

(407) 505-5594

Construction@CFXway.com

www.CFXway.com

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# WRONG-WAY DRIVING DETECTION & PREVENTION SYSTEM

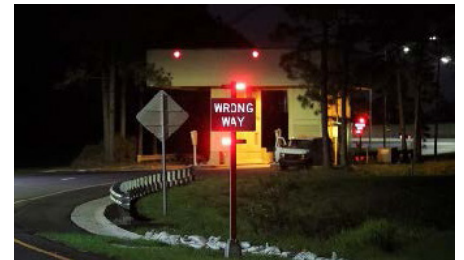
MID-2025

## PROGRAM DESCRIPTION

As part of Central Florida Expressway Authority's (CFX) mission to ensure the safety of its customers, the agency established a Wrong-Way Driving (WWD) Detection and Prevention Program in 2012. The establishment of this program was a proactive step to help minimize the number of WWD events by studying the nature of the WWD activity, examining potential solutions, deploying mitigation strategies, and monitoring effectiveness.

Once a vehicle is detected driving the wrong way, two sets of flashing LED lights are triggered to alert the driver before reaching the expressway, giving them the chance and room to turnaround. The system also triggers a series of cameras to take photos of the vehicle which are transmitted to the Florida Department of Transportation (FDOT) Regional Transportation Management Center. Operators there notify the Florida Highway Patrol and activate alerts on CFX's overhead dynamic message signs to warn other drivers.

The objective for CFX's WWD program is to eliminate the WWD crashes and activities on its roadways and provide a safe driving environment for CFX customers.



## PROGRAM HISTORY

In line with our commitment to customer safety, more than a decade ago CFX invested in the development of a state-of-the-art Wrong-Way Driving Detection and Prevention System. CFX partnered with the University of Central Florida to develop, deploy, and study an integrated countermeasure technology—made possible through the support of the USDOT Federal Highway Administration, Florida Highway Patrol, and the Florida Department of Transportation.

To date, CFX has invested more than \$25 million in the development, deployment and study of the system. The system is equipped with either radar, laser, LiDAR, or thermal detection technology that is installed on expressway off ramps.

## QUICK FACTS

- \$25 Million Investment
- 66 Ramps Complete
- 12 Years of Work



## MORE INFORMATION

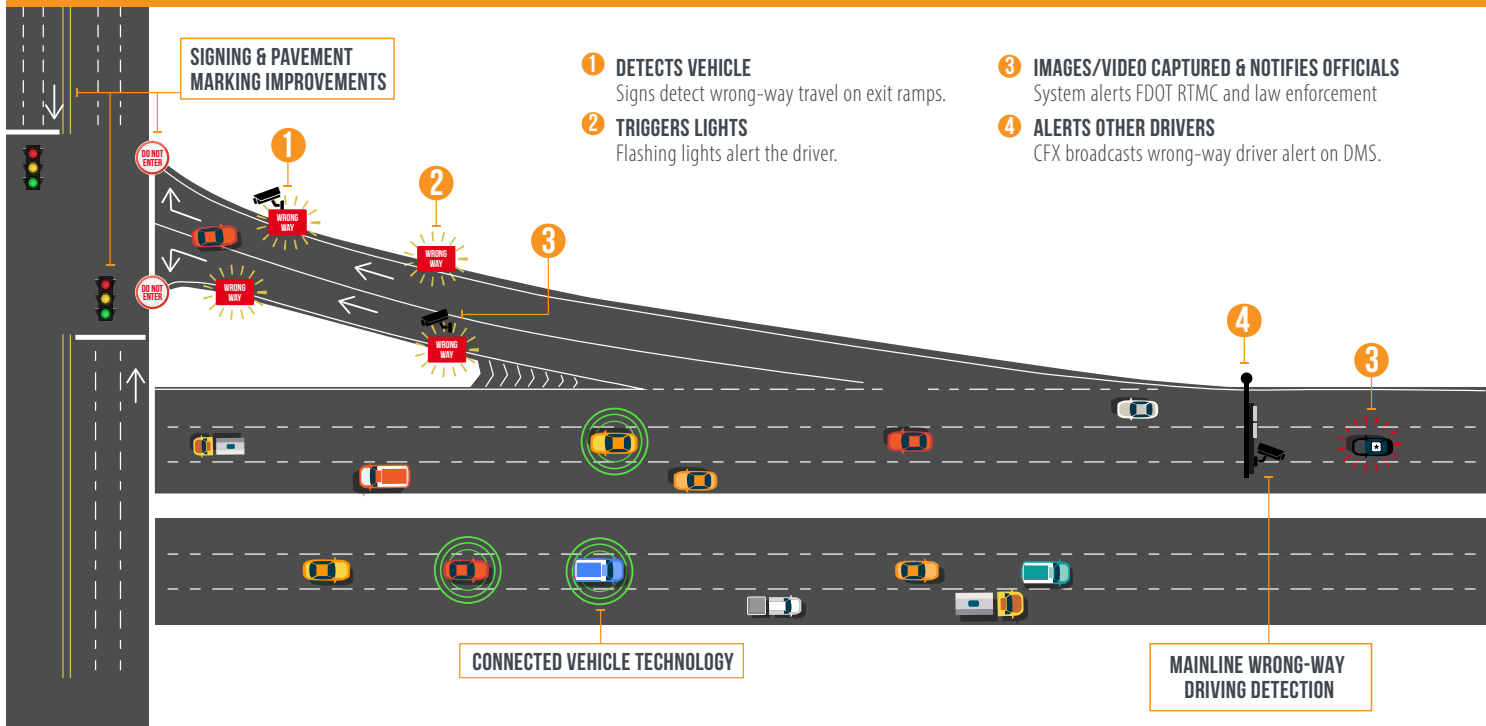


To learn more about this project, visit the website at <https://bit.ly/cfxwwdprogram> or scan the QR code to the left.

# WRONG-WAY DRIVING DETECTION & PREVENTION SYSTEM



## KEY ELEMENTS



## PROGRAM BENEFITS



More than half of the off-ramps across our 125-mile expressway system are now equipped with Wrong-Way Driving Detection Systems.



To date, our system has detected over 2,000 wrong-way movements.



These systems have resulted in an 88% turnaround rate for wrong-way drivers on CFX roads.