



Utilizing FDOT Assets to Generate Revenue

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To Provide
Suggestions and Examples
How the FDOT Can Utilize Existing
Assets as a Vehicle to Generate
Revenue for the Department



Traffic and Travel Info

www.511tampabay.com

- 511 Tampa Bay voice system contains ability to dispense 5-second ad message to users
- Model already approve by FDOT
- Sponsorship can be embedded in initial greeting or in conjunction with a specific element of 511 voice
- Length shall not exceed 5 seconds in order to avoid user inconvenience

- Amusement/Theme Parks
- Entertainment
- Automotive/Auto Aftermarket
- Beverages
- Charitable/Non Profit
- Communications
- Pharmaceuticals
- Education
- Financial Services
- Food
- Health Care
- Hotel/Travel
- Insurance
- Internet/E-Commerce
- Lawn & Garden
- Media
- Professional Services
- Real Estate
- Retail

- Voice: 47,500 calls
- Web Page Views: 565,000 mo. average

- Traffic.com keeps 50% of the annual net revenue in excess of \$25,000.
- Money goes to the project to enrich funding for project marketing
- Traffic.com manages and accounts on monthly basis for revenues earned

- Federal ITIP Program for Traffic Data
 - \$2 million appropriated for data services in Tampa
 - Public/private partnership
 - Tampa participation since 2004
 - Traffic.com operates and maintains sensor network
 - No O&M costs to Agency
 - Revenue share is re-dedicated to ITS
 - Agencies get unlimited real-time and archived data for internal use

- Lane-by-lane data
- Data collected every 60 seconds
- Average speed, total volume, lane occupancy, & vehicle classification
- Up to four vehicle classifications
 - Non-commercial
 - Single-unit commercial
 - Single-trailer commercial
 - Multi-trailer commercial
- Technology
 - Solar Powered
 - Wireless Communications
 - Modular Components
 - Non-Intrusive
 - Covers All Lanes
 - High Reliability
 - Workzone Safety



- Amount Generated by Radio, TV & Licensing Agreements
- Based on Amount Attributable to the ITIP Sensors
- Traffic.com Totally Absorbed O & M
- 2005 O & M Exceeded 100K (doesn't include cost of providing data to the Department and the Public)

- No Risk
 - No state capital funding
 - No state operating funding
 - Proven in 12 metro areas (including Tampa); 14 more under contract
- Real Reward
 - Fill gaps in areas already utilizing ITS sensor devices
 - Can also operate as stand alone system
 - Rapid deployment
 - Additional distribution to public to save lives, time, and money

- **Successful ITIP Deployments/Contracts:**
 - Atlanta, Baltimore, Boston, Chicago, Detroit, D.C., Los Angeles, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Providence, St. Louis, San Diego, Seattle, Salt Lake City, San Francisco Bay Area, Tampa
- **Additional DOT/Agency Data Integration:**
 - Atlanta, Dallas, Houston, Milwaukee, Minneapolis, NY/NJ, Sacramento
- **Traditional Traffic Gathering Operations – 50 metros**
- **TV and Radio Market Penetration**
 - Nationwide: >50 TV stations; >100 radio stations; XM Satellite Radio; The Weather Channel
- **XM NavTraffic – Acura RL and Cadillac CTS**
- **511 Tampa Bay Voice and Web**

- USDOT pays Traffic.com \$2 million to provide traffic information
- No cost- no risk to agencies
- Provides additional information to agencies and public by expanding coverage
- Real-time data and software applications
 - Performance/archived data for planning and operations
- No software, maintenance or operating costs
- Revenue reinvested in system

Any Questions???

CONTACT INFO:

Abe Howard

Director, TGO Group, SE Region

Traffic.com, Inc.

A NAVTEQ Company

(813) 637-0180 x3

ahoward@traffic.com