Active Traffic Management (ATM)

City of Tampa

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Traffic Management Center Operations Manager
What is ATM?

• Proactive strategy of managing traffic
  • Collect Data
  • Communicate
  • Track Performance
  • Adjust Timings
  • Develop potential
    • Projects
    • Services
    • Systems
Why Implement ATM?

• Increase livability for motorists
  • Travel Time Reliability
  • Fuel Consumption
  • Safety
  • Environmental Quality
How to Implement ATM?

• TSM&O Strategies
  • Monitor real-time traffic
  • Coordinate and communicate with stakeholders
  • Maintain optimal signal timings
  • Resolve maintenance issues in a timely manner
  • Identify Solutions
ATM Tools

- Checklists
- CCTV
- Microsoft Outlook
- Waze
- COT Road Closures Map
- Twitter (@cot_traffic)
- BlueTOAD
- Google Maps
- CENTRACS
- Telephone List
**ATM Tangibles**

- ATM Report
- Special Events After Action Report
- Quarterly Report
- Electronic Calendar
- Detector Status Report
Communicating ATM Data to Stakeholders

- Law Enforcement
- Parks & Recreation
- Parking
- Other Government Agencies
- Consultants
- Event Venues
- Signal Maintenance
- Motorists
ATM Success Stories

- Raymond James Stadium Events
- Airfest
- Fletcher Bridge Emergency Closure
- Twitter Compliment
- Identified Waze Troll
- Semi on I-4/I-275
- Hurricane
- West Shore Road Closure
ATM Challenges

• Program Leadership
• Administrative Support
• Technical Staffing
• Infrastructure
• Circulating Misinformation
• Social Media Management
Future of ATM

• AMP Collaboration
• ATMS
• CV Pilot Project
• Smart Cities
• Water Street
• Tampa Bay Rays
• AV
• ???
Questions?

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