



SOUTH FLORIDA REGIONAL ITS COALITION

May 25, 2005 Meeting Minutes

DATE: Wednesday, May 25, 2005 **TIME:** 1:30 pm – 4:00 pm

PLACE: Florida Department of Transportation District 4 / Broward County Traffic Engineering
Transportation Management Center (TMC) Conference Room
2300 West Commercial Boulevard
Fort Lauderdale, FL 33309

MEMBERS PRESENT: See Attached List

INTRODUCTION OF ATTENDEES

Mr. Jesus Martinez of the Florida Department of Transportation's (FDOT) District 6 ITS office called the meeting to order. Self-introductions for all attendees followed. Mr. Girish Kumar distributed the agenda for the meeting to the attendees. Mr. Murali Pasumarthi of Broward Traffic Engineering made a special announcement regarding the formal grand opening of the FDOT District 4/Broward County Traffic Engineering TMC on June 9, 2005. He said that official invitations would be forthcoming. Jesus suggested that Murali may want to consult with Dan Murphy of KSR after the meeting since Dan was involved in the planning of a similar event for the FDOT 6 TMC.

EXECUTIVE SUB-COMMITTEE REPORT

Mr. Jesus Martinez began the Executive Sub-committee report. The sub-committee had met on May 11 at the District 4 TMC. He stated that the ATIS contract and its extension were discussed. He mentioned that John Easterling of the Florida's Turnpike Enterprise (FTE) was leading the coordination of a meeting with SmartRoute Systems (SRS) targeted for mid-June to discuss contract extension. A previous meeting had also been held on May 19. It had been recognized that ATIS QA/QC meetings should be face-to-face. He also mentioned that there was discussion about extending 511 service to Martin and St. Lucie counties. Mr. Martinez mentioned that FDOT District 4 also started a discussion on a policy on sharing video with the media. The executive sub-committee also worked on developing the Coalition meeting agenda, along with a review of activities of other sub-committees and the Coalition goals and objectives.

TECHNICAL SUB-COMMITTEE REPORT

Mr. Girish Kumar from HNTB Corporation filled in for Mr. Ivan del Campo of Miami-Dade Expressway Authority (MDX), chair of the sub-committee. Mr. Kumar informed the attendees that a telephone conference call was held on May 19, 2005. He mentioned that 5 of the 7 designated members on the committee called in. There was discussion about streaming video (Mr. del Campo has made a presentation previously on this topic to the coalition). There was no specific solution that had been selected. FDOT District 6 and MDX staff continued to evaluate alternatives. Mr. Martinez added that the pilot streaming video solution that will be tested was used by Caltrans. Mr. Pasumarthi mentioned that Broward County, FTE, and FDOT District 4 were working on specific and countywide Memorandums of Understanding. Mr. Easterling added that they were nearing an agreement between FTE and Palm Beach County for the ongoing fiber construction. Maintenance responsibility was also a key aspect of fiber optic sharing. Murali also added that video distribution was discussed in the conference call along with its revenue generation aspects. It was also noted that any policy related to video distribution should recognize that SRS was currently the regional information service provider (ISP).

Mr. Elliot Luskin from the Port of Miami asked if there was a fiber optic cable along the MacArthur Causeway. He also asked if there was a possibility of relying on the existing fiber for monitoring ships from the Causeway side. Mr. Martinez informed that there will be a fiber optic cable on I-395 and referred Mr. Luskin to contact Mr. Omar Meitin, FDOT District 6's Project Manager for specifics on that ITS deployment project. The project will be completed in late 2006. He also suggested that this potential for fiber sharing on I-395 be discussed at the Technical Sub-committee level. Jesus cited this as one more example of the multi-modal and multi-faceted (security) role of the regional coalition where partners could benefit from each other's deployments. Jesus also



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added that CBS 4 TV channel may carry coverage on the FDOT 6 TMC. A slightly negative aspect was that FHP and SRS were not in the building yet.

OPERATIONS SUB-COMMITTEE REPORT

Ms. Dee McTague of FDOT District 4/DMJM+Harris filled in for Mr. Steve Corbin of FDOT District 4 ITS, chair of this sub-committee. She informed the attendees that their sub-committee met on May 24. The focus of the meeting was goal number 4 of the coalition (coordinate safe and efficient evacuation efforts). There was specific discussion on hurricane preparedness. She also talked about an exercise in Port St. Lucie at the nuclear plant. The sub-committee also discussed Amber Alert at their meeting. She also informed the attendees about a combined training for operators. They would also try to meet in the next 2 to 3 weeks.

PUBLIC OUTREACH SUB-COMMITTEE REPORT

Mr. Easterling as chair of this sub-committee provided a report. He mentioned that there was a meeting at the Turnpike office at Pompano Beach on May 20 with representatives from FDOT 4, FDOT 6, FTE, and SRS. He also mentioned that they were planning to meet on a monthly basis. The tentative date for their next meeting was June 16, 2005. Mr. Easterling said that they are planning on alternating meeting locations, with the next one in Miami-Dade (District 6 office). He noted that the first meeting had been productive and the participants agreed upon short term and long term initiatives to achieve the Coalition's goal number 5 (increase customer awareness of benefits of the SunGuide program). Some of these initiatives will be the basis of developing specific objectives under this goal.

- ◆ Coordinate existing program marketing efforts to include SunGuide/511 – include into each agency's existing campaigns. Provide a location for hosting all public event calendars so that cross-promotion opportunities can be easily identified. Solicit involvement from MPOs and other coalition partners. Involve CIN marketing committee in this process. Also gather an inventory of existing materials that have been developed and are being used. This was identified as a short-term goal for the sub-committee, and is now objective 5A of the Coalition goal number 5.
- ◆ Develop a unified concise message for SunGuide awareness for use in individual and joint (ATIS) marketing campaigns – 511 and SunGuide need to be promoted together so that customers can see the connection. This was identified as a short-term goal for the sub-committee, and is now objective 5B of the Coalition goal number 5.
- ◆ The Public Outreach Sub-committee should provide input into the various SunGuide marketing efforts being developed within the region. For example, the sunguide.org web site; the South Florida ATIS marketing plan; the District 4's smartsunguide.com; expansion of 511 into northern counties.

Jesus offered the services of HNTB Corporation for web site support and development through the FDOT District 6 ITS consultant contract. John also added that the sub-committee should also provide input into the voice-activated IVR. Jesus replied that the route trees would be emailed for comment, and emphasized their - importance to the proper functioning of the system. John further added that the long term goals of the sub-committee were to:

- ◆ Develop performance measures for marketing campaigns to measure their success.
- ◆ Seek to consolidate marketing efforts.
- ◆ Seek out assistance from media and champions for ITS awareness.
- ◆ Seek out champions who can target the transient population
- ◆ Seek private partnering for promotions, e.g., wireless carriers and major employers to help promote 511.

REGIONAL ACTIVITIES/PROJECT UPDATE

HURRICANE PREPARATION PLAN

Mr. Ken Vorce of Gray Calhoun and Associates provided an update on the I-75 reverse lane implementation development plan for a hurricane-related evacuation. The purpose of this study is to develop an implementation plan that will include deployment of ITS devices to support reverse lane operations on I-75 in Broward, Collier and (a portion of) Lee Counties during a major hurricane event that would require evacuation of southeast Florida



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to Florida's west coast and vice-versa. He talked about extensive multi-agency coordination that had been conducted in developing the plan. Under this plan, all lanes on I-75 would carry one-way traffic away from the evacuation area. Eastbound (southbound) evacuation limits were identified as CR 951 to US 27 (78 miles) and westbound (northbound) as US 27 to Corkscrew Road (105 miles). Separate evacuation scenarios were developed – two for northbound and one for southbound directions. Ken also talked about a hurricane emergency signal repair plan which was aimed at developing a specific process to expedite signal repairs following a hurricane. Ken Vorce may be contacted via email at kvorce@graycalhoun.com.

Jesus asked that there should be an outreach to FDOT District 6. He also mentioned that District 6 had a programmed ITS deployment project on the Miami-Dade portion of I-75. He also recommended that the plan should be reviewed by the operations sub-committee of the coalition. He also asked if there were any consultations with FDOT District 5 for lessons learned from last year's hurricane season. Ken replied that their team had attended a District 5 workshop on that topic. John stated that the Turnpike should also review and comment on the plan since I-75 crosses the Turnpike. In response to a question, Ken also stated that various EOC's had provided input into the development of the plan.

POLICY FOR REGIONAL DISTRIBUTION OF VIDEO AND DETECTOR DATA

Mr. Dong Chen of FDOT District 4 stated that the completion of the district's phase 1 ITS deployment is scheduled for October 2005. He would like to distribute the video information to the public upon completion of phase 1 deployment. He stated that he has been discussing this at various forums to notify the group to find and execute a solution by then, otherwise he would pursue a local solution. He cited an example of Orlando's 511 where local media shows a 3D virtual map with landmarks that are particularly useful for the visitors. He envisioned that on the TV news, a traffic report would become routine just like the weather report. He thought this would be the best way to promote 511.

Jesus stated that SRS is the contracted information service provider (ISP) for the region (including FDOT District 4). He asked Mr. Mike Millard of SRS to discuss these issues with Dong. Jesus stated that we should minimize the need for customers to check different places for information, a scenario if different partners implemented individual solutions. Since SRS was the regional ISP, he felt that they should be given the opportunity to develop the solution, and if they are unable, to find an alternative.

REGIONAL ITS INVENTORY UPDATE PLAN

Mr. Kumar stated that the work order for updating the regional ITS inventory database and maps was in-place. He stated that he will be contacting stakeholders for updating the information.

MOU UPDATE

Mr. Kumar stated that in addition to the previously announced list of agencies that had executed the Coalition MOU, Miami-Dade County and Miami-Dade MPO had also passed resolutions to sign the MOU. He had been informed that Broward County Commission was also taking this up as an agenda item. He mentioned that there were several stakeholders that had not responded. Jesus asked Girish to contact the stakeholders again as a reminder and follow-up.

REGIONAL ITS ARCHITECTURE UPDATE

Mr. Martinez informed the group that the FDOT's Central Office would conduct Regional ITS Architecture update workshops on June 23 and 24, 2005 in the South Florida area. His office had compiled and forwarded a comprehensive stakeholder contact list to the organizers. Official notifications would be forthcoming. John also added that similar workshops for the Turnpike's entire system will be held on June 21 and 22. FTE will also attend the regional workshops.

SUNGUIDE WEBSITE UPDATE

Mr. Martinez informed the group that a major re-design of the current sunguide.org web site was under way. More details would be forthcoming in future meetings.



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ATIS PROJECT STATUS

Mr. Millard informed the group that a number of meetings had been held between SRS and the regional ATIS partners. SRS will start testing IVR in early June. The 511 call counts may drop for summer as in previous years. The new banner will be up shortly. Fred Levinson of FTE stated that the New Times had recognized Mike Millard and WLRN. Jesus commended FDOT District 4 for an excellent effort representing FDOT at ITS America. ITS Florida had a 40 ft X 40 ft booth at next year's conference (FDOT exhibit would be a part of this booth). He stated that this was an excellent opportunity to showcase our regional program. Dong added that he would like a more unified theme for next year.

Gregg Letts of DMJM+Harris asked if 511 was reporting the Location Reference Marker (LRM's) on MDX roadways. Mike responded that they will report LRM if the TMC operator has that information from the road rangers. After some discussion, it was decided that LRM should be used when getting incident information, but currently it is getting lost. There should be a higher emphasis on this at the operations level.

AGENCY UPDATES/LESSONS LEARNED

Mr. Jesus Martinez of FDOT District 6, Mr. John Easterling of Florida's Turnpike Enterprise, Mr. Dong Chen of FDOT District 4, and Gregg Letts for Miami-Dade Expressway Authority provided brief updates of their ongoing and upcoming ITS projects. Dong emphasized the importance of sharing lessons learned on various deployments at the technical sub-committee level. He also added that it is a good practice to call references for performance.

Mr. Kumar informed the group of an upcoming 1-day training on June 9 at the Broward TMC. The topic was Incident Management Training Course.

NEXT MEETING

The next meeting will be held on July 27, 2005 at the FDOT District 4 / Broward TMC, at 1:30 PM.

South Florida Regional ITS Coalition Meeting
May 25, 2005 – 1:30 PM at FDOT District 4/Broward County TMC
 Sign-In Sheet



First / Last Name	Agency / Company	Phone	Fax	Email
Dan Murphy	KSR	(305) 444-0004	(305) 444-9057	dan@ksrteam.com
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Dee McTague	FDOT 4/DMJM	(954) 691-5340		dee.mctague@dmjmharris.com
Elliot Luskin	Port of Miami	(305) 347-4978	(305) 347-4915	eml@miamidade.gov
Fred Levinson	Florida's Turnpike	(954) 975-4855 ext 1298	(954) 934-1351	Fred.Levinson@dot.state.fl.us
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