Intelligent Traffic Management

Reduce congestion and keep traffic moving.

About Intelligent Traffic Management

Verizon is offering an advanced traffic data subscription service for public agencies, venues, universities and metropolitan planning organizations. What is it? It’s cloud-based access to actionable traffic management data from our managed detection equipment.

Intelligent Traffic Management (ITM) services leverage in-ground wireless vehicle-detection sensors and intelligent data collection systems managed by Verizon. The traffic data captured by sensors is networked via Verizon cellular communications and analytics that are accessible from a secure cloud infrastructure.

The cloud-based service includes all necessary equipment, design, installation, operation and maintenance. In addition to helping improve traffic flow and reduce delays, this service provides automated traffic signal performance measurements (ATSPM) for major corridors on a 24x7 basis, including travel times, system counts, turn movements and more.

Agencies use this cloud-based data for improving signal timing, traveler information, planning, before/after measures and federal fund reporting, among other uses.

Help reduce traffic delays and related harmful emissions. Get moving again with cloud-based traffic management.

The state of traffic today is driving the need for change.

3.2 trillion miles driven on US roads in 2016.1

8 billion hours wasted sitting in traffic each year.2

3 billion gallons wasted in fuel annually.3

30 million tons of CO2 released by idling cars annually.3

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Left: Average daily traffic (ADT) counts at signalized intersection for two months.
Top right: Average volume-to-capacity (V/C) ratio and traffic signal level of service (LOS) for six traffic-signal phases over 24 hours.
Bottom right: Purdue Coordination Diagram (PCD) for two signalized intersections showing actual vehicle arrivals (in dark histogram) overlaid on percent probability of arrival on green (in green shading) aggregated over the signal cycle.
Remain the guesswork from traffic management in your city, your intersections, your signals.

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<th>Service</th>
<th>Data Sources</th>
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<td>Basic</td>
<td>Wi-Fi MAC addresses</td>
<td>Travel times, intersection delay, origin/destination data</td>
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<tr>
<td>Advanced</td>
<td>Wi-Fi MAC addresses, plus advance or mid-block wireless sensors</td>
<td>Complete corridor utilization statistics, including vehicle miles traveled (VMT) and vehicle hours traveled (VHT).</td>
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<td>Advanced Plus</td>
<td>All services from Basic and Advanced, plus stop bar and departure lane wireless sensors, plus signal phase information</td>
<td>Provides a suite of arterial performance and safety measures, including turn counts, arrivals-on-green, volume-to-capacity ratio reports, 24x7x365 archived discrete turn counts, Purdue Coordination Diagrams and red-light violations</td>
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