

A notification tool to inform users and provide actionable recommendations for commuting during an incident causing major roadway delays in the Seattle area.

Mobile Ticketing Enhancements for General Population Incident Avoidance

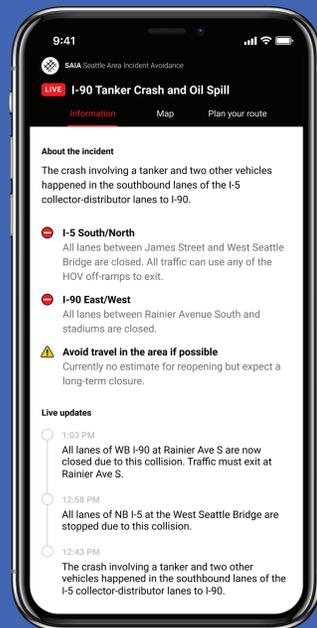


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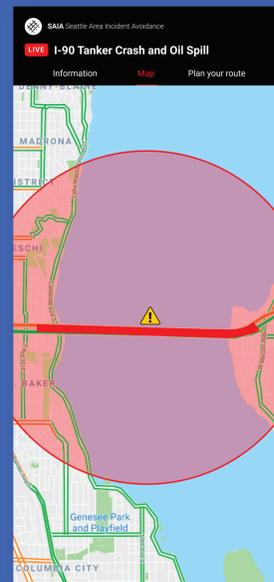
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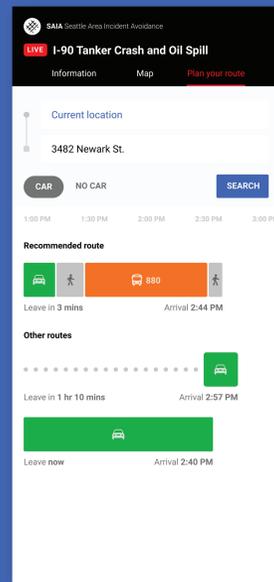
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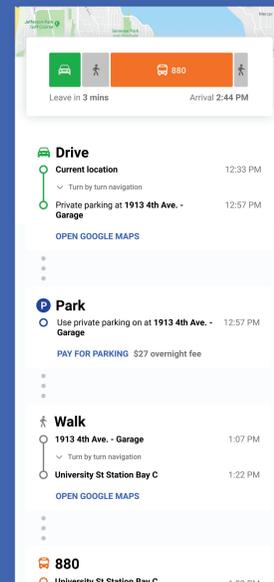
See live updates and closures of a major incident



Visually explore affected areas



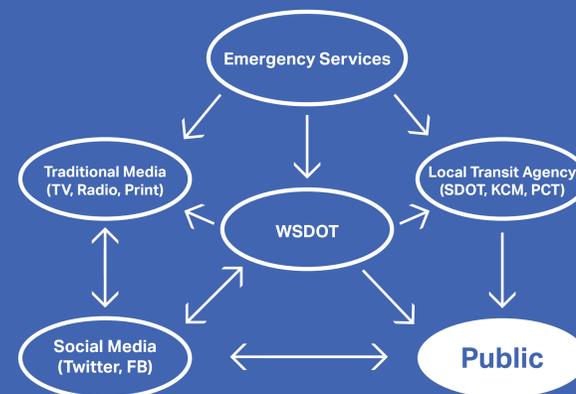
Accurately plan your route to avoid the incident



Get guidance on parking and riding public transit

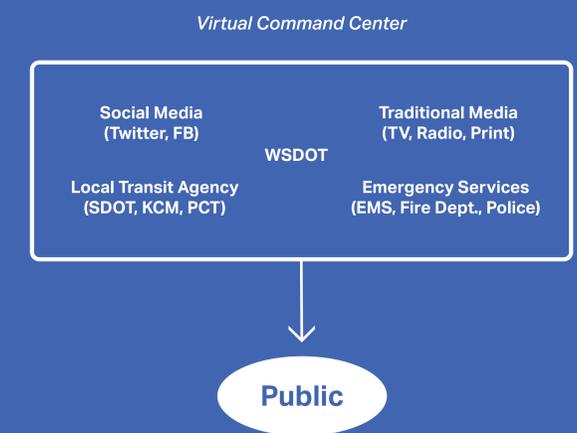
What's the problem?

- Fragmented communications between transit agencies, media, and public
- No actionable recommendations or central platform for useful information about transit incidents
- Current solutions don't have all the necessary features to provide transit recommendations during an incident



Where's the solution?

A platform for transparent, consistently formatted communication from all stakeholders that can be sent directly to the public.



Inadequate Solutions

Current solutions cannot solve the complex problems that commuters face when affected by a traffic incident.

	Incident Notification	Trip Planning	Rerouting	Mobile Tickets	Transit Schedule
TransitGo		✓		✓	
OneBusAway				✓	
Google Maps		✓	✓		✓
Puget Sound Trip Planner		✓			✓
WSDOT App	✓	✓			✓

Solution Goals

- **Public** Inform the public and provide actionable recommendations for commute alternatives following an incident causing major roadway delays in Seattle.
- **Transit Agencies** Publicize unified message from all transit agencies to the effect of reducing SOV traffic and encouraging the use of public transportation during a major traffic incident.

Solution Requirements

- Accessible by any internet-enabled device
- Provide actionable recommendations that prioritize public transit
- Include options with mobile ticket validation for Seattle transit
- Create unified voice for all agencies in regards to incident information
- Reduce single-occupancy vehicle traffic on roadways during an incident

Work Completed

- Interviewed industry professionals from Google Maps, OneBusAway, Commute Seattle, TransitGo, CBS News, and more
- Conducted data analysis on 95 survey responses from commuters in Puget Sound
- Created comparison matrix of existing solutions [see table] and completed literature review

Marketing Plan

- Introduce users to the site through social media
- Provide additional information through earned media
- Reinforce brand awareness, conversion with out-of-home ads
- Solicit user feedback after each incident

Technical Implementation

- Online demo created in Webflow and Javascript
- Traffic simulations ran in INRO transportation software
- Final version will use data from the Virtual Command Center that is GTFS (General Transit Feed Specification) formatted

Future Work

- Creating an accurate rerouting algorithm outside of Google Maps
- Decide site hosting and finalize cross-platform linking (parking, mobile ticketing)
- Partnerships with parking division of SDOT

Conclusion

- Easily accessible solution to inform public of incidents and empower them to make decisions by providing actionable recommendations

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