



# DRIVE CONNECTED

Get there safer, smarter.

**Have a connected vehicle device installed on your vehicle.**

## WHY?

From 2014 to 2016, about 3,000 non-intersection related crashes were reported along Cleveland Avenue, Morse Road and High Street. If you drive these areas, you may be eligible to participate in the Smart Columbus Connected Vehicle Environment Pilot program which aims to improve vehicle safety and reliability on these corridors.

## PURPOSE AND BACKGROUND

Given the high volume of collisions that have historically occurred along Cleveland Avenue, Morse Road and High Street, Smart Columbus is installing connected vehicle devices in vehicles and along the roadway to create an environment where vehicles “talk” to each other and traffic signals. In addition to personal vehicles, connected vehicle devices are being installed on police, fire and EMS vehicles as well as COTA buses.

This Smart Columbus pilot program envisions improving the safety and mobility of our friends, family and neighbors by reducing car crashes, improving response times of emergency vehicles and improving the on-time rates of buses.

### Alerts and advisories provided by the technology include:

- Emergency braking notification
- Rear-end vehicle collision warning
- Blind-spot warning
- Reduce speed in school zone warning

If you live in or frequently travel along Cleveland Avenue, Morse Road and High Street, you may be eligible to receive a free connected vehicle device installed at no cost to you. A vehicle must meet certain requirements to participate. Once the device is installed, the driver will be asked to complete surveys to share their experiences.

### Pilot Participants Receive:

- Onboard equipment installed for free
- Hands-on training
- Safety alerts while driving
- Incentive for continued participation



## DATA PRIVACY

Connected vehicles communicate wirelessly with other vehicles on the road, sharing important safety and mobility information and generating new data about how, when and where vehicles travel. Connected vehicle safety applications require that the wireless devices in motor vehicles send and receive basic safety information about the vehicle's position, speed and more relating to vehicle status and predicted path.

No personally identifiable information is broadcast, and the range of the broadcast is very limited to a small geographic range, typically about one-half mile. This information is only used to warn drivers of crash-imminent situations.

## WHAT IS SMART COLUMBUS?

Smart Columbus is the smart city initiative of the Columbus Region. Catapulted by winning \$50 million in grants from the U.S. Department of Transportation and the Paul G. Allen Philanthropies as the winner of the first-ever Smart Cities Challenge, Smart Columbus is working to reinvent mobility in central Ohio to improve quality of life, improve safety, foster sustainability and drive economic growth.

## TO SIGN UP OR LEARN MORE, CONTACT

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