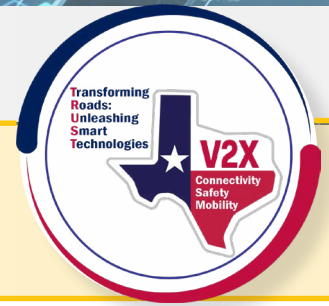


Saving Lives with Connectivity: Accelerating Vehicle to Everything (V2X) Deployment

USE CASE #4 Every Day a Gameday



WHAT IS VEHICLE-TO-EVERYTHING (V2X)?

V2X functions like a group chat for the road. It allows cars, traffic lights, and other road users to communicate in real-time by sending messages to each other, and each message can carry different safety and roadway information.



Aerial view football stadium surrounded by campus facilities, & parking zones. (source TTI)

USE CASE #4 DESCRIPTION

Whether it's football day, a special event, or just another day, travelers will have access to a one-stop shop for real-time traffic information. This use case brings multiple data sources together into one, so you don't have to search across apps or websites or rely on word of mouth. Before you leave home and anytime along the way, you'll have access to real-time, reliable information, keeping you informed on ordinary weekdays and during major events.

WHAT CAN I EXPECT FROM THIS USE CASE?

Rather than searching for travel and event details across several places, your mobile navigation app will provide information such as parking garage details, road closures, bus schedules, and traffic congestion.

HOW DOES IT WORK?

Travel and event data are collected and translated into a standard V2X message so all devices understand it—like making sure everyone in the roadway group chat speaks the same language. The message is then broadcast so your navigation app receives real-time alerts.

200+ EVENTS

Nearby athletic, concert, and University special events annually



110,900+

Largest ticketed concert attendance in the U.S.

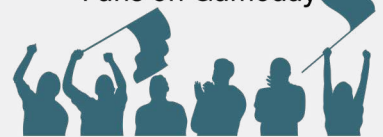
84,000+ PEOPLE

Faculty, Staff, and Students on campus Monday to Friday — the 4th largest "Downtown" in Texas



120,000+

Fans on Gameday



USER STORY

The Challenge: You are driving across town for a doctor's appointment. You are a little nervous about traffic because you remember there's a big game this weekend.

V2X Solution: A cloud platform brings together real-time travel and event data and converts it into standard V2X messages, delivering alerts about traffic, construction, and road closures directly to your navigation app.

Outcomes & Benefits: You can plan ahead and feel confident in your decision-making about traveling that day.

Every Day a Gameday

TEXAS TRUST PROJECT

The Transforming Roads: Unleashing Smart Technologies (TRUST) project is a federally funded initiative led by the Texas A&M Transportation Institute (TTI).

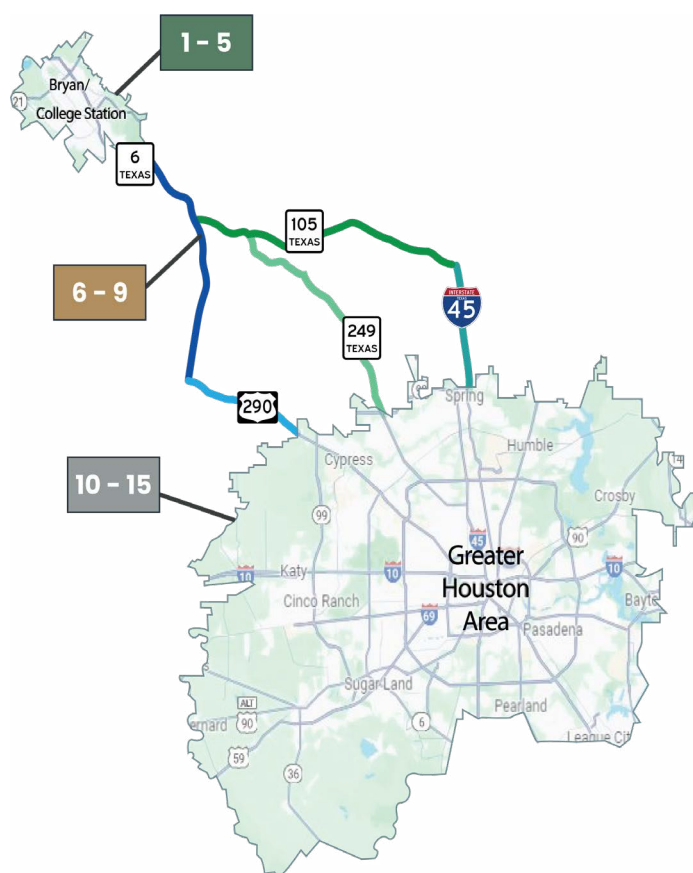
TTI, in partnership with state, local, and industry partners, is implementing V2X technology in Houston and Bryan-College Station through 15 real-world use cases that demonstrate how V2X can enhance safety, mobility, efficiency, and economic growth. TRUST aims to develop solutions that work across different technologies and regions, while sharing insights to help create a national blueprint to accelerate V2X adoption and implementation nationwide.

USE CASES

LOCATION:

BRYAN/COLLEGE STATION

1. SPaT-Enabled Intersections for VRU Identification and Protection
2. Traffic Signal Preemption and Priority
3. Transit Fleet Integration
4. ***Every Day a Gameday***
5. Enhanced Highway Construction Worker Safety



LEARN MORE ABOUT TEXAS TRUST & V2X

For more information on Texas TRUST and to explore V2X educational resources, project updates, and use cases, please visit: <https://v2xtexastrust.com/>

For a list of supporting references used in these materials, visit: [V2X Use Case Sources](#).



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