

# Technology in Rural Transportation



A recent study documented more than eighty proven, cost-effective, “low-tech” solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:

Learn all about the simple solutions on the Internet at <http://inform.enterprise.prog.org>

The simple solutions report is available from Hau To at (503) 892-2533, or email: [to@crc-corp.com](mailto:to@crc-corp.com)

## Low-Power Citizen Band Radio Broadcasts of Warning Messages

<b>Overall goal:</b>	To improve the flow of traffic and increase the level of safety in and around work zones by giving drivers, primarily truck drivers, an advance warning that they are approaching the zone and will need to reduce their speed if there is a backup.
<b>Technical approach:</b>	Work zone information can be heard over citizen band (CB) radio. Testing of the system by the University of Missouri-Columbia and the Missouri Department of Transportation, as part of the Midwest States Smart Work Zone Initiative, showed a drop in mean speed by both passenger and non-passenger vehicles who received the message. Additionally, 97% of surveyed drivers indicated that the information they received over the radio was at least somewhat useful.
<b>Current status:</b>	The Pennsylvania DOT has 17 CB Wizards deployed statewide, other states have deployed the system or are testing it.
<b>Location / geographic scope:</b>	CB Wizards have been tested and/or deployed in Kansas, Missouri, Iowa, Kentucky, Nebraska and Pennsylvania.
<b>Agencies involved:</b>	State DOTs, Federal Highway Administration.
<b>Cost information:</b>	Truck mounted unit: \$4,000, standalone solar powered unit: \$7,000.
<b>Key contacts:</b>	This technology was evaluated by Kansas, Iowa and Missouri. More information can be obtained by visiting the Midwest States Smart Work Zone Initiative ( <a href="http://www.matc.unl.edu/research/mwinitiative/criteria/">http://www.matc.unl.edu/research/mwinitiative/criteria/</a> ).
<b>Have goals been achieved?</b>	Based on the testing done on behalf of the Smart Work Zone initiative, the product appears to be very effective.
<b>Solution timeline:</b>	This system has proven to work in the real-world setting with no further



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requirements for operational tests.

