Who is CēVē?

• Tampa-based software startup
• Member of Embarc Collective (Tampa incubator)
• Focused on improving travel efficiency and safety through connected vehicle technologies
• First prototype demonstrated at GDOT “Talking Traffic Lights” hackathon in November 2019
• First product launched in June 2020
CēVē App

• Time-to-green-light estimates, reducing driver frustration
• Optimal speed advisories to better time green lights, improving fuel efficiency and reducing vehicle wear
• Configurable and escalating notifications when exceeding the speed limit
• Alerts for school zones and high-capacity special events
• Complements popular navigation apps and provides a driver-safe user experience
System Components

Data
- Maps
- Roadway information
- Traffic equipment & sensors

Access
- Geo-indexed databases
- Cloud services / APIs
- Data analytics

User
- Vehicles, cyclists, pedestrians
- Smartphones, wearables
- Sensors
Lessons Learned

• Finding public data is hard...
• Data can be siloed (or expensive)...
• Data isn’t always accurate...
• Data isn’t always in machine-friendly formats...
• Data providers have outages...

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Recommendations

- Develop data ownership, management, and sharing strategies
- Establish data format and access standards
- Require open-access, connectivity, and standards-compliance from infrastructure vendors and data providers
- Demonstrate and test innovative ideas through agile pilot programs
- Provide incentives for participation
Infrastructure-Lite Project Ideas

• Emergency vehicle notifications
• Bicycle/Pedestrian detection and signal activation
• Smart work zones
• Smart school zones
• Curb management
• Signal light timing and violation analytics
Thank You

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