

SmarTraveler

Real time commuter information. Any route. Any time.

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BACKGROUND **FOR SMARTRAVELER PROJECT**

1. Be a *SmarTraveler* -- call "374-1234" for up-to-the-minute traffic and transit information.
2. *SmarTraveler* is an "Advanced Traveler Information Service;" for the people in area codes 508 and 617, it works just like calling for tie and weather. Now the people of eastern Massachusetts can also dial for up-to-the-minute, location-specific traffic and transit information at any time, merely by dialing 374-1234. In addition, *SmarTraveler* is available to area cellular phone customers. NYNEX customers simply dial *1, and CellularOne customers dial *STI.
3. From area codes 508 and 617, the cost, if any, for calling *SmarTraveler* is the cost of a local call -- from any touch-tone telephone in the home, in the office, or in the car.
4. *SmarTraveler* started in 1992 as a Federal Highway Administration "operation test" funded 50% by the Federal Highway Administration with a matching 50% contributed by private companies and other public sector agencies. The total annual cost of the *SmarTraveler* project is \$3 million. In 1994, *SmarTraveler* became a program of the Massachusetts Department of Transportation.
5. The service area for *SmarTraveler* is eastern Massachusetts, approximately delineated by (and including) Route 495. The service area includes approximately 1,400 square miles, encompassing 122 cities and towns, an estimated 2.9 million licensed drivers and 2.8 million registered miles. Eighteen separate roadways or roadway segments totaling 701 miles and carrying 1.7 million vehicles daily are included in the *SmarTraveler* monitoring and reporting. Covered routes are the Central Artery, Storrow and Memorial Drives, Logan Airport, Massachusetts Turnpike (Interstate 90), Routes 1,2,3,9,24, 93, 95, 128, 495, access routes to Cape Cod including the Bourne and Sagamore bridges and the Mid-Cape Highway.

Additionally, *SmarTraveler* covers the MBTA commuter rail (Amtrak), bus and subway systems. Six hundred sixty three thousand people within the coverage area travel daily via public transit, 587,000 on light rail and/or bus, and 76,000 on commuter rail.
6. *SmarTraveler* is the nation's first operational test of an Intelligent Transportation System (ITS) that is fully deployed within an entire metropolitan region, and is uniquely focused on the public acceptance of real-time traffic and transit information in a real-world environment.

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7. *SmarTraveler* hours of operation are Monday through Thursday 5:30 AM - 7:00 PM, Friday 5:30 AM - 9:00 PM, and Sunday 12:00 PM - 7:00 PM.
8. The *SmarTraveler* project has particular significance in Massachusetts for the following reasons:
 - ◆ For the first time, residents of eastern Massachusetts will be able to call one number (374-1234) for real-time traffic and transit information.
 - ◆ *SmarTraveler* puts Massachusetts in the forefront of ITS development nationally, and supports a technology for export to other regions.
 - ◆ Unlike most other ITS projects, *SmarTraveler* is aggressively intermodal, informing the public of transit alternatives, as well as how to use the highway system more rationally.
 - ◆ *SmarTraveler* is an unusual example of public/private partnership, designed to both encourage the development of a new industry and deliver a previously unavailable service to the public.
 - ◆ From the environmental perspective, *SmarTraveler* is designed to reach commuters before they leave home or office, while they can still change their mode of travel, as well as the time or route. Thus, *SmarTraveler* acts as a unique marketing tool for public transit, as well as a congestion reducer -- each of which will serve to reduce vehicle emissions from congested travel.