NEWS

Meet VIA at R2T in Santa Clara

Giedo Donkers · October 28, 2026

VIA comes to R2T in Santa Clara with two talks, a Vision Zero panel and a booth where agencies can explore their own California crash data. Visit us at Booth 124.

VIA Road Safety Software comes to R2T in Santa Clara, shortly after the launch of California as our first US market.

For more than forty years, VIA has helped road authorities in Europe and Latin America turn crash and speed data into road safety programs. In California, the platform now combines two sources: crash records from the California Crash Reporting System (CCRS) of the California Highway Patrol, and speed data from Floating Car Data provider HERE.

Two talks and a panel

Giedo Donkers, CEO of VIA, speaks in two technical sessions and joins one panel.

TS2.2 – Data-Driven Road Safety Screening & Prioritization *From Crash Records to a Ranked Project List*
How an agency gets from years of crash records to a short, defensible list of locations to act on first.

TS2.5 – Proactive Road Safety Analytics, Inspection, & Prevention *Before the Crash: Probe Speed Data as*

a Leading Indicator Why actual speeds show risk on roads where the crash record is still thin, and how to use them responsibly.

Panel – Vision Zero Strategies for Vulnerable Road Users Chaired by Stacy Tetschner, President & CEO of ATSSA. The panel discusses how agencies identify where people walking and biking are most at risk, and how to move from priority to delivered project.

See your own city at Booth 124

At Booth 124, we show the California data the way an agency works with it. Name your city or county and see where crashes cluster, who is involved, where drivers structurally exceed the speed limit and which intersections and roadway segments rank highest.

Can't wait for the conference? The California map is already online.

We look forward to meeting you in Santa Clara.