

# REDEFINING CONNECTED

A DIGITAL PATH FORWARD TO INITIATE & SUSTAIN  
ADVANCEMENTS IN SAFETY & MOBILITY



# INTRODUCTION

“Redefining Connected” is a fundamental planning concept that is essential in guiding the digital transformation of both transportation agencies and toll operators. “Redefining Connected” evenly weights all elements in the transportation ecosystem and begins with the hypothesis that all things can be connected in some way. These connections include people, facilities, equipment, hardware, software, consumer devices, data, and services. The result being, the more of these things that agencies connect the more data becomes available to continually improve operational efficiency, ensure financial integrity and deliver new safety and mobility services. Over time this concept positions transportation agencies and toll operators as modern data-defined organizations.

Transportation and tolling agencies have valuable experience in connecting facilities and equipment such as tolling points, sensors, cameras, beacons, weather stations, etc. In this document, we will briefly describe the power of using a “Redefining Connected” approach to combine software, data, and equipment to form cohesive technology agnostic solutions that can be used to support a new paradigm for traffic management, safety, and mobility. This new paradigm can best be described as a digital partnership between traffic management professionals and motorists both working toward a common goal of avoiding incidents that impact mobility and often result in serious injuries and fatalities.



# REDEFINING CONNECTED

*The concept that technology agnostic solutions will enable meaningful advancements in traffic management by connecting hardware, software, and data.*

Technology agnostic solutions provide Tolling and Transportation Agencies with the confidence to begin their connected journey by eliminating concerns over changes in the transportation ecosystem that can result in stranded assets and loss of investment value. When applying this pervasive connection paradigm to Traffic Management, transportation agencies are afforded an opportunity to assemble a set of connected, best-in-class safety and mobility services enabled by technology-agnostic solutions. Using a micro-services architecture, these solutions provide advanced safety messaging and alerts that create a true digital partnership

between traffic management professionals and motorists in a never-ending pursuit of “Safety for All.” These targeted safety messages are designed to provide all recipients with essential information to make informed decisions regarding travel safety and incident response. The solutions that enable advanced safety messaging are designed for change and are not limited by the traditional boundaries of location, device, software, communication protocol or data type. Messages can be delivered via geofence technology to vehicles entering select roadway hotspots via a mobile phone, using a mobile phone as an onboard unit (OBU) or directly to a connected vehicle OBU. The transportation ecosystem is ready for expansion into a broader service ecosystem with an emphasis on both safety and mobility. There is no doubt that technological agnostic solutions will play a key role in this expansion.

# THE TIME TO ACT IS NOW

Using a “Redefining Connected” approach, transportation agencies can be positioned to improve safety in select roadway hotspots while being prepared to continually expand safety and mobility services as automobile and pedestrian device technology evolves. Throughout this process, it is essential that transportation agencies ensure equity in accessibility to new services for motorists and pedestrians by providing “Safety for All.”

Striking a balance between equity in new service offerings and meaningful advancements in safety and mobility is possible with modern software and data platforms that are designed to evolve and connect. We know that consumer and vehicle technology will continue to change. Our choice is to continue to wait or act now.

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A deeper understanding of modern software and data platforms that are economical, designed for change, do not result in stranded assets, and will have a significant impact on safety and mobility should significantly influence our decision.

It is time for transportation agencies to include a “Redefining Connected” approach as part of their planning and procurement processes to identify cohesive technology agnostic solutions that facilitate a digital path forward for sustainable advancements in both safety and mobility.

Safety for all can now be a reality for all!

# CONCLUSION

Our objective was to illustrate how a “Redefining Connected” approach creates a true digital partnership between traffic management professionals and motorists with the same goal of avoiding incidents that impact mobility and often result in serious injuries and fatalities. When agencies utilize the practical and proven approach of “Redefine Connected,” they can take action now, with a minimal capital investment, using software and data with no additional roadside equipment to manage. Transportation agencies can now quickly implement safety messaging services, measure results, and replicate in additional locations. We call this commonsense approach “Start, Stop, Continue.” At the end of the day, there is no risk for you to begin your Connected Journey.

*We have completed this safety work in partnership with Florida’s Turnpike Enterprise and presented it at ITS America World Congress, the Eastern States Transportation Network Conference, and will be presenting at the 2023 IBTTA Technology Summit. We continue to have active discussion and conduct pilots with transportation agencies across the country.*



# ABOUT INTELLIROAD

At IntelliRoad, our solutions and technology enabled services are derived from our long-term vision of an ever evolving and connected transportation ecosystem. For our team, “Redefining Connected” is not just a slogan or play on words, it is the foundation of our mission to connect people, places, services, devices, and technology across an evolving transportation ecosystem.

Our objective is to give transportation agencies the confidence to begin building their own connected ecosystem at a pace that they deem appropriate. This is why at IntelliRoad, each of our clients benefit from using a “Business First” approach. The objective of this approach is simple “to measurably and sustainably improve each business operation for every client.” This approach begins with a collaborative effort to ease concerns regarding procurement, implementation, and operational risk.

Using our “Evidence-Based Procurement” formula, we validate all our benefits with each client using their data and their unique business rules. We build a trusted partnership based on facts and give each client the information necessary to make an informed business decision regarding procurement of our services.



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