



# ACTIVE TRAFFIC MANAGEMENT (ATM)

## ATM

### What is an Active Traffic Management (ATM) system?

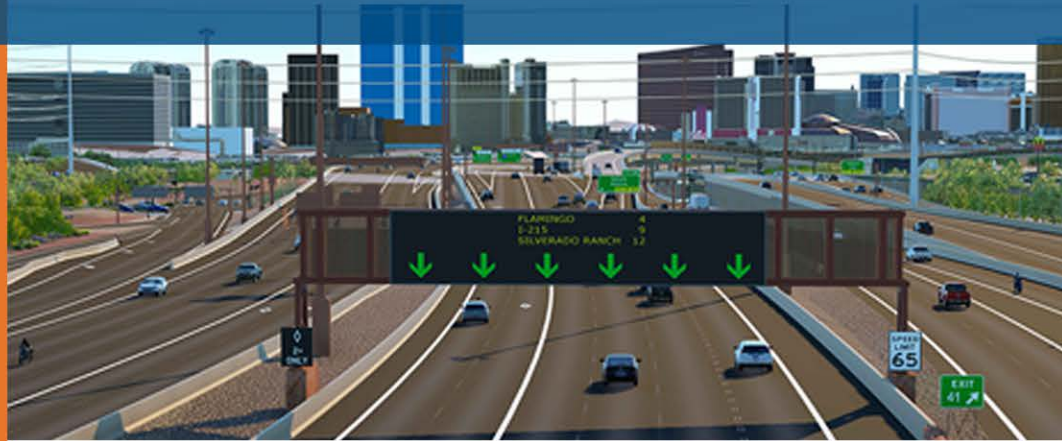
An ATM system provides the ability to dynamically manage congestion based on prevailing and predicted traffic conditions.

### What will it look like?

The Project Neon ATM system will feature full-color, high-resolution dynamic message signs over the freeways that will provide real-time information to motorists about incidents and traffic restrictions.

### How will it help drivers?

The message signs will be far more sophisticated than the existing dynamic signage, and can be programmed to inform motorists of specific lane closures and blockages that occur with traffic crashes or construction. Signs will show the status of every lane as motorists approach the I-15/US 95 "Spaghetti Bowl" Interchange that sees 300,000 vehicles daily and 25,000 lane changes per hour.



### HOW IT WORKS:

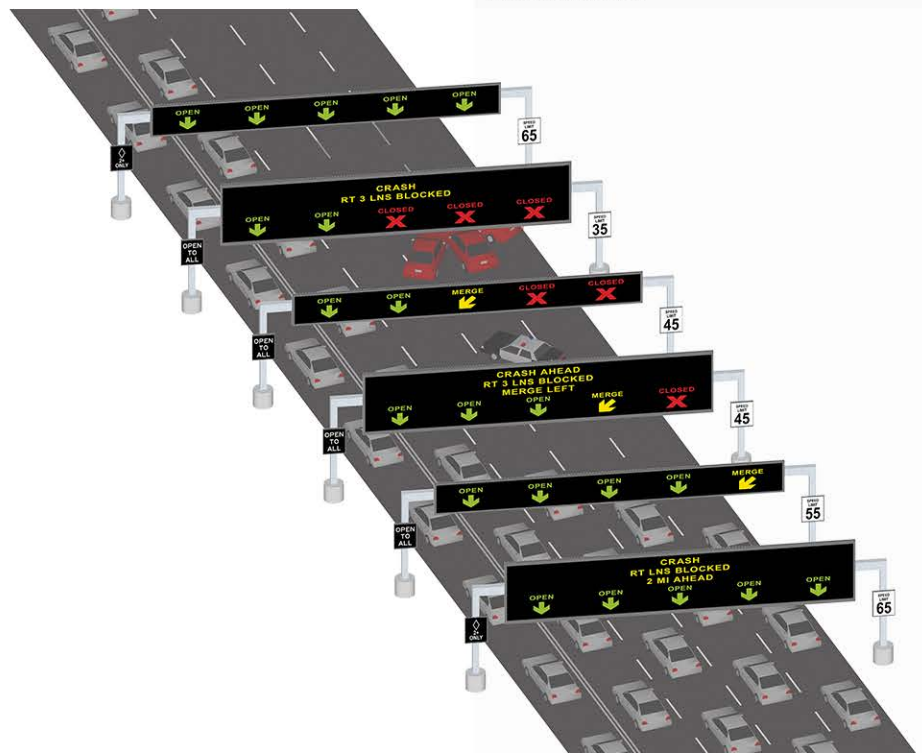
The ATM system focuses on influencing travel behavior and optimizing driver expectations. By providing advanced warning of incidents and clear direction for motorists to help guide lane and facility choices, the system aims to improve freeway operations, manage congestion, and improve safety. Signs will provide speed harmonization, lane open control, and other messages.



### WHAT DRIVERS CAN EXPECT:

As a part of Project Neon, 42 ATM signs will be installed along I-15 and US 95. This will provide a valuable traffic management tool both during and after construction.

These full-color dynamic message signs will span all lanes and be located for optimal sight distance at approximately half-mile spacing. The strategically placed ATM signs will disseminate lane-specific traveler information.







# PROJECT NEON ATM SYSTEM

## FEATURES

### MOTORISTS ALERTED OF TRAFFIC ISSUES AHEAD

When incidents occur and traffic ahead is slowing down, motorists will be notified in advance to reduce speed to avoid secondary crashes.

### TRAFFIC LANE MANAGEMENT

The system allows for effective use of all available roadway capacity and manages traffic flows to reduce congestion and crashes.

### DYNAMIC RAMP METERING

Ramp meters will improve traffic flow in real-time during congestion.

### SPEED NOTIFICATIONS

Speed harmonization, lane control, and other relevant messages will help maintain flow, provide advanced warning of congestion ahead, and reduce risk of crashes.

## WHAT IT DOES...

**COLLECTS DATA:** ATM detectors throughout the corridor will collect average speed and traffic volume for each travel lane, allowing the ATM system to pinpoint incidents and congestion and actively manage traffic to reduce the severity and duration of the congestion.

**MONITORS TRAFFIC:** Closed Circuit Television (CCTV) camera coverage will allow ATM operators to identify and confirm incidents and congestion.

**PROVIDES WARNINGS:** The ATM system will advise motorists of problems ahead with indications of the ramps that should be used to exit the roadway.

**IMPROVES YOUR COMMUTE:** The system will identify which lanes are less congested, optimize motorist speed when appropriate, and reduce the chance of incidents due to differences in traffic speed (speed harmonization).

