

Active Traffic Management (ATM)

City of Tampa

Brian T. Gentry, P.E., PTOE

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



Communicating ATM Data to Stakeholders

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



Albeck Gerken, Inc.
Transportation Engineers



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?

Brian Gentry, P.E., PTOE
Traffic Management Center
Operations Manager
City of Tampa
1104 East Twiggs Street
Suite 200
Tampa, FL 33602
(813) 274-8009
brian.gentry@tampagov.net

Pete Yauch, P.E., PTOE
TSM&O Program Manager
Albeck Gerken, Inc.
1907 N US Hwy 301
Suite 120
Tampa, FL 33619
(813) 319-3790
pyauch@albeckgerken.com