



NEWS RELEASE

Contact: Bill Wells
404-281-7490

Intelligent Transportation System Technology is Key to Relieving Atlanta's Traffic Congestion, GDOT Commissioner Tells ITS Georgia

ATLANTA, GA (May 27, 2004) – Daily commuters, vacation travelers and professional drivers can help relieve traffic congestion in metro Atlanta by making better use of Intelligent Transportation System (ITS) technology, Georgia Department of Transportation (GDOT) Commissioner Harold Linnenkohl said today.

Speaking to the Intelligent Transportation Society of Georgia, Commissioner Linnenkohl said motorists can play a key role in reducing the area's traffic burden by becoming better informed about accidents, unusually heavy traffic volume and construction activity -- and then avoiding the associated congestion on their commute. Georgia's comprehensive ITS system is called NaviGator,

“Travelers who take advantage of ITS technology such as www.georgia-navigator.com before they begin their commute and *DOT cell phone updates while traveling are more likely to avoid traffic jams and get to their destinations more quickly,” Commissioner Linnenkohl said. “These ‘street-smart’ travelers enjoy a safer, more pleasant commute, while saving on costly fuel and reducing pollution.”

“The commitment by GDOT to enhance and expand the Navigator ITS system is good news for traffic-weary commuters in metro Atlanta, especially in the summer construction season,” said Dr. John Leonard, president of the Intelligent Transportation Society of Georgia. “ITS technology means quicker response times to highway incidents, shorter delay times and a speedier return to uninterrupted travel.”

Intelligent transportation systems encompass a broad range of communications-based information, control and electronics technologies. These technologies are used to help monitor and

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manage traffic flow, reduce congestion, provide alternate routes to travelers, enhance productivity, and save lives, time and money.

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. ITS America is the organization that provides technical advice and assistance to the U.S. Department of Transportation.

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