



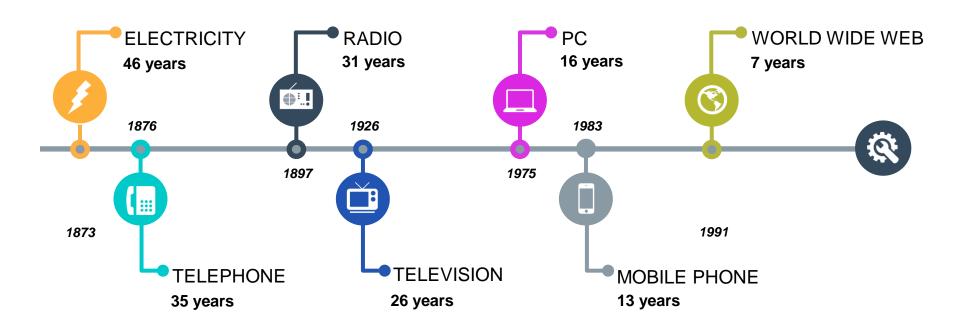








Years until technology was used by one-quarter of Americans



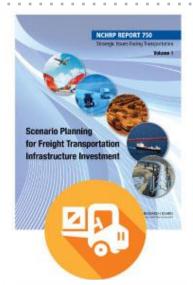


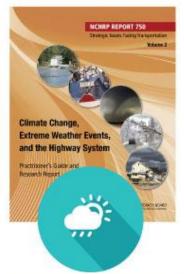
"USDOT predicts that nearly 80% of unimpaired accidents could be <u>reduced or eliminated</u> with full implementation of Connected Vehicle technology..."

Moreover...

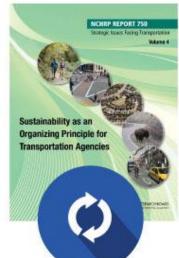
A new study by Columbia University predicts that "<u>Autonomous cars could</u> nearly quadruple highway capacity"

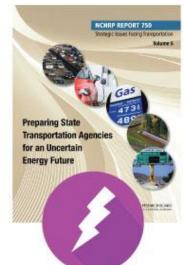


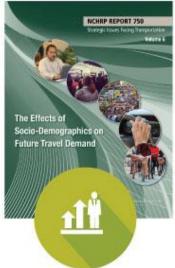






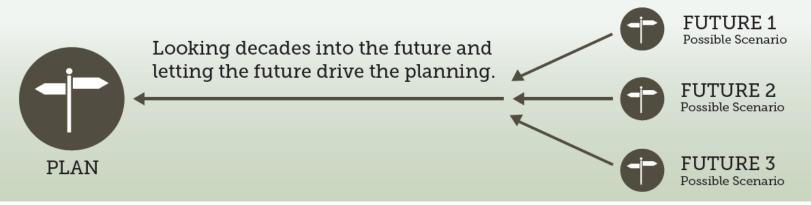








SCENARIO PLANNING — A SHIFT FROM PREDICTION TO PREPARATION





How will we move?

How will we build a transportation system that doesn't just let a growing population travel – but lets them travel SAFER than ever?

How will we move things?

How will we reduce freight chokepoints that drive up the cost of owning a business?

How will we move better?

How can we knock down barriers to new technologies that promise to make travel safer and more convenient?

How will we adapt?

How do we make our infrastructure more resilient for a time when weather events like Hurricane Sandy will occur with increasing frequency?

How will we align decisions and dollars?

How can we invest the trillions of dollars our transportation needs in the smartest way possible?

Beyond Traffic does not close the book on these questions.

IT OPENS THE BOOK WIDER

Giving all of us more and better data with which to answer them.



OUR CHALLENGE

continued growth

From 2013 to 2040





7.8 MILLION COLORADANS





41.8 BILLION MILES TRAVELED





DURING
PEAK HOURS
(if we do nothing)



Transforming safety, mobility and transport through technology

