



Different Information Needs for Different Markets: URBAN and RURAL

Ali Mortazavi
March 4, 2008

Traveler Information/Advance Traveler Information System

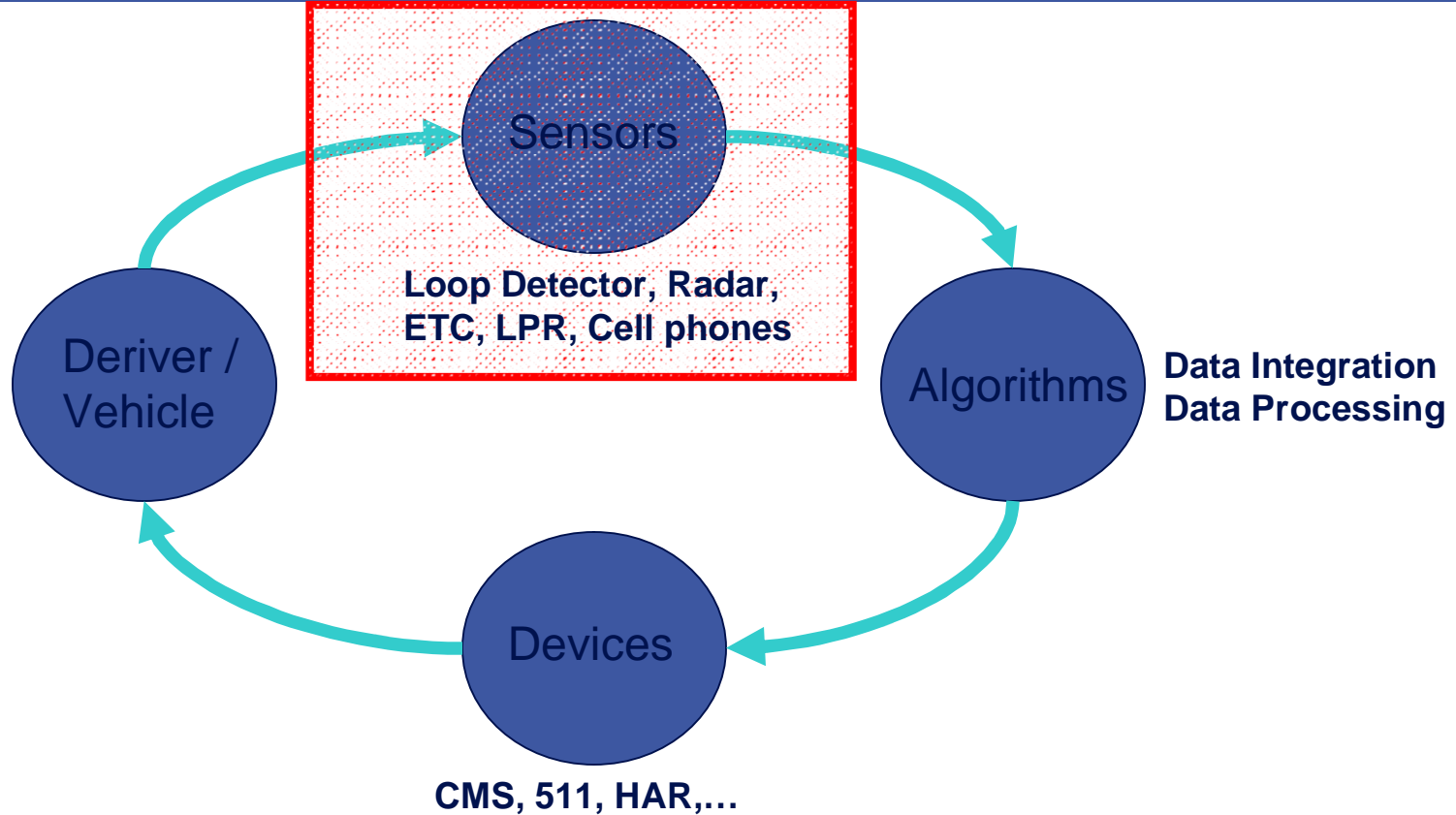
2

- Empower the public with the information
- Static information
- Real-time information
 - ✦ Travel time a valuable source



Advanced Traveler Information System

3



Detection Technologies

4

- Point Detection
- Segment Detection
- Floating Point/Cell Detection



Point Detection

5

• Inductive Loop (ILD)



• Doppler Radar



• Video



• Doppler Microwave



• Passive Acoustic

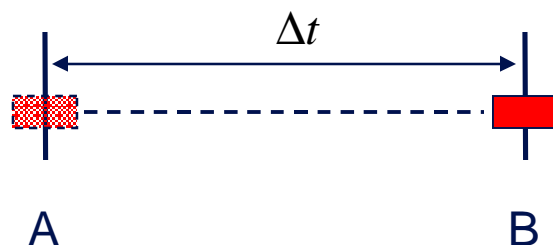


Segment Reading

6

Toll Tag Readers/License Plate Readers

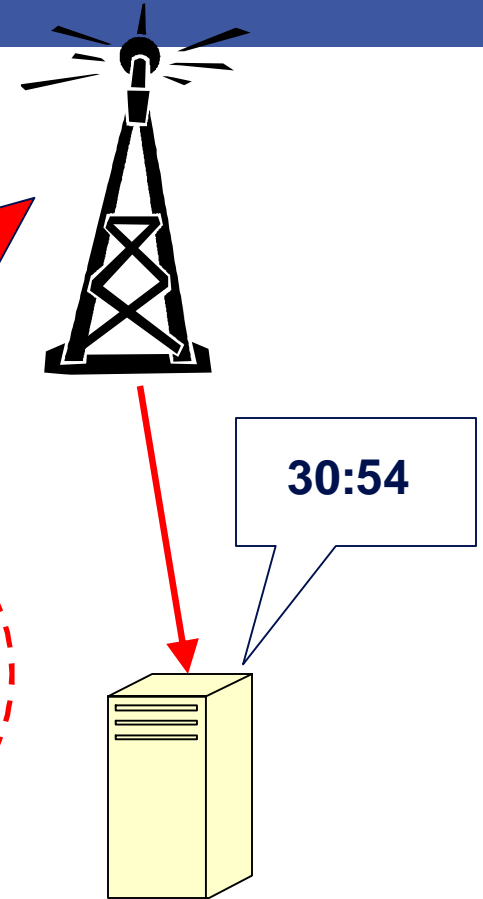
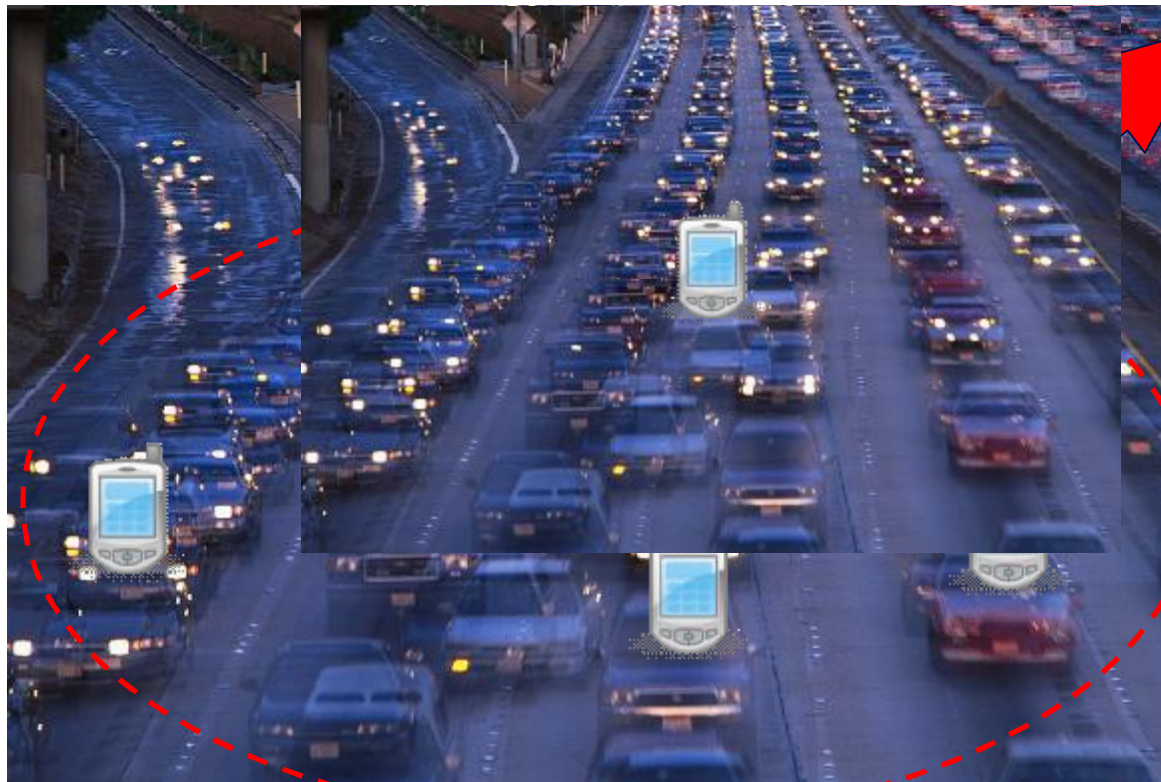
- Lag time on traffic data



Floating Point

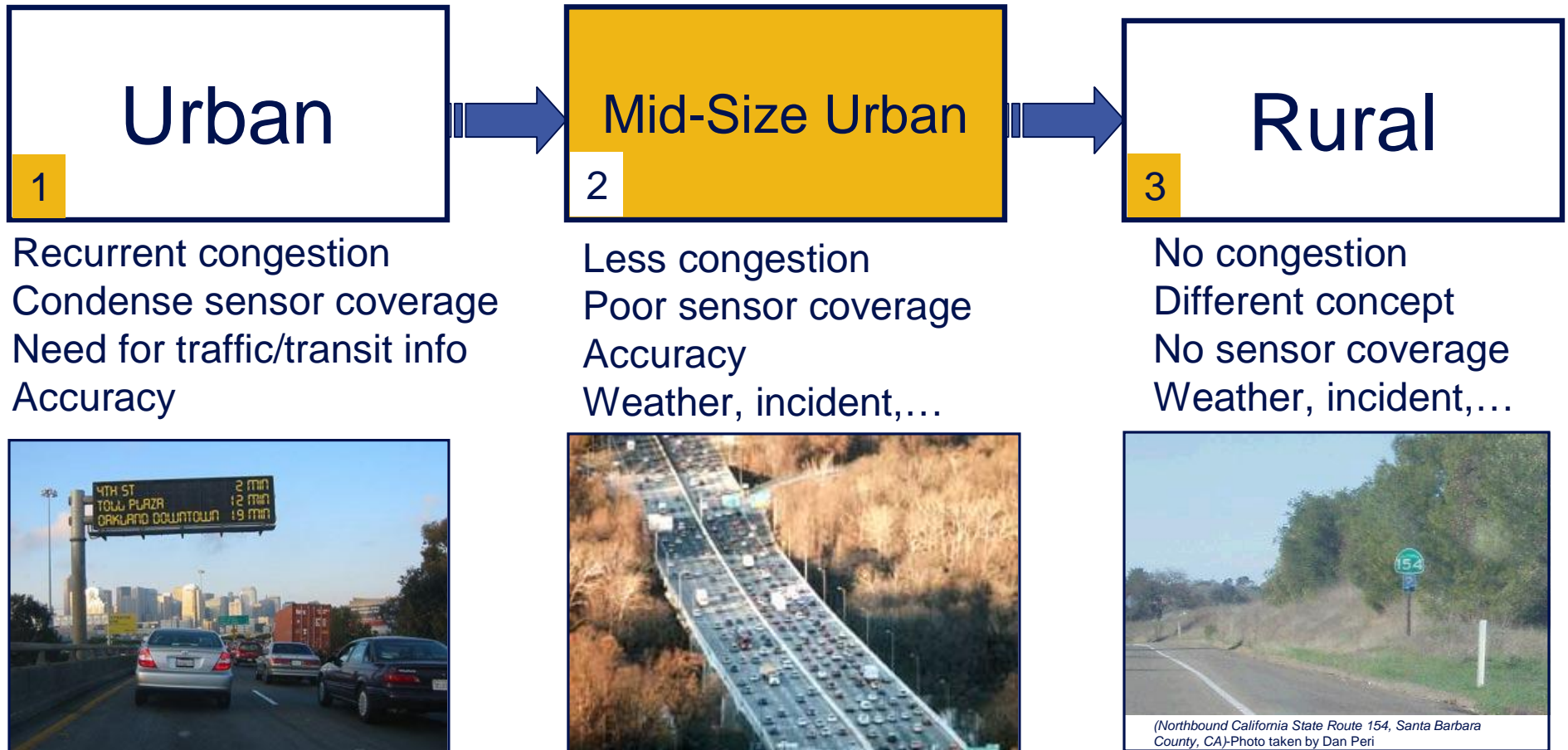
7

Location Based Technologies

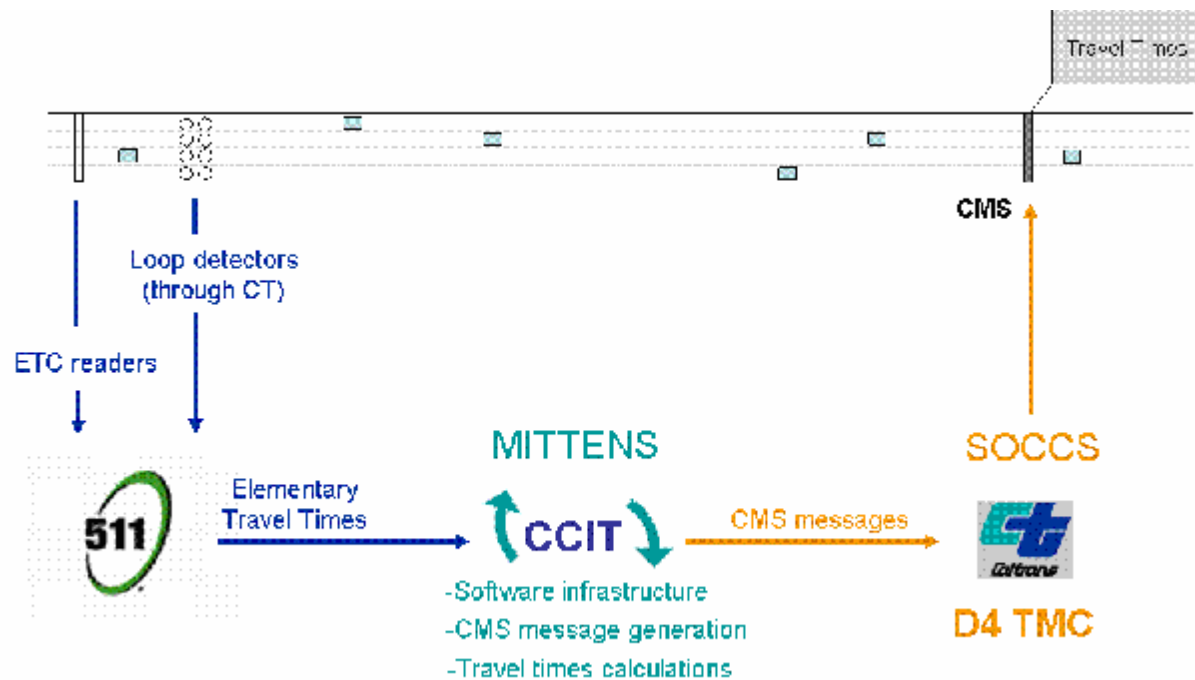


Urban and Rural

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1-Travel Time on CMS-The Bay Area



Schematic of Travel Time Display System in District 4

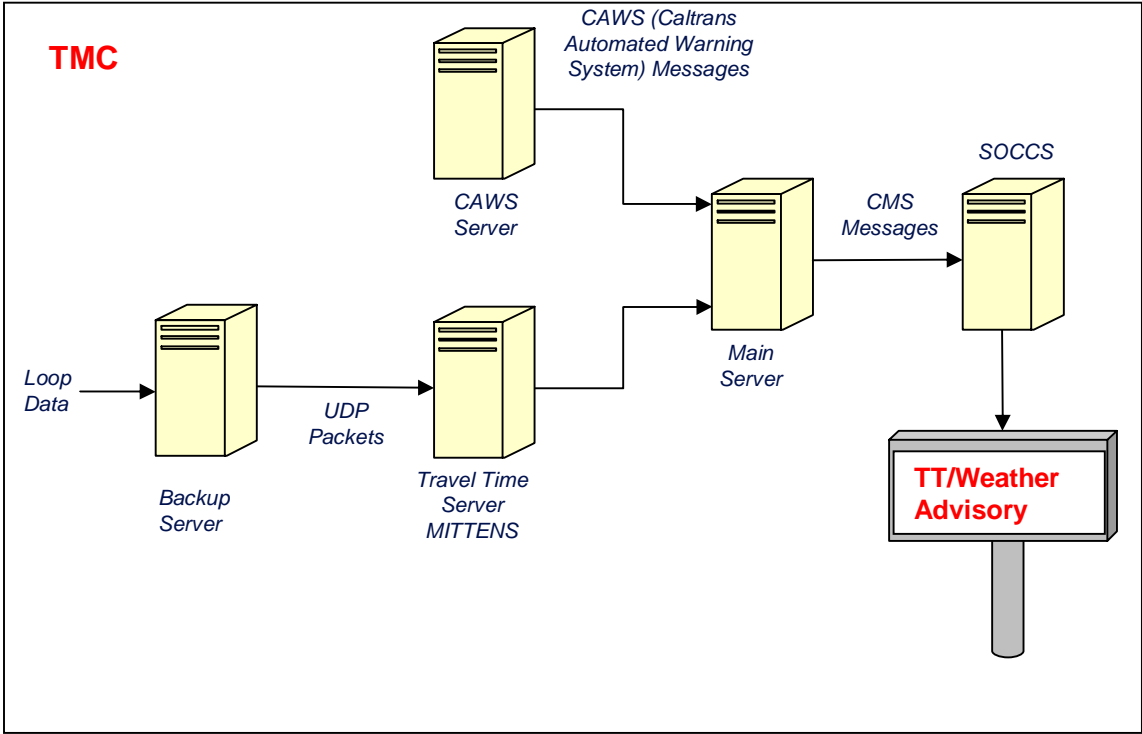
20 highway travel time signs



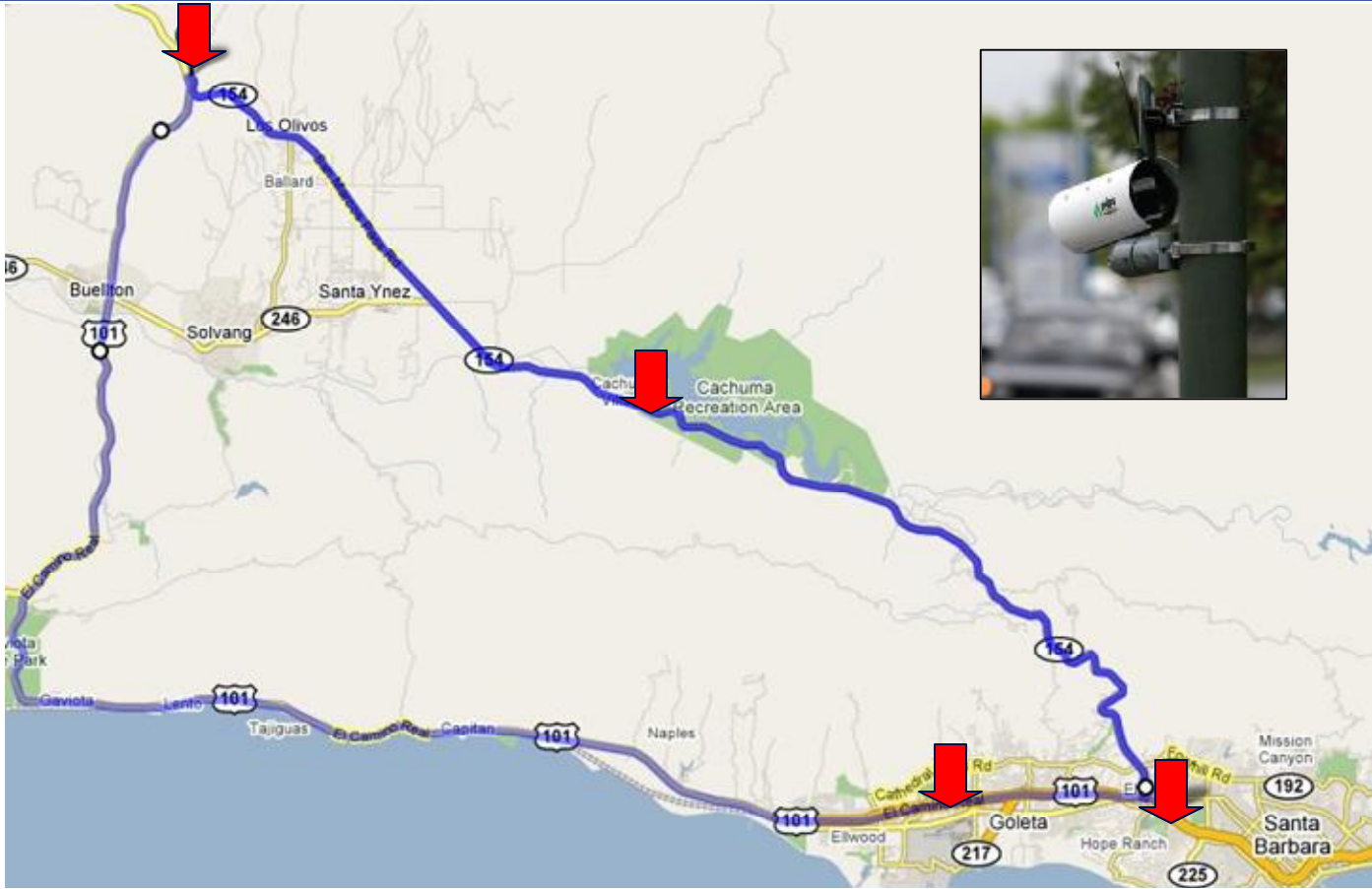
2 transit travel time signs



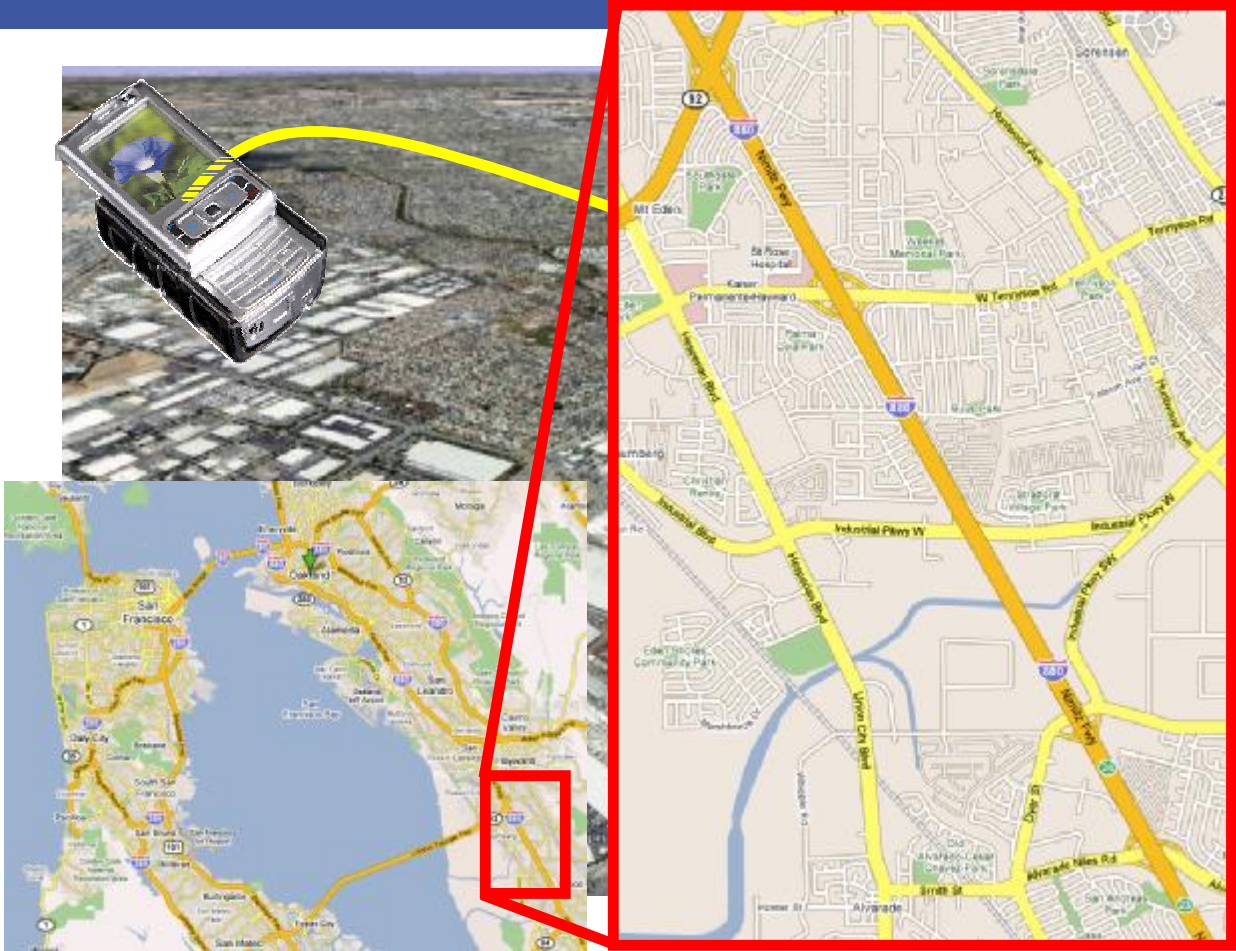
2-Travel Time on CMS- Stockton



3-Traffic Data Collection-US 101 & CA-154

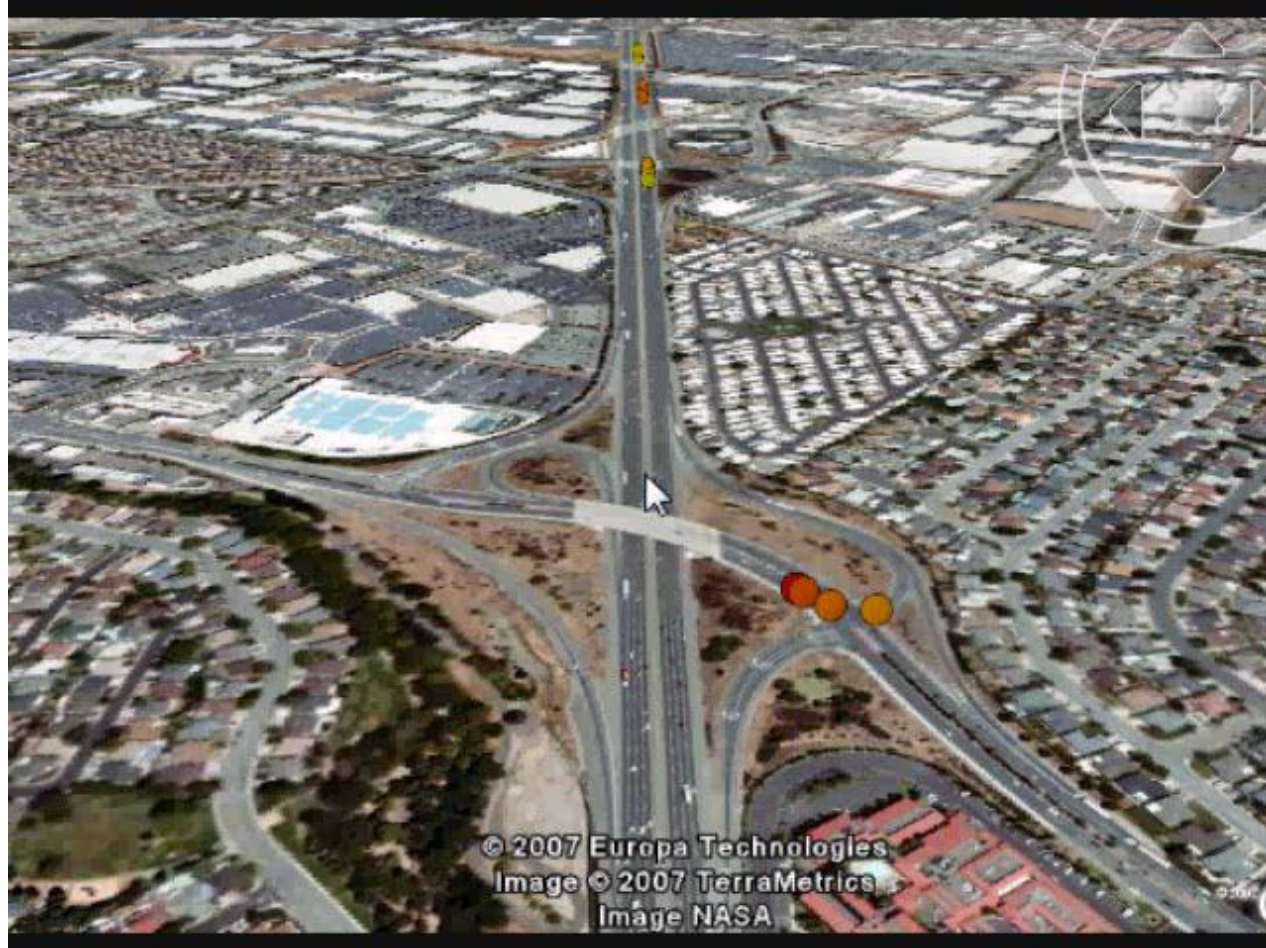


GPS-Equipped Cell Phones as Traffic Probes



GPS-Equipped Cell Phones as Traffic Probes

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Conclusions

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- .. Need for expanding data coverage
- .. Hybrid solutions
- .. Public-Private Partnership
- .. Different requirements different solutions

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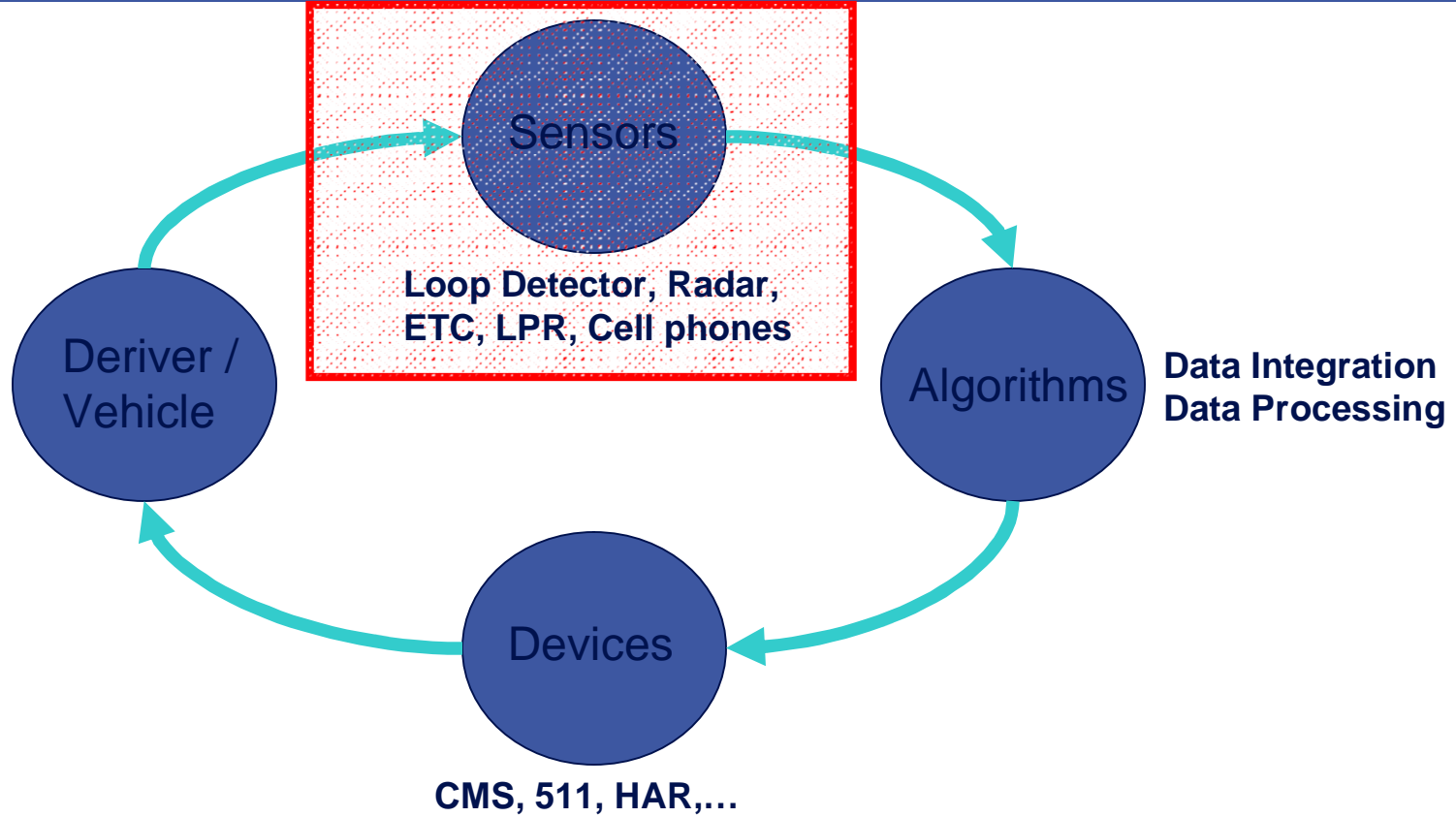
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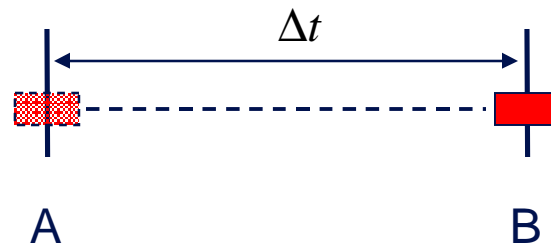
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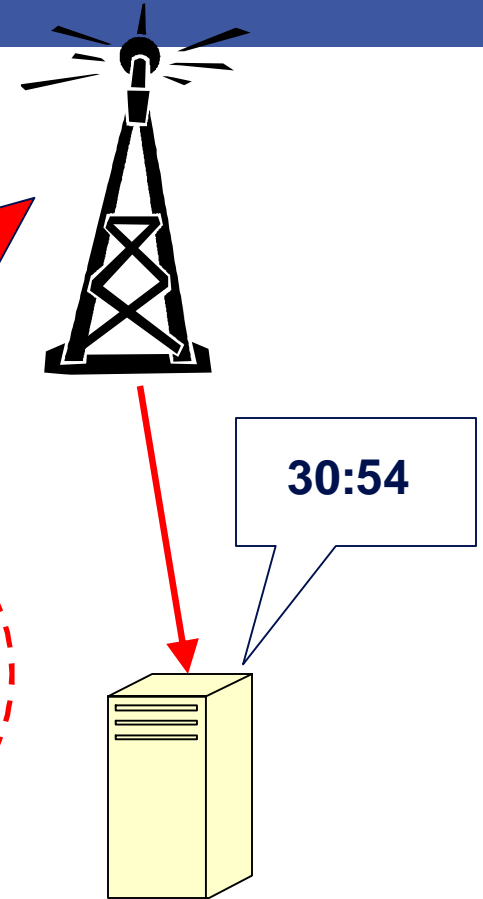
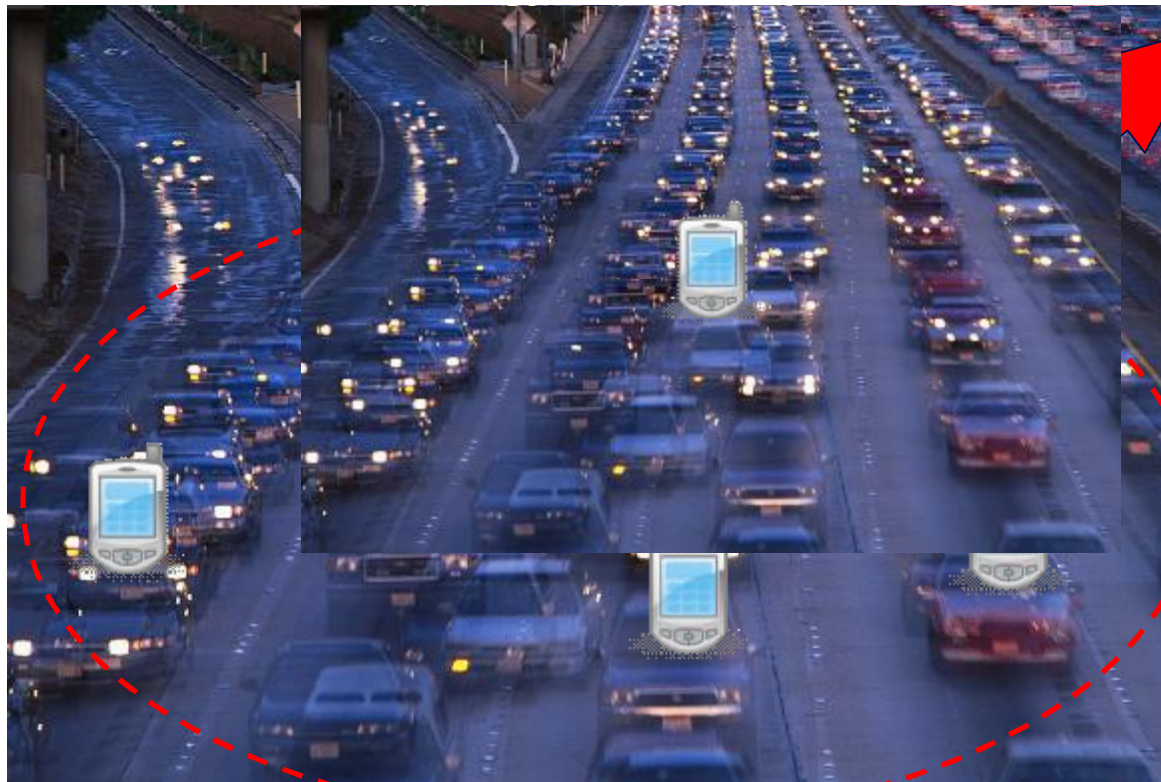
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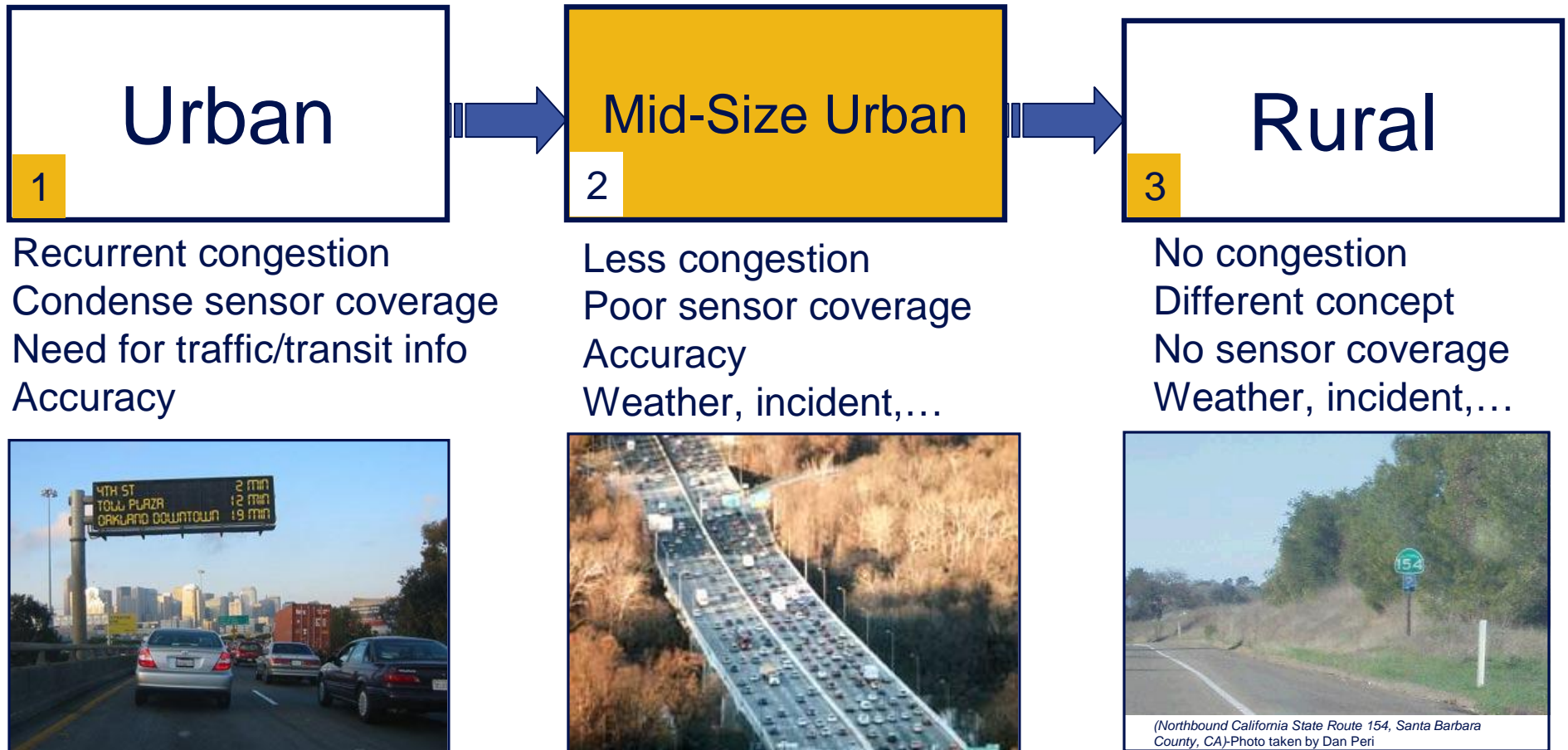
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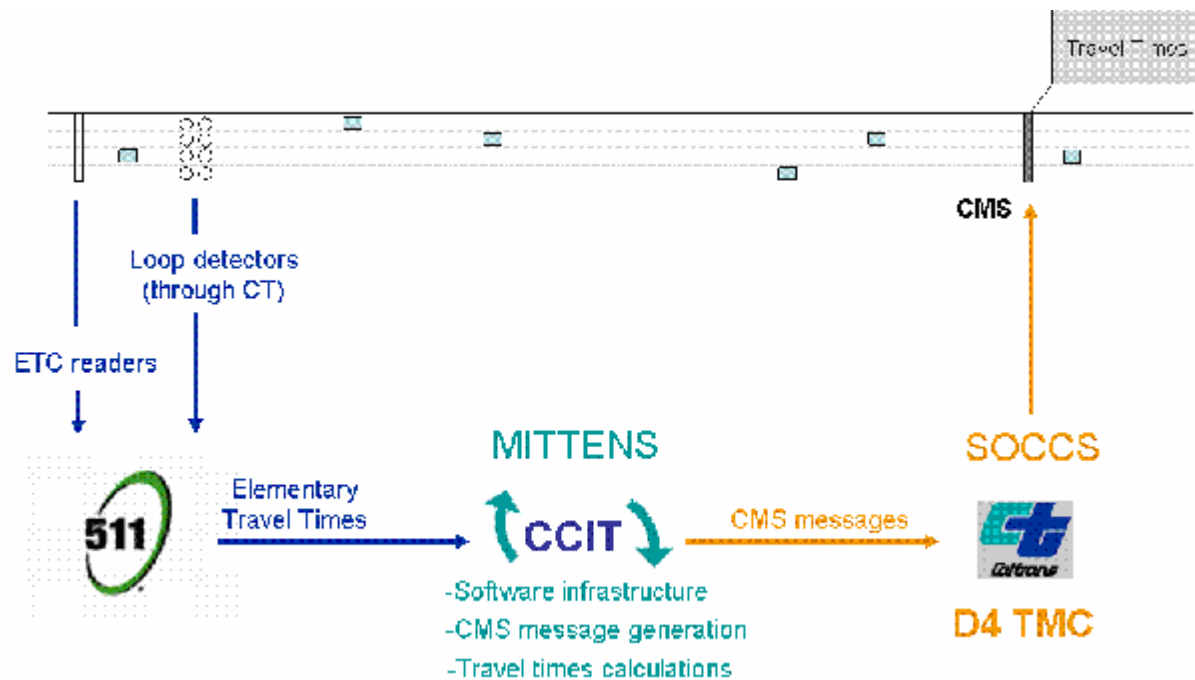


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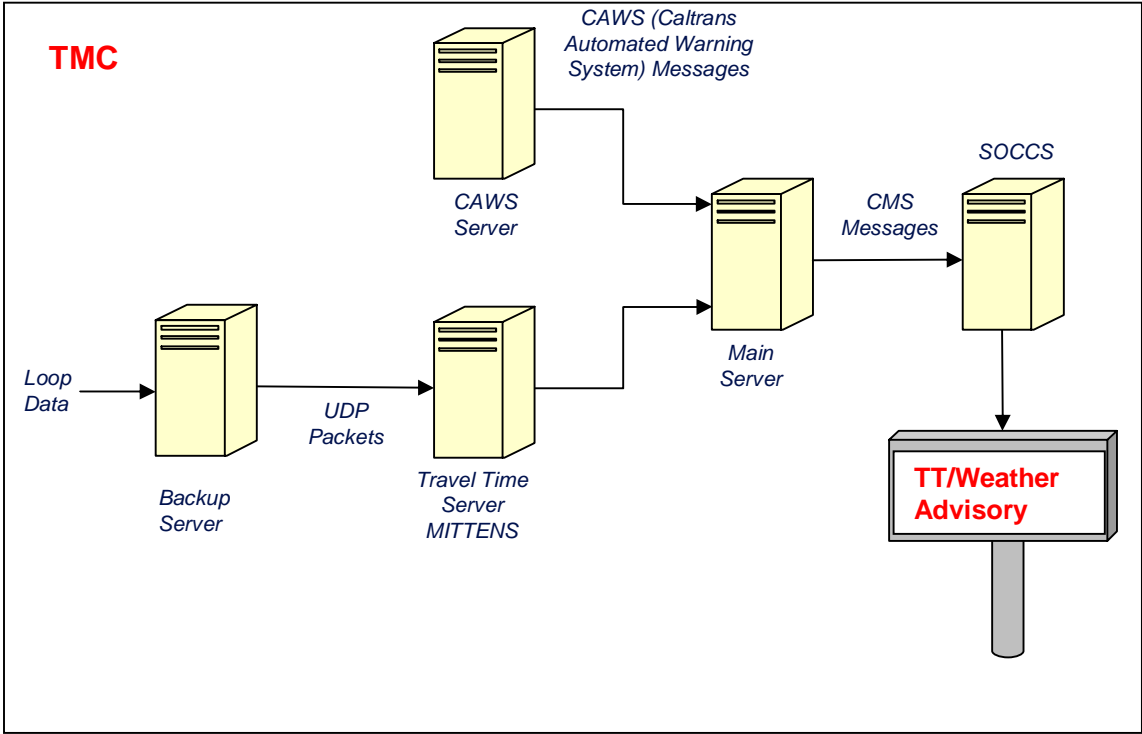
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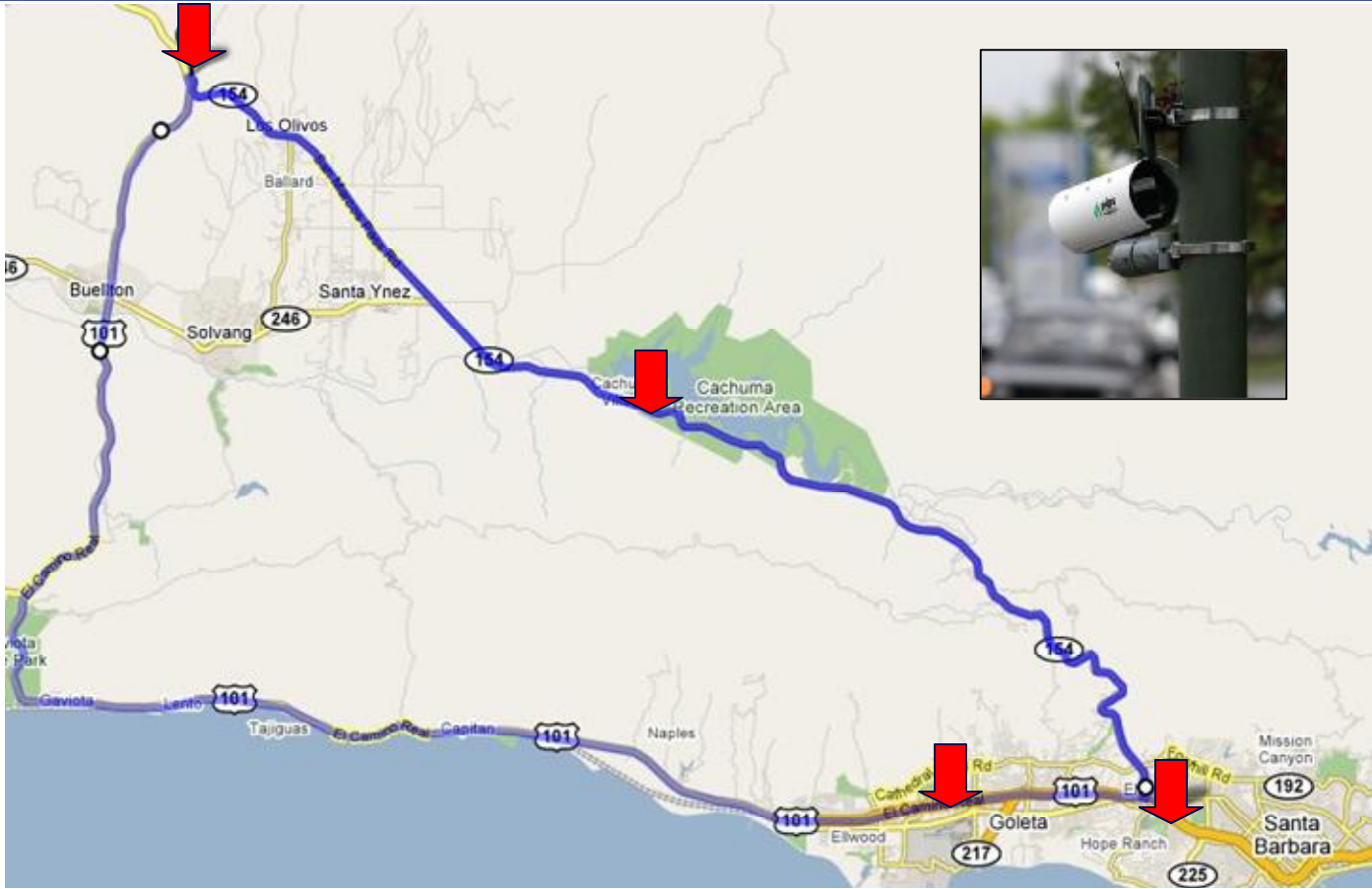
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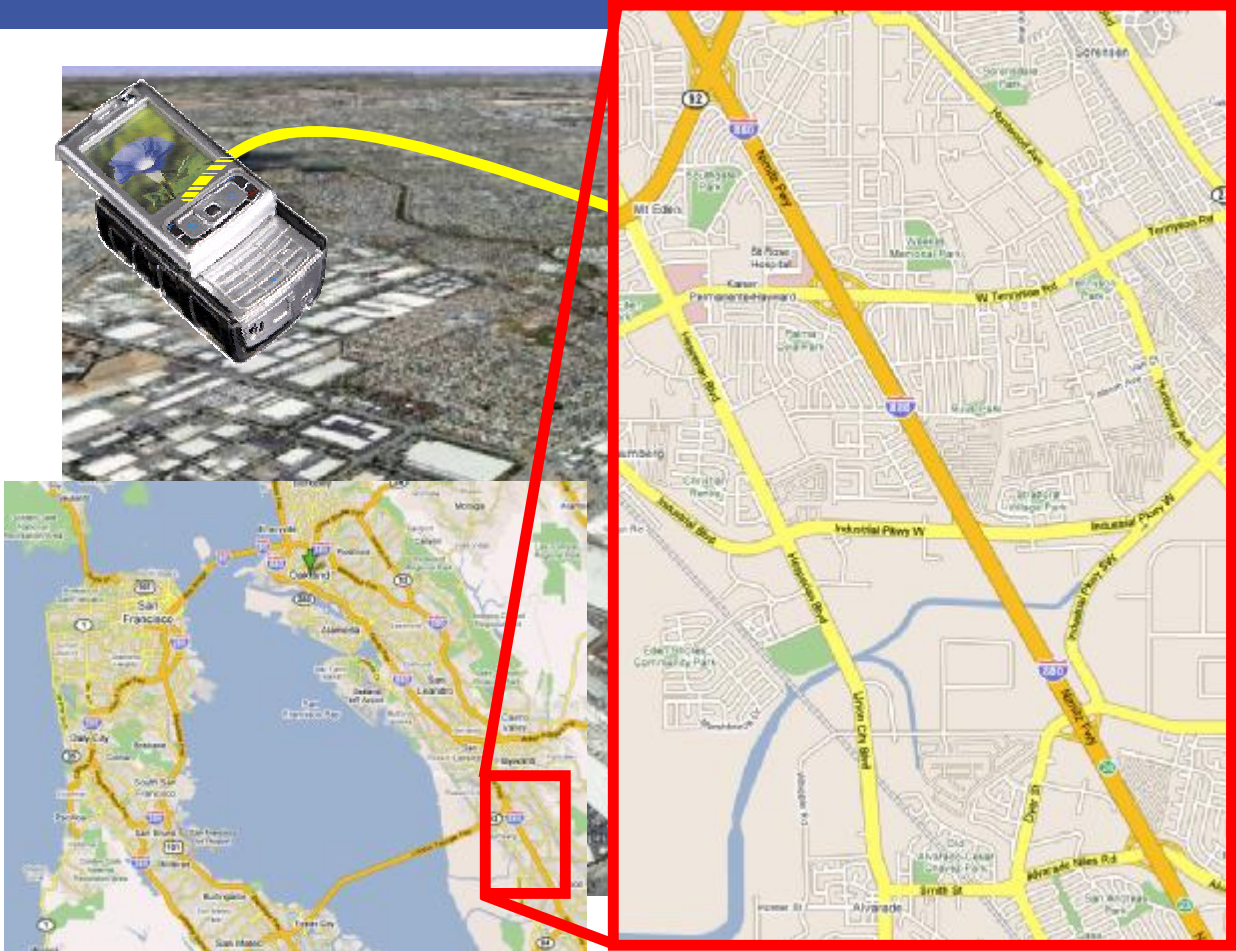
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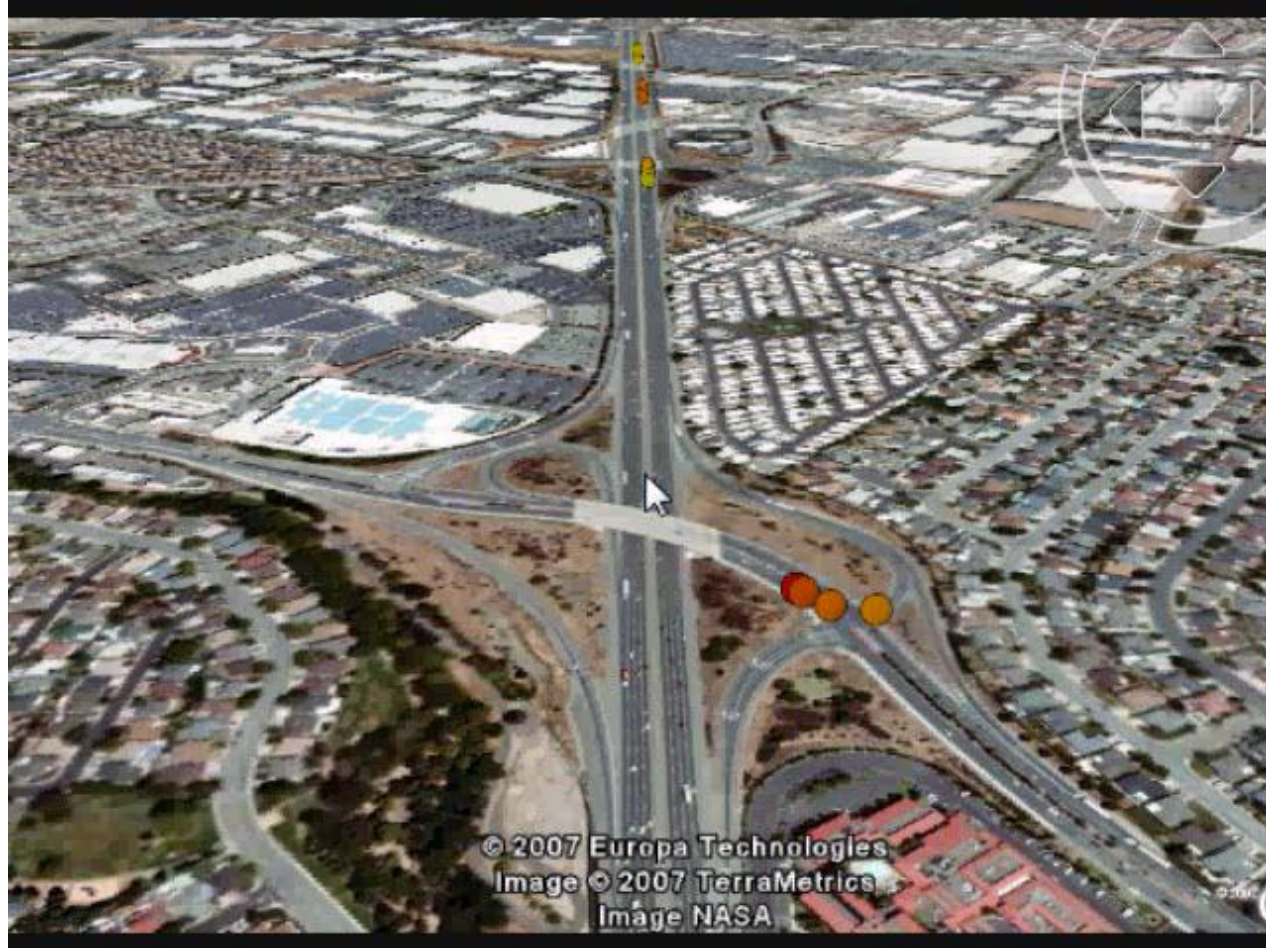


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