

1.3.1 Delivering Important Traffic Data through GIS: Work Zone Traffic Analysis (WZTA)

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Work Zone Traffic Analysis (WZTA) methodology is designed to predict the hours during which lanes or shoulders can be safely closed, and the approximate traffic queue length and resulting delays that would develop during such closures. HDR Traffic Engineers developed a new methodology based on ODOT's established work zone traffic analysis practices and existing data sources for traffic characteristics. Converted into a web-based application, this common methodology led to additional contracts for development, training, and traffic support.

The design, development, and use of this application have yielded a Return on Investment (ROI) of 3.6, and have changed the way that ODOT delivers traffic information. The project links the Agency's SQL databases, and includes ArcGIS Server. The methods from this project may help agencies with the design and delivery of core services using web GIS by leveraging their enterprise components.