

GTT enters Poland with sirens and lights on  
Polish industry will get sidelined

**Finally, in March, a call for subsidy applications opens under a new EU perspective. Polish farmers will buy more of auxiliary machinery than tractors, choosing Western producers over domestic ones. 2**

The American manufacturer of smart solutions for transportation knows how to speed up a fire truck or an ambulance and how to delay a bus that is too early. Doug Roberts, CEO, is hoping that Polish cities also want that knowledge. He promises savings, not only to major cities. 8

### **GTT wants to enter the cities**

The American manufacturer of smart solutions for public transit and emergency vehicles is preparing to conquer Poland. Isn't it a bit late?

A drop in the number of accidents by 70% and the response time shortened by up to 25% are the results of installing the system that ensures priority to special vehicles such as ambulances, fire trucks or police cars, says the American company, Global Traffic Technologies (GTT), which has been developing its solutions since the 1960's. In 2007, it took its present form as a spin-off from 3M. The company also offers solutions for public transit. The green wave reduces delays by 40% and shortens the travel time by 10-20%. On the other hand, if the bus is too early, it can be stopped at an intersection.

This means large savings for cities. "The application of our system for priority vehicles makes it possible to avoid accident costs which are around \$1 million a year on average, while for large cities such as Philadelphia the savings occur when the system is used for fire trucks, since a quicker response means less damage. In San Francisco, where our system is installed at 800 intersections and in 700 public transit vehicles, the investment returned 100% of its original contribution the very same year," says Doug Roberts, CEO at GTT.

### **European attempts**

As many as 41 out of 50 largest cities in the U.S. use the GTT system which, globally (mainly in the U.S. and Canada), has 3,100 customers with devices installed in 50,000 vehicles and at 70,000 intersections. The company operates an office in Great Britain and started its first implementations in Eastern Europe: - In Targu Mures, Romania (a system for special vehicles), as well as in the Bulgarian cities of Burgas and Varna, where the regional office is located. In Poland, we can start from a large or a small city, since we go for metropolitan areas as well as towns with three intersections. - "We are open. We are looking for a partner that would operate and maintain the system," says Doug Roberts.

### **Been there, done that**

Some Polish cities already use systems that facilitate the traffic of public transit vehicles. "Gdynia, Sopot and Gdańsk jointly implemented a system that gives priority to public transit. Tristar makes it possible to implement a priority system for emergency vehicles in the future, but it requires numerous arrangements and procedures developed in collaboration with institutions outside the city administration, such as fire departments, health care services and the police," says Karol Źarski, Roads and Green Areas Management in Gdynia. The first solution of this type was implemented in Poznań in 1997 at the intersection of the Teatralny Bridge and the Roosevelt and Dąbrowski streets, where the tram traffic density reaches the top levels in the European scale. "Recently, we have replaced the old management system in one part of the city. We use solutions from Siemens, Vialis, a Dutch company, and MSR Traffic, a Polish company. I have reasons to believe that the GTT system, which switches lights at one intersection only, may cause confusion within the entire coordinated area. From our perspective,

these are not advanced solutions,” says Tadeusz Nawalaniec, Deputy Director for Traffic Engineering at the Municipal Roads Management in Poznań. In his opinion, it was easier for GTT to enter the market in Bulgaria or Romania, which are technologically behind Poland, although the solutions offered by GTT may be used by smaller cities, e.g. to facilitate the exit of ambulances from hospitals.

### **A good idea**

The experts praise the fact that the priority system includes fire trucks.

“In Poland, we usually focus on public transit. I can't imagine a priority passage for ambulances or police cars, because there are too many of them, but as for fire trucks, it is a good idea and it inspired me,” says Tadeusz Nawalaniec. It is similar in Rzeszów where the system for public transit vehicles was implemented by Siemens. “We are interested in implementing a system which will give priority to special vehicles,” says Waldemar Wilk from the City HQ of the State Fire Service in Rzeszów where, since 2012, two tragic accidents have occurred at intersections, when emergency vehicles running a red light collided with passenger cars that failed to yield the right of way.

**UNDAUNTED:** I do not fear competition in Poland, competition is everywhere.

We do not come over to this or that city and say we have a product to sell. Instead we ask: how can we help you? One example is San Francisco: they had a system but it was no good.

They came to us for help and now the city is our customer,” says Doug Roberts, CEO at GTT.