



INTELLIGENT TRAFFIC MANAGEMENT

CREATING A PATH
TO TOMORROW



As urban centers become more densely populated, understanding and managing the flow of vehicles and pedestrian traffic have become more complex. Intelligent traffic management solutions can enable municipalities to reduce traffic congestion and travel times while promoting the safety of drivers and pedestrians.

THE REALITIES OF MUNICIPAL TRAFFIC

With more drivers—not to mention rideshare cars, bikes and scooters—on the road, rush hours and worker commutes are growing longer. This has an adverse effect on local economies, eating into the workday and stifling productivity. Emergency services can be impeded, and traffic accidents, including those involving pedestrians, tend to go up as congestion increases. An increase in air and noise pollution is another side effect of heavy traffic that can reduce quality of life. Municipalities are faced with the daunting tasks of enabling mobility and ensuring the free flow of commerce.

IMPLEMENTING INTELLIGENT TRAFFIC MEASURES

Using real-time data from sensors and cameras deployed along roadways, intelligent traffic solutions can direct drivers to alternate routes via connected signage. Using GPS applications on their smartphones, commuters can use this data to determine the best routes—and the best times—to begin their commutes.

Smart traffic signals can adjust in real time to optimize traffic patterns and increase the movement of traffic. These signals can also detect pedestrians' smartphones as they approach an intersection, helping to safely coordinate foot traffic at congested crossings.

Carpool lanes can be changed in real time, if needed, with priority given to buses and rideshare vans to speed up commutes. The public transit experience can be improved as well, with applications that keep riders informed with real-time schedules and delays so users can determine when they need to leave to catch a train in time and avoid long waiting periods.

BETTER OUTCOMES FOR DRIVERS AND PEDESTRIANS

When municipalities provide real-time data on traffic conditions, commuters and commercial operators make better decisions about the routes they take and the times at which they travel, helping to ease congestion. Less traffic means less air and noise pollution and greater safety.

The faster commutes that are made possible by intelligent traffic management can offer residents less stress, with more time for work and leisure. And open, safer streets mean pedestrians can better enjoy public spaces, patronizing local businesses and fostering a sense of community.

As commuters adopt alternative modes of transportation—such as scooters and autonomous cars—the data collected via intelligent traffic management can help city planners adapt roadways to the new ways we live and work. And with municipalities in better control of traffic and driver mobility, businesses will find a better environment in which to grow, offering residents a better quality of life.