



**Florida Department of Transportation – District Four
SMART SunGuide Regional Transportation Management Center**

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

***NEW ELECTRONIC SIGNS WILL GIVE DRIVERS A HEADS UP
BEFORE REACHING INTERSTATE***

(Fort Lauderdale, FL – February 10, 2010) – The Florida Department of Transportation (FDOT) District Four has recently completed testing and is now actively using 34 new arterial Dynamic Message Signs along the Interstate 75 and 95 corridors in Broward County. These smaller profile signs are located on feeder roads to the highway and are connected directly to FDOT's SMART SunGuide Regional Transportation Management Center in Fort Lauderdale.

Similar to the 29 large Dynamic Message Signs on the highways, these new arterial signs will display incident messages letting drivers know when lanes are blocked on the highway. The advantage of the arterial location is that drivers will have time to choose an alternate route before entering the highway. The signs are located on most of the major arterial routes approaching I-95 and on Pines Boulevard and Miramar Parkway approaching I-75.

As the new signs were installed around the county, FDOT also deployed two sets of Roadway Weather Information Systems sensors, six new Highway Advisory Radio (HAR) transmitter locations and 13 advisory beacons. These devices add to the means of collecting and disseminating travel information. Motorists can tune to 1660 AM radio to listen to HAR announcements, which broadcasts 24 hours a day. Construction information is updated on a weekly basis and incident information is posted real-time.

“We are constantly improving Intelligent Transportation Systems – ITS - in South Florida, and these signs will give motorists even more access to real-time traffic condition reports,” said Daniel Smith, FDOT District Four ITS Operations Manager. Drivers can also get traveler information from FDOT's 511 travel information service by dialing 5-1-1 from any telephone or visiting www.FL511.com.

The SMART SunGuide Transportation Management Centers (TMCs) are 24-hour facilities run by FDOT District Four. The TMCs monitor freeways with closed circuit TV cameras, speed sensors, Roadway Weather Information Systems, and a fleet of Road Ranger Service Patrol vehicles. In coordination with local law enforcement and fire rescue, TMC operators identify and respond aggressively to quickly clear incidents, disabled vehicles and other interruptions to traffic using ITS equipment. Information from the TMCs is shared through HAR, highway and arterial Dynamic Message Signs and the statewide 511 travel information service. For real-time traffic conditions or information about the SMART SunGuide TMCs, please visit www.SMARTSunGuide.com.

For more information or to schedule a visit to the SMART SunGuide Regional TMC, call Sarah Stanley at 954-598-4236 or email sarah.stanley@smartsunguide.com.

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New arterial dynamic message signs will warn motorists of traffic conditions before entering the highway.