

## NEWSLETTER

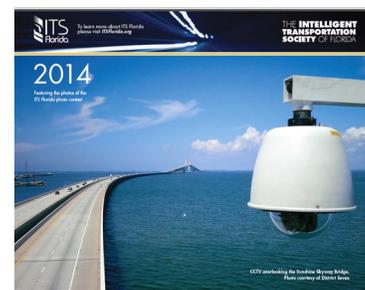
March 2014

# ITS Florida's 2015 Calendar: Be A Sponsor and Be Seen!

ITS Florida is offering member firms/agencies an opportunity to sponsor the 2015 ITS Florida Calendar, which will be distributed at the ITS 3C Summit in September of this year. The ITS Florida Calendar has become very popular among the ITS industry and transportation professionals over the past few years. This Calendar is **the place** to reach your customers and be seen without spending the traditional cost of advertising. What better way to reach the customer base that you serve than to partner up with ITS Florida for the 2015 Calendar showcasing the best photos in ITS!

### BENEFITS OF SPONSORSHIP:

- ◆ Reach your target customer base for a reasonably low cost.
- ◆ Reach new potential customers that meet your target customer base through the wide distribution of the 2015 ITS Florida Calendar.
- ◆ The opportunity to be seen by your customer several times a year is real, depending on the level of sponsorship you select.



### SPONSORSHIP LEVELS:

#### PLATINUM SPONSOR

\$2,000

Two Platinum Sponsorships are being offered and will provide logo placement prominently displayed on each month of the year and throughout the calendar in the most visible locations. The Platinum Sponsors' logos will be larger than the other sponsors' logos in an effort to draw more attention to these companies. These sponsors will have their contact information and other pertinent information included in the calendar making it easier than ever for their customers to reach them. This sponsorship level is limited to two sponsors due to the space needed throughout the calendar.

#### GOLD SPONSOR

\$500

The Gold Sponsorship level will include display of the sponsor's logo four times throughout the calendar. The company's contact information will also be included in the back of the calendar, making it easier than ever for your customers to contact you. Due to the space required for these sponsors, the number of Gold Sponsorships sold will be limited! This is a low cost opportunity to reach your customers numerous times during the year.

#### SILVER SPONSOR

\$250

The Silver Sponsorship level will include display of the sponsor's logo two times throughout the calendar. The company's contact information will also be included in the back of the calendar, making it easier than ever for your customers to contact you. Due to the space required for these sponsors, the number of Silver Sponsorships sold will be limited! This is a low cost opportunity to reach your customers numerous times during the year.

#### BRONZE SPONSOR

\$100

The Bronze Sponsorship level will include the display of the sponsor's logo on the back cover only of the calendar. Being a Bronze Sponsor is a great way to keep your logo in front of your customers so that you're at the forefront of their minds. Due to the limited space of the back cover of the calendar, the number of Bronze Sponsorships sold will be limited! Make sure to sign up now!

### BECOME A SPONSOR TODAY!

To secure your ITS Florida Calendar sponsorship today, and avoid possibly missing this low cost, yet effective, opportunity to reach your customers throughout the year, please contact Ms. Sandy Beck at [itsflorida@itsflorida.com](mailto:itsflorida@itsflorida.com) as soon as possible. These opportunities are limited and will be sold on a first come, first served basis.

Payment for sponsorship can be mailed to Sandy Beck's attention at: ITS Florida, 215 NW Monroe Circle N., St. Petersburg, FL 33702.

Along with your commitment to sponsor, ITS Florida needs one high resolution, electronic copy of your company logo. This can be transmitted to Ms. Beck at [itsflorida@itsflorida.com](mailto:itsflorida@itsflorida.com). For Platinum and Gold Sponsors, please include your company's website address and all other contact information (including an individual to be listed as the main point of contact) to be included in the Calendar.

**Deadline for sponsorships is June, 30 2014! Don't miss this fantastic opportunity!**

## ITS 3C Summit

In September 2014, ITS Florida, ITS Georgia, and GRITS will meet in Mobile, Alabama at the largest regional ITS meeting ever held, the ITS 3C Summit. In preparation for that meeting, each organization has been looking back at how ITS got its start in their region. This article describes the beginning of Intelligent Transportation Systems (ITS) in Florida and indicates the importance the Florida Department of Transportation (FDOT) placed on this then-emerging industry.

The implementation of Intelligent Transportation Systems (ITS) in Florida has been a well-planned, long term, and very successful process. Florida's urban areas have grown rapidly over the last 30 years and are expected to continue growing at comparable growth rates, further congesting existing highway networks and other transportation systems. The Florida Department of Transportation (FDOT) has enacted a policy that limits the number of lanes on the State Highway System to be supported by federal and state transportation funding. This maximum lane policy, in conjunction with current congestion levels, projected growth, environmental impacts, and other considerations created a strong need for the FDOT to consider alternatives to highway construction for expanding system capacity. When combined, these factors support the implementation of ITS for purposes of increasing capacity and improving safety – without new construction. In August 1999, the FDOT published Florida's Intelligent Transportation System Strategic Plan, and ITS in Florida was born. The purpose of the Strategic Plan was to guide the FDOT, Florida's Metropolitan Planning Organizations (MPOs), and local governments in the planning, programming, and implementation of integrated multi-modal ITS elements at the statewide, regional, and local levels.



This document recommended:

- The FDOT should add a fifth goal or expand an existing goal in the Florida Transportation Plan that stresses the importance of the management and operation of the state's transportation system by providing a statewide, integrated transportation system that is managed and operated in real time.
- The FDOT should establish an ITS Program office under the Assistant Secretary for Transportation Policy to be responsible for all ITS activities of the FDOT.
- The FDOT should establish a position of statewide ITS Program Manager with a responsibility to manage the ITS budget and staff, and coordinate all ITS and incident management activities.
- Each District should create a District ITS Program and designate a District ITS Program Manager who will be responsible for ITS and incident management activities, and will seek full integration with the urban regions within that District.
- Each District should develop an ITS infrastructure and initiate development or enhancement of a transportation management center focusing on the Interstate highways.
- Each District should develop ITS staff requirements and staff training programs that will enable them to meet the ITS services they plan to deliver over the next five years.

An important element of the Strategic Plan was an analysis of the economic impacts of ITS. The FDOT understood the relationship between moving vehicles and freight efficiently and the impact on the state's economy, and used that relationship as a justification to build one of the largest ITS infrastructures in the nation. The objectives of this economic analysis were:

- To examine the relationship between Florida's transportation system and its economy
- To identify how ITS benefits the transportation system and its economy
- To examine the benefits documented thus far from ITS deployment in Florida and nationwide
- To examine the potential of an expanded ITS deployment on Florida's economy
- To examine the potential of aggressive ITS deployment on Florida's economy

## ITS 3C Summit

Among the many findings of this analysis was that Florida's fast-growing economy was out pacing the national rate of growth and was heavily tied to tourism and global trade – both equally dependent on Florida's transportation network connectivity. Representing only a piece of the total economic effects of trade, exports alone were identified as generating \$24 billion in 1996. Tourism was found to generate \$41 billion in 1997. ITS applications supporting these industries are likely to have the greatest impacts to the economy as a whole. The two most relevant categories of ITS strategies for FDOT, therefore, are commercial vehicle operations (CVO) and tourism ITS. CVO will benefit from electronic credentialing and clearance (weigh-in-motion), safety assurance, fleet management (private-sector based), and any freeway management systems benefitting freight shipment corridors. Florida tourism will gain from ATIS – including Advanced Parking Information Systems (APIS), VMS, Kiosks, and TravTek's intelligent rental-cars. Last, ancillary benefits from ITS deployment may include attracting high-tech industry.

Using this planning and economic justification, the FDOT was able to create and fund a 10-year cost-feasible plan. This plan was introduced in October 2002 and featured a total planned budget of over \$700 million that would implement ITS throughout the state of Florida. The purpose of the plan was to develop ITS corridor master plans and an ITS Plan for the Florida Intrastate Highway System (FIHS) limited-access corridors to be combined into a statewide program plan for the deployment of an integrated interoperable ITS. The basis of the plan was the completion of the conceptual engineering, ITS architecture, and system engineering analyses for:

- I-95
- I-75
- I-10
- Florida's Turnpike
- I-4



The FDOT is a decentralized organization, so while the Central Office was organizing this effort on the FIHS and getting it implemented through the District ITS offices, the Districts were also busy planning, designing, and implementing ATMS projects with the local governments. This wide-spread effort has put interconnected signal systems, closed-circuit television (CCTV) cameras, and dynamic message signs (DMSs) on local arterials from Miami to Pensacola. Almost every urbanized area in the state enjoys the benefits of centralized signal control.

To maintain your knowledge of ITS, network with ITS professionals and see the latest technologies, plan to attend the ITS3C Summit in Mobile, Alabama, September 14 – 17, 2014. The conference will be held at the Arthur R. Outlaw Convention Center along the waterfront. For more information, please check out the ITS 3C Summit website at <http://www.its3csummit.com/>.

**Arthur R. Outlaw Convention Center**  
One South Water Street  
Mobile, AL 36602



## **TEAMFL/ITS Florida Conference May 2014 Survey**

ITS Florida is joining TEAMFL's May 8—9 conference at the Bonita Spring's Hyatt Hotel. ITS Florida members, that are not members of TEAMFL, will be able to enjoy the conference a special rate of \$100 for the conference. This includes the conference, breaks and reception. Lunch and Dinner will be on your own. Please take a moment and fill out the survey so we may make the necessary conference room and hotel room arrangements. The survey is located through the following link:

[http://fs16.formsite.com/ITSFlorida/ITSFL\\_TEAMFL\\_Event/index.html](http://fs16.formsite.com/ITSFlorida/ITSFL_TEAMFL_Event/index.html)

A special room rate at the Hyatt is \$159 per night (plus taxes). The Resort Fee has been waived for TEAMFL and ITS Florida attendees.



## **ITS Florida Board Meeting**

The ITS Florida Board of Directors' meeting will be held via teleconference on March 11, 2014 at 1:30 PM. All members are encouraged to join the meeting to hear the latest information on upcoming events.

## **ITS Florida Photo Contest**

Don't forget to submit photos for the 2014 Photo Contest. The best of the photos will be used for the ITS Florida award winning Calendar. Please submit your photos via DVD to:

ITS Florida  
215 NW Monroe Circle North  
St. Petersburg, FL 33702

The deadline for submission is **Friday, March 28, 2014!**