



For Immediate Release

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U.S. Transportation Under-Secretary Peter Rogoff and U.S. Senator Bill Nelson Announce Tampa Hillsborough Expressway Authority's \$2.4 million Federal Contract for a Connected Vehicle Pilot Program

September 14, 2015

Tampa, FL – Today, the United States Department of Transportation (USDOT) awarded a \$2.4 million contract to the Tampa-Hillsborough Expressway Authority (THEA). This award will be used, in a THEA partnership with other local agencies and private sector stakeholders, to conduct an innovative "Connected Vehicle (CV) pilot program" designed to make transportation safer, smarter and greener. The THEA CV pilot program would outfit cars, buses and roadside equipment with technology so that they can communicate with each other about various traffic conditions. The proposal's main goals would be improved safety for vehicles, pedestrians and bicyclists; improved traffic flow and transit trip times; and reduction of Tampa Bay's carbon footprint.

"We're bringing transportation into the 21st century, and Florida is going to be at the center of it all," said U.S. Sen. Bill Nelson. "Tampa will be among the first cities in the nation to use the latest technology to make it safer and easier to drive."

"This was a national award. I believe THEA excelled because of our collaborative efforts with both the public and private sector. And also because the Lee Roy Selmon Expressway and Meridian Avenue offer an ideal setting for a CV pilot program," said THEA Executive Director Joe Waggoner. "The CV technology we are piloting can make Tampa a national leader in transportation innovation safety and efficiency. We are excited for THEA and for Tampa Bay."

"Tampa's emergence as an incubator for innovation and pursuit of innovative transportation solutions continues to be recognized," said Tampa Mayor Bob Buckhorn. "As Mayor of Tampa, I couldn't be prouder of our city, and more thankful to Secretary Foxx and the Department of Transportation. As a THEA board member, I appreciate the agency's willingness to look to new partners and new options for the region's transportation issues."

"This award is a game-changer," said Florida Senate Transportation Committee Chairman Jeff Brandes. "Connected and Automated Vehicle technologies are the cutting-edge future of transportation. This CV pilot program will help ensure Florida remains a recognized leader in transportation solutions, technologies, and public policies."

In addition to improved traffic and pedestrian safety applications, the pilot program will also seek to demonstrate and measure the impact of CV technology's ability to **make transportation smarter** by combining CV technology with cell phone and "smart car" apps; **greener** by tracking emission reductions achieved through improved travel patterns; and **adaptable** by integrating CV technologies with existing transportation systems and infrastructure.

Joining THEA today for the USDOT CV Award announcement were representatives of partnering agencies from the City of Tampa, Hillsborough Area Regional Transit Authority (HART), University of South Florida's Center for Urban Transportation Research (USF/CUTR), and private sector stakeholders, including Siemens and HNTB.

"THEA and its partners have assembled a dynamic team," said U.S. Under Secretary of Transportation for Policy Peter Rogoff in announcing the federal contract awarded to THEA. "The United States Department of Transportation is proud to select THEA and their partners to enable the testing and advancing of innovative Connective Vehicle transportation technologies."

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ABOUT THEA:

As the owner and operator of the Selmon Expressway, the Tampa Hillsborough County Expressway Authority's (THEA) mission is to provide safe, reliable, and financially-sustainable transportation services to the Tampa Bay region while reinvesting customer-based revenues back into the community.

Our vision is to lead, partner, and implement safe, economically sound, and innovative multi-modal transportation solutions for our Tampa Bay Community.

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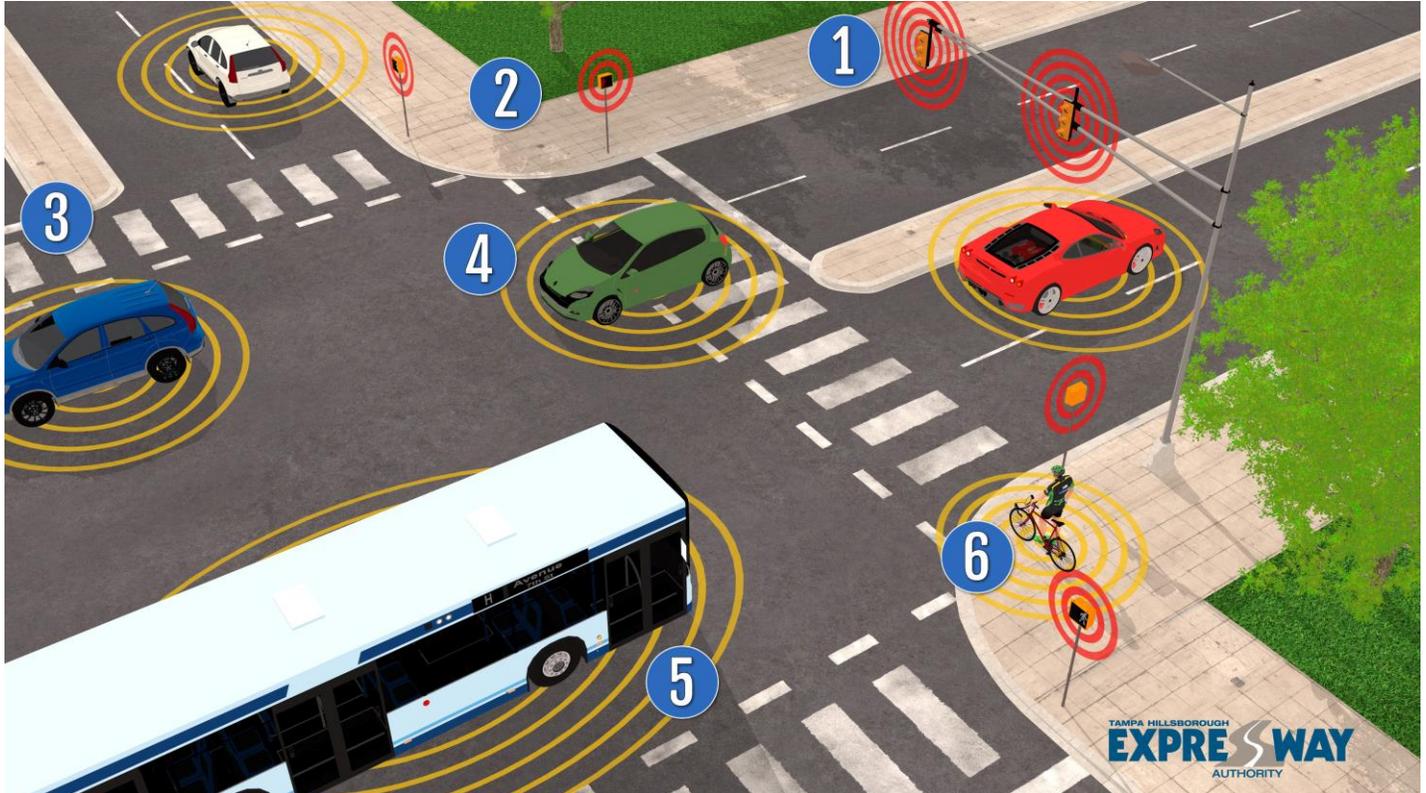
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For an electronic version of the THEA CV Press Kit, please visit: Tampa-Xway.com.

CONNECTED VEHICLE TECHNOLOGY 101

Connected Vehicle (CV) “pilot program” designed to make transportation safer, smarter and greener. The THEA CV pilot program would outfit cars, buses and roadside equipment with technology so that they can communicate with each other about various traffic conditions.

1. Roadside equipment could be in traffic signals, cameras and attached to poles.
2. Sensors could be installed along roads to monitor traffic conditions along with dedicated short-range communications to transmit information to drivers.
3. Existing cell phone towers may be used to receive highway traffic information from cars and sensors and send that information back to drivers about possible hazards.
4. Equipment needed for this system would be in cars allowing them to communicate with one another.
5. Wire sensors known as “loop detectors” can be embedded in the roads and could provide data on traffic speeds and volumes.
6. Smartphone and Smart car apps can give real-time warnings and alerts to pedestrians, bicyclists, and drivers about potential hazards, emergency vehicles approaching, and when it’s safe to cross or change lanes.



	USE/NEED	APPLICATION / TYPE	PROPOSED TEST SITES
1	Reduce Morning Back Ups	Curve Speed Warning (CSW)/(V2I Safety) Emergency Electronic Brake Lights (EEBL)/(V2V) Forward Collision Warning (FCW)/(V2V) Intelligent Traffic Signal System (I-SIG)/(Mobility)	Reversible Express Lanes at Twiggs Street
2	Improve Pedestrian Safety	Pedestrian in Signalized Crosswalk (V2I Safety) Mobile Accessible Pedestrian Signal (PED I-SIG)(V2I Safety) Intelligent Traffic Signal System (I-SIG) (Mobility)	Twiggs Street at the Courthouse
3	Reduce Wrong Way Entry Incidents	Intersection Movement Assist (IMA) (V2V Safety) Intelligent Traffic Signal System (I-SIG) (Mobility) Probe Enabled Traffic Monitoring (Agency Data)	Reversible Express Lanes at Twiggs Street
4	Improve Traffic Progression	Probe Enabled Traffic Monitoring (Agency Data) Intelligent Traffic Signal System (I-SIG) (Mobility)	Meridian Avenue MacDill Air Force Base
5	Improve Bus Transit Safety and Trip Times	Intelligent Traffic Signal System (I-SIG) (Mobility) Transit Signal Priority (TSP) (Mobility)	Bus Transit on Reversible Express Lanes moving to Meridian Avenue
6	Reduce Incidents of Pedestrian or Vehicle Turning Right in Front of Transit Bus	Vehicle Turning in Right Front of Bus Warning (V2V Safety) Intelligent Traffic Signal System (I-SIG) (Mobility)	Channel Side District

Connected Vehicle Application Terms (see map for use by site):

- V2I⁽¹⁾ Safety – Communication of safety messages between vehicles and roadside infrastructure
- V2V⁽²⁾ Safety – Communication of safety messages between CV-enabled vehicles
- Mobility – Applications designed to improve traffic flow and reduce congestion
- Agency Data – Data collected by probes and transmitted to Traffic Management Centers and other agencies

⁽¹⁾Vehicle-to-Infrastructure

⁽²⁾Vehicle-to-Vehicle



Joe Waggoner
Executive Director
Tampa Hillsborough Expressway Authority
(THEA)

Joe has served as the Executive Director for THEA since August of 2007. During Joe's tenure, in addition to enhanced customer service, the Authority has made significant progress in improving the maintenance, operations and financial position of the agency. The Authority is now well positioned to help address the future transportation needs in the Tampa Bay area.

In 2010, the Authority converted the Lee Roy Selmon Expressway to all electronic tolling – the first expressway in Florida to be completely electronic. In 2014, the Selmon Expressway was designated as an automated vehicle test bed member by the USDOT. The Authority is unique among test beds in that vehicles can be tested in real-world applications and a closed course environment – all on the same roadway.

His education and 35-plus years of experience in the development of a variety of transportation modes have given him a broad perspective on key issues in transportation.

Prior to joining the THEA, Joe was the Chief of Planning and Development for the Maryland Transportation Authority (MdTA) for over 6 years, overseeing the capital programs for preservation and expansion of Maryland's toll facilities; project planning and assessment of potential new toll facilities; and development of strategic/business plans for the Authority. In addition, Joe was also responsible for Maryland's Transportation Public-Private Partnership Program.

Joe also served 12-years as Assistant Director for the Maryland Department of Transportation where his primary responsibility was the development of the Department's capital programs – including highways, transit, rail, and aviation. He served eight years as a planner in the Maryland State Highway Administration and their Aviation Administration.

Joe holds an undergraduate degree from Towson University, and a master's degree in Public Policy from the University of Maryland, College Park. He is also a graduate of the Maryland Department of Transportation Executive Development Program.

THEA's CV PILOT PROGRAM PARTNERS & CONTACT INFORMATION

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