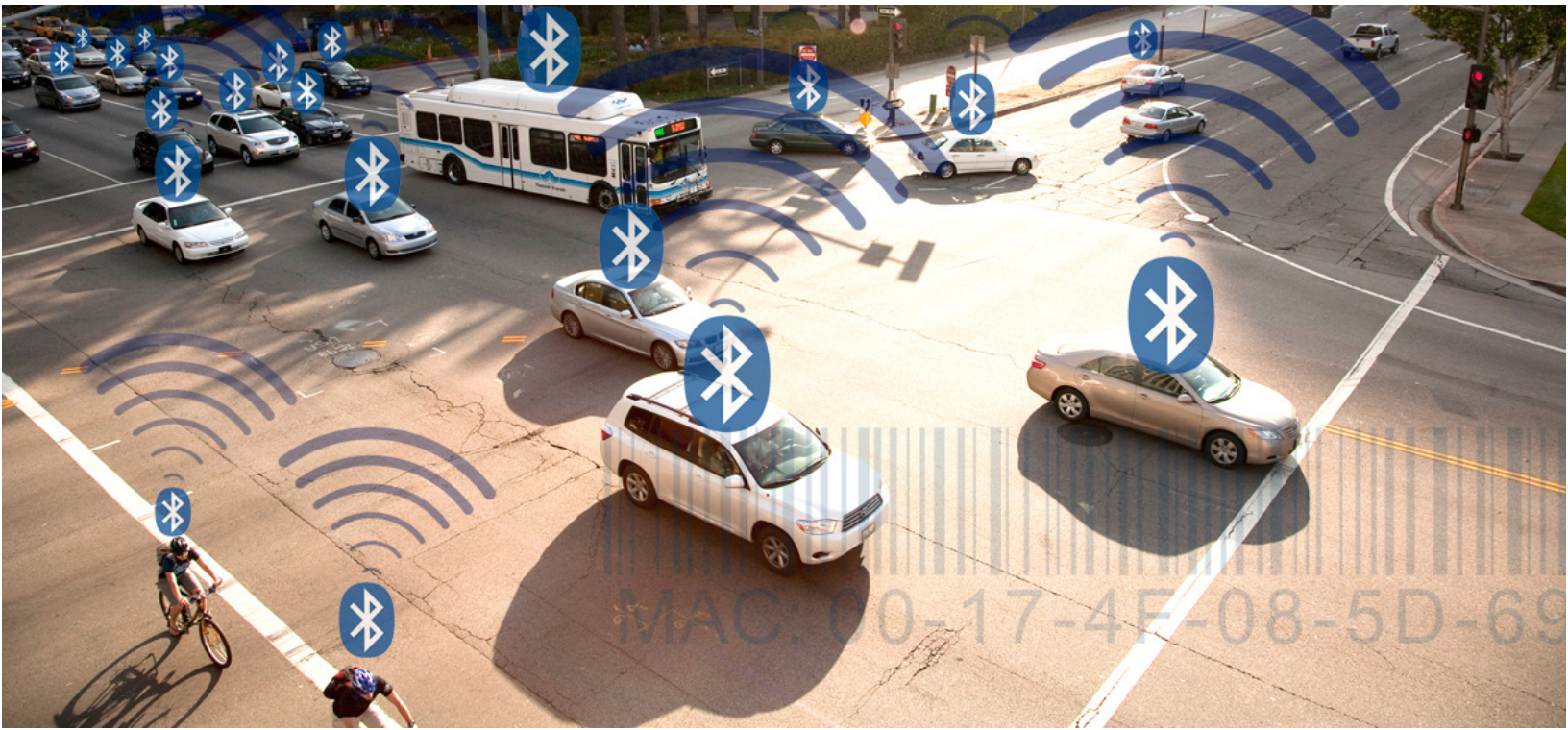


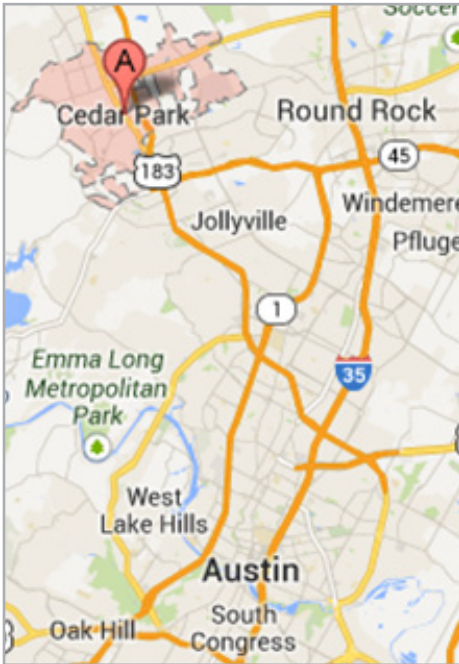
Case Study:
Vantage® Velocity™ Arterial Travel Time System
Cedar Park, Texas



Innovation for better mobility



November, 2013



Cedar Park, located about 20 miles north of Austin

Featured Agency

Cedar Park, located about 20 miles north of Austin and home to roughly 50,000 residents, is one of the fastest growing suburbs in the Austin area. The City currently manages 50 signalized intersections, with all of the intersections currently using Iteris' Vantage® video detection systems. The City also recently utilized the design and engineering efforts of Iteris to create a new, world-class, Traffic Management Center (TMC). This includes a new PLANAR 3x2 55" LCD video wall and an overhaul of their network communication services, all of which will ensure that Cedar Park will be able to keep up with the rising traffic demand for years to come.

Problem

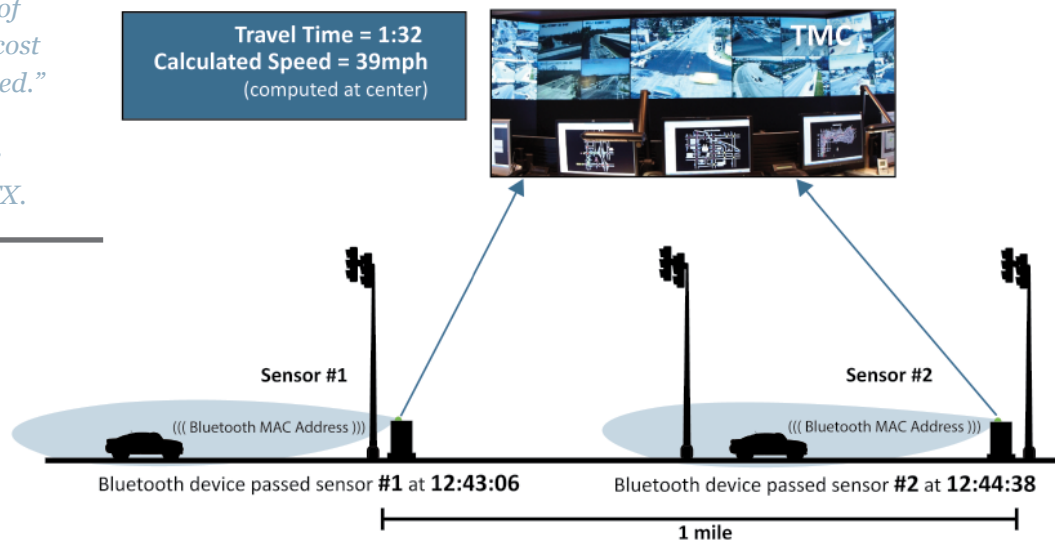
Along with the effort of improving the TMC, the City started to look at technology that could assist in evaluating travel time along principal arterial corridors. The City investigated several different technologies to perform this function, such as magnetometers, loops, and radar systems, and decided that utilizing Bluetooth data and associated field equipment would be the most cost effective tool to collect this important Measure of Effectiveness (MOE).

Solution

After some detailed research of available products on the market, the City decided to invest in the Iteris Vantage Velocity™ Travel Time system in early 2013. The initial deployment of three field units along a three mile stretch of Lakeline Boulevard provides the City with an excellent baseline of travel time data to measure the effectiveness of its traffic signal coordination timing efforts.

"A Travel Time System like Velocity provided us with the best ease of installation and was the most cost effective product we investigated."

*– Ali Mozdbar
City Traffic Engineer
City of Cedar Park, TX.*



Case Study: Vantage® Velocity™ Arterial Travel Time System Cedar Park, Texas

November, 2013



Vantage Velocity processors

Results

As the City started to analyze the data along Lakeline Boulevard, it quickly realized the Velocity Travel Time System was providing it with the data sets that it needed to assist with signal timing and coordination. The output of the system with an upgraded congestion map and real-time data was key in delivering the analytics and results the City came to expect from Iteris. The City then deployed an additional three field units along a second corridor in mid-2013 and another ten field units in September, 2013. Based on the value it sees in the system, the City now has plans for full coverage deployments that will be able to assist with further data collection analysis of not only real-time travel conditions, but also origin-destination studies and analyses.

“This technology is a must-have tool for traffic engineers, providing us with real-time traffic information and roadway status that is necessary to optimize and control today’s traffic congestion.”

*- Ali Mozdbar
City Traffic Engineer
City of Cedar Park, TX*

