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# INTELLIGENT TRANSPORTATION SYSTEMS

## Career Possibilities – Three Real World Cases

Exciting professional opportunities abound, spanning important leadership and enabling efforts at all levels of government and a fertile environment for entrepreneurial ventures. If helping to make safe, smart, and sustainable transportation a reality is your goal, you can find a niche where your unique skills and passions are just what is needed.

### Case 1: I-95 Corridor Coalition/Vehicle Probe Project

#### What is the Coalition?

- Sixteen states working together
- Focused on the transportation system along the nearly 2,000 mile I-95 corridor from Maine to Florida
- Goals are enhancing the efficiency and safety of personal and freight travel



#### Did You Know?

##### That I-95

- Serves 35% of the nation's total vehicle miles traveled
- Carries 5.3 billion tons of freight per year

##### That the Region

- Has 38% of all the jobs in the U.S.
- Represents the second largest economy in the world at \$4.7 trillion (40% of U.S. GDP)

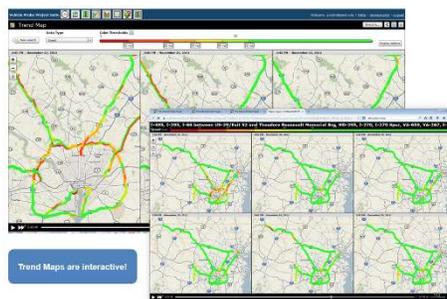
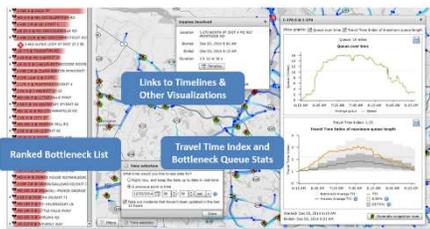
Source: <http://www.i95coalition.org/the-coalition-2/i-95-facts/>



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#### What is the Vehicle Probe Project?

- Collaborative effort begun in 2008
- Goal to bring high-tech data collection and analytics to the I-95 corridor
- Three data vendors: INRIX, HERE, and TomTom
- Cutting edge data analysis and visualization through the Center for Advanced Transportation Technologies (CATT) Lab



#### Want to learn more?

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## Case 2: TransLōc – High Technology for Transit

### What is TransLōc’s mission?

“Our mission is to take mass transit from last resort for some, to first choice for all.”

### How did TransLōc’s begin?

An entrepreneurial leap by NC State computer science graduates in 2002

### TransLōc was a 2013 White House *Champion of Change* Awardee



Maximize improvements to rider experience  
Route changes are complex and expensive, and aren't always an option for addressing rider needs. Knowing when a passenger will arrive at their destination can be an issue, although you can't control other services like bus shelters and display boards.



Let everyone know when the bus is coming  
TransLōc Real Time™ provides the information your passengers need and saves on the potential costs they face elsewhere. We reduce the cost to users by using smart phone apps, SMS text messaging, universal mobile website and an OpenRail.

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**Want to learn more?**  
**Doug Kaufman**  
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**TransLōc’s mission promises to unclog urban streets and clean up the air**

**“As a technologist and a mass transit rider, I couldn’t let go of the idea that mass transit deserved great technology, too.” Josh Whiton, Founder**

## Case 3: SANRAL Design-Build-Operate-Maintain ITS Project

### What South African cities are involved?

Johannesburg, Cape Town, and Pietermaritzburg/Durban

### Who is doing the work?

Kimley-Horn (based in Cary, NC) is leading the team as SANRAL’s Representative

### Why use a DBOM project?

SANRAL decided that a consolidated contract was the most effective way to deliver a comprehensive solution for the National ITS program

### Want to learn more?

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*Creating wealth through infrastructure*

**SANRAL – South African National Roads Agency, LTD**

**Kimley-Horn keeps at least one professional on site at all times**