

Reduce congestion with better traffic data.

Verizon Traffic Data Services

Are there any two words a driver hates to hear more than “traffic jam?” Congestion on the roads is frustrating and potentially dangerous, and in many cities it’s a problem that keeps getting worse. In 2016, nearly 21 percent of the nation’s top 52 cities experienced an increase of congestion and travel times over the previous year.¹ But time isn’t the only thing sitting in traffic can cost you: Drivers and riders spend hours in traffic every year, which results in substantial direct and indirect costs.

In order to improve traffic congestion, transportation planners have to get a better understanding of its causes. Verizon Traffic Data Services provides detailed and actionable insights into citizen and visitor mobility patterns, as well as the use and performance of your transportation system, including roads and transit. By arming you with the right intelligence, we’re helping you create better traffic planning and response.

Drivers across the nation lose billions each year in wasted fuel and lost time due to traffic congestion.

There’s no such thing as too much information.

Because Verizon has a vast nationwide network, we can tap into an incredible wealth of anonymous location data. We collect this cellular network data in near real time, and use it to accurately map information about traffic on freeways, streets and even mass transit lines.

Our network detects phone location changes as phone owners travel. Traffic Data Services notes changes in location and time, which are used to calculate speed direction and flow. By overlaying demographic attributes related to the various points of interest, the system provides a detailed view of your transportation system with

a demographic lens. Without a deep understanding of how and when people work, travel, shop and play, you can’t hope to anticipate the transportation needs of your community. By collecting and analyzing billions of these valuable data points, we can help transportation engineers and planners develop better congestion plans at a more granular level.

Access to massive amounts of Traffic Data Services data can help you identify the causes of congestion. You can easily pull street-level insights into origin, destination, location and speed of traffic. You can view traffic in near real time or set study and duration boundaries for a specific region or event. And because this solution accesses location data from across the entire Verizon 4G LTE network, you can work with much larger sample sizes than you could with manual or sensor counting methods. Traffic Data Services was designed to meet almost any traffic data need.

Get a detailed picture without large capital costs.

Unlike other traffic study methods, Traffic Data Services is flexible enough to allow you to customize the scope of your study—from national to state to zone, and everything in between—without added hardware costs. By anonymously monitoring and gathering the location data from across our nationwide wireless network, there are no capital costs for hardware. And no need to cause further disruption to traffic to install sensors or other equipment.

Traffic Data Services offers a wide array of cost-effective solutions for smart transportation management, including:

- Near real-time traffic management
- Mass-transit planning
- Congestion mitigation
- Travel surveys for trip times
- Origin-destination studies

Traffic Data Services collects location data from across the entire Verizon 4G LTE network to provide detailed and granular insights into traffic patterns.

Make smarter decisions with better intelligence.

Not only does Traffic Data Services provide accurate data, but it helps you get to the root cause so you can reduce congestion and help improve traffic. This cost-effective way to study and monitor multi-modal traffic on roads and rails can be used to examine a wide variety of traffic issues, so you can more easily discover what's causing bottlenecks and trouble spots based on empirical data. For example:

- **Leveraging near real-time traffic information** – Transportation planners need to get a complete picture of peak hour traffic to identify emerging trends and problem areas. With Traffic Data Services, they can easily view speeds, origin and destinations for motorists in specific areas that can be adjusted as needs change. Through the Traffic Data Services portal, it's easy to access at-a-glance traffic metrics for even quicker decision making.
- **Monitoring complicated street configurations** – When streets have many junctions and roundabouts, it can be nearly impossible to perform manual counts. But because Traffic Data Services has signatures for roadways throughout the nation, we can match up network data to the cellular signatures of complex roadways and gather accurate traffic data.

- **Tracking traffic volume** – Keeping track of the volume of traffic on the roads is a top requirement for transportation planning. Typically, because of the high cost of manually counting cars (either by temporary sensors or by people), this is only done every few years. But with Traffic Data Services, it's possible to continually monitor volume changes on roadways, providing more accurate results.
- **Reducing the impact of events traffic** – For many event venues, finding a way to improve transportation to and from the venue without disrupting typical traffic patterns is a high priority. With the near real-time information Traffic Data Services provides, event planners can quickly identify areas of congestion so they can work with city officials to adjust signal timing as needed, provide the police directing traffic the guidance they need to do their jobs, and recommend preferred routes and parking to attendees.
- **Reduce capital costs** – To make the best spending decisions, transportation officials need to see the whole picture. Traffic Data Services correlates traffic data with publicly available local demographic information, providing decision makers an extra layer of information and a deeper view of how their traffic system is used.

Why Verizon

Traffic Data Services is built on the strength of America's largest and most reliable 4G LTE network. We leverage our network in a number of ways to help cities, communities, businesses and other organizations make intelligent traffic management choices. Our passion for and expertise in devices and applications that connect people with critical systems and services continue to drive the Internet of Things.



Learn more:

To learn more about how Traffic Data Services can help you gain greater understanding into your traffic problems, contact your Verizon Wireless business specialist or visit verizonenterprise.com/contact-us.

¹ https://ops.fhwa.dot.gov/perf_measurement/ucr/reports/52urbanareas/fy2017_q1.pdf