FDOT District TWO

Intelligent Transportation Systems Newsletter –
October 2009
Issue 26

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ITS Announcements

ITS Florida Meeting-Orlando **December 8th**

Please contact the ITS Office at (904) 360-5465 if you would like to participate in the meetings.

NOTES FROM THE DISTRICT TWO ITS ENGINEER

Notes from the District 2 ITS Engineer

This month's newsletter will highlight the District Two ITS program's self-assessment in meeting its goals and purpose within the Department of Transportation. It will also include another "Lighter Side of Things" article related to, of course, a very wily animal. The District Two ITS program is running on all eight cylinders right now, thus "life is good" for us at the moment. A few weeks ago we decided to dust off documentation detailing the ITS office's Business Plan, Mission statement, Vision statement and Values. A meeting was held with the entire ITS staff (and key contractors) so that we could review this documentation to determine if any updates were needed.

At the start of the session we assessed our current Mission and Vision statement to see how the objectives matched those of the Department. We discussed the staff's daily routine for a few minutes and discovered that we were operating at an optimum level when referencing the Department's Mission and Vision statements. The Department's Mission statement focuses on mobility, economic prosperity, preservation of the environment and communities. When I posed the following question to the participants, "what is the focus of your jobs, each and every day", I discovered that the elements in the Department's Mission statement are key fundamentals of the TMC staff's daily routine.

The Department's Vision statement focuses on delivering a transportation system that is fatality and congestion free. During our meeting I also found that this was the TMC staff's number one priority in trying to reduce congestion each and every day by utilizing the DMS and 511 system, while helping to prevent secondary accidents that could lead to possible fatalities by coordinating with incident responders. After the meeting I took comfort in knowing that the ITS staff works diligently at meeting the criteria in our Mission/Vision statements.

The meeting continued with a discussion of the ITS Business Plan and Values. We discussed objectives that were achievable, those that needed to be revised and the some that needed to be removed. The key factors we focused on were obstacles that would prevent us from meeting our objective. Fortunately, no obstacles were discovered and the only objectives removed were ones that had already been completed. We then focused our attention on Values since this would assist in leading the team toward accomplishing goals in our Mission and Vision statements. In the next month, we hope to create a few more Values that complement the existing list, thus strengthening our program's overall Business Plan.

Prior to the end of the meeting we decided to look for an example of how we try to meet the intentions of our Mission, Vision, Business Plan and Values on a daily basis. Derrick brought up an excellent example of how we handled the incidents along I-95

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Notes from the ITS Engineer continued

southbound at Butler Boulevard, within a construction zone. It began with the TMC operations staff noticing unusual congestion over a period of two days near this interchange a few weeks after construction had begun. There was also a perceptible increase in traffic accidents within the area so different messages were posted on the Dynamic Message Signs and 511 system to alert motorists to utilize alternate routes.

By the end of the work week the TMC staff realized that there was a major impact to traffic due to construction, so Derrick notified me about their concerns. We then contacted the Project Manager on this construction job to see if we could find a solution to reduce the amount of congestion and accidents. The construction contractor installed additional work zone signs to try and alleviate the problem but no positive effect was achieved. We then discussed the possibility of expediting work on the exit ramps as well as retiming the traffic signal system at this interchange. Mr. Glenn English spent two days in the field trying to “tweak” the signal controllers to move traffic off the exit ramps.

In conjunction with this effort we assigned a task work order to our TMC Consultant for an analysis of existing conditions and results based on actions taken by the TMC staff, construction contractor and Mr. English. After two weeks, we noticed a decrease in congestion and accidents within the area. In the Performance Measures section of this month’s newsletter, Ms. Jill Dawson will present her findings based on numbers generated by the Sunguide software system before and after the above mentioned actions were implemented.

Over the next month, the ITS team will continue to review its Mission/Vision statement, Business Plan and Values in hopes of developing an updated version by the end of this calendar year. It was good to know we are staying on track with Department objectives and the goal now is to improve on our performance. We have decided to make this a routine by reviewing the way we conduct business on a quarterly basis. Hopefully, this will help us stay on track as ITS deployments continue and responsibilities increase.

Our spotlight this month is on Gene Glotzbach, the Central Office ITS division’s Planning, Deployment and Operations Engineer. Gene is a good example of someone who had to rely on a detailed business plan in order to pull off the Next Generation 511 upgrade. He had to dedicate countless hours to this two year endeavor while having the determination to see it through. This project was the first of its kind in the nation, thus it took detail and commitment to pull it off. It wasn’t easy since there were several hurdles to overcome; including trying to satisfy the “particulars” of eight Districts despite the fact that he still had to produce one homogenous product. Even though the Next Generation 511 system is not out of the woods just yet Gene continues to chug along trying to meet the objectives of the Department.

Notes from the ITS Engineer continued

Lighter Side of Things

I discovered during my sophomore year at the University of South Florida that Nickel beer and Ten-cent wing nights were my only viable means of sustenance on a measly college budget generated from three part-time jobs. Since food is a key component of my life-style (by now you should be able to tell from my expanding waistline) I made studying a secondary priority my sophomore year. I was doing well the first semester but could have probably done a lot better had I focused on my school work first.

Fortunately, I found my study "haven" within the Quad at the center of the campus. Instead of going to the library where I would get distracted by friends, attractive coeds and volumes of Sports Illustrated magazines I decided to commune with nature in this extremely peaceful environment. I had this unique spot on a bench that was about one hundred yards from the engineering buildings and was surrounded by several trees and a long hedge.

I made it common practice to park my butt on that bench at 10:30 AM each day to complete homework and review study plans for the afternoon classes. Since I scheduled 1:00 PM classes the entire week (remember folks, Nickel beer night, hangovers, memory loss) I often ate my lunch on the bench to save myself time and money. After the first few days I realized that this piece of campus real estate was already claimed by the pigeons and squirrels so I had to cut a deal with them by bringing some bread, chips and nuts. Pretty sweet deal if you ask me.

So, did I mention one of my 1:00 PM courses was Kinematics every Tuesday and Thursday afternoon? If not, keep that in mind for later since this class was probably the most difficult in my college career. As the first few months of the semester flew by I was pretty confident with my class preparation, even commending myself for being able to squeeze in a few beers here and there during the week. I felt I was working hard, determined to do well that semester and focused on getting myself a passing grade. That was until "THE SQUIRREL" interfered with my plans.

The Kinematics course I mentioned earlier was a killer that took up over 50% of my study time. I could have adjusted my schedule to allow some more latitude to learn, "but, well, you know, Nickel Beer night, duh!" The Kinematics grades were based upon 40% of my score on the mid-term, 40% on the final and 20% on homework. Up through October I was nailing the homework part but realized an F on the mid-term or final would blow any chance of me getting a passing grade in the course.

When the mid-term exam came around I put in a little extra effort studying at the bench. I'd cut back on Nickel Beer nights for a few weeks and was pretty

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Lighter Side of Things continued

sure I'd get a passing grade on this test. The day of the exam I was back at my study "haven" trying to cram a few more pieces of information into my brain. Due to my stress level I totally forgot about bringing lunch that day, so the pigeons and squirrels were not too happy with me. One squirrel in particular was very annoyed with my thoughtless act and began searching inside my back pack trying to find his treats. I shooed him away several times and thought he got the clue after a few minutes of combat.

Five minutes before class I loaded up my back-pack and headed to my Kinematics mid-term. About 20 feet from the building entry I noticed that everyone in the area was beginning to stare in my direction and laughing. I immediately thought "those dang pigeons pooped all over me again!" and began scanning my clothes for the residuals. A few seconds later I felt something tickling the back of my neck and thought it was my pal Travis playing a joke to ease the stress of the exam. After circling a few times I noticed this fluffy object from the corner of my eye. I immediately dropped my back pack and saw that the annoyed squirrel decided to take a joy ride in search of his treats.

The last thing I remember, before shrieking out loud, was the squirrel running away with a bag of Cheetos I'd forgotten to eat a few days earlier. Needless to say, my heart was pounding 200 beats per minute and was totally embarrassed that I was the center of attention in front of all my classmates. Of course, with the high pulse rate I did not recover well enough prior to the exam, thus I ended up failing the mid-term. Due to the failing grade I felt I needed to take an incomplete for the course, deciding to try again the next semester.

The lesson I learned was that I should have stayed committed to my goals (i.e. less Nickel beer nights), I should have been a little more determined with my school work and I needed to focus a little better, no matter what the obstacles (like a tyrannical squirrel!). A Mission/Vision statement and Business Plan would have been helpful at the time, but unfortunately I was majoring in engineering and this type of instruction was not part of the curriculum.

As for the Kinematics course, the following semester I received a B in the class and discovered that the library has rooms you can reserve when you need a quiet space to study. So much for communing with nature!

Pete Vega
ITS Engineer

Performance Measures Summary (7/1-10/17/09)

The plight of the Performance Measures is becoming increasingly optimistic. The resolution of an overwhelming influx of obviously incorrect data is said to be underway. We are awaiting a draft copy of a revised version of the Performance Measures report, which will be released to all districts in Florida as a solicitation for comments and suggestions until the Change Management Board meeting October 27th. The most anticipated change to the reports is that the basis for roadway clearance and incident duration times will no longer be limited to the activity of the Road Ranger but rather all responders. This is expected to result in more accurate data and in turn will allow us to more accurately measure the performance of all parties involved in incident management. These changes are also expected to greatly reduce the large number of discrepancies reported in the Performance Measures Audit.

Overall, the data in the Performance Measures report did not show any significant changes in trend. Still, in the available data for October it was noticed that there was a significantly larger number of incidents, or events with lane blockage, during the AM and PM peak than what had been the average for July, August and September. As has been the case, these incidents were mainly Crashes and Disabled Vehicles. The increase in the number of incidents was not limited to a particular roadway, but rather, all roadways showed a significant increase in the number of incidents. There was an average of less than 15 incidents per week in July, August and September, but in the first 17 days of October there was an average of nearly 40 per week. The graph below shows the number of incidents on each roadway each week.

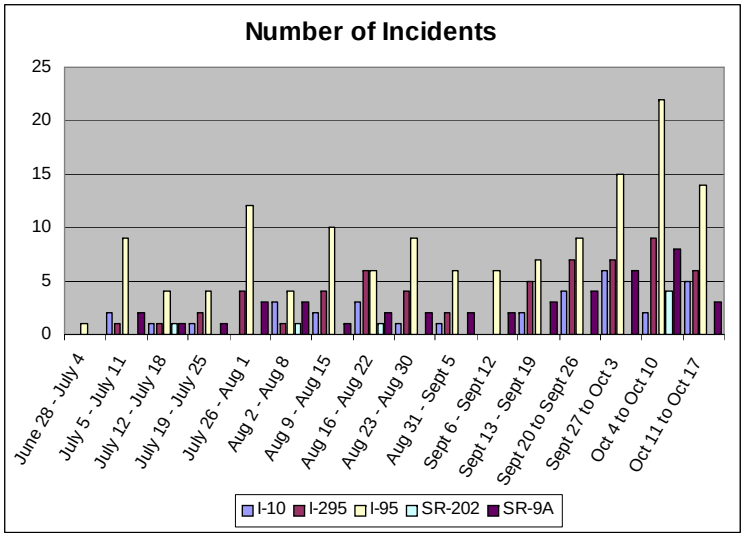


Figure 1 Number of Incidents per Roadway

Performance Measures continued

The J. Turner Butler Blvd exit off of I-95 Southbound is in its fourth month of construction. Although crashes peaked to a rate of nearly 0.77 crashes per day in early August, the last two weeks of August saw a dramatic decrease to a rate of 0.13 crashes per day. Fortunately, this continues to be the trend. The crash rate has decreased to 0.10 crashes per day. In the 30 days from September 19 to October 18 there were only 3 crashes.

Another positive observation is that although, there are some gaps in data from the detectors, based on the data available, the average speed of traffic has increased to be similar to the average speed of traffic before construction began. Upon further investigation, it was noted that the detector just south of the Bowden Rd entrance ramp onto Southbound I-95 began to give faulty data on July 23 primarily in the lane nearest the inside shoulder. Since the data for each lane is highly distinct the data from this detector was analyzed by lane. Below are graphs of the average lane speed 1 month before construction and of the average lane speed from September 19 to October 18. Lane 3 is the lane nearest the inside shoulder and Lane 1 is nearest the median. Notice that both graphs reflect similar data for each lane and time of day. This similarity indicates that traffic patterns in the area are returning to normal.

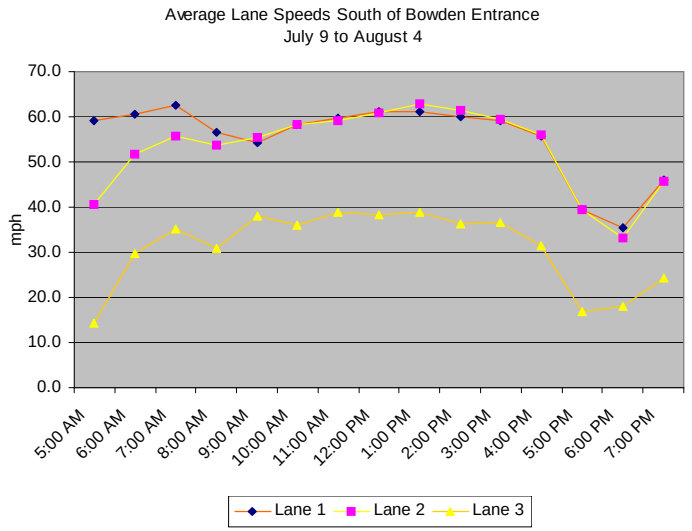


Figure 2 Average Lane Speeds Before Construction

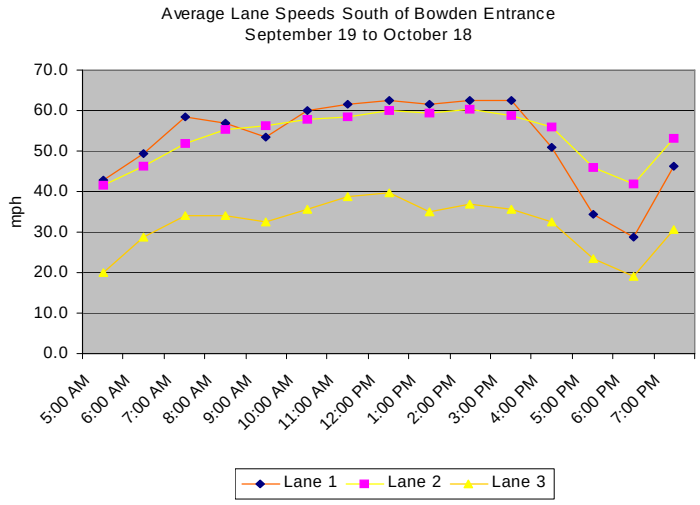


Figure 3 Average Lane Speeds September 19 to October 18

Jill Dawkins
Metric Engineering

Alachua Traffic Incident Management Team

The Alachua Traffic Incident Management Team had a meeting on October 14th and had Mr. John Long do a presentation for the Florida Gas Transmission Company. Mr. Chris Dolan provided a status on the City of Gainesville's efforts to improve the management of traffic. So far, Gainesville has deployed 71 CCTV cameras, 115 new NazTec traffic signal controllers and is experimenting with a wireless communication system for the network. He also mentioned that their new TMC ground breaking will be on October 26th and should be completed in less than two years.

During the meeting, it was announced that the area had its first Rapid Incident Scene Clearance (RISC) vendor on board, University Towing, which will now be available to assist with large vehicle incidents. The team was also provided with information on ITS projects Pete has incorporated into the Work Program candidate list. Three projects along I-75 in Alachua County have been proposed but no funding is currently available.

Mrs. Penny Kamish provided a brief update of the new 511 system and asked for assistance with local information along Interstate 75 when incidents occurred. She also discussed the feedback mechanism that could be used to alert the District Two TMC when they come across an incident.

The team then discussed the TIMe4Safety Training videos and manuals produced by the North Florida Transportation Planning Organization. The team was told that the FDOT Central Office will be providing DVDs of the modules to each of the responding agencies on the Alachua TIM team. Central Office's goal is to have all incident responders around the State trained by the end of 2010 and are calling the effort "TIM in 10."

First Coast Traffic Incident Management Team

The next First Coast Traffic Incident Management team meeting is scheduled for Tuesday, November 17th, at 10:00 AM at the Jacksonville Urban Office located. The address is 2198 Edison Avenue and the meeting will be at the facility's Training Center.

There have been no RISC activations over the past month; however the team will be reminded of this resource during the next meeting. The goal is to insure that all team members consider this option prior to the pending holiday season travel since a number of our roadways will be filled with motorists traveling to and through the area.

Editor's Note: This morning, 10/30/09, RISC deployment I-10 EB at Chaffee

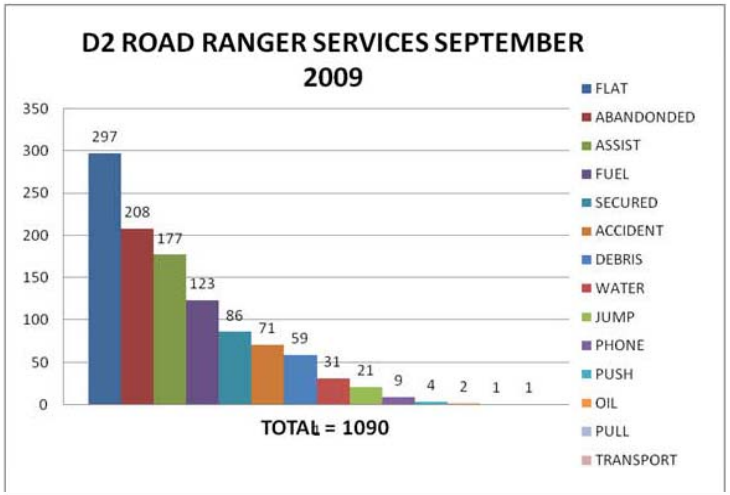
RISC

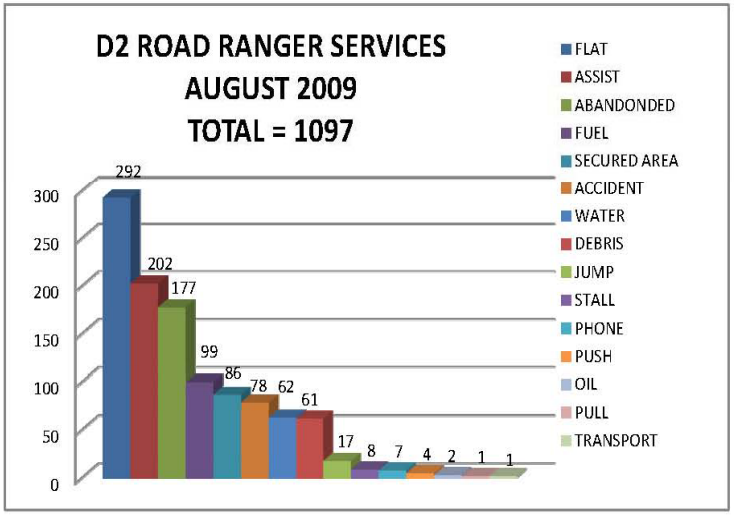
District Two RISC Program welcomes the assistance of Rick Moore with University Towing in Gainesville, FL. This Contractor has signed to provide RISC along with Southern Wrecker and Recovery ,LLC, Walt's Wrecker Services, LLC and John's Towing Auto and Truck Service, Inc.

There have been no RISC activations over the past month; however the team will be reminded of this resource during the next meeting. The goal is to insure that all team members consider this option prior to the pending holiday season travel since a number of our roadways will be filled with motorists traveling to and through the area.

Road Ranger Service Patrol

The District 2 Road Ranger Service Patrol is actively patrolling providing incident assistance to motorists, FHP and JSO on I-95, I-295, 9A, I-10 and J. Turner Butler. This month an additional vehicle was added and by November we are planning to be back in full service with 8 routes. As shown on the chart below, Road Ranger Operators assisted 1090 stranded motorists proving how valuable this service is to our incident management program. More news will be coming in next month's update.





Donna Danson
District 2 ITS Project Manager

Maintenance

Previously I have written about our focus on getting the ITS field equipment up and running over the succeeding months. As part of that process we asked the TMC Consultant, Metric Engineering, to perform a quality assessment of the Maintenance Contractor's ability to keep things up and running. We also asked Metric to conduct some research on other Districts to see if they already had a process in place to measure the performance of their ITS equipment. Ironically, it appears that District Two is the first and only ITS office trying to determine the reliability of their field equipment at the current moment.

Pete contacted the Traffic Engineering Research Lab for input into this exercise since the data generated could be very beneficial to their assessment of APL equipment reliability. The Research Lab said they did not have a quality assessment program in place but will work with District Two to develop one that could be useful for other Districts. The initial assessment was kept simple to determine where we were a few months ago and where we are currently.

Metric Engineering found that for the month of September the Dynamic Message Signs were working 82.54% of the time, CCTV Cameras were up 89.46% of the month and Vehicle Detectors were at 67.19%. An assessment for each category of equipment was performed and we determined steps that needed to be taken to increase equipment reliability.

The latest Q/A report show that 88% of the DMS are up. Two locations have problems due to communication issues with the AT&T network, one location is down due to a JEA problems and another is encountering communication conflicts due to construction along I-10. We anticipate resolving the problem with the utilities in the next two weeks so we hope to have over 90% performance during the month of November.

The latest review of the CCTV cameras shows that 96% of the cameras are up and running at the moment with two of them impacted by the AT&T communication issue mentioned previously. Pete has determined a benchmark of 95% would be acceptable for the CCTV cameras but I know we can do better and hope to improve the number to over 98% next month.

Vehicle Detectors has been the biggest challenge with the ITS Maintenance office; however the latest quality assessment shows that the 87% of the equipment is operational. At one point we had the detectors working at 93% but some issues with the power services brought that number down.

The current task being addressed by our staff is recalibration of these Vehicle Detectors. Over time, the units tend to "stray" from the initial settings and the software needs to be tweaked to get the lane alignments back to the original

Maintenance continued

configuration. The good news is that even with the need for the adjustments the travel times posted on the DMS were still very accurate when monitored using the probe vehicle.

The objective of the maintenance team is to have all the equipment operating at over 95% prior to the upcoming holiday season. Many motorists unfamiliar with the area will be dependent on this information, thus “we aim to please” by insuring that they get a quality product.

Kevin Jackson
District 2 ITS Field Specialist

www.fl511.com

TMC Mascot

The Jacksonville TMC is proud to announce the adoption of a mascot to assist with day-to-day morale issues. His name is Salyers and he comes with lots of 511 baggage. His duties will be to spur the troops forward during those long, rainy days that seem to make the incidents multiply threefold. He will also be the TMC referee when staff can't decide whether to root for Florida, Florida State or USF. Please welcome Salyers to the ITS family.

Salyers

Construction

The pace of ITS Construction has significantly picked up during the month of October due to the several North Florida TPO projects coming on-line. As mentioned last month, the State Road 21 has chosen the Design/Build team of Miller Electric and Metric Engineering to furnish/install the traffic signal upgrades, CCTV Cameras and DMS. This team has done a very good job in preparing for the project and is about 30 days ahead of schedule at the moment.

The Philips Highway design/build/low-bid project for the North Florida TPO was advertised in September and we hope to make a selection sometime in January. Prior to the onset of construction on this project the ITS Office will collect data along the I-95 corridor running parallel to Philips Highway. The objective is to develop an assessment of before and after conditions. This information will generate a White Paper that will show any values to having ITS on arterial roadways when matched with an alternate interstate highway.

The State Road 15 project in Clay County is in the plans review process and should be advertised in December. This design/build/low-bid contract should be the easiest to perform since a wealth of “lessons learned” will be acquired from t he State Road 21 and Philips Highway projects. Once this project is complete a majority of the signal systems within the Town of Orange Park will have upgraded traffic signal controllers and CCTV cameras at major intersections. This will be very beneficial to Clay County and Orange Park since incident responders will be able to access detailed information prior to deploying staff.

The Phase VII project along State Road 9A is moving on schedule with one final issue to address. The District Two ITS office is trying to coordinate with the Jacksonville Port Authority so that their needs for Homeland Security capabilities are met around the Dames Point Bridge. We anticipate a letting date of October 2010 for this project and completion by the summer of 2011.

The Phase VIII contract negotiations with the System Manager, Vanus Engineering, are near completion. Once the paperwork is signed the ITS construction team will be off and running to get this job done. We hope to have no greater than a six-month lag time between this and the Phase VII project so that a fully redundant network around the City of Jacksonville can be achieved.

John Kell
District 2 ITS Construction Project Manager

NORTH FLORIDA TPO UPDATE

North Florida TPO Update

Over this past month, the North Florida TPO has taken the region's ITS program to the next level with incident management and arterial projects. The organization provided the District Two ITS program with the necessary funding to produce a new three-year Road Ranger contract that will return operations to optimum levels of service. The objective is to give the Road Ranger vendor enough time to negotiate their contract for sponsorships. The economy is slowly rebounding and they have been contacted by several interested firms, so we continue to keep our fingers crossed.

The construction section of the newsletter addressed current North Florida TPO projects, thus I will jump to the most recent endeavor the ITS office is handling for them. They have provided funding for the deployment of Roadway Weather Information System (RWIS) devices on ten bridges in the region. Local agencies have made a commitment to maintain these devices once they are installed on the ten bridges. The game plan is to have the North Florida TPO ITS System Manager, DRMP, analyze current RWIS devices in the industry that would be compatible with Traffic Engineering Research Lab requirements. Once a device is found we will begin the approval process so that the device can be installed.

The goal of this deployment is to provide Law Enforcement with detailed data that can assist them when high wind conditions are present. The current process for determining if a bridge should be closed is the placement of an officer at the top of span with a wind meter. Once wind speeds are at 39 MPH or greater for a specified amount of time the officer is directed to begin closing the bridge to traffic. This type of exercise is very labor intensive and subjective, thereby making it dependent on the Law Enforcement agency handling that particular location.

Several members of the Northeast Florida ITS Coalition requested that the North Florida TPO support a study to determine the best practices around the State. Once information for this study is compiled, the technical committee team formed by Coalition members can develop a detailed procedure for the closure of these bridges using the RWIS devices for data collection. Accuracy, reliability and communication responsiveness of the RWIS equipment will be the key in developing a confidence level that will allow Law Enforcement to transition to a different process for closing the region's bridges.

North Florida TPO
Transportation Planning Organization
PLAN • FUND • MOBILIZE

Operations

As I write this update, the TMC is preparing to handle the annual traffic crush that always occurs during that unique Jacksonville Holiday, 'Florida/Georgia' weekend! The TMC will be keeping a close eye on the areas around downtown to help out our partners in any way we can as Jacksonville welcomes thousands of visitors to the River City. As regular commuters know, several construction areas in town have caused traffic snarls in the last few months. Good news to report is that the ramp to JTB now has an extra lane available to commuters that has almost eliminated the queue on 95 Southbound most days. Also motorists have adapted well to the new pattern 95 Southbound to I 10 westbound reducing backup in that area as well.

For the month of October 2009 TMC Operators worked over 1500 events through our SUNGUIDE software including 148 crashes with 31 events involving total lane blockage, over 800 disabled vehicles (DAV's), and 100+ construction events.

Over the past few months Central Office ITS has been forwarding each District a daily spreadsheet with feedback messages received from motorists who use the new 511 system. Central Office wanted each District to investigate their feedback messages by comparing it to the information in the SunGuide software database and then respond to them with our findings. Usually, the message is a complaint or notification of an incident that we did not have on the 511 system. The vast majority of calls are from locations where we do not have an ITS deployment and therefore must rely on information from Law Enforcement, FDOT Personnel or partnering agencies.

Pete requested that we utilize this information for continuous improvement, so we analyzed the data to determine our performance. During the month of September the 511 system received 731 feedback messages (an average of 24 calls per day) for the entire State. District Two's portion of that total was 37 calls (an average of 1.23 calls per day). This amounts to 5% of the total feedback messages relating back to our performance.

The total amount of 511 calls for the District Two region was 22,624, thus only 0.1% of all calls led to a feedback message relating to possible poor performance. During the analysis, we discovered that a majority of the feedback messages related to incidents that occurred along I-75 and I-10. Since we have no ITS deployments outside of the Jacksonville area it is understandable that some incidents may have been missed or the TMC was delayed in reporting the information. The team has begun to take the necessary steps to improve these numbers because the ultimate goal for us is 100% accuracy.
But as we all know you can never have too much information so we encourage all of you to let us know what you see out on the roads that would be beneficial to other motorists. Call us at the TMC with traffic info at 301-3700 x122 24/7!.

Derrick Odom
Senior TMC Supervisor

Spotlight on…Gene Glotzbach

Gene Glotzbach was born and raised in Tallahassee, Florida. One of five children, he played football in high school (in the land of garnet and gold) and later earned a BS degree in Civil Engineering from the University of Florida (where the world is colored in orange and blue).

While Gene was in college, he joined the ROTC program, and after graduation he was commissioned with the US Army and went to Germany to serve a 3 year tour with a Combat Engineering Battalion.

After his tour with the Army, Gene went back to school with the intention of getting his Master's degree in Civil Engineering. But before finishing his degree, he took a position with the Department of Transportation and never looked back.

Gene started his career in the Multi-Modal Systems Planning Office where he was responsible for the long-range transportation planning process for the Tallahassee and Jacksonville areas.

Then Gene accepted what he calls a "tough" assignment – developing a transportation plan for beautiful, sunny Key West. "They had petitioned the Department for help in developing a plan for their traffic problem," says Gene. "It did require a number of trips down to Key West, and a plan was eventually developed and approved by the City Commission." Gene remembers this project as one of his all-time favorites.

From there, Gene moved over to the Traffic Engineering Office where he worked on the expansion of the Motorist Aid Call Box system, extending coverage to all the rural areas along the interstate highway system.

And over the years, Gene has come to appreciate the sense of humor that develops when working with the general public. "We once received a letter from a lady complaining about all the alligator carcasses on the roadway," Gene recalls. But after careful investigation, Gene and his team learned that the "alligator carcasses" were nothing more than shredded tires on the side of the road.

Following the formation of the Intelligent Transportation System, Gene moved from Traffic Engineering to the ITS Office, overseeing the installation of the dynamic message signs, vehicle sensors and CCTV cameras. Recently, Gene helped launch the Next Generation 511 Traveler and Information System which replaces the five

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Spotlight on…Gene Glotzbach continued

regional systems in the State with one truly statewide system.

Gene lives in the Tallahassee area with his wife and 8 year old daughter. "When I left active duty after my 3 years in Germany, I stayed on in the reserves and obtained the rank of Lieutenant Colonel," Gene said. "I was sent to Cairo, Egypt with my reserve unit and was able to see the pyramids on the Giza plateau and was able to experience life in the Egyptian capitol. Seeing a foreign country makes you realize how fortunate you are to live in the United States."

The ever-vigilant Gene,
always monitoring 511 and Sunguide.

Marketing

Hard to believe that October has come and gone. With the cool weather starting to creep in, we're setting our sights on some fun outdoor activities. For starters, we visited the Riverside Arts Market on Saturday, October 3rd. This is Jacksonville's largest outdoor market, featuring arts and crafts, food, entertainment and even a fresh produce market. Our 511 prize wheel was a big hit, as you can see from some of the photos.

Then, we headed over to the Times-Union Center for the Performing Arts where we participated in the opening ceremonies of "50 and Beyond Forever Fit." This is a week-long celebration of Olympic style events for residents age 50 and older, complete with track and field, tennis, swimming and equestrian events. Our 511 ponchos went over really well because of all the rain that fell during that week.

Next month we'll be joining the Suddath Company for their Health and Wellness Expo, plus we'll make stops at the I-95 and I-75 Florida Welcome Centers.

Sherri Byrd
511 Marketing & Public Outreach Manager

Photo Gallery

511 at the Riverside Arts Market

Starting early to teach a new generation about 511

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Penny Kamish, Project Manager
Derrick Odom, TMC Supervisor
Ryan Crist, TMC Supervisor
Jason Summerfield, Network Manager
John (Sean) Wilcox, TMC Assistant Supervisor
Sherri Byrd, 511 Marketing Manager

D2 Day Operators	D2 Night & Weekend Operators	D3 Day Operators	511 Probe
Brian Deiter	Jason Evans	Santos Morin	Sherri Byrd
Jesse Gilmour	David Rolfe	Adrienne Catapano	Kristen Kirk
Jessica Lakey	Sarah Stephenson	Jessica Vazquez	
Mike Pirrone	Adam Page		