

# Winners Awarded In Call for Transit Innovators Program

*Prospect Silicon Valley Partnership with Valley Transportation Authority and Siemens Grant Awards to Two Bay Area Innovators for Transportation Solutions*



SAN JOSE, CA, USA, June 11, 2015 /EINPresswire.com/ -- Prospect Silicon Valley (ProspectSV) with the sponsorship of Siemens and in partnership with the Santa Clara Valley Transportation Authority (VTA), sought proposals from

innovators with solutions in sustainable and advanced transportation for potential inclusion in a pilot-scale demonstration with VTA. The global search for demonstration partnerships is to meet significant challenges in planning and building next-generation transportation infrastructure, control systems and vehicle technology. Two companies have been selected for this program, Signal Labs and RideCell.

Signal Labs, based in San Francisco, has reinvented the traffic sign. The company's patent pending software warns drivers of upcoming hazards, such as dangerous intersections, unofficial pedestrian crossings, two-way stop signs and dozens of other unseen risks. Sold to fleets as a smart, always up-to-date app that sits on the dashboard, Signal is the traffic sign for the 21st century.

"90 percent of accidents are caused by driver error, but we believe an incredible 50 percent are due to under-informed drivers. Until Signal, our best defense was street signs, which take millions of dollars to plan, install and monitor," says Hari Srinivasan, founder of Signal Labs. "We share a common goal with VTA - keeping drivers safe - and are excited to work with one of the premier transit authorities in the U.S.:

RideCell partners with transit agencies to re-imagine transit and paratransit, making both radically easier to use and significantly more cost effective to operate. RideCell's technology helps agencies deliver on-demand shared-ride services that improve access to fixed-route bus and rail systems. By seamlessly integrating on-demand with mass-transit, RideCell helps increase transit ridership.

"Solving the first and the last mile problem has long been the holy grail of transit. With RideCell's technology, transit agencies can finally solve this problem. They can deliver a personalized transit experience while keeping transit accessible for all." says Aarjav Trivedi, founder and CEO of RideCell. "This is the next logical step in the evolution of transit. As the company defining this category, RideCell is excited to help VTA implement their vision to deliver transportation solutions that meet the evolving mobility needs of their riders."

The Call for Transit Innovators grants a pilot-scale demonstration; use of ProspectSV's Demonstration Center; project support from ProspectSV; interaction with Siemens' Technology-to-Business and Mobility groups; an opportunity for follow-up contract work and special technology licensing agreements with Siemens.

"These two companies exemplify the sort of innovation that will improve mobility services for all of us," says ProspectSV Executive Director, Doug Davenport. "We are excited about Signal and RideCell,

and for their new partnership with VTA."

"The purpose of this program was to find companies that could help improve VTA operations with innovative solutions to improve safety and provide our customers with better first and last-mile connections. We are very excited about the technologies developed by Signal and RideCell and we look forward to working with them," said Gary Miskell, VTA's Chief Information and Technology Officer.

Signal and RideCell will be deploying pilot programs with VTA this year.

#### About Prospect Silicon Valley

Prospect Silicon Valley (ProspectSV) is a non-profit commercialization catalyst assisting emerging technology companies with a pathway to market, bringing high-impact solutions forward in the Bay Area. ProspectSV's team of highly qualified technical and market experts assist startups with a suite of commercialization services, and collaborates with Bay Area cities to implement next generation technologies for our commutes, workplaces, homes, environment and overall quality of life. Drawing together government, business and institutional leadership into collaborative partnership, the ProspectSV team develops local initiatives with an aim toward global impact. Visit [prospectsv.org](http://prospectsv.org) for more information.

#### About Signal Labs

Signal Labs, based in San Francisco, has reinvented the traffic sign. Our patent pending software warns drivers of upcoming hazard, such as dangerous intersections, unofficial pedestrian crossings, two-way stop signs and dozens of other unseen risks. We use statistical models and both public and proprietary data to inform drivers when they are at risk. Our product is primarily sold to fleet customers and distributed as a smartphone app.

Signal Labs was started after we lost a friend in a car crash, when he missed an unmarked turn. Today, our vision is to eliminate the traffic accident. To learn more, visit [ThisIsSignal.com](http://ThisIsSignal.com).

#### About RideCell

RideCell's technology automates requests, dispatch, scheduling, routing, and pairs world-class rider and driver apps with predictive analytics to constantly improve transit operations. Detailed, real time ridership insights paired with a hybrid fixed-route + demand-response solution allow customers to fluidly combine fixed route with demand-response or deviated fixed-route approaches to minimize cost-per-passenger while improving wait times. Visit [ridecell.com](http://ridecell.com) for more information.

#### About VTA

Santa Clara Valley Transportation Authority (VTA) is an independent special district that provides sustainable, accessible, community-focused transportation options that are innovative, environmentally responsible, and promote the vitality of our region. VTA provides bus, light rail, and paratransit services, as well as participates as a funding partner in regional rail service including Caltrain, Capital Corridor, and the Altamont Corridor Express. As the county's congestion management agency, VTA is responsible for countywide transportation planning, including congestion management, design and construction of specific highway, pedestrian, and bicycle improvement projects, as well as promotion of transit oriented development.

VTA's partnership with ProspectSV will provide access and insight to the public transportation system as bus and rail lines run through the middle of the San Jose Technology Innovation Zone (TIZ). VTA is focused on testing new technologies to enhance the transit service through improved transit and traffic models and improved resource utilization and route optimization.

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