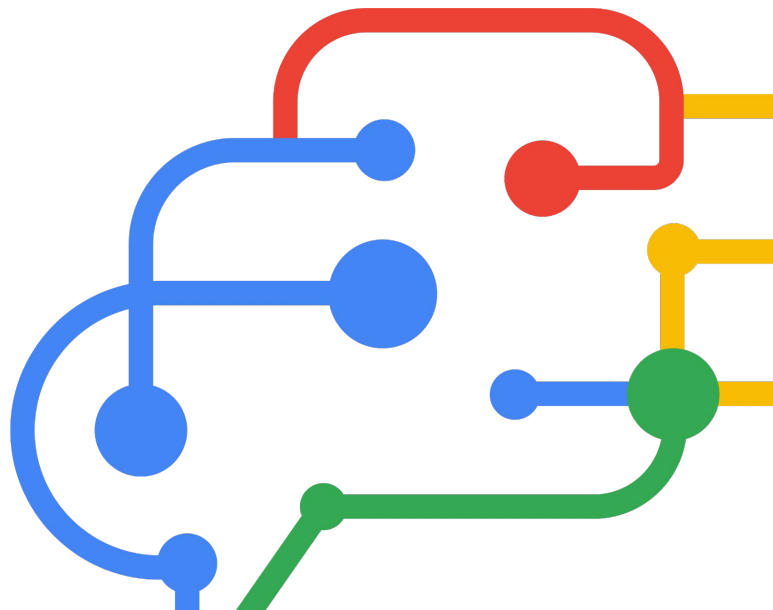


Google for Transportation

May 2025

Google for Government



Who is Kristin?



Kristin White

Transportation Strategy & Partnerships

Google Public Sector

- **20 years** public sector experience @ local, state, federal level
- **USDOT/FHWA**- White House appointee, former Federal Highway Administration Administrator & youngest administrator
- **Non-profit exec** - Former COO, ITS America
- **National leader** - Developed AASHTO's Innovation Principles; TRB; led national committees. Regularly keynote transportation conferences. Launched Nat'l V2X Deployment Plan
- **State leader** - Minnesota Innovation Director, co-founded CAVx & helped 32 states build transportation tech programs
- **Champion for women** - Women in Tech, Women Mobility Innovators

**We can't solve the problem
with the same tools that
created it**

Google

**Access to the world's
information in one click**

Google

Why Google?

Mission

Organize the world's information and make it universally accessible and useful

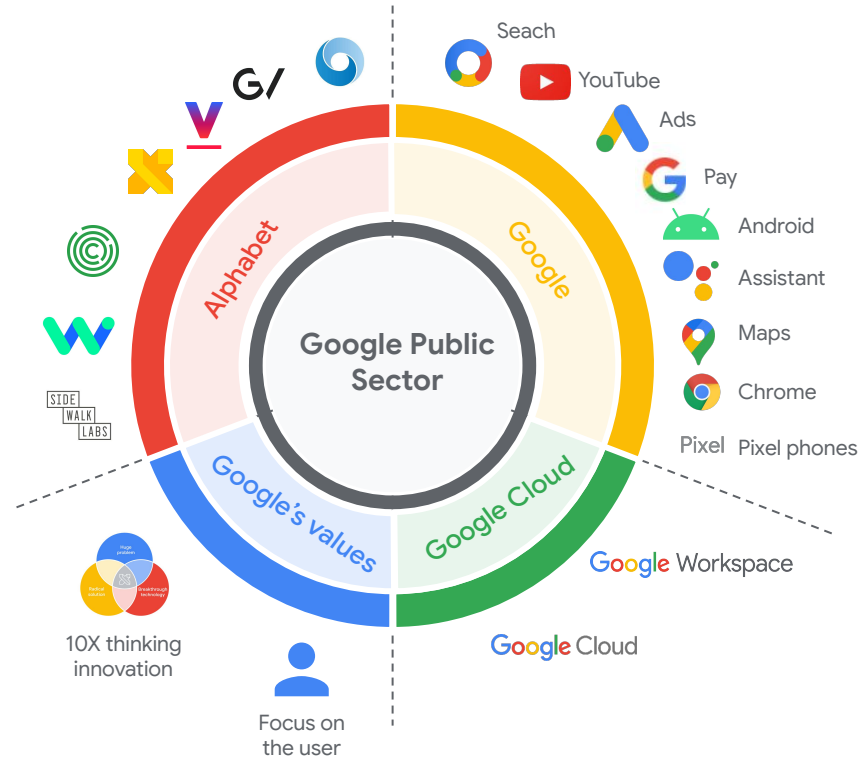
Values

- Respect the user
- Respect the opportunity
- Respect each other

Google for Government

- Empower agencies to innovate
- To help gov't agencies transform using tech

We bring the best of Google to support public sector mission





How do we do it?

Advance transportation's **mission**

Use '**human-centered design**' to put humans at the heart of problem-solving

Identify the problem. Then **solve it brilliantly**

Measure success

Don't lead with tech; lead with **outcomes**

Treat each other with **dignity**. We're all unique

Think big. Act small. Stay **humble**

Act with **urgency**

Be **transparent**

Have a **healthy disregard for the impossible**

Stay **scrappy**

Have **fun**!

What do we need?

Vision

What is your mission and values?

What's your transportation story?

Why transportation?

Curiosity

Are we making decisions based on curiosity or fear?

What information do we need to overcome the unknown?

What safeguards are needed to manage or harness risk?

Innovation

How innovative are our procurements?

How can we use RFIs and challenge-based procurement?

How can we be more agile and nimble?

Outcomes-based goals

Are our goals outcomes-based?

Are we measuring outcomes or metrics?

How do we know our communities are any better off?

Are we using results-based accountability?



Google for Transportation

Tell our story

Change the way we talk

Grow our partner network

Human-centered design

Prioritize use cases

What problems can we solve?

Safety

Sustainability / Resiliency

Operations / TIM / Asset Management /

Traffic

Planning & Design

Administration / HR / Finance

IT / Cybersecurity /

ITS / TSMO

Construction / Alternative Delivery BIM /

Mapping / Modeling / Data Analysis



Priority Use Cases

01

Safety

02

Resiliency

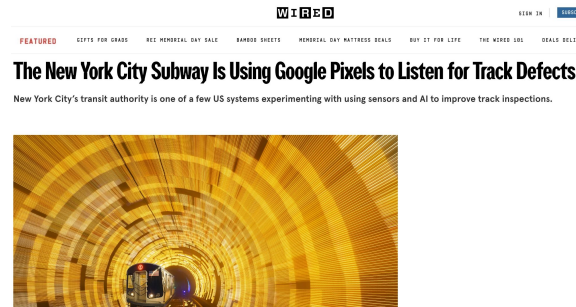
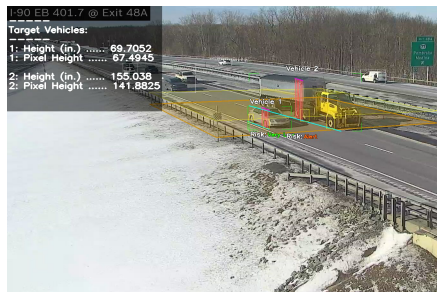
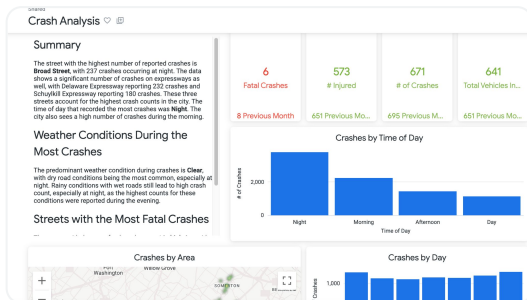
03

Operations

04

Planning

Safety & Operations Tools



Predictive Crash Analytics

Bridge Strike Prevention

TrackInspect AI

Vulnerable Road User Detection

Asset Management

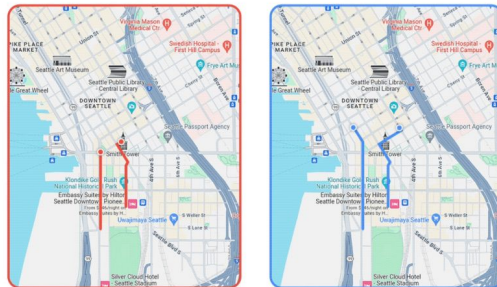
Damage & Failure Detection

Resiliency & Planning

Potential for up to **10% less emissions** with optimized traffic lights

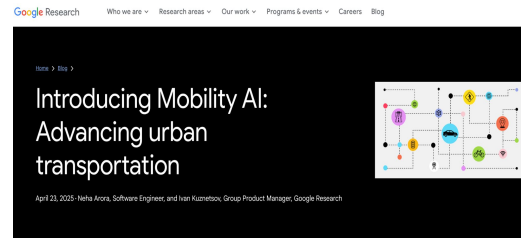


Northbound: Cherry St



Old Routes

New Routes



Google Research introduces Mobility AI, a program leveraging AI advancements in measurement, simulation, and optimization to provide transportation agencies with powerful tools for data-driven policymaking, traffic management, and continuous monitoring of urban transportation systems.

QUICK LINKS

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Project Greenlight

Climate & Natural Disaster Planning & Routing

MobilityAI Long-Range Planning

Signal Efficiency, Traffic Plans & Metrics

Long-Range Climate Community Planning

Two days

Google