

Media Advisory

July 31, 2015

City of Edmonton

City to test new technology on Whitemud Drive

Traffic experts from the City of Edmonton and its partner, the University of Alberta, are piloting new technology known for improving traffic flow on some of the world's busiest roads. The pilot begins August 11 but signs will be in place August 4 on Whitemud Drive West between 111 Street and 159 Street.

The City of Edmonton lead for the project, Wai Cheung, will be available for interviews at Edmonton's Traffic Management Centre. Major roadways can be viewed at the centre via traffic cameras across the city.

Date: Tuesday, August 4, 2015
Interview Availability: 10 a.m. – 11 a.m.
Location: City of Edmonton Transportation Management Centre
16th floor, Century Place, 9803-102A Avenue

Note to Media: When you arrive, please call Sarah Meffen to gain access to the centre: 587-986-1736. Phone interviews can also be arranged with Dr. Tony Qu, Director of the Centre for Smart Transportation at the University of Alberta.

Media contact:

[Gillian Rutherford](#)
Communications
780-289-2768

3rd Floor, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB
T5J 2R7
www.edmonton.ca



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