

Innovative Transportation Solutions



Intelligent Transportation Systems (ITS)

Intelligent Transportation Systems (ITS) is defined in TEA-21 as electronics, communications, or information processing used alone or in combination to improve the efficiency or safety of a surface transportation system. ITS refers to electronic and communication systems that can be used for collecting, processing, disseminating or acting on information in real time to improve the operation, safety, or convenience of the transportation system(s). A “smart” system is an adaptive traffic signal system that uses real time data to set traffic signal operations, i.e. it responds to current traffic conditions to optimize traffic movement on streets.

The City of Santa Rosa plans to replace the existing citywide traffic signal system with a “smart” Traffic Signal and Intelligent Transportation System that will adapt to continuous changing traffic conditions. This will improve traffic circulation, decrease congestion and improve the streets for all users, including bicyclists and pedestrians.

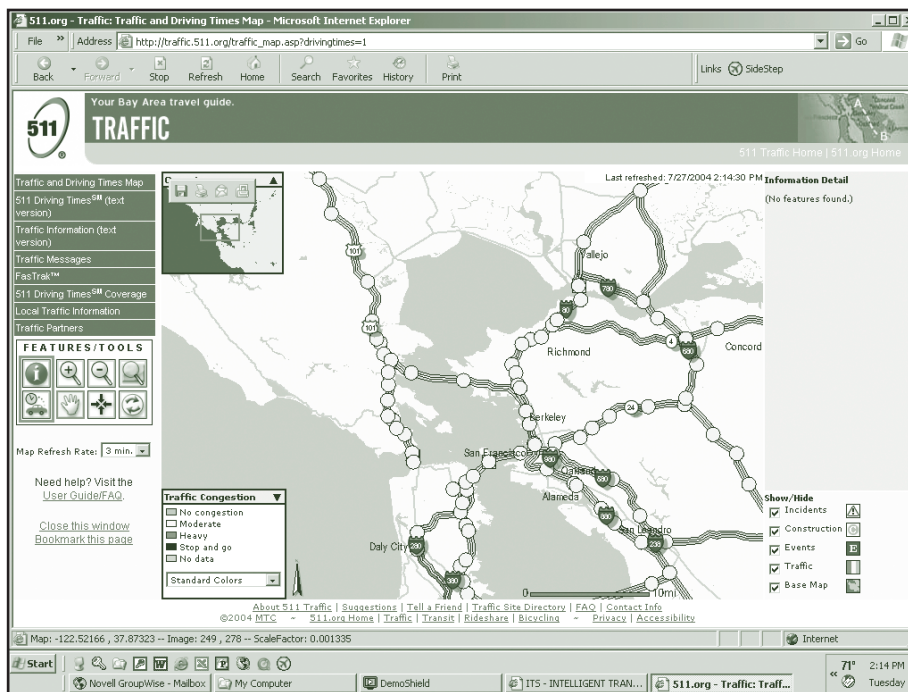
The A “smart” system works by using high-speed personal computer traffic controllers with video detection and an interconnect wiring network that allows transmission of high levels of data and information. At intersections A “smart” system signals give priority to emergency vehicles and buses and detect all vehicles, bicycles and pedestrians. Citywide the ITS has the ability to readily provide information about traffic conditions to the public, and a staff that will provide the engineering and maintenance expertise to facilitate optimal operations of the system.

Regional Rideshare Program

In association with MTC, the SCTA promotes and facilitates carpooling as a commute alternative to reduce congestion on Sonoma County Road roads. With services provided under contract by RIDES for Bay Area Commuters (RIDES) an automated ride-matching system assists commuters in forming carpools and vanpools. Commuters and employers learn about the services through worksite demonstrations and special promotional events.

511

511 is a new phone and Web service (www.511.org) that provides information on traffic conditions bus service, bicycle routes and carpooling. The carpooling information is interactive, creating a Bay Area wide database of motorists interested in sharing rides.



Telecommute Centers

Recognizing the loss in productivity that occurs when employees travel during peak commute periods, some employers have developed telecommute centers for their employees. Employees who live in Sonoma County can stop by the center in the morning, work for a few hours or all day, and drive to headquarters when traffic has cleared up.

These centers could be company specific satellite offices or general resource centers that could provide services to many businesses at once.

These strategies, in addition to flexible or non standard work hours increase efficiency by keeping employees out of the heavy commute traffic.