Why is Rural Safety Important?
• While 19% of Americans live in rural areas, nearly 50% of traffic fatalities occur on rural roads.
• Higher speeds, sharp curves, narrow roads/shoulders and slower vehicles are contributing factors.

How Can Connected and Automated Technologies Help?
• V2X technologies communicate road hazards
• Alerts can be delivered to drivers or automation to inform decision making

Our Demonstration
• Utilize digital cloud-based infrastructure
• Instrument slow-moving cohort vehicles (school buses and tractors) with transponders
• Display hazard alerts about slow moving vehicles on vehicle infotainment displays

Our Findings
• Cellular-based V2X enables detection of slower moving vehicles at farther distances in high speed differential settings.
• Intermediary between vehicles allowed us to verify trusted data signals.
• Demonstrations on public roadways require early and regular communications with stakeholders / local community.

Next Steps/Demos
• Link to Demonstration Videos
  - Tractor Blind Corner
  - Tractor Merge Onto Roadway
  - Stopped School Bus

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