

SEMINAR

**Friday, May 28, 2010
10:30 am – Noon**

Seminar Room 4080 AIR Building

PREDICTIVE STRATEGIES FOR ONLINE TRAFFIC SYSTEM MANAGEMENT: THE MISSING INTELLIGENCE

Hani S. Mahmassani
Professor, Civil and Environmental Engineering
William A. Patterson Sr. Distinguished Chair in Transportation
Director of the Transportation Center
Northwestern University



We revisit long-held yet unfulfilled promises of intelligent transportation systems, in light of growing industry interest in traffic information and location-based services. Building on advances in online traffic forecasting methods, we propose a unified framework for anticipatory or predictive strategies for effective information provision as well as system management, including dynamic pricing. The potential effectiveness of these strategies is illustrated through simulated applications. We discuss challenges and prospects in light of evolving system connectivity.