

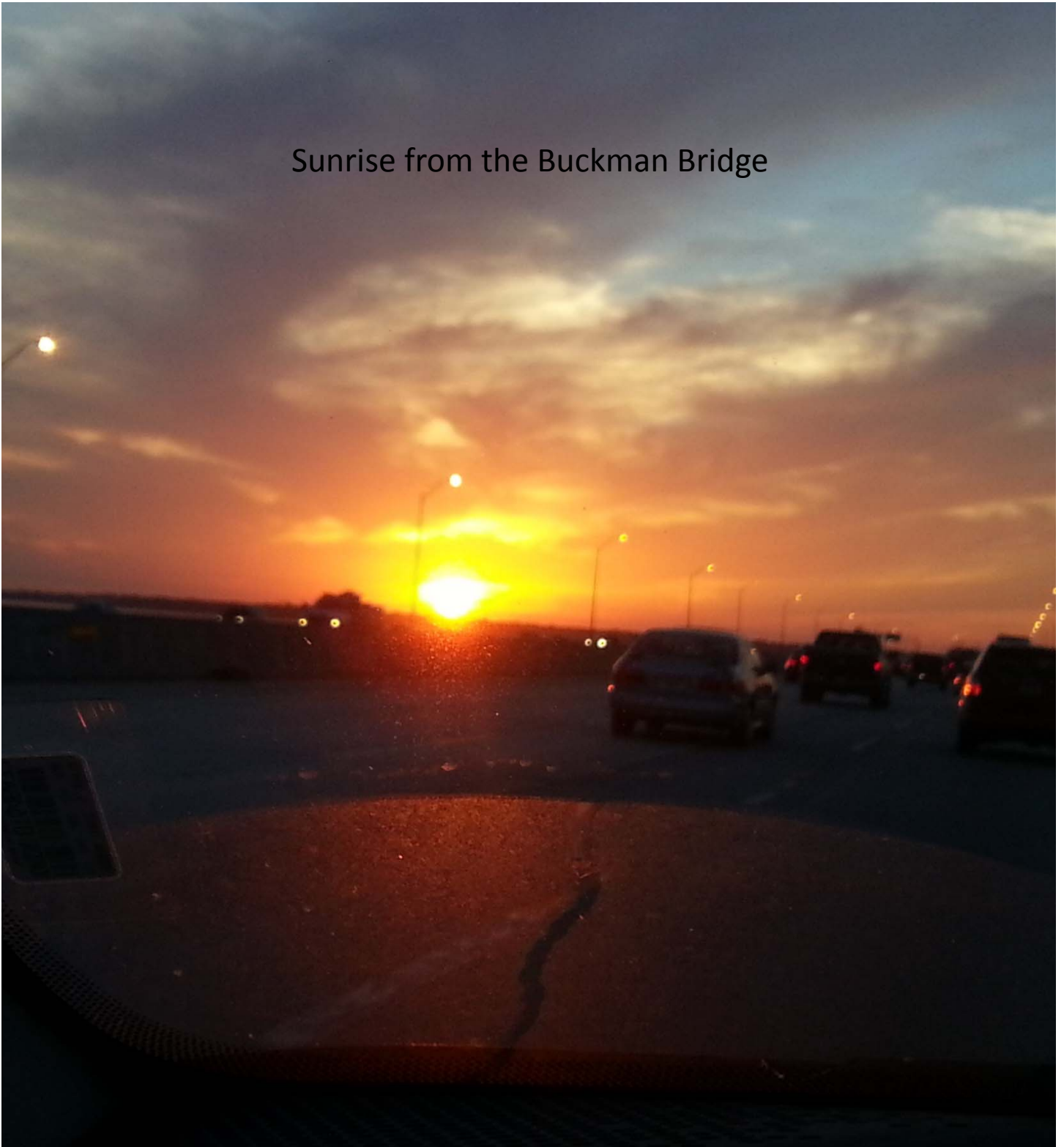


## DISTRICT TWO ITS NEWSLETTER



*August 2013 Issue 70*

### Sunrise from the Buckman Bridge





### **NOTES FROM THE DISTRICT 2 ITS ENGINEER**

The month of August was a time of new lessons and the ability to put my mechanical engineering skills to the test. As a graduate of USF I always wondered when and where it would happen. During my time with DOW Chemical in the early 90's all I got to use was the knowledge acquired from Chemistry, Thermodynamics and Hydraulics. That was until now when design of the new Regional Transportation Management Center (RTMC) required me to recall lessons from my HVAC, Materials and Electrical Engineering courses. It was lucky for me that I stayed awake in all of these courses. This was not by choice but the reality that my British teacher had a tendency to whack students in the head when they were not paying attention. God Bless Mr. Wilkinson!

This past month involved the final steps needed for the Architect to begin wrapping up their design. The footprint has been agreed upon, the parking lot required some final tweaks and the internal layout completed everything that was needed to jump into the Electrical/Mechanical systems. The first thing to determine was the size of the generator that would power the RTMC floor during power outages. You might have thought this is a simple task but the decision is based on the selection of the HVAC system, lighting and power consumption within the building. So, before we could take step one we had to decide on what to do with steps two, three and four. Since the team was attempting to achieve platinum level certification in LEEDS (Leadership in Energy & Environmental Design) there was a lot of interaction on the pluses and minuses of certain options.

For example, the team could have gone with the standard HVAC system that utilized forced air based on room temperature. This selection would have generated zero points in LEEDS. If

we decided to go with a computerized system for area controlled air supply there would have been a couple of points. I soon realized that as you began to consider technology and the laws of Physics the point scale would increase exponentially. In the end we decided to go with a system involving chilled beams and a reheating unit because of benefits gained environmentally and financially. To keep it simple the chilled beams will reduce humidity, thereby reducing demand for fresh air. Likewise, the reheating unit will assist in maintaining air temps and humidity, thereby reducing the demand a little more. In the end we anticipate that this and some additional HVAC design alternatives could assist in reducing energy costs by over 35% in the facility which could amount to \$60,000 in annual utility costs.

Keeping with the same philosophy we tossed around the idea of LED lighting in place of traditional fixtures. The initial investment is somewhat higher but the life-cycle costs would be significant. Some of the benefits of using LED lighting involve a reduction of fixtures, guaranteed life-cycles of 35,000 hours (over 5 years!), cleaner light (less yellow effects) and a 40% reduction in utility costs. For many members of the team it was hard to fathom such benefits so I arranged a tour of Jacksonville's Museum of Science and History (MOSH). I'd heard that over one year ago they switched out about 99.5% of their lighting to LED so I asked their Technical Services Manager, Mr. Bill Wooten, if we could come take a tour of their facility.

Upon arrival I was immediately sold on the concept. The building lighting felt cleaner and made viewing their displays much easier than what I was used to at a museum. I made a point to look directly into some lighting 30 feet over



### **NOTES FROM THE DISTRICT 2 ITS ENGINEER CONTINUED**

the floor and was blinded by the intensity. At first I thought “this can’t be LED lighting, it looks more like Halogen” but I was wrong. Mr. Wooten was one of those old school type guys but he was giddy as he shared his experience when switching to LED lighting. For his project the amount of lighting fixtures in the building was reduced because of the LED performance. Likewise, he went from 80 Watt lighting to 16 Watts. In all Mr. Wooten said he saved money due to the reduction of lighting fixtures, annual maintenance due to replacing fluorescent bulbs and utility costs. Since the initial install he stated that MOSH has saved over \$50,000 annually due to the switch to LED lighting by spending a little extra up front.

Mr. Wooten did not stop there since he has spent a significant amount of time assessing this project for the Federal Government. He states that in his survey of MOSH staff the consensus was that this change has created an environmental impact on their performance and well-being. A majority of the staff stated they felt less tired, had fewer headaches and noticed improved productivity in the afternoons since the installation of the LED lighting. Many felt it was like having outdoor lighting inside their offices. By the time the group left the MOSH building it was a consensus that this was the type lighting needed for our 24/7 RTMC.

I want to finish up by mentioning my ignorance that led the District Two TMC to be the “guinea pig” ONCE AGAIN! Don’t know how I do it but every time Central Office asks I say “sure, we’re willing to give it a shot.” The latest commitment was to be the first TMC in Florida to get the SunGuide traffic management software upgraded to version 6.0. Initially I thought it would be simple but I was so wrong! It wasn’t the typical upgrade since we were adding some

complex features and changes to the data base. What I thought would take two days ended up being an entire work week.....BUT we survived! We can proudly tell the other Districts that “no, there weren’t any problems (Psyche ☺)” and we can then hope retaliation doesn’t occur.

There is one more major upgrade coming in early 2014 to address the needs of the District TMCs and then the software should be fully complete. This upcoming software upgrade should address the latest in video wall controller protocols, arterial management of signal systems and the conversion to ONVIF standards for CCTV camera communication. I feel the hardest part is done and it’s only a matter of time before someone in another District says “can we get a new software package?” In any case, these are the events that make working in ITS so much fun and I wish you were able to suffer along with us.

Pete Vega  
District 2 ITS Engineer



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### **NORTH FLORIDA TPO**

On August 8<sup>th</sup> I had the opportunity to provide an update on the RTMC project to the North Florida Transportation Planning Organization (NFTPO) Board members at their monthly meeting. These meetings are always interesting in that I end up learning something new with regard to the vision of the North Florida transportation system. In this particular meeting I had the opportunity to listen to Florida House Representative Lake Ray's vision for our transportation network in the coming years. He is currently the Vice-Chair for both the Transportation & Economic Development Appropriations Subcommittee and Transportation & Highway Safety Subcommittee.

Representative Ray can speak with the best of them and had a lot of information to share with the audience on the goals of his committee. First and foremost is the establishment and strengthening of our trade capabilities by expanding/improving movement of freight. This means a huge investment in rail corridors, ports and roadway systems around key locations throughout Florida. He spoke about logistics and the importance on finding ways to help the movement of freight save time and money, thereby giving the State a competitive advantage over its neighbors. He spoke about sharing information and resources to achieve these goals. Basically, he is saying ALL of the things we are currently doing in North Florida.

So, how does the Intelligent Transportation System program fit in with his plan? Well, we are way ahead of the game thanks to the assistance of the NFTPO. Let's talk about the project they funded to interconnect the Seaports to our information network. Once this project is complete we can get information on inbound/outbound freight and provide real time traffic information to their tenants by sharing

each partner's data. We can utilize the Bluetooth deployment to track the routes trucks take when leaving the Seaports, thereby giving us a better perspective on what roadways need the most attention. We can place better detail on surrounding message boards so that trucks can avoid heavily congested areas. We can basically provide the tools needed by these freight companies who want to save time and money.

Now, let's talk about logistics. With the RTMC project coming along we can provide a conduit to many of our freight partners whereby they can get up to the second real time traffic information. Likewise, they can voluntarily provide traffic information based on their current traffic conditions. Sharing this type information will allow their dispatch centers to reroute shipments in an effort to enhance on-time delivery. This will not only be a North Florida concentric service but instead will involve statewide information. So, if a truck leaves our Seaport and plans to head to Tampa they will be able to get information along I-95, I-4 and I-75. If a major accident will tie up traffic along I-4 for several hours the information we provide may help them decide that I-75 is a better alternative. It's a "win-win" for everyone because we will have the opportunity to reduce congestion on corridors by distributing them to roadways that have a lesser demand.

We did not intend to stop there since the NFTPO funded the upgrade of many traffic signal controllers in North Florida. This upgrade allows us to utilize technology to the fullest so that in the future we could possibly extend green time for freight movements in an effort to avoid collisions at intersections. We could also use the data generated from the



**NORTH FLORIDA TPO continued**

BlueToad devices to improve traffic signal timing plans on a continuous basis based on the demand around Seaports. These projects can basically keep their wheels “rolling” thereby improving arrival times, reducing emissions and increasing productivity of the freight industry.

One other NFTPO funded project that will assist freight is the pilot project that was recently completed on Philips Highway. This corridor is an alternate route for vehicles travelling on I-95. The NFTPO funded project on Philips Highway involved upgrading traffic signal controllers, adding CCTV cameras and installing arterial dynamic message signs. These will work in conjunction with the BlueToad devices already installed along the corridor. The focus is that I-95 has been a major corridor for freight over the past thirty years so whenever there is a huge amount of congestion or major incident these carriers are severely impacted by the delays. The objective of the Philips Highway project is to keep traffic moving by utilizing predetermined traffic signal timing plans to get traffic off of I-95 and onto a less congested roadway when necessary. We are calling this “load balancing” that distributes traffic according to demand. If successful the next step will be to develop a similar plan for State Road 13 so that three corridors can be used to maintain traffic flow in the area.

Representative Ray fully endorses the objectives set by the NFTPO and it’s our job to execute this plan. When all is said and done the North Florida region will become the benchmark for others to follow as we expand the system to all major roadway arterials. This could never have been attempted without partnerships that grew through the North Florida ITS Coalition that is chaired by the NFTPO.

Pete Vega  
District 2 ITS Engineer



Heckscher Drive Arterial DMS near JaxPort



I-295 East Beltway sign with JaxPort in foreground, new Dynamic Message Sign in background.





### **MAINTENANCE**

The ITS Maintenance Section has recently taken over responsibility of the new ITS devices deployed by the Phase 8 ITS Project on the Northwest Quadrant of Interstate 295. These devices include 24 CCTV cameras, 10 Dynamic Message Signs (DMS), 37 Microwave Vehicle Detector Sensors (MVDS), 3 Roadside Weather Information Sensors (RWIS), and 4 License Plate Readers (LPR). And no, the LPRs are not for Big Brother to check up on you. They use license plates to develop travel times by seeing identical license plates at two different points and by knowing the distance between the two points. The RWIS and LPRs are new types of devices and the ITS Maintenance personnel are eager to learn how to troubleshoot and repair these devices.

Another new “twist” for the ITS Maintenance Section, is that we have recently received training on FDOT’s ITS Facility Management (ITSFM) software. This software is going to be used in every FDOT District to keep track of the ITS deployments. The software allows users with Editor rights to input information into the software and create conduit lines, fiber optic cable lines, communications lines, power service runs, device sites, structures locations and more. ITSFM allows for comprehensive details to be included within the software to allow for users at various levels to view what devices and infrastructure are in place. It will be a good tool for our Maintenance personnel because it will allow them to see the device information prior to being sent to a location to troubleshoot a problem. By being able to see this information, the technician can get spare equipment ahead of time, know what tools they may need and even get an idea for what they need to look for once on site. Maintenance personnel will be responsible for updating the software each time a device is removed from the field and replaced by another device. This will allow for the data to be updated near real time and be as accurate as possible.

A few months back a device cabinet on I-95 near Martin Luther King Jr. Boulevard was destroyed by a vehicle crash. The device cabinet was ordered shortly after the accident and has now arrived. The ITS Maintenance Contractor, TCD, has installed the new cabinet and replaced all of the damaged devices and is hoping to get the fiber optic cable spliced soon to have this site and the devices connected to it back up and running soon.

Kevin Jackson  
ITS Field Specialist

### **CONSTRUCTION**

The contractor for the Phase 7 Project on the I-295 East Beltway, starting at Atlantic Boulevard and going north to the I-95 Interchange, has continued stand-alone testing of the devices. Approximately half of the devices have been tested including all of the DMS. The fiber optic cable is installed and all power services have been completed, so once the device testing is finalized the final integration and testing of the devices can begin. The TMC should be able to use the devices before the end of September.

As noted in last month’s newsletter, the contract award for the Phase 9 Project, on SR 9A from Atlantic Blvd going south to the southern SR 9A/I-95 Interchange, will be re-advertised. The work to change the contract plans and specifications to meet the new Let Date requirements has begun. The project is now scheduled to Let in May 2014.

The Arterial Dynamic Message Sign (ADMS) Project has installed ADMS on several of the major local roadways around the southern portion of Jacksonville along I-95. All of the ADMS are currently under a mandatory testing period which is scheduled to complete near the

Continued on following page



**CONSTRUCTION continued**

end of September. These ADMS will be used to provide traveler information to motorists regarding current traffic conditions on both the major arterial roadways and I-95.

The I-10 Interchange ITS Project, which is installing fiber optic cable, CCTVs and MVDS within the area of the I-10/I-95 Interchange, is progressing. The contractor has continued to install conduit and has started setting pull boxes. Work is expected to begin soon on the power services and concrete poles are expected by the end of September for mounting the CCTVs and MVDS. This project has a contract duration of 300 days and should be completed in February 2013.

The JaxPort Fiber Installation Project, which will provide fiber optic cable to connect FDOT to the JaxPort Talleyrand and Blount Island Terminals, is currently under the Material Acquisition Phase. The Pre-Construction Meeting for this project is scheduled for August 20, 2013 and contract time will begin on September 22, 2013. This project has a contract duration of 120 days and should be completed in early 2014.

John Kell  
District 2 ITS Construction Project Manager



Coming soon to Butler Boulevard, A Dynamic Message sign westbound before Bowden.

**ROAD RANGER UPDATE**

On Thursday, August 8<sup>th</sup>, the Road Ranger Service Patrol enhanced its services by adding the Arterial Safe Tow Program to promote the “Open Roads Policy” and provide State Road vehicle removal services to motorists impeding traffic. This Program includes all State arterials in Duval and Clay County. Now motorists on these highways will be assisted faster as they can be moved to a safe location to await the assistance of Law Enforcement. This enhancement also assists in achieving the “Move It” law as well as creates a safer environment for stranded motorists involved in crashes. This service is available 24/7 at the request of JSO/FHP Officers. Our Traffic Incident Management goals will greatly benefit from having this program in effect.

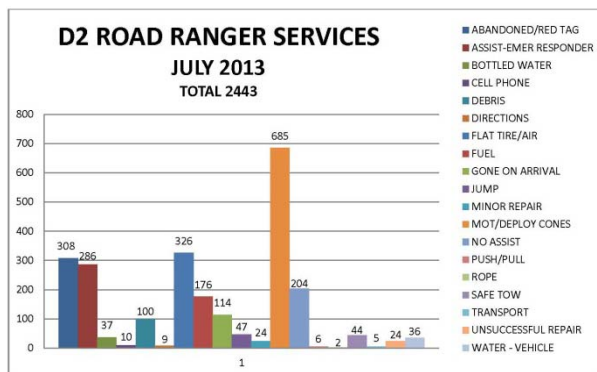
In the regular contracted hours Monday – Friday, 6:30 AM to 6:30 PM, our Road Ranger Operators remain busy assisting with incidents on our interstates – stranded motorists as well as our incident responders. As with the new Arterial Safe Tow Program our Road Ranger Operators get motorists’ vehicles running and out of the travel lanes, playing a large part in making incident scenes safer for our incident responders. The month of July they provided 2443 assists as seen in the chart below. Rain continues to be an issue but it doesn’t stop our Road Ranger Operators.

***Like the Pony Express,  
our Road Ranger Operators deliver  
“in rain, in sleet, in snow .....*”**





## ROAD RANGER UPDATE continued



All of these incidents will be debriefed at our next Alachua-Bradford TIM Team meeting to see if bonuses will be paid.

## ALACHUA-BRADFORD TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE

The Alachua-Bradford TIM Team held its monthly meeting on August 14th at the FDOT Gainesville Operations Office, 5301 N.E. 39th Ave. at 10:00 A.M. The following agencies were represented: Metric Engineering, FDOT ITS, FDOT Traffic Management Center, Alachua County Environmental Protection, Atkins, FDOT PIO, FDOT EOC, DBI, Alachua County Sheriff's Office, FDOT Traffic Operations, Florida Forestry Service, Gainesville Police Department, FDOT Gainesville Maintenance, District 8 Medical Examiner, FHP, University Towing, and the Alachua County Fire Department.

## RISC – Rapid Incident Scene Clearance – Update

June 2013 was a busy month for our RISC vendor on I-75 reminding us how valuable this contract is to our traffic incident management. This "tool" in our incident management greatly assists with the meeting of our *Local Open Roads Policy* goal of 90 minutes clearance time. What would we do without our RISC Program?

I-75 was very active with crashes requiring the activation of the Rapid Incident Scene Clearance (RISC) vendor. Along with the June 14th and June 15th RISC incidents we will be debriefing at the Alachua-Bradford Traffic Incident Management Team Meeting on August 14th, we had RISC incidents occurring on June 27th and June 30th.

On June 14th, FHP called RISC for a multi-vehicle crash involving 2 semi-trucks. The June 15th crash was called due to an overturned semi-truck involving a fuel and grain spill. On June 27th, an SUV traveling southbound rolled into the northbound lanes and crashed with a semi-truck. On the last day of June, a semi-truck traveling northbound on I-75 went over the guardrail and crashed into another vehicle and jack-knifed in the southbound lanes.

After debriefing incidents occurring in the last 2 months and incident responder agency reports, Craig Carnes led the team in completing the *2013 FHWA Traffic Incident Team Assessment* for our Team. This assessment is important as it lets the FHWA know where our Team is strong and where we can use extra training and possibly funding. Results were sent in to FHWA – our final score was 95.5 %. Thanks to all members that gave input.

Bruce Strickland gave a review of the *TIM Responder Training* conducted on July 31st at the FDOT Gainesville Operations Office. All members agreed this was a successful training and voted to hold an updated form of this training program each year to maintain our Team's knowledge of performing our duties in the safest, most efficient manner. Speaking of training, we have several responder agencies ready to proceed with the SHRP Incident

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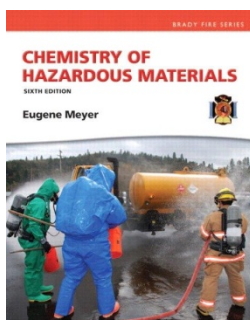


**ALACHUA-BRADFORD TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE**  
**continued**

Management Training. Craig Carnes and I will assist anyone wanting to present the training.

Immediately following the meeting, the Team conducted a meeting to debrief five recent RISC incidents.

SPECIAL NOTICE: Our Alachua-Bradford TIM Team is especially proud of Team Member Chris Gilbert, Alachua County Environmental Protection Agency, as he is credited in his first publication: Chemistry of Hazardous Materials, 6<sup>th</sup> Edition.



**FIRST COAST TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE**

The First Coast TIM Team will hold its monthly meeting at the FDOT Urban Office Training Center, 2198 Edison Avenue, at 10:00 A.M. on September 17, 2013. Please remember your attendance at this meeting is important as we need representation from all incident responder agencies to continue having the ability to work and grow together. This is what helps us to advance and meet the goals of our *Mission and Vision Statements*. Thank you all!

Donna Danson  
District 2 ITS Program Manager

**District 2 TRAFFIC INCIDENT MANAGEMENT TEAM MISSION:**

*The Florida Department of Transportation District Two's Traffic Incident Management Teams through partnering efforts strive to continuously reduce incident scene clearance times to deter congestion and improve safety. The Teams' objective is to exceed the Open Roads Policy thus ensuring mobility, economic prosperity, and quality of life.*

**District 2 TRAFFIC INCIDENT MANAGEMENT TEAM VISION:**

*Through cooperation, communication and training the Teams intend to reduce incident scene clearance times by 10% each year through 2015.*

**TRAFFIC INCIDENT MANAGEMENT 2013 MEETING SCHEDULE**

**FIRST COAST TIM TEAM MEETING**  
FDOT URBAN OFFICE TRAINING CENTER  
2198 EDISON AVENUE- JACKSONVILLE  
904-360-5400  
SEPTEMBER 17, 2013                      NOVEMBER 19, 2013

**ALACHUA/BRADFORD TIM TEAM MEETING**  
FDOT GAINESVILLE OPERATIONS OFFICE  
5301 N.E. 39<sup>TH</sup> AVE- GAINESVILLE  
352-381-4300

OCTOBER 9, 2013                      DECEMBER 11, 2013

**ANNOUNCEMENTS:**

NOW AVAILABLE – TRAFFIC INCIDENT MANAGEMENT TEAM WEBSITE:  
<http://jax511.com/D2TIMwp/>.

REMEMBER: If you are interested in presenting a SHRP 2 Incident Management training session for your agency and would like assistance, please contact Team Member Craig Carnes with Metric Engineering at: [ccarnes@metriceng.com](mailto:ccarnes@metriceng.com)



### **MARKETING**

And so it begins! Our trip to the Teacher Supply Depot marked the end of summer break for teachers in Duval and the surrounding counties. While students were busy stuffing their backpacks with supplies from local retailers, teachers were stocking up on essentials at The Teacher Supply Depot on Lenox Avenue. And best of all... the supplies were FREE! Dozens of area businesses donated paper goods, office equipment, pens and more so teachers could ease back into the school year with minimal impact to their own wallets.

We set up our 511 tent, providing shade and 511 goodies to teachers who were all too eager to get out of the scorching sun. Then halfway through the event, the sky opened up and rain soaked the 400 or so attendees who hadn't had the chance to spin our prize wheel and win a 511 umbrella, poncho or other goodie. But not to worry, we scooted over and made room for them inside the tent while they waited their turn to spin the coveted prize wheel. It never fails, every year at this particular event we get a handful of teachers asking where they can purchase a prize wheel to help divvy out "goodies" during the school year to deserving students. Looks like ye old treasure chest is out, and the prize wheel is in!

The Jacksonville Sheriff's Office once again had a successful showing for their Shadco Safety Fair at the Avenues Mall this year. Vintage automobiles, emergency response vehicles, motorcycles and even the JSO helicopter were all part of the lineup that wowed crowds with their sirens and light displays. We provided 511 brochures, beach balls and pens for this annual giveaway. Special thanks to Sheriff John Rutherford, Officer Bates and all those who continue to make this such a successful event.

And finally, we're excited to announce a new partnership. We teamed up with Backstage

Entertainment to provide goodies for their annual Car Show that was held Saturday, August 17<sup>th</sup> at the Jacksonville Fairgrounds. Our 511 key chains were put to good use! Two hundred of the country's best and most exotic vehicles took center stage as participants vied for the top spot at this year's show. My 16 year old would be happy at this point if she had a *bathtub* on wheels! (even better, the old beat up pickup truck Bella's character drove in the popular *Twilight* series)

Wherever you're headed, make sure your trip begins with a call to 511. You can also log onto [www.FL511.com](http://www.FL511.com) or, of course, download our free 511 Traffic App. It's available for use with iPhone, iPad, iPod and all Android devices. Simply go to the iTunes or Google Play Store and search "Florida 511." As always, we welcome your comments, thoughts and suggestions.

***Know before you go and keep moving!***

Sherri Byrd  
Marketing Manager



Some of our fine Duval County Teachers show that they can learn, too... about 511 and FL511.com



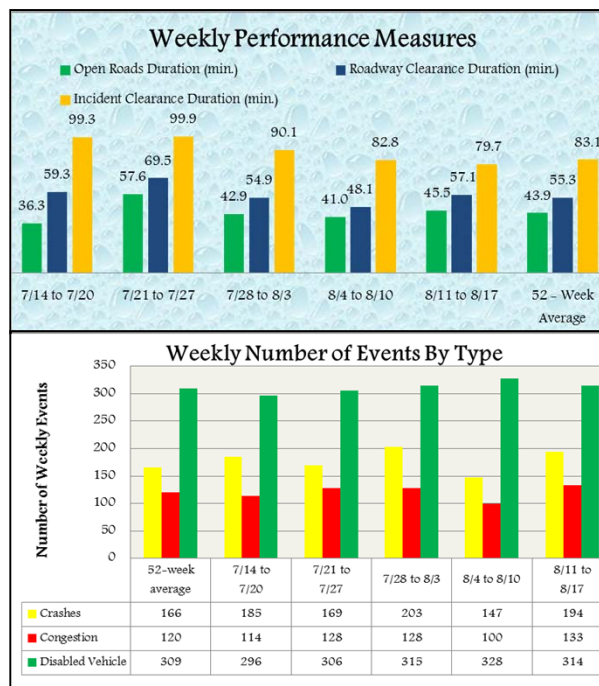
**PERFORMANCE MEASURES**

Heavy storms were persistent throughout Jacksonville during the last week of July and the first week of August. SunGuide reports show the incident clearance duration for the last week of July averaged almost 100 minutes; which is about 15 minutes longer than the 83 minute yearly average. The week starting July 21<sup>st</sup> reported two major incidents with very long durations; hence the increase in clearance duration. The first incident occurred on Thursday July 25 on Interstate 95 northbound around 3 P.M when a small passenger vehicle hit the concrete barrier wall and overturned at Forsyth Street causing all three lanes to be blocked for more than several hours. A separate incident occurred later that same day when a tractor-trailer lost its load on Interstate 95 northbound just before Dunn Avenue. Due to the spilled cargo, it took responders over 9 hours to clear the scene. Although the week starting July 14<sup>th</sup> shows an incident clearance of over 99 minutes, the rain was not a contributing factor in this

case. SunGuide reported at least eight events for that week with durations of over three hours; which adds to the spike seen in clearance durations.

Another interesting fact to discuss is the nearly five inches of rainfall reported for the week starting July 28<sup>th</sup>. Although the rain did not have a great impact in the incident clearance, roadway clearance, and opens roads duration, it did influence the growth in the amount of crashes observed when compared to the other weeks on the charts. A greater number of secondary events and minor fender benders, more than likely due to hydroplaning, were definitely a big part of the increase in the amount of crashes for the week; which was 43 more than the yearly average.

The following charts illustrate the Performance Measure data for the past few weeks as well as the different types of events reported.



Diana Rivas  
Metric Engineering

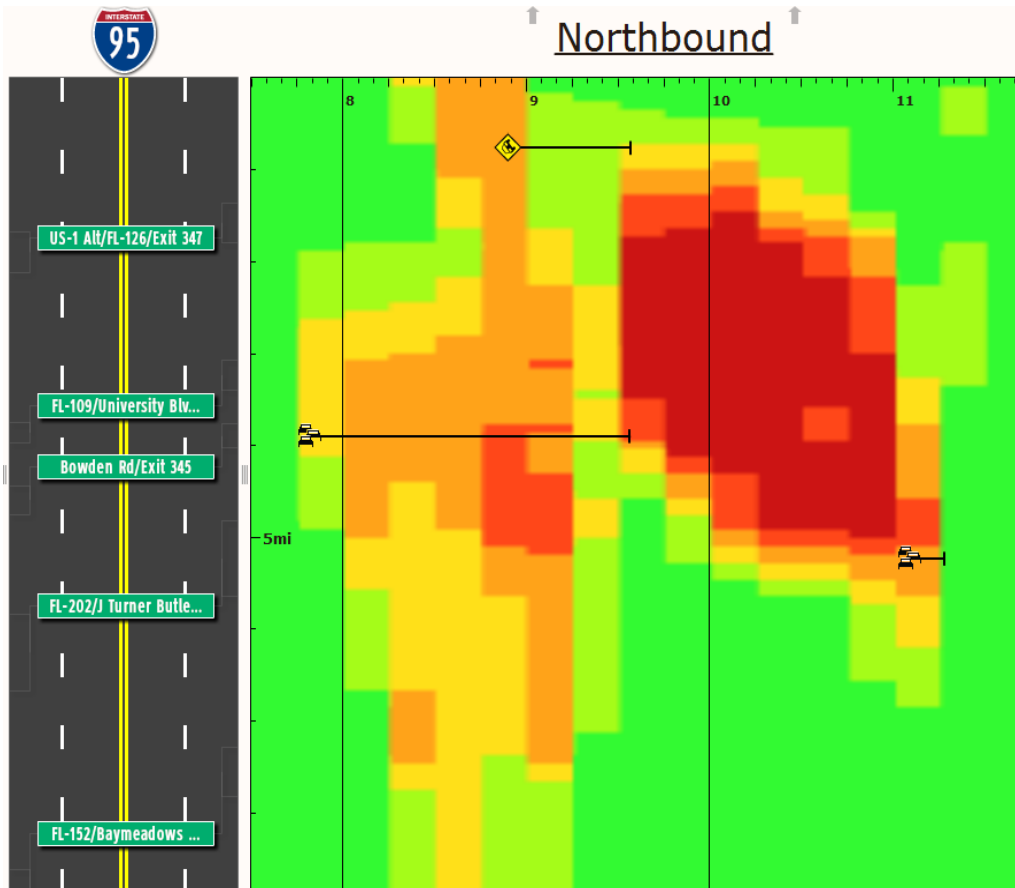


## OPERATIONS

July was a busy month for the Transportation Management Center (TMC) despite the fact that school was out and morning rush was reduced. During the month the TMC worked almost 3,500 events so over 100 a day! Along with all of those events, ITS deployments continued to make progress on the 295 beltway and with the Arterial Dynamic Message Signs (ADMS). Today I want to focus on a jack-knifed Semi on 95 northbound just north of Emerson, how it was handled in July and how it can be handled in the near future.

On July 10<sup>th</sup> around 930AM a semi jack-knifed

on I-95 northbound just north of Emerson Street. Morning congestion was just about complete at this point. The event caused an immediate back-up that worked its way all the way back beyond SR-202/ J. Turner Butler Blvd. You can see the impact the event had on traffic during what normally is free-flowing during the duration of the event (918AM-1049AM) by viewing the RITIS Congestion scan below. RITIS is a valuable tool which helps assess historical data and the effect events have on traffic. The congestion scan below paints a quick, clear picture of what motorists experienced on the roadway on 95 northbound between Emerson and Baymeadows.





## **OPERATIONS continued**

Dynamic Message Signs (DMS) were utilized on 95 and on US-1/ Philips for this event to inform motorists on the roadway. For many people, especially those who do not know the area, alternate routes are never considered due to local roadway knowledge. US-1/ Philips provides a parallel roadway perfect for an alternate route but where do motorists cut over? Where do they cut back? July brought significant progress in the ADMS (Arterial Dynamic Message Sign) project along I-95 between I-10 and the I-95/I-295 south-end interchange. Below is an example of an ADMS that will be paired with the 95 and US-1/ Philips DMS in the future to help provide alternate route information to motorists to help load balance the traffic and keep people moving. No more guessing where to get off 95, back on 95 and how to get there.



I-95, in that area, handles about 80,000 AADT (Annual Average Daily Traffic) while US-1/ Philips Highway handles about 40,000 AADT along that stretch. Providing people options they can actually use will help the overall flow of traffic. The ADMS project is deploying 18 signs on Interstate ramps as well as along Baymeadows Road, SR-202/ J. Turner Butler Boulevard, University Boulevard and Emerson Street to help provide alternate route and event information during events like the jack-knifed semi. Informed motorists makes for safe motorists that will help keep traffic moving. In the end, that is the business we are in.

Without ITS devices outside of Jacksonville (and parts of Jacksonville) the TMC depends on FDOT and partnering agencies to give us traffic information reports. You can reach our 24/7 line at (904)359-6842 or our work day line at (904)360-5465. You can also leave feedback on the Next Generation 511 system about road conditions and bugs you may find in the system that is relayed to our operators in real time. The TMC will continue to reach motorists in new ways but remember

**“Know Before You Go! Use 511”.**

Ryan Crist  
TMC Manager



# DISTRICT TWO ITS NEWSLETTER



August 2013 Issue 70



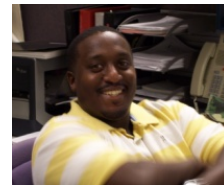
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## FDOT DISTRICT 2 ITS STAFF

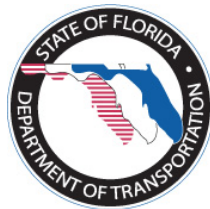
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