

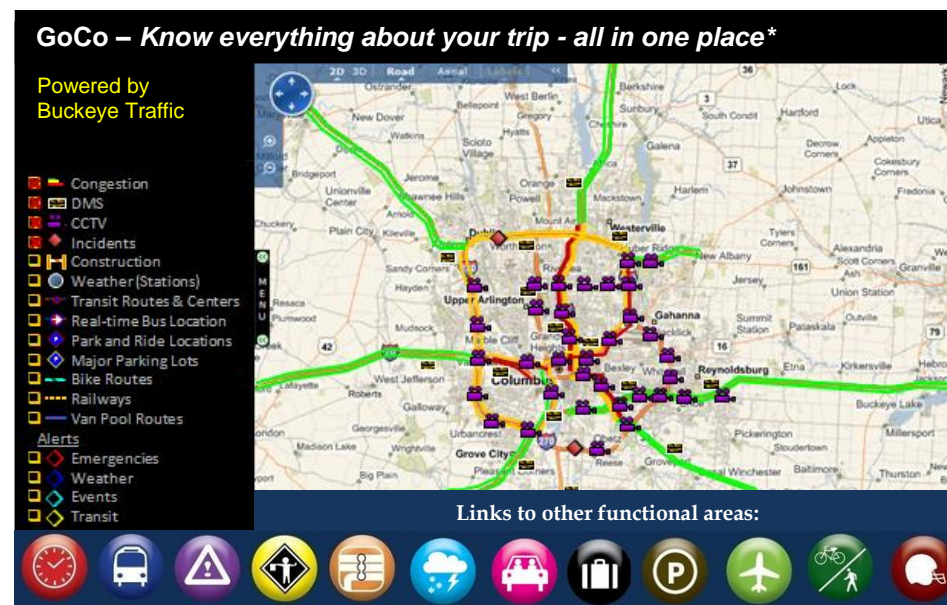
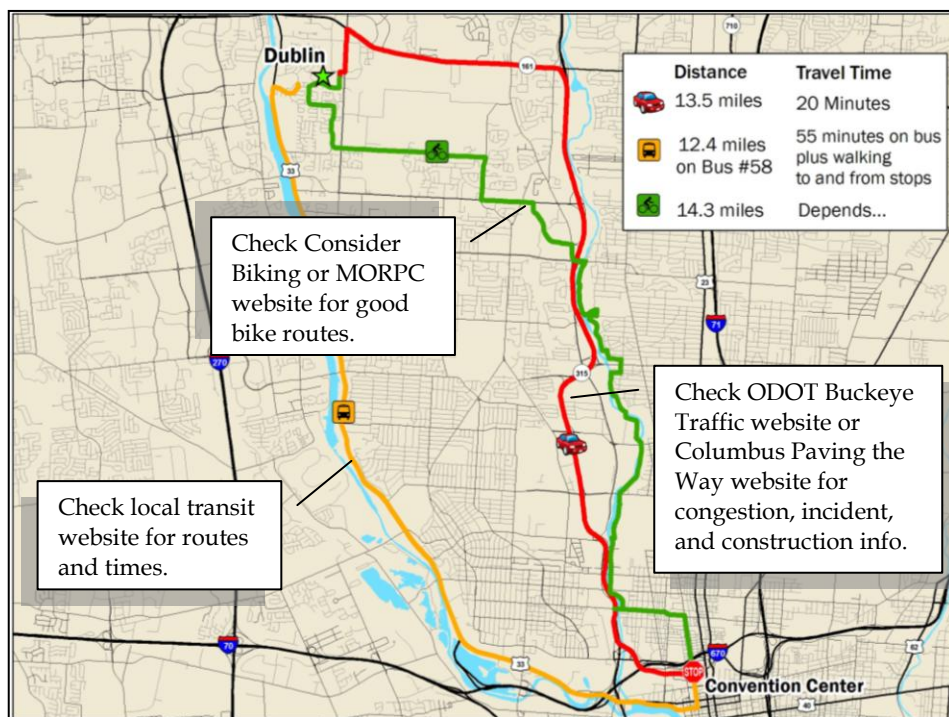
# Advanced Traveler Information System for Central Ohio

## What is it?

The Mid-Ohio Regional Planning Commission is spearheading an effort to create a one-stop-shop for all online traveler and traffic information in Central Ohio. This web presence will provide those who travel around Columbus, including tourists, commuters, and truckers, with a comprehensive picture of real-time traffic, transit, incidents, and construction. Although the system is web based, it will also be delivered to any mobile device such as cell phones or PDAs. This Advanced Traveler Information concept was developed by MORPC in partnership with the Ohio Department of Transportation, City of Columbus, Franklin County, the Central Ohio Transit Authority, the Ohio State University, and the Columbus Regional Airport Authority. The system’s design was also driven by surveys of the public, businesses, and the freight community, ensuring its features and content meet their needs.

**Today**, a commuter has to rely on many different traffic information systems to find choices of where, when, and how to travel.

**Tomorrow**, a commuter could find all the relevant information about his/her trip on one comprehensive website.



\* Very rough mock-up of a future system with fake GoCo branding.

## *How will it help?*

- *Economic Development* – Vibrant urban regions rely upon comprehensive traveler and traffic information systems. As the Columbus region grows, this system will ensure it stays competitive by providing its residents and visitors with such a state-of-the-art resource. Furthermore, logistics companies would greatly benefit from such a system by knowing about road conditions and travel times ahead of time and while en route. Having this type of information readily accessible will increase the predictability of the transportation system for their customers and enhance the just-in-time manufacturing process.
- *Job Creation* – An efficient transportation system is a key feature any city needs to attract and retain a talented workforce. This Advanced Traveler Information system will be a bold step that demonstrates that the region is innovative and supports residents in their daily commutes, occasional trips, or special weekend excursions. In fact, real-time traffic information has proven to reduce incident duration and secondary crashes, therefore decreasing travel times.
- *Tourism* – The system will fully support the mission of Experience Columbus by creating an easy to navigate, comprehensive website that provides visitors with reliable parking, transit, and event information as they plan their trips and their stay. For example, the system will provide sports fans, state fair exposition attendees, or general tourists with tailored real-time event information. It will guide drivers to the correct exit, tell them where to park, and in the future, even how many spaces are available. In addition, the visitor is given options on how to get around as the travel information is multi-modal and also includes information on bus routes, bike and walk paths.
- *Quality of Life* – The public's greatest interest in traveler information is timely and accurate incident and construction information. This system would unite the numerous currently disparate sources of information into a single resource that is available pre-trip and en-route so that travelers can make the best choice of how, when, and where to travel. Furthermore, providing real time traveler information would help reduce the region's carbon footprint by improving traffic flow.
- *Partnership* – The system will also partner closely with broadcast, cable, and internet media to ensure that the most accurate information is delivered through as many conduits as possible.

## *What is next?*

The Mid-Ohio Regional Planning Commission is currently seeking funding from a variety of local, state, and federal sources, traditional and special grant funding, and possibly including advertising. Once funding is secure, the system could be operational within one year.

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