GSMA

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Los Angeles: Traffic Management
AT&T will improve your morning commute

Rush hour traffic in the USA is a real economic issue, resulting in lost hours and associated costs. In Los Angeles, congestion costs an estimated $160 billion in lost productivity. AT&T is helping develop smart cities to address this issue.

AT&T Labs are specifically exploring how smart traffic design can help commuters spend less time on the road and more time doing the things they want. They have some of the world's top data science experts conducting research – in collaboration with University of California at Berkeley and the California Department of Transportation – that shows how aggregate and anonymous cellphone data can improve urban planning.

These efforts come at a particularly important time in California, where billions of dollars-worth of traffic sensors are reaching the end of their useful lives. The state needs a more innovative – and more efficient – way to monitor and estimate traffic.

Insight from aggregate and anonymous mobile phone data could be the answer. It could also save taxpayers' money and ease transportation woes, while at the same time ensuring consumer privacy. Through AT&T's research, they're exploring two ways to do this – the Connected Corridors Project and the SmartBay Project.

AT&T's Connected Corridors Project is being developed to understand how AT&T can use anonymous data to forecast traffic patterns in Los Angeles. The information could be used to create "play books" for traffic managers that chart traffic patterns and volume. If an accident occurs, managers can then adjust traffic lights in a way that eases traffic flow.

AT&T is getting similar insights with the SmartBay Project. The analysis can help plan for the best place to build ride share parking lots. It can also help predict local traffic during a temporary closing of the Oakland Bay Bridge. It can even help determine what happens to traffic when a new stadium is built in Santa Clara.

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The GSMA is working with mobile operators, governments and city councils to agree a common approach to smart city solutions that will deliver real, long-term benefits to businesses and citizens.

For more information visit the website: **www.gsma.com/smartcities**
or contact: **smartcities@gsma.com**