



Metro


Metropolitan Transportation Authority


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August 27, 2004

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: JAMES L. de la LOZA 
CHIEF PLANNING OFFICER

SUBJECT: FREEWAY TRAFFIC INFORMATION DEVICE

ISSUE

TrafficGauge, Inc. is a private company that manufactures and sells hand-held electronic devices providing real-time freeway traffic information to travelers in the Seattle Metropolitan region. TrafficGauge will be launching a similar device that graphically displays the traffic information on freeways in Los Angeles County on September 7, 2004 (See Attachment A). The agency logos of both Metro and Caltrans will be printed on the front and the back of the device as the real time freeway information will be coming from data collection systems that Metro and Caltrans have provided.

BACKGROUND

For their Seattle device, TrafficGauge receives the real time freeway traffic information from Washington State Department of Transportation through a non-exclusive licensing agreement. For the Los Angeles County device, TrafficGauge will initially use Caltrans freeway traffic information from Performance Measurement System (PeMS) of UC Berkeley. TrafficGauge has expressed, however, their preference to receive real time freeway traffic information directly from Metro's Regional Integration of ITS (RIITS) network to avoid processing delays. Metro staff is working with TrafficGauge and County Counsel to develop specific terms and conditions for a non-exclusive service agreement to provide real time freeway traffic information through RIITS network upon the scheduled completion of RIITS project in October 2004.

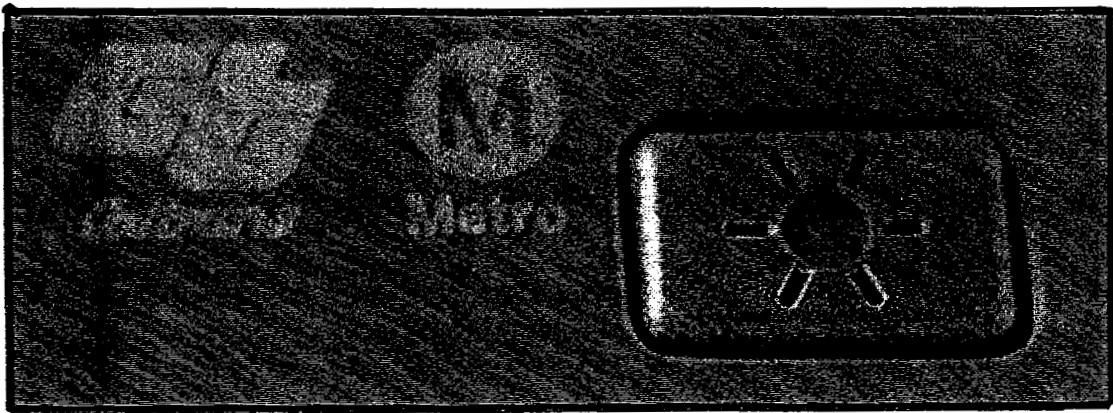
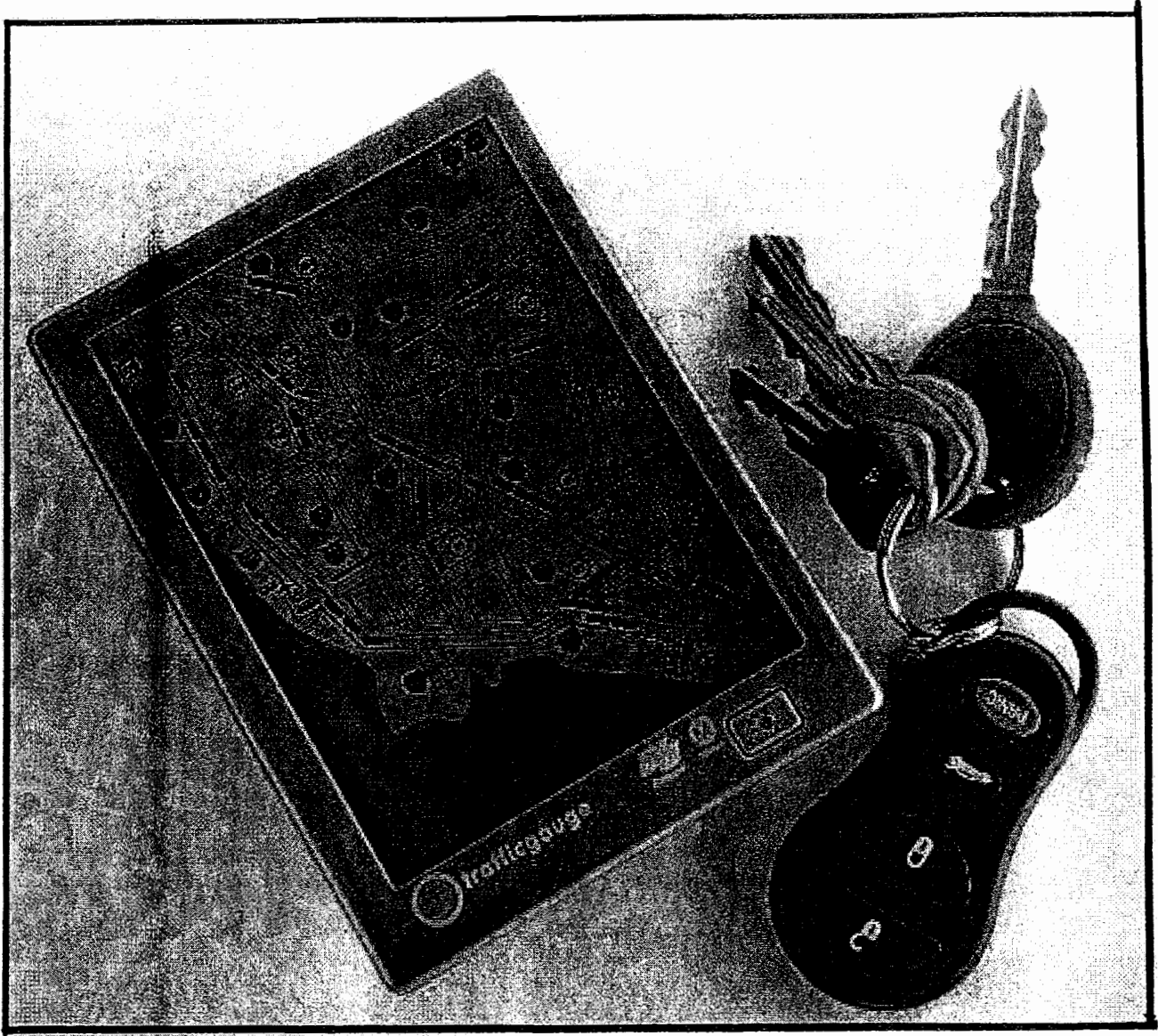
TrafficGauge representatives met with both Caltrans and Metro staff last month to seek our support and approvals to launch this device in the Los Angeles Metropolitan region. Making real time freeway traffic information available to TrafficGauge non-exclusively supports Metro policy of making travel information broadly available to the public.

NEXT STEPS

The Countywide Planning and Development Department (CP&D) will submit a Board Report at the September 15, 2004 Planning and Programming Committee meeting to request approval of a non-exclusive service agreement with TrafficGauge for access to the freeway traffic information through Metro's RIITS network.

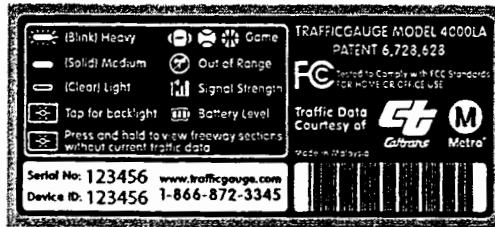
Attachment A: Los Angeles TrafficGauge Device Design

Attachment A (Front)



(Label on the Back)

Actual Size



Magnified

