



Public Agency Partnerships With Navigation Services

Public Works Department

Transportation Committee
July 13, 2017

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BACKGROUND

1. On April 13, 2017 the Transportation Committee requested that Public Works investigate the potential to partner with popular navigation service providers.
2. Such companies include Waze (owned by Google), Google Maps, and Apple Maps.
3. Objective of partnerships would be to reduce cut-through traffic.



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FINDINGS

1. Apple's partnerships with local agencies are more case-by-case and focused on transit information.
2. Google has a formal Transit Partner Program and shares more detailed traffic information with app / software developers.
3. Waze has an established Connected Citizens Program.



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WAZE CONNECTED CITIZENS PROGRAM

1. Allows two-way flow of real time incident information enabling agencies to send planned closure and posted turning movement restriction data.
2. Provides the agency with recorded traffic patterns and operational data.
3. Primary benefits to agencies include traffic data and a system-wide reduction in vehicle idling potentially at the expense of neighborhood cut-through traffic.



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NEIGHBORHOOD TRAFFIC VIA NAVIGATION

1. Navigation services are in the business of getting their customers to their goals in an expedient manner, thus deleting a route to limit cut-through could cost providers customers.
2. Some agencies have responded to app-encouraged cut-through by constructing significant traffic calming elements within neighborhoods (traffic circles, diverters, and raised intersections).



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NEIGHBORHOOD TRAFFIC VIA NAVIGATION

1. Turning movement restrictions or excessive traffic control can have a negative impact on residents.
2. Successfully 'outmaneuvering' a navigation server's algorithm along one roadway may cause cut-through along the next.
3. There are several major navigation services that may impact cut-through and users may choose the app that does not omit neighborhood routes.



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SUMMARY

1. Not all navigation services have programs to share traffic data with local agencies.
2. Most navigation services will be unwilling to discourage traffic along a local roadway.
3. Focusing on improving traffic along arterials may help attract previous cut-through vehicle, but may also attract latent demand users.



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RECOMMENDATION

That the Transportation Committee receive and file information regarding partnerships with navigation service providers.



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