



CONNECTED CORRIDORS & SOCIAL MEDIA

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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

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- **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

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- 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



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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**

7

Social Media

Evolution and Opportunity

511

SICK Happens

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 - Find a Carpool or Vanpool
 - Driving Travel Times
 - Driving Directions









Link to Us or Use our Traffic Map on your site

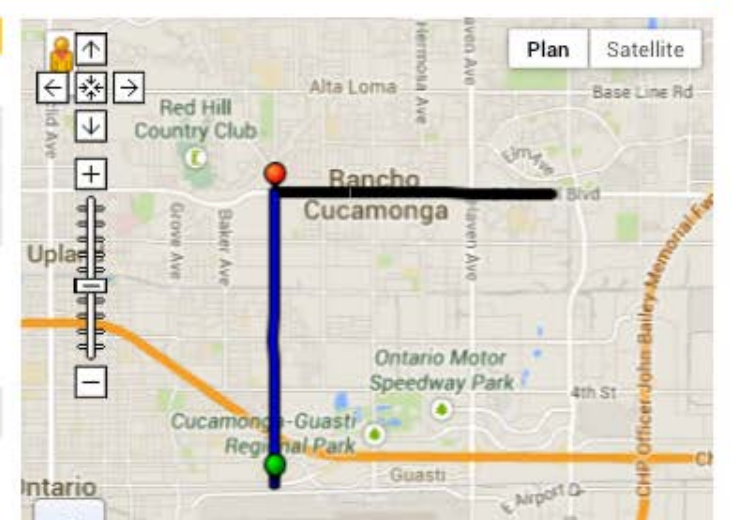
511

Trip Planner

YOUR TRIP SUMMARY

Trip Start: Ontario airport	Trip End: foothill and Rochester
Arrive By: 11:25 am on Wednesday	Fare Type: Regular
Total Time: 1 hr 10 mins	Total Distance: 6.74 mi
Total cash fare = \$3.00	

Itinerary		Time
	Depart Ontario airport	10:03AM
	Ride OMNITRANS BUS 80 (CHAFFEY COLLEGE)	
	From VINEYARD AV/HOLT BLVD	10:03AM
	To VINEYARD AV/FOOTHILL BLVD	10:15AM
	Ride OMNITRANS BUS 66 (FONTANA)	
	From FOOTHILL BLVD/VINEYARD AV	10:57AM
	To FOOTHILL BLVD/ROCHESTER AV	11:13AM
	Arrive foothill and Rochester	11:13AM



Social Media...

9

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



Home



Connect



Discover



Me



Profile

**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**Follow**

SANDAG retweeted

**SDCntyBikeCoalition** @SDCBC

3d

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

**SANDAG** @SANDAG

8h

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

**SANDAG** @SANDAG

8h

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

Social Media...

11

- ...enables the push of information from agencies to travelers
- **...enables travelers to self-organize to share information**



Home



Connect



Discover



Me



Profile

**caltrain**

@caltrain

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**Follow****caltrain** @caltrain

13h

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

**caltrain** @caltrain

14h

SB220 left 22nd St 6min late T07:54

**caltrain** @caltrain

3d

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...

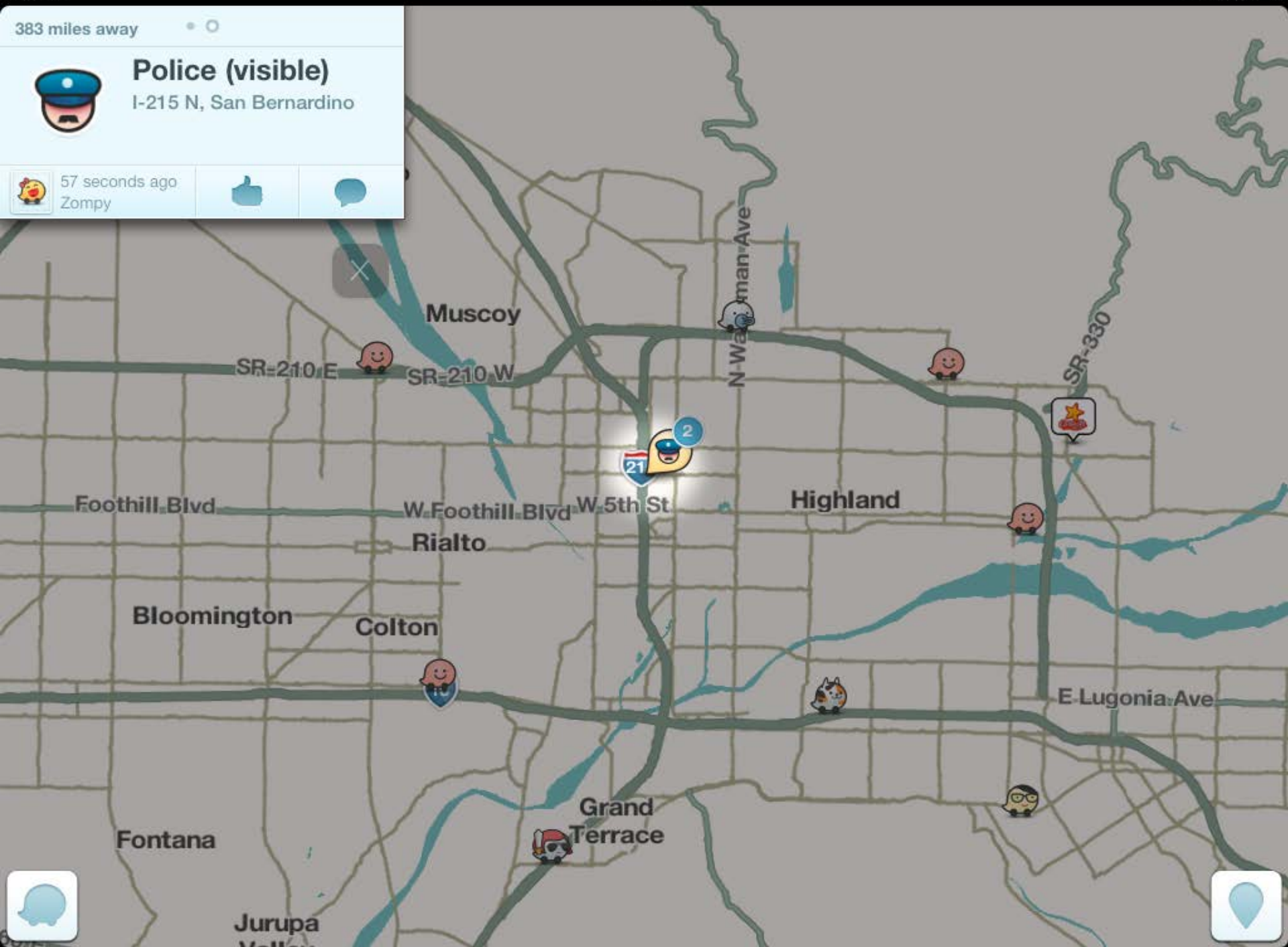
13

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

383 miles away

**Police (visible)**

I-215 N, San Bernardino

57 seconds ago
Zompy

Social Media...

15

- ...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**



Google earth

Infos

ROUTE LINK POINT

vehicle no: SoHx0s0EBJ0JRICU+fSdatBE

route link no: 8

route spot no: 82

route spot type: mm

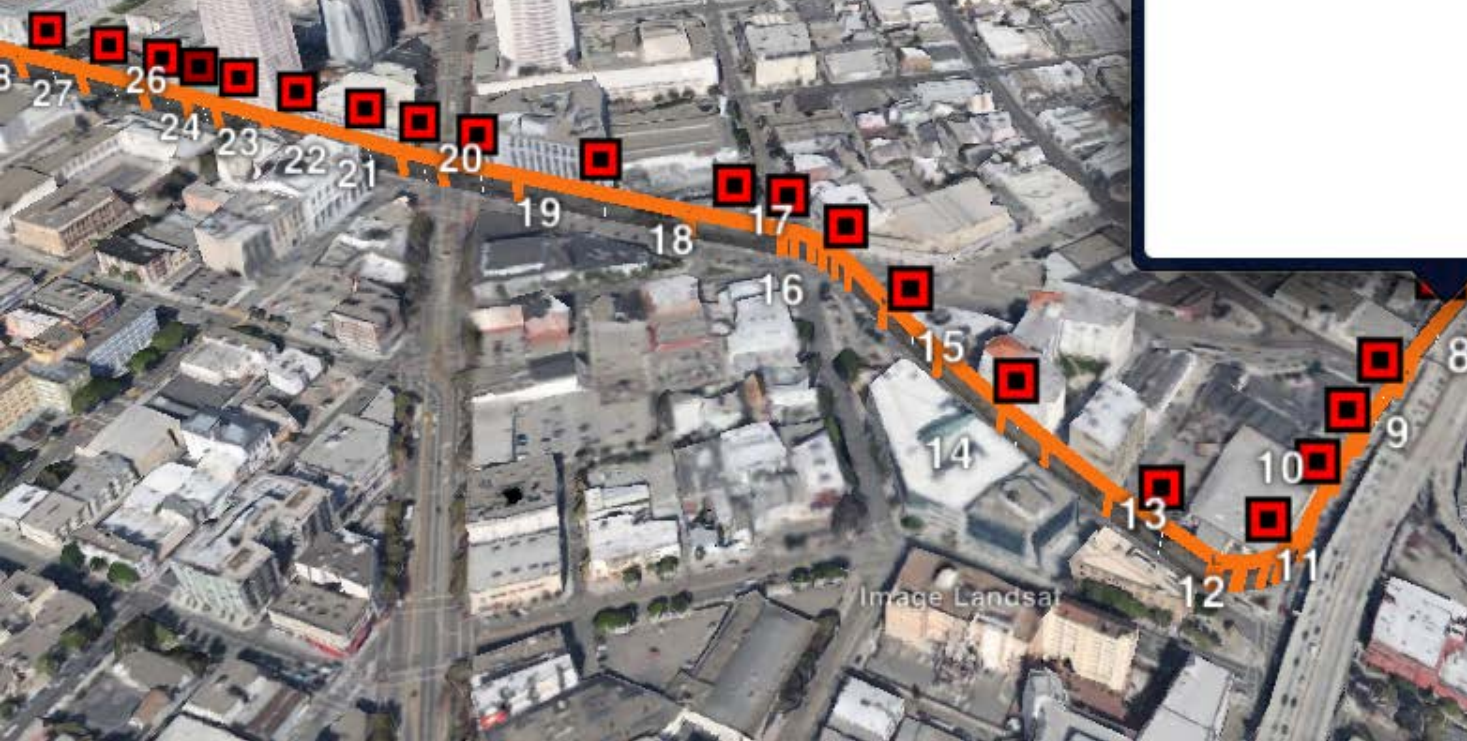
route spot:

PifPathSpot(127831052,1,113.22947703425

route spot coordinate:

(-122.417278607738,

37.76987840266543)





:-*

reporttype: 0positive: 2negative: -1localhour:...

**0-10mph**

reporttype: 3positive: 1negative: -1localhour:...

**101 has very heavy traffic**

reporttype: 3positive: 1negative: -4localhour:...

**19mph**

reporttype: 3positive: 1negative: -1localhour:...

**3 fire trucks car accident traf...**

reporttype: 2positive: 1negative: -4localhour:...

**Ahhh lol**

reporttype: 3positive: 3negative: -1localhour:...

**At a complete standstill!**

reporttype: 3positive: 1negative: -4localhour:...

**Car between ramp to 85 & 101**

reporttype: 5positive: 1negative: -1localhour:...

**Car sitting on It shoulder**

reporttype: 5positive: 1negative: -1localhour:...

**don't get there**

reporttype: 3positive: 1negative: -1localhour:...

**Don't take the carpool ramp f...**

reporttype: 3positive: 1negative: -1localhour:...

**Had to drive North before goi...**

reporttype: 7positive: 4negative: -2localhour:...

**Heavy traffic nb 101**

reporttype: 3positive: 1negative: -4localhour:...

**Heavy traffic on 101 north st...**

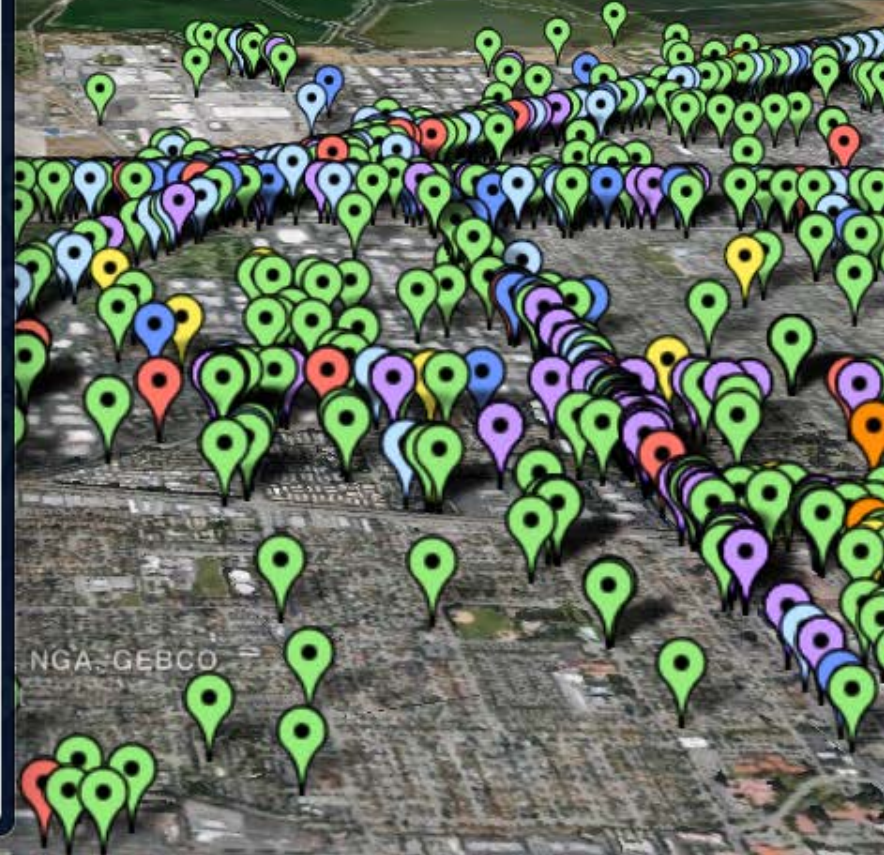
reporttype: 3positive: 1negative: -4localhour:...

**Heavy traffic today. Stopped**

reporttype: 3positive: 1negative: -4localhour:...

**Hello**

reporttype: 0positive: 3negative: -1localhour:...



AM +

AM -

[illegible][illegible]

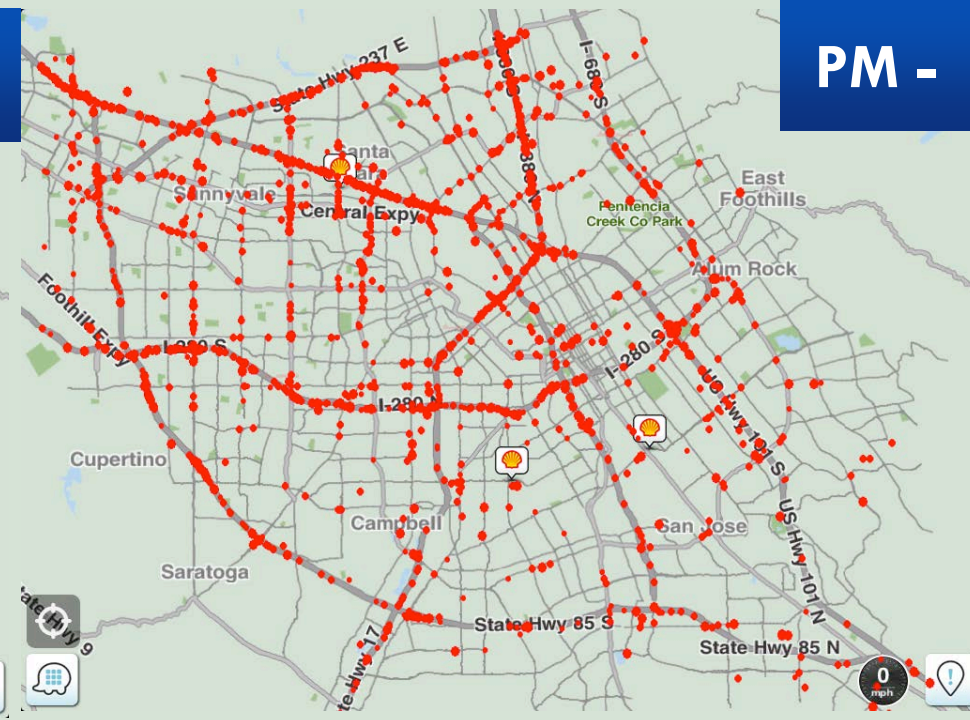
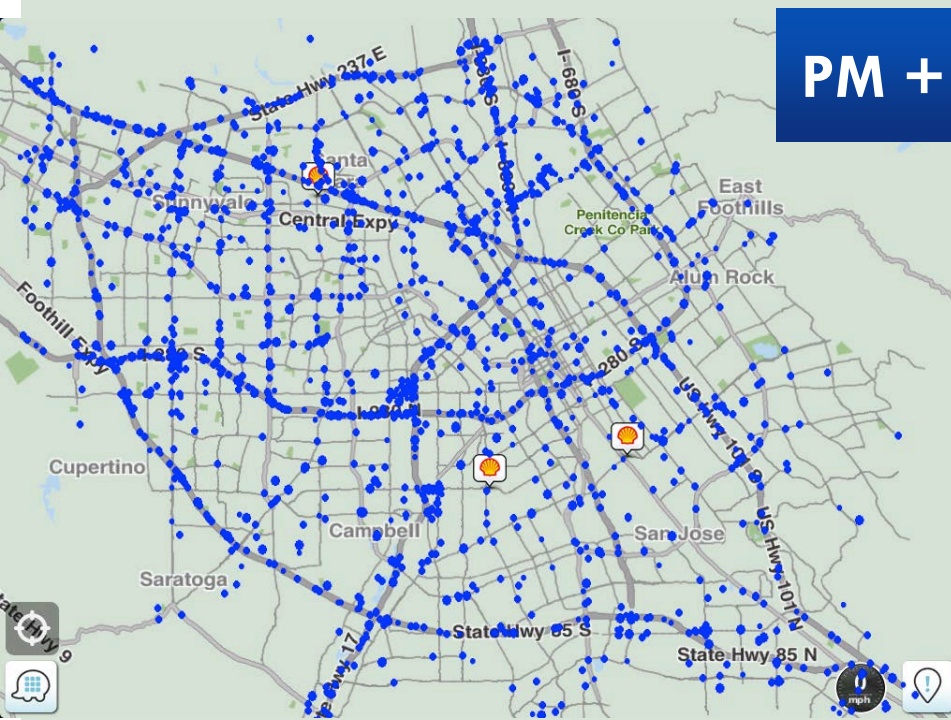
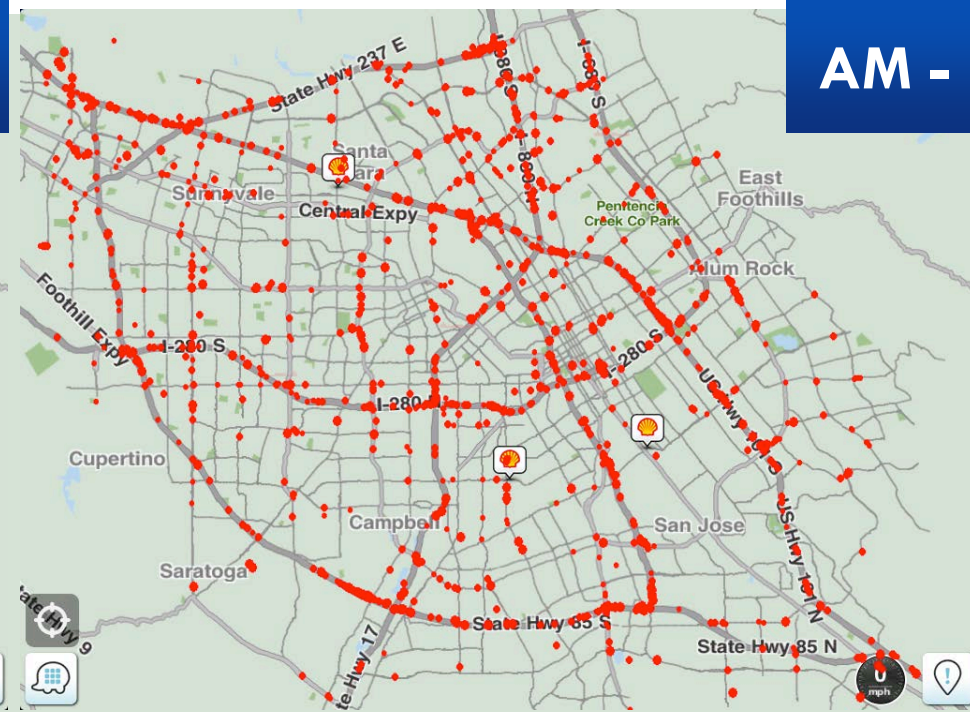
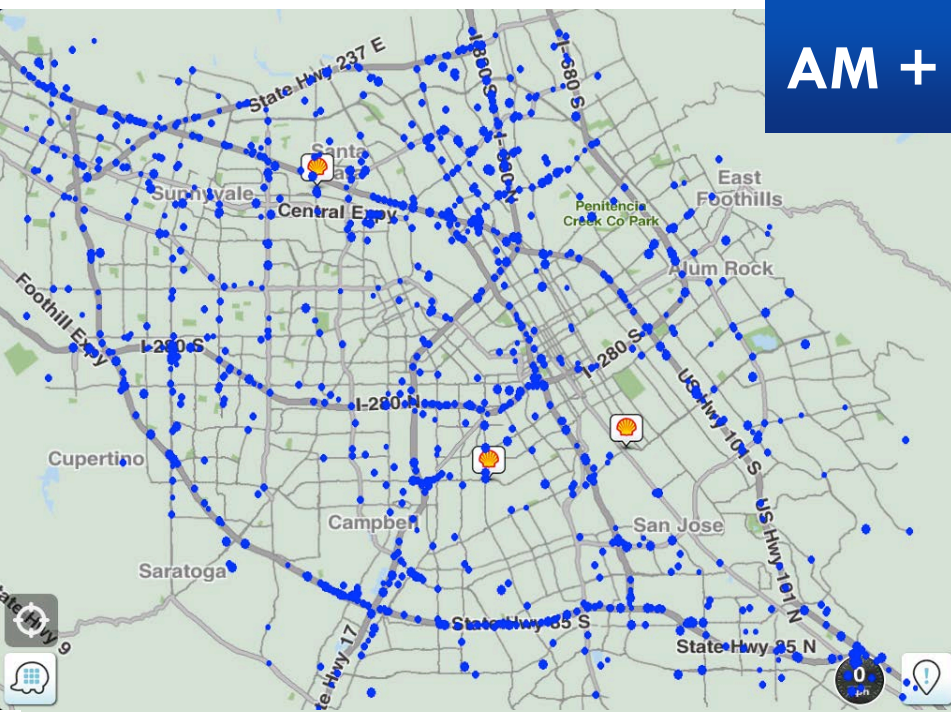
PM -

[illegible]

Social Media...

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- ...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...

21

- ...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

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- ▣ Rewards (\$)
- ▣ Altruism
- ▣ Social media status
- ▣ Gamification

Review

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□ **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

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- **Connected Corridors Web Site**

- <http://connected-corridors.berkeley.edu/>

- **Acquiring and Integrating Probe Data**

- [Hybrid Traffic Data Collection Roadmap: Objectives and Methods](#), A. Bayen, M. Sharafsaleh, A. Patire, PATH Research Report, UCB-ITS-PRR-2013-2, 2013.

- [Hybrid Traffic Data Collection Roadmap: Pilot Procurement of Third-party Traffic Data](#), A. Bayen, M. Sharafsaleh, A. Patire, PATH Research Report, UCB-ITS-PRR-2013-1, 2013.

- **Social Media Sentiment Analysis**

- http://www.newcitiesfoundation.org/wp-content/uploads/UCBerkeley_NCF_Report_Final.pdf