



**PORT
EVERGLADES**
BROWARD COUNTY • FLORIDA



Trucker Traffic Cams Website

Category 3

[https://www.porteverglades.net/
cargo/trucker-traffic-cam/](https://www.porteverglades.net/cargo/trucker-traffic-cam/)





Challenge & Opportunity

Trucking is the backbone of commerce and drivers are the lifeblood. Truck drivers depend on speed and efficiency to make deliveries in a timely manner. Their incomes are based on the number of deliveries they can complete while tasked with getting goods into the marketplace.

Terminal operators and ocean carriers depend on the truckers to deliver and pick up cargo containers on time. Ships are on tight schedules and can't wait for containers stuck in traffic.

Not only are truckers constantly battling traffic congestion on highways and roadways, but they also face some of the worst congestion in that "last mile" inside the port. They cue in long lines outside terminal yards waiting for their turn to pick up/deliver containers filled with apparel, produce, electronics, furniture and other consumer items.

The port received numerous requests from terminal operators, ocean carriers and trucking companies to

devise a way to help truck drivers avoid extended wait times. Drivers and trucking company dispatchers needed an easy way to ascertain the best times to arrive or avoid the Port.





Challenge & Opportunity

Challenge:

- Devise a way to give public access to Port security cameras without compromising security and making the Port vulnerable to cyber attacks in a cost-effective manner.
- How to inform trucking stakeholders about the new online Trucker Traffic Cams

Opportunity:

- Port Everglades had received a federal port security grant and was in the process of purchasing state-of-the-art, high-definition cameras.



Working Creatively and Competitively

- Port security and IT sections worked together researching a way to use cameras without compromising security or leaving the Port vulnerable to cyber attacks.
- *Port security and IT sections partnered with cargo stakeholders to find the best locations for the new camera system.*

Environmental Value for Our Community

- With the implementation of the Trucker Traffic Cams, trucks are no longer idling for extended time periods due to long lines, thereby reducing harmful emissions and reducing the Port's carbon footprint.

Mission – Plan



Our Mission

Port Everglades works creatively and competitively to expand the revenue positions of our trade, cruise and energy customers which in turn creates economic social and environmental value for our community.

Using input from cargo stakeholders, Port management, security and IT met to determine the best solution to the congestion on McIntosh Road, the main artery through the Southport cargo area.

- A Trucker Traffic Camera system was determined to be the best solution. The new service needed to be in real-time, from multiple locations on a 24/7 basis.
- Port IT section, working with Port Security, researched available software that would safeguard Port security cameras from hacking threats. The team selected an affordable application that could be easily integrated into the system.
- New high-definition cameras would be purchased using seaport security grant funds.
- External Affairs would develop the Trucker Traffic Cam webpage. They also strategized on a plan to promote the new Trucker Traffic Cam service. External Affairs also researched social media opportunities to reach truck drivers directly.



Planning & Programing

Strategies and Tactics to Promote Trucker Traffic Cam

- On May 23, 2022, the new Trucker Traffic Cam webpage was launched along with easy-to-find links from the Port homepage.
- External Affairs determined that the webpage should be bilingual since the majority of truck drivers spoke Spanish as their first language.
- A press release was distributed to local media as well as cargo and trucking trade publications.
- QR codes were developed to easily link to the webpage from mobile devices.
- Social media posts were launched on Twitter, Facebook and Instagram. Key truck driver handles were tagged in each post.
- All cargo partners were sent the press release to share with their trucking company and independent drivers.



Actions & Outputs



Trucker Traffic Cam

[View Here](#)

Cargo

- [Bulk/Break Bulk](#)
- [Containerized Cargo](#)
- [Cranes & Services](#)
- [Facilities](#)
- [Near-Dock Rail](#)
- [Perishables](#)
- [Petroleum](#)
- [Shipping Lines](#)
- [Tariff](#)
- [Terminal Operators](#)
- [Transit Times](#)
- [Trucker Traffic Cam](#)



Southport Trucker Traffic Cams

Real-time video feeds from our Southport containerized cargo area.
Videos en tiempo real de nuestra área de carga en contenedores en el surpuerto.

Traffic Camera #1

View looking north from Crowley Building showing entrances for Crowley Terminal, Port Everglades Terminal (PET) and Florida International Terminals (FIT).
Vista mirando hacia el norte desde el edificio Crowley que muestra las entradas para la terminal Crowley, la terminal Port Everglades (PET) y las terminales internacionales de Florida (FIT).



Traffic Camera # 2

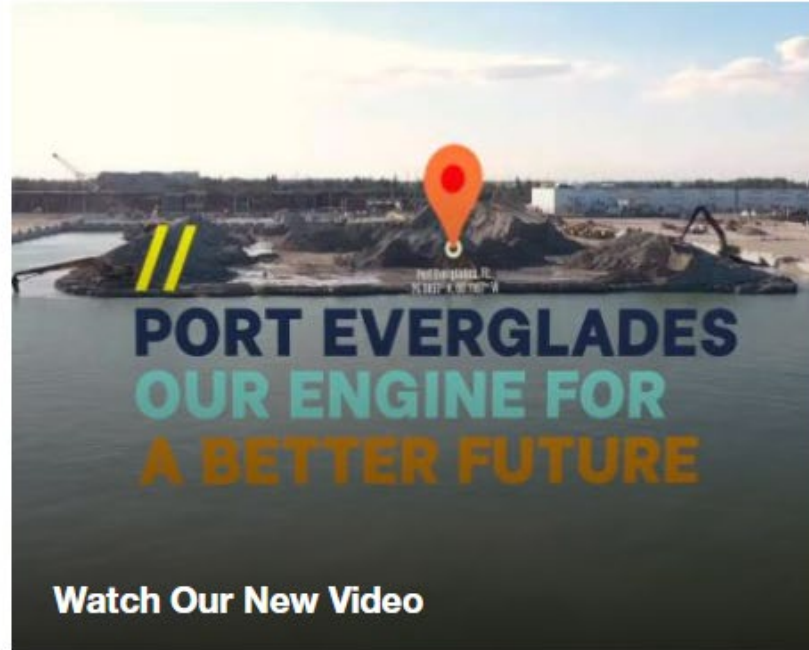
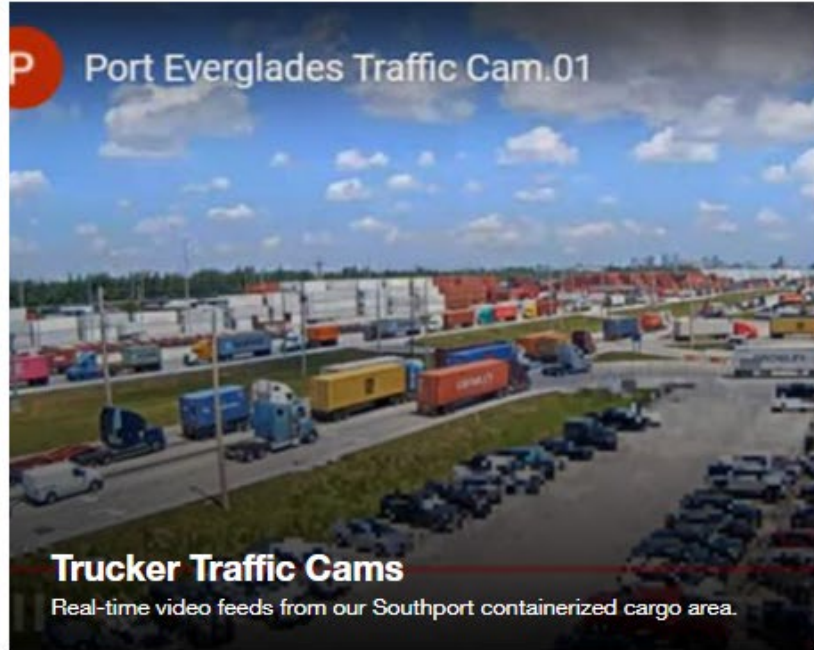
View looking south from the McIntosh Road security checkpoint.
Vista mirando hacia el sur desde el puesto de control de seguridad de la calle McIntosh.



Traffic Camera # 3

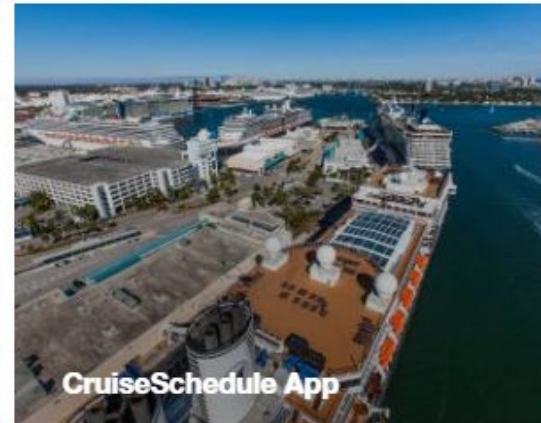
View looking north on McIntosh Road from the security checkpoint.
Vista mirando hacia el norte en McIntosh Road desde el control de seguridad.





Trucker Traffic Cam

porteverglades.net
homepage





[← Back](#)

Port Everglades Launches New Trucker Webcams

May. 23, 2022

BROWARD COUNTY, FL -- Truck drivers coming to Port Everglades will now have 24/7 live camera access to monitor traffic flows on McIntosh Road, the main thoroughfare in the port's Southport containerized cargo area.

"Certain times of day are busier than others, and these new webcams give truckers the ability to plan accordingly," said Port Everglades Chief Executive and Port Director Jonathan Daniels. "The trucking community and our customers requested this service and we responded."

Two camera views are available -- looking north from the Crowley Administration Building showing entrances for the Crowley Terminal, Port Everglades Terminal (PET) and Florida International Terminal (FIT), and, looking south from the McIntosh Road security checkpoint.



 **SCAN ME**

English



 **SCAN ME**

Spanish

Drivers can scan the QR codes in English and Spanish to go directly to the website at <https://www.porteverglades.net/cargo/trucker-traffic-cam/>.

ABOUT PORT EVERGLADES

A global powerhouse for international trade, Port Everglades handles an average of one-million TEUs annually (20-foot equivalent units, the industry standard measurement for container volumes) and serves as a gateway to Latin America, the Caribbean, Europe and Asia. Located within the Florida cities of Fort Lauderdale, Hollywood, and Dania Beach, Port Everglades is in the heart of one of the world's largest consumer regions, including a constant flow of approximately 112 million visitors statewide and 6 million residents within an

90-mile radius. Port Everglades has direct access to the interstate highway system and the Florida East Coast Railway's 43-acre

Press Release

<https://www.porteverglades.net/articles/post/port-everglades-launches-new-trucker-webcams/>



- Trucker Traffic Cams have been successful in helping drivers monitor traffic flows on McIntosh Road, thus having an immediate result of reduced traffic congestion while improving efficiency.
- Since its launch, the Trucker Traffic Cam webpage has consistently been ranked as the third most visited page on the Port Everglades website.
- The Trucker Cam program has been praised by port officials, terminal operators, trucking companies and truckers for how effective it has been at improving safety, trip planning and providing real-time information about traffic conditions.
- The cameras were a relatively low-cost investment that has had a significant impact on the efficiency of the port. It is a clear example of how technology can be used to improve the flow of goods and services.
- Port officials also use the cameras to monitor traffic and identify potential problems. As a result, the cameras help improve efficiency and reduce delays, which benefits everyone involved.

Outcomes & Results



Trucker

Traffic Cam

Top 3 Webpages

Top Pages ?

Month ▼

1.	16,664	/
2.	5,523	/cruise/parking/
3.	5,197	/cargo/trucker-traffic-cam/
4.	3,231	/cruise/arriving-and-departing/
5.	2,625	/cruise/cruise-terminals/
6.	2,330	/cruise/cruise-terminals/terminal-2/
7.	2,311	/cruise/
8.	2,144	/cruise/cruise-terminals/terminal-25/
9.	1,927	/cruise/cruise-lines/
10.	1,475	/cruise/transportation/
11.	1,075	/news-room/port-publications/
12.	952	/cruise/cruise-terminals/terminal-18/
13.	896	/cruise/cruise-terminals/terminal-4/
14.	895	/cruise/parking/parking-rates/
15.	834	/cruise/cruise-terminals/terminal-21/
16.	696	/about-us/port-administration/
17.	696	/cargo/
18.	678	/cruise/cruise-faqs/
19.	648	/cruise/parking/disabled-parking/
20.	624	/cruise/cruise-terminals/terminal-19/





Social Media Metrics

📌 Posts

7
posts

📌 Post impressions

3.5K
impressions

📌 Post reach

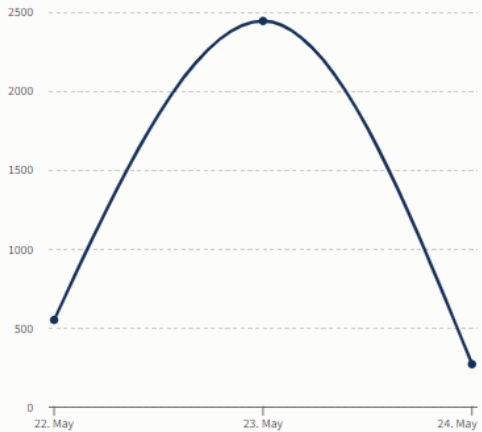
3.3K
users

📌 Post shares

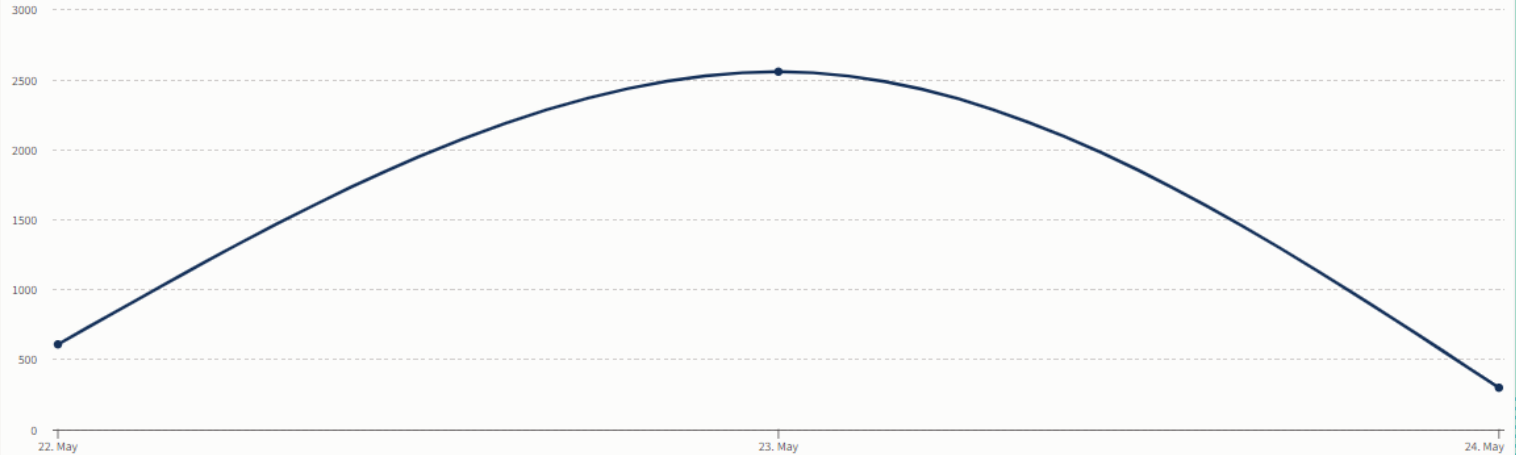
11
shares

📘 Post reach > Page

● Port Everglades



📘 Post impressions







Social Media Metrics






Social Media Metrics

	Port Everglades Launches New Truc... May 24, 2022	Post		608	50
	Port Everglades Launches New Truc... May 23, 2022	Post	Boost post	1,725	22



Instagram

Boost post



Port Everglades Launches New Trucker Webcams Truck drivers coming to Po...
May 24, 2022 at 12:01 PM
ID: 17964403135636977

Interactions

50 likes 0 comments

Performance



Metric	Total	Comparison
Reach	608	84% of your 50 most recent Instagram posts and stories.
Likes, comments and shares	51	78% of your 50 most recent Instagram posts and stories.
Results	--	

Metric	Value
Reach	608
Likes	50
Comments	0
Shares	1
Link clicks	--



Facebook

Boost post



Port Everglades Launches New Trucker Webcams Truck drivers coming to Po...
May 23, 2022 at 3:07 PM
ID: 5290540610984348

Interactions

👍 22 reactions 💬 0 comments ➦ 6 shares

Performance

Metric	Total	Worst	Best	Description
Reach	1,725			This post reached more Accounts Center accounts than 89% of your 50 most recent Facebook posts and stories.
Reactions, comments and shares	28			This post received more reactions, comments and shares than 83% of your 50 most recent Facebook posts and stories.
Results	36			This post received more link clicks than 78% of your 50 most recent Facebook posts and stories.

Metric	Value
Reach	1,725
Reactions	22
Comments	0
Shares	6
Link clicks	36



Twitter Post



Port Everglades @PortEverglades · May 23, 2022



Truck drivers coming to Port Everglades will now have 24/7 live camera access to monitor traffic flows on McIntosh Road, the main thoroughfare in the port's Southport containerized cargo area. Read more...bit.ly/3NxFHGw



English



Spanish





Twitter



Port Everglades @PortEverglades · May 23, 2022



Truck drivers coming to Port Everglades will now have 24/7 live camera access to monitor traffic flows on McIntosh Road, the main thoroughfare in the port's Southport containerized cargo area. Read more...bit.ly/3NxFHGw



5



1



0

Impressions ⓘ

1,027

Engagements ⓘ

36

Detail expands ⓘ

17

New followers ⓘ

0

Profile visits ⓘ

0

Link clicks ⓘ

11



Twitter Mentions

Michael Udine @Michaeludine · May 23, 2022
Truck drivers coming to @PortEverglades will now have 24/7 live camera access to monitor traffic flows on McIntosh Road, the main thoroughfare in the port's Southport area.

"Certain times of day are busier than others, these new webcams give truckers the ability to plan"

Michael Udine @Michaeludine · May 23, 2022
porteverglades.net/articles/post/...

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Ports @PortsWorldwide · May 26, 2022
Port Everglades launches new trucker webcams



porttechnology.org
Port Everglades launches new trucker webcams
Port Everglades, Florida has installed 24/7 live cameras to allow traffic monitoring for truck driver...

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Crypto Crypto News @CryptoCryptoNe3 · May 31, 2022
Port Everglades Launches New Trucker Webcams CRYPTO CRYPTO NEWS - cryptocryptonews.com/port-everglade...

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Port Technology International (P...) @PortTechnolo... · May 26, 2022

Port Everglades launches new trucker webcams - porttechnology.org/news/port-ever...



1 5

Ports @PortsWorldwide · May 26, 2022

#RT @PortTechnology: Port Everglades launches new trucker webcams - porttechnology.org/news/port-ever...



NewsHubGlobal @NewsHubGlobal · May 30, 2022

Port Everglades Launches New Trucker Webcams
newshubglobal.com/port-everglade...

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PORT EVERGLADES

BROWARD COUNTY • FLORIDA

STAY CONNECTED

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PortEverglades.net



port.everglades



@porteverglades



PortEvergladesFL



port-everglades



@portevergladesfl

26° 05.5' North Latitude · 80° 04.8' West Longitude