GoTime System Briefing/Background

In April 2014 MassDOT announced "GoTime" - a statewide expansion of its unique Real Time Traffic Management ("GoTime") System which utilizes Bluetooth technology to measure mean speed and calculate travel time between two points. Road sensors update travel times every minute on Variable Message Signs (VMS) alongside the road at critical juncture points. In addition, the travel time is posted to the public via the MassDOT website, an XML feed, and a mobile application.

The project was launched as a pilot along the Interstate 93 corridor in 2012 from the New Hampshire border in the north to the town of Canton, MA in the south and expanded in 2013 to include Interstate 90 from Boston to Sturbridge, MA and Route 3 south of Boston to Cape Cod's Sagamore Bridge. The concept was simple – give the traveling public an idea of what the traffic delay would be so they could make informed decisions. From MassDOT's perspective, this is one of the first steps in achieving our mode shift goal – providing consistent, reliable information.

In April 2014, MassDOT announced "GoTime," the rebranded expansion of the program as a statewide initiative, starting with deployment of the system along Cape Cod with fixed signs and LED travel time inserts. By the beginning of 2015, all major Metropolitan highways and 678 miles of highway will be in the program.

Full deployment will yield the following:

151 - Total number of "GoTime" signs statewide
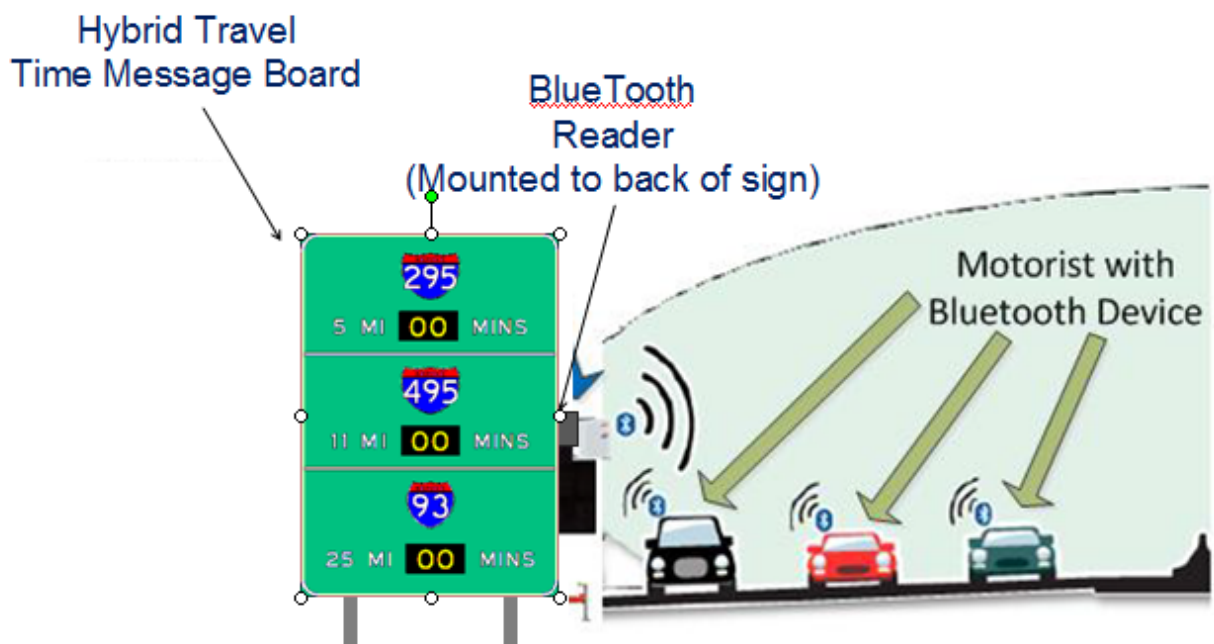
136 - Total number of standalone Bluetooth readers

287 - Total number of highway segments with travel times

316 - Total number of LED panels

316 - Total number of destinations provided

678 - Total miles of highway covered by "GoTime".

It is estimated that over **2.2 million** motorists will view the "GoTime" signs on a daily basis.

MassDOT's business model ensures base travel time information is owned and archived by MassDOT, thus ensuring accuracy and reliability of data, while making this data freely available in real time through the Internet.

The "GoTime" data is provided to third parties in a standard XML format that can be used by anyone wishing to create new smartphone apps by combining "GoTime" data with other sources of data such as transit, parking, arterial travel times, weather, and special events. This approach leverages MassDOT owned infrastructure to

encourage private sector innovation, take advantage of emerging trends in technology, and to meet increasingly sophisticated demands of the public for real time travel information.

The "GoTime" system will include a MassDOT owned back office that is readily scalable to expand to other highways.