



SMART SunGuide TMC
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SMART Moves

June 2006



FDOT District Four and Regional Partners are Large Presence at Intelligent Transportation Society of America's (ITSA) Annual Exposition—Philadelphia, PA—May 2006

FDOT procured the largest piece of real estate adjacent to the entrance of the ITS America Exhibition Hall in Philadelphia's Convention Center and the 16th Annual ITS Meeting and Exposition attendees stopped by in droves to watch live, center-to-center communications and freeway management. The Florida ITS Booth, comprised of FDOT District Four and its regional partners, demonstrated live, real-time TMC operations with representatives from the five southeast Florida Regional Transportation Management Centers (TMCs): FDOT District Four, FDOT District Six, FDOT Turnpike Enterprise, MDX, and Palm Beach ITMS. Each agency conducted live remote TMC operations including full-motion, real-time CCTV streaming video, DMS control, other traveler information, and Road Ranger dispatch.



The Florida ITS Booth incorporated a unique five-sided operations arena (the "Pentagon"), with each leg of the structure highlighting one of the five TMCs with factoids, logos, pictures, and the center's location pinpointed on a map showing the tri-county area. One side of each leg of the Pentagon listed the private industries who helped make the Florida ITS booth such a success and we thank all of them for their support.



In addition to artwork, a twelve-minute video was produced highlighting the five partners and their centers. The video was infused with pictures and data showcasing the "partnership" between the southeast Florida centers. The video was played on a loop in between the live demonstrations on the outer ring of LCD screens that were surrounding the upper portion of the Pentagon.



Overall, the Florida ITS booth was greatly accepted by public and private industry representatives. Initial disbelief that "live" operations could be deployed from 1000 miles away rapidly turned to admiration and applause while the operations team actively managed a live car fire incident. News of the booth's success spread quickly after that.



In an editorial in ITS Florida's "Disseminator" after the conference, the President and CEO of ITS America writes, "Florida's exhibit booth is an excellent example of at least two major chapters in our success story. First, it was obvious that the partners who created and implemented the Florida pavilion put extensive time and effort into creating a dramatic display. It was one of our largest Annual Meeting booths, and, as a pavilion that brought together both public and private sector interests to tell the story about ITS in Florida, it highlighted the power of public-private cooperation in transportation. We are counting on ITS Florida and our other state chapters to make it happen. Based on the can-do spirit that was so evident in the Florida pavilion and the enthusiasm of our ITS Florida members, I know we will succeed."

Florida ITS has already reserved its booth space for ITSA's 2007 exposition in Palm Springs, CA, and we welcome each of you to stop by and see what we come up with for next year!

Best of ITS 2006 - Florida Department of Transportation (FDOT) District Four Wins National Award for ITS Public Outreach Program

During the conference, the FDOT District Four was extremely honored to receive ITS America's Annual Best of ITS Award for 2006 for its ITS Public Outreach Program. This is District Four's first National award.

District Four ITS is very proud of its proactive approach towards educating the general public and regional public agencies regarding ITS and its benefits and is honored to receive this prestigious award.

To learn more about the **SMART SunGuide TMC**, or to schedule a tour, visit our website at www.SMARTSunGuide.com/TMC_Tours.aspx or contact Erika Garcia at 954.847.2783.

