



SOUTH FLORIDA REGIONAL ITS COALITION

September 28, 2005 Meeting Minutes

DATE: Wednesday, September 28, 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 of HNTB Corporation distributed the handouts that included the agenda, Meeting Minutes from the July 2005 Coalition Meeting, and draft GIS Maps for the Regional ITS Inventory.

Mr. Martinez then turned it over to Mr. James Reynold of PB Farradyne for the Outstanding Achievement Award presentation on behalf of ITS Florida. Mr. Reynold presented the award to Mr. James Wolfe, the FDOT District 4 Secretary and Mr. Jihad El Eid, Director of Broward County Traffic Engineering (BCTE) in recognition of their continuing leadership and innovativeness toward the advancement of ITS in the state of Florida, and for their successful design and deployment of the SMART SunGuide TMC to serve the Greater Broward County Region. Mr. Wolfe thanked ITS Florida and spoke a few words about the ITS future and the significance of coordination between local FDOT, County, FHP and other stakeholders. He also said that the local flavor would be lost by having a centralized Transportation Management Center in Orlando or Tallahassee. Mr. El Eid mentioned that the FDOT District 4/BCTE TMC is the first of its kind in Florida in terms of FDOT/County partnership. He reiterated that the people living here know the area most, down to the level of detail needed and that the nuts and bolts were here, which cannot be achieved by centralization of TMCs. He added that this partnership could serve as a model for Florida as well as rest of the country. He also recognized Mr. Mark Plass, FDOT District Four Traffic Operations Engineer, for his efforts.

EXECUTIVE SUB-COMMITTEE REPORT

Mr. Jesus Martinez began the Executive Sub-committee report stating that the sub-committee meeting held on September 7, 2005 primarily focused on the renewal of the SRS contract. He reported that the financial commitment by each partner and performance measures were finalized. He also reported that the contract would be renewed for a 3-year period until November 2008. He also mentioned that there would be a statewide 511 system for uniformity by 2008.

PUBLIC OUTREACH SUB-COMMITTEE REPORT

Mr. John Easterling of Florida's Turnpike Enterprise (FTE), chair of this sub-committee, began by mentioning that the sub-committee had met on August 9. He reported that representatives from FTE, FDOT District 6, FDOT District 4, PIO Consultants, SRS, Mr. Gregg Letts of DMJM+Harris, and the Miami-Dade Metropolitan Planning Organization (MPO) were present at the meeting. He mentioned that the focus of the meeting was to decide on how to consolidate marketing efforts as a region, how to seek collective federal funding as a region, and achieve better representation at the future sub-committee meetings (especially from transit agencies). He also mentioned that the sub-committee would meet in two weeks. In general, they would meet on the second Friday of every other month. Mr. Martinez also noted that marketing associated with the CIN project should also be leveraged. He mentioned Rudy Hemmingway as the contact person. Mr. Enrique Zelaya of Broward County MPO expressed that it is important to contact South Florida Regional Transportation Authority (SFRTA) for marketing opportunities, since SFRTA is a regional entity. Mr. Michael Kanefsky of SFRTA offered his assistance to establish those lines of communication.



OPERATIONS SUB-COMMITTEE REPORT

Ms. Dee McTague of FDOT District 4 ITS substituting for Mr. Steve Corbin, chair of this sub-committee, began the report by stating that the sub-committee met on September 1. She mentioned that FDOT District 6 and MDX had new representatives at the meeting and that all agencies were represented. She added that the meeting focused on getting the new representatives acquainted with the Standard Operating Guidelines (SOG). She reported that the election for the new Chair/Co-Chair was postponed. She also reported that the Emergency Coordination section of the SOG had been completed and was put to test during recent hurricanes. She reported that the coordination worked as planned.

REGIONAL ACTIVITIES/PROJECT UPDATE

HURRICANE KATRINA - LESSONS LEARNED

Mr. Martinez informed the group that FDOT District 6 TMC lost power and was running on generator after Hurricane Katrina. He mentioned that they learnt that their Break Room was not on emergency power; they lost the two main phone lines that hampered communications with their Emergency Operations Center (EOC). He said that they had received 800 MHz radios from Florida Highway Patrol (FHP) and were able to maintain contact with FHP. The 470 MHz radios for Road Rangers worked. He informed the attendees that the SEFRTOC coordination was excellent, which is a direct result of this coalition forum that encourages collaboration. Overall, the lesson learned was that communications were crucial. He mentioned that FDOT D6 took advantage of the emergency declaration by procuring cots for the TMC that they usually could not. He added that there were some grounding issues for the ongoing ITS device deployment project along the 18-mile stretch of US-1 in the Keys due to which that project has not been finalized yet. Otherwise, those devices would prove very valuable during Keys evacuation, such as that for Hurricane Rita. He recommended that lessons learned from the hurricanes should be an agenda item at the next SEFRTOC meeting because every storm is different and lessons from each can facilitate better preparedness.

Ms. McTague reported that the FDOT District 4 relied on wireless radio system since they lost power as well. She mentioned that due to power failure at the antenna sites, they depended on the Miami-Dade channel to communicate with Road Rangers. Overall, they lost power to only a few devices, but no physical damage occurred. Mr. Bob Murphy of PB Farradyne/Palm Beach ITMS reported that there was no damage to their devices, some of which had been retracted and secured. He mentioned that Palm Beach ITMS had regional messaging for the tropical storm warning and the toll suspensions.

Mr. Easterling reported that FTE reclassified the Traffic Operations staff as essential staff in preparation for this hurricane season based on lessons learned from last year. He mentioned that the building was closed to general staff for both Hurricane Katrina and Hurricane Rita. For Hurricane Katrina, Pompano TMC operations were transferred to the Turkey Lake TMC for 18 hours. For Hurricane Rita, the Pompano TMC stayed open. He added that there were some communication issues with Nextel. He also mentioned that efforts are ongoing for revising the contra-flow plan and limits. He reported that the FTE did not lose devices but lost power to a few devices. He stated that FTE had generators staged in Orlando for Hurricane Katrina and brought them to South Florida the day after the storm. However, for Hurricane Rita FTE staged the generators in South Florida itself but did not need them.

Mr. Martinez stated that FDOT District 6 SunGuide TMC lost power to devices in Miami-Dade County. He added that the TMC is looking at options for redundant power sources. He further added that it is hard to plan power redundancy for categories 3 or 4 where the devices themselves may be damaged.

REGIONAL ITS INVENTORY UPDATE

Mr. Kumar informed the group that working drafts of the Fiber Optic Cable Communications and Road Ranger Coverage maps were distributed as part of the handout. He mentioned that he and his staff met with FDOT District 6 TMC, FDOT District 4 TMC, Palm Beach ITMS, SRS and MDX. Electronic requests were also sent to the FTE, City of Boca Raton, Broward County Traffic Engineering (BCTE), Miami-Dade County and Miami-Dade Transit (MDT). The working drafts reflected the input from these meetings and other responses. He also mentioned that it was proposed by FDOT District 6 that the wireless connectivity be shown on the Fiber Optic



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Cable Communications map. Attendees agreed that this would be beneficial. Mr. Millard asked if there was a gap in Fiber Optic Cable communication between the SR 826 and the Golden Glades Interchange. Mr. Martinez replied that there was wireless communication in place for that portion. He also mentioned that Fiber Optic Cable is planned on SR 826 south of SR 836 and is programmed on SR 826 between NW 122 Street and SR 836. Mr. Letts suggested that the owner information should be shown on the Fiber Optic Cable Communications map since this map would not be publicized. Mr. Kumar said that this option would be evaluated for the next revision round. Mr. Kumar mentioned that Palm Beach County had been contacted, but no information had been received and that he was in the process of obtaining verification of FTE's information. He encouraged the partners to call if they have any questions regarding the maps. He informed the attendees that it was decided not to show the hours of operation in the Road Ranger map for this revision. He mentioned that he has the draft Device Location maps that still needed input and review. He mentioned that the City of Boca Raton had provided their information that was shown on the maps. Miami-Dade ETSD's fiber information was shown but may need to be updated further. Mr. Martinez urged the Coalition partners to provide the updated information for the maps.

Mr. Mario Aispuro of Broward County MPO asked if the existing fiber on I-595 connects to Port Everglades. Mr. Kumar explained that there is wireless connection on I-595, east of I-95, for connecting to Port Everglades. He mentioned that the wireless connections would be shown in the next update of the maps. Mr. Aispuro suggested to solicit Port Everglades's participation in the ITS Coalition. Mr. Murali Pasumarthi of BCTE reported that they were trying to get the MOU on the County Commission's agenda.

MOU UPDATE

Mr. Girish Kumar mentioned that the MOUs were sent to all parties and that some agencies have returned the executed MOUs and others have reported that they were executed. All executed MOUs provided to him were posted on the coalition website. Mr. Martinez urged the partners to get the MOUs executed and return them if they were already executed.

REGIONAL ITS ARCHITECTURE UPDATE

Mr. Martinez informed that the Regional ITS Architecture update workshops were complete. Mr. Kumar mentioned that an email had been sent by the FDOT Central Office consultant that the final draft was available for review.

SUNGUIDE MARKETING/PUBLIC RELATIONS PRESENTATION

Mr. Martinez did a PowerPoint presentation about the SunGuide branding and marketing plan. The presentation has been posted to the coalition website. He reported that Public Relations, Public Information, Advertising and Partnering were identified as the main branding strategies. He added that a plan was developed that would build, nurture, sustain and protect the SunGuide brand.

He expressed that recognition of the SunGuide Program by general public is low. He added that there is not enough outreach to the minority communities. He mentioned that the website usage is low and there is no knowledge on who is using it. He expressed that multiple websites offering traffic information adds to the confusion. There was little 511 encouragement for multi-modal travel in the past and 511 community outreach is not consistent throughout the regional landscape. He shared the results of an ATIS phone survey of users of 511 conducted from December 2003 to January 2004. All the users surveyed speak English and drive. The average surveyed user was affluent with an average age of 47. The survey revealed that the 511 users trust the information provided; they believe that the information helps them avoid traffic congestion and delays; 511 information changes their travel route, but it does not change when they travel. Mr. Martinez stressed that strong word-of-mouth advertising will help to increase recognition of 511 service. Mr. Zelaya suggested tapping the databases of the South Florida Commuter Services and the five Transportation Management Associations and to use their forum to plug 511.

Mr. Martinez continued with "where we want SunGuide to be". SunGuide needs to be trustworthy and needs to offer the latest in technology. He also emphasized that the Road Rangers need to be recognized as a part of ITS and all components of ITS need to be interconnected. Mr. Letts suggested trying to get the SunGuide name



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attached to the different private traffic centers and find out if the 311 is being advertised to include traffic information. Mr. Easterling suggested creating partnerships with sponsors of the traffic reports or the radio stations. Mr. Zelaya asked if there is a way to compile the impacts of 511 in terms of a better known performance measure (e.g., Level Of Service (LOS), to ascertain if the LOS has improved). Mr. Millard explained that FDOT District 4 keeps records of the time spent at an incident spot and is able to measure the length of time reduced due to traffic incident management. Some similar mechanism should be investigated.

Mr. Martinez informed that the integrity of information, accuracy of website updates and timely response, champions and advocates who can speak for SunGuide, and SunGuide online branding kit to assure proper logo usage were key aspects of SunGuide branding. Mr. Easterling stated that the FTE survey of selected SunPass customers found that they were satisfied with the service. The number one response to "what would you like to see" was "more accurate information on the radio".

ATIS PROJECT STATUS

Mr. Millard informed the group that work on the new IVR (Interactive Voice Response) system is in progress. He reported that the English version of this system would start in mid-November. Spanish version of this system would start approximately 6 weeks after that. He also mentioned that the first IVR would be a module of the RTO CIN (general information only) on the 511 in a few days.

AGENCY UPDATES/LESSONS LEARNED

Mr. Jesus Martinez of FDOT District 6, Mr. John Easterling of FTE and Ms. Dee McTague of FDOT District 4 provided brief updates of their ongoing and upcoming ITS projects. Mr. Martinez also reported on MDX's projects based on a report from Mr. Ivan del Campo of MDX. Mr. Easterling reported that the FTE had completed a local addendum to the Open Roads Policy to bring in the Medical Examiner's Office in Miami-Dade, Broward and Palm Beach counties. Mr. Easterling reported FTE's average incident duration statistics. Mr. Millard asked if SunGuide archives this kind of positive news. Mr. Bob Murphy replied that the SunGuide website would have a section for the news.

Mr. Zelaya asked if opportunities had been identified for funding ITS through the SIS. Mr. Martinez said that the I-395 deployment was advanced in District 6 because of SIS. With that corridor, the District 6 would complete ITS deployment on most of their limited access facilities. Mr. Easterling stated that the FTE had applied for "ITS-related" projects under the Growth Management Bill 360. Mr. Martinez added that ITS for Work Zones was an important initiative in District 6.

NEXT MEETING

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

South Florida Regional ITS Coalition Meeting

September 28, 2005 – 1:30 PM at FDOT District 4/Broward County TMC

Sign-In Sheet



| First / Last Name | Company | Phone | Fax | Email Address |
|----------------------|------------------------------------|-------------------------|----------------|----------------------------------|
| Bob Murphy | PB Farradyne/Palm Beach ITMS | (561) 682-3350 | (954) 714-6979 | murphyb@pbworld.com |
| Dan Murphy | KSR | (305) 444-0004 | (305) 444-9057 | dan@ksrteam.com |
| Dee McTague | FDOT District 4/DMJM+Harris | (954) 691-5340 | | dee.mctague@smartsunguide.com |
| Dong Chen | FDOT District 4 | (954) 777-4362 | | dong.chen@dot.state.fl.us |
| Elliot Luskin | Port of Miami | (305) 347-4978 | (305) 347-4915 | eml@miamidade.gov |
| Enrique Zelaya | Broward County MPO | (954) 357-6635 | (954) 357-6228 | ezelaya@broward.org |
| Girish Kumar | HNTB Corporation | (305) 551-8100 | (305) 551-2800 | gkumar@hntb.com |
| Gregg Letts | DMJM+Harris | (954) 972-0895 | (954) 590-3593 | gregg.letts@dmjmharris.com |
| James Reynold | PB Farradyne | (954) 714-9588 | (954) 714-6979 | reynold@pbworld.com |
| Jesus Martinez | FDOT District 6 | (305) 499-2446 | (305) 470-5832 | jesus.martinez@dot.state.fl.us |
| John Easterling | Florida's Turnpike Enterprise | (954) 975-4855 ext 1292 | (954) 934-1351 | john.easterling@dot.state.fl.us |
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| Mario Aispuro | Broward County MPO | (954) 357-6645 | (954) 357-6228 | maispuo@broward.org |
| Mark Plass | FDOT District 4 | (954) 777-4399 | (954) 777-4398 | mark.plass@dot.state.fl.us |
| Michael Kanefsky | Tri-Rail (South Florida RTA) | (954) 444-4480 | (954) 788-7878 | kanefskym@sfrta.fl.gov |
| Mike Millard | SmartRoute System | (305) 914-3900 | (305) 914-3990 | mmillard@smartroute.com |
| Mohammed Hadi | Florida International University | (305) 348-0092 | | hadim@fiu.edu |
| Murali Pasumarthi | Broward County Traffic Engineering | (954) 484-9600 ext 2750 | (954) 735-8564 | mpasumarthi@broward.org |
| Sunil Doddapaneni | HNTB Corporation | (305) 551-8100 | (305) 551-2800 | sdoddapaneni@hntb.com |
| Susanna Guzman-Arean | Miami-Dade Transit | (305) 375-2139 | | sga@miamidade.gov |
| Tom Ruiz | City of Miami Gardens | (305) 622-8004 | (305) 622-8001 | truiz@miamigardens-fl.gov |

* Mr. James Wolfe (FDOT District 4 Secretary), Mr. Jihad El Eid (Broward County Traffic Engineering Director), and Mr. Mark Plass (FDOT District 4 Traffic Operations Engineer) also attended the ITS Florida Award ceremony portion of the Coalition meeting.