



# NEWS RELEASE

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## **City Pilot Program To Help Improve Roadway Safety By Linking Cars To Traffic Signals And Infrastructure**

*Year-Long Pilot With GENIVI Alliance Taking Place In Downtown Las Vegas Innovation District*

Officials with the city of Las Vegas, the Regional Transportation Commission of Southern Nevada (RTC) and the GENIVI Alliance are showcasing a pilot program to improve pedestrian safety and traffic safety at the National Institute of Standards and Technology's Global City Team Challenge (GCTC) in Washington D.C. today.

Within the pilot program, alerts are delivered to fleet vehicles outfitted with technology to make drivers aware of road conditions, such as high-traffic bus stops and pedestrian crosswalks, to create a safer and more connected transportation network.

Equipped cars will alert drivers to issues and upcoming traffic conditions through the network of city street lights and infrastructure. Pilot partners also include the Nevada Center for Advanced Mobility and the University of Nevada, Las Vegas.

The year-long testing is occurring in the Las Vegas Innovation District downtown, and other parts of the city.

The GENIVI Alliance is a non-profit automotive industry alliance committed to driving the broad adoption of open source, In-Vehicle Infotainment software and providing open technology for the connected car.

The pilot is a phased approach demonstrating how vehicle communications technology and vehicle data can integrate with the existing transportation infrastructure. The sensors necessary to collect data are already deployed in the modern connected car and there is useful vehicle information available through city infrastructure. The program will show how cars and city infrastructure can communicate and exchange data with one another.

In addition to creating safer conditions on roads, the city will be able to use data collected for future infrastructure planning. To find out more about the project, visit [genivi.vegas](http://genivi.vegas).

(((MORE)))

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### **Las Vegas City Council**

Mayor Carolyn G. Goodman | Mayor Pro Tem Lois Tarkanian

Ricki Y. Barlow | Stavros S. Anthony | Bob Coffin | Steven G. Seroka | Michele Fiore  
City Manager Scott D. Adams



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The GCTC is an annual event that encourages collaboration and the development of standards to help communities benefit from the experience of others to improve efficiency and lower costs.

The Innovation District was created as a center for testing groundbreaking technology in the areas of alternative energy, citizen participation, transportation and social infrastructure. For more information visit [www.innovate.vegas](http://www.innovate.vegas).

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