

Scholarship Sponsor!



PBS&J has a strong commitment to education and wants to encourage bright and promising students to consider ITS and Traffic Engineering as a career path. ITS Florida recently received \$5,000 for the Anne Brewer Scholarship program from PBS&J. Andy Lucyshyn, PBS&J's Southeast Regional ITS Manager said, "The PBS&J ITS Team had a close working relationship with Anne throughout the pursuit and implementation of the iFlorida Model Deployment for FHWA. We are very pleased to present this donation in Anne's honor."

This sponsorship will help a number of students seeking a degree in engineering reach their goal. Thank you for this generous contribution.

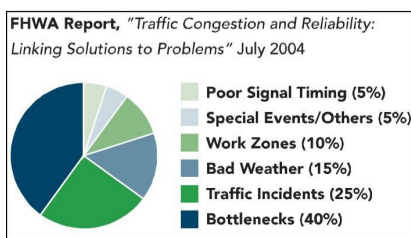
For more information and to become a sponsor, contact [ITS Florida](http://ITSFlorida.org).

Why we need the Road Rangers!!

The Florida Road Ranger Program's primary objective is to provide prompt traffic incident management to improve safety, reduce delay, and avoid secondary crashes.

Highways are built to move our citizens, visitors, and commercial traffic and it is critical to keep these vital economic arteries open and functioning efficiently. In short, it's not sufficient to have "capacity," we must also operate the system effectively. Nationally 60% of traffic delay is caused by things we can mitigate through better traffic operations, including 25% caused entirely by incidents. As many as 30% of all incidents are secondary crashes, stalls, etc., resulting from earlier incidents.

The full report prepared by ITS Florida members is available online at [Road Ranger](http://RoadRanger.org).



ITS Florida's President's Message

I would like to express my appreciation to the Intelligent Transportation Society of Florida (ITS Florida) Membership community for allowing me to serve as your President in 2009. I will do my best to honor the confidence you have placed in me.

The mission of ITS Florida is to foster the application of intelligent transportation systems (ITS) solutions in Florida by:

- sharing ideas and timely information with our membership,
- stimulating public-private partnerships,
- advocating ITS deployment,
- offering guidance to policy managers, and
- encouraging interest and support of ITS throughout the state.

The history of ITS Florida leadership is a list of outstanding individuals who gave selflessly of their time and talents to serve the membership of ITS Florida. In doing so they carried the important message of how ITS technology improves transportation systems on a real-time, meaningful basis for the citizens of Florida. The leadership of President Anita Vandervalk has held this banner high for 2008 and our challenge for 2009 will be to continue the excellent work underway and look for opportunities to add value to ITS Florida membership.

We have a total of 109 members in ITS Florida and every membership is very important. We would not exist except for the members and the work of so many volunteers that commit themselves to every facet of the operations of ITS Florida. They truly make things happen for ITS Florida. Our thanks to each one of you for your efforts. For 2009 I am sharing with our Board that our primary emphasis should be to focus on "service to our members," to add value to the membership of ITS Florida. We salute 2008 ITS President Anita Vandervalk and the Board for holding the line on dues which will not increase for 2009.

I am on staff of a public toll road agency which is experiencing a decline in revenue due to the current economic conditions facing our state and nation. We have cut budgets, shelved some projects, and continue to look for other ways to reduce expenditures. Most likely our members are facing these same

decisions and we will work hard in 2009 to provide a good return for your membership investment in ITS Florida. On a more positive note, the current economic conditions may provide excellent opportunities to showcase and demonstrate how ITS can enhance and improve transportation infrastructure, considering the general decline in funds available for major capacity improvements.

Many of you are involved in ITS Florida activities, but if not, please consider offering your expertise and talent to one of our committees:

- Events
- Member Services
- Outreach
- Professional Capacity Building

Visit the ITS Florida Web site at ITSFlorida.org for details and other information.

I look forward to meeting with as many of you as possible in the coming year and I welcome your ideas, thoughts, and comments on how we may better serve our members and honor the trust you have placed in us. If you are not a member, please consider joining. You are missing great benefits and opportunities. You may reach me at the following:

L.A. Griffin, President
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 Orlando, Florida 32807
 Telephone: (407) 690-5000
 Email: griffinl@ocea.com

ITS Florida Board Meeting

The ITS Florida Board meeting will be held via teleconference on February 10, 2009 at 1:30 PM. For additional details contact [ITS Florida](http://ITSFlorida.org).

Save the Dates!!

- *February 24-25 [FTBA/FDOT Conference](http://FTBA/FDOTConference.org) in Orlando.
- *March 10 ITS Florida Board meeting via teleconference.
- *April 14 ITS Florida Board Meeting and luncheon in Orlando.
- *June 1-3 [ITS America Annual Meeting and Exposition](http://ITSAmerica.org) in National Harbor, MD.
- *June 14-16 IBTTA's upcoming Summit, [The Future of Tolling: ORT and the Path to Interoperability](http://TheFutureofTolling.org)