

Document Summary

SHRP 2 L14: Effectiveness of Different Approaches to Disseminating Traveler Information and Travel Time Reliability

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Summary of the Work

The SHRP 2 L14 project-Effectiveness of Different Approaches to Disseminating Traveler Information and Travel Time Reliability-has multiple objectives, including:

- To better understand the current and near-term future dimensions of the travel time/travel reliability information marketplace
- To better understand what network travel time reliability information travelers require
- To determine how best to communicate travel time reliability information to travelers so that they can understand it and use it to make optimal travel choices.

The project will also quantify the potential for improvements in the communication of travel reliability information to affect traveler choices such that positive impacts on system performance occur, develop a lexicon for communicating travel time reliability concepts among transportation professionals and travelers, and develop prioritized, near-term strategies for improved dissemination of travel time reliability information and provide guidance for state departments of transportation and other public sector transportation agencies. The primary product of this project will be a Guidebook and a Deployment Advisory for conveying travel time reliability information to system users. The target audiences for this document will include public sector traveler information professionals, traffic operations professionals, MPO managers, and other public and private sector entities with a vested interest in travel reliability information. The guidebook will describe the results of the human factors experiments and utility function development with input from the literature review, expert interviews, and technology and innovation scan. It will provide guidance on the best way to introduce and provide reliability information to travelers so that such information is most likely to be understood by the travelers, used by the travelers, and not present a safety hazard in the process. Included in this guidebook will be a lexicon for information conveyance.

For specific travel time reliability terms, the lexicon will provide a definition, usage, and recommended phrases and context information for the term. Additionally, the lexicon will provide specific guidance on using the recommended phrasing across informational technology platforms, including web, mobile web, dynamic message sign, text, and mobile application.

Applied to Practice

The SHRP 2 L14 research and the Guidebook will be useful to a wide range of practitioners, including staff at state and local transportation agencies as well as private sector companies. This research should provide important insights into how travelers value and understand reliability information so that practitioners can focus their efforts based traveler understanding and desires. The lexicon will provide guidance about how to communicate the most meaningful travel reliability information to travelers in the most effective way possible.

Related Work

The literature review completed as part of the first phase of L14 included a discussion of existing research about communicating reliability information. Also, the SHRP 2 Project L02 - Establishing Monitoring Programs for Mobility and Travel Time Reliability - has developed a guidebook that can detail how to produce the reliability metrics that should be communicated to travelers in the ways identified by the L14 project.

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