

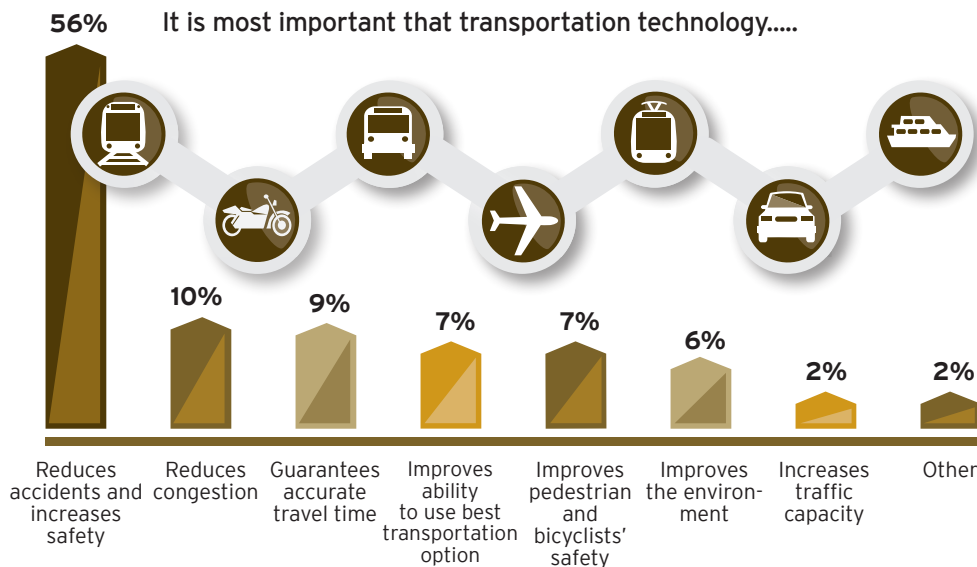
TECHNOLOGY-DRIVEN TRANSPORTATION INNOVATION – DEMAND FOR SAFETY, CONCERN FOR PERSONAL PRIVACY

New developments in transportation technology are impacting expectations of Americans on many levels. Technologies are now offering an array of information about traffic congestion, routing options and more. Central Floridians have one common desire for transportation technology: safety.

A new survey by HNTB, a national infrastructure solutions firm with offices throughout Florida, explores public beliefs about these new technologies and what they should provide.

SAFETY FIRST

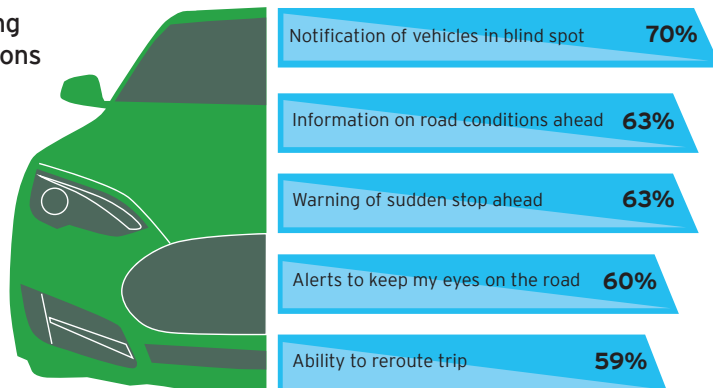
Most central Floridians are eager for technology enhancements that will improve their transportation safety, either as drivers or passengers. The majority of them believe the most important function of technology is to reduce accidents or make conditions safer. People are far less likely to prioritize their personal convenience.



INFORMATION AND SAFETY

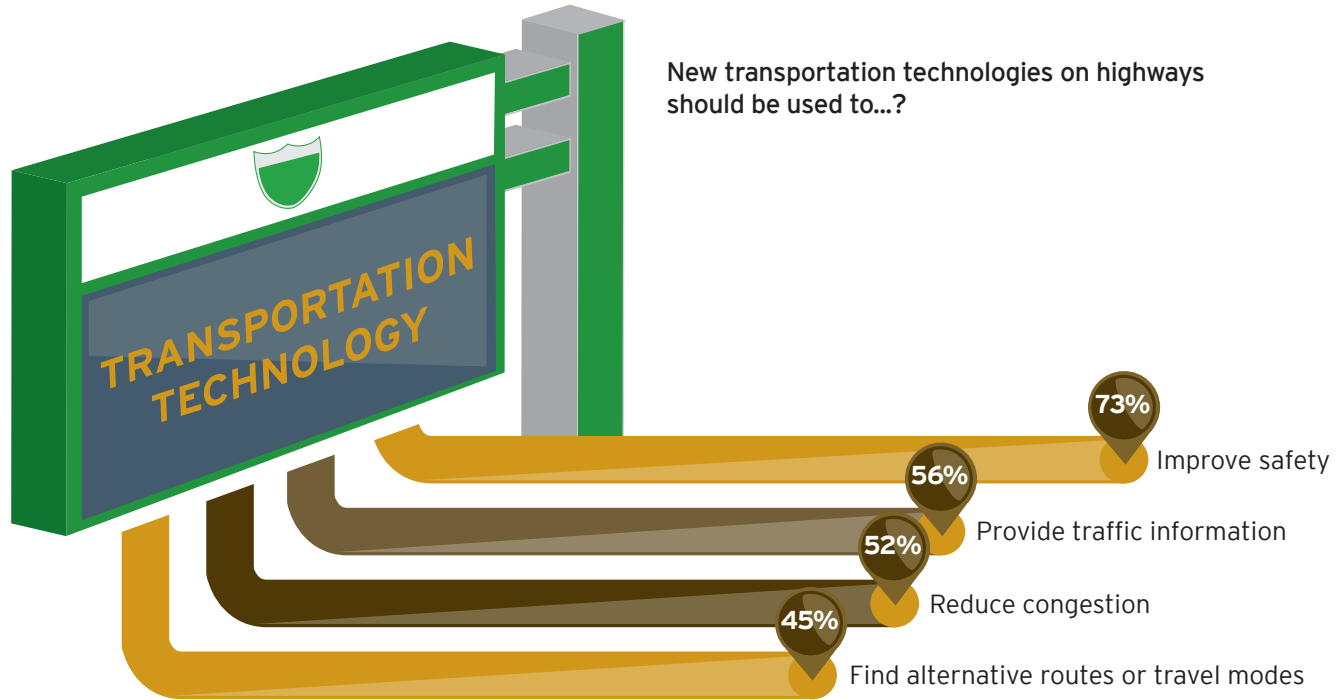
For many central Floridians, transportation safety and information are closely tied. People are eager for technology on board their vehicles to provide an array of information about road conditions. Americans are increasingly optimistic they will see these advancements within the next ten years.

Which of the following technology applications would you want in your vehicle?



USING TECHNOLOGY

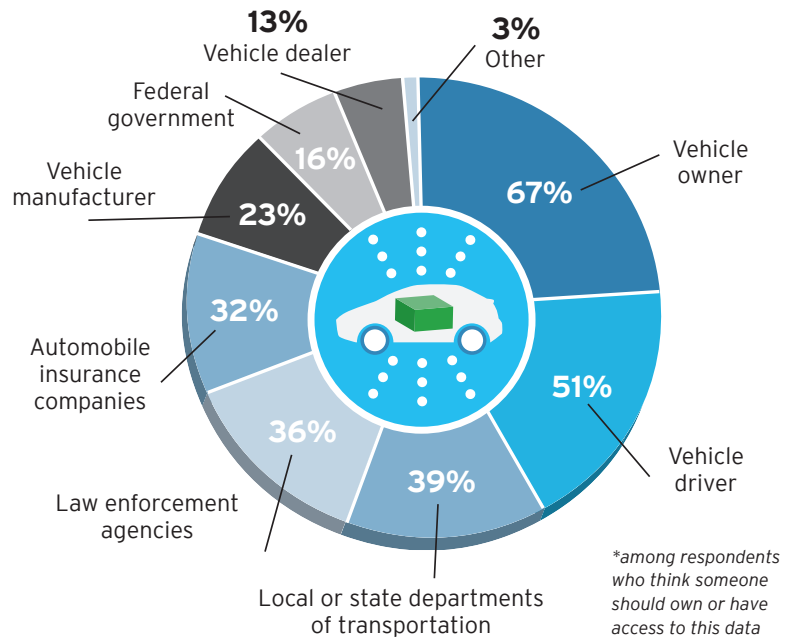
Central Floridians are eager for advancements that create more informed travelers. In fact, people want to see technology that will improve safety, provide information about road conditions, and help reduce road congestion.



WHO WANTS TO KNOW?

While connected vehicles have the potential to generate a great deal of data and information, central Floridians are hesitant to share. They indicate a willingness to re-evaluate their privacy concerns if they feel the data and information positively impacts their safety or budgets.

Access to the data generated by connected vehicles should be given to....?



HNTB's America THINKS 2015 transportation technology survey polled a random nationwide sample of 815 Central Florida residents between June 29 and July 13. It was conducted by Kelton, which used an e-mail invitation and online survey. Quotas were set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. The margin of error is +/- 3.4 percent. For more information, visit www.hntb.com or contact Lydia Steinberg (816) 527-2324, ldsteinberg@hntb.com.