

## **Making Michigan Work Zones Safer Through Real-Time Technology and Digital Alerting**

*Mixon Hill, Ver-Mac, and HAAS Alert collaborate on comprehensive work zone management to send real-time, in-vehicle safety alerts to drivers approaching Michigan Work Zones.*

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**Lansing, MI:** Three industry leaders announce an integration of their respective technologies to deliver real-time, proactive alerts to motorists entering work zones across Michigan. The collaborative partnership includes Mixon Hill, a transportation system development firm providing the most comprehensive statewide work zone management system, partners with Ver-Mac, a leading manufacturer of Intelligent Transportation System (ITS) equipment for safer work zones, and HAAS Alert, operator of the largest connected vehicle safety platform.

Through this collaboration, drivers on Michigan highways will soon receive advance safety warnings via compatible Jeep, Dodge, Chrysler, and RAM vehicle infotainment systems, or popular mobile navigation applications such as Waze. These alerts give motorists additional time to slow down and maneuver more safely through the state's hundreds of work zones.

### **Alerts Proven to Reduce Incidents**

Work zones across the United States are seeing a rise in collisions, injuries, and fatalities despite national efforts to increase public awareness, and implement safer driving standards and regulations. With distracted driving being one of the primary causes of work zone incidents, traditional awareness methods need to be augmented with more effective ways of reaching drivers. Digital alerting, a method of sending safety messages to motorists inside their vehicles, has been proven to reduce roadway incidents by 80% or more.

### **Joining Strengths and Expertise**

Digital alerting is only effective with highly accurate information. **Mixon Hill** manages work zones and other transportation system applications via its TerraForm Manager platform. This platform combines work zone planning information, data transmitted by connected equipment, other data sources, and data fusion algorithms to automatically confirm and validate data, ensuring the most accurate digital representation of work zones.

**Ver-Mac** equipment transmits work zone data to Mixon Hill's Terraform Manager. The company manufactures a range of ITS equipment for safer work zones, including arrow boards, message signs, worker presence solutions and more. This equipment is connected to JamLogic, their cloud-based work zone management platform. JamLogic sends highway work zone data from thousands of devices in real-time to Mixon Hill's TerraForm Manager, indicating lane closures and merges, work zone speed limits, worker presence and more.

**HAAS Alert's Safety Cloud**<sup>®</sup> digital alerting V2X platform is integrated into Stellantis' Uconnect telematics system to deliver real-time safety messages to compatible Jeep, Dodge, Chrysler, and RAM vehicle infotainment screens. TerraForm Manager sends

real-time work zone data to Safety Cloud, which triggers the in-vehicle safety messages when Stellantis vehicles approach the work zone. Safety Cloud also alerts drivers using Waze and other popular mobile navigation apps.

### **Industry Partnerships**

Rob Coppersmith, Executive Vice President of Michigan Infrastructure Transportation Association (MITA), “We have an obligation to protect our workers, road users and improve work zone safety. The collaborative efforts of Mixon Hill, Ver-Mac and HAAS advance work zone safety with innovative technology that has immediate and long-term value. The advancement of real-time technology and digital alerting is significant. MITA is a statewide construction trade organization representing a broad spectrum of heavy highway construction companies throughout the state of Michigan and we are committed to advancing work zone and roadway safety through collaboration and innovation.”

### **More Information about this Collaboration**

Mixon Hill, Ver-Mac, and HAAS Alert will be presenting more information about their collaboration at the upcoming ITS Michigan Annual Meeting on October 13th in Novi, MI. Register here to attend: [https://www.itsmichigan.org/event-registration?event\\_id=85](https://www.itsmichigan.org/event-registration?event_id=85)

### **To find out more about the partners:**

#### **About Mixon Hill**

Mixon Hill is a transportation system development firm providing subscription-based software-as-a-system platform for work zone, connected and automated vehicle, mobility, weather and pavement management. The firm combines the insight, skills, discipline and experience needed to provide comprehensive support to public and private sector clients concerned with the management and operations of the surface transportation system.

#### **About Ver-Mac**

Ver-Mac is a leading manufacturer of mobile electronic traffic control equipment and lighting/security equipment. We also offer connected solutions for smart work zones and fleet management. With a very strong presence in the Canadian and US markets, Ver-Mac products are distributed all around the world, including in the United Kingdom, Australia, New Zealand, the United Arab Emirates, as well as in several countries in Africa and South America.

#### **About HAAS Alert**

HAAS Alert’s mission is to build lifesaving mobility solutions to make vehicles and roads safer and smarter. Our vision is a connected, collision-free world where everyone gets home safely. HAAS Alert makes roads and communities safer by delivering digital alerts from emergency response, municipal and private fleets, work zones, and connected infrastructure to nearby drivers through its vehicle communication platform. For more information, visit [www.haasalert.com](http://www.haasalert.com).