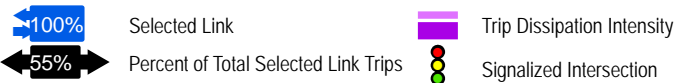
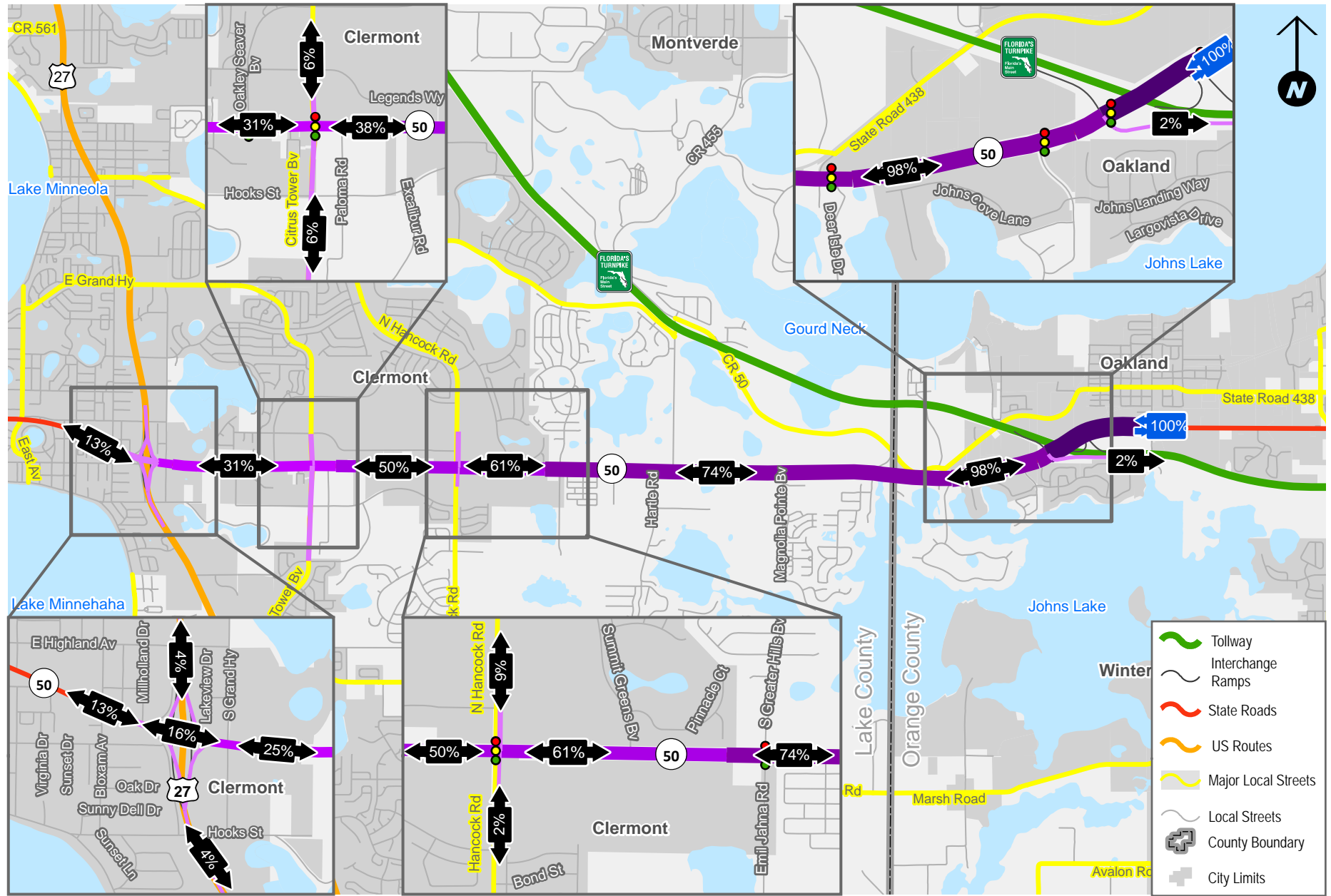


## Data Collection Capabilities – MAC Address Readers

Bluetooth™ MAC technology is an innovative form of data collection which allows for the anonymous tracking of vehicles between an origin and destination throughout a study area. This process reads the MAC address broadcasted by Bluetooth™ devices in vehicles passing a particular point and records the time at which the vehicle passed. The pairing of vehicle time and location information allows for the vehicle origin and destinations to be observed. An example of the application of this technology is provided in Figure 6, taken from a study conducted for the Florida Department of Transportation, District 5. Figure 6 illustrates, of the vehicles which passed the eastern most data collection site, what percentage entered by or remained on the corridor at each subsequent station. This is shown in a bi-directional format to provide comparison with the local regional model. The data collected as part of this study will be used in a supply/demand analysis for the purpose of identifying improvement strategies that address future capacity constraints on the study corridor.

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**SELECT LINK RESULTS FOR SR 50 SECTION EAST OF FLORIDA'S TURNPIKE INTERCHANGE**

**FIGURE 7**