



It's "official", Spring has arrived in District 2!





**NOTES FROM THE DISTRICT 2
TRANSPORTATION SYSTEM
MANAGEMENT & OPERATIONS (TSM&O)
PROGRAM MANAGER**

As a teenager I was always my own worst critic when judging my performance in a baseball, basketball or football game. When I hit a "pea" for a double I'd kick myself in the butt for not trying to go for third base. When I had a 15-yard run from scrimmage I'd come back to the huddle questioning why I didn't cut left instead of right for those extra 5-yards. In basketball I could go 8 for 10 at the free throw line but would still be bitter about the two that I missed. Don't even get me started with golf! To this day I am still mad about the three-putt I had from 15-feet away during an intramural golf tournament my freshman year of college that ended up costing me a buck!!! Talk about "having to let it go!"

Why the discussion on being my own worst critic? Well, it has to do with the performance of our Statewide ITS program as a whole and the expectations that the motoring public have for the Department. I always tell my staff that by being adjacent to the Georgia State border we represent the Department's ITS program since an Interstate motorist's first exposure to the program will be by traveling through our area. Our team constantly stresses that we are not only providing a service to the locals but also to the millions of tourists who visit Florida each year.

This past weekend I headed to St. Petersburg to attend a Memorial Service for my mother. I did my normal routine by checking the 511 website prior to leaving at 1:30 PM. No incidents were shown on any of the routes I could select so I chose to take the shortest course of I-95 to I-4 to I-275. Of course, while on my way I left the 511 app on with voice control so that I could hear if an event popped up along the way. To supplement my traveler information I also knew I would be passing about 10 Dynamic Message

Signs (DMS) before Orlando, thereby assuring me that if an incident were to pop-up I could still take an alternate route like State Road 528 or State Road 417. I felt this would assure me of a smooth journey since I knew that once I got past Orlando the trip would be a piece of cake.

Heading down I-95 there was a little congestion from Spring Break visitors but nothing out of the normal for this time of year. As I hopped onto I-4 westbound I was pleasantly surprised by the smooth flow of traffic through the construction area. No reports on the 511 app and the DMS were telling me that traffic was moving at optimal travel times. I paid closer attention to the DMS as I headed west because I knew that once I passed my alternate route of State Road 417 there was no turning back. Again, no reports on 511 and only new messages on the DMS reminding motorists to "Turn On Headlights When Using Wipers." As I approached Orlando it was nearing 3:30 PM so I knew there would be some congestion but not that "God Awful" peak-traffic the locals had to deal with every day.

Prior to entering Orlando's City limit I saw that the DMS had changed its message to "Share the Road with Motorcycles." I thought to myself "this is sweet!" ... just before I had to slam on my brakes to avoid rear-ending the car ahead of me!!! Traffic had come to a complete standstill for several miles and as I crawled into the downtown area I saw that there was a two car collision blocking the center and part of the inside lane. I also noticed that an Orlando Police Officer was assisting, however his vehicle was parked on the inside shoulder of the eastbound lanes. I immediately hit my speed dial button for the Orlando TMC so that I



**NOTES FROM THE DISTRICT 2
TRANSPORTATION SYSTEM
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PROGRAM MANAGER CONTINUED**

could speak with the TMC Manager, Eddie, about what I encountered.

This is how the conversation went.

Me: "Eddie, are you aware about the accident on I-4 westbound?"

Eddie: "Huh, what accident?"

Me: "Eddie, is this westbound congestion normal this time of day?"

Eddie: "Huh, not really. Hey, could someone check the Church Street camera?"

Eddie: "Oh yeah, there is an accident. We'll put the messages up. Guess the police car was what was slowing down eastbound traffic too."

Me: "Thanks."

Eddie: "Thanks Pete. Hey, why didn't you take the 417 route?" (Okay, my head was boiling at that very moment).

Pete: "**BECAUSE EDDIE**, your DMS and 511 system showed that everything was flowing smoothly!!! **I WOULD HAVE** taken 417 if you posted messages that far in advance."

Eddie: "Yeah, guess we should. That's a good idea."

A few seconds passed and then Eddie asked "So, how's it going?" I had to bite my lip to avoid exploding, then I replied "Just fine." Eddie then mentioned that "By the way, there is about five miles of congestion west of you starting at the Turnpike." I need not mention my internal reaction to this bit of information. Instead of exploding I just said "Thanks Eddie. Gotta go. Talk to you soon." In all, I encountered about a 40-minute delay from two-miles east of Orlando until I passed the Disney World area. If I had taken State Road 417 it would have taken me 40 minutes to get around Orlando instead of nearly one and a half hours. Not that I was in a hurry, but the frustration of relying on this technology and letting motorists down is what gives the State's ITS program a black-eye.

So as you can see, someone with the knowledge of the program and its limitations realized that we were not doing the best possible job of managing traffic. Can you imagine what the general public thought of this situation? If Eddie had been his own worst critic he would have realized the important nature of this central location when it involves incidents and how it impacts a motorist's decision making. An accident on I-4 in the downtown area is not an unusual event so there should be preplanned response plans in SunGuide to move traffic around Orlando, even if it means posting messages over 15 miles away. Hopefully something was gained from my call because it's only going to get worse when construction gets into high gear for the huge I-4 Express Lanes project.

As for the rest of my trip....well let's just say it went smoothly for about another 50 miles....**THEN TAMPA!!!** I won't go into great detail since there are very limited options in this area when trying to hop onto I-275. The 511 app did let me know about congestion at Malfunction Junction (I-4/I-275) however the DMS reminded me to "Turn on Your Headlights When Raining" instead of alerting me about the 20 minute delay at the interchange. I did remember about being able to hop onto the Crosstown Expressway at Exit #2 so I made my move! Unfortunately, the locals beat me to it since it was rush hour traffic hence I may have only reduced my delay by about 10 minutes.

As I crawled my way along Gandy Boulevard to cross the waterway into St. Petersburg I noticed that there was a DMS prior to the bridge. Guess what it said? Yep, "Wipers On - Headlights On." No info on the congestion at



**NOTES FROM THE DISTRICT 2
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PROGRAM MANAGER CONTINUED**

the west end of the bridge or major construction at 4th Street. At this point I was a tourist since I was not familiar with this area so that type of information could have helped me avoid almost ramming the back of the car ahead of me at the other end of the bridge. Lucky for me that I wasn't in any hurry, however I cringed as I hoped that the car behind me was paying attention.

On Saturday my family got together to celebrate my mom's life. During dinner a discussion arose about everyone's trip to St. Petersburg. Guess I wasn't surprised that each person had their own tale about the drive and the events/congestion encountered along the way. My sister almost got rear-ended by a car when she encountered congestion and my nieces got caught behind an accident that cost them over 40-minutes. Neither of them recalled seeing a message on the DMS alerting them of the events and my sister even asked why they were posting a message about wipers when it was partly cloudy with no rain. The comments hit the nail on the head for me since these motorists are our customers and non-transportation individuals who are questioning our methods.

Being your worst critic isn't bad, especially when you seek to optimize performance. I hope that someday we will be able to improve the delivery of the ITS program throughout Florida so that tourists keep visiting our beautiful State.

Pete Vega
District 2
Transportation System Management &
Operations (TSM&O) Manager



**NOTES FROM THE DISTRICT 2 ITS/TMC
PROGRAM MANAGER**

There may be some exciting changes coming around the corner for Florida 511. It has long been discussed that the current 511 phone system, website and smartphone app are antiquated and cannot compete with more commercial applications. This is underscored by data that shows weak 511 usage statewide.

It's no wonder, as the system was developed years ago for a very minimal cost, and no formal funding mechanism was ever established for it, as many thought FDOT should provide funding for it while others maintained that sponsorship funding was the most effective option. This created an atmosphere where FL511 lived day-to-day, with no one sure if it would either sunset or stay around for the next year.

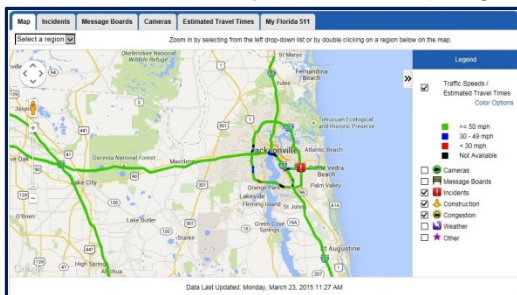
The current legislative session could change all of that. Through HB 7039 and SB 1554, the definition of "511" is proposed to be morphed from just the interactive voice recognition (IVR) phone system to an all-encompassing system that FDOT is responsible for maintaining, with or without joint funding agreements. This means that, although the IVR is proposed to be scrapped in at least the House version, all the collective components that make up the 511 system are likely going to be statutorily protected. Not only do our legislators understand the importance of 511 to our motorists and visitors, the system should be here to stay. Along those lines, there has already been statewide talk of much-needed upgrades to enhance the 511 website and smartphone app. These enhancements, like a more interactive and user-friendly map and multimodal transportation planning services, should vastly improve the site.



NOTES FROM THE DISTRICT 2 ITS/TMC PROGRAM MANAGER continued

511 is also getting a boost at the local level; this has actually been in the works for months now. Our ITS consultant, Metric Engineering, is currently working on updating the Jax511.com website. This site, much like the statewide one, has sat idle and un-updated for a long time.

Over that time, it has lost all of its power to provide meaningful local information, and instead has become simply a mirror site for the FL511 webpage. With the new updates, Jax511 will have its own localized traffic map, local-only traffic alerts, as well as important local links and news updates related to transportation in the area. This will all be displayed in a much more contemporary, user-friendly interface that will also be available in a mobile version for those that do their surfing from a phone as opposed to a computer. These exciting and much anticipated updates (example of map shown below) should roll out by the end of spring.



With all the possible improvements coming around the corner for 511, the ITS community is excited about our new opportunity to connect with the traveling public and showcase the information and resources we so diligently work with on a day-to-day basis. This will also make our 511 system much more competitive in the market for motorists' attention and loyalty, which is what we need to ensure we have the audience to help us propel our ITS program into the future.

Josh Reichert
ITS/TMC Program Manager

NORTH FLORIDA TPO UPDATE

The North Florida TPO is in overdrive preparing for the move to the new RTMC. They've nearly completed their design for the audio/visual equipment in the NFTPO Boardroom and are finalizing selection on the furniture. If you have not passed by the new facility I can honestly say that it's a sight to behold. The exterior walls are up, the parking lot is half complete and the roof should be done by mid-April. Once these tasks are finished the contractor can begin to wrap things up with the interior work and mechanical installations. I spoke with the contractor in early March and they told me that the Certificate of Occupancy should arrive by August 7th. This means that we can begin to receive furniture in mid-August with an expected move-in date some time in mid-September.

In preparation for the move we began to review our ITS and Traffic Signal tasks along arterial roadways. By this summer we should be able to complete the installation of 60 additional Bluetooth devices and the remaining CCTV cameras along several arterial roadways. Once finished we will have over 200 miles of CCTV camera coverage and close to 300 miles of traffic data (speed, travel time and origin/destination) along the arterial roadway system in north Florida. This type information will allow us to optimize performance of the local corridors while providing the NFTPO with a wealth of data for future planning tasks.

Also, we are finalizing plans for the fiber optic communication interconnection to St. Johns County. We expect the installation to be completed by the Summer of 2016. Once done we will be able to add the nearly 100 CCTV cameras they have deployed



NORTH FLORIDA TPO UPDATE cont.

throughout this County as well as tying into all of their traffic signal controllers. This will mean that we can see and acquire data from Crescent Beach in St. Johns County all the way to Fernandina Beach in Nassau County. Completion of this project will make the North Florida area one of the top deployments in the country, thereby making us a benchmark for other regions to follow.

I anticipate that by next year the role of the NFTPO will be to assist the program with the operation and maintenance of the deployments completed over the last several years. Data collection for Performance Measures on several major corridors will begin January of 2016. The objective will be to analyze the numbers quarterly, semi-annually and annually to see where we are and what the traffic signal controller improvements do to increase performance. Once we feel the corridors are optimized the NFTPO can determine where to invest their capacity dollars on future roadway improvements.

Pete Vega
TSM&O Program Manager

MAINTENANCE

Unfortunately, hurricane season is just a few months away. Hopefully we will be as lucky as we were last year and feel no ill-effects from hurricanes. However, the ITS Maintenance Team is preparing just in case. Crews went out to several bridge wind sensor locations to troubleshoot and repair the devices. We will continue to keep a close eye on these devices as hurricane season approaches to ensure they are working if and when they are needed.

In case you are a new reader of the newsletter, the bridge wind sensors are mounted on the majority of the major bridges crossing rivers in St. Johns, Duval, Clay and Nassau County. As the name indicates, the devices monitor wind speeds at the bridge deck level and report the information back to TMC Operations personnel. The devices are configured to send an hourly report unless average wind speed or gusts reach a certain threshold. If the threshold is exceeded, the device sends an alert and subsequently sends alerts at other thresholds. Local police and emergency operations personnel have access to these reports and can determine when bridges need to be closed due to high wind conditions. This means that the agencies do not have to have personnel staged on the bridges and can better utilize these resources to divert traffic and conduct other business.

In last month's newsletter we discussed the many projects around the area and how they can impact the ITS System by damaging the communications and power cables of the ITS Network and devices. Although ITS Maintenance crews have been out locating our utility lines for these projects, we had two instances where our utilities were hit. The one instance at I-95 and JTB only impacted a single site, but that site had a CCTV, MVDS and a





MAINTENANCE continued

wireless communications device which connected to two other CCTVs and a DMS. The latter devices are the only ones we currently have on JTB. This damage has been repaired and all associated devices are now operational.

The second instance cut our fiber optic cable trunk line and has had impacts on our system as well as the City of Jacksonville, who use our fiber optic cable to communicate with several of their signal systems around town. The contractor is working to repair the damage and get the system back to full operation.

Kevin Jackson
ITS Field Specialist

CONSTRUCTION

The contractor for the Phase 9 Project, on the I-295 East Beltway from Atlantic Boulevard going south to the I-95/I-295 Interchange, has completed installation of DMS/ADMS foundations and device poles. Conduit installation for the power and fiber backbone is almost complete and pull boxes and splice vaults are being installed. The contractor will be installing device cabinets, grounding, and devices in the next month. The project is anticipated to be completed by the end of the year.

The construction of the I-95 ITS communications portion of the SR 23 project has stalled with no work currently being done within the project area. The contractor is expected to begin working on conduit installation in the next few months and then follow behind the conduit installation with

the installation of pull boxes and splice vaults. The construction of this communications link through St. Johns County is included within the SR 23 project contract which is anticipated for completion early next year.

The design for the ITS devices and power infrastructure for I-95 in St. Johns County has been completed and Signed and Sealed plans and specifications have been submitted. The construction project associated with this design will be Let in June of this year, but will be unable to begin construction until the St. Johns County I-95 fiber project is completed, which is estimated to be early 2016.

The plans and specifications for the installation of fiber optic cable on I-75 from SR 24 in Gainesville to the Georgia line have been completed. Signed and Sealed plans and specifications have been submitted to FDOT. This is the first of two ITS projects within these project limits and will provide communications throughout the length of the project. The second project will install power services and devices to connect to the fiber optic cable installed under the first project. The first project is scheduled to be Let in July 2015 and the second project will be Let in July 2016, with construction not beginning until after the first project is completed.

The contractor is installing the ITS devices on I-75 and US 441 as part of the ITS project through Payne's Prairie. This project extends from CR 234 to SR 121 and includes device installation in Payne's Prairie on both I-75 and US 441. DMS, CCTVs, and MVDS are being installed on this project as well as visibility sensors and FLIR thermal CCTVS within Payne's Prairie to monitor visibility on the roadways. The visibility sensors measure the distance that is clearly visible to a maximum



CONSTRUCTION continued

distance of 7 miles (shown below).



The FLIR thermal CCTVs display heat signatures as CCTV images and are capable of “seeing” through smoke and fog. See image below.



The visibility sensors will be used to determine when visibility is decreasing and there is a need for FHP and/or FDOT Maintenance presence to possibly close the roadway while the thermal CCTVs will be used to monitor the area during low visibility. This project is anticipated to be completed by June of this year.

Craig Carnes
Metric Engineering

FIRST COAST TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE

The First Coast TIM team meeting was held on March 17, 2015 at 10:00 A.M. at the FDOT Urban Office. Donna Danson opened the meeting and each agency representative introduced themselves to the group. Donna then stated the purpose of the meeting is to learn from each other in order to improve incident management, communication between responder agencies and to work through any challenges that responders may encounter on the roadways.

The meeting started off with representative agencies providing updates on the Overland Bridge Project and Construction Projects in the area. Many topics were addressed including work zone safety on Florida roadways. The TEAM then moved on to the Emergency Operations Updates presented by Ed Ward who informed us that Hurricane Preparedness is always a top priority especially as we gear up for the hurricane season.

Josh Reichert also dived into some of the ITS Updates where he addressed significant projects in the area. Greg Gaylord also gave an update on Road Ranger Mitchell Hayes who was struck by a motorist while assisting FHP in July of last year. He assured us that Mr. Hayes is doing well and is in great spirits as he is still recovering from his injuries.

Ms. Holly Walker then provided an extensive presentation on the Diversion Route plans that we have here in District 2. Holly informed the group that the Diversion Route plans were created with public safety in mind to avoid further injuries and incidents. These routes include coverage from:



FIRST COAST TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE cont.

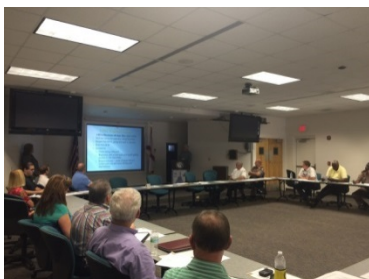
I-10

- I-95 through Madison/Leon Line
- I-95
- GA State Line through St. Johns/Flagler Line
- I-75
- GA State Line through Alachua/Marion Line
- I-295
- Entire Beltway (MM 0 through MM 61)

We would like to take the time to thank all of the TIM Team members who provided feedback on the proposed changes to the Diversion Routes layout. If you are interested in the SHRP 2 Incident Responder Course and would like to receive more information please contact Craig Carnes (ccarnes@metriceng.com) or Misha Gonzales (melder@metriceng.com)

As a reminder, FDOT District 2 has a Facebook page that can be accessed by going to <https://www.facebook.com/MyFDOTNEFL> and the FDOT District 2 Twitter page can be accessed at https://twitter.com/MyFDOT_NEFL. The next First Coast TIM Team meeting will be held on **May 19, 2015** at the FDOT Urban Office Training Center, 2198 Edison Avenue at 10:00 A.M. Thank you for your attendance at these meetings. We aim to improve communication between all incident management agencies to produce a successful Traffic Incident Management Team for the future.

If you do not currently receive emails related to the TIM Team and would like to be added to the list, please contact Donna Danson at donna.danson@dot.state.fl.us.



First Coast
TIM TEAM

ALACHUA/BRADFORD TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE

The Alachua-Bradford TIM Team will hold its next bi-monthly meeting on **April 8, 2015** at the FDOT Gainesville Operations Office, 5301 N.E. 39th Avenue at 10:00 A.M. Please mark your calendar to attend this meeting. Your attendance is valuable to the success of the Team so that we can provide a unified service to those who need us.

If anyone is interested in the SHRP2 Incident Management Training Course please see Craig Carnes. He will work with any agencies' schedules, including nights and weekends to make the training course available. He is able to do training for groups of ten or more students.

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 percent each year through 2015.

Donna Danson
District 2 ITS Program Manager





ROAD RANGER UPDATE

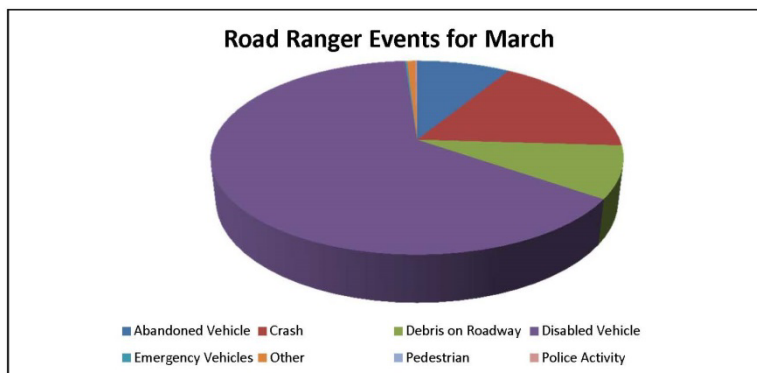
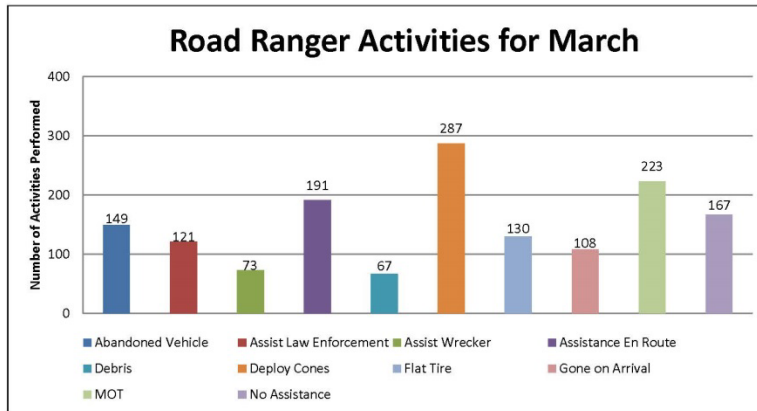
The Road Rangers held their monthly safety meeting on March 4, 2015 at 11:30 AM at the FDOT Urban Office Training Center. Marshall Adkison started off by reminding the Road Rangers that the monthly meetings are held so that experiences can be shared and lessons learned to improve the Road Ranger's safety.

The Road Rangers discussed Maintenance of Traffic at length and Mr. Adkison reminded the Rangers to keep an eye on traffic and to not be complacent while helping motorists on the roadways. He also stressed to the Rangers that they should always keep their head on a swivel at all times. The Rangers were also given kudos for

their etiquette on the roadways when dealing with motorists and other entities.

The Road Rangers play an essential role in incident management and are utilized to make incident scenes safer for our incident responders and motorists. So far, the month of March has been busy for our Road Ranger service as the rangers have been involved in assisting with over 1,100 incidents.

The charts below illustrate the event types and activities that the Road Rangers have performed and responded to so far for the month of March through the 18th.





RISC – RAPID INCIDENT SCENE CLEARANCE – UPDATE

Quick Clearance for Safety and Mobility to make travel in Florida safer and more efficient is a key component of the Rapid Incident Scene Clearance (RISC) Program. RISC contracts are established with towing companies to provide quick, safe clearance of large vehicle crashes that are overturned or damaged to the point where the vehicle cannot be towed by a smaller tow truck on the interstate. District 2 currently has RISC in 9 counties covering I-10, I-75, I-95, I-295, 9A, and J. Turner Butler Boulevard.

Fortunately, District 2 has not had any RISC incidents so far in the month of March. This means that none of our RISC vendors were activated but all of our vendors remain vigilant and prepared in case there is an active call. This program greatly assists with our goals set in the Open Roads Policy of clearing our interstates within 90 minutes.

OPERATIONS

Though rarely discussed, tragedy is an unfortunate dimension of traffic management that we must deal with on a regular basis. Our ability to overcome emotion, coordinate with TIM partners, and execute standard operation procedures allows our operators to excel at their jobs. March 2nd 2015 was a day that our operators were able to do just that, and show how valuable an asset ITS deployment is in the Traffic Incident Management world.

On March 2nd 2015, we encountered one of the worst logistical nightmares in the 10 year history of the District 2 TMC. At 1:52 p.m., Florida Highway Patrol notified our operator of a disabled SUV blocking the center southbound lane on the Buckman Bridge. By 1:58 p.m., a semi-truck had struck the SUV,

forcing the vehicle into the left wall of the bridge where it caught fire. By 2:02 p.m. Jacksonville Sheriff's Office, Jacksonville Fire and Rescue, and Florida Highway Patrol arrived on scene and shut down all southbound lanes of I-295 across the Buckman Bridge for an undetermined amount of time.

Due to quick thinking and coordinated efforts by JSO, FHP, Road Rangers and FDOT Maintenance, motorists were able to turn around on the bridge and be escorted to the police turn around before the Buckman Bridge. From there the motorists re-joined northbound traffic of I-295 and continued their commute. FDOT Maintenance and Law Enforcement also shut down the entrance ramps from SR-21/Blanding Blvd and US-17/Roosevelt Blvd and routed all traffic towards I-10 eastbound and I-95 southbound, the only route through Jacksonville to the southeast side of town. Road Rangers were able to assist vehicles that overheated or ran out of gas while stuck in traffic to prevent further issues and delays.

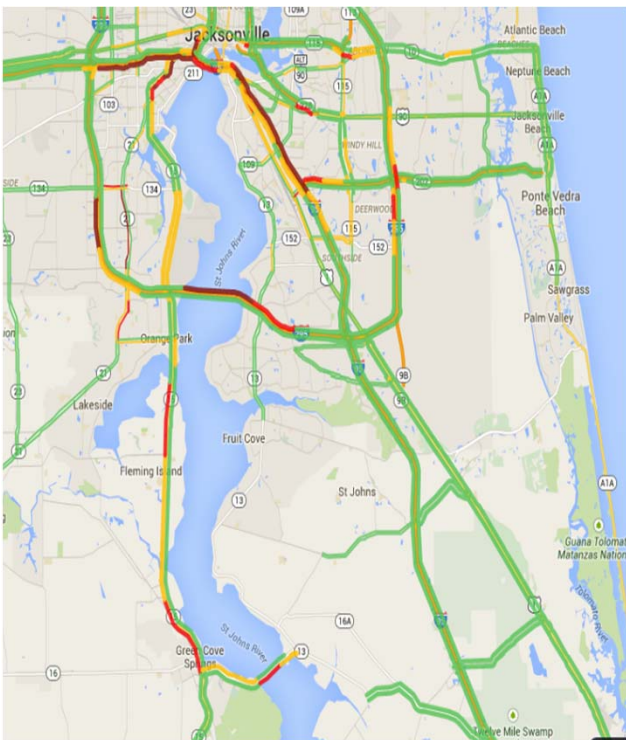
To compound the traffic congestion Jacksonville was experiencing, 2 other crashes occurred while I-295 southbound across the Buckman remained closed. The first of which occurred at 3:20 p.m. on I-10 eastbound at Lenox Rd. One of the vehicles in this crash caught aflame, causing all eastbound lanes of I-10 to be closed as well. At this point, traffic on SR-21 and US-17 was backed up deep into Clay County, and the only way to reach I-95 southbound from the Westside of town was to travel I-295 northbound until you reach I-95, just south of the airport, then continue south across the Fuller Warren.

Yet, we weren't keen on recommending that route either. For late in the 3 o'clock hour, our



OPERATIONS continued

operator located a crash on I-95 just south of the Fuller Warren Bridge, blocking two right lanes and causing traffic congestion back to University Blvd. A snapshot of the INRIX map was taken at 5:30 p.m. to show the extent of traffic congestion throughout Northeast Florida. Instead of crossing the St. Johns River, with a picturesque view of the downtown skyline in the distance, motorists enjoyed a private viewing of 'Brake Lights in the Distance', courtesy of the roadways in Northeast Florida.



However, thanks to the quick response of all agencies involved, we were able to have most of the roadways re-opened within an hour of closure. Both I-10 and I-95 were down to a single lane closure less than an hour after the first responder arrival. Also, in large part to the quick clearance of additional motorists from the Buckman Bridge, FHP and FDOT Bridge Department were able to complete their

investigations and re-opened all lanes of the Buckman Bridge in under five hours. FDOT Maintenance implemented a staggered release of traffic from US-17 and SR-21, back onto I-295, in order to return traffic to a normal flow.

Enough accolades cannot be given to the first responders and TIM (Traffic Incident Management) Team members that day. With everyone's resources stretched thin across two counties and four major roadways, evening rush hour traffic concluded by 7 p.m. It was a long day for responders and a long commute for people headed home but due to team work and quick response the issues were managed expeditiously.

511 got the word out that day with over 1,800 calls from 904 area code phone numbers! That wasn't the only busy day during the month as the TMC managed almost 3,000 events of which 723 were crashes and 433 of those had lane blockage. The Road Rangers remained busy as well working over 1,500 events and averaging 2.65 assist activities at those stops.

You never know when traffic is going to strike so know before you go and USE 511!

Ryan Crist
TMC Manager



www.FL511.com



MARKETING

There's an old saying among my people, "When you know better you do better." Perhaps your people say this, too. Now having said this and all things considered, I also realize I may be the only knucklehead in Jacksonville who actually gets stuck in traffic... on purpose. So goes the life of a mobile traffic reporter. For everyone else, "there's an App for that!" Because, and say it with me, "when you know better..." Of course my people also say, "Can't swing a dead cat without hitting a Wal-Mart." But that's another story.

Our 511 Marketing Team made a trip to the Equestrian Center last month for the annual Jacksonville RV Show. We spoke to over 1,000 people, and of those, 379 downloaded our 511 app right there on the spot. That's roughly 37%! And who knows how many then went home and shared the information with family and friends. According to Jane O'Dowd, Project Manager for Global 5's Public Information Office, "The total app downloads for Feb.26 to March 1 was actually 1,028."

Jane accompanied her findings with historical data on app downloads during the previous Thursday-Sundays:

- Thurs. Feb.5 – Sun. 8: 687
- Thurs. Feb. 12 – Sun. 15: 734
- Thurs. Feb. 19 – Sun. 22: 892
- Thurs. Feb. 26 – Mar. 1: 1,028

Jane adds, "...511 downloads and usage fluctuate depending on major events, severe weather, etc, but we can typically track a usage change after a big marketing push or media event. So, yes... outreach efforts were a success!"

Oh, and as a bonus, there may or may not have been a Willie Nelson sighting. Take a look at the photos. I'll let you decide.

Wherever you're headed this spring or even in the summer months, make sure your trip begins with 511! You can log onto www.FL511.com or download one of our free 511 Traffic Apps available for your Apple and Android devices. Know Before You Go and Keep Moving!

Sherri Byrd
Marketing Manager

PERFORMANCE MEASURES

"The promise of Spring's arrival is enough to get anyone through the bitter winter"- Jen Selinsky. Spring is finally here! This past winter seemed like one of the longest winter we have had in a while with so many freeze and hard freeze warnings. Of course with Spring, there also comes the dreaded daylight savings time where we all lost an hour of sleep. The mornings seem darker and everyone seems to be driving more sleepily than usual on the roadways.

The week after daylight savings time began there was a definite spike in the number of crashes and congestion events with an increase of about 25 crashes and 18 congestion events from the previous week here in District 2. Of course with better weather comes more travel on our roadways. Traffic patterns have increased a bit with more travelers enjoying the warmer weather over the past several weeks.

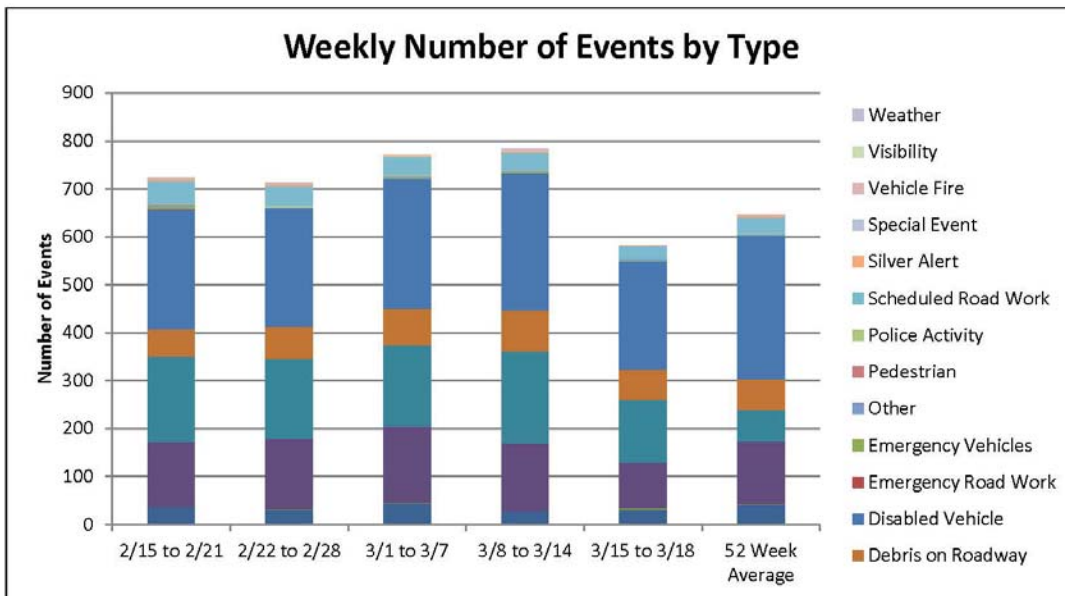
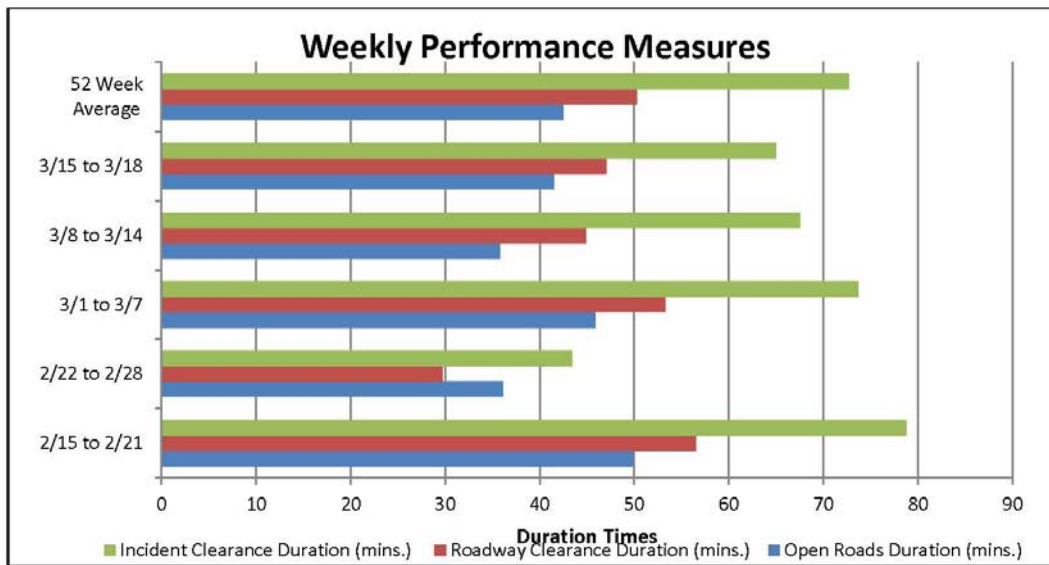
Our Road Rangers participated in or assisted with close to 2,500 activities for the month of March due to events such as crashes, abandoned and disabled vehicles and MOT on the roadways. The Open Roads Duration, Incident Clearance Duration and our Roadway



PERFORMANCE MEASURES continued

Clearance duration was lower in March than February around this same time. Looking at the Weekly Performance Measures chart below, we can see that three out of five weeks reported all duration times lower than the previous weekly average.

The charts below show the Performance Measures for the Open Roads, Roadway Clearance, Incident Clearance durations and events for the past four weeks.



Sherrell Lall
Metric Engineering



SPOTLIGHT ON...Yusef Eses

Describe your role at DRMP.

I have been with DRMP for over a year now as an ITS Project Engineer. Originally I started out in the Orlando office working on different ITS projects across the State. I then recently relocated here to Jacksonville to support the NFTPO efforts with system engineering services to address ITS issues.

What are your current projects?

My main focus right now is serving on the NFTPO contract. Day to Day activities include operations and management of the Arterial BlueTOAD system, project development, research and analysis, and assisting in the population and maintenance of the Arterial ITSFM database.

Let's backtrack a little. Sort of set the stage for us. Where did you grow up?

I was born and raised on the tiny Caribbean island of St.Maarten for 17 years. To give you an idea how small my hometown is, Disney World as a whole encompasses more territory.

Where did you attend college and what was your primary course of study?

I did my undergraduate in Civil Engineering at the Florida Institute of Technology in Melbourne, FL. I then did my Master's in Transportation Systems Engineering at UCF under the tutelage of Dr. Haitham Al-Deek.

How did you end up in Engineering?

It was either going to college or helping my dad at his shop.... I took the former. But seriously, I always knew something in math or science would be my route. My first semester at Florida Tech I took a class that taught you all about the different engineering majors and what it is exactly that they do. Looking back at it now, it had nothing about ITS in there....I ended up choosing Civil, but that still didn't prepare me much for what I do now. I think it wasn't until I did began my Master's program that I had any idea about what ITS actually was.

What positions have you held?

One of my first jobs I ever had was working at the Florida Tech Library for two years. This was as convenient of a job one could ever ask for as I would just study or do homework when I wasn't helping any patrons at the front desk. After I graduated from UCF I did some consulting work for a local Red Light Traffic Company that needed help on one project. I then latched on with Telvent as an ITS Engineer based out of their Orlando office.

What is the most significant change you've witnessed, during your career, relative to the Transportation industry?

I'm still somewhat "green" in the industry, but one thing I have noticed is that ITS is now becoming more complementary or standard rather than just being a luxury. This means that the benefits of having ITS are being felt and we are having a hand in something pioneering.

Relative to traffic, what changes do you see coming in the not-too-distant future, within the next 5 years, let's say?

A wider and more diverse variety of ITS and Traffic related technologies being deployed across arterials. In the past ITS was found mostly on major highways and interchanges. Now we are already seeing more ITS being deployed across arterials and local Counties and Cities are in plans to upgrade or develop their TMCs to accommodate this.

What is the most difficult project you've worked on?

I can't put my finger on a particular project per say, but my junior year in college was one of the most excruciating things I ever went through. 18 credits of design level classes during the spring was more than too much and there was literally a one week stretch of straight all-nighters between all the exams and projects.



SPOTLIGHT ON...Yusef Eses continued

Describe a ‘defining moment’ in your career or personal life.

Coming back for my Master’s degree would definitely be atop one of my defining moment’s career wise. It really opened my eyes to the world of Transportation Engineering and helped me learn a lot of new things. Personally, getting married has to be at the top.

On a lighter note, do you have any funny stories relating to your job?

If I’m ever doing some field work at Traffic Signals, I’ve had drivers start complaining to me on the spot about the light not working as it should. One occasion I was working on SR-13 when this old lady in the car started yelling at me that there was a huge problem at the exact previous traffic signal I was just at. Worried that maybe I flipped a switch or something I wasn’t supposed to, I immediately got back into my vehicle and headed back over there. Come to find out, it was just that an unusually long queue had formed on the side street and apparently this old lady didn’t have any patience to wait for it to clear.

I can imagine that at times the challenges you face can make your job seem a bit stressful. How do you like to relax and unwind when you’re not at work?

Sit back, drink some hot tea and just chit chat really with either friends or family. I also do a lot of reading as well, from historical, religious, to contemporary issues. I used to be huge into baseball, but with limited time and an unpredictable schedule, it makes it very hard to be able to play consistently anymore.

Tell us a little about your family.

I have been married for over 3 years to my lovely wife Ammal who I met while in college. I have 3 siblings and my mom (the driving force of making sure I went to college, and for that I will

always be appreciative, love you mom) and dad who still reside in St.Maarten. I also have two cats, one who still seems traumatized by the move to Jacksonville from Orlando.



Newest Member of the TMC Family

We’re happy to announce an addition to our TMC family. Maia Alexis Davidson, daughter of our own Sherrell Lall, was born on January 6th. Here she is at ten weeks old!





Photo Gallery RTMC Progress



From the Groundbreaking a year ago (left) to
First week of excavation (below top)



As of last week,
WALLS!
(right and below)





Photo Gallery



511 headed to the Jacksonville RV Supershow recently. Our own Sherri Byrd met up with...could it be...you decide!



RV Show attendees getting the 511 app, by download (left above), and by using the barcode scanner (right).



**TRAFFIC INCIDENT MANAGEMENT
2015 MEETING SCHEDULE**

FIRST COAST TIM TEAM MEETING

FDOT URBAN OFFICE TRAINING CENTER
2198 EDISON AVENUE- JACKSONVILLE
904-360-5400

May 19, 2015 July 21, 2015
September 15, 2015 November 17, 2015

ALACHUA/BRADFORD TIM TEAM MEETING

FDOT GAINESVILLE OPERATIONS OFFICE
5301 N.E. 39TH AVE- GAINESVILLE
352-381-4300

April 8, 2015 June 10, 2015 August 12, 2015
October 14, 2015 December 9, 2015

FDOT DISTRICT TWO ITS STAFF



**Peter Vega, District Two
Transportation System Management & Operations
Program Manager**
904.360.5463
Peter.Vega@dot.state.fl.us



www.FL511.com



**Josh Reichert
ITS/TMC Program Manager**
(904) 360-5642
Joshua.Reichert@dot.state.fl.us



**Donna Danson
ITS Operations Project Manager**
904.360.5635
Donna.Danson@dot.state.fl.us



**Kevin Jackson
ITS Field Specialist**
904.360.5454
Kevin.Jackson@dot.state.fl.us

