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Florida Department of Transportation (FDOT)
ITS Office
605 Suwannee Street, MS 90
Tallahassee, Florida 32399-0450
(850) 410-5600
www11.myflorida.com

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ITS America's 14th Annual Meeting and Exposition

This year's ITS America 14th Annual Meeting and Exposition was held in San Antonio, Texas, starting Monday, April 26, and running through Wednesday, April 28. The theme for this year's meeting and exposition was — "At the Crossroads: Integrating Mobility, Safety, and Security." San Antonio was a perfect fit for the ITS Americas 14th Annual Meeting and

Exposition, as San Antonio is itself a “crossroads.” San Antonio is a blend of many cultures and heritages coming together to form the ninth largest city in the U.S.

The ITS America 14th Annual Meeting and Exposition kicked off with an opening session Monday morning where ITS America’s new vision was unveiled. This vision is of “Zero Fatalities, Zero Delays,” referred to as “Vision Zero.” Incoming Chairman of the Board, Brent Bair, accepted the gavel from the outgoing Chairman and presented awards for the top achievements in the ITS industry through the ITS America Best of ITS Awards program. More on this year’s awards can be found later in this edition of the *SunGuideSM Disseminator*.

The opening session’s keynote speaker, James E. Hall, former Chairman of the National Transportation Safety Board (NTSB), presented his perspective on the role ITS plays with safety and security. Mr. Hall is a champion of safety and has led efforts to improve aviation safety during his term as Chairman of the NTSB, as well as leading efforts to issue safety studies on child restraint systems, the dangers to children by passenger side automobile air bags, personal water craft safety, transit bus safety oversight, and passive grade crossings.

Program Sessions were held Monday afternoon and all day Wednesday. Program Session topics were broken into eight Forum Tracks established as part of ITS America’s reorganization, along with an additional session dealing with the Business of ITS. The eight Forum Tracks addressed Automotive, Telecommunications and Consumer Electronics; Transportation System Operations and Planning; Information; Public Transportation; Public Safety; Commercial Vehicle and Freight Mobility; Policy, Evaluation and Advocacy; and Research, Integration, Training, and Education.

In addition to the Program Sessions, ITS America’s program included the Forum Showcase and Business Sessions, as well as Executive Sessions. The Forum Showcase provided an opportunity to learn about each new forum, discuss hot issues with colleagues, and exchange information and resources to better manage and deploy ITS. The Business Sessions were seminar-style sessions put on by vendors in the ITS industry. These sessions provided an opportunity to learn what vendors offer, ask questions, and bring back new ideas. The Executive Sessions covered topics that discussed the future of ITS in homeland security, legislative opportunities (reauthorization and appropriations), and transportation safety.



ITS America’s program also included a live incident management demonstration. This first-time demonstration brought together many aspects of ITS technology, integrated to show the capabilities of ITS in incident management. The demonstration showcased the many



ways technology can assist responders in managing incidents and save lives.



One of the major venues of the ITS Americas 14th Annual Meeting and Exposition was the exhibition hall. This



year's exhibition was the largest sponsored by ITS America. Over 165 exhibitors participated. The exhibitors, as in previous years, offered solutions and provided demonstrations of new technologies to improve ITS capabilities in order to increase efficiencies and the safety of our transportation systems.

A number of peripheral tours, workshops, meetings, and courses were also held on

Saturday and Sunday, April 24 and 25, as well as on Thursday, April 29. These tours, workshops, meetings, and courses were provided to participants in order to strengthen their knowledge of ITS and to build better ties to the ITS community.

No ITS America Annual Meeting and Exposition is without its share of opportunities to network with others in the ITS community. Networking began on Monday morning with the opening continental breakfast, continuing Monday afternoon with the Networking Extravaganza, and ending Wednesday evening with the Gala Final Event. Sandwiched between these networking opportunities was the Exhibit Hall Reception on Tuesday afternoon. These events provided a perfect opportunity to meet with colleagues and talk with leaders in the ITS industry.



If you missed this year's ITS America 14th Annual Meeting and Exposition, your next chance to attend will be next year in Phoenix, Arizona, where the ITS America 15th Annual Meeting and Exposition will be held. Make your plans now.

This article was provided by Gene Glotzbach, FDOT ITS Office. For more information, please contact Mr. Glotzbach at (850) 410-5616 or email Gene.Glotzbach@dot.state.fl.us.

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FDOT Wins ITS America Best of ITS Award



Each year ITS America presents its Best of ITS Awards. This year was no different, except that the FDOT submitted for an award under the category of Marketing and Outreach and was in the running! The FDOT ITS



Office submitted its successful ITS Working Group Meetings as an example of what it is doing to showcase ITS in the state of Florida.

FDOT's competition came from the Maine Department of Transportation with their 511 Traveler Information "Know Before You go," TransCore with their Integrated Interoperability System for Parking and Airport Operations, and the Utah Department of Transportation with their CommuterLink Value-Added Campaign.

And the big winner in the Marketing and Outreach category was FDOT with the ITS Working Group Meetings.

In addition to the award given for Marketing and Outreach, seven other awards were given. These awards and their winners were:

- **New Product, Service or Application:** the Metropolitan Transportation Commission (Oakland California) for its 511 Traveler Information service.
- **Education and Training:** the U.S. Department of Transportation for its Technical Training by Telephone (T3).
- **Partnership Deployment (Public-Private and Private-Private Sector Partnership):** the San Diego Mission Valley Project for its Advanced Transportation Management and Traveler Information System.
- **Partnership Deployment (Public Sector Partnership):** CTECC (Austin/Travis County, Texas region) with its Combined Transportation, Emergency and Communications Center (CTECC).
- **Public Safety:** the Illinois State Toll Highway Authority for their Traffic and Incident Management System.
- **Research Program:** the University of California Partners for Advanced Transit and Highways (Path) Program for its Automated Bus Rapid Transit Technology Development and Demonstration.
- **Return on Investment:** the Utah Department of Transportation for its CommuterLink Advanced Traffic Management System.

This article was provided by Gene Glotzbach, FDOT ITS Office. For more information, please contact Mr. Glotzbach at (850) 410-5616 or email Gene.Glotzbach@dot.state.fl.us.

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Florida to Evaluate the Freight Information Real-Time System for Transport

Florida's Port of Miami, Port Everglades, and Port of Palm Beach to Evaluate Deployment of the Freight Information Real-Time System for Transport (FIRST) — A Port Information Network

In an effort to enhance traffic management for commercial vehicles at Florida's port facilities, and to improve security in a coordinated manner, three ports (Port of Miami, Port Everglades, and Port of Palm Beach) will evaluate FIRST for possible deployment at their facilities. FIRST was previously discussed in the March 2004 edition of the *SunGuideSM Disseminator*. FIRST, originally developed by the Port Authority of New York and New Jersey (PANY&NJ), is an internet-based, real-time network that integrates numerous resources into one, easy-to-use Web site designed to:

- Facilitate the exchange of port and cargo information;
- Ease access into and out of the ports;
- Provide traffic-related information around port access areas; and
- Provide access to state Transportation Worker Identification Credential (TWIC) databases.

This evaluation will be a cooperative effort of the Florida Commercial Vehicle Information Systems and Networks (CVISN) Program, the Florida Ports Council, the Port of Miami, Port Everglades, the Port of Palm Beach, and the PANY&NJ. The effort is also supported by the I-95 Corridor Coalition as a means to mitigate increasing congestion along the I-95 Corridor from Maine to Florida, and to export this innovative port information network to other areas along I-95 as well as the remainder of the country.

If Florida implements FIRST, it will be the first time the information network has been deployed outside of the New York/New Jersey area. The I-95 Corridor Coalition has contributed funding for FIRST in past years and is very supportive of the FDOT/PANY&NJ collaboration.

The Florida's FIRST will be designed to:

- Facilitate the movement of goods in and around Florida's ports;
- Reduce freight and passenger congestion levels;
- Reduce emissions;
- Increase safety;
- Decrease security threats associated with intermodal freight movements; and
- Improve the economic viability of freight movements within and through the state.

Florida will leverage work already completed by the PANY&NJ as well as the investment (approximately \$2.5M) that was previously made during development and testing of the port information network in the New York/New Jersey region. By working together, Florida will gain tremendous benefits by sharing processes and ideas, thus providing better service to the citizens of Florida – and especially Florida's freight stakeholders.

Benefits of FIRST	
Importers/Exporters/Shippers	<ul style="list-style-type: none"> • Pickup/delivery notification • In-transit visibility • Improved workflow and collaboration with logistics providers
Ocean Carriers	<ul style="list-style-type: none"> • Pickup/delivery notification • In-transit visibility • Data transmission savings • Web design/hosting savings • Improved equipment utilization
Freight Forwarders/Brokers	<ul style="list-style-type: none"> • Pickup/delivery notification • In-transit visibility • Ability to nominate trucker • Real-time trucker status
Terminal Operators	<ul style="list-style-type: none"> • Increased gate moves/throughputs • Quicker fee collections • Data transmission savings • Pre-notification of truck arrivals • Efficient use of labor/equipment
Truckers	<ul style="list-style-type: none"> • Real-time container status • Real-time gate activity • Real-time incident and traffic management reports • Advanced notice of fees due • Efficient use of labor/equipment • Increased capacity for additional moves
Regional Transportation Agencies	<ul style="list-style-type: none"> • Reduced highway congestion and vehicle emissions • Increased commercial vehicle safety
Port Authority	<ul style="list-style-type: none"> • More cohesive terminal operations • Comprehensive statistical database for future planning

FIRST provides a central database of all port and cargo related information, in real-time, to authorized users. The system offers a “one-stop-shopping” site for all the cargo information needs of the port community. Information available to a user includes:

- Cargo status information;
- Vessel and train arrivals;
- On-port traffic conditions;
- Wait times at terminal entry gates; and
- Traffic and incident management reports for local and regional roadways.

The goals of FIRST are to improve the overall efficiency of a port; increase trucker productivity (more turns per day, less time in queue, less time at the terminal); improve air quality and congestion mitigation; reduce data transmission and receiving costs; reduce paperwork; improve workflow; and increase a port’s competitive advantage.

Although FIRST was originally developed to facilitate efficiency and productivity at the port, FIRST also plays a role in port security. Security personnel have access to a myriad of information regarding the containers being unloaded and the drivers delivering and picking up the containers. Security personnel can view the last 90 days of a container’s activity and verify driver information, including a digital photo assuring that not only is the driver who he says he is, but that he’s authorized to pick up the respective container.

Florida Selected to Prototype Transportation Security Administration’s TWIC

In a joint effort with the Transportation Security Administration (TSA), Florida will develop a single TWIC identification card that will be used by workers at all of Florida’s 12 ports. The identification cards, which will be issued by the Florida Department of Highway Safety and Motor Vehicles, are scheduled to be issued beginning July 1, 2004. Florida will be the first to use a single identification card across the entire state. This joint effort is supported by government, union, port management, and commercial trucking industry stakeholders. Having a single identification card will be a great benefit to the commercial trucking industry which currently pays for a separate identification card for each port they service. A single identification card will provide tremendous savings to the commercial trucking industry, especially to those servicing several ports.

The joint effort also complements FIRST as the TWIC database, which contains driver information, can be used to provide that information to FIRST. By marrying FIRST and the TWIC database, Florida will lead the way in providing a complete “picture” of freight moving in and out of its ports. Florida’s FIRST will contain information on both the container **and** the driver. Since drivers will not be issued a TWIC identification card unless they have passed the requisite background checks, this information will add another layer of security to FIRST.

Both the FIRST and TWIC initiatives will provide many benefits for intermodal freight operations stakeholders, not only in Florida, but worldwide. As a national leader in ITS, Florida will once again demonstrate how technology can be successfully used to save lives, time, and money.

This article was provided by Richard Easley, E-Squared Engineering. For more information, please contact Mr. Easley at (703) 858-5588 or email Richard.Easley@gte.net.

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SunGuideSM Software Update

The SunGuideSM Software Technical Review Committee, Executive Review Committee, and other invited participants met with the SunGuideSM Software Development Team at Southwest Research Institute (SwRI) in San Antonio, Texas, on April 29, 2004. This unique joint meeting, which included software demonstrations in the SwRI Labs, provided very helpful interfaces among the SunGuideSM Software users and developers.

During the meeting, the FDOT briefed the participants with the latest status of the license negotiation. Each FDOT District and Florida's Turnpike Enterprise member was provided with an updated RTMC project development schedule.



SwRI presented the current SunGuideSM Software project status and follow-ups on action items from the Users' Requirements Review and Software Requirements Review Meetings.

After a morning break, SwRI demonstrated the software functions of the Executive Handler, Status Logger, Map, Graphic User Interface, Data Bus, Closed-Circuit Television, and Transportation System Sensor.

Members from the Technical Review Committee, Executive

Review Committee, and the SunGuideSM Software Development Team had very productive discussions which led to an understanding of the latest SunGuideSM Software progress.

The FDOT and SwRI personnel met in the afternoon to reach consensus on the SunGuideSM Software testing procedures.

This article was provided by Liang Hsia, FDOT ITS Office. For more information, please contact Mr. Hsia at (850) 410-5615 or email Liang.Hsia@dot.state.fl.us.

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We invite you to have some fun and complete the *SunGuideSM Disseminator* Word Challenge!

An answer guide follows the Editorial Corner.

Enjoy and Good Luck!



Advocacy	Forum	Reauthorization
Appropriations	Freight	Research
Automotive	Homeland	Safety
Commercial	Incident	Security
Crossroads	Integration	Sessions
Demonstration	Legislative	SunGuide
Education	Mobility	Technology
Electronics	Networking	Telecommunications
Evaluation	NTSB	Texas
Exposition	Policy	Transportation

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Lakeland Electric Expands its Fiber Network Through Agreement with FDOT

A new unique project between the Florida Department of Transportation (FDOT), Lakeland Electric and the city, will provide the utility with additional revenue and an expanded fiber network, improve the city's traffic control system – and save the FDOT \$1.2 million.

Under the agreement, approved in early February by the Lakeland City Commission, Lakeland Electric will install a new fiber network system that will link 177 traffic intersections to the city's main traffic control center. At the same time, Lakeland Electric will be expanding its existing 230-mile fiber system by an additional 54 miles. The work is expected to begin in March; with the bulk of the project due for completion within eight months.

Lakeland Electric's fiber network is enclosed in cables that run along power lines throughout the utility's service territory. The system transmits data from substations and carries all the city's information systems and phone service for city departments.

“This fiber network upgrade will put us in a very good position for additional opportunities in the future,” said Richard Hesse, Lakeland Electric's Telecommunications Engineering Supervisor, who is coordinating the project. For example, the additional fiber could be leased to phone companies offering local phone service or be used for high-speed internet service, he said. It will also aid in the expansion of Lakeland Electric's new wireless system currently used by the Reliability Response Team to receive and process work orders.

For the city, the fiber network will link traffic signal controller boxes at key intersections to the city's main traffic control center. When the new fiber network is completed, the FDOT will work with the city to install new high-tech traffic signal controllers and new traffic control center software that checks and controls traffic conditions. New CCTV camera equipment will also be installed at selected intersections that will allow the city engineers to monitor traffic flow.

A Good Idea That Benefits Many

After attending meetings related to FDOT's signal project between the city, Lakeland Electric and the FDOT, Gary Morris, a Lakeland Electric Fiber Optics Engineer, and the FDOT discussed an idea about using Lakeland Electric's existing fiber plant.

The FDOT traditionally pays for the installation of the fiber system and then turns the responsibility of maintaining the system over to the local agency. But Morris and the FDOT believed it would be beneficial if the FDOT hired Lakeland Electric to install the new system – and at the same time, the utility could expand its existing fiber capabilities. The idea proved to be a good one.

“ I thought it would save a lot of work and benefit the city and Lakeland Electric and save the FDOT some money,” said Morris. “When I ran the numbers it was a win-win situation for everyone.”

Having Lakeland Electric fiber optic engineers design and install the system, will save the FDOT approximately \$1.2 million in construction and installation alone. Lakeland Electric will maintain the fiber network under a separate agreement with the FDOT for a little more than \$20,000 per year over a 20-year period.

Morris is assembling a team of engineers from the Energy Delivery Telecommunications Group to design the new system and line crews will do the installation.

Lakeland Electric will be installing cables with 96 fibers inside. Twelve of those will be used by the FDOT for the city's traffic control; the remaining 84 will be dedicated for Lakeland Electric's use.

“This project is a good opportunity for everyone involved,” said Chris Birosak, a Senior Transportation System Project Manager for FDOT's District One.

“And, since the FDOT is paying for the installation of their 12 fiber system Lakeland Electric is going to install the additional fiber they need for free,” he said. The only additional costs for Lakeland Electric will be for the additional 84 fiber cable.

Birosak says he believes this may be the first time FDOT has entered a fiber network installation project with a municipal utility.

This article was written by Susan Shulins for The Currents, the Lakeland Electric employee newsletter. It is reprinted with the permission of Lakeland Electric. For more information, please contact Robin Tillett at (863) 834-6392 or email Robin.Tillett@lakelandelectric.com.

For more information on ITS Florida™, please check the ITS Florida™ Web site at www.itsflorida.org or contact Diana Carsey, Executive Director, at (727) 409-5415, or email CarseyD@verizon.net.

If you wish to contribute an article to the *SunGuide*SM *Disseminator* on behalf of ITS Florida™, please contact Erika Ridlehoover at (813) 376-0036, or email Erika.Ridlehoover@transcore.com.

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Editorial Corner — Performance Measures Instrumental to ITS

Although ITS are not really new, over the past few years we have seen significant changes in our approach to ITS within Florida. These changes have challenged Florida's ITS Program, and created an opportunity for the FDOT to develop a sound management strategy for the entire ITS Program. We can all be proud of our recent ITS Program advances, including:

- The iFlorida model development project;
- 511 traveler information;
- Regional ITS architecture development;
- Additional traffic management center openings;
- ITS coverage area expansion; and
- Enhancement of services and features to improve transportation system performance, traveler safety, and customer service.

In addition to these recent accomplishments, our greatest achievement can be found in the groundwork that has been undertaken to ensure the future of Florida's ITS Program.

Our future plans for Florida's ITS Program are comprehensive, and in many ways visionary. Even so, we will undoubtedly be confronted with numerous opportunities and unanticipated challenges over the next several years. These future opportunities will include technological advances and innovations that will cause us to rethink many aspects of how we currently monitor and manage the operation of our transportation system. How we respond to the challenges presented by advancements in technology and innovation will be the true barometer of our future performance. Fortunately, the FDOT has a strong organization and team in place to properly respond to these future challenges.

It is critical for the future success of the ITS Program, that we develop techniques to objectively define the effectiveness of Florida's ITS. Some may be tempted to judge the success of our ITS Program by the number of ITS deployments in place, or the extent of ITS coverage areas. We must keep in mind that ITS effectiveness is the true measure of our performance. ITS effectiveness will be contingent upon many of the key program components

being developed today, such as system interconnectivity or compatibility of the systems, incorporation of advancing technology, appropriate operation and maintenance of the systems, and the ability to quantify system effectiveness through meaningful performance measures.

Performance measures remains one of the most difficult, and also one of the most important challenges, for the ITS Program, as it is with many of the FDOT's programs. Although often times misunderstood, meaningful performance measures can be the single most important component of a well-managed program. Performance measures can be used in many ways to:

- Measure how well a program is working;
- Communicate to others what is important; and, often,
- Justify the value of a program and the funding needed to support it.

This is the case with our ITS Program. We, as transportation professionals, understand the significance and importance of the ITS Program. In order to develop the ITS Program to its fullest potential, we must create performance measures to communicate program importance, evaluate ITS success, define key program elements, and continue to demonstrate the benefits of the ITS Program. It is crucial to the long term viability of the ITS Program that we communicate the importance and benefits of ITS; and there is no better way of doing that than by monitoring and reporting performance using fully developed, meaningful, and well-understood performance measures.

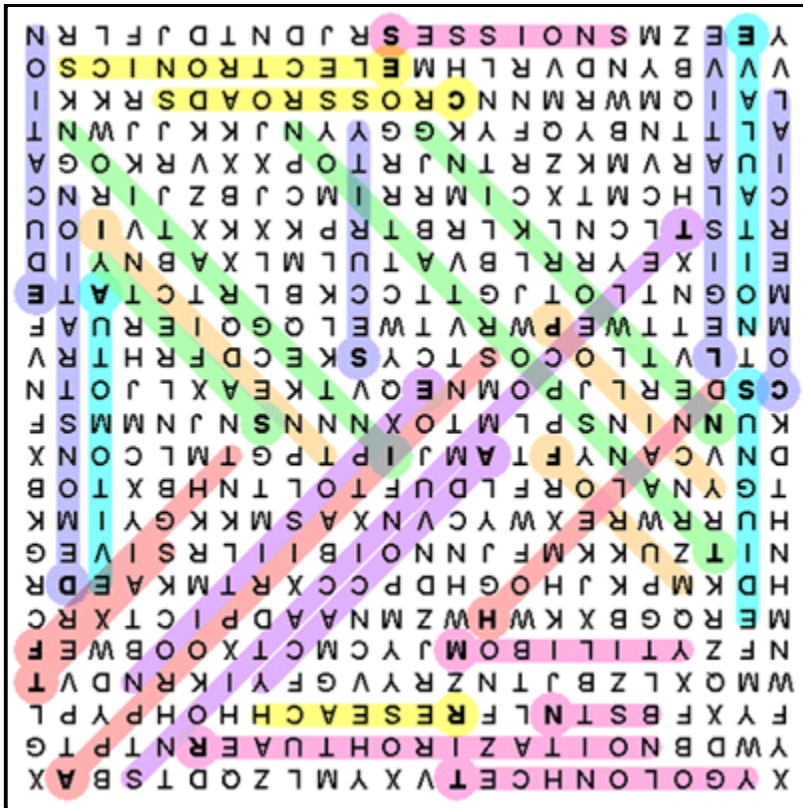
I am confident that the FDOT will continue to be recognized as national leaders in ITS, as we work to build on our current successes, optimize our future opportunities, address inevitable challenges, and fully engage the team we have in place to lead our organization into the future.

This editorial was provided by Bill Albaugh, FDOT Highway Operations. For more information, please contact Mr. Albaugh at (850) 414-4116 or email to Bill.Albaugh@dot.state.fl.us.

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Announcements

FDOT Mid-Year ITS Working Group Meeting

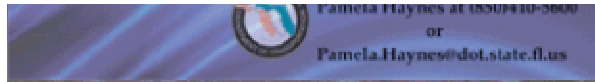
The FDOT ITS Office has set the FDOT Mid-Year ITS Working Group Meeting for July 14, 2004. Additionally, during the week of July 13-14, other ITS-related events have been scheduled. The following meetings/events have been scheduled:

- Change Management Board Meeting
- 511 Working Group Meeting
- ITS Florida Board of Directors Meeting
- ITS Florida Member Appreciation Reception

We hope you will make plans to attend!



For more information, please contact Ms. Kristen Blanton at (850) 410-5631 or email Kristen.Blanton@dot.state.fl.us.



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State Highway Engineer Division Employee of the Year 2003

The FDOT Traffic Operations Office is pleased to announce the selection of William "Buddy" Cloud as the State Highway Engineer Division Employee of the Year 2003. Several of the offices in the State Highway Engineer Division include Construction, Materials, Maintenance, Traffic Operations, Design, Safety, and Right of Way.

In addition, as the Statewide Road Rangers Program Manager, Buddy and all the District Road Rangers Project Managers were selected to receive a Davis Productivity Award for their efforts in producing a training program for the Road Rangers. The Davis Productivity Awards Committee will honor Buddy and his team at the Tallahassee Award Ceremony on June 08, 2004.

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District 6 SunGuideSM Regional Transportation Management Center Grand Opening

The Grand Opening of the District 6 SunGuideSM Regional Transportation Management Center (RTMC) will be held on June 25, 2004. The two-story, 32,000 square foot RTMC will serve as the command and control center for the District 6 ITS Operations staff. The RTMC will also be shared with the Florida Highway Patrol, Florida Fish and Wildlife Conservation Commission, SmartRoute Systems (511), and possibly other agencies in the future. This state-of-the-art facility will be showcased throughout the day using technical as well as non-technical tours. Governor Jeb Bush, FDOT Secretary Jose Abreu, FDOT District 6 Secretary John Martinez, and other key officials will lead the ceremonial ribbon-cutting. The RTMC is located adjacent to the FDOT District 6 Headquarters (1000 NW 111th Avenue, Miami).

Please come join us to celebrate this significant milestone in our ITS Program. RSVP by June 1 by email to Erika.Garcia@dmjmharris.com or call (954) 972-0895.

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The FDOT Statewide Annual Maintenance Conference

The Statewide Annual Maintenance Conference will be held in Orlando beginning Wednesday, June 2, at 1:15 p.m. and concluding Friday, June 4, at noon. The conference will be held at the Wyndham Palace Resort, 1900 Buena Vista Drive, Lake Buena Vista, Florida, and will include an outdoor product and equipment demonstration on the grounds of the hotel beginning at 3:00 p.m. on Thursday, June 3.

Professional Development Hours (PDH) will be provided to qualifying participants in accordance with *Chapter 471.017(2), Florida Statutes*. In order to qualify for the PDH, the qualifying participant must be pre-registered for the conference. Unregistered walk-in

attendees will not receive PDH for the conference, in order to ensure adequate seating and meeting materials for the registered attendees.

District 3 is co-hosting this event with the State Maintenance Office. We are working together to finalize plans for some voluntary activities and amenities associated with the Annual Maintenance Conference.

Because participation at this event will be limited, each District Maintenance Engineer is asked to coordinate and approve the registration of conference participants from his/her District. Please send Tommy Cook an email with the names of staff from your District that will be attending this event by May 14, 2004, including participant titles and work locations. For those seeking PDH, the participant's PE license number should be provided. If you have any staff that would like to attend a portion of the meeting, identify them as such, and we will try to accommodate them on a space available basis.

All hotel room reservations should be made directly with the Wyndham Palace Resort at <http://www.wyndhamevents.com/palace/04fdotb.htm> or by calling 1-407-827-2727. Please make sure the FDOT Statewide Annual Maintenance Conference is mentioned when making the reservation in order to qualify for the room rate of \$79.00 plus tax, per night, single or double occupancy. Reservations must be made by 5:00 p.m., Friday, May 14, 2004, in order to ensure availability at the preferred rate. The hotel has offered to extend this room rate to our meeting participants three days before and three days after the meeting date.

A joint meeting of the District Directors of Operations and the District Maintenance Engineers will be held on Tuesday, June 1, beginning at 1:00 p.m. to discuss the Tier 2 Business Models for Maintenance, Construction, Materials, and Traffic Operations. This discussion will be followed by a District Maintenance Engineers meeting on Wednesday from 8:00 a.m. until 11:30 a.m.

Thank you for your support and interest in the FDOT Statewide Annual Maintenance Conference. We look forward to seeing you and your staff at this event, and appreciate the Districts' willingness to assist in making this conference a success.

For more information, please email Sharon Holmes at Sharon.Holmes@dot.state.fl.us.

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District 1

Chris Birosak
FDOT District 1 Traffic Operations
PO Box 1249
Bartow, FL 33831
(863) 519-2507

District 5

Fred Ferrell
FDOT District 5 Traffic Operations
719 S. Woodland Blvd., MS 3-562
DeLand, FL 32720-6834
(386) 943-5309

Chester Chandler

ITS Office Manager
(850) 410-5600

Gene Glotzbach

ITS Deployments
(850) 410-5616

District 2

Peter Vega
 FDOT District 2 Traffic Operations
 2250 Irene Street, MS 2815
 Jacksonville, FL 32204-2619
 (904) 360-5463

District 3

Elizabeth McCrary
 FDOT District 3 Traffic Operations
 1074 Highway 90 East
 Chipley, FL 32428-0607
 (850) 638-0250 ext. 210

District 4

Dong Chen
 FDOT District 4 Traffic Operations
 3400 W. Commercial Blvd.
 Ft. Lauderdale, FL 33309
 (954) 777-4362

District 6

Jesus Martinez
 FDOT District 6
 1000 NW 111th Avenue, MS 6203
 Miami, FL 33172
 (305) 499-2446

District 7

Bill Wilshire
 FDOT District 7 Traffic Operations
 11201 N. McKinley Drive
 Tampa, FL 33612
 (813) 975-6612 ext. 7869

Florida's Turnpike Enterprise

Ingrid Birenbaum
 Florida's Turnpike Enterprise
 PO Box 9828
 Ft. Lauderdale, FL 33310-9828
 (954) 975-4855 ext. 1290

Liang Hsia

ITS Architectures, Standards,
 Research and Training
 (850) 410-5615

Mike Akridge

Commercial Vehicle Operations
 and Electronic Toll Collection
 (850) 410-5607

Nick Adams

ITS Telecommunications
 (850) 410-5608

Physical Address

Rhyme Building
 2740 Centerview Dr.
 Suite 3-B
 Tallahassee, FL
 32301

Mailing Address

Burns Building
 605 Suwannee St.
 MS 90
 Tallahassee, FL
 32399

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PBS&J QCAP Document Control Panel	
Created by:	England
Reviewed by:	England, Glotzbach
Date:	May 7, 2004