

OVERVIEW

Although Caltrans does not currently have a Transportation Systems Management and Operations (TSMO) plan, the Department has and uses the traffic management tools that would go into this plan, once drafted later this year. Caltrans has a variety of statewide plans and guidance supporting infrastructure and procedures consistent with TSMO practices, including a Ramp Metering Development Plan, the Changeable Message Sign Guidelines, the TMS Master Plan and Traffic Management Plan Guidelines. California law requires each transportation plan to support the State's greenhouse gas emission reduction goals.

COMMUNICATIONS PLANNING

- Caltrans must educate the Legislature, media and public on the benefits of traffic management tools so they know what to expect as upgrades are made, and how to use the tools to cut their time in traffic.
- Tutorials and news flashes can demonstrate new traffic management technology, such as ramp meters and wrong-way driver prevention technology.

ORGANIZATIONAL INTEGRATION

- Caltrans is taking steps to better integrate and implement traffic management policy across our various organizational programs. We will start developing a TSMO plan in the next year.
- Recognizing that more integrated transportation management requires strong partnerships and collaboration, Caltrans and FHWA host Regional Operations Forums to examine and discuss operational challenges and interests for priority corridors around California.
- Caltrans embraces emerging technology:
 - Sharing data with the navigation app Waze
 - Creating one of the most advanced Safety, Mobility and Real-time Traffic Management (SMART) corridors on I-80 to reduce incidents and improve Bay Area commuters' travel time reliability.
- Caltrans is partnering with UC Berkeley to develop and test new traffic management tools.
- Caltrans has committed to complete five Integrated Corridor Management (ICM) Implementation Plans by 2018. These plans will use advanced intelligent technologies to manage the entire transportation network – from freeways to side streets and transit to parking.



News Flash on I-80 SMART Corridor

- These corridors are in addition to the 20-mile ICM system along I-15 in the San Diego region that Caltrans activated last summer.

COMMUNICATIONS IMPLEMENTATION

- The Department works closely with local, regional, state and private industry partners to improve transportation, so the Department works with its respective project partners to communicate joint efforts to the media and public on:
 - Press releases and Fact Sheets
 - Social media posts on Twitter and Facebook
 - News Flashes on Caltrans' YouTube channel.
 - Press conferences and demonstrations to educate the public and media on new traffic systems that reduce drive times and improve safety.
- To share real-time traffic information with the public, Caltrans created the QuickMap map application to display traffic speeds, construction and maintenance lane and road closures, incident reports, camera snapshots, and active chain control requirements.

LESSONS LEARNED

- Media are less interested in project groundbreaking and ribbon cutting events and more interested in quoting Tweets and using short video clips or News Flashes to show user benefits of transportation management and operations systems, so Caltrans is changing how we deliver our message to meet evolving demands.
 - The Department has invested in 12 small video cameras, so that each of our state districts has one and can share videos from their region. Since 2015, we have produced 126 News Flashes and had more than 518,000 viewers.