SUNGUIDE® DISSEMINATOR

Florida Department of Transportation's Traffic Engineering and Operations Newsletter

FDOT

Connected Vehicle and SunGuide® Software in Action

By Stephen Novosad, Atkins

As part of the Florida Department of Transportation (FDOT) Intelligent Transportation Systems (ITS) Program's mission to improve congestion, mobility, and safety, FDOT recently demonstrated five connected vehicle applications at their Traffic Engineering Research Laboratory in Tallahassee, Florida. VIPs in attendance at the demonstrations included Secretary Ananth Prasad, Assistant Secretary Brian Blanchard, and Chief Engineer Tom Byron. The attendees were treated to two vehicle-to-infrastructure (V2I), two vehicle-to-vehicle (V2V), and one combination of V2I and V2V demonstrations. Using SunGuide® software, FDOT's advanced traffic management software, these demonstration showed how connected vehicle could be applied to everyday driving through SunGuide software's ability to process connected vehicle data and provide it back to drivers to improve mobility and safety.

All demonstration vehicles were equipped with an on board unit (OBU). For these demonstrations, the OBU was a dedicated short-range communication (DSRC) radio, DSRC antenna, global positioning system antenna, and a computer. These components were integrated into a small suitcase for quick and easy installation in a vehicle. As part of OBU's function, it transmitted a basic safety message (BSM) ten times a second. The OBU-equipped vehicles received these BSMs as well as the roadside units (RSU).

OBU integrated in a small case for easy installation.

Alert to vehicle driving in the wrong direction.

V2I Demonstrations

The two V2I demonstrations showed wrong-way driver detection and alert and over-height vehicle detection and alert. For the wrong-way driver detection and alert demonstration, a wrong-way detection zone was

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established by the RSU. The three demonstration vehicles were equipped with OBUs. When a vehicle entered the detection zone going the wrong-way, the RSU detected the wrong-way vehicle and sent an alert to the wrong-way vehicle that it is traveling the wrong-way. The other demonstration vehicles also received an alert from the RSU informing them that a vehicle driving the wrong-way is in their vicinity. Additionally, the RSU sent an alert to SunGuide software, where a wrong-way driver icon is displayed on the operator map to alert the operator of the wrong-way vehicle. Once the wrong-way vehicle corrected its direction of travel, the RSU discontinued the alert.

The over-height vehicle detection and alert demonstration illustrated how connected vehicle technology can be used to warn drivers of an impending collision with a road structure. In the demonstration, when a vehicle triggered an over-height detector, the RSU received a message from the over-height detector. The RSU sent an alert to the over-height vehicle warning them that they were over-height and instructions on how to proceed. If the over-height vehicle continued and ignored the instructions, the RSU sent another alert warning them of an impending collision with the road structure. However, if they turned away from the structure, the RSU cleared the alert. The RSU also sent an alert to SunGuide software, alerting the operator of an over-height vehicle.

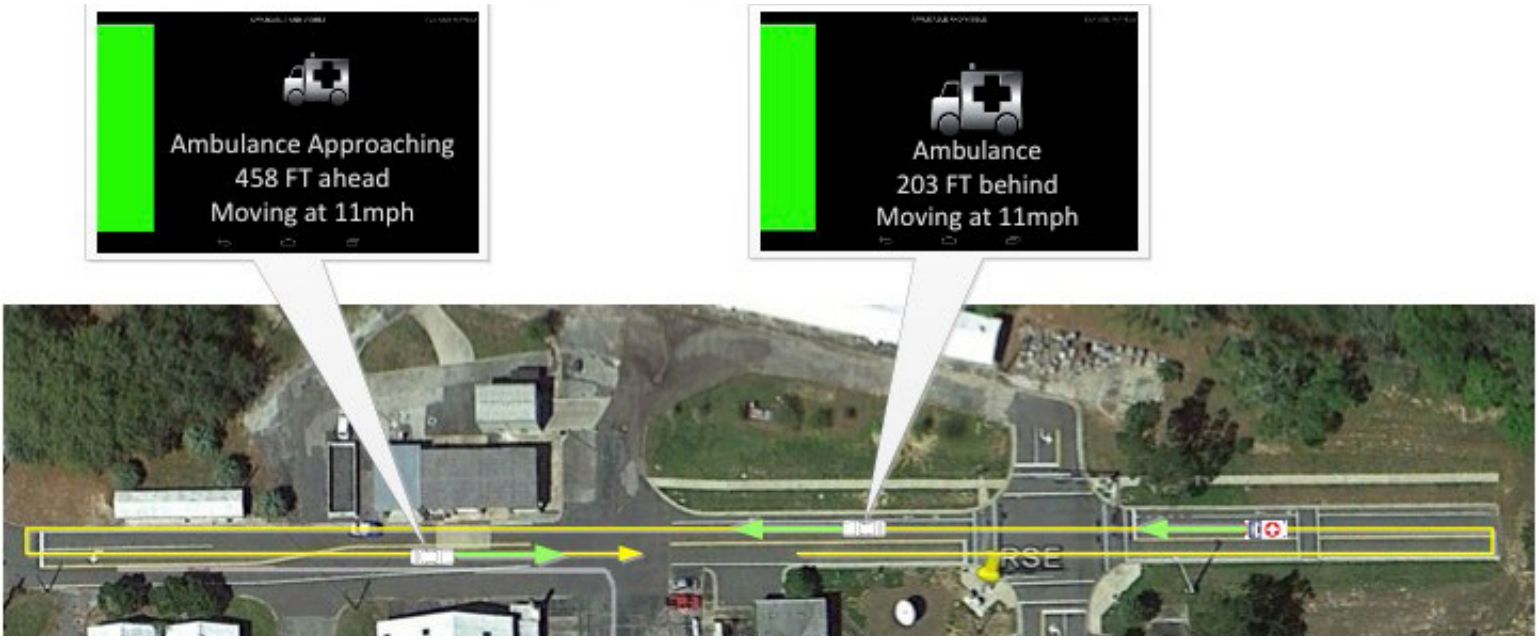
Alert provided to over-height vehicle.

Emergency braking demonstration.

V2V Demonstrations

The V2V demonstrations were safety-based applications. The emergency braking demonstration involved three vehicles traveling in the same direction and communicating with one another via DSRC. The lead vehicle accelerated away from the trailing vehicles then applied its brakes hard. An alert was broadcast to the trailing vehicle of hard braking ahead. This demonstration showed how a driver could take the necessary action to avoid a collision.

The emergency vehicle alert demonstration involved three vehicles, one of which simulated an emergency vehicle. The emergency vehicle began broadcasting an emergency vehicle alert. The other vehicles received the alert and a notification was displayed to the drivers showing the emergency vehicle's speed, direction it was approaching from, and its distance from the other vehicles. This demonstration provided real-time notification updates showing the distance decreasing/increasing as the emergency vehicle moved towards and past the other vehicles.



Emergency vehicle alert.

V2I/V2V Combination Demonstration

The final demonstration, the Mayday message relay, was a combination of V2V and V2I. For this demonstration, a vehicle was parked outside the RSU's communications range. The vehicle's OBU was equipped with a Mayday relay application which, when activated, began broadcasting a Mayday alert. A second vehicle equipped with a Mayday relay application passed by the stopped vehicle and received the Mayday message, which it stored as it continued traveling. When the vehicle with the stored Mayday message came within range of the RSU, the vehicle's OBU sent the Mayday message to the RSU. The RSU then sent the message to SunGuide software, which displayed the parked vehicle's location on the operator map. This enables the operator to inform the Road Ranger service patrol of the stranded vehicle.

Mayday message relay.

Upcoming Demonstration

These ITS Program demonstrations were very successful and well received. They are planning to execute connected vehicle demos at the Florida Automated Vehicle Summit in Orlando, Florida, on December 15th and 16th.

For information, please contact Ms. Elizabeth Birriel at (850) 410-5606 or e-mail to Elizabeth.Birriel@dot.state.fl.us.

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FDOT Attends World Congress in Detroit

By Karen England, Atkins, and the FDOT Districts

The Florida Department of Transportation (FDOT) traveled to Detroit, Michigan, to attend the 21st World Congress on Intelligent Transport Systems (World Congress) on September 7-11, 2014. The theme for this World Congress was "Reinventing Transportation in our Connected World." True to this theme, the World Congress provided a dynamic, interactive program including technical sessions, technology showcase demonstrations, and technical tours together with the ITS America Annual Meeting and social events.

Part of the World Congress was the exposition hall where over 250 exhibitors participated in providing varying types of information. FDOT had space in the exposition hall to highlight the Intelligent Transportation Systems (ITS) Program, including connected vehicle, SunGuide® software, and Florida 511, along with the wrong-way driving effort, the Traffic Engineering Research Laboratory, and the Transportation Systems Management of Operations Program. FDOT's exhibit was a collaboration of all portions of the Traffic Engineering and Operations Office, with videos that touched on various aspects of the office continuously played during exhibition hours. Literature was also handed out to exhibit visitors, including the September issue of the SunGuide Disseminator, the fiscal year 2013-14 ITS Program Annual Report, and the 2013 Florida 511 Progress Report.

FDOT's exhibit received continuous foot traffic throughout the entire World Congress.

FDOT's exhibit was well manned with volunteers from each District and Florida's Turnpike Enterprise (FTE). Exhibit visitors had plenty of opportunities to speak one-on-one with these volunteers. The District personnel also had plenty of time to take in the entire conference. Some of their takeaway comments were:

William Fuller (District One): First I found comfort in seeing how ITS technology can save lives. Secondly I came away certain FDOT's vision of realizing a congestion and fatality free roadway is a global possibility with universal difficulties and solutions.

The Emergency Responder Day on Belle Isle was my busiest day. Emerging ITS technology and data sharing has responder agencies re-inventing how they react to incidents. We watched as an unmanned aerial vehicle (UAV) surveyed a mock crash site for undetected hazards such as the heat signature from a still smoldering engine fire, or sniff out toxic fumes. Sergeant Craig Shackleford of the Bloomfield Township Police Department told me the UAV pays for itself by observing the entire scene it captures what could be overlooked and agencies are able to observe an incident scene to dispatch the necessary resources.

The more I listened to the discourse from scientist and engineers about the challenges to fully develop connected and automatous automobiles, I recognized it's the technical challenge of our time. The engineers before us went to the moon, now the mission is to take control over earthly navigation.

Joshua Reichert (District Two): The most valuable aspect of the whole conference for me was being able to meet and connect with all the people that I work with—from FDOT employees in Central Office and other Districts to our consultants and vendors as well as folks from other agencies. It was also beneficial for getting an overview of where ITS is headed for the next few years.

Melissa Ackert (District Four): The World Congress Exhibition Hall and technical sessions provided attendees the opportunity to discuss and learn about ITS technology and operations from vendors and agencies from all over the world. In the Exhibition Hall, I was able to discuss with and learn more about signal operations from the top agencies in the field who are also using ITS in their arterial management programs, such as New York City (NYC) DOT, Utah DOT and Michigan DOT. Most importantly, I was able to learn about the strategies they are using that we can apply here in our District's arterial management program. I learned about NYC's use of wireless communications and signal control policy; Utah's use of automated signal operations performance measures in real-time that allows for better real-time monitoring and signal operations; and Michigan DOT's use of SCATS to monitor and retime their signals in real-time.

Jeremy Dilmore (District Five): My thoughts from the World Congress:

- Connected vehicle is here. There is significant competition to be first to market. There is also cooperation on standards to maintain interoperability.
- The private sector will be the driving force behind the implementation of connected vehicle. The focus will be on costumers and value added.
- Automated vehicle will be a stepwise implementation and full automation is a long-term goal.
- The private sector, specifically original equipment manufacturers, are interested in being part of congestion mitigation as it effects the viability of their business going forward.
- Cell companies view connected vehicle as part of the Internet of Things and see themselves as at least a part of the backhaul needed to support the project.
- Connected vehicle and automated vehicle are true game changers in how we do business as a society, not just as a DOT. The role of transit, how we do planning, and the role of DOT… the list of impacts is practically limitless.
- Integrated corridor management is technically very achievable, but is difficult from a policy standpoint. The real risk lies in insuring everyone feels they are winning.
- There are innovative meant to engage other public agencies and private entities to achieve our goals. I saw presentations about open source ATMS software, app vendors willing to share data like Waze, and app development contests with prizes to name a few interesting techniques.
- Big Data is starting to emerge, but has not yet been leveraged in a transportation environment.
- I love living in Florida.

Omar Meitin (District Six): Some of my key takeaways from attending sessions, participating in live technology/vehicle demonstrations, and visiting the exhibit floor are:

- We are at the cusp of redefining the future of transportation. A connected-automated vehicle environment, which was a major theme of the World Congress, will surely affect FDOT's business plan – role, responsibilities, organization, policies – at the highest levels. Our policies and procedures affecting planning, design and operations should prepare to adapt to a new framework. Just one example - If we can move 4,000 vehicles in an interstate lane versus 2,000 and these vehicles are driverless – will we need to plan narrower lanes, does out footprint change? Our 2040 long-range plans should also recognize this reality. Will land use patterns change?
- We will be operating a mixed fleet of smart (connected and/or automated) and legacy cars for some time to come, so there is a need for roadside infrastructure (smart roads) so that both the vehicle-to-vehicle and vehicle-to-infrastructure pieces of the puzzle work. There were mixed view on what will happen first - connected vehicles or fully autonomous vehicles.
- How quickly will the public embrace it and how will they change their choices and behavior? The industry claims that the incremental technology cost on the vehicle end is not significant. In any case connected vehicles would probably be in wider circulation before driverless cars. How this

evolves also affects whether we are operating in the realm of crash avoidance or crash elimination.

In summary, I feel that District Six, in collaboration with the Central Office and others, can be in a leadership position in the connected-automated vehicle arena building upon our successes in transportation systems management and operations (TSM&O). For example, the South Florida Express Lanes Network, combined with our systemwide ITS and tolling advancements (e.g., SunPass penetration rates), will offer great opportunities to introduce pilot projects in South Florida and be among the first in Florida for deployments. Our adaptive signal control deployments also include communications infrastructure, which can be leveraged. The District TSM&O program can provide the avenue for researching, developing, deploying, and evaluating pilot projects that validate the safety and mobility claims of the new technology.

William Reynolds (District Seven): The conference was a wonderful experience giving the opportunity to not only see the current and upcoming development in technology, but for me, the conference also allowed for learning about the deployment around the world. While there, I was able to visit Australia, Japan, Korea, Singapore, Germany, and multiple states within the U.S. I was quite amazed with the commonality of deployment from one country to another. I also enjoyed the presentation with Ford, GM, and Verizon. The discussions had a similar buzzword of "collaboration." Each speaker was clear about the concerns, limitations, and opportunities coming with the onset of connected and automated vehicles.

Eric Gordin (FTE): The following four areas summarize my key "takeaways" from this year's World Congress:

- Challenges. No matter how much progress we make in the area of ITS, there will always be challenges to overcome. It's estimated that 81 percent of unimpaired crashes can be reduced by emerging connected vehicle technology. That still leaves 19 percent of unimpaired crashes unaccounted for and does not address impaired crashes. Safety and mobility issues will continue to challenge the transportation and ITS community into finding new solutions. We also have other challenges to overcome such as Big Data (who owns the data, how will the data be shared, etc.) and the ability to keep up with changing technology.
- Collaboration. Throughout the conference, the terms "partnership," "connected," "sharing," and "collaboration" were stated multiple times. It was reinforced that connected transportation needs to be more integrated across all modes. It was interesting to see the number of unique partnerships that are starting to form within the industry. For example, Ford is working with Zipcar and the world's largest vehicle-to-vehicle and vehicle-to-infrastructure system will be put in place in Michigan by 2017 as a partnership between GM, Ford, Michigan DOT, and the University of Michigan. In terms of collaboration, the following quote comes to mind: "Coming together is a beginning; keeping together is progress; working together is success." – Henry Ford.
- Creativity. We should continually ask ourselves what our role is in this "new technology" environment, including the roles of private and public industries; we should let private industries lead the way in key areas. Each of the vendors provided demonstrations of connected vehicle technologies that were similar and yet unique. Therefore, one size doesn't fit all and there are many ways to address emerging issues/problems.
- Change. How will smart phones continue to change travel behavior in the future? How will we address security concerns involving the wireless networks that will be used to incorporate connected vehicle technologies? Based on the general sessions, it appears that car companies are expanding their focus to more than just in-vehicle equipment – now, they are also looking towards connected vehicles and technology as ways to implement safer and more convenient systems for their customers (who are also our customers). "Change is happening so fast… and I love it." - William Clay Ford Jr. (Bill Ford).

On Tuesday, September 9th, the FDOT ITS Program received the Best in ITS Award for the statewide marketing for Florida's 511 (FL511) traveler information system in the Best New Innovative Practice: Outreach category. The Best of ITS Awards recognize the best and brightest of the transportation community. This award provides a unique opportunity to be recognized by thousands of transportation professionals and policymakers.

For information, please contact Ms. Elizabeth Birriel at (850) 410-5606 or e-mail to Elizabeth.Birriel@dot.state.fl.us.

Detroit nighttime skyline.

FDOT's 511 Is a Best of ITS Winner for Outreach

By Gene Glotzbach, FDOT Traffic Engineering and Operations

The Florida Department of Transportation's (FDOT) 511 Traveler Information System was awarded the 2014 Best of Intelligent Transportation Systems (ITS) Award for Best New Innovative Practice: Outreach category on September 9, 2014. Winners were announced at the international 2014 World Congress on Intelligent Transport Systems in Detroit, where more than 10,000 of the world's leading public officials, transportation innovators, business leaders, investors, researcher professionals, and entrepreneurs gathered to discuss transportation issues.

Elizabeth Birriel accepted the Best of ITS Award.

First announced as a finalist in the competition on August 12, FDOT's statewide marketing efforts for 511 competed alongside the Metropolitan Transportation Commission's 511 San Francisco Bay BART Strike Response and Outreach, and the California Department of Transportation's Enhancement of Traveler and Worker Safety within the SFOBB Detour Structure (S-Curve).

FDOT's award-winning marketing efforts educated the general public about the toll-free 511 resource for real-time traffic information and the benefits it offers its users, including saving money, time, and fuel on all Florida interstates and major roadways. To achieve this goal and increase awareness and usage, FDOT developed new innovative ways to execute a grassroots awareness plan based on strategic public relations and donated public service space in highly visible areas. FDOT was able to generate more than 1 billion impressions and increase 511 usage across all platforms, which includes call volumes, web site visitors, Twitter followers, and mobile app downloads, to more than 3.3 million requests in 2013.

511 Marketing materials.

Placements included billboards alongside major roadways; bus advertisements in Jacksonville, Tampa, Daytona, and South Florida; a feature in the 2013 Florida Driver's Handbook; major magazine placements; rack cards in areas with high foot traffic; and banners on popular buildings. FDOT also partnered with many organizations, like airports and convention centers, to help spread the word about the 511 system.

The Best of ITS Awards honor the most innovative, effective, and influential achievements in the ITS industry. This year, FDOT's marketing outreach for Florida 511 outperformed the largest number of nationwide submissions ever received.

For information, please contact Mr. Glotzbach at (850) 410-5616 or e-mail to Gene.Glotzbach@dot.state.fl.us.

* * * *

Thank You Gene

By Karen England, Atkins

Gene Glotzbach is retiring on October 31, 2014! Many of you know Gene as he has committed a large portion of his career to the Florida Department of Transportation. Gene graduated with a Bachelor of Science in Civil Engineering from the University of Florida in 1975. In 1979 he started with FDOT in the Systems Planning Office as a metropolitan planning office liaison for the Cities of Tallahassee and Jacksonville. In that position, Gene was responsible for assisting in the development of the areas long-range transportation plans (LRTP) as well as the administrative work associated with funding the planning process. As area engineers were promoted or left FDOT, Gene also assumed liaison duties for Miami-Dade and Broward Counties.

As an additional assignment, Gene was responsible for development of the LRTP for the City of Key West. Gene says that this was a fun project and incorporated the traditional planning processes with creation of a technical review committee and a policy committee made up of the elected officials in the county. The development of the LRTP utilized the standard modeling process of trip generation, trip distribution, and trip assignment, same as that used in larger areas.

In January 1990, Gene applied for and accepted a position in Traffic Engineering under Dick Rossell. In that position, he was responsible for providing support to the Districts for the deployment of signal systems. His position was elevated to a Deputy Level and Gene assumed responsibility for the Call Box Program as well as the telecommunications program, which included FDOT's 47 MHz radio system. To manage these additional duties, Gene had additional manpower – Bob Gottschalk, Buddy Cloud, Jackie Miller, and Traci Matthews. Frank Deasy with PB Farradyne was brought on board to assist with licensing and management of the growing telecommunications program.

With the creation of the Intelligent Transportation Systems (ITS) Program and subsequently the creation of the ITS Office, the Chief Engineer (or State Highway Engineer at the time) asked for volunteers to provide support to the ITS Office. Gene, Liang Hsia, Bob Gottschalk, and Mike Akridge volunteered to move over to the new ITS Office. That office was formed under the management of Chester Chandler and was responsible for the deployment of ITS as well as the telecommunications program. One of Gene's first duties was to develop a scope of services to select the ITS General Consultant. The solicitation went out and Atkins (then PBS&J) was selected to handle the duties as the ITS General Consultant.

Gene Glotzbach at the 2011 World Congress in Orlando.

Gene spearheaded development of the *ITS Corridor Master Plans* and an *ITS Plan* for the Florida Intrastate Highway System (FIHS) limited-access corridors for deployment of an integrated, interoperable ITS. These plans served as a basis for developing the *Ten-Year ITS Cost Feasible Plan* (*CFP*), the funding mechanism for deploying ITS on the five major limited-access corridors (I-4, I-10, I-75, I-95, and Florida's Turnpike) of the FIHS in coordination with the toll-funded expressways. FDOT set aside $496 million over a ten year period to deploy ITS statewide. The *CFP* allocated funds to all the Districts to deploy ITS. The *CFP* was developed in cooperation with FDOT's District Offices and Florida's Turnpike Enterprise, and through a coordinated review of ITS needs on a statewide basis.

Gene was also involved in development of specifications for ITS equipment and field devices. These specifications were the first step in getting equipment certified and placed on

FDOT's Approved Product List to adhere with Florida Statutes.

Gene also helped establish the Change Management Board (CMB) in 2004 to oversee and manage ITS deployments in Florida, with specific emphasis on implementing needed changes in a deliberate, controlled manner that takes into account the impact on regional and statewide systems. The CMB ensures that deployments are compatible with each other and provide a seamless network of ITS functions along Florida's major transportation corridors. FDOT uses change management to monitor changes and their effects. The CMB ensures that proposed changes are consistent with long-term goals as well as with the user's needs. Gene was the first CMB chairman.

This work effort alone set up FDOT's ITS Program for ongoing successes. However, Gene didn't stop there. He embraced developing Florida's 511 (FL511) traveler information system and led it from coverage in the Orlando area in June 2002 to a total of six regional services in southeast Florida (July 2002), Tampa Bay (2004), statewide (2005), northeast Florida (2006), and southwest Florida (2007).

After the regional FL511 systems were up and running, Gene focused on consolidating them into one statewide traveler information system, which was accomplished in June 2009. The system provided for a centralized dissemination component with decentralized data entry to utilize the strength of the SunGuide® software. Since then Gene has concentrated on improving the user experience in FL511 by adding mobile apps for iPhone, iPad, iPod touch, and Android. Additionally, 12 regional and major roadway FL511 Twitter feeds were added in February 2012.

Gene has been involved with the I-95 Corridor Coalition, where he co-chaired the Traveler Information Program Track Committee, and the National 511 Coalition, which has fostered and championed the deployment of 511 system nationally.

Gene also provides deployment information to the Florida Transportation Commission to be included in their annual report regarding ITS as well as the funds set aside for the operations and replacement of ITS equipment. He updates the operations and equipment replacement spreadsheet on a yearly basis. This spreadsheet feeds the information provided in Schedule "B" of the Work Program Instructions.

As if this isn't enough, Gene manages a number of contracts, including:

- LogicTree for the implementation of a FL511 system;
- Global-5 for marketing the FL511 system;
- Atkins for deployment of the ITS Program;
- IBI for development of a video aggregation system for emergency management;
- University of Central Florida for development of a low visibility vehicle detection system; and
- Here for third-party travel time data.

Gene is the last remaining member of the original ITS Office. Please join us in wishing him well in his retirement.

For information, please contact Ms. Elizabeth Birriel at (850) 410-5606 or e-mail to Elizabeth.Birriel@dot.state.fl.us.

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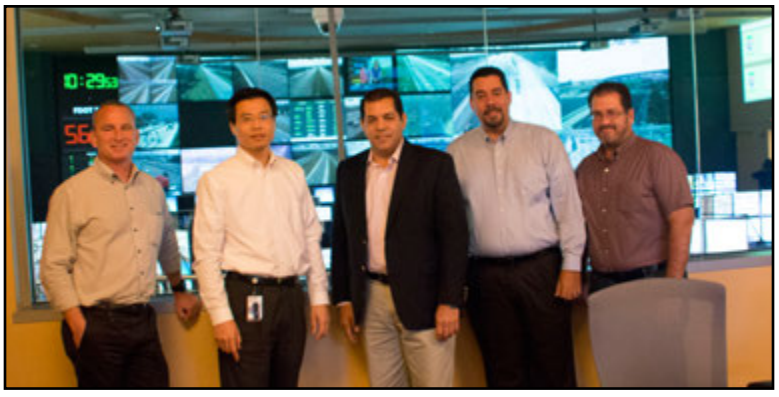
Secretary of Transportation and Public Works of Puerto Rico Visits District Four

By Dong Chen, FDOT District Four

Secretary of Transportation and Public Works of Puerto Rico Miguel Torres Diaz had the opportunity to visit the Florida Department of Transportation (FDOT) District Four SMART SunGuide® Regional Transportation Management Center on August 28, 2014.

Secretary Miguel Torres Diaz was in south Florida along with Puerto Rico Highway and Transportation Authority Executive Director Javier Ramos and Puerto Rico Metropolitan Bus Authority President Alberto Figueroa to visit different transportation management centers (TMC).



(L to R): Daniel Smith, Dong Chen, Secretary Miguel Torres Diaz, Alberto Figueroa, and Javier Ramos

They were interested in how the TMC operates in order to implement techniques at their own, upcoming TMC. Since visiting, they have decided to expand their plans to incorporate additional motorist services similar to what they learned here.

TMC staff provided the visitors with presentations on the District Four Intelligent Transportation Systems (ITS) Program history as well as a detailed overview of its operations and the recent expansion of the 95 Express Lanes. Staff also discussed performance measures used to access the program throughout the years. Attendees showed great interest in the items presented since most were familiar with the project concept, but were looking to learn more about best practices and lessons learned.

Mike McGee, Traffic Incident Management (TIM) Coordinator for FDOT District Four, presented on development and implementation of the TIM Program and protocols as well as the Express Lanes Incident Management Plan.

While at the building, the Secretary was also able to see a severe incident response vehicle and Road Ranger truck, discuss ongoing and upcoming District Four ITS projects, and meet operations staff in the TMC control room.

TMC guests were very impressed by the staff presentations and demonstrations. It is a pleasure for SMART SunGuide TMC to share lessons learned and serve as a source of ideas for others to build their own programs upon.

For information, please contact Mr. Chen at (954) 847-2785 or e-mail to Dong.Chen@dot.state.fl.us.

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The Monroe County TIM Team Hosts Annual Meeting

Javier Rodriguez, FDOT District Six and Daniel Smith, FDOT District Four

The Florida Department of Transportation's (FDOT) Monroe County Traffic Incident Management (TIM) Team recently held their annual meeting to conduct their yearly review of incident management efforts in the area and discuss the initiatives planned for fiscal year (FY) 2014/2015.

Closed-circuit television camera supports traffic management in Monroe County.

The June meeting was attended by Monroe County's incident response community as well as by members of FDOT District Six, Florida Highway Patrol, Florida's Turnpike Enterprise, the National Weather Service, and others. Team members gave their respective agency updates and detailed the progress made on past action items.

District Six started off the meeting by giving an overview of the Intelligent Transportation Systems Program for attendees unfamiliar with its services and resources. It detailed the devices available in Monroe County as well as the improvements made to the area's traffic management services as a result of their ongoing coordination in the past year. District Six reported managing a total of 475 traffic events in Monroe County during FY 2013/2014. This is a significant increase from the 378 events managed the year before with a 125 percent improvement in performance. Similarly, the District posted 10,292 messages along the county's dynamic message signs; this number is up from 5,513 messages in the previous year). The area's traveler information efforts were enhanced by the 511 traveler information system, which published 1,633 events and five floodgate messages to its web site, phone system, mobile apps, and Twitter accounts.

The District also updated the team on its Hurricane Response Action Plan. They announced their Standard Operating Guidelines was revised to allow messaging for unconfirmed events on arterial roadways (known as soft messaging) and were also in the process of scheduling Strategic Highway Research Program-2 training focused on establishing a national set of core competencies for incident management. A representative for Florida's Turnpike Enterprise then went on to present on the agency's Mass Evacuation and One-Way Plans. He informed them about the plans' phase activation procedures and travel routes. Further adding to the topic of hurricane preparedness was the National Weather Service representative who talked of the importance of interagency communication during the upcoming season. He identified his agency's resources and suggested additional coordination to ensure safety during severe weather events.

Agency updates were followed by a question and answer session that allowed all attendees to discuss the items presented. Additional action items were noted and follow up meetings are being planned for the next few months. For more information about the District Six TIM Team, please visit www.sunguide.info.

For information, please contact Mr. Rodriguez at (305) 470-5757 or email to Rodriguez2@dot.state.fl.us.

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511 Attribution on Local News Broadcasts

By Gene Glotzbach, FDOT Traffic Engineering and Operations

Florida television stations air the Florida Department of Transportation's (FDOT) traffic cameras an average of 400 times per weekday. The frequency of airings and the size of the state's television audience mean FDOT's cameras are being viewed more than 2.5 billion times a year, according to the *2012 Florida Department of Transportation CCTV Usage and Attribution Study*.

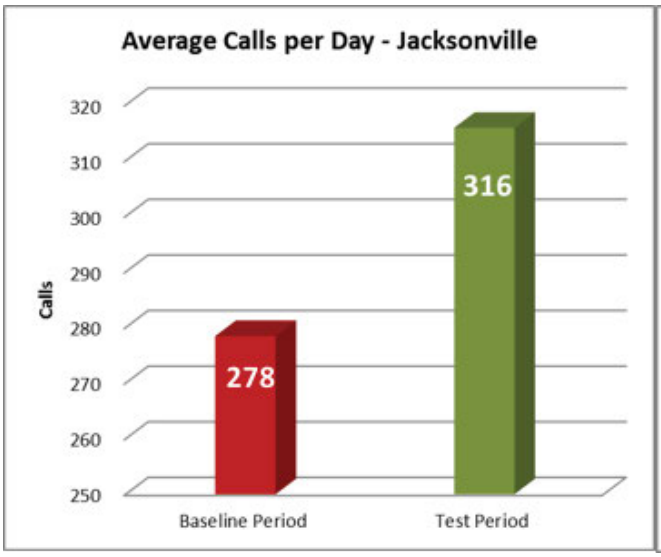
Television stations use FDOT's closed-circuit television (CCTV) camera feeds because they provide their audience with a fuller picture of current roadway conditions. Florida is not alone in this trend. Television newscasts throughout the United States have added traffic camera feeds to their broadcasts. Many state transportation authorities are taking credit for the camera views by superimposing their logo or brand on the camera feed as a means of establishing attribution for the use of the video.

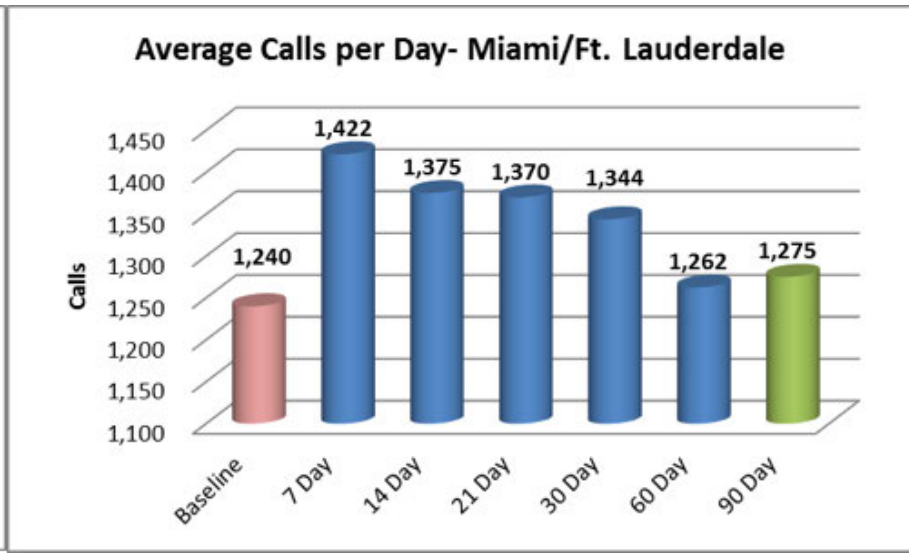
Sample attribution for the use of FDOT videos.

FDOT sees a larger opportunity in branding its traffic cameras. Such heavy usage and large audiences present FDOT with a chance to further safety, congestion-reduction, and environmental goals. By expanding attribution to include information about the Florida 511 (FL511) traveler information system, FDOT can point Floridians to the family of tools that FDOT provides to let drivers know about crashes, construction, and other roadway events so they can avoid traffic congestion.

FDOT commissioned the creation of an on-screen graphic, or "bug," for television stations and data providers like TrafficLand to display when FDOT traffic camera videos are aired. The graphic was created with input from the Districts and news stations, and is designed to clearly display FL511 information without obstructing the camera image. The bug lets users know that FDOT provides the 511 phone call, FL511.com web site, and traffic apps — all tools drivers can use when they don't have access to television traffic reports.

FDOT Central Office worked with Districts Two and Six to test the effectiveness of the attribution as a new marketing tool that can help raise awareness of 511. The 28-day test in Jacksonville generated more than 33 million impressions while the Miami-Fort Lauderdale test was more extensive and measured over 90 days and generated more than 100 million impressions. During the month-long test in District Two, 511 experienced a 13.5 percent spike in calls from northeast Florida area codes. Over the three months of the test in Miami, 511 experienced a spike of 8.4 percent after 30 days and a sustained 2.8 percent increase after 90 days.





There are often a number of factors that can create spikes in usage, but these trials show that adding attribution to FDOT's already successful marketing campaign can help increase 511 awareness and long-term usage. A sustained attribution program has the potential to continue to grow FDOT's 511 user base and provide consistent, predictable, and repeatable branding of the CCTV cameras and proper attribution to FDOT for the use of the images by the media.

FDOT is currently working on expanding the program throughout the state with the intention of converting the 2.5 billion annual statewide CCTV impressions that occur during local TV newscasts into growing numbers of 511 phone, web site, and app users.

FDOT wishes to acknowledge and thank the partners who are participating in the FDOT CCTV branding beta test pilot program:
- District Two
- District Six
- TrafficLand, Inc.
- WSVN
- WPLG
- WFOR
- WTVJ
- Bright House Networks

For information, please contact Mr. Glotzbach at (850) 410-5616 or e-mail to Gene.Glotzbach@dot.state.fl.us.

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ITS Florida Officer and Board of Director Nominations

By Sandra Beck, ITS Florida

The Intelligent Transportation Society of Florida (ITS Florida) Nominating Committee and Board of Directors announced a call for recommendations for Officer and Director-at-Large positions on the Board of Directors. **The deadline for submission is October 17, 2014.**

Please note that traditionally the officers "move up the ladder;" however, nominations are needed for all positions. In addition to the Officers, there are three Director-at-Large positions open.

Below is a list of the positions to be filled for calendar year 2015 in this election:

- President and Chairman of the Board (1-year term)
- Vice President (1-year term)
- Secretary (1-year term)
- Treasurer (1-year term)
- Directors-at-Large – three openings, each for a two-year term, one of which must be a representative of an academic organization.

All ITS Florida members are invited to recommend potential candidates for these positions. Recommendations must come from a representative of an ITS Florida member organization in good standing and, of course, the recommended individual must be employed by an active member of ITS Florida. If you have any questions about membership, please contact ITSFlorida@ITSFlorida.org. Self-recommendations are acceptable and encouraged. Nominations may be made online at http://fs16.formsite.com/ITSFlorida/Nomination/index.html. Just fill out the form and attach a one page vision statement and bio.

The Bylaws of ITS Florida require a balance on the Board of Directors in terms of sector of employment and ITS America membership. Accordingly, the Nominating Committee requests that you identify the affiliation (company) of the nominee as a public agency, private enterprise, or academic group, and ITS America membership status.

The Nominating Committee actually nominates the slate of candidates for the Board of Directors' approval, and the Nominating Committee has the right to nominate its own candidates. In evaluating potential candidates, the Nominating Committee considers potential candidates' past service to ITS Florida, ITS America, other state chapters, if recently moved to Florida, and/or contributions to the ITS profession as well as their sector of the ITS industry. ITS America membership is desired, but not required.

Candidates should keep in mind that the ITS Florida Board of Directors will meet in person four to six times in 2015, (usually four times) with possibly four to six additional meetings by teleconference. Officers and Directors are expected to participate actively in these meetings, and other assigned committee and task force activities during the course of the year. Potential nominees should ensure that their employer is willing to support the time commitment and cover travel expenses.

Submit your nomination form today! Visit http://fs16.formsite.com/ITSFlorida/Nomination/index.html.

If you are interested in more information about ITS Florida or would like to submit an article on behalf of ITS Florida, please contact Sandra Beck at ITSFlorida@ITSFlorida.org.

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Editorial Corner: Facilitating TIM Coordination

By Shawn Kinney, FDOT Traffic Engineering and Operations

The Federal Highway Administration (FHWA) defines traffic incident management (TIM) as a planned and coordinated process to detect, respond to, and remove traffic incidents and restore traffic capacity as safely and quickly as possible.

In an effort to facilitate coordination among the many state and local agencies that deploy responders to incidents, the Florida Department of Transportation (FDOT) assigned one person in each District to the position of TIM Program Manager. In addition to other assigned duties, each District TIM Program Manager is responsible for managing the Road Ranger and the Rapid Incident Scene Clearance (RISC) Programs for their areas of responsibility.

On September 9th and 10th, the FDOT TIM Program, in coordination with the District Seven TIM Team, hosted its annual meeting with the District TIM Program Managers. During the meeting, the program managers addressed issues related to the education of responders, outreach programs, and the revision of current policies for the Road Ranger and RISC Programs.

RISC activation in District Six.

In its discussion of the educational needs of responders, the TIM Program Managers identified groups of individuals that were either directly or indirectly involved in the response to incidents; in particular, those that had a role in the activation of the RISC vendor(s) to clear roadways of vehicles and debris. It is very important that the decision to activate is made in a timely manner and that the appropriate equipment is requested to respond to the incident. Proper education will reduce confusion and delay during incident response.

The next issue was how to reach responders. The program managers identified what groups have the greatest need to receive training and what methods would be the most effective to communicate the availability of training and resources. Communication will be achieved through regional TIM team meetings, creation of TIM distribution groups, and face-to-face meetings with local government agencies. To further assist, as responders are trained, the team will maintain visibility of attendees to ensure that adequate training opportunities have been offered in their areas and to reduce the amount of duplicate training sessions.

With the intended audience identified and the method of communication established, the program managers focused on the policies and procedures of each program. All required actions performed by FDOT personnel and contractors are based on policies, procedures, and signed interagency agreements. Ensuring that the aforementioned documents contain the most current language and are still in compliance with state and federal guidelines is crucial to the continued success of both programs.

In the coming months, FDOT Central Office and Districts Three and Six will coordinate with the FHWA and its contractors to conduct at least two more Incident Responder Train-the-Trainer Courses in Florida. These trainings will further promote the partnership between federal, state, and local agencies as well as ensure that incident responders are consistent, predictable, and repeatable in the way that they respond to incidents and assist the traveling public.

For information, please contact Mr. Kinney at (850) 410-5631 or e-mail to Shawn.Kinney@dot.state.fl.us.

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Announcements

Join Us in Welcoming...

The Florida Department of Transportation (FDOT) Traffic Engineering and Operations Office is pleased to announce the appointment of Angela L. Wilhelm, P.E., to the position of State Traffic Studies Engineer. The appointment became effective September 26, 2014. Angela comes to us from District Five Traffic Operations where she served as the District Access Development Engineer and was involved in traffic studies and challenging access issues there.

Prior to that, Angela served in roles as the District Access Management Engineer, a Senior Traffic Analyst, and a Traffic Ops Project Manager for District Five. Before joining FDOT, Angela graduated from Florida State University with a Bachelor's degree in Civil Engineering. Angela has over nine years of work experience in traffic engineering and operational studies, access management, public involvement, and project management. Angela is registered Professional Engineer and a recent graduate from the Certified Public Manager Program.

Angela's experience and background will be valuable in her new role. We are glad to welcome Angela to our staff here and are happy that she remains with the FDOT Team.

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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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