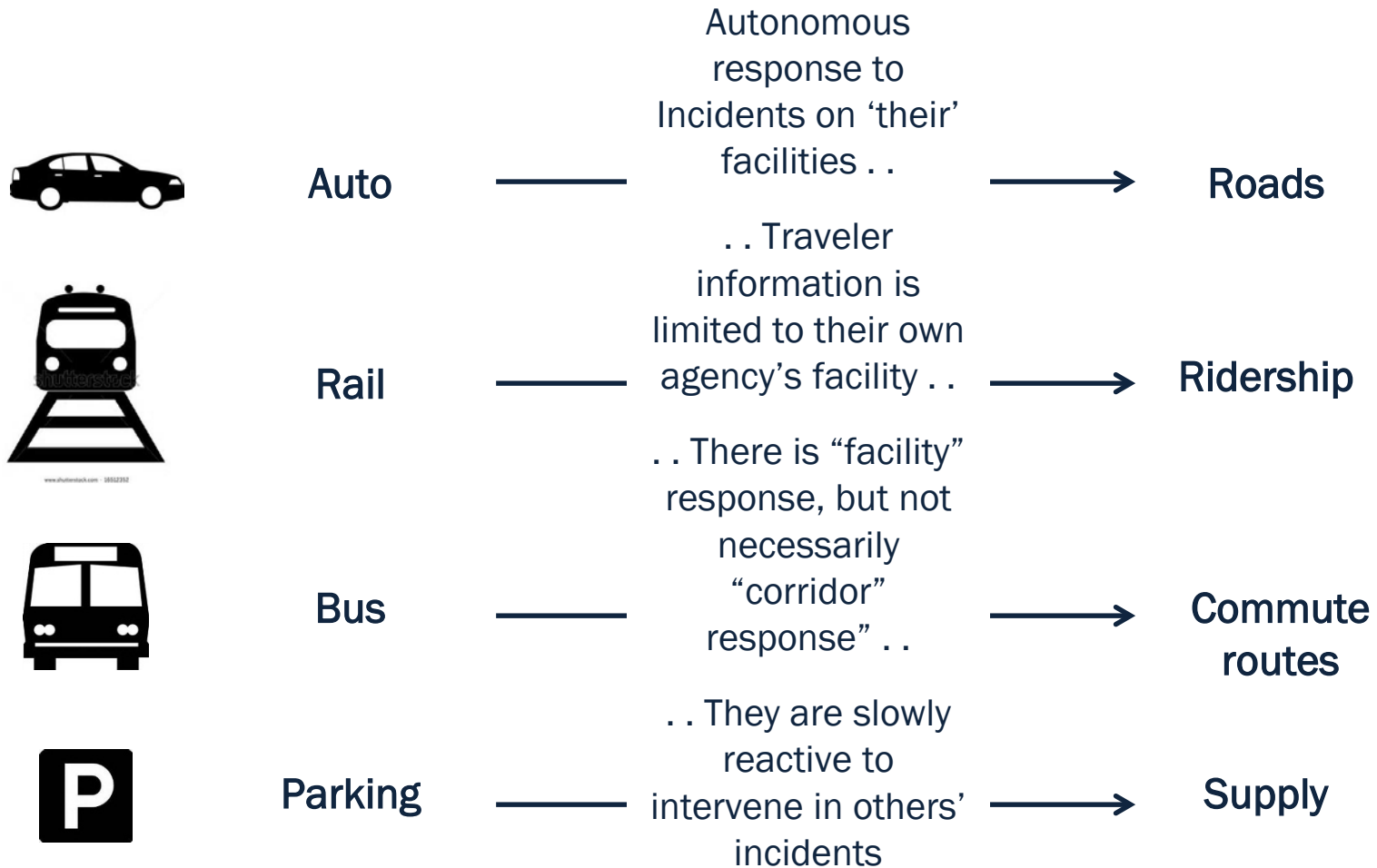


Integrated . . . *combining or coordinating separate agencies so as to provide a harmonious, interrelated “whole” . . .*

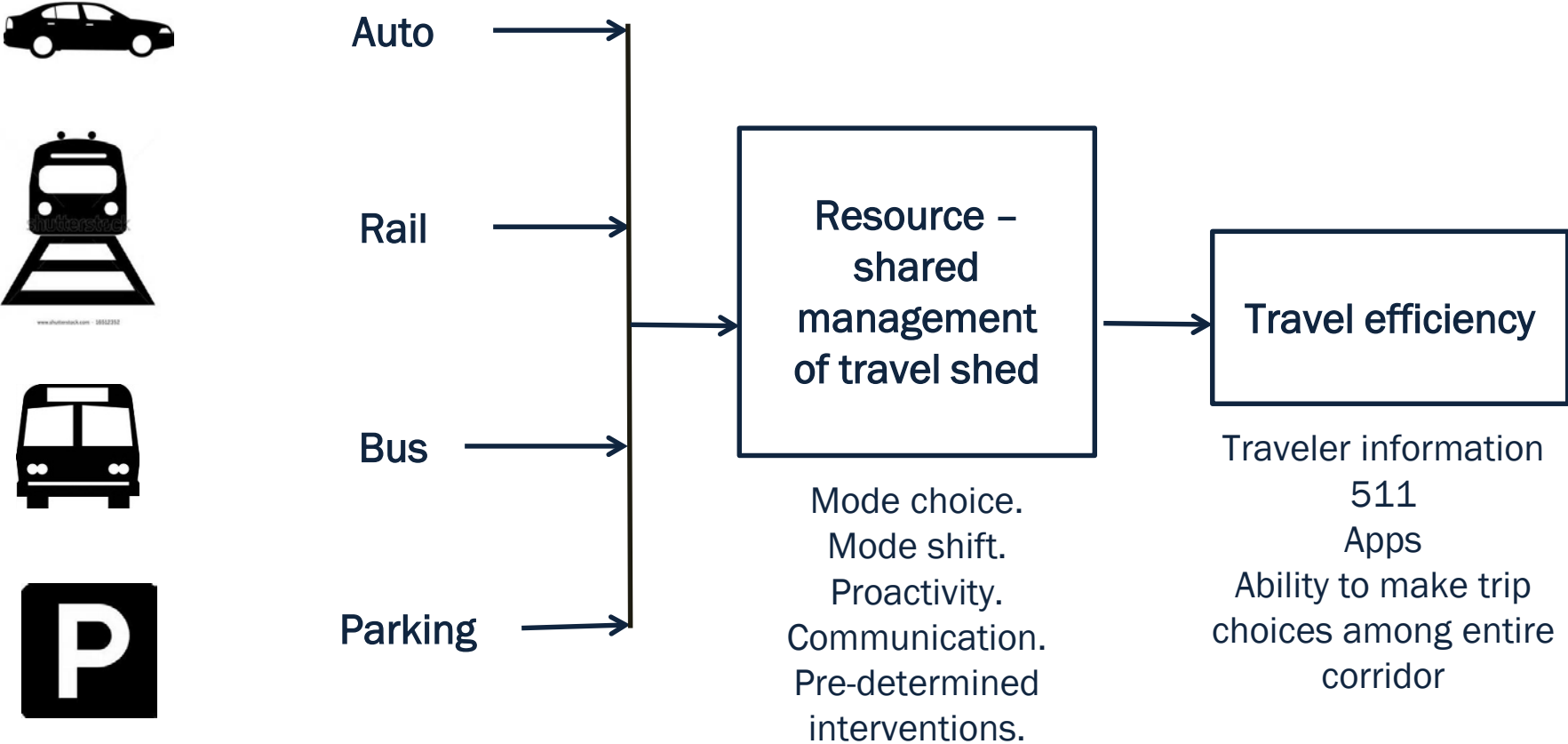
Corridor . . . *a travel shed of trips anchored by one or more highway, arterial, or rail line*

Management . . . *the coordination of jointly managing all the travel therein in order to achieve defined objectives*

Traditional Agency “Stovepipe” Responsibilities



Integrated Management



“10 Attributes of a Successful ICM Site”



INTEGRATED CORRIDOR MANAGEMENT (ICM)
10 ATTRIBUTES OF A SUCCESSFUL ICM SITE

ICM “Readiness”

- Recognizing existing infrastructure and systems for each modal network and identifying whether these can be effectively integrated into ICM
- Distinguishing whether existing transportation systems are being fully optimized
- Knowing whether the corridor contains alternative routes and modes for travelers
- Verifying that relevant agencies are in support of corridor operations

ICM attempts to help manage and control congestion on freeways and arterials by utilizing multimodal communication between transportation organizations and agencies. ICM can improve travel-time reliability and alleviate congestion by providing drivers and motorists multimodal traffic information to enable the most efficient and fastest means of transportation.

Prospective areas considering ICM must ensure that they are properly prepared to address implementation challenges. Dedicated coordination with local agencies and organizations is necessary to ensure that even the smallest details are not overlooked. For example, one agency upgrading software on a system may seem minute, but this can cause malfunctions in the system flow for partner agencies. These tasks are small but crucial in guaranteeing implementation success. In addition, communication and coordination between partner agencies is critical to ensure efficient operation of the system.

This fact sheet presents 10 attributes of successful ICM sites and describes their importance for effective implementation.

LIMIT 35

Mobility

“In order to keep the economy moving, you have to keep mobility—keep goods, people, and services—moving. When the option was no longer there to physically expand our roadways, we had to turn to technology and ICM was the logical choice.”
—Randy Iwasaki, Executive Director, Contra Costa, Transportation Authority

“Caltrans is dedicated to the ICM project because it is critical to enhancing the livability of I-15 commuters. The project’s success is due to collaborative, strategic partnerships of local, regional, and state agencies working in concert towards the common goal of providing network efficiency and reliability.”
—Cory Blime, PE, Chief Deputy District Director, Caltrans District 11

“ICM is an information overlay, it’s a coordination overlay, and it allows the individual pieces of the transportation system to be operated as more of a system.”
—Jeff Lindley, Associate Administrator, Federal Highway Administration

“ICM is really a concept that harnesses our newfound abilities to communicate better to process big data, to coordinate existing assets - and bring it all together.”
—Vince Valdes, Associate Administrator, Federal Transit Administration

 U.S. Department of Transportation

1. Is there **Significant Congestion and Unreliability**?
 - The most critical – and most obvious – attribute is . . . need.
2. **Infrastructure Available**?
 - Parallel arterials, transit routes, mode hubs, alternatives to the clogged freeway.
3. **Multimodal Capabilities**?
 - Bus, rail, transit, freeway, incident, must be able to communicate with each other.
4. Is there a **Centralized Data Hub**?
 - A TMC center makes it easier to organize and analyze the data dump.
5. Are there **Successful Regional Procurement Practices**?
 - Needed: ITS experts who understand expertise requirements.
6. Is **Transit readily available**?
 - Bus routes? BRT? HOV lanes? Commuter rail? All of these can relieve a clogged hwy.
7. Are **current systems Optimized**?
 - Validate that roads cannot be improved by physical or operational means except ICM.
8. Is there **Public Engagement**?
 - A dedication to transparent and real-time public information and access.
9. Is there **Open-mindedness for Change**?
 - Educating the public to accept mode and route changes is paramount.
10. Is there **Institutional Support**?
 - A strong ICM Champion, strong leadership, a clear vision, and robust participation are vital to laying the foundation for success. This includes ConOps, Systems Engineering Plans (SEMPs) and such.

What is a “DSS”?

A computer-based **information system** that supports business or organizational **decision-making** activities, typically resulting in ranking, sorting, or choosing from among alternatives.

- A **communication-driven DSS** supports more than one person working on a shared task. (meetings, webs, client servers, instant messaging)
- A **data-driven DSS** emphasizes access to and manipulation of a data library. (Medical diagnosis; executive dashboards, i.e., visual presentations of performance metrics and efficiencies)
- A **document-driven DSS** manages, retrieves, and manipulates unstructured information in a variety of electronic formats. (Research)
- A **knowledge-driven DSS** provides problem solving expertise stored as decision trees, facts, rules, or procedures. (electrical grid allocation, resource allocation, banking, trucking and product delivery efficiencies)
- A **model-driven DSS** emphasizes access to and manipulation of a statistical, financial, optimization, or simulation model. Model-driven DSS use data and parameters provided by users to assist decision makers in modeling a situation. (“what if” scenarios”, military planning, scheduling)

What are “Business Rules”?

Business rules are predefined and agreed-upon organizational and inter-agency permissions, constraints, or criteria that bind the participating agencies and affect the DSS solutions.

- They may or may not be the Concept of Operations (ConOps), Systems Requirements, or other documents.
- They may be only loosely be known, and rarely documented to an extreme degree.
- They have been described as “ephemeral” aids (temporary; literally “one use” or purpose; seasonal) that often only serve one user or user group, then expire or disband.

Business Rules can be thought of as a Chess Board

- The chess **board** constitutes the geographical constraints of play
- The chess **pieces** (moving parts) are the managers, operators, and agencies, each having its own unique capability, i.e., pawns, bishops, knights, rooks, Queen, King
- The game **rules** are the “business rules” by which everyone agrees to play/operate.
- The DSS is the innumerable **strategies** that exist, i.e., evaluating, “looking ahead”, reacting to loss or challenge, etc.



ICM Grantee Site Commonalities

- Motivated by recurring congestion, but “atypical” congestion is the real driver
- Concerned about effects of non-recurring freeway congestion on arterials – better freeway/arterial coordination
- Need multi-agency, multi-modal, coordinated response
- Need integrated management and operations
- Proactive, integrated traffic management strategies
- Traveler information pre- and en route

“Integrated”

Institutional Integration

Coordination to collaboration between various agencies and jurisdictions that transcends institutional boundaries. (MoA's, Working agreements)

Operational Integration

Multi-agency and cross-network operational strategies to manage the total capacity and demand of the corridor. (Signals, routes, proactive actions, responses)

Technical Integration

Sharing and distribution of information, and system operations and control functions to support the immediate analysis and response. (Shared data, cross-approvals for actions, complementary response assistance)

Source: FHWA “Integrated Corridor Management” presentation



Project Planning & Management

- Understand the scope and develop ConOps using systems engineering and design
- Prioritize high value/likelihood strategies
- Focus on data needs, collection, & sharing
- Plan \$\$ and time for systems and software
- Mainstream performance measures into the ConOps
- Plan resources/time for new operating processes
- Plan funding for the future



Institutional & Organizational

- Need an agency champion + people champions
- Develop a shared vision / cross-jurisdictional mindset
- Understand capabilities and limitations
- Establish formal agreements/partnerships
- Engage stakeholders early and sustain
- Celebrate “wins”
- Expect “communication breakdowns”



Technical & Operational

- Develop realistic multi-modal response plans
- Implement “your” decision support system (DSS)
- Understand operational scenarios and activation thresholds
- Evaluate reality of being able to run the scenarios
- Improve alternate route infrastructure and operations
- Be prepared to “Test and Adjust”

Additional Lessons Learned

- Partnerships are critical, it is ideal when operational trust already exists from prior traffic management teams and incident management teams
- Building on existing institutional arrangements was key to building consensus
- Need to build on existing agreements, business rules, and MOU's
- Need to build trust with public on the accuracy and reliability of information

Additional Lessons Learned (continuation)

- With multiple agencies working together, the collaborative aspect of the projects has been one of the biggest successes
- Identify several stakeholder “champions” in multiple agencies and enable them to “own” corresponding elements of the ICM program
- Keep stakeholders engaged and communicate with them regularly regarding the ICM process and progress
- Empower stakeholders to shape and guide the process, and furnish substantive inputs

Additional Lessons Learned (continuation)

- A surprising amount of data exists within agencies that could be of value and thus relayed to partner agencies
- Operational opportunities exist within and between agencies with collaborative operation
- Adherence to the System Engineering requirements is very important to ensuring a methodical approach to delivery of multiple ICM project elements

ICM Moving Forward

- Before ICM...
 - Pre-existing systems—freeway, arterial, transit
 - Robust infrastructure—communications, detection, and standard operating procedures
 - Real-time data and functioning model—to determine the extent of the problems in the corridor
- During ICM...
 - Champion required
 - Funding required
 - Processes are paramount. Continue to Expand capabilities.
 - Maintain continuous coordination
 - Focus on corridor-wide objectives