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Leveraging Commercial Services to Improve Traffic Flow and Situational Awareness

Tom Udell

Deputy Public Works Dir

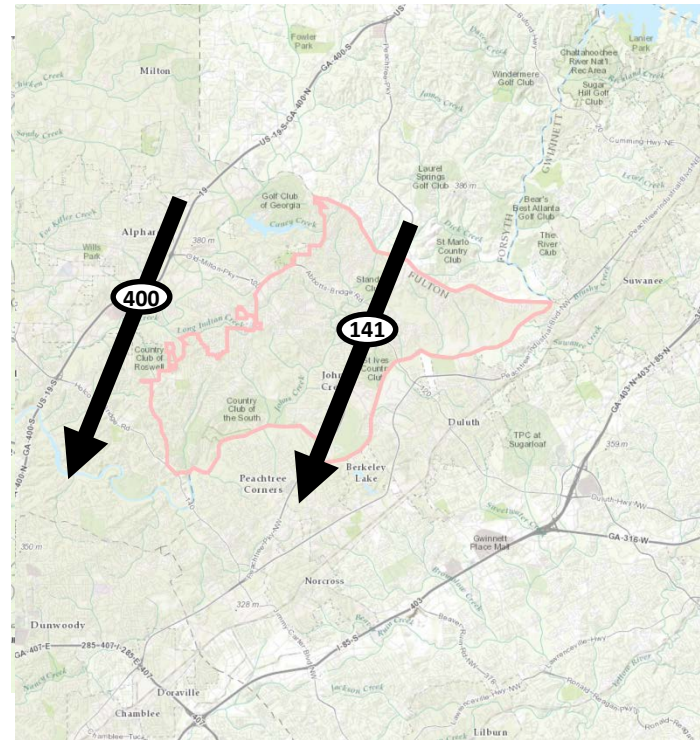
Nick O'Day

GIS Manager

Johns Creek is uniquely positioned

(and maybe not in a good way)

- Johns Creek
 - Residential Population: ~82,000
 - 80% residential / 20% commercial
- Our spot in Metro Atlanta
 - SR 141 serves as reliever for GA 400
 - South of Georgia's fastest growing area (south Forsyth County)
 - 53% of City's traffic starts and ends outside of Johns Creek



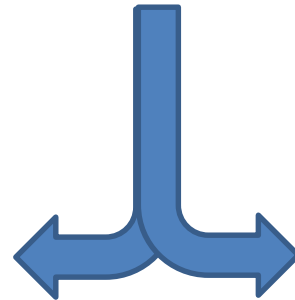
Creating Solutions requires Understanding

GOAL: Improve traffic

(reduce congestion & travel times)

Help Now:

Help motorists make better choices



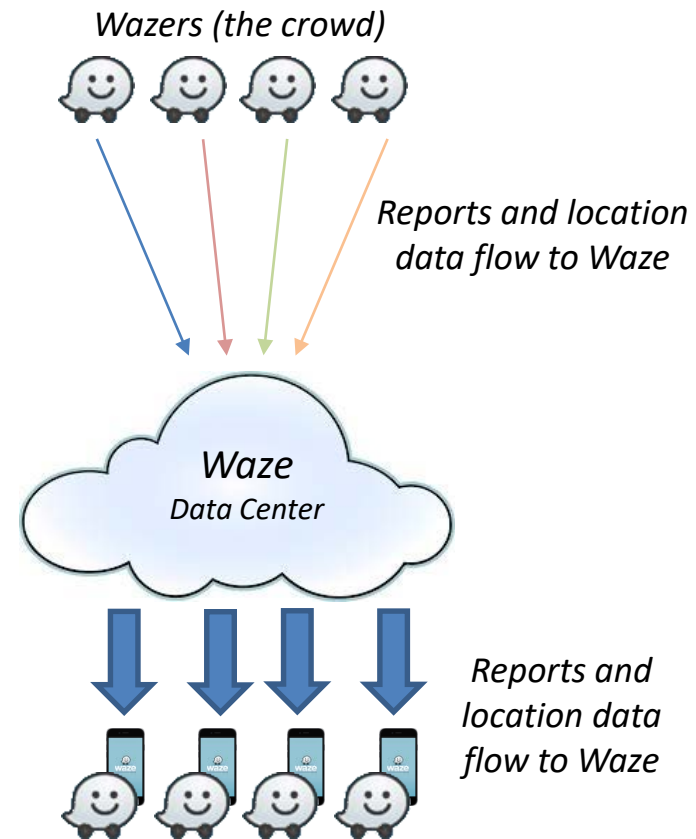
Help Tomorrow:

Collect data to aid in improvement planning



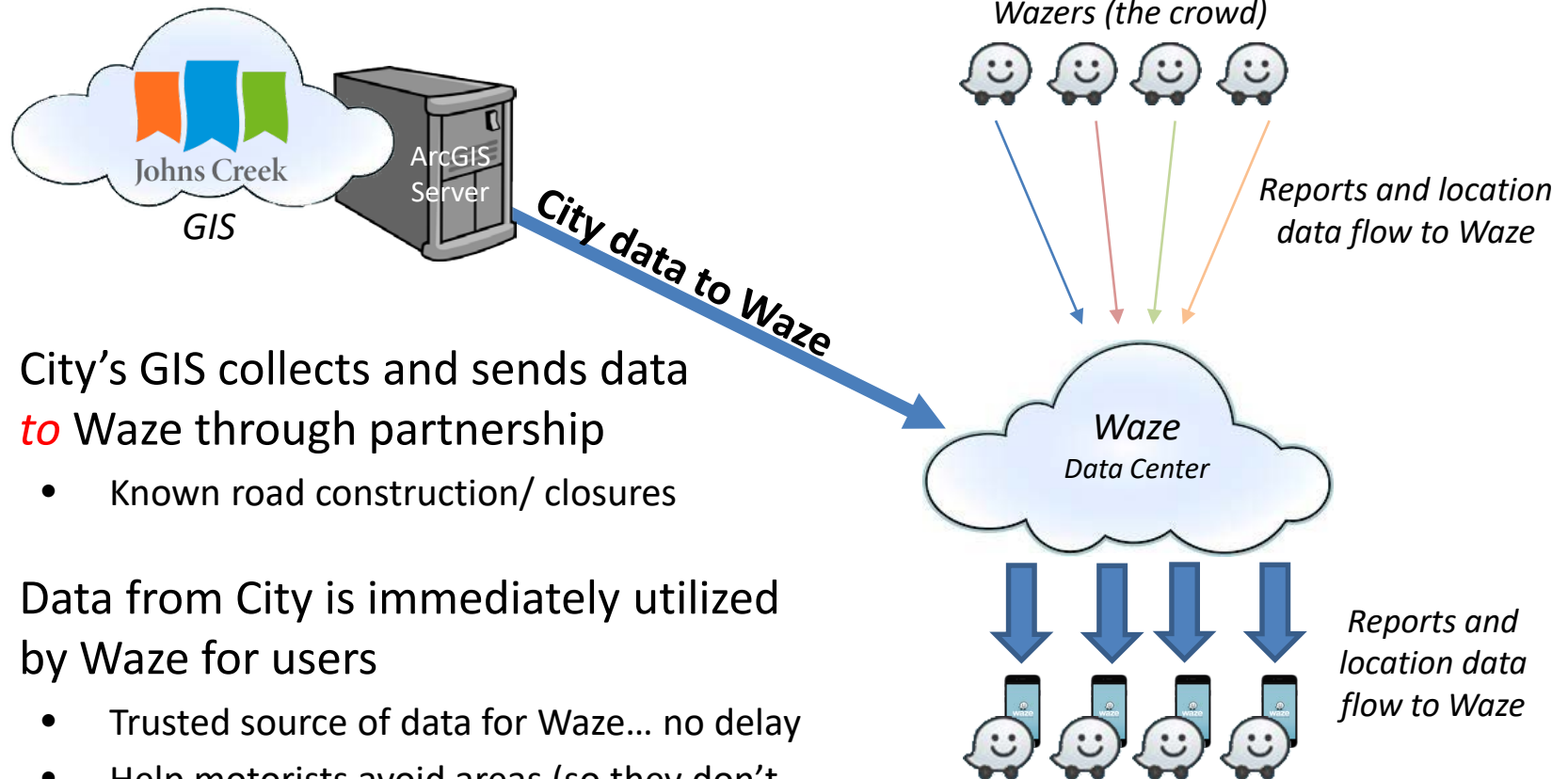
What is Waze?

- World's largest crowdsourced traffic navigation app
- Wazers become moving sensors
 - Location, Speed, Direction
 - Report issues:
 - Traffic Jams, Accidents, Hazards, Closures, Police
- Waze crunches all of this data to create a full picture of the traffic situation
- Wazers receive “best route available” based on entire traffic situation



Waze Connected Citizens Program

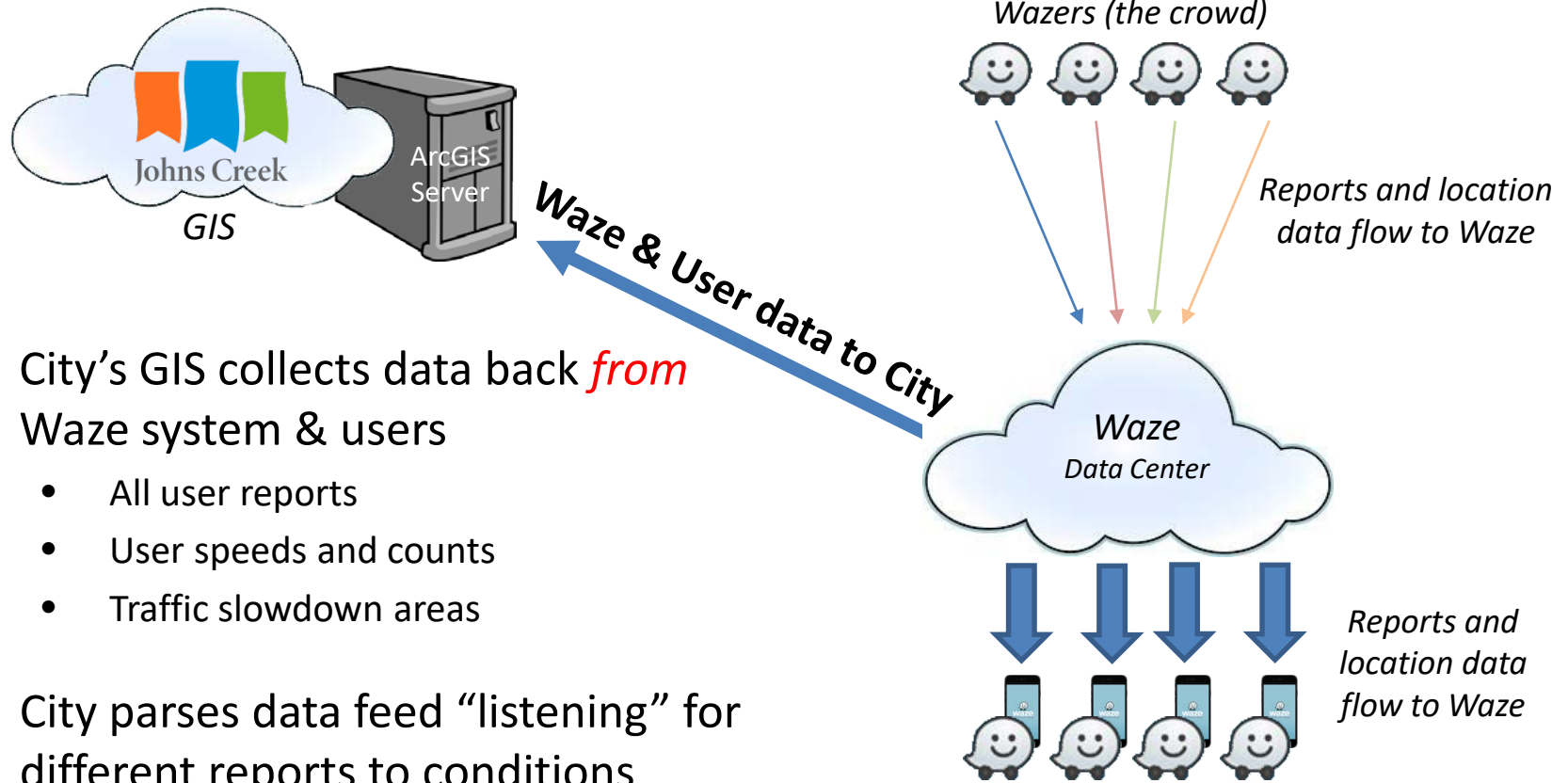
What does Waze get from the City?



- City's GIS collects and sends data **to** Waze through partnership
 - Known road construction/ closures
- Data from City is immediately utilized by Waze for users
 - Trusted source of data for Waze... no delay
 - Help motorists avoid areas (so they don't have to experience issue to report it)

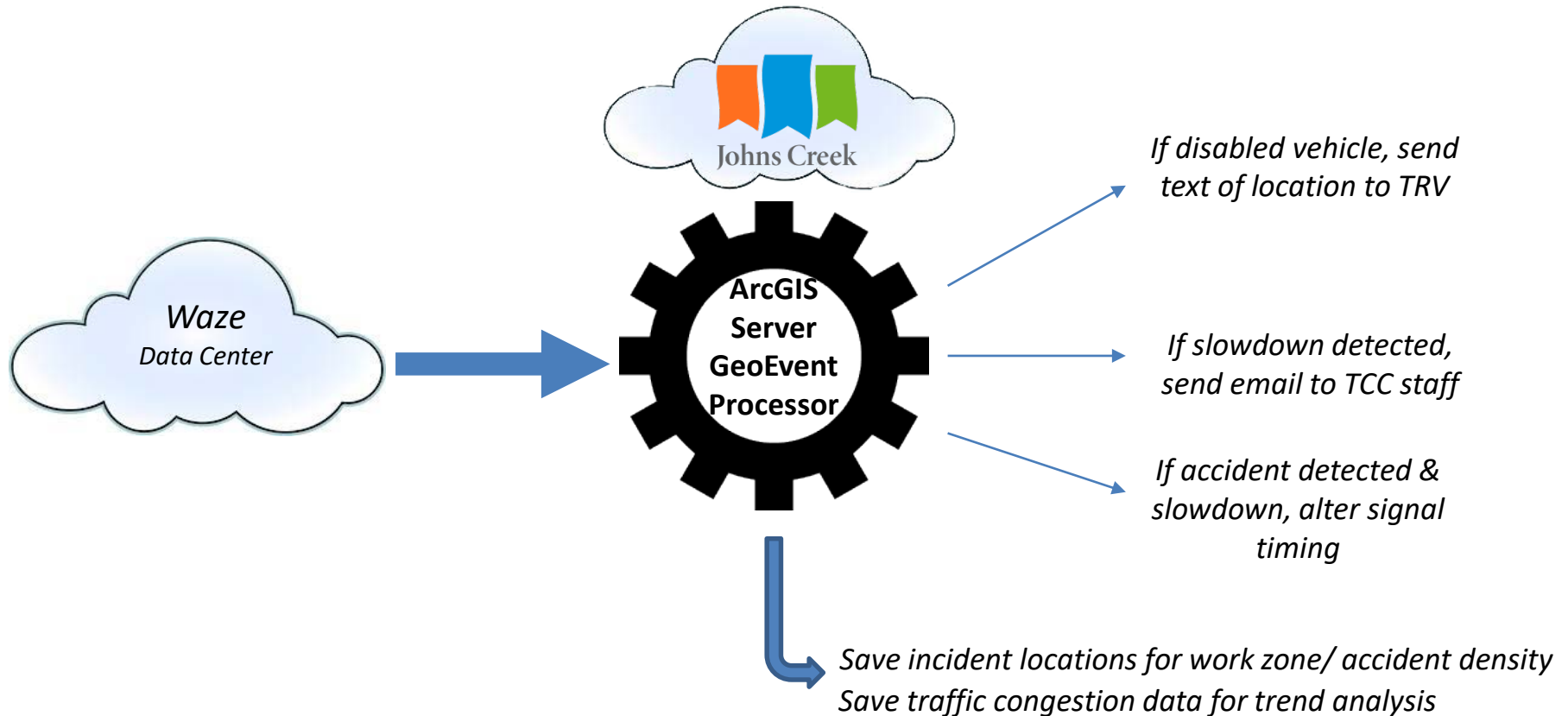
Waze Connected Citizens Program

What does City get from Waze?



- City's GIS collects data back *from* Waze system & users
 - All user reports
 - User speeds and counts
 - Traffic slowdown areas
- City parses data feed "listening" for different reports to conditions

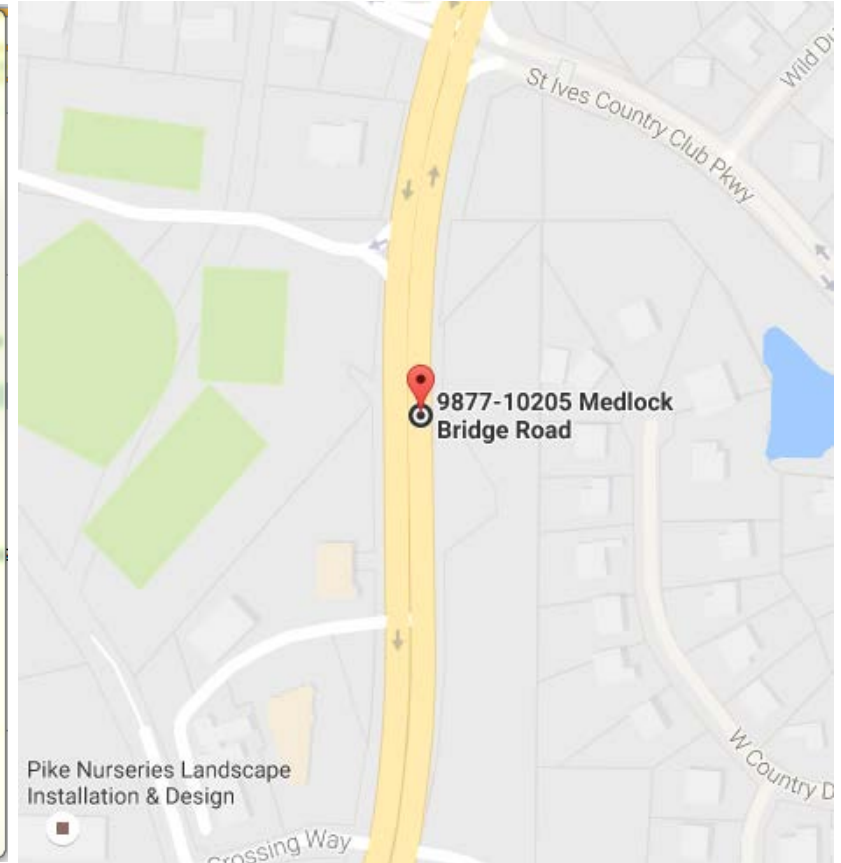
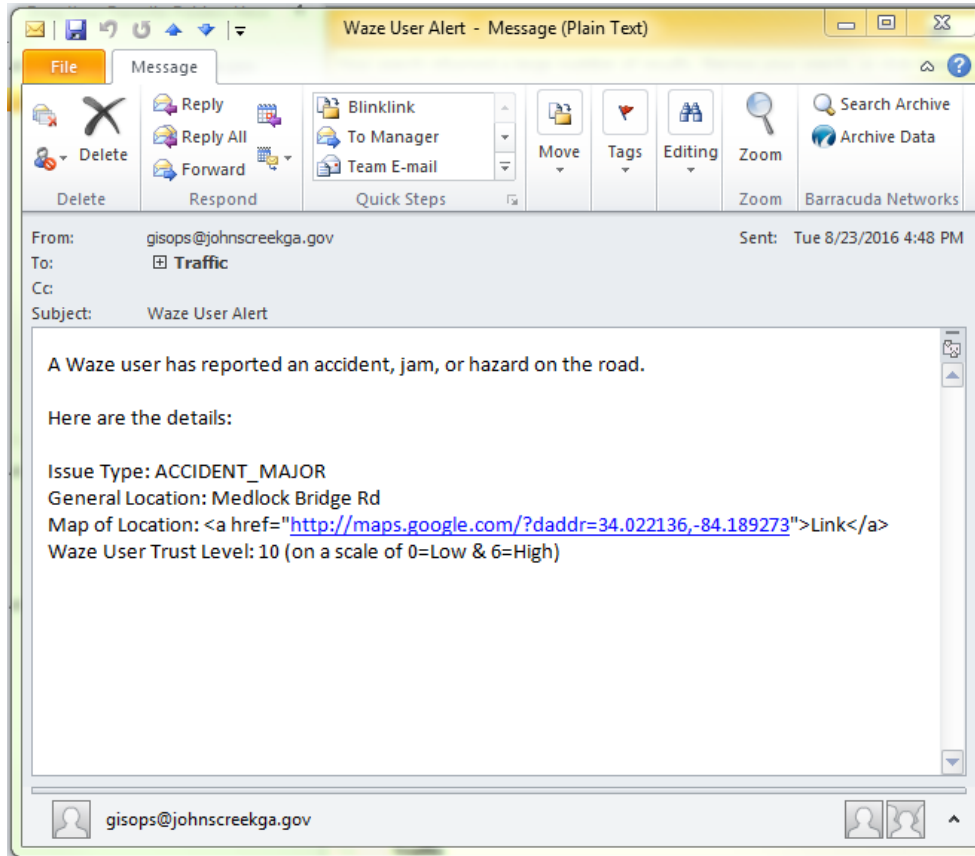
What to do with all of this data?



GIS software “listens” to the Waze feed

When something is reported, software alerts the City

Geo Event Processor



Waze Traffic View Tool

waze Traffic View beta Johns Creek WAFF Help Centre Hi JohnsCreekGA | Logout

WAZE-O-METER

Traffic is slow in your area. Expect **heavy delays**

36% 14% 47%

UNUSUAL TRAFFIC

There are no irregular traffic events at the moment

WATCHLIST

> McGinnis Ferry (EB) Douglas Rd to Chattahoochee River 7.26 miles	Heavy traffic as usual 33 min 13 mph 30 min 14 mph
Kimball Bridge Rd (WB) Jones Bridge Rd to State Bridge Rd 1.11 miles	Heavy traffic as usual 5 min 13 mph 8 min 8 mph
> SR 120 (EB) Jones Bridge Rd to Chattahoochee River 3.61 miles	Heavy traffic as usual 15 min 14 mph 16 min 13 mph
> SR 120 (WB) Chattahoochee River to Jones Bridge Rd 3.9 miles	Moderate traffic as usual 10 min 22 mph

Waze Traffic View Tool

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WATCHLIST

<p>▼ McGinnis Ferry (EB) Douglas Rd to Chattahoochee River 7.26 miles</p>	<p>Heavy traffic as usual 33 min 13 mph 30 min 14 mph</p>
<p>McGinnis Ferry Rd to Jones Bridge Rd 1.01 miles</p>	<p>Bumper to bumper as usual 7 min 8 mph 6 min 9 mph</p>
<p>Jones Bridge Rd to McGinnis Ferry Rd 2.91 miles</p>	<p>Free flow as usual 8 min 22 mph 7 min 22 mph</p>
<p>McGinnis Ferry Rd to McGinnis Ferry Rd 3.34 miles</p>	<p>Heavy traffic as usual 17 min 11 mph 15 min 13 mph</p>

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What's Next?

- User location data
 - for travel times
 - OD Studies
 - Assessing Citywide Traffic
- Data integration
- Crash Location Validation
- WHO KNOWS???



Questions?

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