U.S. Virgin Islands and became a hurricane on August 28. Governor Ron DeSantis declared a state of emergency for the entire state. Some counties and cities issued evacuation notices. Hurricane watches and warnings were issued. Fortunately, the eye of the powerful storm stayed offshore in the Atlantic as it moved north, but wind and surge impacts were felt in the state. FL511 was available for motorists to see and hear about road conditions before and after the storm.

The marketing team monitored news media coverage of FL511 in connection with Hurricane Dorian before, during, and after the storm. They also monitored the FL511 website, the IVR (the 511-phone line), and the mobile app to confirm that each was fully operational.

Also, the marketing team created FL511 graphics for outdoor advertising, a hurricane preparedness radio public service announcement, a toolkit, and a television commercial, all of which increased usage of the system. Overall, hurricane outreach efforts contributed to the public's understanding of FL511. We informed the public to use FL511 as needed during emergencies and that emergency preparedness, response, and recovery will remain a vital part of FL511 outreach efforts.

All-Time Milestones Reached During 2019

APRIL
Launched updated FL511 Mobile App

JULY 2019
Surpassed 13 million sessions on the FL511.com website

SEPTEMBER 2019
Surpassed 17 million calls to FL511 phone system

OCTOBER 2019
Surpassed 35 million email alerts to registered FL511 users

DECEMBER 2019
Surpassed 76 million text alerts to registered FL511 users

DECEMBER 2019
Surpassed 6 million FL511 mobile app sessions

Raising Public and Stakeholder Awareness of FL511

Each year, the FL511 Marketing Team takes many steps to ensure the public and stakeholders are aware of the Florida Department of Transportation's (FDOT) Florida 511 (FL511) Advanced Traveler Information System (ATIS) and encourages the use of the service and its mobile app by both groups.

The primary emphasis in 2019 was raising awareness of FL511 digital platforms such as the app, website, and social media. Efforts were made to ensure the public was aware of all Florida 511 digital platforms, but special efforts were made for the FL511 Mobile App because mobile apps are an increasingly popular way to communicate.

There was a campaign to let the public and FL511 users know of a major upgrade to the app released in March 2019. The upgrade included a redesigned interface and many new features. Another push was to remind motorists to use FL511 for their Florida hurricane evacuation plans. While a hurricane did not directly strike Florida in 2019, there was a very menacing threat with Dorian, which had previously devastated the Bahamas.

Efforts to reach both the public and stakeholders included participation at events, news media materials, social media campaigns, newsletters, a completely updated Newsroom Page on the FL511.com website, billboard announcements, and more. Details follow below.

Events: The FL511 Marketing Team participated in 14 events across the state in 2019. Some were for industry leaders, while others were for the public. The goal of all events was to increase usage of the Florida 511 (FL511) Advanced Traveler Information System (ATIS) and its digital platforms.

MOBILE APPS   TEXT ALERTS   TWITTER   FACEBOOK   INSTAGRAM

At each event, the FL511 Marketing Team set up a display booth with promotional materials, often with an exhibit backdrop, and often fun items such as a cut-out of an FL511 car. It is estimated that thousands of people attended the 14 events collectively. Most attendees stopped by or saw the FL511 booth. Each booth was staffed with one or more knowledgeable team members to discuss FL511 and demonstrate its mobile application. The team used a flat screen monitor and a screen mirroring application to encourage visitors to download the FL511 Mobile App. During 2019, it is estimated that over 5,000 promotional items were distributed to educate the public about FL511. These included pens, pads, tire pressure gauges, ponchos, tote bags, chip clips, lens cleaners, silicone card pouches, car mints, rack cards in English and Spanish, and many other unique items. Also, at these events, participants could sign up for the FL511 electronic newsletter and provide a video testimonial. A list of the events in which FL511 participated in 2019 follows:

EVENT	MONTH	LOCATION
Florida Transportation Builders Association Conference	January	Orlando
Florida Turnpike Enterprise Move Over Month Press Event	February	West Palm Beach
Distracted Driving with Florida Turnpike	April	Ft. Pierce
Tallahassee Community College Safety Fair	April	Tallahassee
2019 ACEC-FL Transportation Conference	May	Orlando
Click It or Ticket Summer Travel Public Outreach Event	May	Orlando
Governor's Hurricane Conference	May	West Palm Beach
MacDill Air Force Base Command Readiness & Safety Expo	May	Tampa
Chico's FAS Hurricane & Emergency Preparedness Expo	June	Ft. Myers
Florida's I3 Transportation Showcase	June	Orlando
2019 National Conference of Minority Transportation Officials	July	Tampa
2019 National Meeting & Training Conference	July	Tampa
Florida Turnpike Turkey Lake Service Plaza	September	Orlando
Florida Automated Vehicles Summit	November	Miami

News Media: Print, television, radio, and social media help spread the word about FL511. Efforts that were made in 2019 to provide information to the news media include the following:

The Newsroom Page of the FL511.com website was completely redesigned and now contains an array of materials for the media. Everything on the page is available to the public and partnering agencies, as well.

FL511 distributed 19 news releases or briefs, four toolkits with a wealth of information, and four promotional public service announcements.

Social Media: The FL511 Marketing Team has a robust social media program. In 2019, over 250 posts were developed and posted about FL511. These helped raise awareness of the system in a fresh and innovative manner and were included in the 13 FL511 Twitter feeds and the Facebook and Instagram pages. The marketing team also launched a collegiate social media challenge to raise awareness of the app among college students in Florida. This was an initial effort with the intention to build upon it in the future.

Other Efforts: Other outreach efforts included the development of a monthly electronic newsletter distributed to an email list, which then is placed on the Newsroom Page; billboard messages placed statewide in partnership with the Florida Outdoor Advertising Association (FOAA); and continued partnerships with industry groups including the Florida Trucking Association and the Florida Transportation Builders Association. It should be noted that FL511 secured NFL legend Frank Gore to star in a billboard and social media campaign to encourage Floridians to make "smart moves on the road with FL511." This campaign ran in early 2019.

In conclusion, the goal of all these efforts was and continues to be to raise awareness about FL511, increase its usage, and ultimately enjoy safer and less stressful driving conditions on Florida's roads. For more information, please contact Eugene Jules at (850) 410-5642 or Eugene.Jules@dot.state.fl.us.