

**NEWSLETTER****February/March 2013****PRESIDENT'S MESSAGE**

First off, I would like to thank the members of ITS Florida for entrusting in me the role of President for 2013. Additionally, I want to express gratitude to those members who have been involved in this past year's activities, including the support towards Transpo2012™, the summer's Technology Forum in Orlando, the ITS Florida Annual Workshop and the Anne Brewer Scholarship program.

Year 2013 promises to be a year for the ITS industry to shine. Our industry's successes will come from delivering ITS-based solutions towards a broader group of customers, linking solutions across multiple agencies, with the private sector and to the general public. Florida has invested heavily in ITS infrastructure over the past two decades. In doing so, the Florida public has shown confidence in this industry's ability to produce, resulting in a wealth of real-time information being collected and archived for actively monitoring and managing our transportation systems. It is, however, necessary to integrate the state's various Transportation System Management & Operations (TSM&O) programs into the primary role of enabling Florida's transportation agencies to meet the travel demands of the future, and in ways that accomplish our main goals of safety, mobility and economic competitiveness.

Supporting Florida's approaches is MAP-21, which places higher importance upon measuring the impact from transportation investments, ensuring that expenditures produce system reliability, congestion reduction, better freight movement and highway safety. The upcoming year includes many visible results of this industry's mobility contributions, such as substantial completion of projects like I-595 Express, Port of Miami Tunnel, I-4 Crosstown Connector and SunRail, as well as new emphasis on development efforts towards multiple Express Lane projects in much needed corridors, Connected Vehicle research and FDOT's Active Arterial Management program. The transportation industry must continue to evolve to be a service-oriented culture, where we spend dollars in a way to maximize outcomes and ensure customers are provided with reliable transportation choices.

I mention all the above in order to reinforce how important ITS Florida's mission is to supporting our great state's position of economic vitality and quality of life. Does it not make sense to capitalize upon the strength in numbers and expand the power of this organization? We need each and every one of you to become more involved in supporting ITS Florida's mission tenets. How so, you ask? Here are a few easy ways:

- Join an ITS Florida committee if you have not already done so, and become involved. Ask how that committee could better meet its goals for 2013.
- Find at least one company or public agency that you do business with and ask that they join ITS Florida to support our industry's goals.
- Become better educated and engaged in the issues that impact this industry, and give your input by one of the many avenues available through ITS Florida's website, or any of our partner associations such as Floridians for Better Transportation, TEAMFL, ITE or Florida Transportation Builders Association.

As President, my primary goals will be to expand our membership base and to promote collaboration amongst our membership, which should enable ITS Florida to give greater support to the issues that are important to you. The ITS Florida website, which has recently been reformatted and re-hosted, will shortly provide new tools like the Technical Forum to engage members interactively. The new features, once launched, will allow us to communicate more than in the past, and help us mobilize as a membership to support idea exchange. This forum will provide perpetual access for members to training materials, event information, technical idea exchange and other items of interest. There are many challenges ahead; with constrained public sector budgets and competing programs, we only succeed when we work together as a collaborative team.

In closing, I look forward to another year where we can grow and innovate together. It will only happen if you get involved in our organization. If you have any ideas or comments on how to make ITS Florida more effective, you can always email me at: [john.easterling@dot.state.fl.us](mailto:john.easterling@dot.state.fl.us) or any of our officers. Let's make this a productive 2013!

February/March 2013



## ITS America's Annual Meeting

ITSA's Annual Meeting is fast approaching. ITS Florida along with GRITS and ITS Georgia will be at the expo promoting our combined ITS Regional Meeting 2014! Make sure to stop by and check out our booth!

The 2013 Annual Meeting in Nashville, Tennessee April 22 - 24 has executive and technical sessions that provide valuable information for your career and agency. The sessions provide topics that fall into the five main categories provided by the ITS America industry forums: Commercial Vehicle and Freight, Cross-Cutting, Safety, Sustainable Transportation and Transportation Management along with a host of other sessions covering emerging topics in ITS and technical papers presented by leading industry technology researchers and practitioners.

Topics range from Active Traffic Management and Control, Mileage-based user fees, Smart Parking, ITS and Operational Strategies, Connected Vehicle and TIM Operability to Cloud Computing for ITS and much more. With over one hundred topics and speakers and FHWA training courses that include SHRP2, Operations Performance Measures, ICM Deployment and Applying Systems Engineering to Traffic Signals, the 2013 Annual Meeting is packed with useful information for your agency.

Go online to [www.itsa.org/annualmeeting/program](http://www.itsa.org/annualmeeting/program) to start planning your experience today. See you in Nashville.

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## ITS Florida March Board Meeting

Mark your calendars for the March 12, 2013 Board Meeting. It will be held via teleconference at 1:30 PM.

## ITS Florida Calendar

It's time to start planning for our annual Photo Contest! Start gathering or taking photos. There will soon be a call for submissions. Don't forget, landscape photos work the best. Of course, the winning photos will appear in the ITS Florida 2014 Calendar!

