

Analysis of Travel Times, Origins & Destinations Solar Eclipse 2017



PRESENTERS

Patrick Brown



Chief Technology Officer

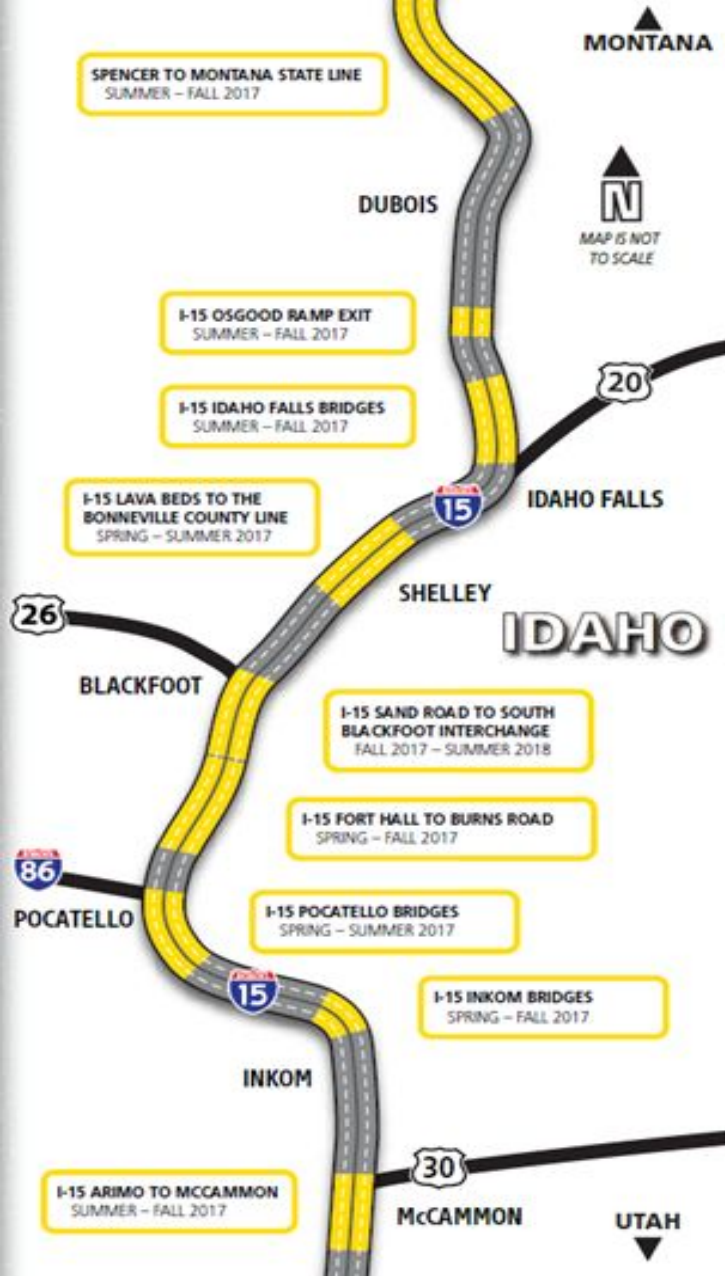
Victor Gill



Chief of Product



ITD & Blyncsy



I-15 Reconstruction

8 workzones

196 Miles of Road

Impacts to I-15 / US-91 / US-20



<http://itd.idaho.gov/i-15construction/>



Blyncsy Workzone Implementation

60 Blync-1218 Devices

Pulse Analytics

Mobile Application

PCMS Activation

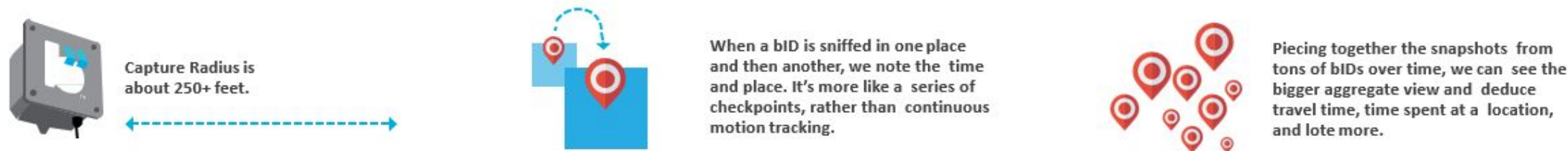
Technology Overview

BLYNCSY PLATFORM



Blyncsy: How We Do It

WE TAKE SNAPSHOTS TO GET A LOOK AT THE BIG PICTURE



BLYNCS SENSORS & DATA COLLECTION

Step 1

Our sensor detects the MAC address of a connected device and collects it for transmitting.



Step 2

This data is sent via secure cellular service to our central data tower.



Step 3

The tower relays this data to our servers, where the data is converted from a MAC address to a "Blyncsy ID".

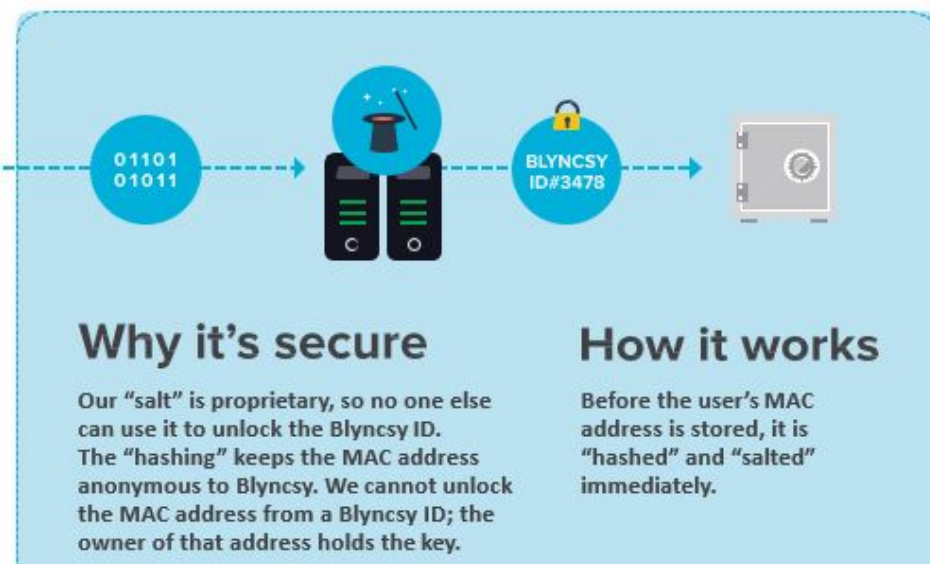


Why it's secure

Our "salt" is proprietary, so no one else can use it to unlock the Blyncsy ID. The "hashing" keeps the MAC address anonymous to Blyncsy. We cannot unlock the MAC address from a Blyncsy ID; the owner of that address holds the key.

How it works

Before the user's MAC address is stored, it is "hashed" and "salted" immediately.



Blync-1218

Re-Identification Sensor

Bluetooth®

WiFi

TPMS

(Tire Pressure Monitoring System)

Solar

Cellular



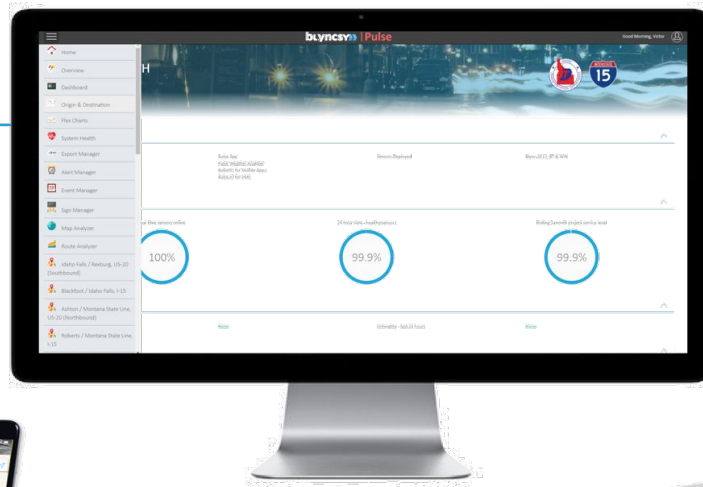
MOVEMENT INSIGHT ENGINE

DATA AGGREGATION & ANALYSIS



INSIGHT DELIVERY For Commuters & Analyst

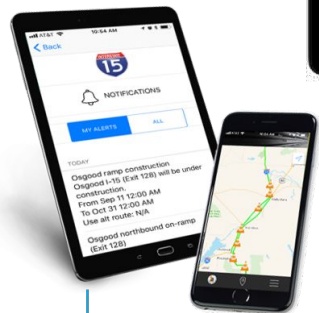
Pulse Analytics



Pulse OD



Pulse IO
PCMS Integration



Commuter Mobile App

COMMUTER MOBILE APP

Real Time Map

Construction Alters

Delay Alerts

Trip Planner

Subscribe to Work Zone



Free

Category: [Navigation](#)

Updated: Aug 20, 2017

Version: 1.2

Size: 7.3 MB

Language: English

Seller: Rosemary Brennan Curtin Inc

© 2017 RBCI

Rated 4+

Compatibility: Requires iOS 9.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings

This application hasn't received enough ratings to display a summary.

Description

The I-15 App includes up-to-the-minute information from the Idaho Transportation Department to help you plan your travel during construction on I-15.

- Current travel times through I-15 construction zones and alternate routes (U.S. 91).

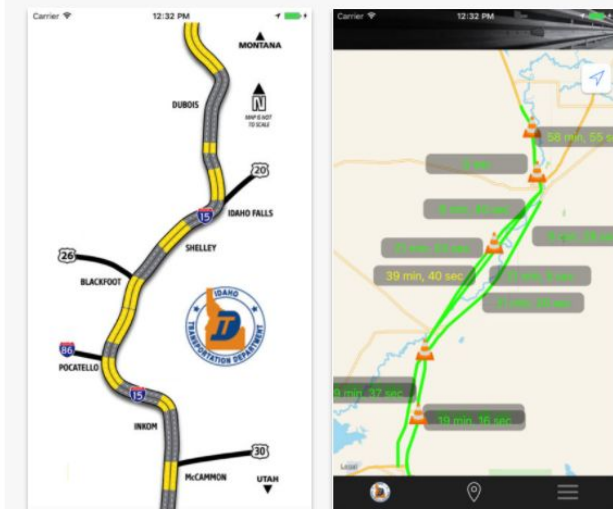
[I-15 Support](#)

[...More](#)

What's New in Version 1.2

Bug fixes & feature improvements

iPhone Screenshots



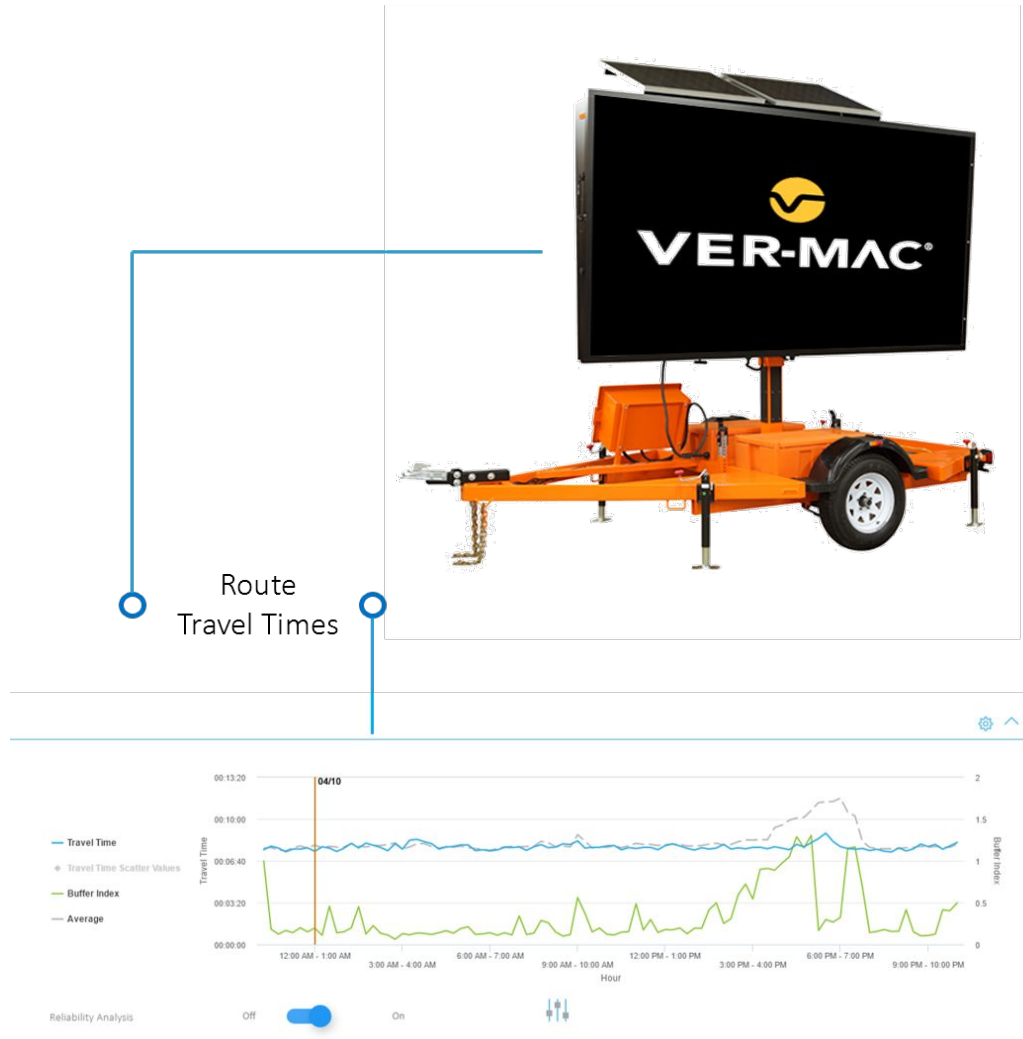
Customer Reviews

Up to date travel time ★★★★★
by Jaikele

PCMS ACTIVATION

Travel Time

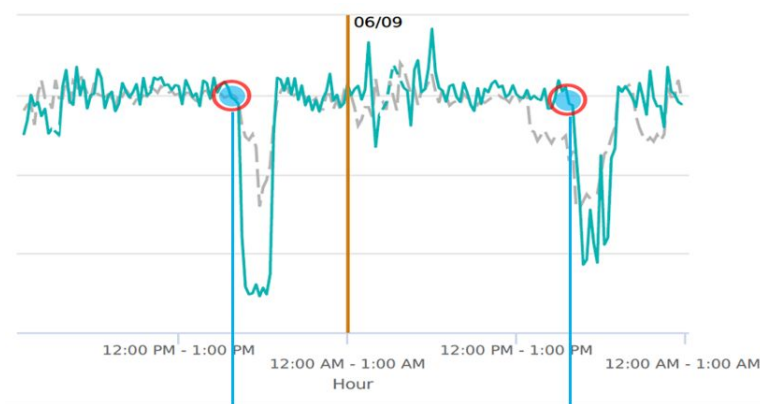
Congestion Alerts



PCMS ACTIVATION

Travel Time

Congestion Alerts



ALERTS
Developing Congestion

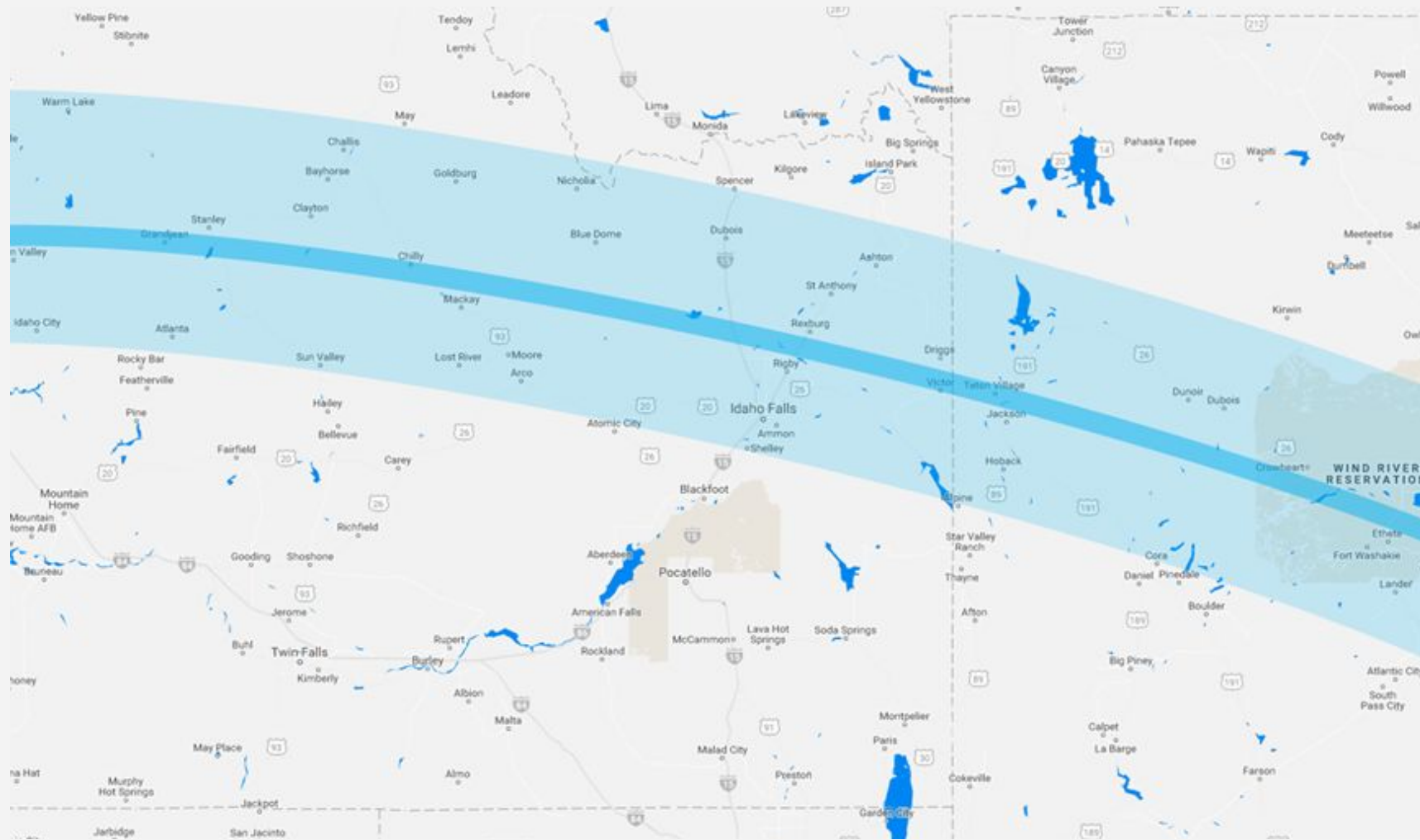




GREAT AMERICAN ECLIPSE

Event Analysis

PATH OF TOTALITY IN IDAHO



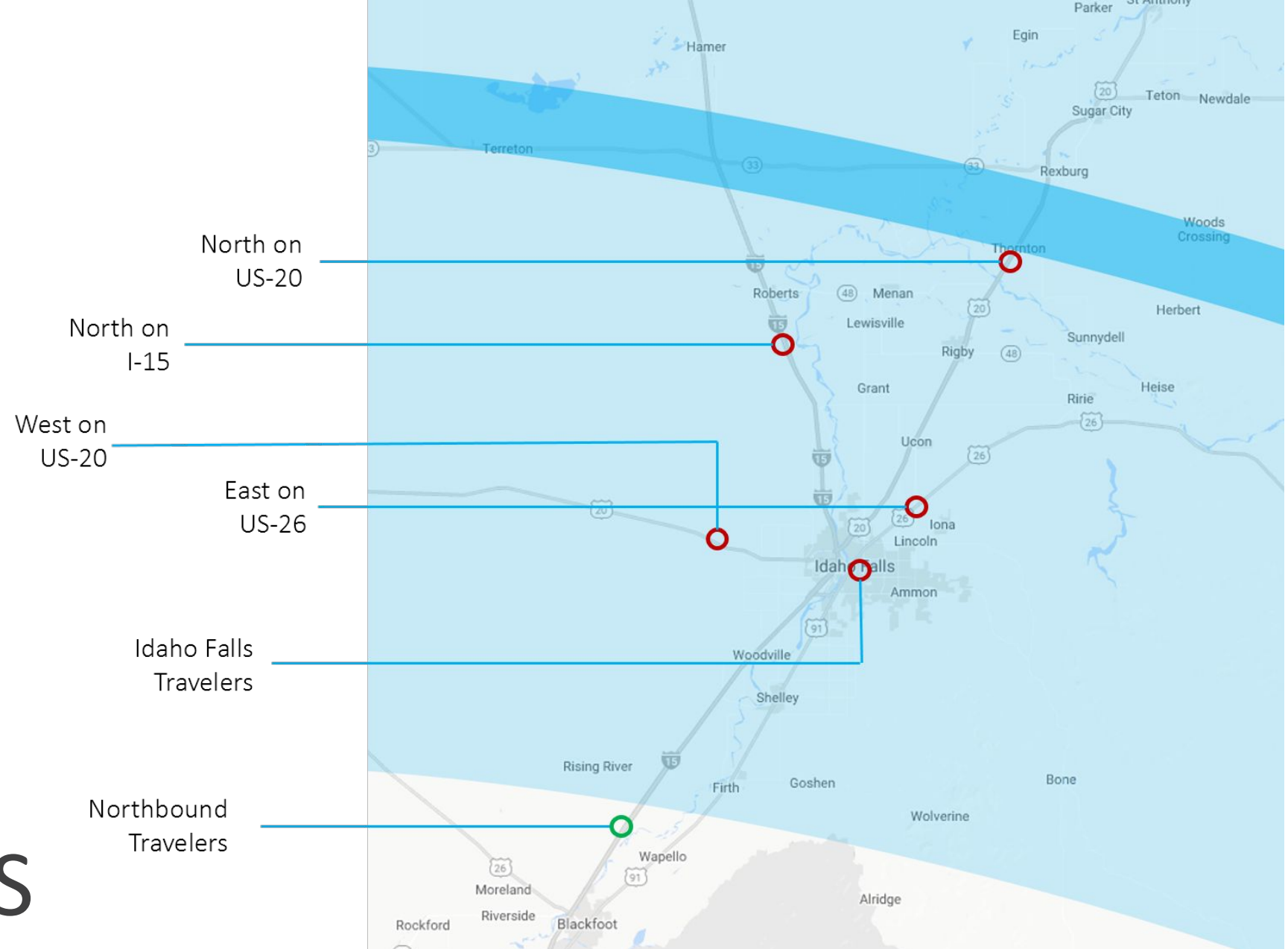
KEY AREAS OF ANALYSIS

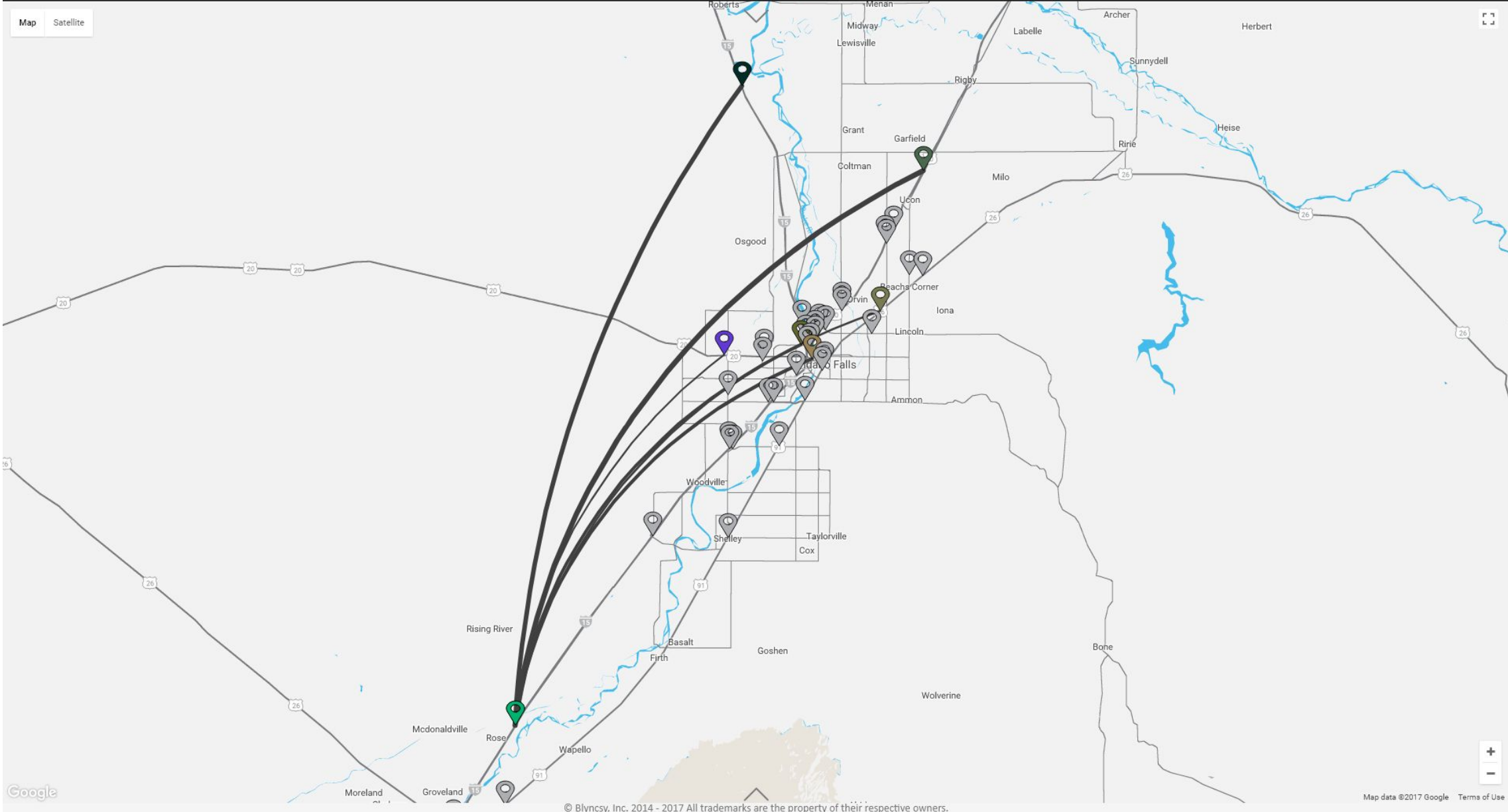
Changes to OD Behavior

Travel Time Impact

Will Viewers Collect or Spread Out?

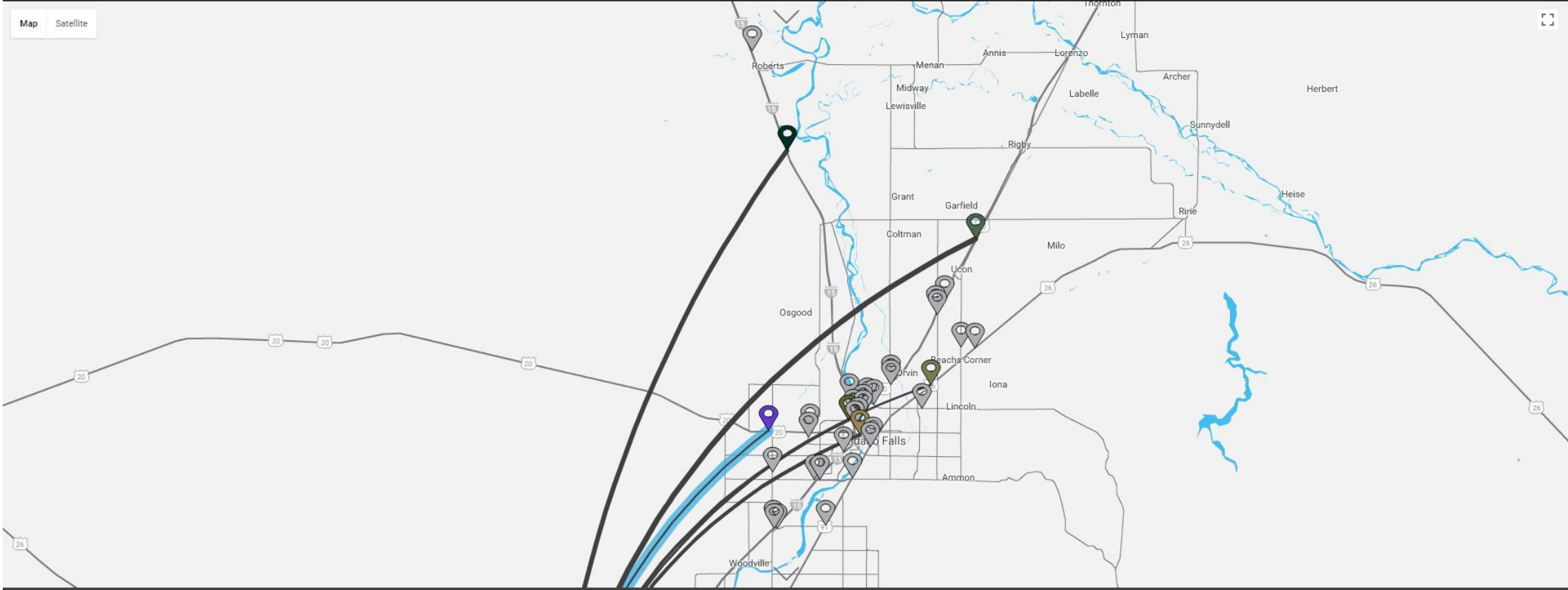
KEY DESTINATIONS







	Destination	Typical	During	
039 US-20 Mile 317	50.21%	32.16%	Open Paths	
042 I-15 Mile 130.8	27.03%	16.42%	Open Paths	
051-BROADWAY (I-15 EAST)	10.62%	24.12%	Open Paths	
053-GRANDVIEW (I-15 WEST)	7.51%	13.23%	Open Paths	
066-US-26 (IONA)	2.67%	6.03%	Open Paths	
001-US 20 (4SW)	1.96%	8.04%	Open Paths	



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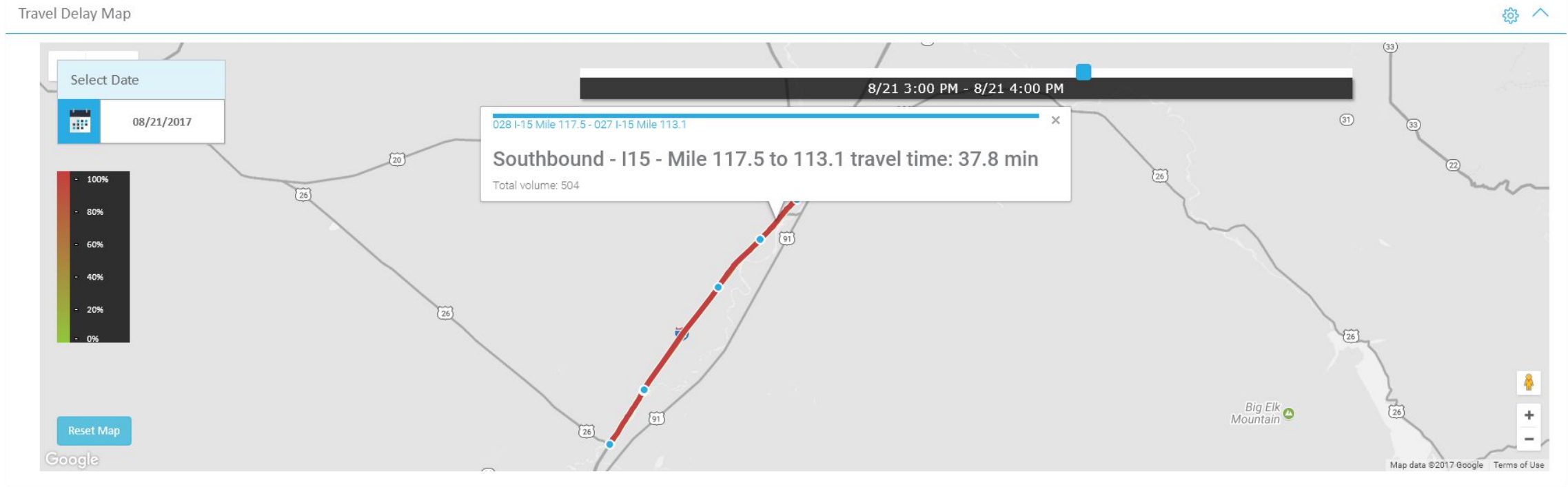
KEY TAKEAWAYS

Event viewers congregated around Idaho Falls

Noteable decrease to realtive travel
through Idaho Falls north

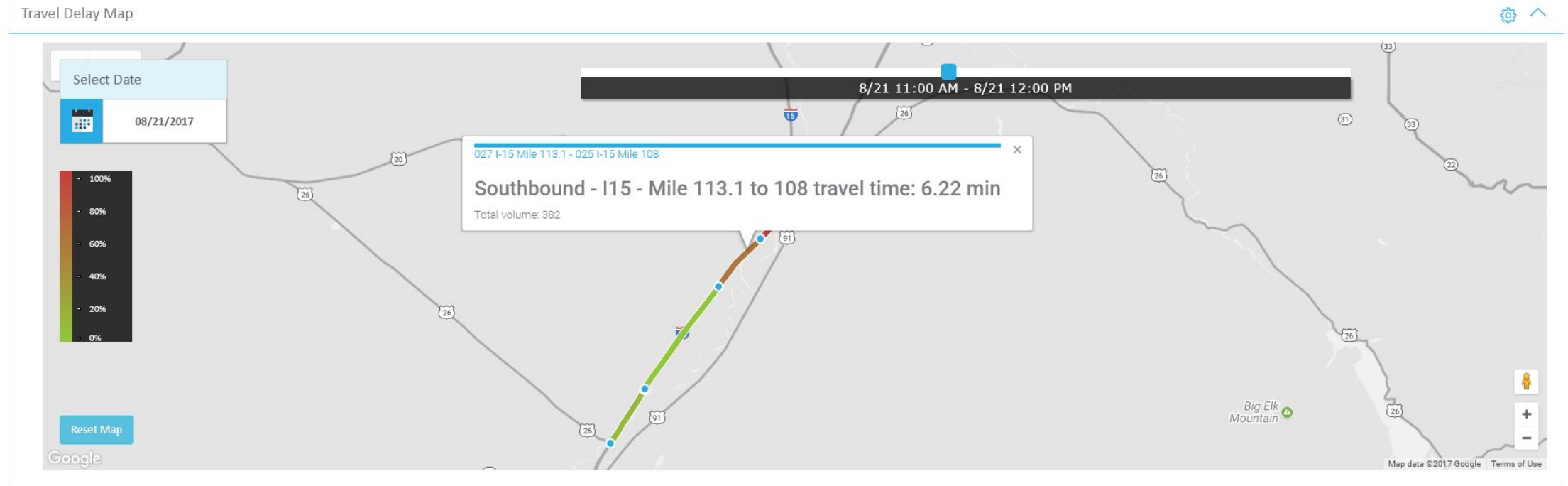
Migration After Eclipse

TRAVEL TIME IMPACT



For a 4.3 mile stretch of road between Idaho Falls and Blackfoot - the travel time took 37.8 (usually 4 mins) minutes with speeds around 7mph

TRAVEL TIME IMPACT



Just after totality we didn't see the magnitude of traffic we thought would develop within minutes.

Congestion increased each hour after totality until about 8pm.

Leaving between 1pm-4pm from Idaho Falls or north of it, was probably the worst traffic for southbound travelers.

TRAVEL TIME IMPACT

Travel Time Analyzer

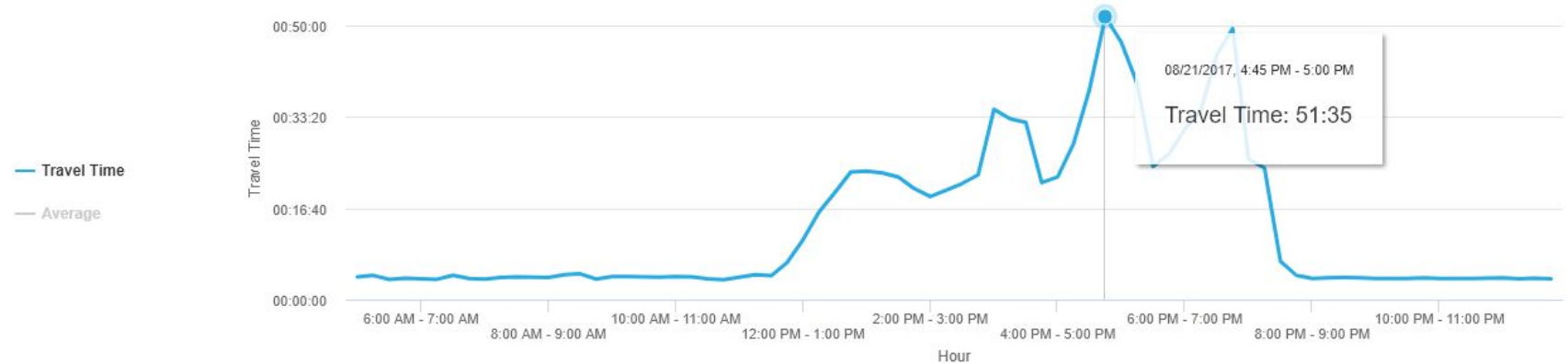


Select Route

Southbound - I15 - Mile 113.1 to 115.1 ▼

Select Date

08/21/2017 - 08/21/2017



Hypothesis - we would see a mass exodus quickly after the eclipse.

What we actually saw was the delay develop starting at Idaho Falls, propagating south.

As it turns out, the worst congestion near Idaho Falls was after 3pm - a segment expected to take 4 mins was taking over 50 mins.

TRAVEL TIME IMPACT


Travel Time Analyzer

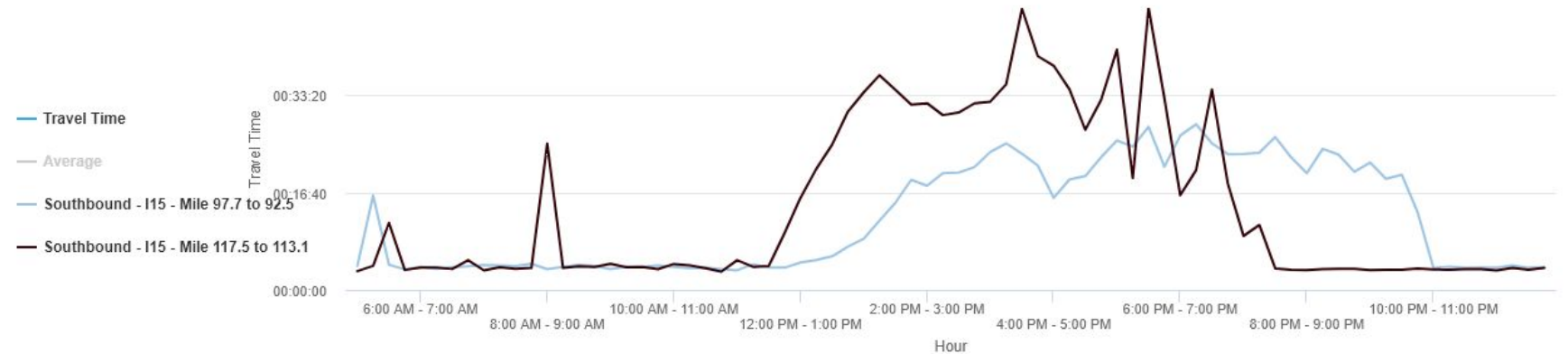


Select Route

Southbound - I15 - Mile 97.7 to 92 ▾

Select Date

 08/21/2017 - 08/21/2017



At 12:15, if you started your trip north of Blackfoot it would have taken 20+ minutes to travel about 4 miles, but if you were south of Blackfoot it only took 5 mins.

KEY TAKEAWAYS

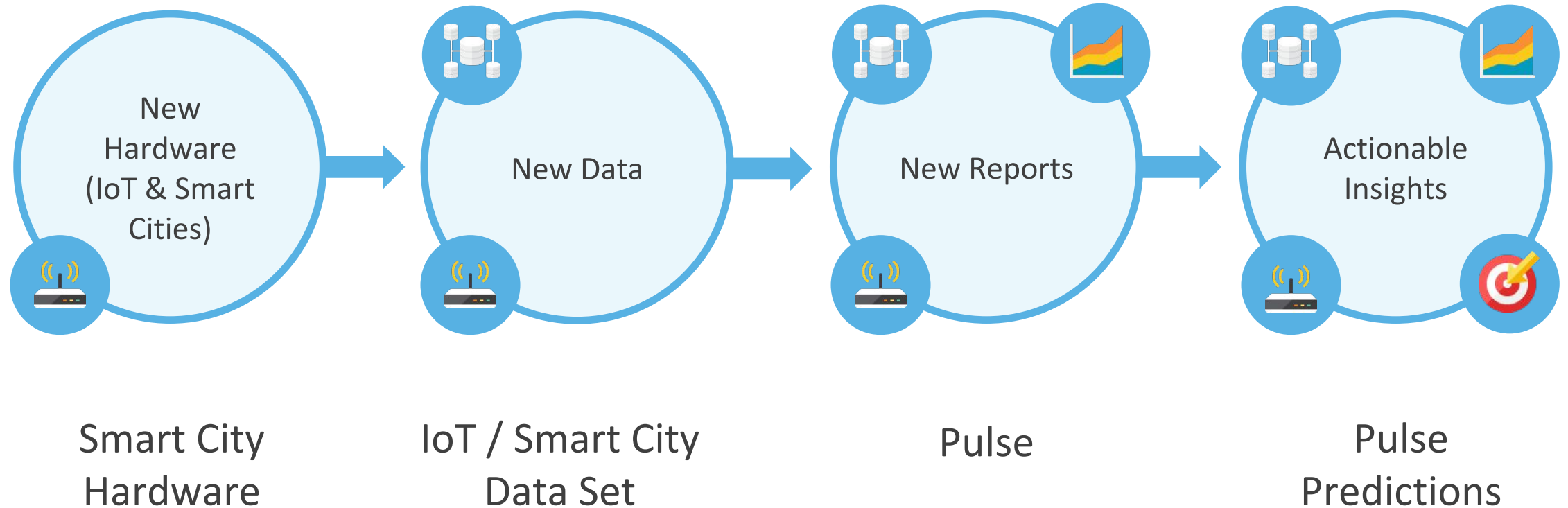
Southbound travelers who viewed the eclipse south of Idaho Falls and left immediately after totality saved hours in travel time.

Traffic compounded over time after totality.

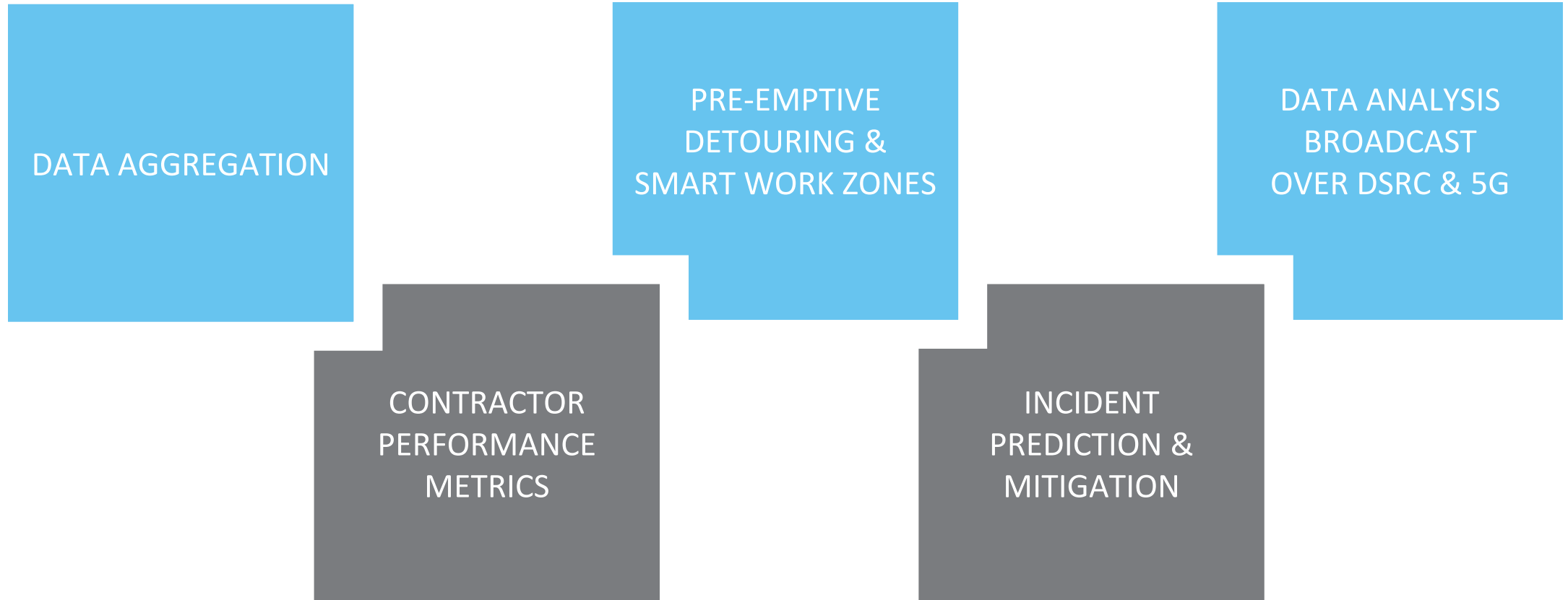
A long-exposure photograph of a city at night. In the foreground, a multi-lane highway curves through the frame, with light trails from cars creating vibrant streaks of white, yellow, and blue. The background is filled with a dense urban skyline, featuring several prominent skyscrapers with their windows glowing and some with distinctive architectural features like tiered tops. The overall color palette is dominated by deep blues and blacks, punctuated by the warm lights of the city and the cool tones of the light trails.

THE FUTURE OF ITS

CONVERGED SYSTEMS WILL PROVIDE MORE INSIGHTS



WHAT WE'RE WORKING ON





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