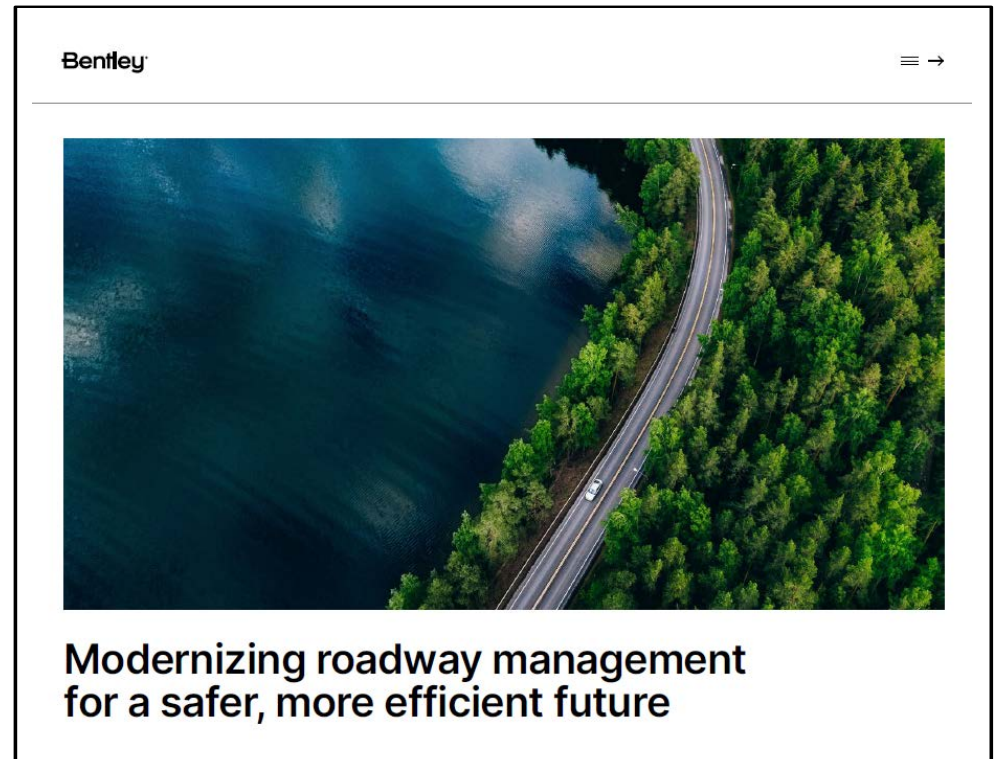
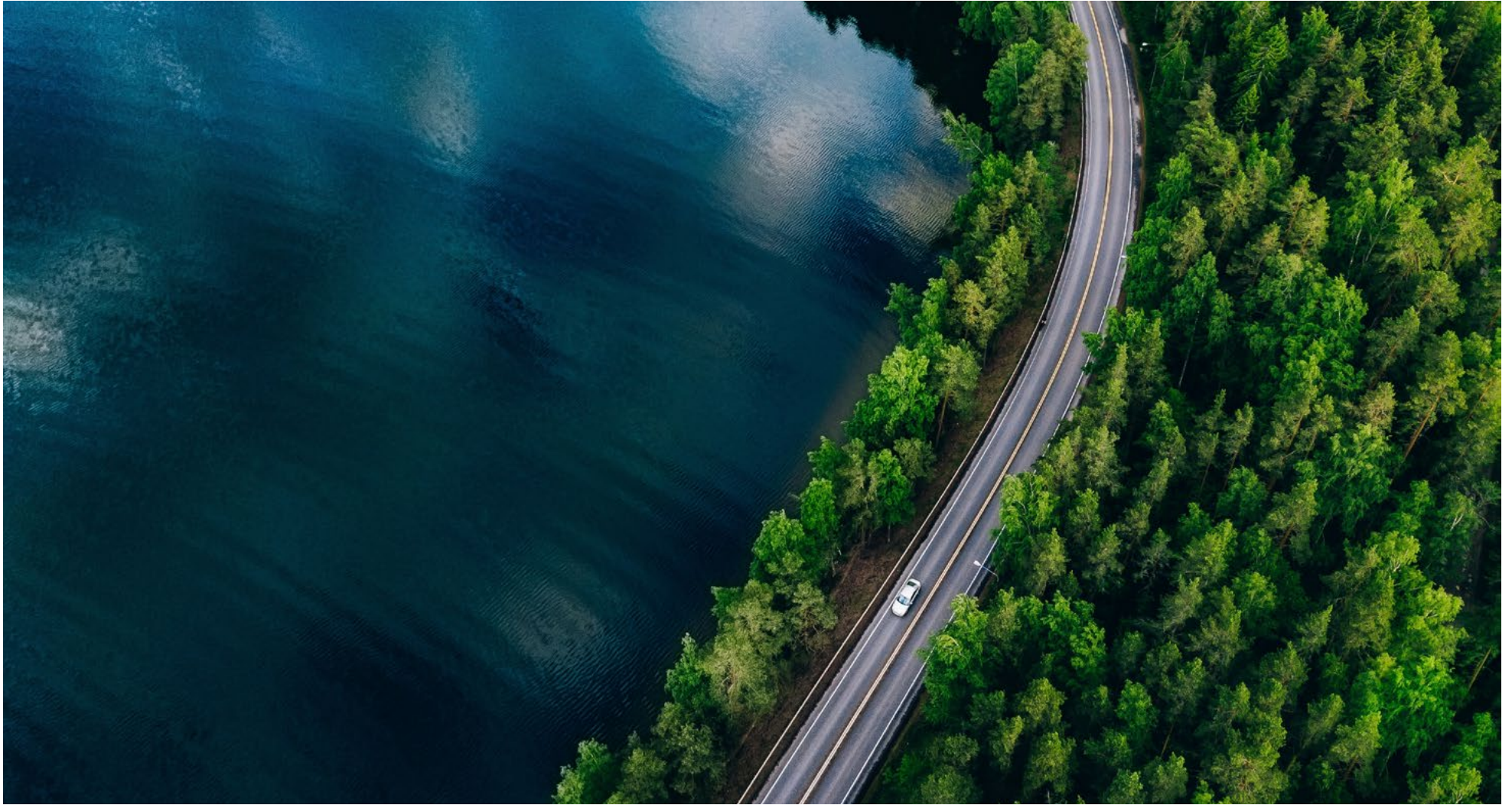




Modernizing
roadway
management
for a safer,
more efficient
future





**Modernizing roadway management
for a safer, more efficient future**

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Understanding today's road network challenges

Road safety remains a core priority for transportation agencies across the U.S. Increasingly, that means becoming more proactive in managing roadways and finding opportunities to avoid traditional “fix-on-fail” maintenance approaches. With initiatives like the [Vision Zero Network](#) gaining popularity, a more proactive approach becomes imperative.

If the U.S. Department of Transportation emphasizes that the U.S. has a roadway safety problem, agencies have to react. The agency [reports more than 40,000 roadway fatalities](#) during every year since 2021, the first year fatal accidents crested that number. Meanwhile, [bicycle and pedestrian fatalities are at their highest](#) since the early 1980s.

Part of the problem: roadway infrastructure is aging. According to the American Society for Civil Engineers, [39% of American roads are in poor or mediocre condition](#). The same report also highlights a funding gap for public roadway infrastructure of more than USD 600 billion through 2033. Autonomous vehicles and advanced driver assistant systems (ADAS) are increasingly populating the roads, requiring clearer and more obvious signage to navigate using cameras and sensors.

Additionally, extreme weather is [placing increased stress on roadway assets](#), with flooding, heatwaves, and increasing freeze-thaw cycles reducing their lifespan and raising maintenance costs of pavement, road signs, and more.

Against that backdrop, transportation agencies are charged to do more with less. But technology has made this more proactive approach more cost-efficient and realistic, even for small agencies.



Transforming operations with modern technology solutions

According to one survey, nearly [90% of state chief information officers report](#) accelerating cloud adoption across their agencies to enhance agility, collaboration, and service delivery. Cloud-based software follows a software-as-a-service (SaaS) model in which hosting remains in the provider's hands and all features are available online, reducing IT overhead and creating a more distributed software infrastructure. The responsibility to keep the systems running and updated remains in the provider's hands.

Given the distributed nature of this software model, data control and security concerns are common. Cloud providers that follow established data security frameworks while allowing agencies to retain full ownership of their data will be crucial players in this growing field.

Cloud-based SaaS solutions offer a tempting alternative to traditional software deployments, providing several operational advantages that include:

1. Easier scaling to match the size and scope of any project, from small urban corridors to statewide networks, without needing to significantly build out the technology infrastructure.
2. Faster access to real-time data to more quickly check in on the conditions of their assets and respond to emerging issues.
3. Streamlined collaboration across agencies and jurisdictions, reducing friction and increasing alignment.
4. Reduced IT spend and overall costs.





Partnering for innovation: A Blyntsy® perspective

Blyntsy delivers real-time, AI-powered roadway condition assessment and asset inventory services. The company's mission is to help public agencies make faster and smarter decisions around roadway safety, maintenance, and planning. It's a comprehensive solution designed to more safely and intelligently manage road networks, regardless of scope.

The benefits of partnering with Blyntsy are tangible. Transportation agency partners report substantial cost savings in inspections, along with enhanced road safety through proactive hazard identification.

Different stakeholders can benefit from the partnership in different ways. Finance teams receive clearer ROI metrics, while safety teams can respond faster to hazards. Planners gain access to more accurate, up-to-date inventories without having to request or wait for manual surveys. Finally, emergency response teams can gain the capabilities for faster disaster response.

Spotlight on comprehensive visual data: The Blynscy and Google collaboration

Street-level imagery has the potential to be a powerful tool for infrastructure management, as well. And yet, historically, it has been underutilized because it has been difficult to capture and scale across larger road networks. Blynscy's collaboration with Google has begun to shift that trend.

Through the collaboration, transportation agencies can access an expansive database of high-resolution imagery from across the globe. The data is updated regularly, providing both historical depth and a level of detail that goes much further than most agencies and service providers can capture on their own.

Google provides the imagery, which Blynscy turns into structured information. The AI software can automatically detect potential issues like pavement distress or faded center lines. It can also build an inventory of roadside assets and track changes in condition over time, all without having to deploy survey teams in the field.

For agencies managing hundreds or thousands of roadway miles, the benefits for agencies are easy to quantify. Increased operational efficiency with comprehensive data at their fingertips can reduce inspection costs and improve the potential for smarter and more data-driven decision-making across the road network.



Paving the path to future-ready roads

Visit our website today

Transportation agencies across the country are facing the same challenges of aging infrastructure, rising safety risks, and constrained budgets. Only new thinking and new tools can help to address all of them. From proactive management strategies to emerging technologies, including cloud-based software and AI, new opportunities are equipping agencies to meet those demands.

Modernizing roadway management is a strategic choice. With a partner like Blynscs, agencies can find a path forward. We are a leading provider of AI-powered, real-time roadway condition assessment and asset inventory solutions. Our platform collects and analyzes visual roadway data to deliver actionable insights that help transportation agencies make

faster, more informed decisions about traffic, safety, and infrastructure health. With a strong focus on privacy and data security, we design our tools to meet the needs of public-sector organizations at scale. We support agencies in improving the efficiency and resilience of the communities they serve through smarter, more data-driven operations.

From addressing immediate safety concerns to planning for long-term infrastructure resilience, our platform is designed to help you move from reactive work to proactive strategies.

To explore Blynscs's capabilities, request a personalized demonstration today to see how our tools can support your priorities.





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