



Contact:

Bill Wells – 404-281-7490

## **ITS Georgia Chapter Reviews Plans to Upgrade NaviGator ITS System**

*SERCO and World Fiber also present chapter with \$4,000 scholarship at special meeting*

ATLANTA (March 31, 2010) – More than 110 transportation professionals representing 67 member organizations of the Intelligent Transportation Society of Georgia (ITSGA) [www.itsga.org](http://www.itsga.org), were briefed on plans to upgrade key elements of the state's intelligent transportation system at a special meeting hosted by SERCO and World Fiber Technologies at their new jointly occupied facility procured for the Comprehensive ITS Maintenance contract. The two hosting companies, on behalf of the contract team, also presented the chapter with a \$4,000 donation to fund student scholarships.

“We are very pleased that SERCO, World Fiber and their team see the value in being active and supportive members of ITS Georgia,” said ITS Georgia President Marion Waters. “Their scholarship gift is generous and will help the chapter fulfill its mission to promote ITS in higher education in Georgia. We are also pleased with the work their team is doing to improve and enhance the award winning NaviGator system's capabilities.”

SERCO ([www.serco.com](http://www.serco.com)) was awarded a multi-year, performance contract to restore and improve the Georgia Department of Transportation's traffic management system, known as the Georgia NaviGator ([www.georgia-navigator.com](http://www.georgia-navigator.com)). World Fiber Technologies ([www.worldfiber.com](http://www.worldfiber.com)) is the contractor responsible for replacing existing CCTV cameras, Video Detection Systems and Changeable Message Signs with new devices and providing system device maintenance for the duration of the contract. The traveling public will begin to see the results of the improvements within the next 60 days, and all equipment is scheduled to be replaced within a year.

SERCO leads a team of consultants, suppliers and vendors who showcased their services and products at the ITSGA meeting, including: Arcadis, Iteris, Control Technologies, Daktronics, Multilink, Southern Lighting and Traffic Systems, Utilicom and Videolarm. These team members have come together to attempt to bring this system back into “new” condition and to enhance its performance using state-of-the-art equipment. This initiative will provide better than a 60% improvement in the overall operational condition of NaviGator, including replacing 41 of the existing Changeable Message Signs found on the Interstates and freeways in the metro Atlanta area. Due to ageing equipment and budget cutbacks, the 16-year-old system had been experiencing failures and spot outages seriously degrading the ability of the system to locate crashes and other incidents and to notify the public of these real-time situations that frequently create massive congestion. Recent national surveys (by the Texas Transportation Institute) rank

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the Atlanta Metro area as the second most congested area in the U.S. The NaviGator System, designed to locate, verify and create an emergency response for congestion causing incidents will be restored and enhanced by the infusion of new and more efficient traffic surveillance and monitoring equipment during the next year.

The performance driven contract provides for an initial two-year period and will allow this effort to be continued for an additional three years in one year increments at the option of GDOT. This contract is considered by most industry participants as something of a milestone as it privatizes the maintenance of the ITS Devices for this entire regionally based system with “pay for performance,” penalties for failure to perform and incentives to exceed base performance levels. Only one other state in the U.S. has a similar contract maintenance program and it is for a smaller system.

Key note speakers at this special event included Representatives Jay Roberts (Chairman) and Jon Burns of the House Transportation Committee who discussed current transportation legislation and the pending regional transportation funding bill being considered for voter approval in 2012. Representatives Roberts and Burns commended the Georgia Department of Transportation on its recent reorganization and this new initiative for congestion management. The Georgia DOT was represented at this meeting by Keith Golden, Director of Operations and several staff from the Office of Traffic Operations (the Office overseeing the contract).

### **About ITS Georgia**

ITS Georgia is a group of organizations that support ITS technology as a way to significantly reduce congestion and improve the performance, safety and efficiency of our transportation system. ITS Georgia provides a forum for advocacy, facilitation, integration, and for learning more about Intelligent Transportation Systems. ITS Georgia members include federal, state and local transportation agencies, ITS technology and service providers, large private and commercial transportation system users, universities, and other interested parties with missions that involve, or are affected by, the transportation system. ITS Georgia is the state Chapter of ITS America. For more information, visit [www.itsga.org](http://www.itsga.org).

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