

2023 – Florida’s I³ Transportation Showcase



Intelligent Infrastructure:

Investing in the Transportation Workforce.

MEETING SUMMARY

The I3 Transportation Showcase is hosted by the Intelligent Transportation Society of Florida (ITS Florida), the International Municipal Signal Association (IMS A FL), Florida Puerto Rico ITE (FLPRITE) and the Women in Transportation (WTS) for a joint technical meeting and vendor expo. The conference will be held July 31st, - August 3rd, 2023, at the Hilton Orlando.

The four-day event will be filled with many opportunities for participants to learn and share their knowledge about all things ITS, as well as network with fellow conference attendees. A series of technical sessions will be offered featuring informative presentations and challenging discussions. Industry experts will share best practices, lessons learned, and new strategies to ensure further success of ITS and TSM&O for the state of Florida. Technical workshops and IMSA Certification classes are also being offered.

This document provides a general overview of the meeting, however additional information and details will be forthcoming over the next several weeks to keep you fully informed.

If you have any additional questions, please email itsflorida@itsflorida.org . We hope to see you in Orlando this summer.

COSTS:

Technical Conference:

REGISTRATION	COST
Member*	\$550
Non-member	\$750
On-site registration*	\$800
Spouse/guest (not co-workers)	\$200
Student	\$200
FHWA Data Driven Analysis Workshop	\$100
Crowdsourcing for Advanced Operations Workshop	\$150

* IMSA Members receive a \$100 discount on registration cost

IMSA Certification Classes:

REGISTRATION	MEMBER COST	NON-MEMBER COST	DATES
Traffic Signal Technician I	\$550	\$750	July 31 - Aug 1
Traffic Signal Technician II Field	\$550	\$750	Aug 2 - Aug 3
Roadway Lighting Technician I	\$550	\$750	July 31 - Aug 1
Signs & Pavement Markings Technician I	\$550	\$750	Aug 2 - Aug 3
Certified Fiber Optic Technician	\$1,750	\$1,850	July 31 - Aug 2

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July 31 - Aug 3, 2023

Date	Time	IMSA Class Pocket Lake	IMSA Class Turkey Lake	IMSA Class Conway Lake	IMSA Class Clear Lake	Exhibitor Hall Orange A-D	New Technology Track Orange E	Operations Track Orange F	Safety Track Orange G	Other Events	
Monday, July 31, 2023	7:00AM	Registration Desk Opens									
	8:00AM - 9:30AM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician					Golf Registration	
	9:30AM - 10:00AM	Student Break								Golf Event Disney Lake Buena Vista	
	10:00AM - 12:00PM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician			FLPRITE Board Meeting			
	12:00PM - 1:00PM	Lunch					Workshop Registration				
	1:00PM - 2:30PM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician	EXHIBITOR SETUP	FHWA Data Driven Analysis Workshop				
	2:30PM - 3:00PM	Student Break									
	3:00PM - 5:00PM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician						
	5:00PM - 7:00PM	Welcome Reception in Exhibit Hall									
Tuesday, August 1, 2023	7:00AM	Registration Desk Opens									
	7:30AM - 8:30AM	Breakfast Outside Exhibit Hall									
	8:30AM - 9:30AM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician		Opening Ceremony				
	9:30AM - 10:00AM	Break in Exhibit Hall					Break in Exhibit Hall				
	10:00AM - 11:30AM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician	EXHIBIT HALL (OPENS AT 9:30AM)	Work Force Development Panel Discussion				
	11:30AM - 1:00PM	Lunch in Exhibit Hall									ITSFL BOD Meeting (Orange F)
	1:00PM - 2:45PM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician	EXHIBIT HALL	Charting the Future: Road Mapping, Big Data and the Rise of Smart Cities & Advanced Air Mobility	Driving the Future: Exploring the Intersection of Connectivity and Autonomy in Next-Generation Vehicles			
	2:45PM - 3:15PM	Break in Exhibit Hall									
	3:15PM - 5:00PM	IMSA Traffic Signal Technician I	IMSA Traffic Signal Inspection	IMSA Roadway Lighting Technician I	IMSA Certified Fiber Optic Technician	EXHIBIT HALL	Charting the Course: Advancements and Challenges in Connected Autonomous Vehicle Technology	Green Light Ahead: Innovations in Traffic Signal and Event Management for Smarter Cities	Foot Forward: Reframing Urban Mobility with a Focus on Pedestrian-Friendly Transportation		
	6:00PM - 9:00PM	Offsite Networking Event - Margaritaville									

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Wednesday, August 2, 2023	7:00AM	Registration Desk Opens								
	7:30AM - 8:00AM	Breakfast Outside Exhibit Hall								
	8:00AM - 9:30AM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I	IMSA Certified Fiber Optic Technician	EXHIBIT HALL (OPENS AT 9:30AM)	Signaling Progress: The Future of Traffic Management through Innovative Technologies	Insights at Every Intersection: Leveraging Data Analytics in Traffic Signal Optimization	Building Intelligence: The Role of Smart Technologies in Work Zone Safety and Efficiency	
	9:30AM - 10:00AM	Break in Exhibit Hall					Break in Exhibit Hall			
	10:00AM - 11:30AM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I	IMSA Certified Fiber Optic Technician		Safe Travels: Pioneering Advances in Transportation Safety Technology	Steering Talent: Nurturing Workforce Development in the Smart Transportation Ecosystem	Constructing the Future: Harnessing Technology for Smarter, Safer Work Zones	
	11:30AM - 1:00PM	Lunch in Exhibit Hall							ITSFL Tech Committee (Lake Concord)	WTS Joint Florida Leadership Mtg.
	1:00PM - 2:45PM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I	IMSA Certified Fiber Optic Technician	HALL (CLOSES AT 2:30PM)	Sensing the Flow: Enhancing Traffic Management through Advanced Signal and Sensing Technologies	Intelligent Intersections: Leveraging AI and Big Data for Traffic Signal Optimization	From Red to Green: Safer Traffic Signals with AI and Big Data	
	2:45PM - 3:15PM	Break outside Exhibit Hall								
	3:15PM - 5:00PM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I	IMSA Certified Fiber Optic Technician		Revolutionizing Traffic Management: Harnessing the Power of AI for Smarter Signals	Optimizing Signal Operations: Integrated Solutions for Timing, Incident Management, and Maintenance Software in Traffic Signals	Driving Towards Safety: Strategies and Innovations for Reducing Incidents in Transportation	
	5:30PM - 8:30PM	Reception								
Thursday, August 3, 2023	7:30AM								Workshop Registration	
	8:00AM - 9:30AM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I					ITS America -	
	9:30AM - 10:00AM	Break								
	10:00AM - 12:00PM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I					Crowdsourcing Workshop	
	12:00PM - 1:00PM	Lunch							IMSA BOD Meeting (Lake Concord)	
	1:00PM - 2:30PM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I					Crowdsourcing Workshop	
	2:30PM - 3:00PM	Break								
	3:00PM - 5:00PM		IMSA Traffic Signal Technician 2	IMSA Signs and Markings Technician I						

Workshops:

Federal Highway Administration (FHWA) Data-Driven Analysis Workshop
Monday July 31, 2023, from 1:00-5:00pm
COST \$100

The Promise of Data-Driven Analytics. Improvements in commercial analytic software, advanced computational platforms, and an increasingly data-rich environment enables the modern analyst to model large and dynamic surface transportation systems. Together, modern tools and data can provide powerful insights on patterns of system performance, root causes of poor performance, and the potential impact of mitigating actions and investments. Realizing this potential depends on overcoming key challenges:

- **Challenge: Replacing Outdated Technical Practices.** Traffic microsimulation is a commonly applied tool for the assessment of highway and street systems. Microsimulation can provide a wealth of information. However, applications of these tools are often hampered by outdated practices developed in the relatively data-poor environment, and dependent on the analysis of averages or the assumption that unrealistic “normal / typical” conditions. FHWA has recently updated guidance on the appropriate application of microsimulation models, with a focus on conducting data-driven, statistically valid alternatives analysis. The 2018 Update of the original 2004 guide includes significantly enhanced technical guidance on data collection and analysis, model calibration, and alternatives analysis.

Workshop: FHWA plans to conduct four-hour workshop based on materials with a target audience of state/local decision makers, transportation engineers, data analysts, and simulation practitioners. The workshop objective focused on:

- Identifying data-driven travel conditions using cluster analysis,
- Applying an improved calibration process that replaces subjective calibration criteria with criteria that are both statistically valid and derived from observed data, and
- Applying improved alternatives analysis utilizing travel conditions analysis to provide more accurate results, resulting in more informed decision-making using microsimulation analysis.

Target Audience. The target audience of the workshop is user (i.e., traffic engineers, analysts, and modelers) of microsimulation tools. Managers of microsimulation projects and senior microsimulation analysts are encouraged to attend.

Crowdsourcing for Advancing Operations
Thursday August 3, 2023, from 8:00am-2:00pm (Includes Lunch)
COST: \$150

The Federal Highway Administration (FHWA) Every Day Counts Round Six (EDC-6) is pleased to introduce a new training course - Crowdsourcing for Advancing Operations Innovation - to Local Technical Assistance Programs (LTAP), State Departments of Transportation (DOTs), metropolitan planning organizations (MPOs), and universities.

This course is intended for transportation operations managers, transportation analysts, consultants, and university students focusing on transportation.

The course is intended to:

- Broaden participants' understanding of how crowdsourced data from free navigation apps, vehicle probes, connected vehicles, social media, and other sources can improve transportation operations and safety.
- Help participants consider whether specific applications of crowdsourced data may meet their organization's needs for improving transportation operations.

This course will be delivered in person by an instructor. As an introductory course, prior crowdsourcing experience is not required for participation. The course is anticipated to be 5 hours including a lunch break.

The course includes three lessons: (1) Introduction, (2) Data Sources, (3) Applications. The third lesson, Applications, provides four modules where the instructor will cover in greater depth on crowdsourcing specific to (a) Traffic Incident Management, (b) Arterial Management, (c) Traveler Information, and (d) Work Zone Management.