Connecting with Customers in the Age of New Media & Google Waze

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Agenda

- About FDOT
- New Media & The Evolution of Traveler Information
- Questions
Florida

- **Unique State**
  - Land of Palm Trees, Disney World & South Beach

- **Lots of People**
  - Population: 19.55 Million
  - Mean Travel Time to Work: 25.8 min
  - FDOT = 7 Districts

- **Melting Pot**
  - Language other than English: 27.3%,
  - Tourism: 94.7 Million (record year)
    - Every 85 visitors = 1 FL Job
    - 76. Billion in Tourism Spending
  - Miami = Capital of Latin America
Communication & ITS

- ITS Mission – Reduce Congestion, Increase Mobility & Improve Safety through Smart Technology
- Communication is the Foundation of the ITS Program
  - Technology Allows us to “CONNECT”
    - Connect to our Roadways
    - Connect with our Resources
    - Connect with End User = DRIVERS!
- Good Communication = Effective Traffic Management
  - Data Sources = Reduce Congestion = Sustainable & Safe Highways
Communication & ITS

- **Why is Traveler Information Important?**
  - Because we are a **PUBLIC** Agency!
  - Traveler Information Promotes Mobility (Reduced Congestion)

- **And Times Are Changing**
  - Traffic Volumes are Increasing, Projects More Complex, Drivers are now “Customers”
  - Not Enough to ‘Just’ Communicate through Traditional Means
    - Public Information Offices
    - Dynamic Message Signs
    - Traveler Information Systems

- **Adapt or Fail to Achieve Program Mission**
  - New Media is Here to Stay
  - New Media serves as Additional Tool in Traffic Management Tool Box
  - New Media will Evolve into “Newer” Media
What Exactly is New Media?

- What is NEW Media?
  - Social Media
    - Facebook, YouTube, Twitter, Instagram, Tumblr and more
    - Americans ARE on Social Media
    - Americans USE Social Media for their Main Source of News
      - FREE Resources!
  - Mobile Applications
    - Tablets, Smart Phones
    - Traffic Application Programs
      - Promotes Active & Continuous User Engagement
Traveler Information in Florida
Traveler Information

The **Florida Advanced Traveler Information System (FLATIS)** is a traffic information dissemination tool of the Florida Department of Transportation (FDOT). Users access information for free traveler information via 24/7. The service launched in 2005 and underwent a major overhaul in 2009.
FLATIS compiles **real-time traffic information** from the majority of Florida’s interstate highways, Florida’s Turnpike, and major roadways in the metropolitan areas.

Incident information │ Travel Times/Speed │ DMS messages │ CCTV images
Information Input & Dissemination

District Z

SunGuide

C2C Publisher

C2C Provider

FL-ATIS System

C2C Collector

C2C Extractor

C2C Plug-in

IDS Database

Service for external users to pull FLATIS data

FLATIS Website

FLATIS IVR

Mobil Apps

Twitter

3rd Party Data Feed
511 Traveler Information

511 Toll-Free Number

www.fl511.com
511 Traveler Information 2.0

Free Mobile App

12 Twitter Feeds
Mobile App

- Uses GPS tracking to provide traffic updates near you
- Provides a map and list view of crashes, congestion and construction
- View traffic camera images associated with incidents
- 102,000 Downloads since Launch
Twitter

- Protected/Privacy Controls
- 17,000 Followers
  - Media, Traffic Reporters, Bloggers
- 140,000 Impressions
  - Number of Times Content is Displayed / Exponential Reach
- Additional Dissemination Tool
- Leveraging Existing Resources to Add Value @ No Additional Cost
  - Minimal Maintenance Cost

@FL511_State
@FL511_Northeast
@FL511_Panhandl
@FL511_Central
@FL511_Southeast
@FL511_Southwest
@FL511_TampaBay
@FL511_I10
@FL511_I95
@FL511_I75
@FL511_Turnpike
@FL_511_I4
WAZE
WAZE

- Among World’s Largest Community Based Traffic & Navigation Apps
- 50 Million Users Worldwide
- Purchased by Google in 2013
- Partnered with FDOT in 2014
  - Additional Dissemination Tool/Data Sharing/Mutual Attribution
  - Another Example of: Leveraging Existing resources to Add Value at no Additional Cost
Waze Data Feed to FDOT
- Crowd Sourced from Drivers
- Passively Contribute Traffic Data via Open App Only
- Actively Contribute Traffic Data Hands Free Method
  - Disabled Text when Vehicle is in Motion

Central Office Processes Waze Data
- Filtered by Event Type, Roadway, Severity, Confidence Level
- TMCs Receive Events by Region/County

TMCs Process & Publish Waze Events
- Event Published by Severity & Confidence Levels
- Operator publishes local Event as Floodgate
District SunGuide Systems
- SunGuide System receives planned closures
- TMC Operators produce incident data
- ITS Detectors produce traffic conditions data

FL–511 System’s 3rd Party Data Feed
- Collects data from TMCs statewide
- Packages data as single data feed

Waze
- Receives FDOT Data
- Provides Crowd-Sourced Data
- Attributes to FDOT
Waze Alerts
- Crowd-sourced traffic alerts
- Waze feed sent to FDOT Central Office

Waze C2C Plug-In
- Converts Waze feed to C2C Status Event Objects
- Filters based on event types and report confidence
- Distributes to TMCs based on geographic location

SunGuide Software
- Displays Remote C2C Waze Events as read-only
- Operators verify events and create SunGuide Events
- Operators set Waze as Notifying Agency
- Operators publish local Waze events to FL-ATIS

FL-ATIS 511 System
- Processes events normally
- Adds attribution to Waze events on IVR and website
Waze Attribution to FDOT

- Events set to have Waze as Notifying Agency
- SunGuide labels these events for attribution
- C2C Event includes new attribution field
  - `<ThirdParty>`Waze`</ThirdParty>`
- Operator Publishes Event Normally
- FL-ATIS Reads Label and Attributes Waze
  - Phase 1a: Catch-all statement
    - “Some Data contributed by Waze” on website and IVR
  - Phase 1b: Event specific attribution
    - To Be Designed (both website and IVR)
Two-Phased Integration

- **Phase 1 – Waze C2C Plug-In**
  - Waze alerts appear as remote C2C Events
  - No Automation – Operators create new, local events
  - Event published to FL–ATIS via response plan

- **Phase 2 – IDS Alert**
  - More Operator/User-friendly
  - Semi-automated workflow
    - Operator still creates SunGuide event and attempts to verify
  - Event published to FL–ATIS via response plan
Thank you,
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