



# DISTRICT TWO ITS NEWSLETTER



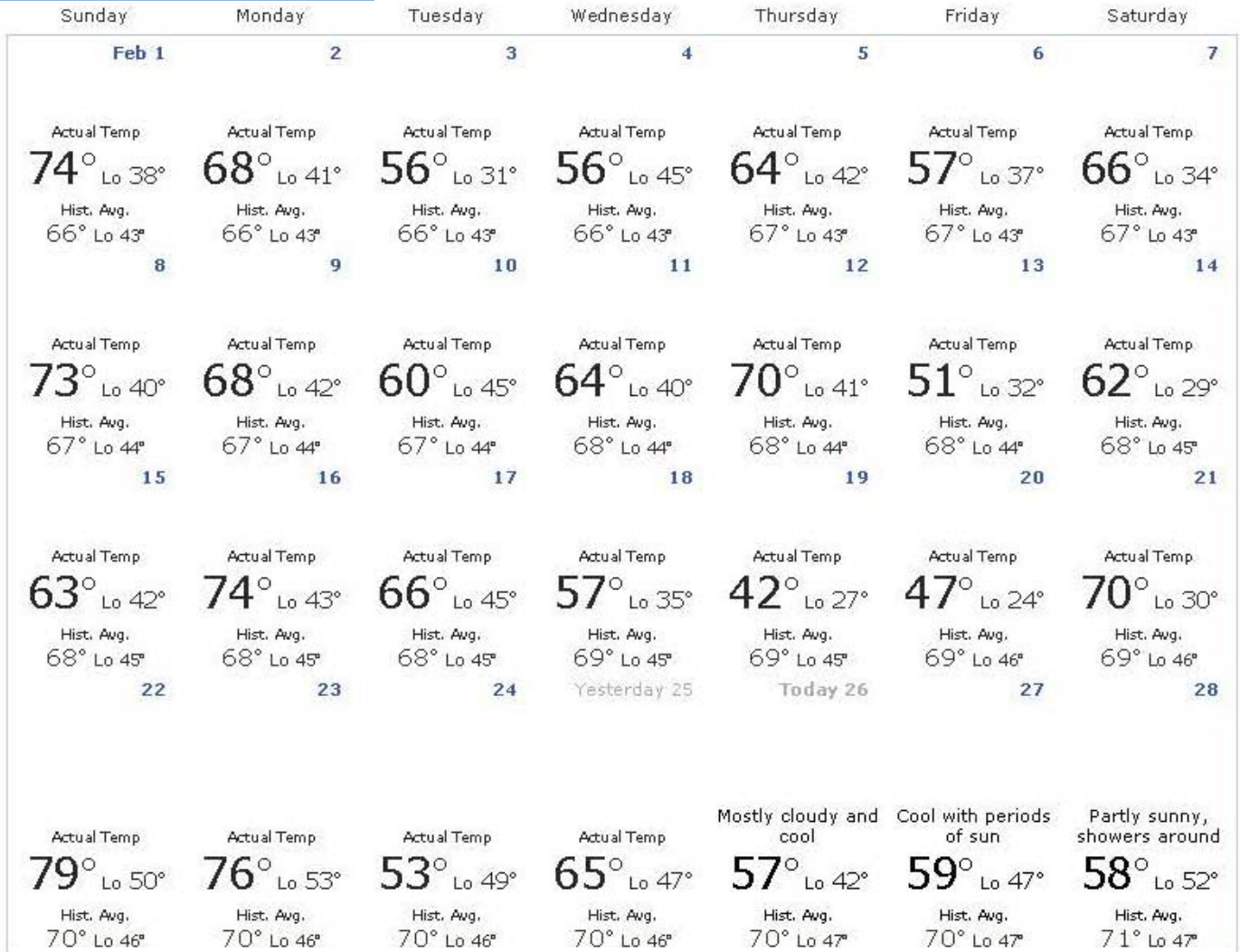
February 2015 Issue 86

They say that March comes in like a lion and goes out like a lamb. We can only hope that this rollercoaster February isn't indicative of an even worse March!

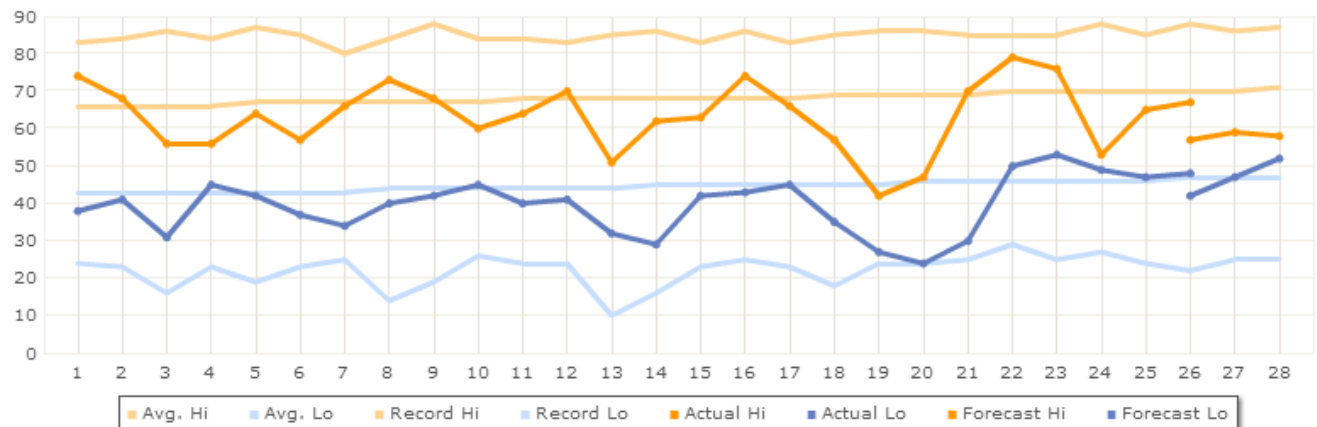
Charts courtesy of AccuWeather

February 2015

March 2015 >



Temperature Graph February 2015





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

While many of you could reflect back on the month of February as an extremely cold period this Winter all I can say is the ITS staff were way too busy to take notice. It seemed like Donna, Kevin, Josh and I were always running to some meeting or dealing with a TMC related issue that required our immediate attention. A few times it got so bad that I realized I'd double booked our time and had to shift things around to accommodate all of our needs. Yeah, we felt the cold but didn't have much time to fret over the freezing temperatures. We just had to follow that old Boy Scout motto of "be prepared!"

Speaking of being prepared, we had a couple of incidents during peak morning rush hour on I-95 northbound near the Emerson Street interchange that showed we were truly prepared now and in the future. Each incident was prior to the morning rush, involving lane closures and multiple responders. The TMC utilized all the experience and planning they'd learned over the years to divert motorists away from the area. They alerted the television media and leading traffic radio broadcast station (WOKV). They placed messages on Dynamic Message signs 15 miles upstream of the incident. They populated the 511 system with details of the incident. They even made recommendations to upstream motorists that using I-295 for thru traffic may be the best alternative.

That being said, a number of arterial roadways did become saturated but it was better than spending an extra 40 minutes in traffic as motorists worked their way slowly up I-95 and past the incidents. Some of our staff braved the early morning commute by staying on I-95 just to see how bad traffic conditions were but they quickly realized "that was a bonehead mistake!" Other staff took the alternate routes and found

themselves delayed by 20 minutes instead of the 40 they would have faced if they had stayed on I-95. I decided to take a less conventional route by taking I-295 to the other side of the river and braving the US 17 northbound traffic that would normally be a last alternative. My commute was lengthened by 15 minutes but also gave me a better perspective on what we need to do in the future.

As I made my way to work I took note of the information being provided by WOKV to gauge what needs to be done in the next year. Roadway interchanges to get onto I-95 were backed up for miles due to these incidents. This meant that in future projects we had to consider DMS much further upstream than originally planned so that we could divert traffic onto I-295. Likewise, these events stressed the urgency for us to complete the Philips Highway signal timing plan for these types of incidents so that we can "push" as much traffic as possible onto this highway parallel to I-95. The same could be said for State Road 13, US 17 and Blanding Boulevard.

The game plan is to create signal timing plans on alternate routes around I-95 that could be used for similar types of events. This way, when lane closures occur we can trigger the signals to give more time to this additional traffic that will be led to Philips Highway as an alternate route. Once we have saturated traffic conditions on Philips we would then use State Road 13 as the other alternate. If this ends up being a success the next focus would be on the US 17 system. Blanding could be a fourth option however it dumps onto US 17 in a heavily congested area so the fourth alternative may be to keep our commuter traffic on I-295 until they reach I-10.



## **NOTES FROM THE DISTRICT 2 TRANSPORTATION SYSTEM MANAGEMENT & OPERATIONS PROGRAM MANAGER CONTINUED**

At first it sounded simple but there ends up being a lot of traffic engineering involved to make this work. These alternate roadways serve a number of commuters and the corridor has numerous intersections that need to be serviced as well. Shad, Sunbeam, Baymeadows and University all connect Jacksonville commuters to Philips Highway and there are a bunch of them to deal with in this 12 mile stretch of road. The revised signal timing plan has to sacrifice the travel time for some of these corridors to accommodate the additional I-95 traffic we are trying to push onto Philips Highway. In short, someone is not going to be happy when this occurs but in the overall scheme of things we end up servicing a whole lot more motorists once these timing plans are implemented.

The current status is delivery of the SunGuide software version 6.1 in late March that gives TMC operators the ability to change timing plans on these signals when permitted by the Traffic Engineer or TMC supervisor. We also need to complete the new timing plans for these alternate routes. The progress on this is being impacted by an existing roadway construction project on Philips Highway just north of University Boulevard. Once this project is closer to completion we can begin to implement the changes. Finally, we will need to update the TMC Standard Operating Procedure with this new information so that all of the TMC operators can work off the same sheet of music.

Once we have implemented these plans a few times the next step is to develop new emergency timing plans for State Road 13. This alternate route will be used when I-95 is saturated and our alternate corridor of Philips has also been severely impacted. I foresee having to use State Road 13 during our busy times of the year in March and October when the “snow birds” come

down to Florida to help our tourism economy. One thing’s guaranteed and that is that a majority of these tourists will stay on I-95 “come hell or high water” but the locals will learn to take advantage of this new feature to ease their commute during such major incidents.

Many folks have asked “what’s your timetable?” Well, I never intended to implement such a plan until the new RTMC is completed because such an effort will take coordination from multiple agencies to pull it off. The new facility will put us side by side with Law Enforcement, Fire/Rescue and the City’s Traffic Signal staff. This will allow us to fail, coordinate, regroup and improve what was initially implemented. I figure that by the third major event we should be able to master a game plan that will accomplish the goal mentioned above in keeping our traffic moving with minimal delay.

Speaking of the new RTMC, I highly recommend that you perform a “drive-by” if you are in the downtown area and have some spare time. The facility is on Jefferson Street, just north of State Street. The walls are going up as I write this article and it’s a sight to behold as our ten-year dream is finally coming true. There are still some hurdles to overcome but I just want to have the roof up before I begin to worry about the technical aspects within the building.

I want to wrap up by addressing the movement of connected and autonomous vehicles. You’d have to be stuck in a cave not to notice the amount of airtime this technology is getting lately on local and national news broadcasts. It’s sort of like the space race in the early 60’s whereby several nations tried to



**NOTES FROM THE DISTRICT 2  
TRANSPORTATION SYSTEM  
MANAGEMENT & OPERATIONS  
PROGRAM MANAGER CONTINUED**

stay one step ahead of the competition. I've noticed that several of the latest car ads also present their smart technology features with the hope that they can lure you in for a test drive. My recommendation is to wait about a year or two before you make the investment since that's when the competition will really heat up. Once Tesla, Google AND now Apple get into the game with affordable vehicles you'll see the major auto manufacturers take it up a notch to try and compete with these technology firms.

In any case, my apologies to those of you who had to experience the events on I-95 this month. Ironically, I thought we could have done things a little better. That is until a former co-worker cornered me at the Publix Supermarket beside my house wanting to discuss his experience during these events. Instead of complaining he came up to thank me for the great job done by the TMC staff. He took the information they provided, planned out his alternate commute to work with less stress (knowing what was going on) and even though he lost a little time felt it could have been much worse without the services of the TMC. And "No" he wasn't trying to get business from me since his focus is Environmental engineering.

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



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

Last week I attended a "Main Street Meeting" in Vilano Beach. This meeting was put on by businesses and homeowners in the area to promote this small beach town across the Tolomato River from St. Augustine. They requested a representative from FDOT to attend for a particular reason. There is one road (S.R. A1A) that runs from Vilano Beach to St. Augustine. Due to a congested intersection where the residents must make a left hand turn to go into town, traffic regularly backs up. They wanted to install a CCTV on the Vilano Bridge (the one path from their community to St. Augustine) so that their residents could use a streaming video feed from the internet to look at the backup from that intersection and determine when to drive into town based on traffic conditions.



Eastbound view from the Vilano Bridge

I believe ideas like this are a positive sign that our ITS program is growing and getting peoples' attention. It also underscores the fact that people are beginning to get into the right mindset about intelligent transportation. The residents were becoming familiar with the feeds from our traffic cameras that they had



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

been seeing on the local news channels. They thought “why can’t we have a similar camera that sends a feed to our town’s website?” Although I had to give them the bad news that FDOT was still a ways off from putting infrastructure on smaller roadways, I was impressed by their creativity and encouraged them to pursue their plan on their own. They could do this by possibly partnering with a business that would supply the wireless signal with which to communicate with the camera in return for advertising.

Why do I bring up this story? Well, not only does it tell us that people are noticing our burgeoning ITS infrastructure and its importance to them, but they are also getting into the right mindset about traveling smart and planning trips based upon the information they receive from us. This is a great sign for our program, and shows us that our work is already paying off.

All of these programs we have are designed to help us meet the Open Roads Policy. We want the roads back to normal as quickly as possible; this allows for greater safety and the mobility of the public.

Josh Reichert  
ITS/TMC Program Manager

### **NORTH FLORIDA TPO UPDATE**

The North Florida TPO is eagerly awaiting the moment when I notify them that “it’s time to move!” It’s been years in the making for them to find a place of their own that fits the needs of their staff. Earlier this month Jeff and I discussed some modifications they wanted in the new facility. He approached us early enough where we were able to coordinate with the CM at Risk firm to make the desired changes. It was a “win-win” situation for the team since it allowed the North Florida TPO to better utilize the space they have while adding some interesting features that make their area more aesthetically pleasing.

My excitement is in the fact that they will soon be able to see what I normally would describe over the phone or via e-mail. Instead of asking “hey, what’s going on along I-95” they can instead pop their head into the RTMC and see for themselves what’s occurring. Likewise, my hope is that if we find some potential improvements that need funding they can see what we recommend and support our efforts to get the funding needed to make this happen.

It will be very interesting for them to observe the operational performance of the new I-295 West Beltway Express Lanes currently being constructed since it will give them a bird’s eye view on the viability for future expansion of the managed lanes program. This project is expected to be completed in one year with the hope that it will improve the morning and evening commute for residents using this corridor. The next Express Lanes project is being advertised and will begin construction on the I-295 East Beltway sometime this autumn. This is a much needed project since the area is only two-lanes throughout, yet it has a large number of commuters using the corridor.



**NORTH FLORIDA TPO UPDATE cont.**

We are currently completing the design of an NFTPO project along State Road 16 in St. Johns County that will allow the new RTMC to connect directly into many of the area's signal systems. It will also allow us to observe and control the signal systems in downtown St. Augustine which gets heavily congested during the tourist season. This project should be completed by the summer of 2016 and will be the start of expanding the arterial ITS program in this County. Once we have a grasp of daily traffic conditions we can determine locations that would benefit from arterial dynamic message signs that can reroute traffic to alternate roadways.

The North Florida TPO has made an enormous investment in the ITS program and we will soon begin to see the payoff. I feel we have some of the best and brightest TMC operations personnel in Florida who will be equipped with all the tools necessary to make it a success. In all honesty, the one piece of the puzzle that's been missing is the ability to communicate with our partnering agencies face-to-face instead of over the phone. This new RTMC should improve our response time to incidents by ten-fold since the information has to only be shared once to multiple partners instead of multiple times to one partner.

Keep your fingers crossed that no surprises occur with the RTMC over the next few months.

Pete Vega  
TSM&O Program Manager



**MAINTENANCE**

The power for a section of ITS devices along I-295 was damaged by one of the sub-contractors for the I-295 Express Lanes Project from the Buckman Bridge to the I-295/I-95 South Interchange. The repair was completed in a timely manner and the devices were operational once again. The Maintenance Section provides locates for all construction projects so that the contractors are aware of the location of all ITS power and communications lines, but this does not always prevent them from damaging our facilities. With the many large projects that are currently under construction and the many more in design, this is an important part of our responsibilities. The ITS network has been designed and constructed to have redundancy in communications, but when there are so many projects ongoing there is always a chance that our fiber optic cable could be damaged in two separate locations which would render the devices in between Out of Service. Also, as noted above, when power service lines are damaged it takes down all devices dependent upon that power service, which in some cases can be a mile or more of devices. The ITS Maintenance staff will continue our locations of ITS facilities and hope that the contractors pay close attention and avoid damage to them.

Lightning, Bonding, Grounding and Surge Suppression training was provided for ITS and consultant staff on Thursday February 19<sup>th</sup>. Peter Vega has Lightning Control Consultants provide this one day training on a bi-annual basis due to the severe lightning the District Two area receives and the sensitivity of ITS devices and communications equipment to any elevated electrical charges. The trainees received a 3 hour classroom presentation with Q&A included throughout the presentation. After lunch everyone met at the intersection of Philips Highway and Emerson Street to get a



## **MAINTENANCE** *continued*

hands-on experience of performing the testing and evaluation shown in the classroom during the morning session. We received positive feedback from many of the participants who noted that they were not aware of all of the potential issues that can be seen in a real world scenario or the severity of damage that can result from not adhering to simple principles. A previous training from Lightning Control Consultants convinced us that we needed to verify the grounding of our older projects and after going through these projects we realized that many of the sites no longer met the resistance requirements for grounding. The grounding at all of these sites was upgraded and this work has resulted in substantially less lightning and surge damage since the work was complete.

Kevin Jackson  
ITS Field Specialist

## **CONSTRUCTION**

Work on the Phase 9 Project, on the I-295 East Beltway from Atlantic Boulevard going south to the I-95/I-295 Interchange, continues to progress. The contractor has installed all of the DMS and ADMS foundations and a majority of the device poles. Work is continuing on the installation of power services and installation of conduit throughout the corridor. The contractor will soon begin to install the device cabinets and devices as well as the pull boxes and splice vaults. 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 is currently underway. The designer has submitted 100% plans to FDOT for review and has received comments, which are currently being addressed. This project will utilize the fiber optic cable installed under the communications project mentioned above. The project will install DMS, CCTVs, MVDS, Arterial DMS, and power infrastructure on I-95 and several connecting arterial roadways from US 1 in south St. Johns County to the Rest Area north of CR 210. Once this project is completed FDOT will have ITS coverage on I-95 from north of Jacksonville to south of Miami.

Metric Engineering recently submitted 100% design plans for the installation of conduit, fiber optic cable, pull boxes and splice vaults on I-75 from SR 24 in Gainesville going north to the Georgia State Line. This project will connect to the I-75 Visibility Project which is being constructed on I-75 from the Marion County line going north to SR 24. Once completed, District Two will have ITS on all of I-75 within the District. During regular business hours the Gainesville Smartraffic TMC will be responsible for monitoring the devices along I-75. The District Two TMC in Jacksonville has a fiber optic cable connection to the Gainesville Smartraffic TMC and will be responsible for monitoring the devices after hours, weekends and whenever Gainesville operators need assistance.

Construction of the I-75 Visibility Project, mentioned above, continues with the contractor currently working on installation of pull boxes,



## **CONSTRUCTION continued**

splice vaults, device poles and cabinets along the I-75 corridor portion of the project. The contractor has also started installing power service poles and equipment. The contractor has used approximately 80 percent of contract time to date with project completion anticipated for the Spring of 2015.

Craig Carnes  
Metric Engineering

## **FIRST COAST TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE**

A First Coast TIM team meeting was held on January 27, 2015 at the FDOT Urban Office. Donna Danson opened the meeting and after introductions stated the purpose of the meeting is to help each other in order to improve incident management and communication between responder agencies.

The meeting started off with an update on the Overland Bridge Project from Bill Kays with KCCS. This was followed by the Construction Project update from Ron Tittle. FDOT has been using social media such as Twitter and Facebook to communicate with the public and alert motorists of construction which may impact traffic. The FDOT District 2 Facebook page can be found at <https://www.facebook.com/MyFDOTNEFL> while the FDOT District 2 Twitter page can be accessed at [https://twitter.com/MyFDOT\\_NEFL](https://twitter.com/MyFDOT_NEFL).

Josh Reichert provided the ITS Update where he identified that work is continuing on the Phase 9 Project on the southeast quadrant of I-295. Greg Gaylord provided the Road Ranger update. There were no Agency Reports, therefore Donna Danson provided the Incident Debrief. The Team discussed and clarified how the lane closure lengths are calculated on the incident debrief. Jill

Dawson presented performance measures data for the last few months and provided further details about a few recent crashes with long duration times.



Announcements were made which included that two new RISC contracts are beginning soon; one in Alachua County, as well as a new RISC contract in Jacksonville. There will be a free SHRP 2 Incident Responder Course held on February 23rd, 2015 from 9am-1pm at the FDOT District 2 Urban Office Training Center. A notice will be sent out to all TIM Team contacts in the near future. If anyone would like more information, please contact Craig Carnes ([ccarnes@metriceng.com](mailto:ccarnes@metriceng.com)) or RSVP to Misha Gonzales ([melder@metriceng.com](mailto:melder@metriceng.com)).

The next First Coast TIM Team meeting will be held on **March 17, 2015** at the FDOT Urban Office Training Center, 2198 Edison Avenue at 10:00 A.M. Thank you for your attendance at these meetings since improved communication at the TIM meetings contributes to successful incident management in the field. We welcome all incident management agencies in the area to attend the meetings. 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](mailto:donna.danson@dot.state.fl.us).





## ALACHUA-BRADFORD TRAFFIC INCIDENT MANAGEMENT TEAM UPDATE

The Alachua- Bradford TIM Team meeting was held on February 11, 2015 at the FDOT Gainesville Operations Office, 5301 N.E. 39th Avenue at 10:00 A.M. Donna Danson opened the meeting and after introductions stated the purpose of the meeting is to work together as a team and learn from each other.



The meeting started off with the Emergency Management Office. Ed Ward was unable to attend due to a conflicting meeting, however there were no issues to discuss. This was followed by the 511 Update where Craig Carnes stated that he attended an ITS Florida meeting where it was discussed that there is some legislation to change the Florida statues regarding 511.

Craig Carnes then transitioned into the ITS Update. The Construction Project Update was given by Rebecca White. White informed the TIM TEAM of many projects occurring in Alachua and Bradford counties that will affect traffic flow in upcoming months. Sam Middleton and Joe Raulerson provided an overview of proposed I-75 Traffic Incident Management Cabinets. This was followed by the Agency Reports including FDOT/Maintenance/Asset Management, Division of Forestry and the City of Gainesville. Donna Danson went over the Incident debrief where two incidents on the incident report were discussed.

Craig Carnes provided an update on the SHRP2 Incident Management Training Course. There are

two upcoming SHRP2 Incident Management Training Courses coming up. These courses are provided by FDOT at no cost. If you or anyone from your agency would like to attend please contact Misha Gonzales at (904) 260-1567 or [melder@metriceng.com](mailto:melder@metriceng.com).

**Jacksonville** – February 23rd from 9am – 1pm  
FDOT D2 Urban Office Training Center,  
2198 Edison Ave., Jacksonville, Florida.

**Gainesville** – March 5th, from 9am – 1pm;  
FDOT Gainesville Operations Office –  
5301 N.E. 39th Ave., Gainesville, Florida.

If anyone is interested in the SHRP2 Incident Management Training Course please see Craig. He stated 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.

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.

### **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.*

Donna Danson  
District 2 ITS Program Manager



**ROAD RANGER UPDATE**

The Road Rangers held their monthly safety meeting on February 4, 2015 at 11:30 AM at the FDOT Urban Office Training Center. Donna Danson opened the meeting stressing that the First Coast Road Rangers are held to a high standard.

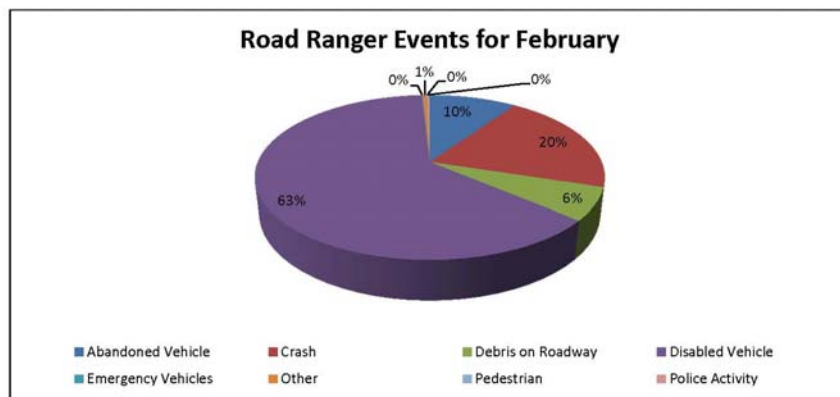
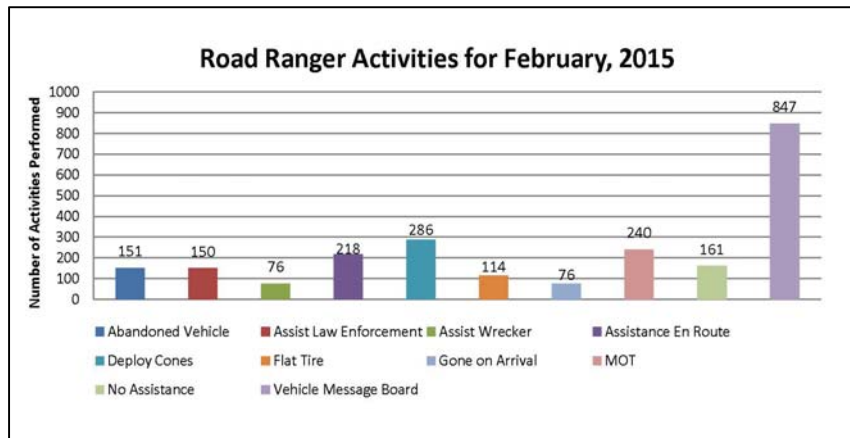
Marshall Adkison provided a presentation and reminded all personnel that Road Rangers are to put up their message boards at all stops. Cody Parham advised that Road Rangers need to be safe and that they are not expected to log/create events in dangerous situations but they, at a minimum, need to advise the TMC of their location and what is happening.

Additional procedures were discussed regarding incidents, and Road Rangers Tracy Hale and Matt Hammock received compliments during their

ride-alongs based on their field performance, MOT setup and direct communication with the TMC.

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 January has been busy for our Road Ranger service as the rangers have been involved in assisting with over 1,000 incidents.

The charts following illustrate the event types and activities that the Road Rangers have responded to and performed for February (through the 18<sup>th</sup>.)





**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.

District 2 has not had a RISC incident in February, but our RISC Contractors remain ready to respond if needed.

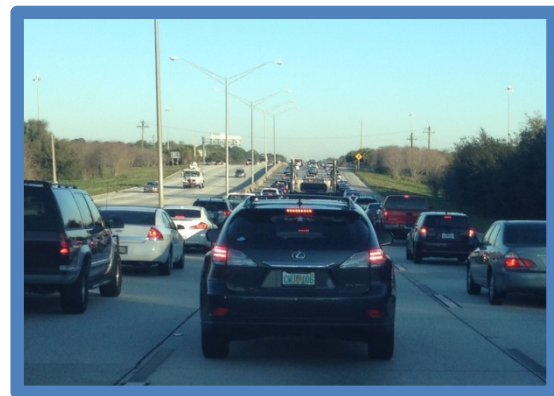
**OPERATIONS**

On the night of February 17<sup>th</sup> my wife casually asked if I could take the kids to school in the morning. They went to bed early that night so I did not think it would be a big deal. My kids are early risers any way so getting down SR-202 and up I-95 shouldn't be a problem around 7 or 7:30AM. After a quick calculation and looking at my work calendar I said YES.

The next morning everything was going as planned. The kids knocked out breakfast, made their beds and got dressed all by 6:30AM. School opens at 7AM so we had time to read a couple of books prior to heading out the door. My wife and I try to minimize TV so, of course, it was not turned on in the morning to watch kids shows let alone the news. After listening to Cinderella on CD during the ride to school I jumped on SR-202 from A1A and headed west.

It took me until I-295 to realize I was still listening to Gus-Gus and Anastasia fight over a key to the locked tower before switching over to

XM Radio. The next thing I notice is our westbound DMS stating CRASH, I-95 with 2 right lanes blocked. As I tried to call the TMC for an update traffic was flowing quickly in front of me so I merged onto I-95 northbound at 7:15AM and.....stopped.



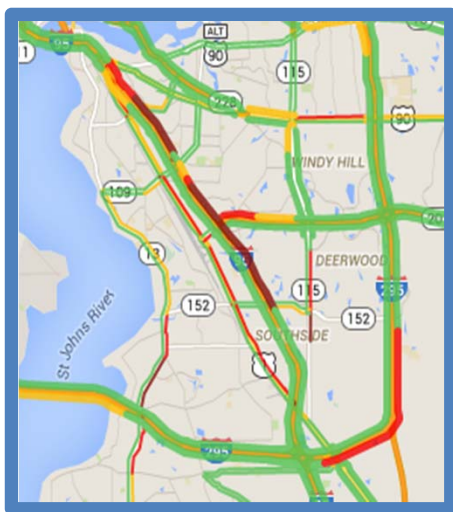
Much earlier that morning (why did I not check 511!) an unlikely chain of events took place with the striking of a DAV on a shoulder, another vehicle careening into light poles and a punctured fuel tank of a Semi lead to multiple lanes closed just south of the overland bridge all the way through rush hour. The only thing in a rush by the time I pulled on I-95 was my heart rate. **ONE** hour later.....I finally made it to University. I decided to stick it out and take pictures of the incident site. **Another** hour later and I finally made it up towards Emerson to see the crash site. Within minutes of me passing through the traffic incident scene the lanes were opened. It took over an hour for traffic to make it back to the normal flow of traffic. Sigh....why did I not check 511.

After getting over my initial, "Why the &%\$@ did I not check 511?" conversation I had with myself. I got to see firsthand why what Incident Responders and the TMC does is so important. Dissemination of information (when people use



## OPERATIONS continued

it!) leads to a reduction of traffic queues and secondary crashes, improved on site safety and saved time by all. As you can see from the speed map of the city, motorists diverted and many avoided the long delays. I-95 northbound headed to downtown is a major choke point in the city and major events are difficult to manage. Major lessons are to use your resources and communicate.



Overview of my pain, and route

Hopefully February wraps up better than the middle of the month and it falls in line more with January. In January the TMC managed over 3,000 events of which 418 of them were blocking a lane. The Road Rangers assisted on over 1,600 events performing over 4,000 different activities! That is over 2.5 activities performed per stop with the Road Rangers working over half of the TMC events for the month. Remember the story from above and don't forget to use 511 before you head out of the door!

**Remember, unlike me, “Know Before You Go! Use FL511”.**

Ryan Crist  
TMC Manager

## MARKETING

In this digital age of singing narwhals and talking camels, it's hard to break through the advertising clutter to reach your target audience. Have you seen the new Sprint commercial? Clever! But breaking through the advertising clutter gets even easier when your target audience consists of a) anyone over the age of 15 and b) anyone who drives a car. Which in the south, and taking into consideration our limited options for public transportation, pretty much includes *everyone!*

Know what makes for an even better audience? Anyone whose *home* is on wheels. We'll be catching up to those rolling caravans this weekend at the Jacksonville RV Show. Last year over 7,000 people were in attendance at the 4 day event, and this year's crowd is expected to be even bigger. The event runs through Sunday, March 1<sup>st</sup> at the Jacksonville Equestrian Center on Normandy Boulevard. Parking is free and admission is only \$8. Kids 12 and under get in free!

Last month we told you about our visit to the Jacksonville Transportation Authority's Myrtle Avenue facility. They were fresh off their Route Optimization and Bus System Re-launch, where they unveiled new bus routes and an interactive app that allows riders to pinpoint the exact location of the bus they're waiting for. Next month, JTA team members will pay a visit to our Traffic Management Center at FDOT's Urban Office. We're happy to return the favor and thrilled about showing them around our "transportation hub." If you see Lisa Darnall, JTA's Vice President of Transit Operations walking around our hallways, please extend a warm welcome. Her team members have been working tirelessly to get their new system up and running.



### **MARKETING continued**

And now, I leave you with this... “Narwhals, Narwhals swimming in the ocean. Causing a commotion ‘cause they are so awesome...” Let that rattle around in your head for a while. You’re welcome.



And remember, wherever you’re headed, make sure your next trip begins with 511! You can log onto [www.FL511.com](http://www.FL511.com) or download one of our free 511 Traffic Apps available for Apple and Android. Know Before You Go and Keep Moving!

Sherri Byrd  
Marketing Manager

### **PERFORMANCE MEASURES**

The month of February has been a blockbuster with a touch of romance, history, accolades, anniversaries and a lot of cold weather. In recognition of February being Black History Month, back in 1964, Muhammad Ali defeated Sonny Liston for the world heavyweight boxing championship. Glitz and Glam were abode at the 57th Grammys on Sunday, February 8, 2015 and the Oscars ceremony is in preparation for February 22, 105. Hearts and kisses were a frenzy on Saturday, February 14 for Valentine’s Day while a national best seller

made it to the big screen to spice it up even more. American sketch show Saturday Night Live celebrated its 40th birthday in style with more celebrities than you can shake a stick at, including Kanye West, Adam Sandler, Melissa McCarthy, Tina Fey, Steve Martin and Eddie Murphy. While all of this was happening, Florida had chilly low temperatures, but at least it was warmer than the Northeast. Readings sunk into the low 30s with freeze warnings and hard freeze warnings.

Thus far in the month of February it appears that the amount of crashes is on a path to being higher than last month. In January, there was an average of about 22 crashes per day, and there have been about 25 per day in February. Traffic patterns have returned to normal with daily commuter traffic. The increase in traffic may be attributed to the amount of construction activities, speed and driver behavior.

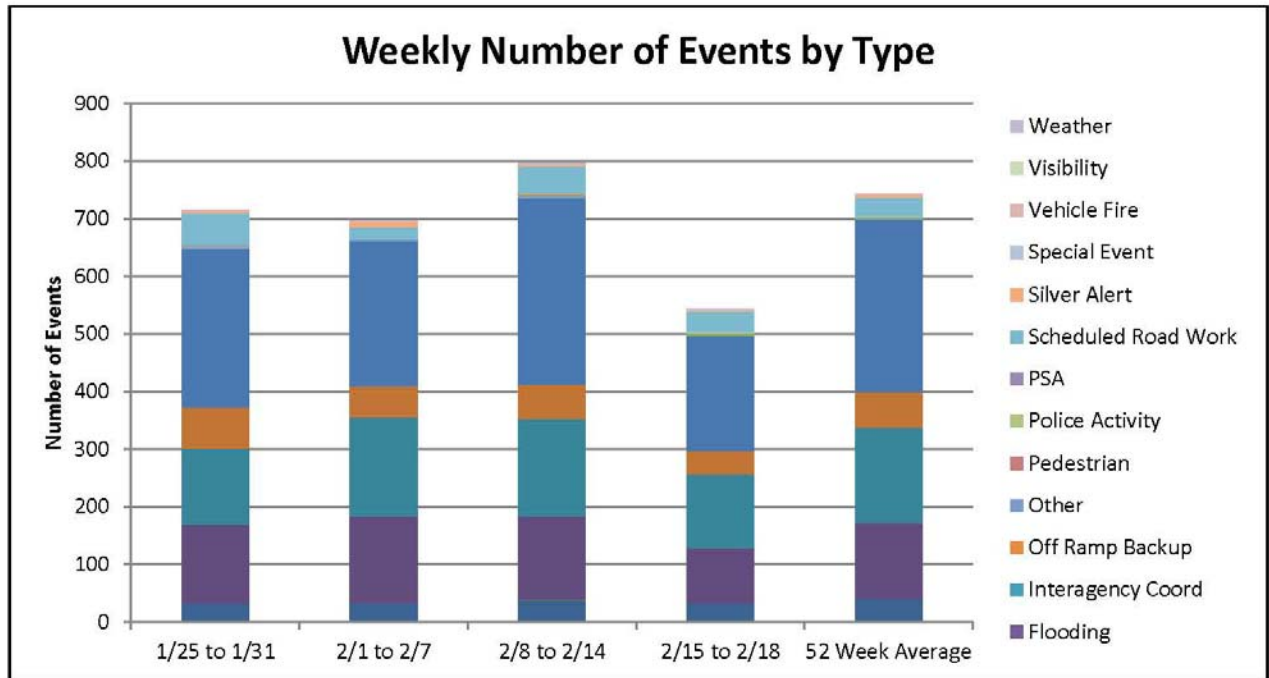
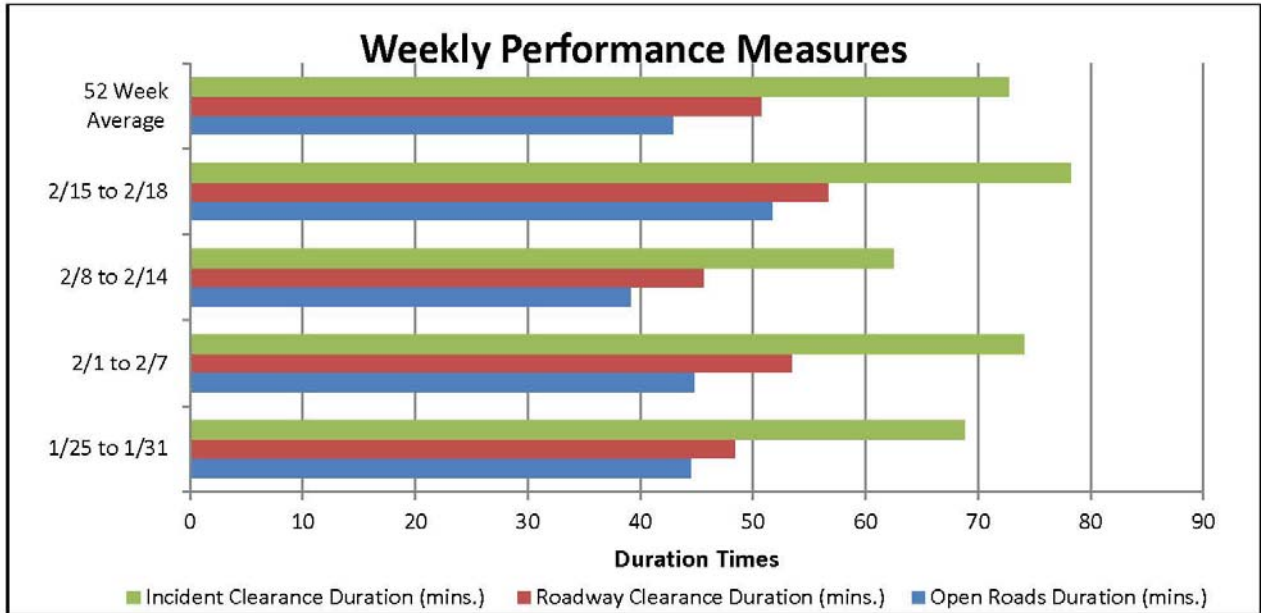
Road Rangers participated in or assisted with 3,700 activities for the month of February due to events such as crashes, abandoned and disabled vehicles and MOT on the roadways.

The Open Roads Duration, Incident Clearance Duration and our Roadway Clearance duration have been higher than the corresponding weekly average 75 percent of the time in the past month. Looking at the Weekly Performance Measures chart below, we can see that three out of four weeks reported all duration times above the previous weekly average.

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



**PERFORMANCE MEASURES continued**





## **SPOTLIGHT ON...Holly Walker**

### **Tell us a little about your upbringing. Where were you born / raised?**

Born at Parris Island (Marine Corp Recruit Depot) in Beaufort, South Carolina. Up until Junior High I repeatedly relocated to various stateside duty stations. Discipline, respect, push to excel and the drive for independence were instilled in me. I stayed active, playing softball and volleyball, and have been working since the age of 12 and doing community service. I participated in challenging activities including karate, motorbike riding (got lost in 29 Palms desert), hitchhiking through southern California, pawn shop negotiating and Navy Junior ROTC (drill team, academic team, saber team).

**Motto:** *Never settle for just getting things done, find the opportunities to improve and challenge yourself.*

### **What did you want to be when you were growing up?**

Ever since I was thirteen I wanted to be a mother to 5 kids (5 is my favorite number). When thinking about what I would do as a career, I wanted to be a nanny. I have had the opportunity to be the first sitter to two exceptional young ladies from the day they were born, now 15 and 18.

### **Where did you go to college and what did you study?**

Florida A&M University on the highest of seven hills in Tallahassee. Given the choice (by my mother) of majoring in broadcast journalism or engineering. Decided on civil engineering by process of elimination.

### **Describe your early career right out of college and the positions you held leading up to where you are now.**

Began career with the Florida Department of Transportation Jacksonville Office in the Professional Engineer Trainee Program. In

2000, settled in the Traffic Operations Office as a studies engineer and then became the District Safety Engineer in 2005 providing safety analysis on roadway projects and initiating safety projects in an 18 county area.

In 2008, transferred to Central Office (Tallahassee) into Quality Assurance/Exceptions and Variations in the Roadway Design Office, reviewing and analyzing technical engineering design documents for recommendations to the State Roadway Design Engineer. Additionally involved in development and delivery as appropriate, training on crash analysis procedures.

Became the Interchange Review Coordinator in the State Systems Planning Office in 2011 helping the office in Interchange Requests, Corridor Studies, Research Projects and Managed Lanes.

In 2013 became the District Three Safety Engineer to help the office become more efficient and consistent in its processes while providing safety improvement recommendations for a 16 county area. Received the Exceptional Contribution Award in 2014.





### **SPOTLIGHT ON...Holly Walker continued**

#### **What prompted your move from Tallahassee back to the greater Jacksonville area?**

After 16 and a half years with the Department it was time to work in the private sector where I could be more involved with projects.

#### **Tell us a little about the *new* role you'll be stepping into with Metric Engineering.**

Hired as a Senior Traffic Engineer providing support services to District 2 ITS and Safety.

#### **Do you want to share with us any job related awards or special recognition you've received?**

2011 Female Role Model of the Year Award for Intermodal Systems Development

2014 Exceptional Contribution Award for Operations

#### **Describe a 'defining moment' in your career or personal life.**

Career: 2009 TRB paper on Safety Analysis of Continuous Green Through Lane Intersections in collaboration with Dr. Sando (University North Florida), Dr. Deo Chimba (Stanley Consultants), Dr. Valerian Kwizile (West Virginia University Institute of Technology).

**Personal:** *Obtaining National Scorekeeper Ranking with USA Volleyball*

#### **You have just been handed a gift... 12 glorious hours of uninterrupted freedom. What do you do with it?**

Watch the entire Twilight Saga, what can I say, I'm a Twihard.

#### **Tell us about your family.**

My father has led an eclectic life from a 30 year Marine Corps career, retiring as a Gunnery Sergeant (E-7) to owning a computer company, rodeo riding, Captain of the Starship Miramar and Buffalo Soldiers reenactments. My mother enlisted in the Marine Corps for two years ending as a Lance Corporal (E-4). She has

been working in the banking industry for nearly 40 years and graduated from Jacksonville University at the age of 60. My brother (6 years younger) is a Florida A&M University graduate working as an architect in Atlanta. He is actively involved in community service and currently preparing for his wedding where I will be the Best Woman.

The majority of my mother's family is in Quincy, Florida where my Great-Grandmother will be 102 years old this year still living in the same house from when she got married at 15. Her purpose in life was to be a wife and mother, she has enjoyed her life. She lost her husband, a Methodist Preacher, after more than 75 years of marriage.

#### **Favorite vacation spot?**

Washington D.C. and New York City. Spent Christmas in the two cities in 2010 where I got to experience snow for the first time.

#### **Anything else you'd like to add...**

Became a Toastmaster in 2000 at the Florida Department of Transportation (Jacksonville) Club/Orange Park Toastmasters (dual member) serving as Club President, Mentor, Sponsor, Area 22 Governor, Division A Governor and earned Distinguished Toastmaster all under 3 years. Took a hiatus from Toastmasters but joined the Tallahassee Toastmasters in August 2009 to sharpen up my public speaking skills and serve as the Division H Governor.

Worked as a volleyball referee and scorekeeper for USA and NCAA Volleyball ten months out of the year for the past 17 years, currently on retired status. Had the privilege to work the USA Boys Junior National Volleyball Championships, Adult Nationals, Special Olympics and three NCAA Tournaments. Traveled around the United States for tournaments and worked local schools including Jacksonville University, University of North Florida, Florida A&M University and Florida State University.





**Photo Gallery RTMC Progress**



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





Photo Gallery



**SHRP2 Training-FDOT District 2 Urban Training Center**





**TRAFFIC INCIDENT MANAGEMENT  
2015 MEETING SCHEDULE**

**FIRST COAST TIM TEAM MEETING**

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

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

**ALACHUA/BRADFORD TIM TEAM MEETING**

FDOT GAINESVILLE OPERATIONS OFFICE  
5301 N.E. 39<sup>TH</sup> AVE- GAINESVILLE  
352-381-4300

April 8, 2015 June 10, 2015, August 12, 2105  
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](mailto:Peter.Vega@dot.state.fl.us)



[www.FL511.com](http://www.FL511.com)



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



**Donna Danson  
ITS Operations Project Manager**  
904.360.5635  
[Donna.Danson@dot.state.fl.us](mailto:Donna.Danson@dot.state.fl.us)



**Kevin Jackson  
ITS Field Specialist**  
904.360.5454  
[Kevin.Jackson@dot.state.fl.us](mailto:Kevin.Jackson@dot.state.fl.us)

