Let’s drive the future.
The Ray

A Proving Ground for the Transportation Infrastructure of the Future

Wildlife Conservation
Changing Attitudes
Life Safety
Pollution Remediation
Resource Efficiency
Ray C. Anderson  (1934-2011)
Interface, Inc.

- Pioneered business case for corporate sustainability
- Brought industrial ecology to the mainstream
- “America’s Green Industrialist”
Road to “The Ray”
Ray C. Anderson Memorial Highway

- GA-AL state line → Exit 18 on Interstate 85
- Designated April 2014
- Includes I-85 Visitor Information Center
- Troup County, City of LaGrange, City of West Point
"The Ray" Goals, Mission

Better outcomes for communities, the economy & the environment.

Zero deaths
Zero carbon
Zero waste
Liabilities → Assets
Leverage more value
• First public PV4EV in the Southeast

• Important EV charging infrastructure – connects Atlanta & Montgomery

• 8.5 MWh generated
6.5 tons CO2 avoided
Wattway on The Ray

- World’s first **DRIVABLE** solar road surface
- Pilot on The Ray is 1\textsuperscript{st} in world outside of France
- Minimum 10 yr. durability, all-weather, rain-proof
- Exceeds state average for road surface safety (.98 friction number = 70 skid number)
- Over 4.5 MWh generated
Unlocking the value in the Road

Generating energy
Solar in the Right-Of-Way

• 1MW ROW solar pilot – online Q3 2018
• Approx. 3,000 panels on 5 acres → 170 homes
• Georgia Power self-build = power to grid
• Pilot on The Ray will be 5th in U.S., 1st in GA
• Pollinator-friendly solar pilot
Native Grasses & Forbs
Common root depth
4-6 feet

Solar Site Management for Soil, Storm Water, and Pollinator Benefits
Goal: Zero deaths on The Ray

- 20% increase in U.S. road fatalities since 2011
- Over 40,000 people killed on U.S. roads in 2016 – most in 10 years
- Number of road fatalities as % of miles driven is also increasing
- “everyone else’s problem” ... $100’s of millions spent to reduce distracted driving, impaired driving, speeding & tailgating
WheelRight tire safety station

- Measures tread depth & tire pressure within seconds - automatic, drive-through
- In U.S., under-inflated tires waste 2B gal. fuel/yr. & increase tail pipe emissions
- WheelRight (UK) pilot on The Ray 1st in U.S. – only tread depth monitoring in the world
Bioswales

Drainage ditches on side medians, planted with native plant species filtering pollutants and helping to avoid the safety issue of flooding
• The Ray invested $250,000 in center median landscaping – Exits 2 and 18
• Helped organize & fund a “master” landscaping plan for all five exits - 2, 6, 13, 14, 18
• Right-of-way pollinator meadows – service projects with KIA, Chattahoochee Nature Center, Troup High School
• Ten acres of bioswales at Exit 6 “KIA Parkway” – divided into three sites
• Coming soon:
  - Sustainable fiber farming pilot with the Land Institute
  - Wildflower meadows, median areas
Concepts for Future Consideration

- *Integrated* solar noise barriers
- Right-of-way wind generation
- Drone monitoring
- Sensor network for safety & sustainability
- Connected vehicle pilot
- Sustainable road materials
- Right-of-way farming
PS – See The Ray on The Weather Channel!

See The Ray featured on The Weather Channel

October 1 at 8:00PM

“Top 10 Ways to Save The World”
Let’s drive the future.