U.S. Department of Transportation

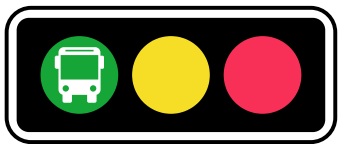
ITS for High Visibility Special Events

Intelligent Transportation Systems (ITS) can help manage transportation networks during special events by using managed lanes, connected traffic signals, traveler information services, transit related technologies, coordinated emergency response, and other technologies. Most importantly, ITS provides the core monitoring and communications network that serves as the basis for the coordinated operation of the transportation system, making it a powerful tool for regions planning for high visibility special events. [1]

During the 2012 London Olympics, automated signal control with Dynamic Message Signs reduced peak traffic time by 10-20%.

Cost of $1.92 million.

$250-$500 for smart parking meter installation in Wisconsin.



The use of Transit Signal Priority systems for Bus Rapid Transit reduced transit time by 9% with minimal impact to non-transit traffic in Utah.

Cost of $575,900 per corridor.

Automatic Passenger Counters and Automatic Vehicle Location systems were used to improve bus schedule adherence by 20% in Pennsylvania.

A Japanese study revealed that automated buses and taxis can reduce travel costs up to 11% in bus trips and 61% in taxi trips.

$50,000-$65,000 for a mobile license plate recognition system for parking management in Michigan.

$1,365,000 annually for automated shuttles in Buffalo, New York.

The featured benefits, costs, and lessons learned are based on ITS project evaluations contained in the ITS Databases at: www.itskr.its.dot.gov.

1. USDOT, Intelligent Transportation Systems for Planned Special Events : A Cross-Cutting Study

Last modified on November 1, 2024