

FDOT 511 Working Group Meeting

Tuesday, May 10, 2011 (1:00 p.m. – 3:40 p.m.)

Teleconference Only: 850-414-4976 (32-Port)

Toll-Free: (866) 374-3368 Ext. 4976

Rhyne Building, Rm. 330

Tallahassee, Florida

Attendees:

Gene Glotzbach, FDOT CO	Arun Krishnamurthy, FDOT CO	Chris Birozak, FDOT D1
John Scarpellino, FDOT D1	Bill Fuller, FDOT D1	Carlos Bonilla, FDOT D1
Craig Carnes, D2	Pete Vega, FDOT D2	Donna Danson, FDOT D2
Jason Summerfield, FDOT D2	Sean Wilcox, FDOT D2	Ryan Crist, FDOT D2
Penny Kamish, SRS / FDOT D2	Santos Morin, FDOT D3	Chad Williams, FDOT D3
Dee McTague, HNTB/FDOT D4	Nathan Ruckert, FDOT D5	Shannon Watterson, FDOT D5
Mike Smith, FDOT D5	Jose Grullon, FDOT D6	Joe Snyder, FDOT D6
Terry Hensley, FDOT D7	Chester Chandler, FDOT D7	Wang Lee, MDX
John Hope, Atkins / OOCEA	Jo Ann Oerter, Atkins	TJ Hapney, Atkins
David Chang, Atkins	Vicky Mixson, Global-5	Olivia Polk, Global-5
Phil Silver, LogicTree	Steve Olsen, LogicTree	Olga Sanchez, LogicTree
James Barbosa, IBI		

I. Welcome and Introductions — Gene Glotzbach

Gene Glotzbach opened the meeting at 1:00 pm. Roll call was taken and all parties were represented except for Florida's Turnpike Enterprise (FTE).

II. ITN Update – Gene Glotzbach

• Update & Technical Team

The Invitation to Negotiate (ITN) has been posted for a week. Procurement has not received any questions at this point. The Technical Review Team will be comprised of Gene Glotzbach, Arun Krishnamurthy, Elizabeth Birriel, Pete Vega, and John Easterling.

• Schedule

Gene went over the ITN schedule. Proposals are due on July 6, 2011. The Shortlist Meeting will be held July 28, 2011, and the results will be posted August 1, 2011. Oral Presentation will take place on August 15, 2011. It is expected that the vendor will be selected and the contract will be signed by the end of October 2011.

III. Social Media – Olivia Polk

Gene stated that Florida 511 (FL511) has received permission to use social media to market the Florida 511 system. New Florida Department of Transportation (FDOT) management has a different philosophy from the previous management and FL511 will be using social media for marketing. In the future FDOT will also be able to use social media to disseminate travel information. He introduced Olivia Polk who gave a social media presentation (slides at end of notes).

Olivia showed mock-ups of the proposed Twitter and Facebook pages and pointed out that one-way interaction from the FDOT on Twitter is suggested. She added that Facebook would also be a one-way communication tool to push out marketing messages. Currently the FL511 YouTube account is a live page that is open to the public and has been branded. YouTube is a one-way communication page, which includes: how-to videos, Public Service Announcements (PSA), emergency evacuation video, *et cetera*. Fact Sheets will be provided to Intelligent Transportation Systems (ITS) Management and District Public Information Officers (PIO) for reference. FL511 will be utilizing the educate.fl511.com site to get information out to partners.

John Hope inquired about the possibility of automated posting of information on Facebook. Olivia replied that Twitter would be utilized more for traffic information and could be set up for automated posting; however, Facebook, due to the way the page is developed, does not show all the information because the information does not stay on the page very long and would not be as useful for posting traffic information. Vicky Mixson added that Twitter would be fed from SunGuide and that Facebook would be used mostly for marketing messages, videos, links, *et cetera*. It was explained that emergency messages for events such as major flooding could be posted to Facebook, which could include links to www.fl511.com/EmergencyInformation.aspx for emergency shelters and other emergency information, as well as the Florida Emergency Operations Center (EOC) page. Generally, Facebook will be an additional way to inform the public about where the correct information can be found.

Terry Hensley raised a concern about drivers using the social media sites for 511 while driving. Gene Glotzbach replied that FL511 continually reminds users to “know before you go” by checking information before getting on the road, or to have a passenger check information for the driver. FDOT continues to promote safe usage of the FL511 system. Mr. Hensley stated that he wanted to go on the record about his belief that the use of social media sites for 511 would be a significant increase in hazard for the motoring public. John Hope suggested that video information could be updated to explain how Twitter should be used.

Pete Vega stated that he had received one request over the past couple of years to put FL511 information on Twitter and added that he shared Mr. Hensley’s concern about drivers using phones for information while on the road. Olivia Polk mentioned that she had not personally received any requests to put FL511 information on Twitter, but believes it could be a valuable resource for getting out information to the public during emergencies. Ms. Polk suggested a scenario where the FL511 interactive voice response (IVR) phone system might be overloaded during an emergency situation and discussed how information could be pushed out over social media sites to direct users to the FL511 website or other resources with emergency information.

Mr. Vega also raised a concern over the cost to operate and maintain the social media sites and asked if maintenance would be part of the package of if there would be an associated operation and maintenance cost. Gene Glotzbach replied that the FDOT Central Office (CO) would cover the cost.

Chester Chandler inquired as to the up-time or availability of the social media sites and whether they would equal or exceed the availability of the FL511 site. Vicky Mixson replied that she did not have data available with her at the meeting, but added that it had been her personal experience that Twitter and Facebook rarely have down times. Olivia Polk followed up by saying that Twitter’s primary focus is to not have down time or get overloaded. She added that she had quite a bit of information on Twitter’s history and that the service has shown a lot of up-time and that Facebook probably has the strongest up-time.

Terry Hensley mentioned that he was concerned over the cost going forward. Gene Glotzbach replied that due to FDOT Management's approval and desire to explore using social media sites that the CO will mitigate the cost. He added that if the costs associated with social media sites became too high then it would not be pursued.

With regard to the concerns over availability, Mr. Glotzbach responded that the social media sites would be considered a supplemental means of providing information to the public, but would not affect FDOT's primary means of disseminating information. Arun Krishnamurthy added that it seemed as if there would be a one-time cost to set up the Facebook and Twitter accounts, but due to the sites being used as a means of one-way communication that ongoing costs should be low.

Pete Vega and Chris Birosak both inquired as to who would maintain the information and the quality of the information being pushed out to the public. Terry Hensley added that District 7 would not want transportation management center (TMC) operators to have to maintain the sites. Gene replied that Atkins could monitor the Twitter, YouTube and Facebook accounts and that Global-5 would take care of any marketing efforts for the sites.

Pete Vega stated that there had been a lot of objection to using phones in cars and that the Districts would need an information package to present to District Traffic Operations Engineers (DTOE).

IV. iPhone App Launch – Phil Silver and Vicky Mixson

Phil Silver and Vicky Mixson presented information about the iPhone Application (App) that is coming out and uses the SmartPhone's location chip to provide users with information for the radius requested by the user (slides at end of notes). Phil Silver stated that a number of users have been testing the iPhone App and that with the App running in the background it could automatically push the information so that drivers would not need to interact with the phone to get information.

Terry Hensley inquired about how iPhone App user reports would be distributed. Steve Olsen provided information about feedback filtering from the change order that is currently going through User Acceptance Testing (UAT). He stated that it would improve the ability of the FL511 system to distribute Florida Advanced Traveler Information System (FL-ATIS) feedback to the correct District and added that feedback filtering rules would apply for information from iPhone App users.

Mr. Hensley asked for additional information about how many people were testing the iPhone App and added that he would like to see an objective survey about when and how testers are using the application. He continued by pointing out that it was his belief that by providing the iPhone App, FDOT would be encouraging users to read and text. Phil Silver responded that about 30 testers had been using the iPhone App for about seven months and that Ananth Prasad was one of the testers. Mr. Silver went on to say that the designers have been very sensitive about ensuring that the system could proactively alert and provide information to the user without the user having to call 511 at all. Discussion took place about the need to educate users on the proper use of the application.

Terry Hensley stated that if the FDOT Secretary wanted the application, then perhaps a clear, simple, modified FDOT policy would be useful since the FDOT discourages the use of cell phones while driving. Gene stated that he was not aware of an actual written policy, but that it was more of an understanding of the dangers of talking or texting on cell phones while driving that was being passed on to the public.

An inquiry was made as to the release timetable for other Smartphone Apps. Phil Silver replied that the iPad would be next, followed by Android phones and that a market survey would need to be done after that to determine if a BlackBerry App would be desirable based on the current direction of the Smartphone market.

Vicky Mixson stated that she thought a two-year update of marketing materials that includes social media tools and Apps would be useful. She also mentioned advertising the App on the www.FL511.com site and the possibility of sending a one-time message to text and email users announcing the iPhone App availability. It was also suggested that if Districts were interested in holding TMC Media days that the App could be introduced, which would include a strong safety message to not call/text while on the road. Ms. Mixson also suggested the possibility of adding an iPhone App availability message to dynamic message signs (DMS) signs. Global 5 plans to include the iPhone App in marketing materials as they are ordered, but would not replace current materials. Another suggestion for how to get the word out about the App was to seek possible partnerships with Verizon and AT&T to post signage at their stores.

Joe Snyder pointed out that Javier wanted to make sure everyone was aware that District 6 might not be able to support overhead messaging for the iPhone App on DMS. Gene responded that CO was aware of that issue.

V. Voice Recognition Update – LogicTree

Steve Olsen gave an update on LogicTree's continuing efforts to improve voice recognition and noted that 90 percent was probably the highest level that could be expected for voice recognition and that it would be a very good percentage. Mr. Olsen stated that FL511 was one of the more challenging grammar sets of the 511 systems LogicTree has been involved with due to the number of phrases and words the system is asked to recognize. LogicTree agreed to be held to voice recognition rates for this year that will be measured bi-annually. The first of the bi-annual reports is due at the end of this week and will provide a benchmark.

Currently, FL-ATIS has an adjusted recognition rate of 82 percent for English. Mr. Olsen stated that LogicTree went through a very comprehensive process to analyze utterances in each of the various states with regard to what should or should not be recognized, which included analyzing 1200 utterances in each of 10 states. As part of that process, a number of voice recognition issues reported through feedback were analyzed to identify specific instances when particular phrases have poor results. With the use of those voice recognition results in combination with the use of an off-line tool on utterances, LogicTree is working to optimize the grammars. Where problematic voice recognition issues are found, LogicTree has concrete steps to bring those recognition rates up. Mr. Olsen added that in addition to current objectives that LogicTree has committed to annual increases in recognition rate requirements. By 2012 FL-ATIS will be required to have an 88 percent voice recognition rate.

Gene Glotzbach explained further, by mentioning that FDOT CO provides voice recognition feedback to LogicTree weekly to determine the cause of reported issues. He noted that many issues reported as voice recognition problems are actually due to user errors, such as asking for things in wrong part of system in addition to cell phone signal strength issues that affect system recognition. Each instance is analyzed individually for system problems, user errors, signal strength / line issues, and voice recognition problems, thus using the voice recognition issues that are reported through the system to improve the overall recognition.

VI. Inrix Data Update – Gene Glotzbach

Gene Glotzbach began the update regarding Inrix data by stating the FDOT's contract with the University of Maryland, through the I-95 Corridor Coalition, comes to an end at the end of June 2011. The FDOT can extend the current contract or go to an open solicitation. Gene went on to say that Inrix's data is generally expensive, but that the data accuracy has been tested and verified by the FDOT. He added that there are other companies that claim the same information can be provided for a lesser cost. However, the FDOT has not tested the accuracy of information from other sources. Additionally, the FDOT has modified SunGuide software to accept Inrix data. Currently, travel times shown on the www.FL511.com website for the panhandle and the northern portion of the state are produced using Inrix data. Gene asked the Districts for feedback regarding the need to continue and expand coverage. He went on to say that the FDOT would need to decide if it wants to continue with and possibly expand Inrix type data.

It was pointed out that Inrix data is coming and going on the FL511 website. At the time of this meeting no information was being shown on I-75; information in northeast Florida was only showing a single lane of traffic; and, no travel times were being shown for District 3. James Barbosa replied that IBI is currently in the process of inserting everything received from Inrix on to the website and that IBI would provide a comprehensive update in the next day or two. Pete Vega asked what was shown if there was no feed from Inrix or the FDOT. J. Barbosa replied that if no information was received, then no information was published to the FL511 website.

Gene inquired of the Districts as to their needs for additional roadway miles if the current Inrix contract is continued or another provider was to be contracted. J. Grullon asked from where the funding for expansion would come. Mr. Glotzbach replied that the FDOT CO would cover the expansion and noted that the cost of Inrix data has come down approximately \$150 – 200 per mile. When asked if the consensus was to extend the miles covered if renewing with Inrix or going with another contractor, the following District responses were provided:

- District 1 – Wants to expand. US-41 travel times would be helpful.
- District 2 – Pete Vega commented that a lot of global positioning system (GPS) data is used by Inrix to provide information and that the data may be limited in some areas. Mr. Vega also mentioned that AirSage's data was fairly accurate if not quite as accurate as Inrix's data and that a lot of that data was gathered via Bluetooth detectors and that he believed users had to opt-in. He added that AirSage now has an agreement with Ford and that the majority of the data comes from the trucking industry.
- District 6 – Would be interested in expanding data for the Keys.
- District 7 – Ideally would like more coverage if the ability to do that is available.

VII. Addition of Tourism to Menu – Gene Glotzbach

Some Districts provided feedback to the document Gene sent out regarding the addition of 'Tourism' to FL511's main menu. Following are the options for this addition as described by Gene Glotzbach:

Option 1 – Simplify the main menu. Menu would basically be just traffic and would have to go to a sub-menu to get the tourism information. The advantage of Option 1 is that it streamlines the menu. The disadvantage is that tourism would be pushed to a submenu and users would have to get used to a new menu.

Option 2 – Keep menu structure basically the same. Visit Florida would be a possible replacement for the MyFL511 option since few users ask for MyFL511 because if their numbers are registered they are automatically recognized. The advantage of Option 2 is that tourism would be in a prominent location. The disadvantage is that it does not shorten or simplify the menu structure, but that's something people are used to right now. Gene stated that he thought a significant change to the menu would cause problems for users and stated that he leans toward supporting Option 2.

Following are the District responses to this inquiry:

- District 1: Option 1 – Originally thought Option 1 would be better, but open for discussion.
- District 2: Option 2 –Need all the partners we can get right now. Tourism and Visit Florida have the ear of the governor. Not looking for a long segue, but something like that would build support for our program.
- District 3: Option 1
- District 4: Option 1
- District 5: Option 1
- District 6: Option 1
- District 7: Option 1
- FTE: Not present
- MDX: Option 1
- OOCEA: Option 1 per J. Hope

The consensus was for Option 1, for which Gene pointed out that there would be a significant breaking in period for callers.

VIII. External Agency Access to Input Data – Gene Glotzbach

Gene presented the idea of allowing agencies outside the FDOT (i.e., such as a county or city governments of some sort) that may be collecting data and want to provide data to the website or IVR. He pointed out that there were some projects at the local level with Bluetooth for collecting data on travel times and that there had been some suggestions to add some of that information to FL-ATIS or directly into SunGuide. However, it was noted that if providing data will require SunGuide software, it could be costly for the agencies. One drawback might be that once whatever additional information is provided by the outside agency, users would possibly expect the rest of the information that is normally available to be provided as well and there was the possibility of providing information that would not meet that expectation. Following is the feedback received from the Districts regarding this subject:

- District 1: Lee Co. has SunGuide and bridges information system. District 1 would not have any objection to Lee Co. providing information to the system. He did mention that the data may only be available during business hours and that Lee Co would be able to provide incident information and travel times for bridges.
- District 2: Same pattern as District 1. Gainesville will soon be providing travel times and the District would like to give them the ability to put information in on their own. District 2 is starting to collect data from local agencies. A lot of these agencies have interconnectivity to local law enforcement and feels the data would be useful for limited access facilities. Gainesville is set up pretty well to start providing Gainesville arterials as well as information on I-75.
- District 3: Bay Co. and Tallahassee have TMCs, as well as the Pensacola TMC. Okaloosa / Walton Co. have plans to provide information in the future. Chad says he would be more reassured about some areas providing information than others.
- District 4: As long as data quality can be ensured.
- District 5: At least two agencies want to provide information.
- District 6: No objections if they commit to quality.
- District 7: Many city / county TMCs operate only during business hours. Data may only be available infrequently during those hours, aside from travel times which can be made automatic. Quality control is also an issue. Terry Hensley stated that he thought it would be a good idea if it could be worked out, but thought there would be training and other issues to be considered.
- FTE: Not present
- OOCEA: No comment.
- MDX: No comment.

Gene stated that due to the fact that there was no opposition, allowing outside agencies to provide information may be something to think about, but that it was not something to consider lightly and would take more thought and discussion.

IX. Standard Operating Procedures – Gene Glotzbach

Gene mentioned that he thinks it would be good to provide some guidelines similar to the Style Guide about how the FDOT should be operating FL-ATIS. He added that a training program would be associated. Procedures will be put together and circulated to the Districts. Once a consensus is reached with the Districts, training can be developed.

X. Enhancements

- Filtering Feedback – Enhancement is currently being tested to reduce the number of messages sent to each District that are not relevant to that area. The enhancement will reduce the number of unrelated messages, but will not entirely eliminate them.
- Unconfirmed Messaging – Still on the radar, but at this point has not been discussed in detail.
- Construction Event Reporting – The event is just a point location as it is now reported. It had been suggested that FDOT report construction events with head and tail locations to report the entire extent of the construction (i.e., how many miles). Construction on an interchange would be a point location, but if it's a project where repaving is taking place over a 10-20 mile section, TMCs would be able to report end points of a paving operation and how long drivers should expect to be in the construction zone if the user

continued along that route. LogicTree is investigating what would be involved to make this change.

Joe Snyder suggested that the possible construction event reporting could be expanded to include special events as well. He pointed out that almost every month in District 6 there is a bike race or run on the MacArthur Causeway and that this would be beneficial. He also mentioned that when the President moves through an area, Districts could put up an event that things are closed down for a range of miles. He added that being able to report on a range would be helpful for large funerals, as well, and that any changes would need to tie-in to DMS messaging requirements. Sean Wilcox suggested that the congestion check box could be duplicated for additional construction and special event reporting.

XI. EM Extracts – LogicTree

LogicTree is planning the next EM Extract update by June 15, 2011, but added that the date was dependent on the feedback filtering feature.

XII. Style Guide Training – Gene Glotzbach

Style Guide training has been provided in all Districts. Gene mentioned that training DVDs were available and inquired if additional Style Guide training would be needed in the near future or if the training DVD would suffice for additional training with operators.

Question 1: How was Style Guide training received?

District 1: Definitely appreciated and well done.

Question 2: Additional training needed in the near future?

No questions were raised.

Mike Wacht stated that three copies of the Style Guide training DVD had been sent out to each District and asked the Districts to email him if they had not received the shipment.

XIII. District Best Practices – Gene Glotzbach

Gene asked the Districts to share any issues that resolutions were developed for, lessons learned, operations streamlining techniques, *et cetera*.

District 1: Has Win7 crash issue at times.

District 2: Pete Vega thanked District 4 and possibly others for the idea to use 4-foot by 5-foot signs to advertise 511. Prison Services is capable of producing the signs. District 2 paid their maintenance contractor to install them on RTMS and CCTV poles and put them in key locations where congestion or other problems regularly occur. He added that the use of the signs has significantly improved District 2's numbers. Users have noticed signs and applauded the District for it.

Pete also mentioned that he had learned from Traffic Incident Management (TIM) in St. Johns Co. that helicopters and planes from law enforcement are usually happy to provide information

about incidents or special events that they are monitoring to 511. Video images are a challenge to transmit, but the plane can give a verbal play by play of what is happening on the roadway.

District 6: Has just integrated a program, which does a lot of automated checks on third party data feeds and would like to show it off after it is fully deployed. The District may give a presentation at a future 511 Working Group Meeting.

District 7: Still having a problem with Floodgates and Win7. When operators put in a Floodgate, half of the time it crashes the system and are they are currently looking for a workaround. Microsoft changed something in the code that does not work well with District 7's system.

A year ago the District received money for movable cameras and that equipment is all on the ground now. Wireless testing is being performed and it is hoped that the equipment will be online in a week of two.

To solve the problem of having to recycle trailers to get tags for mobile trailers, the District removed the axles and wheels so that they would no longer be mobile and would not need tags.

XIV. Open Discussion

District 6 - Center-to-Center (C2C) issue in District 6 is keeping them from posting Floodgates and they inquired if other Districts were having similar problems. James Barbosa asked if the issue was affecting delivery of TSS data and stated that IBI was currently reviewing all TSS data. A restart is needed if getting District 4 or MDX information. The problem affects collection of information more than distribution. There was a heightened problem last week where there were huge problems getting data out. Southwest Research Institute's (SwRI) solution was to update C2C to 5.04. J. Barbosa offered to help with testing. Arun asked if District 6's status was better. The District replied that they still have to restart occasionally, but that they were scheduled to update C2C to 5.04 on May 11, 2011.

District 2 - Had issues similar to District 6's problem that SwRI was working on. Fire in Georgia is now in Florida, having just crossed the Georgia/Florida line into Baker Co just west of Jacksonville. Pete Vega stated that they may have to close I-10 and I-95 if the fire cannot be brought under control. District 4 offered to help with signs for detours

District 5 - No issues. SwRI installed a patch today, but it is too soon to see.

District 7 – Infrastructure is not finished for ITS WAN.

XV. Upcoming Meetings

The next 511 Working Group Meeting will be scheduled for August or early September. The meeting ended at 3:40 pm.