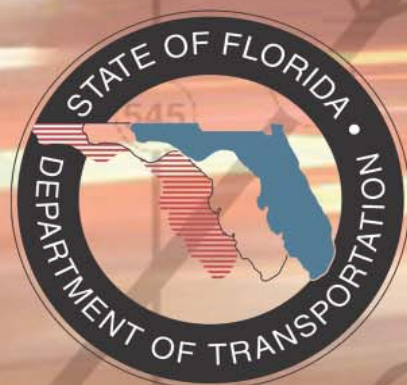




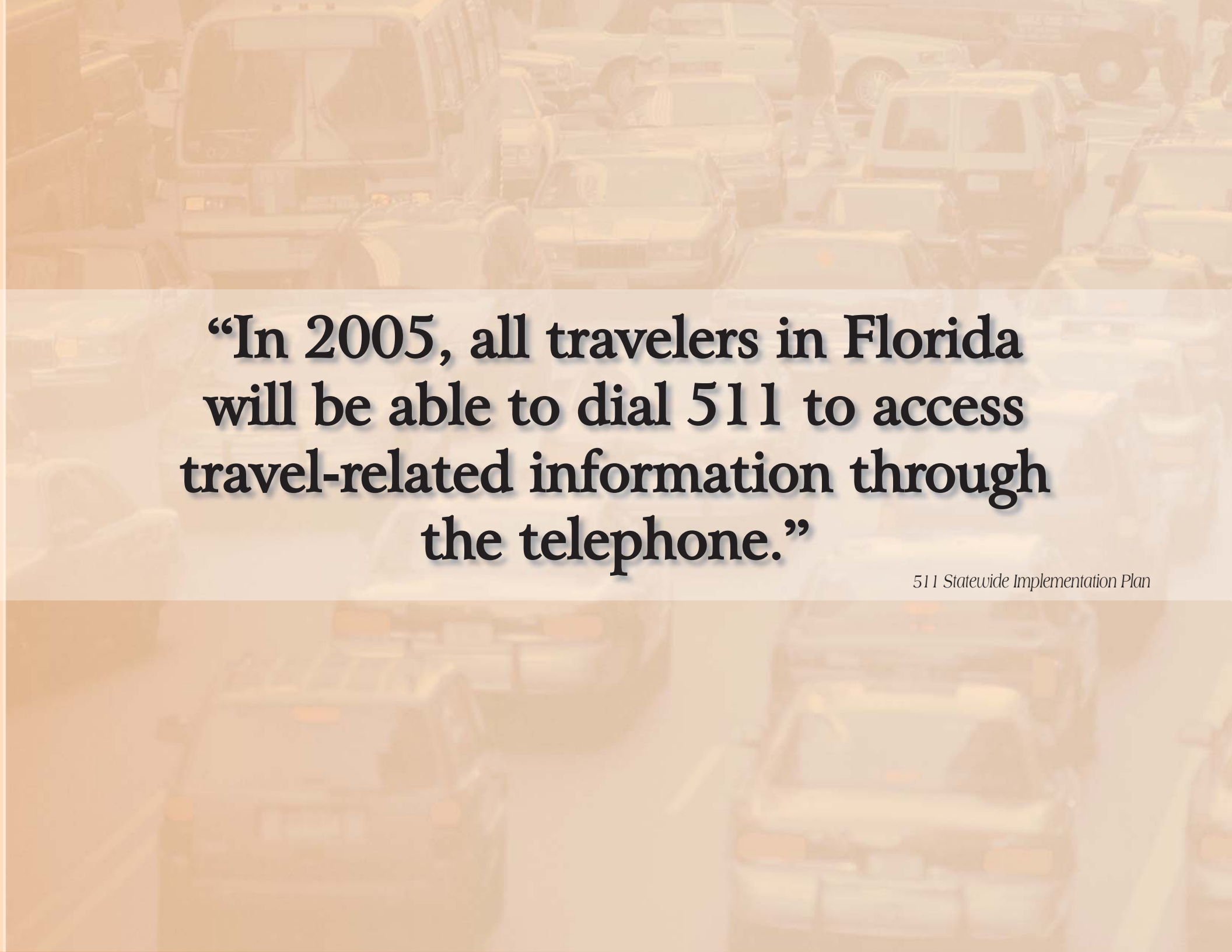
# Florida 511 Progress Report

*Leading the Nation*

December 2004



Florida Department of Transportation  
Traffic Operations and Engineering Office  
605 Suwannee Street, MS 90  
Tallahassee, Florida 32399



**“In 2005, all travelers in Florida will be able to dial 511 to access travel-related information through the telephone.”**

*511 Statewide Implementation Plan*

# 511 in Florida – Our Success is Just Beginning



On July 21, 2000, the Federal Communications Commission (FCC) assigned the 511 dialing code for the provision of telephone-based transportation information on a national basis. After extensive planning and design work, the Florida Department of Transportation (FDOT) District Five office launched the Central Florida Traveler Information 511 Service on June 24, 2002; the FDOT District Six office launched the Southeast Florida SunGuide<sup>SM</sup> 511 Service on July 16, 2002; and the FDOT District Seven office launched the Tampa Bay Regional Traveler Information Service on September 2, 2004.

Florida's 511 services currently account for between 30 to 40 percent of all 511 calls nationwide. This high level of success has been achieved despite the fact that FDOT only recently reached an agreement with Verizon Wireless to enable the 511 dialing code for their Florida customers. Given the size of Verizon Wireless' customer base, it is anticipated that 511 usage will grow as these customers begin to access the services.

In addition to the existing regional 511 services, a statewide 511 service is being devised as part of the *i*Florida Model Deployment, which will provide exception reporting (primarily incident data and construction/work zone information) in all parts of the state not currently covered by the existing regional 511 services. In 2006, the statewide service will be enhanced to include multi-modal traveler information for Southwest Florida and Jacksonville. By 2008, it is anticipated that this service will be expanded to facilitate the integration of all regional 511 services into a single statewide system.

The value of 511 to FDOT and the traveling public will continue to increase as the statewide service comes online in 2005 and undergoes numerous improvements from 2006 through 2008 and beyond. As with existing regional 511 services in Florida, these new 511 services will continue 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 emerging ITS field.

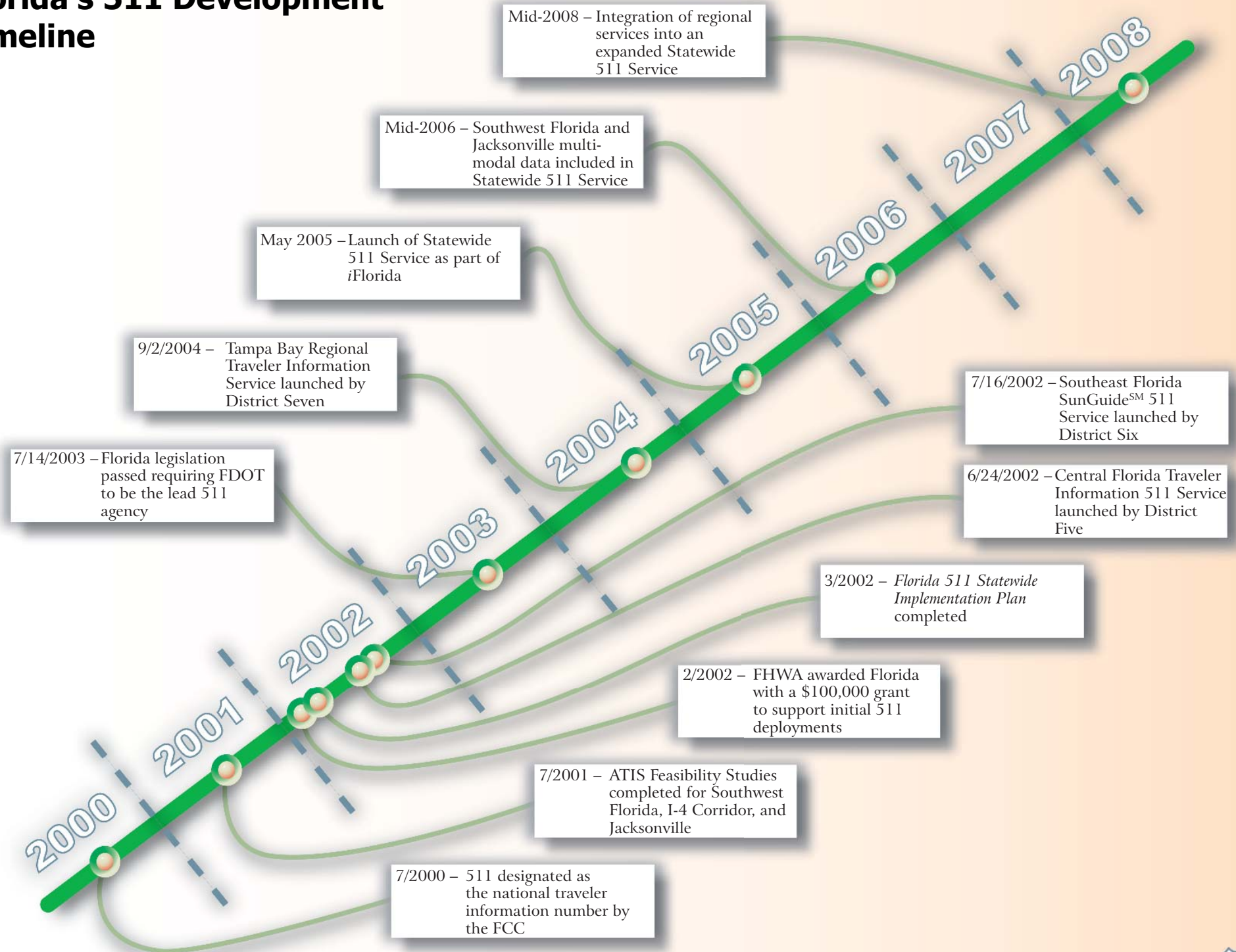
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## Statewide 511 Service Underlying Principles

- ⦿ All calls for the basic service should be no more than the cost of a local call to the user.
- ⦿ The public sector anticipates supporting most or all of basic service costs.
- ⦿ Sponsorship and advertising on basic services can be used to defray costs.



# Florida's 511 Development Timeline



# Florida 511 Call Volumes Impact National Service Usage

Percentage of National 511 Calls Made in Florida

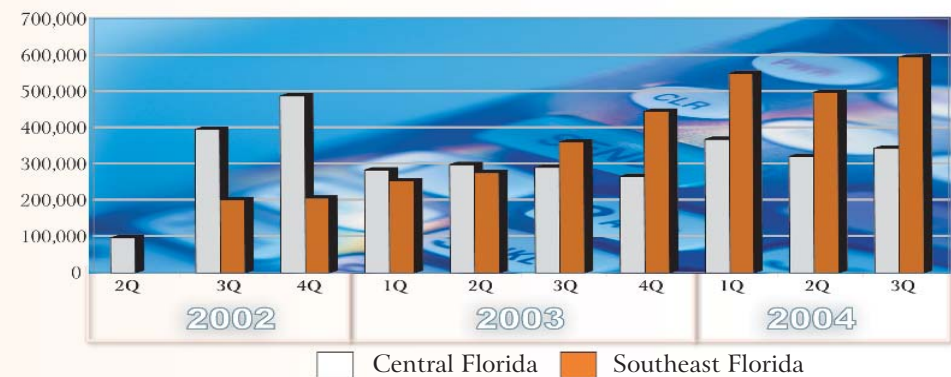


During 2002, the two existing 511 services in Florida accounted for between 50 to 60 percent of all 511 calls nationally (at that time there were between 6 and 11 other 511 services operational nationwide). Since launching, Florida's 511 services have, on average, accounted for between 30 to 40 percent of all 511 calls nationally from the 24 services in operation today. The Tampa Bay area service, which came on line in September 2004, accounted for approximately 83,000 calls during its first month of operation.

The drop in percentage of national 511 calls occurring between November and February each year, accounted for by Florida-based usage, is not due to a drop in calls in Florida, but rather significant increases in calls by users from other 511 service areas that experience severe winter weather.

Use of the Central and Southeast Florida-based 511 services has grown (with the exception of usage spikes around the time of the service launch) during each quarter since their inception.

Central and Southeast Florida 511 Service Call Volumes



“Thanks for your help. I have been using the service for the past few days and I absolutely love it. I travel main highways every day through two different counties and this helps me chose the best route to take.”

## Current 511 Services – Growth and Enhancements

At present, the **Central Florida Traveler Information 511 Service** provides reports for four segments along the I-4 corridor (Volusia and Seminole counties, downtown Orlando, and the Central Florida attractions area), accessible by road segment, city, or cross street. In mid-2005, as part of the *iFlorida* Model Deployment, the geographic coverage area of this regional 511 service will be expanded to include all limited-access facilities and seven key arterials in the Orlando metropolitan area. The service will include multi-modal data for the Orlando International Airport, the Sanford-Orlando International Airport, the Central Florida Regional Transportation Authority (LYNX), and Port Canaveral.

Finally, the 511 service's functionality will also be enhanced to support a statewide reporting service that will provide exception reports on 59 Florida Intrastate Highway System roadways. It is anticipated that this statewide service will be expanded during 2006 to include multi-modal metropolitan traveler information for the Southwest Florida and Jacksonville areas.

The **Southeast Florida SunGuide 511 Service** provides traveler information, in both English and Spanish, for roadways in Miami-Dade, Palm Beach, and Broward counties, as well as the Florida Keys portion of Monroe County. Content-related enhancements are planned that will incorporate traveler-related data collected from new sensor deployments along the Palmetto Expressway (SR 826), I-75, portions of Florida's Turnpike and US-1, facilities operated by the Miami-Dade Expressway Authority, and some of the more important arterial facilities in the region. A regional transit information database that will provide supplemental information to 511 users is also under development and will be one of the most advanced in the nation.

In early 2005, this service will be expanded to provide traveler information to 511 users in Martin, St. Lucie, and Indian River counties.

The **Tampa Bay Regional Traveler Information Service** provides traveler information for Pinellas, Hillsborough, Pasco, Hernando, Manatee, and parts of Polk counties. Existing data resources are supplemented by approximately 100 vehicle detection sensors deployed along I-4, I-75, and I-275 as part of the Federal Highway Administration's Intelligent Transportation Infrastructure Program (ITIP).

“Just a quick note to all involved. Thanks for setting this up. This is a very valuable tool that I will use often.”



# User Satisfaction Assessment

## Southeast Florida

- ⦿ Service online in July 2002
- ⦿ User satisfaction survey conducted between October 2003 and January 2004—Results from respondents indicated that:
  - Over 99 percent agreed or strongly agreed that 511-related services were useful
  - Over 97 percent agreed or strongly agreed that they received accurate information
  - Over 96 percent agreed or strongly agreed that they saved time because of the information
  - Over 97 percent agreed or strongly agreed that they changed their travel route based on 511 information received
  - On average, each respondent used 511 about 30.5 times per month

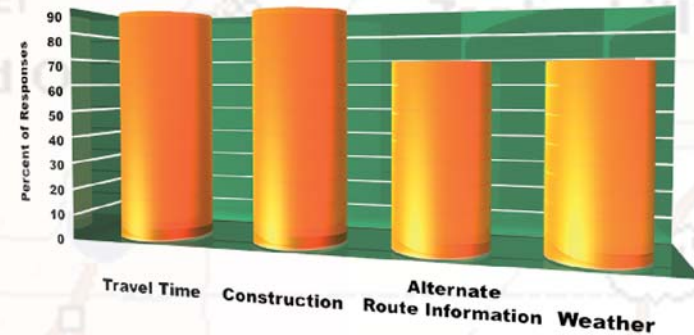
## Central Florida

- ⦿ Service online in June 2002
- ⦿ User satisfaction will be assessed as part of the iFlorida Model Deployment in 2005

## Tampa Bay

- ⦿ Service online in September 2004
- ⦿ User satisfaction metrics and monitoring are an integral part of the marketing strategy currently being initiated

Top Reasons for Calling 511 In Southeast Florida



## Public Agency Collaboration

Attaining the level of success with 511 that has been achieved in Florida during the past two years has not occurred through the efforts of one, or for that matter, a small number of agencies. Instead, each service deployment has been the result of a great deal of interagency collaboration over the course of many months. Some of the primary agencies involved in each service's deployment include:

### Southeast Florida –

FDOT Districts Four and Six; Florida's Turnpike Enterprise; Miami-Dade Expressway Authority; Miami-Dade, Broward, and Palm Beach counties; Miami-Dade Transit; Broward County Transit; Palm Beach County Transit; South Florida Regional Transportation Authority (formerly Tri-Rail); and Florida Highway Patrol and other local law enforcement agencies.

### Central Florida –

FDOT District Five; Florida's Turnpike Enterprise; Orlando Orange County Expressway Authority; Orange, Seminole, and Volusia counties; City of Orlando; Orlando International Airport; Sanford-Orlando International Airport; Central Florida Regional Transportation Authority (LYNX); and Canaveral Port Authority; and Florida Highway Patrol and other local law enforcement agencies.

### Tampa Bay –

FDOT Districts One and Seven; Florida's Turnpike Enterprise; Bay Area Commuter Services; HARTline Transit; Tampa-Hillsborough County Expressway Authority; Florida Highway Patrol and other local law enforcement agencies; Hillsborough and Pinellas counties; Hillsborough County and Pinellas County Metropolitan Planning Organizations; and the cities of Clearwater, St. Petersburg, and Tampa.





## Florida's 511 – Enabled By Legislation

Unlike most other states, where implementation of 511 services is unregulated by state law, on July 14, 2003, Florida's legislature designated 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 F.S.). 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.

## Ensuring Access to Floridians With Disabilities

The Florida Department of Transportation and its partners are eager to work with the disabled community to make 511 as useful as possible to all potential users. To that end, FDOT is currently working with the Florida Association of the Deaf, Inc., to ensure that traveler information can be accessed via multiple dissemination mechanisms so as to meet all Americans with Disabilities Act (ADA) requirements.

## 511 in the News

### Southeast Florida

- ⦿ *SunGuide Disseminator* – February 2002, “Florida's First 511 System to be Operational in Mid-2002”
- ⦿ *Sun Sentinel* – July 13, 2002, “Want to avoid a traffic jam? Just dial 511,” by Michael Turnbull
- ⦿ *The Miami Herald* – July 17, 2002, “Want Traffic Info? Just call 5-1-1,” by Phil Long
- ⦿ *Sun Sentinel* – July 20, 2002, “511 call lets South Florida drivers know of traffic backups,” by Michael Turnbull
- ⦿ *Palm Beach Post* – July 28, 2003, “South Florida 511 service number gets millionth caller,” by Chuck McGinness

### Central Florida

- ⦿ US Department of Transportation Office of Public Affairs – September 7, 2004, “US Transportation Secretary Mineta Outlines Plans to Fight Traffic Congestion as Texas Transportation Institute Releases Annual Mobility Report”
- ⦿ *Orlando Sentinel* – September 25, 2004, “Officials: Be ready for order to flee,” by Scott Powers

### Tampa

- ⦿ *St. Petersburg Times* – June 10, 2004, “The highway with eyes...and a phone number,” by Stephen Hegarty
- ⦿ *Tampa Bay Business Journal* – August 24, 2004, “Travel information service to begin”
- ⦿ *St. Petersburg Times* – September 2, 2004, “To avoid traffic jams, just pick up the phone,” by Stephen Hegarty
- ⦿ *Lakeland Ledger* – September 7, 2004, “Travel Information Line Established”
- ⦿ *Tampa Bay Commuter, Vol. 3 No. 11* (Fall 2004) – “511 Moves Tampa Bay in the Right Direction”

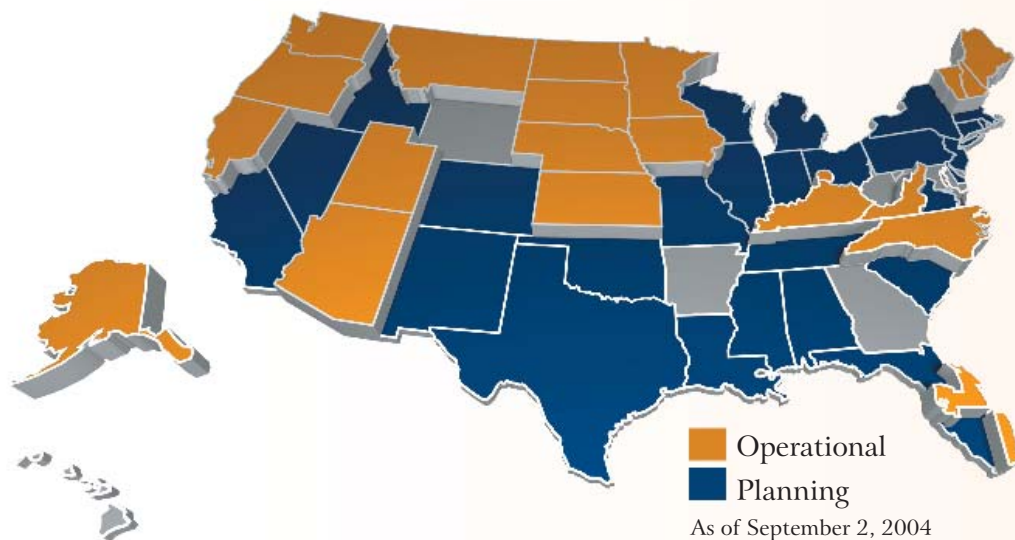
## Key Lessons Learned

- ⦿ Messages must be concise, timely, and accurate.
- ⦿ Motorists primarily want travel delay times – Use special alerts to proactively report major incidents and delays.
- ⦿ It is important to have a Quality Assurance/Quality Control program to ensure continuous content and service quality.
- ⦿ A well-concieved marketing program is key to raising public awareness and increasing service usage.
- ⦿ Operating a backup system is critical for preventing system downtime.
- ⦿ In systems providing messages in more than one language, efforts must be made to ensure that translations are accurate.



“I just wanted to say I really like this service. It has helped enormously over the last couple of weeks.”

## 511 Deployment – Nationwide



## Nationwide Deployment Areas and Access Numbers

|  |                  |
|--|------------------|
| Cincinnati/Northern Kentucky (2001).....   | (513) 333-3333   |
| Nebraska (2001).....                       | (800) 906-9069   |
| Utah (2001).....                           | (866) 511-UTAH   |
| I-81 Corridor Virginia (2002).....         | (800) 578-4111   |
| Arizona (2002).....                        | (888) 411-ROAD   |
| Orlando (2002).....                        | (866) 510-1930   |
| Minnesota (2002).....                      | (800) 542-0220   |
| Southeast Florida (2002).....              | (866) 914-3838   |
| Washington State (2002).....               | (360) 570-2301/0 |
| Iowa (2002).....                           | (800) 288-1047   |
| South Dakota (2002).....                   | (866) MY SD 511  |
| Kentucky Statewide (2002).....             | (866) RDREPORT   |
| San Francisco Bay Area (2002).....         | (510) 817-1717   |
| Montana (2003).....                        | (800) 226-7623   |
| Vermont (2003).....                        | (800) ICY-ROAD   |
| North Dakota (2003).....                   | (866) MY ND 511  |
| Alaska (2003).....                         | (866) 292-7577   |
| Maine (2003).....                          | (866) 282-7578   |
| New Hampshire (2003).....                  | (866) 282-7579   |
| Oregon (2003).....                         | (503) 588-2940   |
| Kansas (2004).....                         | (866) 511-KDOT   |
| North Carolina (2004).....                 | (877) 511-INNC   |
| Sacramento/Northern California (2004)..... | (877) 511-TRIP   |
| Tampa Bay (2004).....                      | (800) 576-3886   |

## Benefits to the 511 Customer

“Benefits that customers receive from using 511 have surfaced in formal research, such as focus groups and surveys, and also through customer comments and through coverage of 511 by the media. Among the many features and benefits identified, those considered important to 511 users were:

- ⦿ Ease of use and convenience
- ⦿ Real-time, accurate, quality road and traffic conditions
- ⦿ Avoiding traffic congestion and road construction
- ⦿ Weather information
- ⦿ Reducing frustration and relieving stress
- ⦿ Helping users to make informed travel choices
- ⦿ Changing travel behavior including altering routes and departure times
- ⦿ Saving time and lives
- ⦿ Receiving information about tourism and other services”

Source of Benefits Information: “The Value of Deploying 511,” by the 511 Deployment Coalition, published May 2004

## Benefits to Agencies Deploying 511

- ⦿ Reducing Labor Intensive Processes
- ⦿ Reduction in Calls to Highway Patrol Offices
- ⦿ AMBER Alerts Add Breadth to 511 Information
- ⦿ Enhanced Interagency Coordination
- ⦿ Positive Perception of Transportation Agencies

## 511 Deployment Coalition Background

Mindful of both the opportunity and challenge that 511 presents, the American Association of State Highway and Transportation Officials, in conjunction with many other organizations including the American Public Transportation Association and the Intelligent Transportation Society of America, with the support of the USDOT, established a 511 Deployment Coalition (Coalition). An executive-level Policy Committee and a supporting Working Group were established to conduct the work of the Coalition. Coalition membership draws from all levels and types of government agencies, various segments of the telecommunications industry, and the fields of consulting, system integration and information service provision. For current information on 511 nationally, go to [www.deploy511.org](http://www.deploy511.org).

-  AIRPORTS
  -  AMTRACK
  -  VISITOR INFORMATION CENTER
  -  HOSPITALS
- U.S. 192 is also known as the Bronson Memorial Highway, Vine Street and Space Coast Parkway.



## Florida 511 Contact Information:

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