



For Immediate Release

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NEWS RELEASE

Transportation Officials Convene for Connected Vehicle Demonstration in Tampa

Tampa, FL – On Thursday, April 12, representatives of 14 transportation agencies from across the United States will join the Tampa Hillsborough Expressway Authority (THEA) for a demonstration of innovative connected vehicle technology that THEA is deploying to improve safety and mobility in downtown Tampa.

WHAT: Demonstration of Connected Vehicle Technology

WHEN: Thursday, April 12, 11:45 a.m. – 1:30 p.m.

WHERE: Tampa Hillsborough Expressway Authority
1104 East Twiggs St.
Tampa, FL 33602

Attendees will ride in cars equipped with devices that “talk” to the roadway and other connected vehicles to help prevent crashes and keep traffic moving. The demonstration will take place on the downtown end of the Lee Roy Selmon Expressway’s Reversible Express Lanes (REL), which will be closed to traffic during the event. The demonstration will be open to the media from 11:45 a.m. to 1:30 p.m.

Expected attendees include officials from the Florida, Georgia, Kansas, Michigan, Minnesota, Missouri, Nevada, New York, North Carolina, Tennessee, Utah, Washington and Wisconsin state departments of transportation, and from the Regional Transportation Commission of Southern Nevada. The officials will be in Tampa for a meeting of the Transportation Management Center (TMC) Pooled Fund Study, a group that conducts TMC-related research, operational tests, technology transfer and training.

THEA is now equipping approximately 1,600 privately owned automobiles with connected vehicle technology as part of the Tampa Connected Vehicle Pilot. Volunteers’ automobiles will be able to communicate with downtown traffic and pedestrian signals to enhance safety, improve traffic flow and even reduce emissions of greenhouse gases. Hillsborough Area Regional Transit (HART) will also equip 10 buses and 10 TECO Line streetcars with the technology.

THEA is now recruiting volunteer drivers for the pilot. As an incentive, participating drivers will receive a 30 percent toll rebate on the REL, up to a maximum of \$550. Area residents who are interested in participating are encouraged to take the online prescreening questionnaire at www.TampaCVPilot.com to see if they are eligible.

The Tampa Connected Vehicle Pilot aims to demonstrate the safety, mobility and environmental benefits of connected vehicle technology. Tampa is one of just three sites deploying the technology as part of the U.S. Department of Transportation’s Connected Vehicle Pilot Deployment Program. The other two sites

are New York City and the Interstate 80 corridor in the state of Wyoming. The THEA project is the only one that involves local residents driving their own cars.

For more information on the Tampa Connected Vehicle Pilot, visit www.TampaCVpilot.com. Images and video are available for download at www.TampaCVpilot.com/media-resources.

About the Tampa Hillsborough Expressway Authority

The Tampa Hillsborough Expressway Authority (THEA) is a user-financed public agency led by a board of local citizens. Operating with no tax dollars, THEA develops and owns toll highways, including Lee Roy Selmon Expressway. THEA also owns and maintains non-tolled roads, including Brandon Parkway and Meridian Avenue, and the Selmon Greenway, a bicycle and pedestrian path through downtown Tampa. All tolls collected by THEA are reinvested into projects in Hillsborough County. For more information, visit www.tampa-xway.com.

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