FORUM 8

Case Study

Morgan State University
Dept of Transportation & Urban Infrastructure Studies
Baltimore, USA

In July 2011 Dr Mansoueh Jeihani purchased UC-win/Road along with the Innosimmulation i-Drive Drive Simulator to assist in her and her department's research into driver and traffic behaviour.

As well as using this award winning software & hardware, Morgan State University recently purchased the traffic micro-simulation software S-Paramics (which has a seamless linkage with UC-win/Road) to add a further dimension to their studies by being able to interact and visualise accurate traffic data.

After creating the 3D environment of Baltimore within UC-win/Road Dr Jeihani and her students initially had three projects in mind…..

Project 1
Texting while driving
In this project they will ask the drivers to text and drive at the same time and record their reaction times, speeds, acceleration, braking, accidents and near accidents.

Project 2
The effect of variable message signs (VMS)
They will create a network of roads with many different possible routes from Start to Finish. Along these routes there will be VMS on the freeways displaying information (e.g. delay ahead) and study if the driver changes route when they see the sign or when they become congested in traffic. They will record speed and the route taken.

Project 3
Route choice behaviour
This links in with project 2 (without the signs) they will give the driver a start and finish point and ask them to choose their own route and testing this under differing traffic conditions, using GPS/ not using GPS, on a side note they also wish to see the effect of a count-down traffic light, (5,4,3,2,1) and see if there is any benefit and see if drivers respond better to this kind of signal.

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