

# ITS Florida

## *Vision, Mission, Goals, Activities*

***Presented to:***

*{name of organization here}*

*{date here}*

***Presented by:***

*{name(s) of presenter(s) here}*

# Outline

- What Are ITS
- ITS Florida Formed to Promote ITS
- ITS Florida Events and Activities



# What Are Intelligent Transportation Systems

- Intelligent Transportation Systems, or ITS:
  - ▶ Improves transportation safety and mobility;
  - ▶ Enhances productivity through the use of advanced communications technologies;
  - ▶ Through the integration of advanced communications technologies into the transportation infrastructure and in vehicles.
  - ▶ Using a broad range of wireless and wire line communications-based information and electronics technologies.

# The Value of Intelligent Transportation Systems

- **Benefits to Costs Are Often 4 to 1, 10 to 1 and higher**
  - ▶ **Increase safety**
  - ▶ **Increase mobility**
  - ▶ **Reduce cost of highway events**
  - ▶ **Increase capacity of highway system**

- ✓ **Save lives**
- ✓ **Save time**
- ✓ **Save money**

# The Value of ITS (cont'd)

- Improving productivity through advanced technology and management
- Operating existing programs more efficiently
- Integrating systems
- Providing travel information



## The Value of ITS (cont'd)

- Reduce crash, fatality and injury rates
- Reduce travel time delay and variability
- Increase facility throughput
- Cost savings
- Decrease emissions and energy consumption
- Improve customer satisfaction



# Keys to ITS Success

- **ITS is about results, not technology**
- **ITS is hardware, software, data and people**
- **ITS is most effective when organizations integrate their efforts**
- **Effective organizations are continually improving their ITS with...**
  - ▶ **New applications, partnerships, and processes**
- **Successful ITS is managed and operated, not just installed**

# ITS Florida

- **Formed in 1992, affiliated with ITSA in 1994**
- **Represent all public, private, and academic transportation organizations willing to share ideas and information**
- **Became official advisor to Florida DOT in 2001**
- **ITS America Recognizes ITS Florida**
  - ▶ **Outstanding State Chapter – 2004**
  - ▶ **Certificate of Excellence for Organizational and Professional Development - 2008**

## ITS Florida - Mission

*“To foster the application of 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 Florida”*

# Who is ITS Florida

- **People from 118 Member Organizations**
  - ▶ **Federal, State & Local Agencies**
  - ▶ **Universities**
  - ▶ **Contractors**
  - ▶ **Manufacturers**
  - ▶ **Vendors, Suppliers**
  - ▶ **Software Developers**
  - ▶ **Consultants**
  - ▶ **Reciprocal Associations**



# Who is ITS Florida

- Board of Directors
- Six Committees
  - ▶ Events
  - ▶ Member Services
  - ▶ Management
  - ▶ Outreach
  - ▶ Professional Capacity Building
  - ▶ Advisory Council



**Left to Right: Anita Vandervalk, Denise Bunnewith, Amr Oloufa, Mary Hamill, Jesus Martinez, Ken Jacobs, L.A. Griffin, Elizabeth Birriel. Not pictured: Tahira Faquir, Dale Cody, K. K. Saxena and John Easterling.**

# ITS Florida – Outreach

- **Publications**

- ▶ **Articles, Stories, Authors**
- ▶ **SunGuide™ DISSEMINATOR Articles**
- ▶ **Outreach Materials and Presentations**

- **Legislative Outreach**

- **[www.itsflorida.org](http://www.itsflorida.org) Website**

- **Speakers Bureau**

The ITS Florida Outreach Committee is responsible for the website, for publications, marketing, and legislative and elected official education.

# Professional Capacity Building

## ● Recent Courses

- ▶ **“Dummy’s” Guide to common Application Protocols used in ITS**
- ▶ **Fiber Optics 1-2-3 Design Installation-Maintenance**

## ● Planned Courses

- ▶ **Lunch & Learn Sessions**
- ▶ **Tools to Assist in ITS Deployment Alternatives Webinar**

ITS Florida provides Professional Development Hours (PDH) certificates for qualified training.

The Professional Capacity Building Committee provides cost effective training that meets the demands for up-to-date technologies.

# Events

- **Brings Members Together**

- ▶ Outreach
- ▶ Professional Capacity Building
- ▶ New Technologies & Programs

- **Recent Events**

- ▶ VII Demonstrations
- ▶ Transpo2008

- **Upcoming Major Events**

- ▶ Transpo2010
- ▶ ITS World Congress 2011

ITS Florida events present exceptional opportunities to discuss current transportation challenges, convey benefits, and participate in networking activities relating to Intelligent Transportation Systems

# Major Events – Transpo2010

- Transpo2008

- ▶ Partnership with the Florida Section ITE, FDOT, and FHWA Florida Division
- ▶ 350+ Attendees
- ▶ 40+ Exhibitors
- ▶ 100+ PDH Certificates

- Transpo2010

- ▶ December 2010



# Major Events – VII Demos

- Orlando
- Sarasota



# Major Events – ITS World Congress

- Local Host: ITS Florida
- Location: Orlando
- Date: Oct. 16-20, 2011
- Lots of opportunities to be involved



Official World Congress kickoff at 2009 World Congress in New York City.

From left to Right: Charles Ramdatt, Sandy Beck, Ken Jacobs, Matt DeAngelo, Karen England, Elizabeth Birriel, Jay Calhoun, Peter Vega, Charles Wallace, Mary Hamill, Anita Vandervalk



## Other Events – Speakers Bureau

- **Shameless Plug**

- ▶ **Have an event that needs an expert?**
- ▶ **ITS Florida has many experts that skillfully provide enlightening and up-to-date information concerning the latest in Intelligent Transportation Systems.**
- ▶ **ITS Florida encourages you to reach out to our experts and arrange a time for them to share information with your group.**

## Other Events – Speakers Bureau



**Dr. Charles Wallace,  
PhD. Telvent**



**Jesus Martinez, PE  
Southwest  
Research Institute**



**Dr. Bob  
Edelstein, PE  
AECOM**



**Dr. Essam Radwan,  
PhD, University of  
Central Florida**



**Peter Vega, PE,  
Florida Department  
of Transportation**



**Dale W. Cody, PE  
Metric  
Engineering**



**Jim Reynold, PE,  
Telvent**



**George Gilhooley,  
PE, HNTB**

## Other Events – Scholarships & Awards

- **ITS Florida Scholarships to Deserving Students**

- ▶ Since 2003
- ▶ Up to \$2,500 per student
- ▶ Anne Brewer Scholarship

- **Awards to ITS Florida Members**

- ▶ *ITS Florida Outstanding Achievement Awards*
- ▶ *ITS Florida Professional of the Year*
- ▶ *ITS Champion of the Year*
- ▶ *ITS Florida Honor Roll*

# ITS Advocacy

- **Road Ranger Service Patrol**
  - ▶ **A campaign to continue to the Road Ranger program was initiated due to the threat and actuality of budget cuts throughout the state. A position paper citing the benefits of Florida’s Road Rangers was distributed to key legislators and senators.**
  - ▶ **Patrol continues with some cut backs**



# Thank You

- **Appreciate you attention**
  
- **Other ITS Topics that May Be of Interest**
  - ▶ **Road Ranger Service Patrol**
  - ▶ **Regional Traffic Management Centers**
  - ▶ **Open-Road Tolling**
  - ▶ **Freeway Management Systems**
  - ▶ **Automated Traffic Management Systems**
  - ▶ **Advanced Transit Management Systems**
  - ▶ **Future of ITS – IntelliDrive<sup>SM</sup> (New name for VII)**
  - ▶ **Future Road User Fee Concepts**

# Discussion



***More information: [www.itsflorida.org](http://www.itsflorida.org)***