



# VEHICLE TRAFFIC

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## INFORMATION COALITION

Formed in the Spring of 2006, the Vehicle Traffic Information Coalition (VTIC) has quickly become the leading voice on advancing the development of a robust, nationwide real-time traffic information system. A coalition of auto manufacturers and technology suppliers, VTIC exists to encourage the development of this enhanced transportation solution and to ensure that transportation policy positively impacts the development of this system.

### MESSAGE:

When drivers use real-time traffic information to avoid and navigate around congestion the benefits include: *Increased Mobility; Improved Fuel Efficiency; Cleaner Environment; Faster Emergency Response and Enhanced Mass Evacuations.* **Key to developing this system is greater collection and dissemination of high-quality traffic data.**

### HIGHLIGHTS:

In 2007, VTIC made significant progress in expanding our coalition's reach at the federal and state levels, including:

- Inclusion of real-time traffic information in the President's State of the Union supporting documents and in the DOT Budget request under the Highway Congestion Initiative
- Outreach to Capitol Hill and U.S. DOT to heighten the profile of real-time traffic
- State-level outreach through testimony, briefings and policy submissions to the National Conference of State Legislatures, the Western Governors Association and the National Governors Association
- Facilitation of University Transportation Center research projects to quantify the benefits of real-time traffic information
- Testimony before the National Surface Transportation Policy and Revenue Study Commission (1909 Commission)
- Public outreach through a Capitol Hill technology fair

### THE ROAD AHEAD:

In 2008, VTIC will expand its outreach at both the national and state levels. Goals include:

- Greater participation with the Research and Innovative Technology Administration on real-time traffic research projects and operational demonstrations
- Advocacy on Capitol Hill re: reauthorization of the highway bill (SAFETEA-LU)
- Continued promotion of real-time traffic information solution at the state level
- Increased national media outreach
- Coordination with environmental organizations on the "green" aspects of advanced transportation technologies
- Activities with emergency managers and the U.S. Department of Homeland Security to expand the role of real-time traffic information in evacuation management

### CONCLUSION:

The Vehicle Traffic Information Coalition has significantly enhanced the visibility of real-time traffic information as a needed solution to the growing problem of traffic congestion. VTIC has engaged policymakers at the federal and state levels on the need to transform drivers into stakeholders in the congestion-relieving solution. The policy landscape has been significantly improved by recognition of the soundness of the real-time traffic solution and through the hard work of our members.

***Add your voice by joining VTIC today***

## 2008 VTIC Membership Form

Join us in raising the visibility of real-time traffic information as a congestion-mitigating solution and in advancing the state of the art. The technology currently exists to greatly enhance our transportation system. By working cooperatively, the public and private sectors can improve our travel experience – today.

By joining VTIC, your company will:

- Gain access to policymakers and stakeholders
- Leverage individual strengths with the strengths of our board members
- Shape the direction of transportation policy
- Gain valuable intelligence on the state of advanced ITS solutions and
- Network with both industry partners and competitors

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Our organization, \_\_\_\_\_, chooses to become a member of the Vehicle Traffic Information Coalition (VTIC) and pledge \$15,000 for one year membership to VTIC.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date Signed

### **Primary Contact Information:**

Name:  Mr.  Ms.  Miss  Dr.  Other \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Office#: \_\_\_\_\_ Mobile#: \_\_\_\_\_ Fax#: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### **Preferred Type of Payment:**

Invoice/Check will be mailed  Direct Deposit

Is Purchase Order Required?  Yes  No If yes, what is the P.O. Number: \_\_\_\_\_

Invoice Address if different than above:

Company: \_\_\_\_\_ ATTN: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_