

# Largest-Ever Connected Vehicle Project Shows Future of Transportation

Ohio testing state-of-the-art smart technology to make roads safer and smarter

DriveOhio

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## NEWS PACKAGE

<b>SUGGESTED TEASE</b>	WHAT IF YOUR CAR COULD ALERT YOU OF DANGERS ON THE ROAD AHEAD? THE TECHNOLOGY IS ALREADY A REALITY IN ONE SMALL TOWN. COMING UP, HOW THIS TEST GROUND IS SHAPING THE FUTURE OF TRANSPORTATION.
<b>ANCHOR LEAD</b>	SOMEDAY OUR CARS MIGHT TAKE US WHERE WE NEED TO GO WHILE WE SIMPLY RIDE ALONG. BUT IN OHIO, THE FUTURE IS NOW. NEW TECHNOLOGY IS CONNECTING VEHICLES TO INFRASTRUCTURE, MAKING ROADS SMARTER AND SAFER. BARB CONSIGLIO HAS DETAILS ON HOW AN INNOVATIVE PROJECT IS SHAPING THE FUTURE OF TRANSPORTATION NATIONWIDE.
<b>(PACKAGE START) -----</b>	(Nats - Driving) :02
<b>CG: Courtesy: DriveOhio</b> <b>:00 - :03</b> Shots of cars driving in freezing rain Closeup of driver hitting brake Shot of downtown Marysville	WHAT IF YOUR CAR COULD TELL YOU THERE'S ICE ON THE ROAD AHEAD, OR IF THE DRIVER THREE VEHICLES IN FRONT OF YOU SUDDENLY HITS THEIR BRAKES? HERE, IT CAN. :08
<b>CG: Jim Barna</b> <b>Executive Director, DriveOhio</b>	<i>"We were able to warn the driver that, hey, you've got a car coming that's going to run the red light, or you've got an emergency vehicle approaching or if there's a pedestrian on the sidewalk where you're about to make a right turn."</i> :09
Shots from inside connected vehicle	IT'S CALLED CONNECTED VEHICLE TECHNOLOGY, AND IT'S SHAPING THE FUTURE OF TRANSPORTATION NATIONWIDE. :05
<b>Jim Barna (CG'd earlier)</b>	<i>"This technology is going to disrupt for the better like we haven't seen since creation of the interstate system as it relates to transportation."</i> :08

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<p>Shots of Mike driving connected vehicle</p> <p>Shots of connected infrastructure</p> <p>Graphic of connected vehicle and infrastructure</p>	<p>DRIVE OHIO AND A TEAM OF LOCAL PARTNERS ARE CONDUCTING THE LARGEST-EVER RESEARCH PROJECT WITH THIS SMART SYSTEM, ENABLING TWELVE-HUNDRED VEHICLES IN ONE TOWN TO COMMUNICATE WITH EACH OTHER, AS WELL AS ROADSIDE SIGNALS, CROSSWALKS AND TRAFFIC LIGHTS. :12</p> <p>(Demonstrating technology in car) <i>“So as you approach the light, it’ll show the remaining time for green,”</i> :04</p>
<p>Shots of vehicle installation</p>	<p>WITH A SIMPLE UPGRADE... :02</p> <p>(Nats - closing hood after installation) :01</p>
<p>Shot of Mike getting in car</p>	<p>ALMOST ANY CAR ON THE ROAD CAN BECOME A CONNECTED VEHICLE. :03</p> <p>(Nats - starting ignition) :01</p>
<p>Mike driving connected vehicle</p>	<p>REAL-TIME ALERTS HELP TO KEEP DRIVERS AND PEDESTRIANS SAFE. :04</p> <p><i>(Driving connected vehicle)</i> “The system will tell a connected vehicle that’s approaching the intersection that a pedestrian is crossing if it sees that they have a turn signal on or they plan to turn at the intersection.” :08</p>
<p>Overhead shots of pedestrians crossing intersection</p>	
<p>Shots of DriveOhio team collaborating</p>	<p>WHILE DATA COLLECTED ALSO ALLOWS TRAFFIC MANAGEMENT CENTERS TO ALLEVIATE OR AVOID CONGESTION. :05</p>
<p><b>Jim Barna (CG’d earlier)</b></p>	<p><i>“Your car’s going to feed us real time information to where w e can make adjustments in signal timing, ramp meters; we can open and close shoulders.”</i> :10</p>
<p>Shot of connected traffic light installation</p> <p>Shot of Marysville traffic</p>	<p>THE LARGEST CONCENTRATION OF CONNECTED VEHICLES IN THE COUNTRY, THIS PILOT PROJECT WILL SHOW EXPERTS THE IMPACT THE TECHNOLOGY CAN HAVE IN LARGER CITIES WHERE THE DAILY TRAFFIC IS A STRUGGLE FOR THOUSANDS OF PEOPLE. :09</p>
<p>Shot of traffic jam</p>	
<p><b>CG: Mike Andrako</b> <b>Marysville Public Service Director</b></p>	<p><i>“The city of Marysville will be able to provide a simulation of what the system is going to look like in five years with 10 percent of vehicles on the roadway being connected.”</i> :10</p>
<p>Shots of cars going through</p>	<p>IN MARYSVILLE OHIO, THIS IS BARB CONSIGLIO</p>

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<p>connected intersection <b>(PACKAGE END)</b> -----</p> <p><b>ANCHOR TAG</b></p>	<p>REPORTING. :02</p> <hr/> <p>CONNECTED TECHNOLOGY IS ADVANCING QUICKLY, AND THE CENTRAL OHIO PROJECT WILL CONTINUE TO EXPAND AND TEST NEW FEATURES. TESTING THE SYSTEM WITH A HIGH CONCENTRATION OF CONNECTED VEHICLES WILL HELP OFFICIALS EXPAND THE TECHNOLOGY TO LARGER CITIES ACROSS THE U-S.</p>
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### SOCIAL MEDIA

<p> <b>Share it! Suggested tweet:</b></p>  <p> <b>Suggested post:</b></p>	<p>The future of transportation in America is happening now in a small Ohio town. <a href="#">@DriveOhio</a> and their local partners have launched the largest-ever research project into connected vehicle technology that will make the road ahead safer and smarter. <a href="http://bit.ly/2B9kqcp">http://bit.ly/2B9kqcp</a></p> <hr/> <p>What if your car could warn you that there were icy roads ahead or that a pedestrian was about to cross the street at your next turn? It's the future of transportation in America, and it's happening now in Ohio. <a href="#">DriveOhio</a> and their local partners has launched the largest-ever research study into connected vehicle technology, testing the features that will soon make the roads safer and smarter. <a href="http://bit.ly/2B9kqcp">http://bit.ly/2B9kqcp</a></p>
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### EXTRA BITES

<p><b>CG: Jim Barna</b> Executive Director, DriveOhio</p>	<p>Barna says the technology provides real time information: <i>"It's about feeding you realtime information and have an instantaneous look about what the network looks like so we can make adjustments from our operations center."</i></p> <p>Barna describes how the connected system communicates: <i>"Passing information to and from the roadside via that on board unit and that roadside unit, and then that information on that roadside unit can be transmitted to another roadside unit 20 miles back and pushed to vehicles back there, so you kind of create this communication system."</i></p> <p>Barna says the pilot project serves as a test ground: <i>"We can start, one, exposing the people to the technology, but also start looking at how we could advance the infrastructure, you know, kind of a test ground."</i></p> <hr/>
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<p><b>CG: Mike Andrako</b>  <b>Marysville Public Service Director</b></p>	<p>Andrako describes the scope of the Marysville project:  <i>“All 27 traffic signals will be improved and upgraded to connected technology, and we are also upgrading 1,200 vehicles to be able to communicate with these traffic signals.”</i></p> <p>Andrako says sensors can alert drivers to backups:  <i>“If it senses a queue further ahead, the roadside unit can tell the car before it sees the queue or backup that there’s a backup and you should yield.”</i></p> <p>Andrako say the project will help other cities implement the technology:  <i>“By being able to create these standards, cities in the future will be able to install this technology much easier and much cheaper, and I really think we’re moving the bar forward.”</i></p>
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### References

*133 Smart Mobility Corridor*, DriveOhio. Online: <http://drive.ohio.gov/projects/index.html#1>

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