



Project Information Form

Reporting Period: 07/01/2014 – 12/31/2014

Project Title	Enhanced Role of Activity Center Transportation Organizations in Traffic Operations
University	Georgia Institute of Technology
Principal Investigator	Angshuman Guin, Michael Hunter
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Funding Source(s) and Amounts Provided (by each agency or organization)	NCTSPM - \$44,430 GDOT - \$140,000
Total Project Cost	\$184,430
Agency ID or Contract Number	DTRT12GUTC12
Start and End Dates	11/1/13 – 05/31/15
Brief Description of Research Project	In the past, Transportation Management Associations (TMAs) and Business Improvement Districts (BIDs) have had minimal involvement in real time traffic operations. However it has been observed that there is recent evolution in this direction. This project studies the feasibility and effectiveness of TMAs in traffic operations. The project will perform a nationwide survey to study the role and activity of TMAs, BIDs etc. in major activity centers in the United States in traffic operations. This project will also study upcoming technologies such as applications of Vehicle-to-Vehicle (V2V) and Vehicle-to-Infrastructure (V2I) communication applications alongside other more traditional strategies such as “Do not Block the Box” campaigns in increasing the feasibility of involvement of TMAs in traffic operations.
Describe Implementation of Research Outcomes (or why not implemented)	GDOT has started planning “Do not Block the Box” campaigns at several intersections in the state after the renewed interest in this traffic management tool brought about by this project.



(Attach Any Photos)	
Impacts/Benefits of Implementation (actual, not anticipated)	<i>Nothing to report at this time</i>
Web Links <ul style="list-style-type: none">• Reports• Project website	
Names of students who are financially supported by this grant	Brian Maddox, Darren Samuel Harris, Abhilasha Saroj
Names of students who are participating (but not financially supported) by this project	James Anderson