CONNECTED CORRIDORS & SOCIAL MEDIA

Greg Merritt
California PATH
University of California, Berkeley
Connected Corridors

Connected Corridors in its broadest sense is about:

- **Connected People** — Travelers, businesses, government working together to improve system performance

- **Connected Infrastructure** — Measuring system performance, reacting to local conditions, guiding vehicles, informing people, and providing corridor managers the ability to control and tune the system in real time

- **Connected Vehicles** — Improving the safety and performance of the transportation system
Integrated Corridor Management

- Existing management efforts, particularly ITS applications, support the ICM concept
  - **Active Transportation and Demand Management (ATDM)** is the dynamic management, control, and influence of travel demand, traffic demand, and traffic flow
  - **Advanced Public Transportation Systems (APTS)**, such as automated vehicle tracking, dynamic schedule adjustments, bus rapid transit
  - **Advanced Traffic Management Systems (ATMS)**, such as traffic-responsive and real-time signal control systems
  - **Advanced Traveler Information Systems (ATIS)**, such as real-time traveler information systems, dynamic navigation systems

- The key to ICM is integrating existing systems and management efforts with new relationships to develop a coherent multi-modal, multi-jurisdictional, corridor-wide transportation management system
Connected Corridors Program

- Comprised of a number of efforts in partnership with various agencies and industry

- Tasked with:
  - Developing *methods and tools* for managing California’s transportation corridors (Connected Corridors templates)
  - Advancing and integrating *technologies* needed for corridor management
  - Planning for Caltrans district-level organizational support for ICM
  - Identifying and securing *funding*
  - Providing strategic and tactical *education* on corridor management
  - Implementing a *pilot* showcasing the elements above
  - Facilitating the implementation of ICM in *multiple corridors* in California
Pilot Corridor: I-210

Extent of Study Area

Managed Freeway

Supporting Arterials
I-210 Pilot Status

- **Initial Planning Funding Secured**
- **Outreach, Communication, Cooperation**
  - Meetings held with County of LA, Pasadena, Arcadia, Duarte
  - Meeting planned with Monrovia
- **System Engineering**
  - Preliminary work plan completed
  - First stakeholder workshops in February
- **Synergizing with Traffic Management Projects in LA Region**
Social Media

Evolution and Opportunity
### Trip Planner

**YOUR TRIP SUMMARY**

<table>
<thead>
<tr>
<th>Trip Start: Ontario airport</th>
<th>Trip End: foothill and Rochester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrive By: 11:25 am on Wednesday</td>
<td>Fare Type: Regular</td>
</tr>
<tr>
<td>Total Time: 1 hr 10 mins</td>
<td>Total Distance: 6.74 mi</td>
</tr>
<tr>
<td>Total cash fare = $3.00</td>
<td></td>
</tr>
</tbody>
</table>

**Itinerary**

<table>
<thead>
<tr>
<th>Action</th>
<th>Location</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depart</td>
<td>Ontario airport</td>
<td>10:03AM</td>
</tr>
<tr>
<td>Ride</td>
<td>OMNITRANS BUS 80 (CHAFFEY COLLEGE)</td>
<td>10:03AM</td>
</tr>
<tr>
<td>From</td>
<td>VINEYARD AV/HOLT BLVD</td>
<td>10:03AM</td>
</tr>
<tr>
<td>To</td>
<td>VINEYARD AV/FOOTHILL BLVD</td>
<td>10:15AM</td>
</tr>
<tr>
<td>Ride</td>
<td>OMNITRANS BUS 66 (FONTANA)</td>
<td>10:57AM</td>
</tr>
<tr>
<td>From</td>
<td>FOOTHILL BLVD/VINEYARD AV</td>
<td>10:57AM</td>
</tr>
<tr>
<td>To</td>
<td>FOOTHILL BLVD/ROCHESTER AV</td>
<td>11:13AM</td>
</tr>
<tr>
<td>Arrive</td>
<td>foothill and Rochester</td>
<td>11:13AM</td>
</tr>
</tbody>
</table>
Social Media...

- ...enables the push of information from agencies to travelers
SANDAG
@SANDAG

The San Diego Association of Governments is a transportation & planning agency dedicated to improving quality of life for the region's 3+ million residents.
San Diego, CA • sandag.org

1,218 TWEETS  82 FOLLOWING  1,394 FOLLOWERS

SANDAG retweeted

SDCntyBikeCoalition @SDCBC
San Diego County Bicycle Coalition: 2013 Review: youtu.be/5hAemqdlshg? via @YouTube

SANDAG @SANDAG
Subscribe to Mid-Coast Trolley project's e-News to receive latest news & info: bit.ly/18KnIYq

SANDAG @SANDAG
This month, #iCommuteSD offers chances to win $100 gift cards when you log 8+ alt commute trips in TripTracker. bit.ly/16pyMCj
Social Media...

- ...enables the push of information from agencies to travelers
- ...enables travelers to self-organize to share information
Caltrain service delays provided by riders. See URL for instructions to update. This account is not operated by Caltrain.

SF Bay Area, CA • cow.org/c/about

8,815 TWEETS  17 FOLLOWING  17.2K FOLLOWERS

@caltrain

SB220 stopped between RC and Menlo Park to be passed by the following baby bullet T08:34

SB220 left 22nd St 6min late T07:54

SB 268 lead car with defective doors will be cut out. Train is SRO at PA. Left PA 10 mins late. T17:46

View more Tweets
Social Media...

- ...enables the push of information from agencies to travelers
- ...enables travelers to self-organize to share information
- ...enables third parties to engage travelers
Social Media...

- ...enables the push of information from agencies to travelers
- ...enables travelers to self-organize to share information
- ...enables third parties to engage travelers
- ...offers rich, new, big data
ROUTE LINK POINT
vehicle no: SoHx0s0EBJ0JR1CU+fSdatBE
route link no: 8
route spot no: 82
route spot type: mm
route spot:
PifPathSpot(127831052,1,113.22947703425)

route spot coordinate:
(-122.417278607738,
37.76987840266543)
0-10mph
101 has very heavy traffic
19mph
3 fire trucks car accident traffic
Ahhh lol
At a complete standstill!
Car between ramp to 85 & 101
Car sitting on It shoulder
don't get there
Don't take the carpool ramp f...
Had to drive North before goi...
Heavy traffic nb 101
Heavy traffic on 101 north st...
Heavy traffic today. Stopped
Hello
Social Media...

- ...enables the push of information from agencies to travelers
- ...enables travelers to self-organize to share information
- ...enables third parties to engage travelers
- ...offers big, rich, new data
- ...helps us to act locally at the corridor level
Social Media…

- ...enables the push of information from agencies to travelers
- ...enables travelers to self-organize to share information
- ...enables third parties to engage travelers
- ...offers big, rich, new data
- ...helps us to act locally at the corridor level
- ...offers an enormous potential for behavioral change to improve system performance
Incentivization

- Rewards ($)
- Altruism
- Social media status
- Gamification
Review

- **Connected Corridors Program**
  - Connecting people, infrastructure, and vehicles
  - Partnerships; initial efforts going well
  - I-210 Pilot
  - Caltrans responsible for corridor-level management

- **Social Media Evolution and Opportunity**
  - Already influences mobility
  - Multiple, uncoordinated actors (agencies, travelers, third parties)
  - Opportunities for big, rich, new data
  - Opportunities to improve system performance through coordination and incentivization
PATH@TRB

Washington Marriott Wardman Park Hotel Exhibit Hall, #3208

- Sunday, January 12 4:00 p.m.-7:00 p.m. (Opening Reception)
- Monday, January 13 9:30 a.m.-4:00 p.m.
- Tuesday, January 14 9:30 a.m.-4:00 p.m.
Supplemental Resources

- **Connected Corridors Web Site**
  - [http://connected-corridors.berkeley.edu/](http://connected-corridors.berkeley.edu/)

- **Acquiring and Integrating Probe Data**

- **Social Media Sentiment Analysis**