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# Press Release

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## **ITS CALIFORNIA LAUNCHES "TEAM CALIFORNIA" INTELLIDRIVE<sup>SM</sup> INITIATIVE**

IRVINE, CALIFORNIA SEPTEMBER 21, 2010:

Alan Clelland, President of ITS California announced the "Team California" Intellidrive<sup>SM</sup> Initiative today during a speech at opening plenary session of the Transportation Research Board (TRB) Workshop on "Research Needs for Intellidrive<sup>SM</sup> Applications for the Public Sector" at the Arnold and Mabel Beckman Conference Center in Irvine. Intellidrive<sup>SM</sup> is a United States Department of Transportation (USDOT) multimodal initiative that aims to enable safe, interoperable networked wireless communications among vehicles, the infrastructure, and passengers' personal communications devices.

In his speech to the TRB workshop, Alan announced, "The Team California Initiative is designed to place ITS California in a substantial leadership position in uniting public and private resources in order to

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leverage unique attributes, making California Intellidrive<sup>SM</sup>-ready. ITS CA will work with public and private sector partners to define, develop, seek funding and implement statewide deployments of Intellidrive<sup>SM</sup> in California. This will include the creation of multi-modal vehicle-to-vehicle and vehicle-to-roadside communications capabilities, the development of associated infrastructure and the establishment of organizational arrangements to take full advantage of Intellidrive<sup>SM</sup> benefits. We will also support the effective delivery of the full range of safety, mobility, commercial and data services that Intellidrive<sup>SM</sup> offers. This will be achieved in a manner that supports integration with existing transportation agency processes and procedures using industry standards for vehicle and transportation infrastructure operations and communications."

Intellidrive<sup>SM</sup> is very important to the development of smart cars and smart highways and is the subject of considerable USDOT and local agency efforts. Samuel Johnson, Intelligent Transportation Systems Chief Technology Officer at the San Diego Association of Governments (SANDAG) said "SANDAG is enthusiastic about the vision the Intellidrive<sup>SM</sup> initiative brings to this region. The implementation of an Intellidrive<sup>SM</sup> project establishes an operational platform that will allow the transportation network to be operated in a more coordinated and integrated manner; resulting in a multi-agency, multi-function and multi-modal seamless transportation platform on which we shall have the flexibility to further our Integrated Corridor Management solution"

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