



DRIVING THE FUTURE OF REGIONAL SAFETY AND MOBILITY

HOUSTON TRANSTAR

A yearlong campaign, that includes four-phases highlighting Houston TranStar's legacy, innovation, partnerships and future.

PHASE 1: THE ROAD WE'VE TRAVELED

Focus: *Legacy & Foundation*

Celebrating 30 years of collaboration through historical storytelling, a "The Road We've Traveled" video series, anniversary micro website and community outreach.

PHASE 2: EYES ON THE ROAD

Focus: *Innovation & Mobility*

Showcasing advanced Intelligent Transportation Systems (ITS), real-time traffic management and the professionals behind the cameras through outreach events, media segments and digital engagement.

PHASE 3: PARTNERS IN SAFETY

Focus: *Preparedness & Partnerships*

Highlighting multi-agency emergency coordination through a Regional Emergency Response Open House, public tours and preparedness messaging. Houston TranStar's unified collaborative model has proven essential during major hurricanes, catastrophic flooding, severe weather and large-scale events.

PHASE 4: DRIVING THE NEXT 30 YEARS

Focus: *Future & Recognition*

Positioning Houston TranStar for continued growth through a 30th Anniversary report, year-end campaign recap and launch of a STEM Student Engagement Initiative to inspire the next generation of transportation and emergency management leaders.

THE FUTURE OF HOUSTON TRANSTAR: CONTROL ROOM MODERNIZATION

Since opening in 1996, the Houston TranStar Traffic Control Room has served as the operational heartbeat of regional coordination. A modernization effort will include:

- Advanced visualization and digital video wall systems
- Integrated real-time data dashboards
- Enhanced communications platforms
- Ergonomic redesign for 24/7 operations
- Increased disaster surge capacity
- This investment strengthens public safety, our economy and long-term resilience in one of the fastest-growing regions in the country.