

FIRST COAST ITS REGIONAL MASTER PLAN

Summary



**FIRST COAST
ITS COALITION**

REGIONAL MASTER PLAN

ITS – Changing the Way We Travel

You've seen them on the interstate – those electronic signs warning you of congestion or an accident ahead. Maybe you've noticed those funny looking light poles that really aren't lights at all – they're cameras and sensors. Or now instead of getting your traffic information from TV news or on the radio, you get real-time traffic reports when you want them by calling 511 or logging on to jax511.com.

The use of Intelligent Transportation Systems (ITS) is changing the way we travel every day. This broad range of electronic and wireless technologies is used for freeway management, traveler information, traffic control and construction zones, emergency services and accidents, trucking, rail and transit operations, military operations and homeland security, and special events. When incorporated into our transportation infrastructure and coordinated through institutional partnerships, ITS improves the efficiency of our transportation system and saves lives, time and money.



First Coast ITS Coalition

The First Coast ITS Coalition was formed to help all agencies and jurisdictions in the region work together to leverage limited resources by coordinating ITS planning and programming under an umbrella organization. With over 100 members representing 60 agencies and organizations in Northeast Florida, the Coalition has provided input and direction in developing a Master Plan to ensure we have systems that not only meet our current needs, but also provide the infrastructure to implement new technologies as they arise. The Coalition met numerous times in stakeholder meetings and workshops to identify needs, recommend solutions and develop a process for integrating ITS into our regional transportation planning efforts.



First Coast ITS Regional Master Plan

The Master Plan has these major components:

- The Operational Concept identifies the key stakeholders in the region, their roles and responsibilities, and how they interact with one another. It also defines the ITS mission, vision, goals, objectives and performance measures.
- The Regional Architecture is the framework for designing and building intelligent transportation systems that work together across jurisdictional and functional boundaries.
- The Implementation Plan lays out the process for planning and implementing ITS projects. Due to the relatively new nature of ITS and the speed with which it evolves, we need to take an accelerated planning approach. However, because ITS competes with other transportation projects for funding, we must be equally vigilant in quantifying and comparing the investments and outcomes. Because of the interrelationships among ITS, highway and transit projects and multiple agencies and jurisdictions involved, we must also integrate ITS planning into our current regional planning process, while allowing for its unique properties.
- The Five and Ten-Year Plans identify ITS projects in construction and planned for the near-term, as well as mid-term initiatives that will develop as new major systems and technologies change the transportation landscape.

To view the complete Master Plan report and project details, please visit www.firstcoastmpo.com and click on "ITS".



Five Year Near-Term Plan

Near-term projects are in process or planning stages.

Regional Infrastructure & Coordination
Integrate all ITS Services in Regional Transportation Management Center
Integrated Secure Data Fusion Center
Transportation Critical Infrastructure Security
My511 Traveler Information System personalized web and phone traffic reports
Highway
ITS Deployment of cameras, sensors and message signs on I-295 from I-95 S to Main St.; on I-95 from I-295 to the SJC line; and SR 9-A from Main St to I-95 S
Signal System ITS Upgrades for Baymeadows, Southside, Philips, Central Business District, Atlantic, Beach, State, Union, Emerson, Bay, Lem Turner, Philips/Emerson, San Jose, Roosevelt
Signal System ITS Upgrades Phase 2 with cameras and message signs for Monument, Atlantic, Beach, Lem Turner, Philips/Emerson
Closed Circuit TV Camera Deployment on US 17 in Orange Park
Stadium Contraflow Signal System for the Jacksonville Sports Complex and Bay St
Transit
ITS Transit Signal Priority on Atlantic Blvd
Bus Automatic Vehicle Location & Cameras
Automatic Passenger Counter Units in all Buses
Transit Signal Priority for Bus Rapid Transit Corridors
Transit Commuter Alert System
Parking Integration and Direction Signage/ Notice
Real Time Transit Information Signage
I-Stop Electronic Lighted Bus Stop Signage
Queue Jumps (Bus Priority Signal Phasing)
Smartcard Fare Collection
Universal Trip Planner for Transit and Highway Impacts

Ten Year Mid-Term Plan

Mid-term projects include some that are more conceptual and will be specified as technology evolves.

Integrated Traffic and Emergency Management System with real-time ambulance routing and communications to avoid congestion and rail road crossings that block access to trauma centers.
Integrated Freeway / Expressway Management with highway advisory radio on existing ITS-equipped freeways, ramp meters and/or arterial message signs at key interchanges to encourage diversion when there is congestion or an incident, and integration of my511, message signs and radio to deliver alerts, rerouting info and road weather information.
Integrated Arterial Corridor Operations for Blanding/US 17 Corridor with adaptive signal control, transit signal priority and queue jumps, message signs, highway advisory radio, highway surveillance and control cameras, and real-time traffic information through enhanced "My511" with situation alerts to encourage telecommuting.
Transit Signal Priority on Additional Corridors
WiFi on Transit Corridors
Cell Phone Fare Payment
Extended Personalized Transit Information Services

People Are Talking About ITS



“The First Coast can become a national leader and serve as a model for the rest of the country in ITS.”

John Mica, U.S. House of Representatives



“ITS has helped local and visiting travelers for years in the northeast Florida region. ITS helps law enforcement accomplish our public safety mission.”

Major Grady Carrick, Florida Highway Patrol Troop Commander



“ITS is needed to support our region’s growth,”
Lake Ray, Jacksonville City Council

Special Thanks to all First Coast ITS Coalition Members for their help in developing the First Coast ITS Regional Master Plan.

Funding for the study was provided by the Jacksonville Transportation Authority.

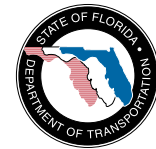
First Coast ITS Coalition Partners



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