

2015



FLORIDA PROGRESS REPORT

Using Innovation & Partnerships
to Maximize Efficiency



Florida Department of Transportation
Transportation Systems Management and
Operations Program

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Florida Department of Transportation

605 Suwannee Street
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RICK SCOTT
GOVERNOR

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Dear friends and followers of 511:

The Florida Department of Transportation (FDOT) spent 2015 planning for the future. We are evolving FL511 even further to provide the latest innovations and partnerships to offer solutions for maximized efficiency. After taking a close look at our FL511 system, we felt there was a need for change in how we collect and disseminate information. By making these changes, the FL511 system will give travelers the information they need to make better choices in navigating their trips.

One of the results from the charrette held in 2014, where we partnered with the Intelligent Transportation Society of America, was identifying several areas in our traveler information program that we could improve upon. With knowledge gained from the charrette, we made the decision to solicit for a new FL511 system in September 2015. The Next Gen FL511 system that we seek defines requirements to deliver dissemination tools that provide more proactive solutions. We want a system that will push information to Florida's transportation users so that they do not have to look for it by navigating a sometimes-cumbersome menu. The data will be dynamic and FDOT will be able to expand the amount of coverage for which it provides information.

Since its inception, FL511 had been focused on delivering traveler information on Florida's freeways instrumented with intelligent transportation systems devices. By 2018, FDOT will have awarded its last ITS project to complete instrumentation of intelligent transportation systems coverage on the Interstate system. Though we will still ensure that the Interstate system is a priority, our attention is now shifting to implementations that assist us in collecting and disseminating traveler information on arterials. This fits in well with the Federal Highway Administration's directive to provide traffic-related information and travel times on routes of significance. With our Interstates already covered by FL511, we will start to roll out the second phase in November 2016, which will cover routes of significance, including many of Florida's arterials.

In order to provide this information, we require a robust data collection/dissemination tool. We are currently developing the Data Integration and Video Aggregation System (DIVAS). DIVAS will take video and data from the existing SunGuide® software as well as from new sources and process it into a format to disseminate to users.

Social media continues to be a prime means of disseminating traveler information. FL511's Twitter feeds grew from 20,561 followers in 2014 to 30,379 in 2015, up 58 percent from 2013. Android and iPhone mobile app users grew to a combined total of 129,000 in 2015, with each app recording its one millionth session in mid-year. All totaled, FL511 delivered traffic information more than 33 million times in 2015.

FL511 has some exciting times ahead with major changes being made to deliver a new state-of-the-art system. These innovative changes will provide more information in a user-friendly manner with the overall purpose of travelers knowing before they go. We look forward to 2016 and embracing changes and challenges that will most certainly come!

Russell Allen

W. Russell Allen, P.E.
ITS Program Development Engineer
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.

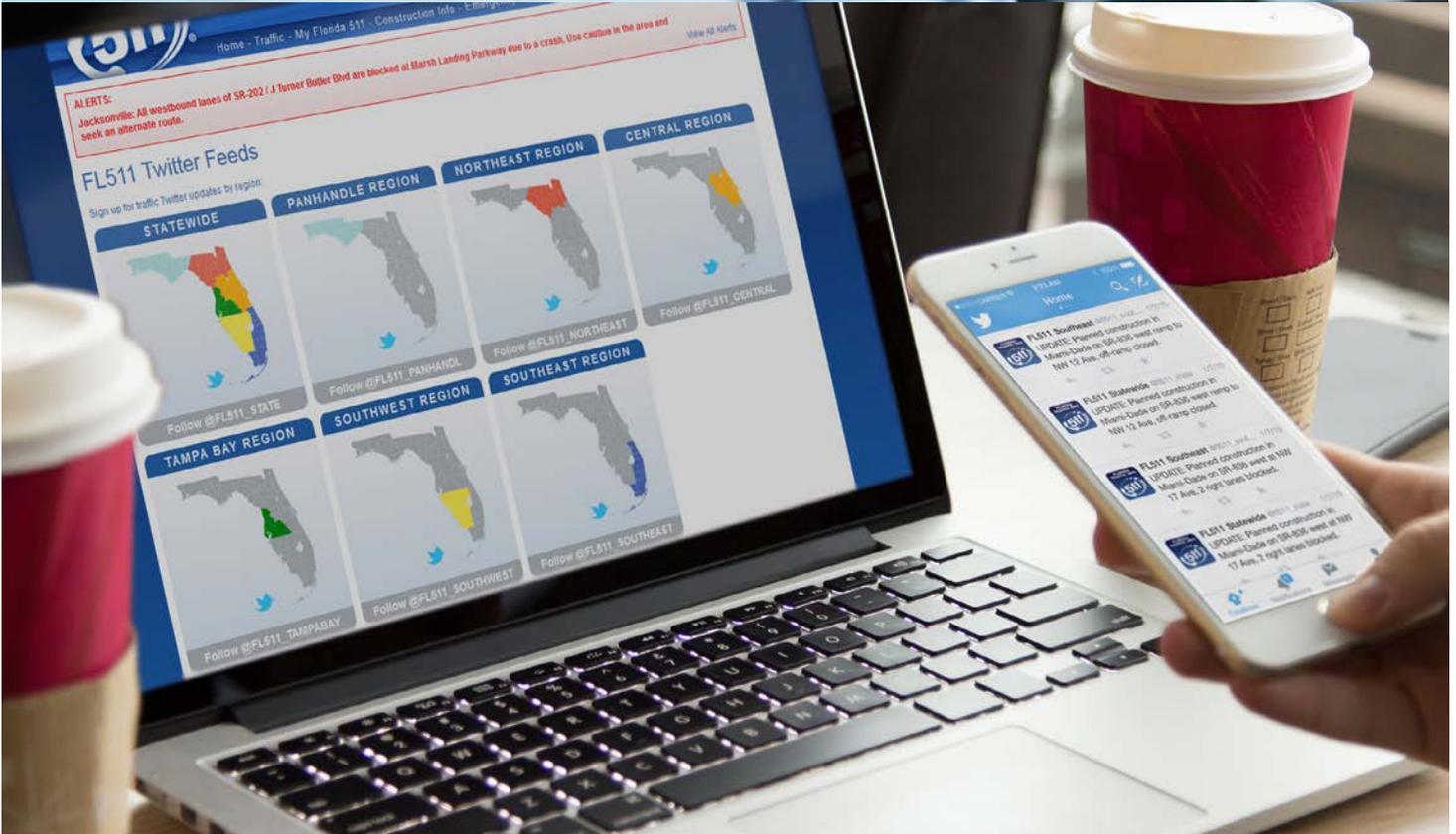
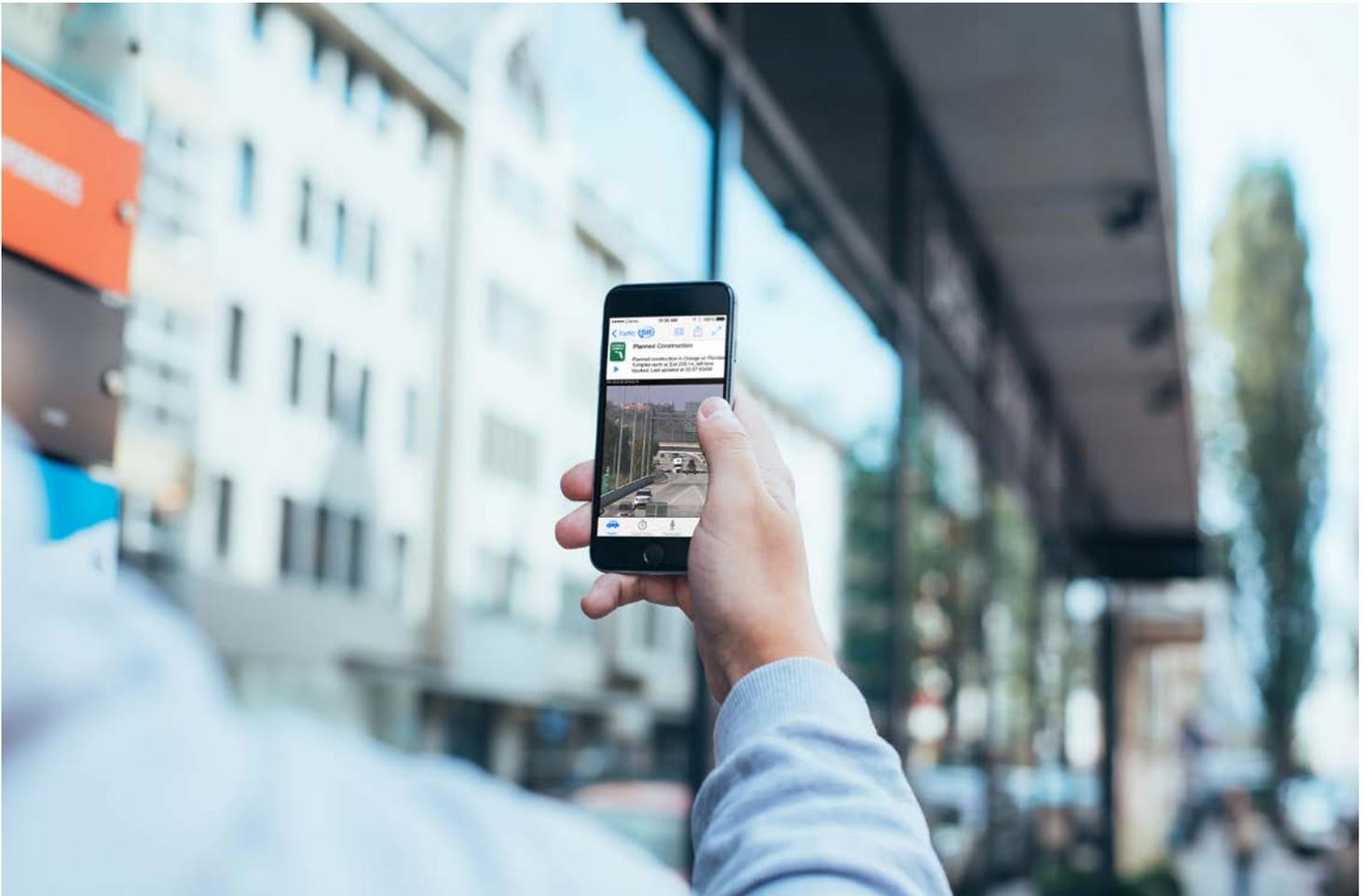


ENABLED BY LEGISLATION

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

2000 - 2005

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

June 2002: Central Florida Traveler Information 511 System launched by District Five

July 2002: Southeast Florida converted their existing ten-digit phone number to 511

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

September 2004: Tampa Bay Regional Traveler Information System launched by District Seven

November 2005: The statewide conditions reporting system launched with expansion of the Central Florida 511 Traveler Information System to cover all other limited-access roads throughout the state and several key arterial roads in the Orlando area; the first 511 web site was developed for statewide traveler information

Pensacola user:

"Love it.

This app has come in so handy for our travels. Works wonderful if you take the few minutes to set the settings!"

Central Florida user:

"Great App. Great real-time info!"

2006 - 2010

January 2006: Southeast Florida SunGuide® 511 added a bilingual interactive voice response to its touch-tone system; South Florida travelers were the first to be able to ask for information in either English or Spanish

October 2006: Northeast Florida 511 System launched by District Two

December 2006: My Florida 511 personalized services launched by District Five

April 2007: Southwest Florida 511 System launched by District One

June 2007: FDOT District Five received the ITS America "2007 Best of ITS Award" in the Marketing and Outreach category for the launch of My Florida 511

December 2007: Northeast Florida 511 System launched MyJax511 personal alerts, incorporating text message and e-mail alerts

May 2008: Travel times added to Interstate 75 traffic reports in Southwest Florida

September 2008: The new statewide FL511 system design was approved

November 2008: Call volumes in the five regional systems and the statewide conditions reporting system surpassed the 25 million call mark

December 2008: SunGuide software modified to provide data to FL511 for dissemination to travelers

June 2009: FDOT launched the new FL511 traveler information system with new caller menus, a new web site, and expanded My Florida 511 custom routes and alerts enabling users from anywhere in Florida to access the same 511 system and get information through one, seamless phone call and web site

October 2009: FL511 received its one millionth phone call

June 2010: FDOT launched the Data Style Guide training statewide to promote SunGuide software and FL511 data consistency among the Districts

August 2010: District Seven added coverage on SR-60 at the I-275 interchange near the Tampa International Airport

November 2010: FL511 received its four millionth phone call

December 2010: New transfers added, including transit agencies, airports, one seaport, and five new commuter services agencies

2011 - 2014

June 2011: FDOT launched the FL511 mobile app for the iPhone, iPad, and iPod touch; added commuter services programs in Florida to the FL511 call menu

August 2011: Traffic camera views associated with incidents were added to the mobile app

September 2011: FL511.com received its one millionth visitor

October 2011: An option was created to allow a transportation management center (TMC) operator to enter "unconfirmed" events; a transfer to the 95 Express was added to the FL511 call menu

December 2011: FL511 received its six millionth phone call

February 2012: FDOT launched 12 regional and major roadway FL511 Twitter feeds

June 2012: FL511.com added detours and maps on its Emergency Info tab during Tropical Storm Debby

July 2012: FL511.com received its two millionth visitor

November 2012: ABC World News featured FL511.com during a Thanksgiving holiday travel segment

December 2012: FL511 received its eight millionth phone call

June 2013: FL511 received its nine millionth phone call

August 2013: FDOT launched the FL511 mobile app for Android

September 2013: FDOT launched the FL511 embedded attribution beta test in District Two.

October 2013: FL511.com received its three millionth visitor

January 2014: FL511 received its 10 millionth phone call

March 2014: FDOT entered into partnership with WAZE to share data

April 2014: FDOT hosted FL511 Charrette

August 2014: FL511 received its 11 millionth phone call

September 2014: FDOT integrated WAZE data into SunGuide software and FL511; FL511 received the Intelligent Transportation Society of America "Best New Innovative Practice - Outreach Award"

November 2014: FL511.com reached its 4 millionth visitor

December 2014: Upgraded Apple and Android apps to share events; Android app users increased by 20,000 new users and Apple app users increased by 41,000 new users in 2014

2015

March:

FL511 received 12 millionth phone call

May:

FL511 iPhone app records 1 millionth session

July:

FL511 Android app records 1 millionth session

September:

FDOT released Invitation to Negotiate for a Next Gen FL511 system

October:

FL511 received 13 millionth phone call

November:

750,000 "tweets" sent out by FL511 Twitter accounts; FL511.com reached its 5 millionth visitor

December:

Android and iPhone app users almost double:

- Android users increase from 25,000 in 2014 to 49,000 in 2015;
- iPhone users increase from 41,000 in 2014 to 80,000 in 2015



BY THE NUMBERS

Travelers in Florida reached out to Florida's 511 traveler information system more than 5.4 million times in 2015. Commuters and tourists checked their Florida 511 smartphone apps, called the 511 phone line, and visited FL511.com to get real-time traffic and travel information from the Florida Department of Transportation (FDOT) 1.7 million times more than they did in 2014.

In addition, My Florida 511 delivered more than 28 million text, phone call, and email alerts. All totaled, FL511 delivered traffic information more than 33 million times.

The FL511 smartphone app enjoyed a sharp rise in use during 2015. The increase can be traced to several media outreach events around the state that informed the public through media interviews about holiday traffic and how to stay informed about traffic through the FL511 app. The traveling public discovered the simplicity and ease of the apps, more than doubling previous years' app usage to 2.69 million sessions. That's nearly 1 million more times than they dialed 511 in 2015. Moreover, the apps don't just convert callers to app users, they have drawn a completely new audience.



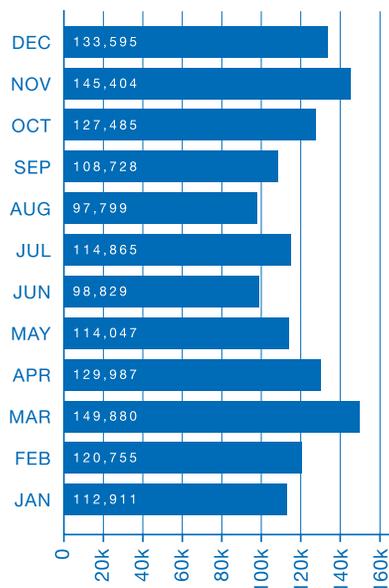
511 TOUCH-POINTS PER DAY IN 2015

IVR (calls).....	1,719,955
Web (visitors).....	1,027,776
Apple App (sessions).....	1,454,285
Android App (sessions)	1,244,049
Twitter (total tweets)	238,789
SMS Alerts (texts sent)	9,497,156
Email Alerts (emails sent)	17,441,253
Phone Alerts	556,613
Total:	33,180,917
Average times per day 511 information was provided in 2015:	
	90,906



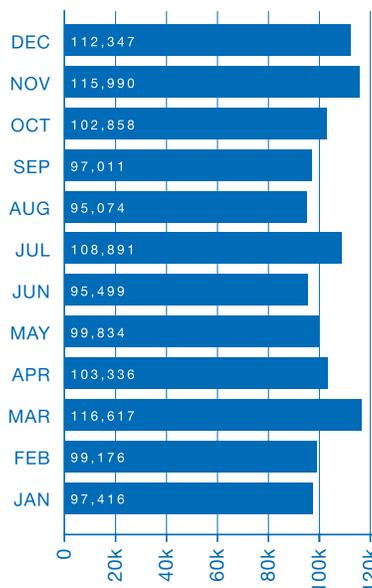
IPHONE APP VISITS

TOTAL VISITS IN 2015 - **1,454,285**



ANDROID APP VISITS

TOTAL VISITS IN 2015 - **1,244,049**



Many FL511 users still dial to reach the interactive voice response (IVR) system for road conditions and travel times, netting more than 1.7 million calls in 2015. The 511 phone system started 2015 by hitting a major milestone: 13 million calls since the system launched in November 2005. Interstates 95, 4, and 75, and Florida's Turnpike continued to be the most requested roadways.

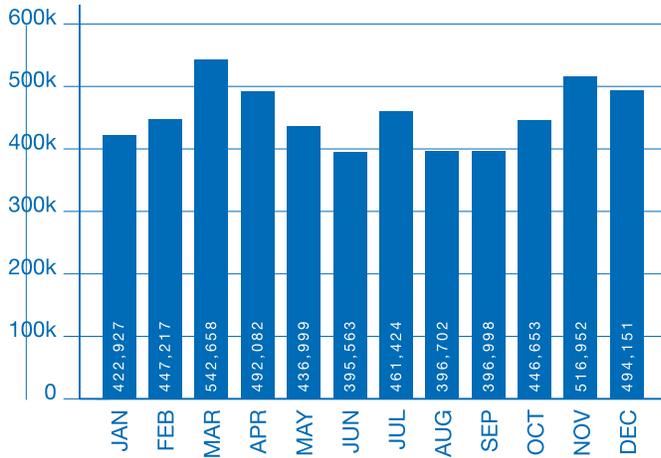
In November 2015, the FL511.com web site received its five millionth visitor since it was launched in June 2009. The web site received more than a million visitors during 2015.

Despite the growing number of private industry traffic information sources, FL511 continued to grow in popularity and usage in 2015. Its unique combination of trustworthy information provided by the Florida Department of Transportation, innovative platforms, push technology, and an aggressive outreach campaign have established FL511 as an essential tool for Florida travelers.

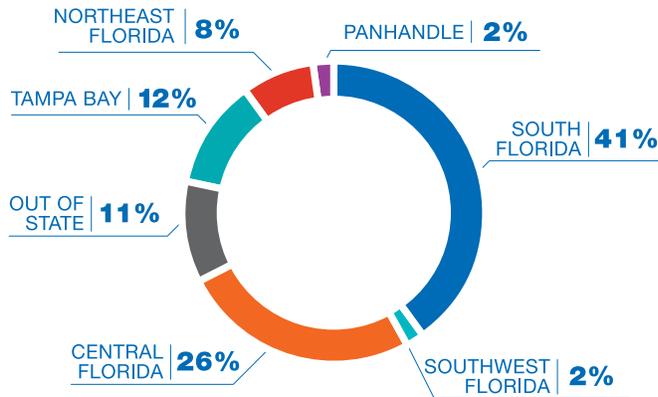


TOTAL REQUESTS (CALL/WEB/APPS)

TOTAL - **5,450,326**

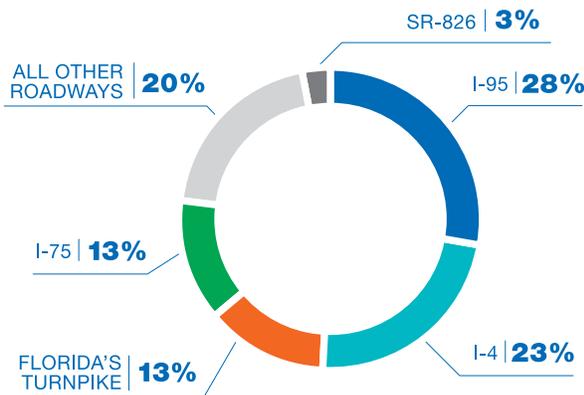


CALL ORIGINATION BY AREA CODES



TOP FIVE ROADWAY REQUESTS

(% OF CALLERS REQUESTING INFORMATION)



TWITTER FOLLOWERS

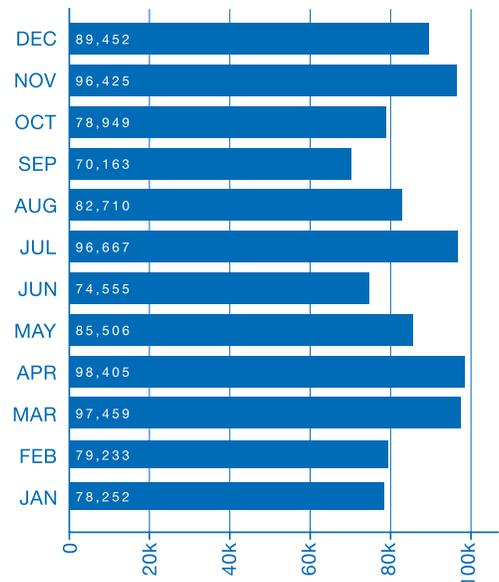
TOTAL TWITTER FOLLOWERS - **30,379**

@FL511_STATE	1,205	@FL511_SOUTHEAST	4,295
@FL511_PANHANDL	1,263	@FL_511_I4	1,787
@FL511_NORTHEAST	1,077	@FL511_I10	876
@FL511_CENTRAL	1,653	@FL511_I75	3,996
@FL511_TAMPABAY	2,350	@FL511_I95	4,486
@FL511_SOUTHWEST	1,410	@FL511_TURNPIKE	5,963
@FL511_I95EXPRESS	18		



FL511.COM WEBSITE VISITS

TOTAL VISITS IN 2015 - **1,027,776**



PREPARING NOW FOR FLORIDA'S NEXT GEN FL511 SYSTEM

FDOT is moving on to bigger and better things in the world of traveler information. In September 2015, FDOT solicited for a new FL511 system, defining requirements to seek dissemination tools that are more proactive solutions. FDOT wants a system that will 'push' information to Florida's transportation users. The data will be dynamic and FDOT will be able to expand the amount of coverage for which it provides information.

Taking a look at data

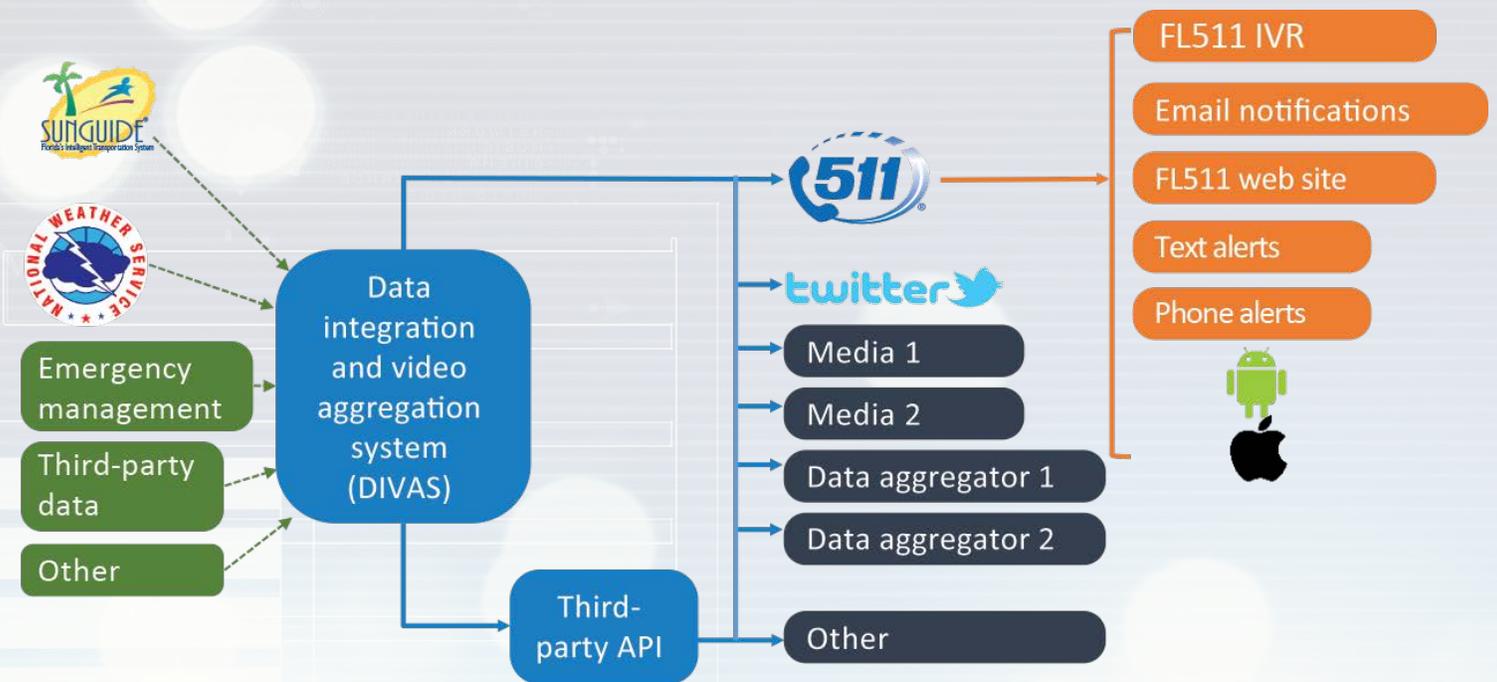
FDOT's first step was to look at its data sources. As the FL511 system exists today, FDOT only receives data from its statewide advanced traffic management system software, SunGuide® software. Each FDOT District inputs events that impact traffic/travel into SunGuide software. This includes incidents, congestion events, construction/maintenance events, and travel time information. In the Next Gen FL511, FDOT will implement a new repository, the Data Integration and Video Aggregation System (DIVAS). DIVAS will continue to collect and aggregate data from SunGuide software as well as several other resources such as the National Weather Service and local and state emergency management agencies. Utilizing multiple data sources will allow FDOT to enhance and better validate the data delivered to the FL511 system as well as other third-party data users, such as the media.

Managing the data

Once FDOT has the data, the next step will be to determine what it will do with the data and how it should be delivered as travel information. This is where the Next Gen FL511 system steps in to proactively deliver the travel information to its customers. The Next Gen FL511 system will continue to use the existing system components; however, some will receive enhancements on how they deliver traffic information. For example, the interactive voice response (IVR) system, as it is today, leads the caller through a cumbersome menu before getting to the information they want. In the Next Gen FL511 system, FDOT will streamline the menu. FDOT's goal is to provide information to the user as fast as possible. The Next Gen FL511 IVR will also be able to 'learn' the caller's requests. By 'learning' the caller's typical requests, the system can provide information to the caller at the beginning of the call rather than requiring the caller to navigate through the menu.

In the past, FL511 was only able to report on routes in SunGuide software; however, a new feature in the Next Gen FL511 system will provide the ability to add routes to the system without relying on their existence in SunGuide software. The Next Gen FL511 will have the ability to associate events to roadways utilizing global positioning system (GPS) coordinates.

The FL511 mobile applications will also receive new features. Both the Android and iPhone mobile apps will be able to utilize the cellular phone GPS to determine a user's location. The Next Gen FL511 system will then take



that location and determine if there are incidents in the user's vicinity. If there are incidents affecting traffic, the Next Gen FL511 will 'push' the information to the user and alert them of these incidents and any delays associated with the incidents. This will be an audible alert, thus not distracting the driver.

Getting ready for these changes

In its attempt to get ready for the Next Gen FL511 system, FDOT needs to ensure that what it builds is going to be adaptable and modular. The new system needs to be able to change with the times. The old FL511 system has been good, but it has been difficult to modify system features and add new components. The Next Gen FL511 system will be able to adapt to new technology and dissemination tools as they become available on the market. FDOT needs to ensure that the Next Gen FL511 system can grow and provide traffic information to our transportation users in the most current and efficient way possible. FDOT has learned over time that the Next Gen FL511 system needs to be proactive in its delivery of information. In order to keep traffic safely moving, FDOT cannot always wait for users to go into the system and get the information.

Educating transportation users

Lastly, FDOT understands that transportation users need to be educated as to what new features and tools will be available to them. This will require preparation of an aggressive marketing and outreach campaign to raise awareness of the Next Gen FL511 system and its components. The educational materials will focus on the benefits provided by the Next Gen FL511 tools and the information available to users. It will also pay particular attention to why the Next Gen FL511 is the resource that transportation users in Florida need to use to get timely, accurate, and reliable traffic information. As time progresses, in order to measure user expectations and preferences, FDOT will need to host focus groups across the state to get customer input on what they like, what they do not like, and what they would like to see added. At the same time, FDOT needs to analyze system statistics to better gauge what system components customers are using. This will also help to determine when to 'sunset' a component that is not being utilized to its fullest. In order to keep FDOT employees and emergency response partners fully aware of the Next Gen FL511 system and its features, FDOT will also provide them with educational materials.

FOCUSING ON ARTERIALS



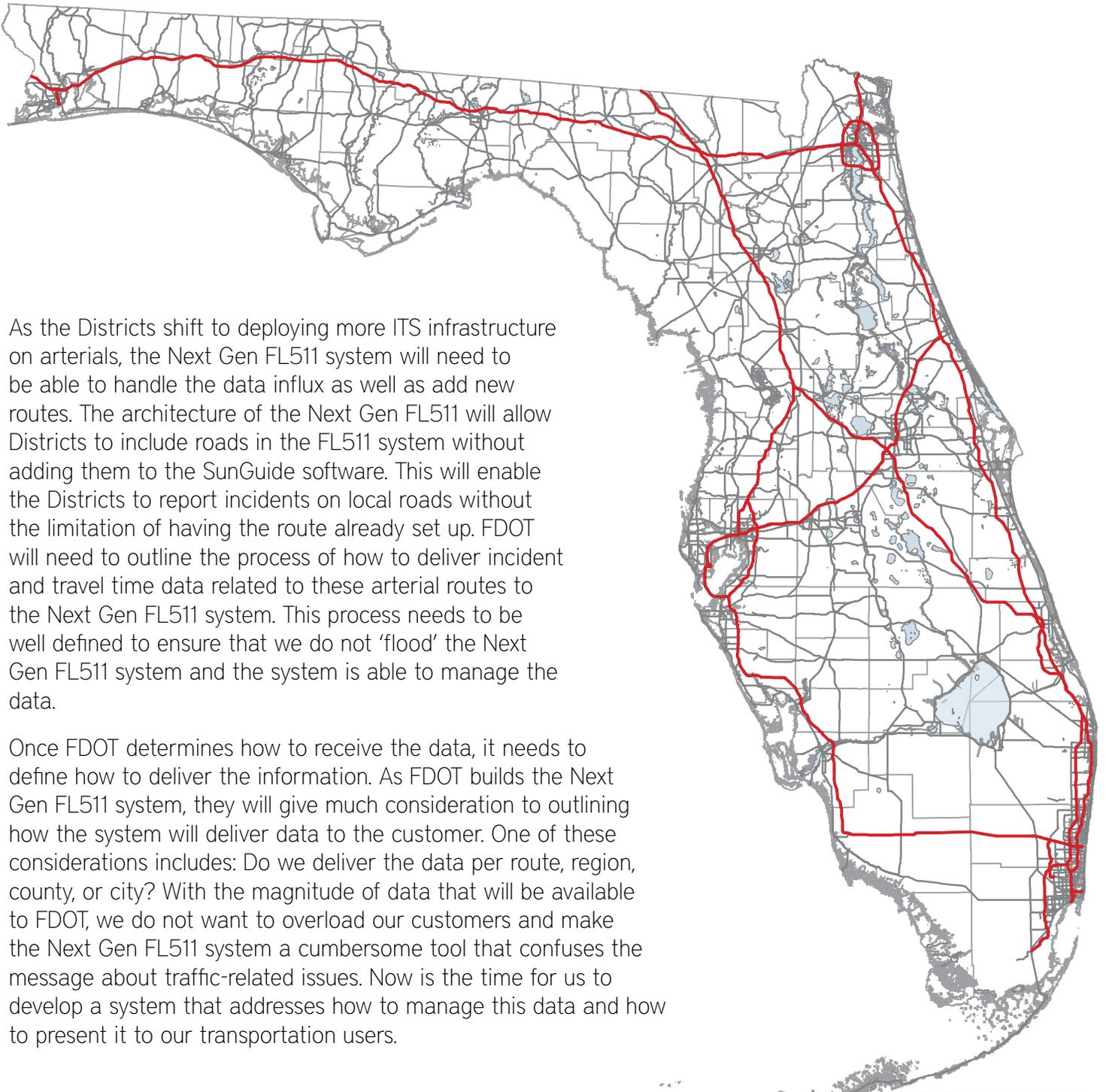
Since 2000, the FDOT Intelligent Transportation System (ITS) Program's (now known as the Transportation Systems Management and Operations [TSM&O] Program) focus has been on instrumenting Florida's interstates and major US routes with ITS equipment to collect data, monitor traffic, and confirm incidents 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 the 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 will implement the second phase in November 2016. This phase will cover the routes of significance, which include many of Florida's arterials.

What is the Next Gen FL511 system's role in this new endeavor?

Over the past two years, as FDOT's 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 Next Gen FL511 system will need to be able to handle the data influx as well as add new routes. The architecture of the Next Gen FL511 will allow Districts to include roads in the FL511 system without adding them to the SunGuide software. This will enable the Districts to report incidents on local roads 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 Next Gen FL511 system. This process needs to be well defined to ensure that we do not 'flood' the Next Gen FL511 system and the system is able to manage the data.

Once FDOT determines how to receive the data, it needs to define how to deliver the information. As FDOT builds the Next Gen FL511 system, they will give much consideration to outlining how the system will deliver data to the customer. One of these considerations includes: Do we deliver the data per route, region, county, or city? With the magnitude of data that will be available to FDOT, we do not want to overload our customers and make the Next Gen FL511 system a cumbersome tool that confuses the message about traffic-related issues. Now is the time for us to develop a system that addresses how to manage this data and how to present it to our transportation users.



DATA AND FL511

How Data is Impacting Florida's 511 System

In an effort to better manage the influx of data that FDOT anticipates receiving in the next couple of years, and to ensure that there is a system that can aggregate all the video and data statewide, FDOT is moving forward with the Data Integration and Video Aggregation System (DIVAS). DIVAS will take video and data from the existing SunGuide® software as well as data from new sources, such as the National Weather Service (NWS), local emergency management (EM) agencies, local law enforcement agencies, etc., and process it into a uniform format to disseminate to its third-party end users.

SunGuide software receives information from the Florida Highway Patrol (FHP), EM, and third-party vendors. Currently, the software receives traffic data from two third-party vendors, HERE® and Waze®. These companies provide information on incidents, road closures, travel times, and congestion events. FHP and EM provide data related to traffic events, weather events, such as hurricanes and flooding, and special alerts. Special alerts include America's Missing: Broadcast Emergency Response, SILVER, and Law Enforcement Officer (also known as LEO) alerts. Data from FHP, EM, HERE, and Waze are all ingested by SunGuide software and processed by the transportation management center operators.

Not only will DIVAS be incorporating these new sources of data, but FDOT will also be expanding coverage on Florida's roadways, which will increase the amount of data coming to DIVAS from SunGuide software. This will come in the form of data from expanding our coverage to Florida's arterials as well as the data from the connected vehicle/infrastructure initiative.

As it is today, the aggregation of data and video is included in the FL511 system and the only source is the SunGuide software. The development of DIVAS will allow FDOT to expand on the number of sources that can provide data and video, and allow FDOT to have a standalone data fusion and video aggregation system. FDOT sees that having a standalone system allows greater flexibility in ingesting and disseminating data.

The flexibility of ingesting data is realized by the ability to add more data and video resources. Once the data and video are sent to DIVAS, it will be assembled, associated to the appropriate routes, cities, metro areas, etc., and prepared to be ingested by FL511's users. Thus, DIVAS will be the source for all real-time data that FDOT provides to transportation partners who want to disseminate information on incidents that impact travel on Florida's roadways as well as video from closed-circuit television cameras across the state. This includes the Next Gen FL511 system.

As mentioned before (see the article "Preparing Now"), in its new architecture of data dissemination, the FL511 system will no longer be performing all of the work to collect, process, and disseminate data and videos. This will be broken into two components, DIVAS and the Next Gen FL511 system. FDOT did not create these two components without thought. FDOT wanted to achieve two purposes with this separation. First, FDOT wanted to have a single repository to collect all data and video statewide and not have it tied to

another system. Second, by separating the FL511 system from the data fusion system, FDOT has the ability to terminate individual dissemination components without affecting the collection of data and video and how it is disseminated to our media and transportation agency partners.

Moving forward, FDOT needs to ensure that DIVAS manages both the data going in and out in the most efficient and effective way possible. FDOT needs to continually evaluate incoming data to DIVAS to ensure that it is properly managed and aggregated as well as disseminated.



SPREADING THE WORD

FDOT told the FL511 story

How it can help neighbors, commuters, tourists, and commercial drivers stay safe and save time on the road

Both the use of the FL511 system and its promotion through various media continued to grow dramatically in 2015. FDOT told the FL511 story: how it can help neighbors, commuters, tourists, and commercial drivers stay safe and save time on the road via smartphone apps, e-newsletters, web sites, Twitter, television broadcasts, public service announcements (PSA), billboards, radio mentions, and news media events. Using all these channels, FDOT spread the 511 message more broadly than ever before, informing motorists with messages that generated more than a billion impressions.



Cost-effective PSAs in Malls, Billboards, and Bus Shelters



The donated space created an estimated savings (based on price averaging over several years) of at least \$200,000 over buying ads. Individually, mall PSAs garnered 39,195,918 impressions and the billboards and bus shelter PSA messages produced 12,601,824 impressions.

Waze® Partnership Creates New Outreach Successes

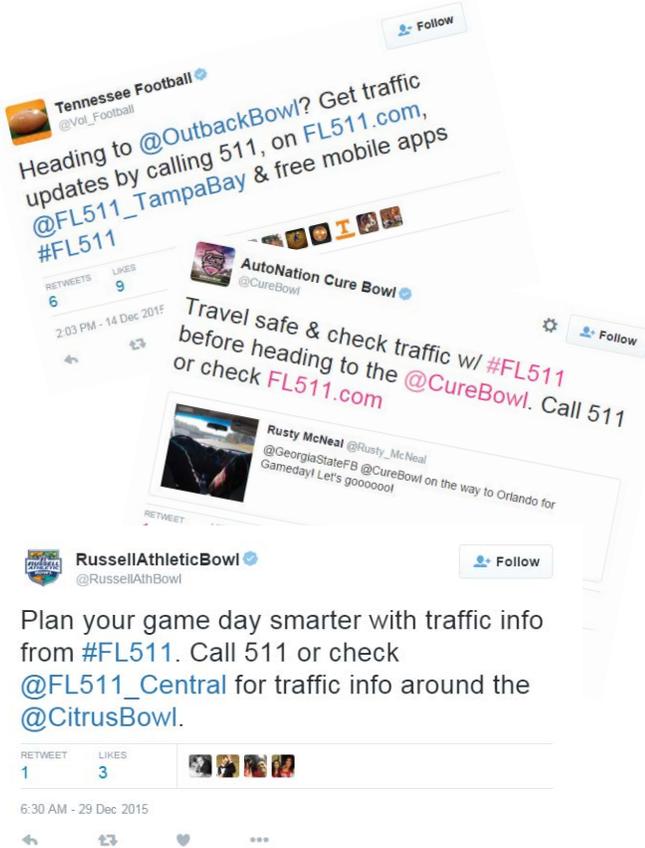
FDOT provides Waze, the internationally known traffic and navigation app company, with a monthly list of major Florida planned special events, as part of its data sharing agreement. FDOT saw an opportunity to add value to this by reaching out to event sponsors with FL511 information. The effort resulted in tweets, Facebook postings, and news stories about how attendees can use FL511 while traveling to events. Some big successes include the Florida Strawberry Festival in Plant City with 500,000 attendees, Gasparilla Pirate Festival in Tampa with its 150,000 attendees, and Art Basel in Miami Beach with its 77,000 attendees.

FL511 Tackles College Bowl Season

FDOT reached out to the 18 colleges playing in Florida's nine National Collegiate Athletic Association football bowl games, and the news media in their hometowns to tell their fans about using FL511 during their trips to Florida. This effort earned 15,023,237 impressions. The outreach included providing content for college and bowl committee social media platforms (Twitter and Facebook), web sites and e-newsletters, and press releases for media outlets across the state.

I-4 was the Ultimate Construction Partner

I-4 Ultimate is the largest roadway construction project in Florida, covering 21 miles of Interstate highway through downtown Orlando and into the attractions area. The project includes a major public involvement effort that centers on a robust web site, I4ultimate.com.



District Five included a prominent tab on the web site that reads, "Florida 511 & Live Traffic" and features the embedded FL511.com web site. The I4ultimate.com web site receives more than 3,000 visits a week, and users who click on the Florida 511 & Live Traffic tab are logged in as a site visitor for both I-4 Ultimate and FL511. The monthly I-4 Ultimate e-newsletter has more than 8,000 subscribers and encourages readers to sign up for My Florida 511 personalized services. The daily I-4 Ultimate construction alerts also provide a link to FL511 for real-time conditions in the work zone.

Survey Polls 511 Users' Satisfaction

In 2015, FDOT launched a FL511 user satisfaction survey to learn what users think about the 511 platforms, and inquire how to improve traffic and



traveler information service to Florida's residents and visitors. The survey is part of ongoing efforts to improve the FL511 system so it better meets motorists' needs.

Monthly E-newsletter Is Back

FDOT re-launched the FL511 monthly e-newsletter in October 2015 to continue to educate and engage FL511 users and partners. The e-newsletter, which goes out to nearly 12,000 users and partners, provides articles about the FL511 system, its platforms, and travel and traffic tips.

FDOT PIOs Helping FL511 Outreach Efforts

FDOT District and Central Office Public Information Officers (PIO) are the main spokespeople for FDOT, and are responsible for keeping the public informed about what FDOT is doing. In 2015, the FL511 team met with the FDOT PIO personnel to update them on the FL511 system, and ask for their help in reminding the traveling public to check FL511 before heading out. The meeting included sharing some best practices, such as District One including a 511 reminder on its weekly construction announcements.

Major Media Outreach

FDOT and FL511 earned their highest number of media impressions ever in 2015—73 million impression from 282 stories in traditional broadcast, print, and online media outlets. This is the result of a concerted and cooperative effort with FDOT PIOs to reach the media through strategic news releases and well-timed media events in many Districts.

Holiday Travel

July Fourth Media Event – FDOT District Five hosted a news media event in Orlando to promote the use of FL511 during the July Fourth weekend. In addition to the event, FDOT distributed a news release to media outlets across the state. The effort earned 498,411 impressions.

Thanksgiving Media Coverage – FDOT Districts Three and Four hosted holiday travel media events in Ft. Lauderdale and Tallahassee leading up to the Thanksgiving travel days. The events reached a major media audience of more than 3.18 million through traditional print, online, and broadcast coverage with an additional 916,200 Twitter impressions using #FL511 during the long Thanksgiving weekend.

Year-End Holiday Media Coverage – FDOT Districts Two, Five, and Seven hosted holiday travel media events in Jacksonville, Orlando, and Tampa before the year-end holiday travel days. The three events reached an audience of more than 16 million through traditional print, online, and broadcast coverage with an additional 1.2 million Twitter impressions using #FL511 during the year-end holiday.

PGA Players Championship – FDOT District Two held an outreach event at the Jacksonville Urban Office. Representatives of FDOT, Florida Highway Patrol, St. Johns County Sheriff's Office, and the golf tournament attended the event, sharing traffic and travel tips, including FL511, with the Jacksonville area media. Media and partnership mentions added up to a potential audience of 930,856.

FL511 News Stories

FL511 news stories continue to be picked up by the biggest news outlets in the state, including, *Miami Herald*, *Orlando Sentinel*, *Tallahassee Democrat*, *Ocala Star-Banner*, *The Tampa Tribune*, *Naples Daily News*, NewsPress.com (Ft. Myers), MiamiDiario.com, NBC 5-South Florida, News4Jax, WFSU-FL (Tallahassee's NPR and PBS affiliate), WCTV (Tallahassee CBS affiliate), WFOR (Miami's CBS affiliate), WESH (Orlando's NBC affiliate), WLTV (Jacksonville's First Coast News), WPTV (West Palm Beach NBC affiliate), WKMG (Orlando's CBS affiliate), Bay News 9 (Tampa's Bright House), News 13 (Orlando's Bright House), and News 104.5 WOKV (Jacksonville).





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