



SUNGUIDE® DISSEMINATOR



Florida Department of Transportation's Traffic Engineering and Operations Newsletter

Revenue Generation Through Signs

By Dana Knox, FDOT Traffic Engineering and Operations

Sponsorship is nothing new to the world of sports. In fact, it has been standard practice at major sporting events since the 1980s. You have most likely noticed banners at the Soccer FIFA (Fédération Internationale de Football Association) games for your favorite restaurant or a well-known brand of shoes. These banners and other types of signage are referred to as a sign sponsorship. Recognizing the benefit of revenue generation from this type of marketing, the Florida Department of Transportation (FDOT) began utilizing this strategy in 2014, as a way to generate revenue in addition to recognizing a company's contribution to a particular highway service. What are the benefits? FDOT generates additional revenue while sponsors have the opportunity to be included in an exclusive program.

So, how does FDOT define a sponsorship? As defined in the FDOT Sponsorship Program Policy, a sponsorship program is a program that allows a person, a firm, or an entity to sponsor an element of a public agency's highway operation through the provision of highway-related services, products, or monetary contributions. The intention is to apply to all types of highways that are open to public travel.

Therefore, sponsorship of transportation programs provides FDOT with flexibility to seek alternative and innovative sources of financing for highway-related services, such as maintenance, operation, and construction activities. In addition, FDOT is provided with additional opportunities to improve the transportation system in Florida with this additional revenue. This can lead to additional or enhanced services critical to ensuring the safety and efficiency of Florida's highways.



Sample sponsor sign.

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The SunGuide Disseminator is a publication of:
Florida Department of Transportation
ITS Program
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<http://www.dot.state.fl.us>

Although the Federal Highway Administration (FHWA) encourages sign sponsorships, it also recognizes that there is a difference between sponsorship and advertising. They provide directive that the number of additional signs and informational load imposed on drivers should be minimized, and also support the use of other opportunities for sponsorship through the use of existing signs, on in-vehicle transponders, and outreach materials, for example. Sponsorship programs are endorsed by FHWA through FHWA Order 5160.1A.

FDOT has recently taken advantage of the sponsorship sign program by partnering with GEICO to successfully implement the Safe Phone Zone sign program through rest area sponsorship. To date, FDOT has installed 78 Safe Phone Zone GEICO sponsorship signs in rest areas, service plazas, and welcome centers throughout the state.



Sample sponsor sign.

FHWA does an excellent job of summarizing the future of sponsorships in their policy conclusion statement, “The nature of highway financing is evolving, and private sector investment promises to be a significant source of revenue.”

FHWA Order 5160.1A: <http://www.fhwa.dot.gov/legregs/directives/orders/51601a.cfm>

For information, please contact Ms. Knox at (850) 410-5581 or e-mail to Dana.Knox@dot.state.fl.us.

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Road Rangers: Unsung Heroes of the Roadway

By Michael Washburn, Florida's Turnpike Incident Management Program Manager

Florida's Turnpike Road Ranger Wesley Matlock had just pulled into the Pompano Beach Service Plaza on March 19, 2015, anticipating his morning break when he spotted the vehicle. A 2011 white Buick Enclave matching the license tag of the just-dispatched Silver Alert Bolo (Be On the Look Out) from the transportation management center (TMC). Parked alongside the service station's gas pump islands, the driver was about to get back into the vehicle. Wesley immediately pulled in front of the SUV, and got out to address the 85 year old gentleman who had been reported missing from Edgewater in Volusia County the night before.

“I just wanted to start a conversation with him at first to see how he was doing,” Wesley, a 10-year Turnpike Road Ranger veteran said. “It was immediately clear that he was lost and unsure of his surroundings, so I just kept talking to him until FHP (Florida Highway Patrol) was able to arrive.”

This was the second successful Silver Alert recovery that Wesley has made for the Florida Department of Transportation (FDOT) as a Safety Service Patrol Road Ranger. As a whole, the Turnpike Road Ranger program has contributed to six successful Silver Alert recoveries.

Often the overlooked, taken-for-granted responder on Florida's Turnpike roadways, Road Rangers risk danger each day to provide customer services that help thousands of individual motorists as well as provide scene safety and security to other emergency responders at scenes of crashes or other hazards. Turnpike Road Rangers, covering 420 miles of the Turnpike statewide system, provided nearly 147,000 assistance activities in 2014, and more than 75,000 so far in 2015.

Specialized and targeted training is essential in preparing Road Rangers for safety and success. Florida's Turnpike attempts to accomplish this through several training concepts.



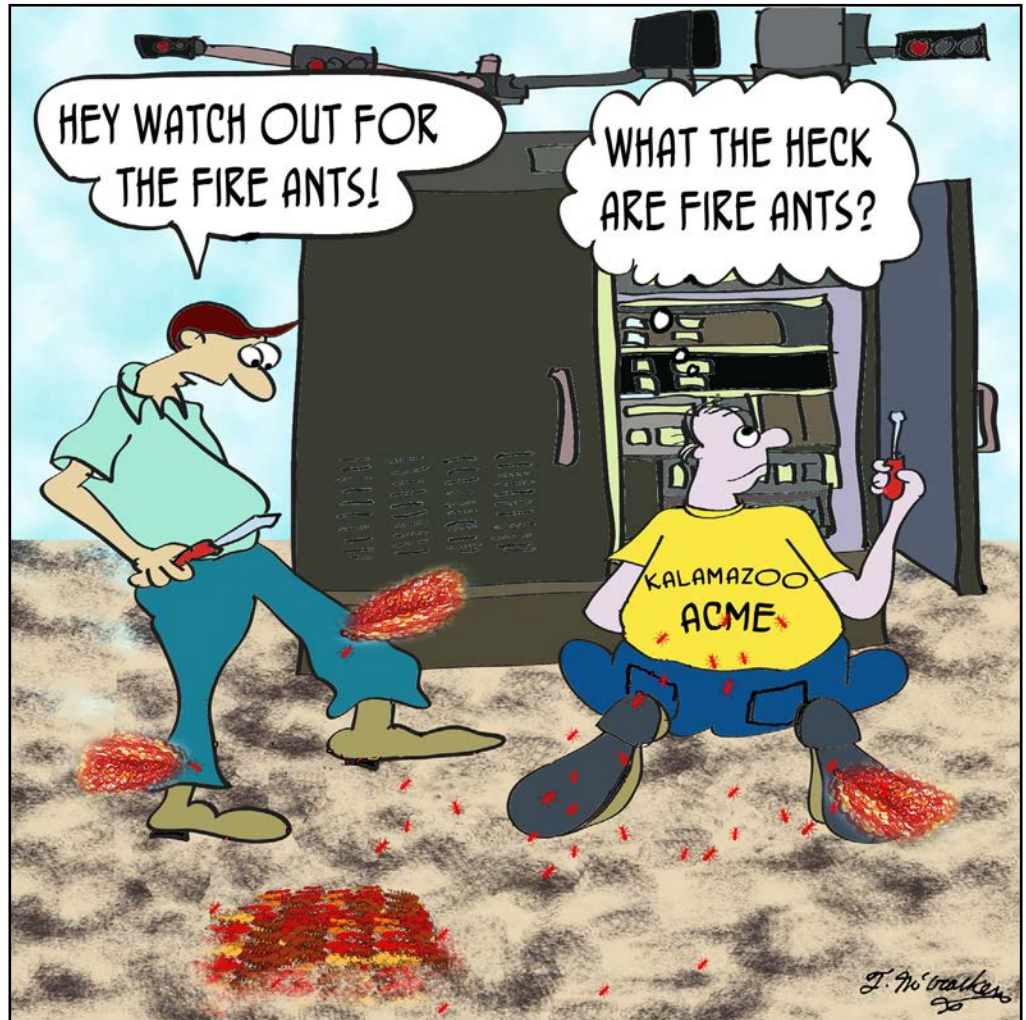
Florida's Turnpike SHRP-2 Incident Management training workshops. Over 100 responders that work along the Turnpike attended three training sessions at the Pompano Operations Center and Turkey Lake Headquarters during August, September, and December 2014.

Moment of Humor!

Florida's Turnpike requires all of its Road Rangers to complete Turnpike-specific incident management training that focuses on safe response, customer service and interaction, maintenance of traffic, and safe, quick clearance. Training topics include the newly revised Florida's Open Roads Policy, expedited vehicle removal, and a module on customer service is also included. Road Rangers attend with a cross-section of peer responders, including TMC supervisors, managers and operators, specialty towing, and Roadside Repair Services (STARR) personnel. The three-hour sessions include both classroom and field work. This training is in addition to specifications and requirements stipulated in the Road Ranger contract. Road Rangers must complete the training as soon as possible from beginning work on the Turnpike. As always, safety is the priority.

Florida's Turnpike, as have other responder agencies, has seen an increase in Road Ranger vehicles being struck by other drivers while providing service. In 2014, Turnpike Road Rangers were involved in seven crashes. In the first six months of 2015, that number has already reached six involved crashes. In all cases, other drivers were found to be at fault and typically due to distracted or impaired driving.

Road Ranger training is not all focused on roadway situations. All Turnpike Road Rangers are required to complete at least four hours of TMC observation training. This training puts the Road Rangers in TMC operators' shoes, monitoring the roadway for hazards via closed-circuit television cameras and communicating with multiple stakeholders for dispatching and response. Road Rangers better understand the importance of communication to the TMC and the informational data needed from the roadway so operators can provide updated and accurate traveler



information via dynamic message signs, highway advisory radios, social media outlets, and Florida 511.

A unique aspect of Turnpike Road Rangers is the requirement to carry automated external defibrillators (AED) in their vehicles for potential emergencies. Road Ranger operators are required to be trained on the AED use as part of their required first aid training. Often the first to arrive at the scene of a crash or other emergency, Road Rangers need to be confident in their actions and equipment. The AEDs have been used an average of approximately twice a year for a number of medical emergencies.

While currently not a specified requirement in the Road Ranger contract, the Federal Highway Administration's Strategic Highway Research Project 2 (SHRP-2) is free emergency responder incident management training that is now coordinated for the Road Ranger program. The SHRP-2 training is nationally targeted for law enforcement, fire rescue, emergency management, tow operators, and department of transportation personnel to learn about safe response, scene security, and safe, quick clearance goals

Continued on next page...

and initiatives. By attending, Road Rangers are able to network with these responders and become knowledgeable on the same goals and objectives.

Safety is the common denominator in all training and performance aspects for the Road Ranger program. Like other roadway responders, the FDOT Road Rangers work in an inherently dangerous environment and setting. Continuous training, goals, and initiatives should always be explored for the benefit of the program and each individual Road Ranger.

For information, please contact Mr. Gordin at (407) 264-3316 or e-mail to Eric.Gordin@dot.state.fl.us.

* * * *

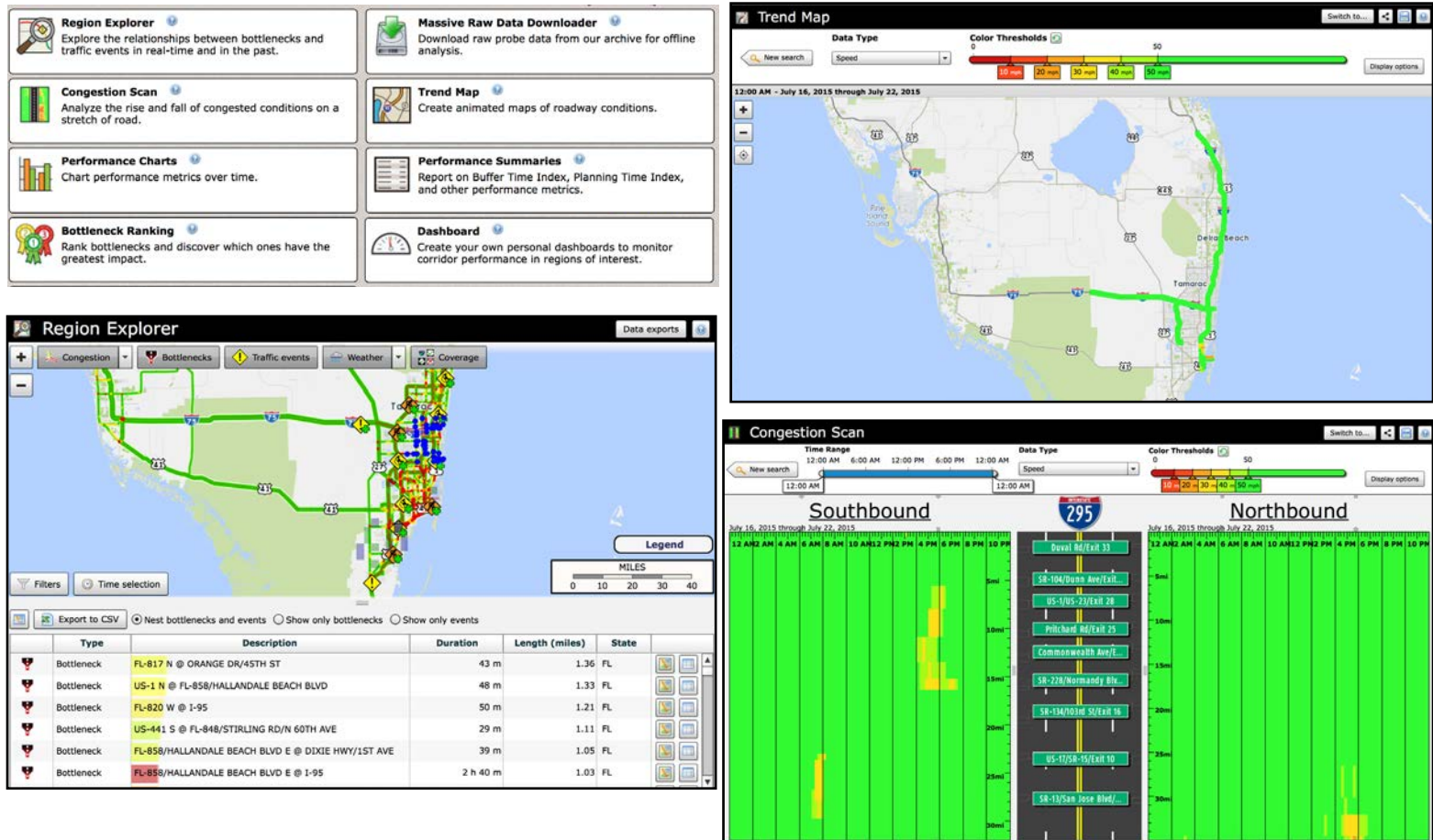
A New Suite of Tools is Available

By Russell Allen, FDOT Traffic Engineering and Operations, and Jo Ann Oerter, Atkins

In 2008, the I-95 Corridor Coalition (Coalition) had a goal to provide Coalition members with the ability to acquire reliable travel time and speed data for their roadways without the need for sensors and other hardware. With this goal in mind, the Coalition solicited proposals for the Vehicle Probe Project (VPP) to provide travel time and congestion data to Coalition member states who wish to enter into contract with the chosen vendor.

Since the initial contract, the Coalition has re-solicited the VPP contract and has entered into agreements with three vendors: HERE, INRIX, and TomTom. Each Coalition member state has the ability to enter into contract with any or all of these vendors to purchase travel time and congestion data.

VPP Suite Tools.

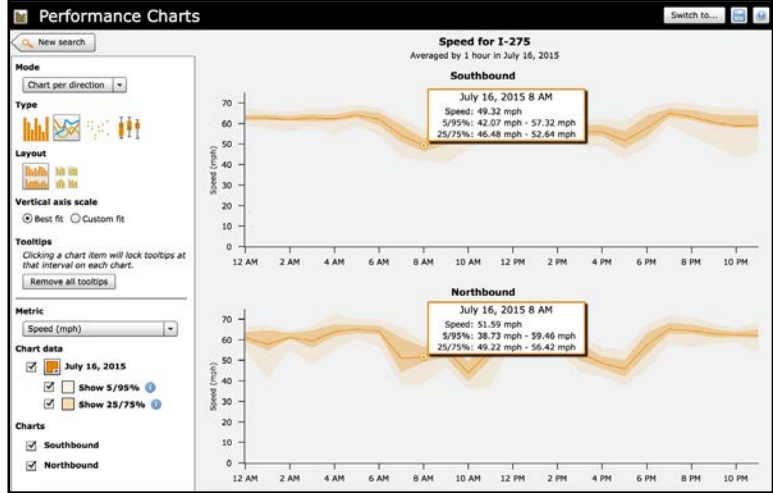
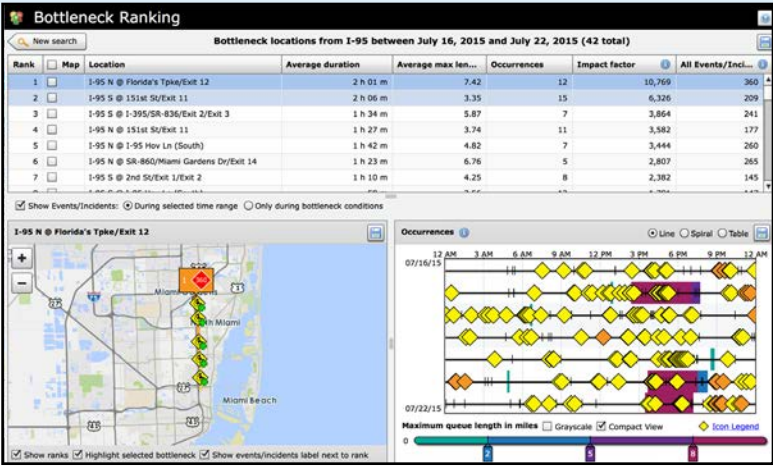


As part of the VPP, the Coalition worked with the University of Maryland to develop the VPP Suite. The VPP Suite is a collection of tools that allow agencies to support operations, undertake planning activities, perform analysis and research activities, and develop performance measurement reports.

Under a separate initiative, the Florida Department of Transportation (FDOT) entered into an agreement with the University of Maryland to archive and process FDOT detector data, along with HERE data that FDOT is currently purchasing. The FDOT data is being archived in the main VPP database; therefore, FDOT will be able to analyze the FDOT detector/HERE data using the VPP suite tools.

Access to the previously purchased INRIX data will also be available for analyzing purposes. These VPP suite tools will assist FDOT in identifying/validating areas of congestion/bottlenecks that need improvement, help to support/justify funding requests from the Districts, and support preparation of performance metrics required by Moving Ahead for Progress in the 21st Century Act.

For information, please contact Mr. Allen at (850) 410-5626 or e-mail to Russell.Allen@dot.state.fl.us.



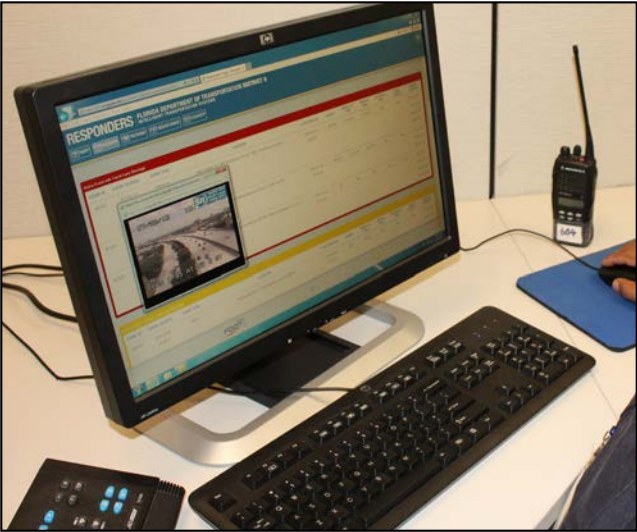
FDOT District Six Launches Web Site for First Responder Information

By Javier Rodriguez, FDOT District Six

The Florida Department of Transportation (FDOT) District Six's Intelligent Transportation Systems (ITS) Program launched a web site specifically for local first responders to access real-time incident information and live traffic camera feeds.

First responders and incident managers requested access to ITS camera feeds that were separate from what the transportation management center (TMC) provides to the general public. The TMC has always made its camera feeds available via its web site for traveler information purposes. In the event of crashes, however, the TMC blocks respective feeds to avoid sharing sensitive images of the scene with the public. First responders wanted these uninterrupted feeds to help them plan their approach to an incident and so managers can confirm what incident management resources are on scene.

The web site, responders.sunguide.info, began development in 2013, and in addition to providing first responders with unfiltered camera feeds, it also features detailed information about traffic events being managed.



The Responders web site is now available for incident managers in District Six.

Continued on next page...

The home page presents users with this information overlaid on a full map of South Florida and the District Six roadways. Incidents are categorized by closed incidents, unresolved incidents, incidents blocking a lane, and incidents with no lane blockage. Additionally, the page provides contextual information for each incident such as links to nearby cameras and responder information.

Currently the responders' page is live and being used by FDOT District Six Road Rangers, Incident Response Vehicle operators, Rapid Incident Scene Clearance contractors, Miami-Dade Fire Rescue, and City of Miami Beach Police. The TMC can add users upon request by providing a login and password. The web site is planned to be promoted at events like the Traffic Incident Management (TIM) Team meetings to add more agencies to its list of users.

District Six created this tool at the request of its TIM partners to keep with its mission of promoting coordination, communication, and cooperation both on and off the field. The web site is just one of the strategies District Six has developed over the years to help first responders manage increased driver demand due to population growth, increases in tourism, and rising congestion experienced in South Florida in recent years. The objective was to work with our partners, get their feedback, and address their program needs to promote the safety and mobility goals of our region.

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

* * * *

Inside the TERL: History of the FDOT Approved Product List

By Jeffrey Morgan and Carl Morse, FDOT TERL

On October 20, 2014, the Florida Department of Transportation's (FDOT) new Approved Product List (APL) was made public, revealing a single listing for all of FDOT's pre approved transportation products. After approximately 25 years of separation, FDOT's Qualified Products List (QPL) and APL were updated and reunited into one new list. But, before we discuss the new APL, let's discuss how it all started – how the original APL came to be.

For many years, dating back to the early 1970s, traffic control devices were evaluated and certified (approved) by FDOT's Traffic Operations Office, specifically by the Traffic Operations Shop located in Tallahassee Florida. Due to the infinite wisdom of our Traffic Operations predecessors, Florida Statute 316.0745, uniform signals and devices, was enacted, requiring FDOT to develop specifications for official traffic control signals and devices and certify said devices to the specifications. The law required all official traffic control signals and devices to be certified by FDOT before they could be used in the state.

Once a product was certified, a certification letter was sent to the manufacturer of the device stating that the product could now be used in the state. These approvals were mailed to the manufacturer and information on each approval was written on a 5x7 index card and kept in the "first APL," which was a metal card file, shown to the right.

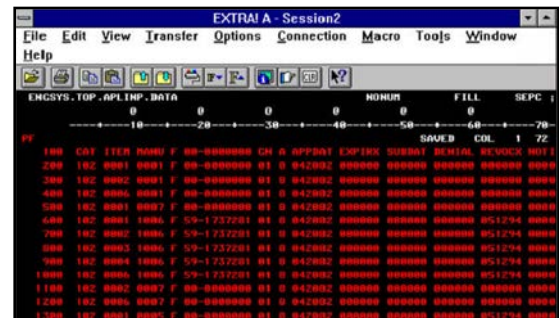


After a few years, it was time for a change. The card file wasn't big enough and FDOT needed a better way to disseminate the approval information internally. FDOT's mainframe network was the answer. In 1981, and the Approved Product List Computerization Task Force, led by Ron Magahey, then the State Traffic Operations Engineer, was formed to develop a computerized APL. Members of the task force included Buddy Cloud, Hal Conley, Jack Brown, Clark Scott, and Vic Poteat.

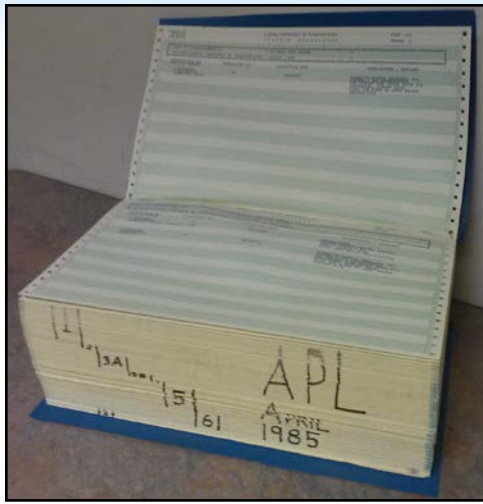
Several other offices were also in preparation of creating approved lists for their own type of equipment. For example, the QPL, then maintained by the Value Engineering Office, had their own list. One objective of the task force was to limit duplication by creating one list.

In 1982 Bob Graham was Governor and Paul Pappas was the FDOT Secretary—and the first "computerized" APL became available on FDOT's mainframe network

Although now it seems very limited and cumbersome, the mainframe APL was very modern at the time and allowed access (for the first time) with the stroke of a keyboard dumb terminal by any person on the FDOT network.

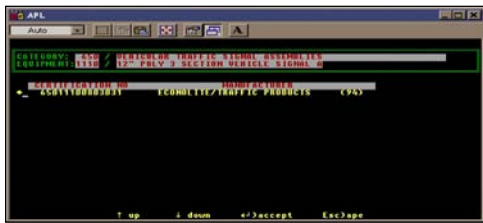


APL on FDOT's mainframe network.



A mainframe printout of the APL in 1985.

A portable version that fit on a 3.5 inch floppy disk was also available as shown below.



The mainframe version of the APL worked well and continued to grow until a decision, sometime around 1990, was made to remove maintenance of traffic devices from the APL and create a separate list that would also contain approved construction products and materials. This new list would be maintained by the State Specifications Office and was called the QPL. The Traffic Operations Office continued to maintain the original list of official traffic control signals and devices on the APL. In the early 1990s, the APL had approximately 160 manufacturers with over 1,200 approved products.

With the arrival of the Internet and the World Wide Web, in July 1999, the Traffic Operations Office (now called the Traffic Engineering Office) placed one of the first FDOT office web sites on-line that also included a static version of the APL. This version included a static copy of the mainframe APL that could (for the first time) be accessed by everyone with an Internet connection. Manufacturers of APL products could,

for the first time, see their products listed on the APL.

The mainframe version of the APL lasted almost 20 years until it was replaced with a fully searchable web database developed by Florida State University as part of a research project to help develop the Traffic Operations Shop into the Traffic Engineering Research Laboratory (TERL) as it is known today. This web database was referred to as the Interactive Approved Product List (or iAPL) and was one of the first APLs in the country to be offered as a web database.

Fast-forward to 2012. The APL was in need of an update and staff at the TERL were busy developing requirements that would include a more user-friendly interface similar to common Internet shopping sites, such as Walmart, Best Buy, etc., and include the capability to display more product information and more images of approved products. Updated tools to make navigating easier for external and APL administrative personnel were also included.

At the same time, a decision from FDOT management to merge the QPL

and APL back together brought new meaning to the upgrade effort. The timing of this decision from management turned out to be perfect for accomplishing both tasks – combining the QPL with the APL database and updating the new APL web database with the look, feel, and functionally as noted above.

A contractor was selected and work began on the new APL in September 2013. On October 20, 2014, the new APL was published.

Although there is still some work to be done, we feel the goals and objectives of the consolidation effort were accomplished – the APL and QPL are now merged into a single list and improvements/enhancements were included that will result in a more user-friendly list for both external and internal admin APL users.

The new APL (shown at the bottom of this page) is available online at <https://fdotwp1.dot.state.fl.us/ApprovedProductList>.

For information, please contact Mr. Morgan at (850) 921-7354 or e-mail to Jeffrey.Morgan@dot.state.fl.us.








Florida Department of
TRANSPORTATION

Approved Product List

Home

Go

Product Name

Company
Model

Active APL Certifications
102-059-003 (Approval Date: 2/11/2014)

Inactive Certifications
610-001-005 (as of 3/25/2015)

Product Types

- Truck Mounted Incident Management Sign (Inactive)
- Truck Mounted Changeable Message Sign

Limitations
There are no items to display.

Documents
There are no items to display.

Comments
Formally LiteSys-Intelicom, Inc.

Contacts

Testing in Advanced Transportation Programs

By Suzanne Murtha, Atkins

July 2015 has been a month for significant advances for testing in intelligent transportation systems, especially in advanced transportation programs such as connected and autonomous vehicles. July 20th saw the launch of University of Michigan's Transportation Institute's (UMTRI) Mcity in Ann Arbor, Michigan. Mcity is a self-described, 32-acre outdoor test lab for connected and automated vehicles designed in partnership with the Michigan Department of Transportation.

Some of Mcity's features include:

- Straightway with gravel roadway with railroad crossing
- Traffic circle, roundabout
- Four signalized intersections
- Trunk line road
- Brick road
- Underpass
- Open test area
- Four way stop intersection
- Tree canopy
- Metal bridge deck
- Movable facade
- Meandering gravel roadway
- Limited access freeway
- Calibration mound

Opening day at Mcity saw over 600 people, including members of Congress, politicians, and leaders of sponsoring organizations. UMTRI has a Leadership Circle with contributors that have each made substantial financial contributions. Key contributors to Mcity include:

- State Farm
- Qualcomm
- Toyota
- General Motors
- Ford Motor Company
- Honda
- Nissan North America
- Xerox
- Econolite
- Delphi
- Denso
- Verizon
- Navistar
- Bosch
- Iteris

Additionally, a non-profit organization was launched on July 20th to create a test facility in Princeton, New Jersey—the Center for Automated Road Transportation Safety at Fort Monmouth. This facility will be built on a former military facility and will be designed to allow testing for automated vehicles.

The development of similar facilities is also underway in Contra Costa County, California, as well as Texas. It remains to be seen how much all of these facilities will be used, especially when we see the development of autonomous vehicles on existing roadways and on private facilities owned by the vehicle and component manufacturers.

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



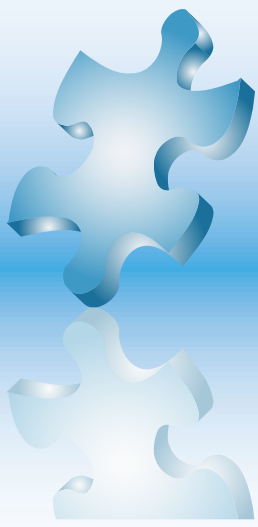
Mcity aerial view.

Courtesy of University of Michigan Mobility Transformation Center.



Mcity street.

Courtesy of University of Michigan Mobility Transformation Center.



SunGuide® Disseminator Word Challenge

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 12.

Enjoy
and
Good Luck!



Travel time looks in Florida!

N O O R S I P S H P S

Banners and signage on roadways
are a form of this.

R I N I X

One of three VPP vendors.

D O A W Y A R

Patrolled by Road Ranger

D E U T R I E N

After about 25 years, this hap-
pened to the APL and QPL.

ITS Florida Update

By Stephanie Hoback on behalf of ITS Florida

The Intelligent Transportation Society of Florida (ITS Florida) held its July 14th meeting at the Manatee County traffic management center (TMC) facility in Bradenton. The Board meeting was followed by a tour of the state-of-the-art TMC, 911, emergency medical services, and the Regional Emergency Management Center. Thank you to our partners at Manatee County for hosting the event! The meeting was followed by a networking event in Bradenton.

ITS Florida will be meeting in South Florida in September.

Photo Contest (Reminder)

Your high-resolution, landscape photos are needed for our photo contest! A brief caption identifying the photo that could be used in the calendar should accompany your submission. Please also include contact information for the submitter of the photo(s) should ITS Florida have any questions. Photos should be submitted on CD/DVD via mail delivery. Submit photos to:

Ms. Sandy Beck, ITS Florida
215 NW Monroe Circle North, St. Petersburg, FL 33702
Phone: (727) 430-1136 / Email: itsflorida@itsflorida.org

Deadline for submittals is Friday, August 14, 2015, by 5:00 p.m.

Photos will be selected by a panel of judges that will represent all geographical regions of the state. Winners will be announced at the ITS Florida Annual Meeting and Technical Forum, which will be held in the Jacksonville area in December 2015. Photos submitted in last year's contest may be resubmitted for consideration. ITS Florida will not automatically include any photos submitted last year into this year's contest; to be considered for this year's contest, they must be resubmitted.

For questions, please contact Mr. Jonathan Tursky at Jonathan.Tursky@TransCore.com or Ms. Sandy Beck (contact information listed above).

*Photos in portrait format may be used as an insert only as this format does not correctly fit the cover or monthly layout.

Please contact Sandy Beck at ITSFlorida@ITSFlorida.org for additional information.



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Editorial Corner: Discussing Third-Party Data

By Derek Vollmer, FDOT Traffic Engineering and Operations

In March 2015, the Florida Department of Transportation (FDOT) received an e-mail from the Institute of Behavioral Sciences in Tokyo, Japan, about an August 2014 SunGuide® Disseminator article titled, “The Waze Connection.” The article was about an agreement between FDOT and Waze to share data. FDOT set up a meeting on May 22, 2015, with a few members from the Institute of Behavioral Sciences in Tokyo and the West Nippon Expressway Company Limited. The focus of the meeting was on FDOT’s use of probe data, which includes Waze and HERE data.

The meeting started with brief introductions and then a little background on why FDOT partnered with Waze. FDOT wanted a source of incident information on arterial roadways and the ability to reach more motorists by showing FDOT-detected incidents within the Waze application. After our background discussion, we spoke about Waze as a third-party data source and how FDOT currently integrates Waze data into Florida’s statewide advanced traffic management software, known as SunGuide® software, and future integration plans.

We discussed how some data in the Waze feed is not needed for FDOT’s operations and, therefore, is filtered out. We also showed them how a Waze incident looks on the SunGuide software operator map.

We also discussed that our current implementation doesn’t allow us to make data comparisons to information obtained in the SunGuide software. Waze integration phase 2, which will be included in release 6.2 of the SunGuide software, will have the ability to compare Waze data to SunGuide software event data.

Questions from the representatives were focused on speed data. We explained that roadway segment speed data is not included in the Waze data feed retrieved by FDOT.

Instead, we use a separate agreement with HERE to receive speed data on segments of our roadways and showed the representatives how the HERE speed data is represented in the SunGuide software.

The representatives mentioned that third-party probe companies did not have a major presence in Japan, and they are working on their own probe data system. They are currently receiving global positioning system data from buses as they travel along their routes; they are using this information to calculate speeds. They are also working on retrieving data from fleets, navigation vendors, and automobile makers to incorporate data into their probe data system. This system will provide information on more of their expressways without having to deploy and maintain traditional traffic detection equipment.

The image shows a screenshot of the SunGuide software interface. On the left, there is a 'C2C Event Details' window with the following information:

General	
Description:	WEATHERHAZARD HAZARD_ON_SHOULDER_CAR_STOPPED No Description
Event Status:	Unconfirmed
Lanes Affected:	None
Road Conditions:	N/A
Weather Conditions:	N/A
Severity:	Unknown
Type:	Disabled Vehicle

Timing	
Start Time:	07-29-2015 12:09:03
End Time:	N/A

Primary Location	
Latitude:	28.545392
Longitude:	-81.57508
Roadway:	Florida's Tpke N
Cross Street:	N/A
Direction:	N/A

On the right, a map shows the location of the event. A red 'W' icon is placed on a road. A tooltip box over the icon contains the following text:

b5c562c5-345e-3d97-bc67-f21c27e25123 [Waze]
Disabled Vehicle
Unconfirmed

Waze appearance on SunGuide software operator map.

Continued on next page...

The representatives also mentioned how they partnered with car manufacturers in Japan to develop an in-car system to detect if that vehicle is traveling in the wrong direction. Basically, the navigation system in the car detects if the vehicle is traveling the wrong direction on a roadway and provides an alert to the driver. Studies are still on-going for that effort.

Sharing information about each other's programs was insightful. It was interesting to learn about their probe data system and their wrong-way driving efforts. The meeting was a unique experience, and the interpreter for the group did a fantastic job!

For information, please contact Mr. Vollmer at (850) 410-5615 or e-mail to Derek.Vollmer@dot.state.fl.us.

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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.

Word Challenge Answers

D E F I N I T E R E U N E R E D

X I R I N I

R O A D W A Y A W A R D

S P O N S O R S O R S O R S O R S

Travel time looks
S U N N Y in Florida!

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Fred Heery

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Deputy State Traffic Engineer
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Paul Clark

Incident Management and
Commercial Vehicle Operations
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