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## **Media Advisory**

Houston TranStar to Unveil and Demonstrate  
Web-based Hurricane Evacuation Map at April 6 Press Conference

*Agency Will Receive National Transportation Award  
For Innovative Use of Intelligent Transportation Systems in New Project*

**Houston, TX – Houston TranStar will unveil a new interactive hurricane evacuation web map for the Houston-Galveston region at a press conference on Tuesday, April 6th.**

With the official hurricane season beginning on June 1, [Houston TranStar](#) has developed a real-time Web-based Evacuation Status Map that creates an organized, efficient departure process for the region's residents pending an emergency situation. It will be used by Emergency Management Officials in the region, particularly law enforcement, emergency medical services and other emergency responders, to stay aware of traffic patterns, weather and other conditions and plan and execute evacuations and post-hurricane re-entry.

Houston TranStar's new map is being recognized with an [ITS America Smart Solution Spotlight award](#), which highlights the country's best and most innovative use of intelligent transportation systems (ITS). The media will receive a briefing and demonstration of the evacuation map and a preview of the [ITS America 20<sup>th</sup> Annual Meeting and Exposition](#) being held in Houston May 3-5.

**Date: Tuesday, April 6, 2010**  
**Time: 10- 11 a.m.**  
**Location: Houston TranStar, 6922 Katy Road, Houston Texas, 77024**  
**Participants:**

- **Scott Belcher, President and CEO, ITS America**
- **Mike Marcotte, Director of Public Works and Engineering, City of Houston and Chair, Houston TranStar Executive Committee**
- **David Fink, TxDOT TranStar, Transportation Operations Engineer**
- **Thomas C. Lambert, Sr. Vice President and Chief of Police, Houston METRO**

There will be an opportunity to visit the Houston TranStar control room to get b-roll footage after the briefing.

***The Intelligent Transportation Society of America represents more than 400 member organizations including public agencies, private corporations, and academic institutions involved in the research, development, and deployment of technologies that improve safety, increase mobility, strengthen the economy, and sustain the environment. <http://www.itsa.org>***

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