



TRAVELER INFORMATION SYSTEMS



More Information: tti.tamu.edu/policy/how-to-fix-congestion

Description

Traveler information systems update drivers on current roadway conditions and other information important to their trips. Providing information to drivers before and during trips allows them to make more effective travel decisions about changing routes, modes, departure times, or even destinations.

Effective traveler information systems are multimodal. This information assists customers in selecting their mode of travel (car, train, bus, etc.), route, and departure time. Sensors generate and report information to a traffic management center or private entities. The information is then distributed to the public via:

- Traditional broadcast media.
- The Internet.
- Mobile devices.
- Roadside messaging.

Target Market

Who is the traveler and what functionality will they actually use? These questions are important to understand how to influence travelers to act in the way that best improves network efficiency.

Agencies should consider:

- Urban commuters.
- Rural drivers.
- Truck drivers.

How Will This Help?

- **Maximizes efficiency and capacity** by providing current transportation system information to drivers.
- **Reduces congestion, travel times, and delays** by providing multimodal route information.
- **Increases safety** by alerting drivers of upcoming hazards and reducing driver distraction in unfamiliar routes.

Implementation Issues

Though relatively inexpensive, these systems face budgeting and funding challenges. Additional issues include:

- The roles and responsibilities of the different organizations.
- Development of a concept of operations.
- Interactions during incidents or special events.

COST



TIME



SHORT

IMPACT



WHO



CITY/STATE

HURDLES

NONE

SUCCESS STORIES

Houston, Texas 
Houston TranStar's

sensor network collects data and disseminates traveler information to the public, media, and third-party providers.

TranStar reaches more than **500,000 unique users** every month via its website.

Each year, **nearly 2 million incident and travel time messages** are sent to more than 200 roadside message signs in the region.



- Other operations and maintenance considerations.

However, technology and communication advances are driving costs downward each year.

