



SUNGUIDE® DISSEMINATOR

Making the 18th World Congress on ITS

With about six months until the 18th World Congress on Intelligent Transport Systems and Intelligent Transportation Society of America's (ITS America) Annual Meeting kick-off, details are starting to come into view for this year's premier global event on advanced transportation technology.

The World Congress and ITS America's Annual Meeting, on October 16-20, 2011, in Orlando, Florida, could not come at a more pivotal time.

"Our conference theme, Keeping the Economy Moving, says it all," says Organizing Committee Chair Patrick McGowan of Telvent North America. "At a time when governments at all levels are being asked to do more with less, investing in intelligent transportation systems is a cost-effective way to ensure that our transportation system is safer, more efficient and user-friendly, while supporting job creation and economic growth."

Key sessions of the World Congress and Annual Meeting will explore how intelligent transportation systems (ITS) can sustain jobs and be a key driver of the global economy. The plans are for an interactive and dynamic experience for attendees, with emphasis on unique opportunities for attendees to experience ITS solutions in real time.

Cutting-edge ITS technology solutions will come to life at the Technology Showcase. Set up in the large parking lot adjacent to the convention center, the showcase consists of live demonstrations by leading transportation agencies, including the U.S. Department of Transportation and private sector companies. This year, the Technology Showcase is organized by themes, or "villages," that highlight a specific use or application. These themes/villages are Safety, Mobility, Environment/Sustainability, and Pricing.

The Mobility Village will showcase how technology solutions can reduce congestion and keep people and goods moving. At least one demonstration will show how Bluetooth technology can assist in measuring roadway performance. Iteris, Inc. of Santa Ana, California, is partnering with Savari to demonstrate Bluetooth-based arterial travel times on the John Young Parkway (SR 423) corridor in Florida.

Attendees will be introduced to Bluetooth arterial travel times via a presentation at the technology pavilion. This demonstration will showcase travel times between I-4 and Central Florida Parkway, including real-time and historical comparison data. It will also show the number of Bluetooth reads occurring at individual locations as well as successful pairing at separate locations. This and other demonstrations within the Technology Showcase will show attendees how innovative solutions, such as Bluetooth technology, can help optimize roadway performance.

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The 18th World Congress will once again be combined with ITS America's 2011 Annual Meeting and feature a U.S. Department of Transportation Plenary, 25 sessions focusing on domestic issues, a Forum Showcase, and the ITS America Business Meeting. A highlight of this annual meeting is the "Best of ITS" Awards reception, which will take place in the Exhibit Hall. Nominations are now being accepted to honor some of the best innovators in the ITS industry. This year's expanded exhibit floor will showcase over 350,000 square feet of the latest technologies. And, at already 86 percent sold-out, exhibit space is selling quickly indicating a strong interest from the ITS business community.

Orlando is home to spectacular tourist attractions, which will serve as a backdrop for one of a kind networking opportunities for conference attendees and their guests. New to the conference this year is the Golf Tournament, a pre-event which promises to be a relaxing and fun way to get ready for the week's activities.

As the preparations for the 18th World Congress continue, it has not gone unnoticed that the event may happen in the midst of the long-awaited action on a new U.S. federal transportation reauthorization bill. Should the timing coincide, the World Congress could serve as a singularly effective and visible demonstration of the value of ITS, just as the 112th U.S. Congress debates the bill. There is no doubt that this year's World Congress is shaping up to be the "must-attend" event in 2011 for anyone involved in transportation, planning, or technology. Register today at www.itsworldcongress.org.

This article was provided by Emily Fishkin, ITS America. For information, please contact Ms. Fishkin at (202) 721-4204 or email to EFishkin@itsa.org.

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18TH ITS World Congress
2011
ORLANDO

18TH WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS
FEATURING ITS AMERICA'S ANNUAL MEETING & EXPOSITION
REGISTRATION OPENS FEBRUARY 1, 2011!

OCTOBER 16-20, 2011 • ORLANDO, FLORIDA

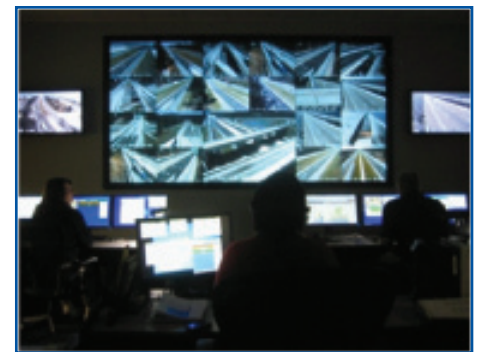
For more information, visit www.itsworldcongress.org

 www.facebook.com/its2011
 www.twitter.com/itscongress2011

District Three Pensacola SunGuide® Center

The Florida Department of Transportation (FDOT) District Three is now overseeing the operation of their first regional transportation management center (RTMC), referred to as the Pensacola SunGuide® Center. Planning for this District Three RTMC and associated freeway management system (FMS) began over ten years ago. Although it follows many similar deployments throughout the state, it is actually quite unique. It is the first long-term contract of its kind in the state; outsourcing not only the design-build construction portion, but operations and maintenance as well.

On June 30, 2008, the FDOT executed a contract with TransCore ITS to establish a RTMC and FMS to manage traffic on I-10 and I-110 in the Pensacola metropolitan area. July 2008 marked the start of the system design. Construction of the underground segments began in March 2009, with structure and device installations following. TransCore ITS has now entered the operations and maintenance phase of the initial ten-year contract, which will continue through June 2018.



The Pensacola SunGuide Center will regularly operate 16 hours a day, Monday through Friday. This schedule will expand during times of emergency and regional significance as determined by District Three. The center's video wall display system is comprised of six 67-inch modules arranged in a three-wide by two-high configuration, flanked by two 46-inch LCD flat panel monitors on either side. There are currently three

monitoring stations—two for operators and one for the shift supervisor—with room to expand up to five. Operators at the center view 41 closed circuit television cameras on a rotating basis to monitor the I-10 and I-110 corridors in Escambia and Santa Rosa Counties. The FMS includes 12 dynamic message signs, three located on I-110 and nine positioned along I-10 as well as 88 microwave vehicle detectors and one roadway weather information system. All roadway devices are connected to the network via gigabit Ethernet over a fiber optic infrastructure, with the exception of a wireless expansion of the system to include cameras at either end of the Pensacola Bay Bridge.

The maintenance team is essential to keeping this complex network of technology running smoothly. The preventive and routine maintenance plan will enhance reliability and performance of the intelligent transportation systems components. The system-wide priority is to maintain the availability of the 38-mile fiber optic cable installation. In addition to the aforementioned devices, Ethernet switches, terminal servers, and video encoders provide alerts to the



Pensacola SunGuide Center operators in the event of a malfunction. Daily operator reports are prepared and conveyed to the maintenance staff to inform the maintenance team of any potential concerns.

Moment of Humor!



The Pensacola SunGuide Center information web portal, hosted at www.d3sunguide.com, is a public communication gateway for traveler information. This site offers access to valuable real-time updates of road conditions, Florida's statewide 511 web site, construction links, frequently asked questions, and a request form to tour the RTMC facility.

The FDOT District Three and TransCore ITS are working together with state and local agencies to help improve the safety and mobility of freeways in the northwest Florida region.

This article was provided by Elizabeth Bitting, TransCore ITS. For information, please contact Mr. Chad Williams at (850) 415-9504 or email to Chad.Williams@dot.state.fl.us.

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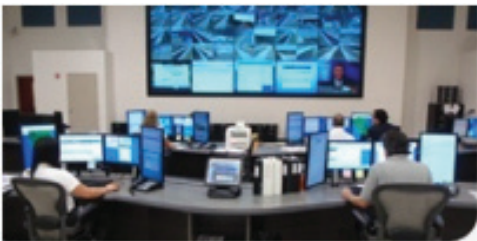
The 18th World Congress—something for everyone!

Inaugural Year at the SWIFT SunGuide® Center Significantly Improves District One ITS Program

Operations at the Florida Department of Transportation's (FDOT) District One SouthWest Interagency Facility for Transportation (SWIFT) SunGuide® Center are off to an impressive start. Opening its doors just over a year ago in January 2010, the center's staff remains focused on its objectives—to increase mobility and enhance safety on Interstate 75 and U.S. 41 and to provide a sound transportation system that meets driver demand. The center brings together the many components of the District's Intelligent Transportation Systems (ITS) Program under one roof and allows program managers to increase effectiveness of incident management, traveler information, and traffic management services. Reviewing just released inaugural year operational numbers confirms accomplishment of the ITS mission—mobility on the District's highways has increased significantly.



The SWIFT SunGuide Center opened in Lee County on January 19, 2010.



The control room in the 49,800 square foot SWIFT SunGuide Center manages operations for the District's 511 traveler information service, Road Ranger program, and others.

In 2010, operations staff managed a total of 32,501 events. Of these, 2,705 were incident-related and more than 21 percent were for full closures or Level 3 type events. In between transitioning into the new center and managing events, District staff developed and sharpened operational guidelines to increase program efficiency and allow more opportunities to reduce

congestion. For example, January 2010 figures show total event durations for all incident level-types to have lasted 2 hours, 18 minutes with lane blockage times lasting 1 hour, 19 minutes. By December 2010, event duration and closure times reduced dramatically to 1 hour, 13 minutes and 26 minutes, respectively. This improvement resulted in 43 and 67 percent reductions on both counts and gave staff additional time to manage more events at a quicker and more efficient rate than ever before. Increased use of dynamic message signs (DMS) displaying traveler information contributed very positively as well. District staff posted 200 incident-related messages on DMSs at the beginning of 2010, but by the end of the year had posted five times that number, displaying 1,019 messages in December alone. Emphasizing communications between construction field supervisors and the center's staff was also productive and increased roadwork messages displayed to drivers. And, the immediacy of live closed-circuit television (CCTV) camera images, staffs' close coordination with Road Rangers, and staffs' management of the Florida 511 traveler information service have increased incident detection levels.

Clearly, inaugural figures demonstrate a program taking significant strides to improve mobility in southwest Florida. As instrumentation in District One increases, operational improvements will increase as well, improving regional mobility throughout Lee and Collier Counties. Next steps include expanding ITS coverage and communications on I-75 in District One—project completion in April 2011 in Charlotte County and work in Sarasota and Manatee Counties starting in 2012. Stay tuned ...

This article was provided by Debbie Tower, FDOT District One. For information, please contact Ms. Tower at (239 461-4311 or email to Debbie.Tower@dot.state.fl.us.

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Full ITS Coverage Across Five Counties

The most recent Florida Department of Transportation (FDOT) District Four intelligent transportation systems (ITS) deployment was in Martin, St. Lucie, and Indian River Counties (the Treasure Coast). The project was accepted on February 25, 2011.

A 71-mile stretch of I-95 through Martin, St. Lucie, and Indian River Counties now has 69 closed-circuit television (CCTV) cameras, nearly 100 vehicle detectors, and 12 dynamic message signs. Here's how the deployment helps FDOT manage the roads:

- CCTV cameras located on poles above I-95 allow operators at the transportation management center to monitor traffic conditions. Vehicle detectors alert operators when there is a sudden change in the flow of traffic.
- Real-time information about road closures or blocked lanes is posted on dynamic message signs located at strategic points along the highway.
- Information is also available to motorists in other ways—they can call 511, check the SMART SunGuide® web site, or tune to 1630 AM on the radio when they see the flashing lights on the highway advisory radio signs along the roadway. They also can sign up to receive personal alerts as e-mail or text messages.



The new network of roadside devices makes the drive quicker and safer for Treasure Coast commuters. Information collected 24 hours a day, seven days a week from this ITS network alerts drivers about crashes and other incidents that could cause extended delays, allowing them to choose an alternate route to their destination. It also enables police and fire rescue crews to respond faster to these incidents and get them cleared up quicker.

Without this deployment, the District Four ITS Unit would not be able to efficiently manage its Treasure Coast Road Ranger fleet, assist Treasure Coast emergency response agencies, or have as many ways to distribute traffic information to motorists.

This article was provided by Jason Trujillo, FDOT District Four. For information, please contact Mr. Trujillo at (954) 847-2685 or email to Jason.Trujillo@dot.state.fl.us.

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Safety is Golden

Senior driving safety is a growing concern with the “graying” of our population. In 2009, 17.5 percent of Florida’s population was 65 years and older and this percentage continues to grow. The U.S. Census Bureau predicts that by 2030 this population group will reach more than 27 percent. As Florida’s population ages, we must recognize the specific needs of older drivers and provide the resources necessary to ensure the safety of our roadways. That is why the Florida Department of Transportation (FDOT) changed their approach of our older driver safety program and established a statewide coalition composed of agencies and organizations working together to keep people safe and mobile into their golden years.

The Safe Mobility for Life Coalition’s mission is to improve the safety, access, and mobility of Florida’s aging road users by developing a comprehensive strategic plan to reduce injuries and crashes among this vulnerable population. The Coalition’s membership includes the following organizations:

- AAA Auto Club South
- AARP
- Area Agency on Aging for North Florida, Inc.
- Area Agency on Aging of Pasco-Pinellas, Inc.
- Carlin Rogers Consulting
- Commission for the Transportation Disadvantaged
- Community Traffic Safety Teams Coalition
- Department of Community Affairs
- Department of Elder Affairs
- Department of Health
- Department of Highway Safety and Motor Vehicles
- Department of Transportation
- Federal Highway Administration – Florida Division
- Florida Association of Area Agencies on Aging
- Florida Association of Senior Centers
- Florida Highway Patrol
- Florida International University
- Florida Public Transportation Association
- Florida State University College of Medicine
- Metropolitan Planning Organization Advisory Council
- Pepper Institute on Aging and Public Policy
- StarMetro
- Tallahassee Senior Center
- The University of Central Florida
- The University of Florida Institute for Mobility, Activity and Participation.



The Pepper Institute on Aging and Public Policy was awarded a grant through FDOT’s Safety Office and with this grant will assist the Coalition to create and implement an Aging Road User Strategic Plan. The Pepper Institute will also conduct a baseline survey among residents 50 and older to receive their opinion on how to improve both their safety and their mobility on Florida roads.

As part of the strategic plan development, three focus groups were conducted in Orlando, with representatives from the Metropolitan Planning Organizations Advisory Councils – DeFuniak Springs to understand rural needs and Fort Lauderdale for an urban focus. Information and feedback was gathered from these focus groups to ensure that, as we move forward in writing our statewide aging road user strategic plan, we understand and address the transportation safety and mobility needs and concerns on a local level.

Over the course of the next few months, the Coalition will incorporate comments received from the focus groups, along with utilizing existing national and state resources, to develop goals, strategies, and action items for the following emphasis areas, which will be included in the plan: Data Collection and Analysis; Program Management, Evaluation, and Resources; Prevention and Early Recognition; Assessment, Remediation, and Rehabilitation; Licensing and Enforcement; Transitioning from Driving; Aging in Place; Advocacy and Policy; Other Road Users (Peds, Bicyclists, Motorcyclists, Transit Users); and Outreach and Education.

This article was provided by Gail Holley, FDOT Traffic Engineering and Operations Office. More information is available online at www.SafeandMobileSeniors.org/FloridaCoalition.htm. Mrs. Holley may also be reached at (850) 410-5414 or e-mail to Gail.Holley@dot.state.fl.us.

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Ten Questions—More or Less: Tampa Bay SunGuide® RTMC Lead Operator

In this month's SunGuide® Disseminator, we bring you the first installment of a three-part series featuring high-profile operations personnel working for District Seven's Tampa Bay SunGuide Intelligent Transportation Systems (ITS) Program. The interview that follows takes the reader on to the floor of the SunGuide Regional Transportation Management Center (RTMC) for an interview with RTMC Lead Operator Bill Powell of AECOM, Inc. Next month, we travel Tampa Bay's chaotic highways for a one-on-one discussion with Road Ranger Mark McBride of Anchor Towing, Inc. And in June, we conclude our three-part series with an examination of all things ITS maintenance related featuring TransCore Project Manager, Drew Young.

The "tip of the spear" is what our military's Special Operations Forces call a unit leading an attack. In many ways, Bill, Mark, and Drew are District Seven's tip of the spear—leading our attack on daily traffic congestion. Through this month's interview, and the two that follow, you will learn of the critical contributions these operations personnel make every day to ensure the successful operation of District Seven's Tampa Bay SunGuide ITS Program.

Ten Questions—More or Less

1. Q: How long have you worked in the traffic incident management field? How did you come to work at the Tampa Bay SunGuide RTMC? And, approximately how many traffic incidents have you managed from the RTMC?

A: I have been working in the traffic incident management field for a little over three years. I applied for this job at the RTMC after noticing an opening online at AECOM. I have worked approximately 50,000 incidents, from primary and secondary crashes to debris removal to disabled vehicles, etc.



2. Q: In your opinion, what personal traits make for an outstanding traffic incident operator? Are really outstanding traffic incident operators "hard wired" that way or can they be taught the necessary skills?

A: To be an outstanding operator, that person needs to have a sixth sense of things. What I mean is they must have the ability to foresee a situation and act on it before it happens. They must have the ability to keep focused no matter how hectic things get and always stay on a level plane. Most operators, I believe, are hard wired; however, there are exceptions where some operators have been trained to be that way. But for the most part, I do believe managing incidents well is a given talent. This job is not for everyone. It can be taxing and hectic and frustrating all at the same time, and you

have to be able to handle the situation given to you at that moment and be able to act upon it and remain calm and professional.

3. Q: What is the strangest thing that ever happened on our Tampa Bay area freeways on one of your shifts?

A: Two stories actually come to mind – one long and one short. First, the story of a rare occurrence: five Level 3 incidents on three Tampa Bay area interstates during a single shift. While on duty September 27, 2009, working a Sunday evening shift from 2-10 p.m., traffic was normal as expected. Well, it didn't last long – intense rainfall due to thunderstorm activity was the cause. Linsey, one of our part-time dispatchers at the time, and I were on duty. It all began at 3:04 p.m. in Hillsborough County on I-275 northbound at Busch Boulevard when a pickup truck towing a boat jackknifed causing five other vehicles to crash. Three out of four lanes were blocked. Just 11 minutes later, nine miles away, on I-75 northbound at MLK, Jr. Boulevard, 15 vehicles, including a tour bus, smashed into each other and blocked all lanes. At that moment, there was no northbound interstate traffic north of I-4 moving out of Tampa. About an hour and a half later, at 4:43 p.m., traffic goes crazy 43 miles to the east on I-4, just west of US 27 in Polk County. Incredibly, the westbound lanes are all blocked by a 25-vehicle pileup. Fortunately, the first incident on I-275 has now cleared, but I-75 is still closed. Then, only 12 minutes later, chaos ensues as more than 20 vehicles run into each other on I-275 southbound at the north end of the Howard Frankland Bridge. All southbound lanes are blocked. The I-75 and I-4 incidents have yet to clear. And finally, the last Level 3 incident occurs just before 8 p.m. two miles west of the I-75 incident on I-4 westbound at US 301, as five vehicles mix it up causing two of the three lanes to be blocked. At this time of the evening, the I-4 Polk County incident, the I-275 Howard Frankland Bridge incident, and the I-4 US 301 incident are all ongoing. After a long day and night and 70 damaged vehicles, all lanes were clear by 10:44 p.m. It is not unusual to have incidents blocking all lanes, but when all three of our major interstates have crashes blocking all lanes in one direction, all at the same time, this is not normal. Linsey and I kept our heads clear, meticulously worked through the crashes, made the proper notifications, and controlled traffic at all scenes in a timely manner. It was very taxing, but again as trained professionals, you must keep a clear head and do the job you are there to do. We definitely earned our pay that day.

Second, the story of yet another rare occurrence on our interstate highways. Again, while on duty working an evening shift from 2-10 p.m., during the winter of 2009/2010, I had the unlikely task of having to put up on the dynamic message signs, "ICY CONDITIONS USE CAUTION," while living in the Sunshine State. I never thought I would have to put up signs for icy conditions in Central Florida.

4. Q: What training (of any kind) has helped you the most in your current position?

A: The best training that has helped me the most, oddly enough, is on-the-job training. Working daily with the SunGuide software is the best training that anyone could have. You can have all the classroom instruction you want, but working one-on-one with the SunGuide software is the best training, I believe.

5. Q: If you could have one more “tool” in your toolbox to help you do your job better, what would it be?

A: The ability to move our cameras with a joystick or some other device instead of using the mouse through SunGuide. Perhaps one other thing I feel we may be missing is the ability to have more law enforcement and fire department web site access so that we can keep advised of what calls are being dispatched in our area instead of hearing about them from a third or fourth party.

6. Q: What types of traffic incidents really tax or strain the SunGuide ITS?

A: The most taxing incidents are those caused by everyday congestion ... having to keep them updated on the Florida Advanced Traveler Information System (FLATIS) so that the commuter has updated information, usually every 30 minutes or so depending on activity in the RTMC. It would be nice if an event, like congestion, would update automatically in FLATIS, instead of having to update it every 30 minutes manually.

7. Q: How do you stay mentally focused through the occasional tedious shift?

A: It’s a gift (no, only kidding). We stay focused by doing the best job and most efficient job we can. We all take pride in what we do, so even if things go crazy, we all stay focused on the tasks at hand. When you enjoy doing what you do, it doesn’t get tedious or taxing.

8. Q: Teamwork is such an important aspect of traffic incident management because a number of players usually respond to a traffic incident, e.g., Road Rangers, emergency medical services, fire and rescue, law enforcement, and tow vehicles. How do you effectively coordinate all of these players working an incident?

A: We work hand-in-hand with the dispatchers of the Florida Highway Patrol’s Tampa Bay Regional Communications Center (collocated at the RTMC) to effectively clear the scenes in a timely manner. However, there are times when we have incidents that may be extended due to an agency or an asset manager on scene that require lanes or roadways be closed longer than needed. We must be able to interact properly with those agencies to clear the scenes in a timely manner.

9. Q: What suggestions can you offer on how to reduce the time or number of steps from incident detection to emergency response?

A: If we could utilize the SunGuide MVDS subsystem, where and when traffic slows in particular areas, we could get earlier notification through SunGuide that there is a potential problem in those areas as well as by detecting the slow downs by scanning the cameras.

10. Q: How can emergency responders clear incidents more effectively?

A: From my past experience working in the fire/Rescue field, I understand the procedures used on a scene for scene safety. However, we need to coordinate with emergency responders much better and advise them of the ramifications caused by extended lane or roadway closures and the effects they have on the motorists and any secondary incidents caused by the delays.

11. Q: What is the last book you read?

A: Mr. Lefty Kreh’s Fly Fishing in Salt Water. This is the classic “how-to” salt water fly fishing book presented by the internationally known and respected master in the field of fly fishing.

Appreciation is extended to Ms. Cathie McKenzie of Gannett Fleming, Inc. and Mr. Mark Modjeski of Cardno TBE for their contributions to this interview.

This article was provided by Chester Chandler, FDOT District Seven. For information, please contact Mr.Chandler at (816) 615-8610 or email to Chester.Chandler@dot.state.fl.us.

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Word Challenge Answer

N E D L O G

P H F

A L C A S N P

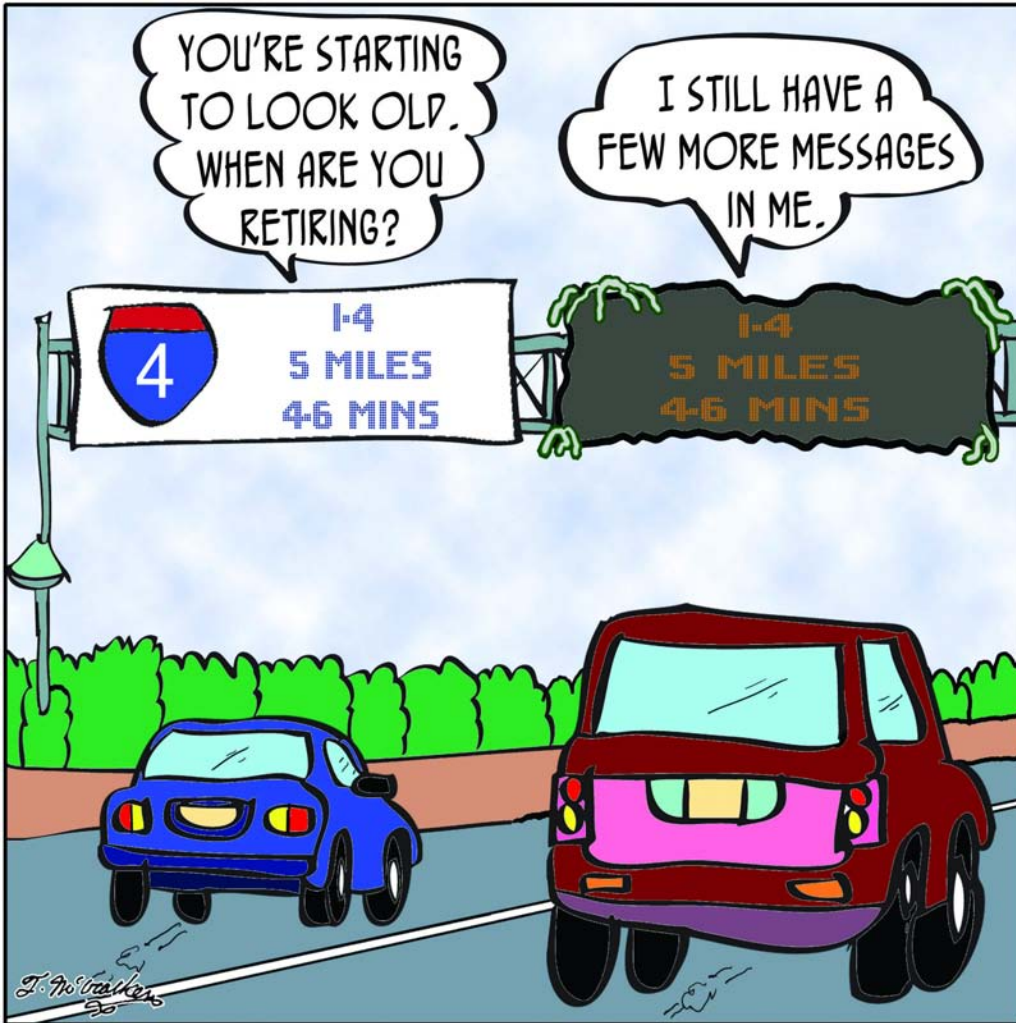
R E T O C

in the air ;

Signs of CHANGING

SunGuide® Disseminator Word Challenge

SUNGUIDE®
Florida's Intelligent Transportation System



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

Unscramble the letters to complete the word for the clue found under the boxes.

Use the letters in the red circles to complete the final puzzle.

The answers can be found on the page 7.

Enjoy
and
Good Luck!

Signs of in the air!

B O O T E R C

18th World Congress is in this month.

P H F

One agency in the District Six transportation management center.

O P E N L A A S C

District Three regional transportation management center location.

D E N L G O

Older driver safety program
Safety is _____.

ITS Florida Calendar Contest for 2012: Opportunities

ITS Florida is organizing its new 15-month calendar and there are opportunities to feature intelligent transportation systems (ITS) projects and sponsors in this calendar. ITS Florida will be soliciting sponsors and photos, which will be judged to be considered for placement in this calendar. The calendar will start with October 2011 and run through December 2012. The 18th World Congress on Intelligent Transport Systems and the Intelligent Transportation Society of America's (ITS America) Annual Meeting, to be held in Orlando, Florida, on October 16-20, 2011, is the distribution point for this calendar, so opportunities to showcase Florida's ITS work all over the world are here!

Photos

ITS Florida needs photos from both the public and private sector to be entered into the photo contest. We are looking for unique photos of all things ITS. This is a great opportunity to show-off ITS project work that you know of or may have been involved in. We do ask that the photos are of projects in Florida as this is ITS Florida's calendar. So let's show-off what is happening in ITS in Florida.

There are some requirements regarding the photos. Here are some things to keep in mind when taking the photos:

- Photos should be taken with a **high resolution** camera so that they can be enlarged to properly fit in the calendar. There is no set requirement as to exactly what resolution, but try to use the best possible.
- Photos should be taken in **landscape format** so that they can be enlarged and stay proportionate. We might have room for



a few portrait photos as placeholders, but it wouldn't make the main image for a month in this format.

- Outdoor photos look much better when taken on a **sunny day**; colors are more attractive on a sunny day.
- Keep a record of the **caption information**, which will be included with your photo should it win. The caption should tell what the picture is; where it was taken; and any other pertinent information that would be helpful. Include this with your photo submission to assist with the judging.

A panel of judges will determine the top photos. If the requirements listed above are not followed, your photo may not be considered for use. The winners of the ITS Florida Photo Contest will receive certificates and the pride of knowing their photo and work were recognized as one of the great projects in the state of Florida.

Send all photos in .PDF, .JPG or .TIF format on a CD to:

ITS Florida
215 NW Monroe Circle North
St. Petersburg, FL 33702
ATTN: Sandy Beck/Photo Contest

Photo submissions are due no later than Friday, June 17, 2011. ITS Florida will notify winners via email by October 1, 2011.

Sponsors

ITS Florida needs sponsors to make this all happen. ITS Florida plans to produce a larger number of copies of the 2012 calendar since it will be distributed at such a large event. We have seen the interest in our calendar grow each year and expect this to be the best year yet! ITS Florida is proud to offer the following sponsorship levels:

\$2,500 Premier Sponsor—One Spot Left!

The Premier Sponsor will receive strategic placement in the 2012 ITS Florida Calendar. This level of membership is limited to two and ITS Florida already has one commitment. The Premier Sponsors will be in multiple locations throughout the calendar with a larger sized logo to catch the attention of the viewer. This level is sure to reach every customer base during each month of the year. The Premier Sponsors will have their contact information listed in the calendar to assist customers with easy access to your information.

\$250 Silver Sponsor (per logo placement)

The Silver Sponsor has the option of choosing how many logo placements they would like throughout the calendar. The logo can be featured as many times as your firm desires. The Silver Sponsors will have

their contact information listed in the calendar to assist customers with easy access to your information.

\$100 Friends of ITS Florida Sponsor

The Friends Sponsorship will allow for placement of your firm's logo on the back cover of the 2012 calendar. The logo will appear one time only. The Friends Sponsors will have their contact information listed in the calendar to assist customers with easy access to your information.

ITS Florida will limit sponsorships due to the limitations of available space in the calendar. So, don't be left out! Contact Sandy Beck at itsflorida@itsflorida.com to reserve your sponsorship as soon as possible!

Sponsors will not be accepted after August 31, 2011.

If you have any questions, please contact Sandy Beck at itsflorida@itsflorida.com or Erika Birosak at erika.birosak@transcore.com for more information.

Hope to see lots of great ITS projects and strong sponsorship in the 2012 ITS Florida calendar! Good luck!

* * * *

Save the date!



18TH ITS World Congress
2011
ORLANDO
October 16 - 20, 2011

Editorial Corner: Getting it Right—Statewide Road Ranger Survey for Incident Responders

Sometimes, trying to figure out how we are doing can be difficult! We are constantly looking for ways to improve our programs and to ensure we are doing the best that we can. However, we cannot forget what really counts—how our customers think we're doing—how they see us—how we're performing for them. This is especially true of the state's Road Ranger program. We are constantly receiving customer feedback through comment cards, emails, handwritten notes, and the occasional phone call, allowing us to gauge the program's approval by the end user—the motorist receiving assistance.

But the traveling motorist is only one portion of the equation. When it comes to total customer satisfaction we also have to look to our partners in traffic incident management, the first responder, to get the big picture view of the program. This is why, last year, we created the first annual "Statewide Road Ranger Survey for Incident Responders." This survey allows us to receive feedback from the people working daily with the Road Ranger operators.

The Florida Department of Transportation Road Ranger program received 792 responses to last year's survey, which provided valuable input on the program. This resulted in the development of communications training for the Road Rangers. This training was focused on ensuring that Road Ranger operators are proficient with usage of the Statewide Law Enforcement Radio System 800 MHz radio. These radios are valuable for on-scene communications between law enforcement and the Road Rangers. We were also able to provide results to the FDOT District program managers as well so they could address issues identified in their areas.

Well, it's hard to believe, but it's been a year and we have almost completed our second survey. The core questions have remained the same with some subtle changes and the addition of a few more questions. But the biggest change was the delivery method. Last year we utilized a paper-formatted survey and received a large number of responses, which had to be hand calculated in the end. This year, the respondents could utilize either a



paper survey or an online survey, which made the survey processing much more efficient.

Analyzing the initial survey responses, it appears that the programs rating will be quite favorable again this year, but we are identifying some areas of concern. Our goal is to use this survey as an objective evaluation of the program from the perspective of our incident response partners and make the appropriate changes to address recurring issues.

Our goal is to complete the survey by mid-April. Be sure to check for the finalized document on our web site at www.dot.state.fl.us/trafficoperations/Traf_Incident/Traf_Incident.shtm

We constantly strive to improve the Road Ranger program and the results of this survey will help guide us in the right direction.

This editorial was provided by Paul Clark, FDOT Traffic Engineering and Operations Office. For information, please contact Mr. Clark at (850) 480-5607 or email to Paul.Clark@dot.state.fl.us.

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MDX ITS Program Continues Success Story

Every day, thousands of South Floridians travel across Miami-Dade Expressway (MDX) Authority and Florida Department of Transportation (FDOT) highways as part of their regular commute. Both agencies' highways interconnect to facilitate the area's east/west traffic and lead drivers to major destination points, such as the airport and downtown Miami.



Drivers seamlessly traverse these highway thanks in part to the co-location of agency managers at the District Six SunGuide® Transportation Management Center (TMC). There, MDX and FDOT staff members work alongside Florida Highway Patrol's (FHP) communications dispatchers to operate their Intelligent Transportation System (ITS) Program services and improve regional mobility across Southeast Florida.

What first began as a motorist assistance program with the Road Ranger service patrol back in 2005, has steadily evolved for MDX into an ITS Program since they moved into the TMC in 2007. MDX achieved full roadway coverage in 2010 and currently manages a network of closed-circuit television cameras, roadway detectors, and fiber optic cable communications throughout their five roadways, which include State Roads 112, 924, 874, and 878 in Miami-Dade County. Dedicated MDX operators monitor these roadways to provide traveler information, incident management, and traffic information services 24-hours per day, 7-days per week.

MDX handled nearly 20,000 incidents in 2010, of which nearly 4,000 were lane blockage events. The agency's co-location at the SunGuide TMC makes handling those 4,000 lane blockage events easier because of the proximity to the District Six operators and FHP. By working closely with these agencies, MDX

operators are able to relay information quickly, allowing for speedier response times and increased efficiency. Additionally, the regions' traffic information services have also benefitted—with District Six messaging for MDX-related events assisting until DMSs are deployed on the agency's roadways.

An additional benefit of this co-location has been maximizing an already-existing resource—the TMC. Co-locating to the TMC enabled MDX to focus resources on improving its ITS program, rather than building a separate facility; thus, saving valuable taxpayer dollars.



As a result of this partnership, MDX's ITS program continues to expand and is in the planning stage of deploying color DMS throughout their roadways. The agency is also working on an ITS Master Plan, a document that outlines the program's next steps moving forward.

By MDX working together with FDOT District Six and FHP in the SunGuide TMC, South Floridian motorists benefit by enjoying seamless operations between connected roadways and incident management procedures that share similar goals. District Six and MDX will continue working together to make Miami-Dade County's roadways safer and more efficient for all motorists.

This article was provided by Javier Rodriguez, FDOT District Six, and Ivan del Campo, MDX. For information, please contact Mr. Rodriguez at (305) 470-5341 or email to Javier.Rodriguez2@dot.state.fl.us; or contact Mr. del Campo at (305) 637-3277 or email to IdelCampo@mdxway.com.

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Inside the TERL

The Florida Department of Transportation (FDOT) has a goal to assure that only a safe and uniform traffic control system is implemented in the state of Florida. The Traffic Engineering Research Lab (TERL) plays a part in obtaining this goal by satisfying Florida Statute 316.0745 - Uniform Signals & Devices. Below is a look Inside the TERL at activities that help accomplish our goal.

The primary mission of the TERL is to maintain an Approved Product List (APL) of devices that have been tested and verified to meet FDOT requirements. Establishing and maintaining the APL encompasses a broad variety of activities. These activities include:

- Review of manufacturer quality assurance/quality control programs, and comprehensive product evaluation and testing,
- Initial development and continuous improvement of all traffic control system product specifications, and
- Maintenance and technical operations of the systems used for testing (including the design, installation, and operation of a small-scale transportation management center) as well as the installation and integration of field devices around the TERL facility and various remote testing locations.

The primary goal of these efforts is to ensure that products sold and deployed on transportation projects in Florida are safe and reliable, are of good quality, and perform as required.

This article was provided by Jeff Morgan, FDOT Traffic Engineering and Operations Office - TERL. For more information, please contact Mr. Morgan at (850) 921-7354 or email Jeffrey.Morgan@dot.state.fl.us.

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Announcements

Make Plans to Attend the 18th World Congress!

Now is the time to make preparations to participate in this exciting conference. Registration is open for the 18th World Congress on Intelligent Transportation Systems in Orlando and ITS America's Annual Meeting & Exposition.

Top reasons to attend?

- Valuable networking events
- Exciting technical tours
- Interactive technology showcases
- Internationally acclaimed awards
- More than 250 sessions

ITS America's "Best of ITS Awards" recognize the best and brightest of the transportation technology community. This is a unique opportunity to be



recognized at the premier global event on advanced transportation technologies in front of hundreds of transportation professionals, policymakers, and press. The deadline for entries is May 31, 2011.

We hope you will get involved; help us showcase the best of ITS here in Florida.

To learn more please visit www.itsworldcongress.org.

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FDOT Traffic Engineering and Operations Mission and Vision Statements



Mission:
Provide leadership and serve as a catalyst in becoming the national leader in mobility.

Vision:
Provide support and expertise in the application of Traffic Engineering principles and practices to improve safety and mobility.



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