A notification tool to inform users and provide actionable recommendations for commuting during an incident causing major roadway delays in the Seattle area.

**Seattle Area Incident Avoidance**

See live updates and closures of a major incident.

Visually explore affected areas.

Accurately plan your route to avoid the incident.

Get guidance on parking and riding public transit.

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**What’s the problem?**

- Fragmented communications between transit agencies, media, and public
- No actionable recommendations or central platform for useful information about transit incidents
- Current solutions don’t have all the necessary features to provide transit recommendations during an incident

**Where’s the solution?**

A platform for transparent, consistently formatted communication from all stakeholders that can be sent directly to the public.

**Solution Requirements**

- Accessible by any internet-enabled device
- Provide actionable recommendations that prioritize public transit
- Include options with mobile ticket validation for Seattle transit
- Create unified voice for all agencies in regards to incident information
- Reduce single-occupancy vehicle traffic on roadways during an incident

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**Work Completed**

- Interviewed industry professionals from Google Maps, OneBusAway, Commute Seattle, TransitGo, CBS News, and more
- Conducted data analysis on 95 survey responses from commuters in Puget Sound
- Created comparison matrix of existing solutions [see table] and completed literature review

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**Marketing Plan**

- Introduce users to the site through social media
- Provide additional information through earned media
- Reinforce brand awareness, conversion with out-of-home ads
- Solicit user feedback after each incident

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**Technical Implementation**

- Online demo created in Webflow and JavaScript
- Traffic simulations ran in INRO transportation software
- Final version will use data from the Virtual Command Center that is GTFS (General Transit Feed Specification) formatted

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**Future Work**

- Creating an accurate rerouting algorithm outside of Google Maps
- Discuss site hosting and finalize cross-platform linking (parking, mobile ticketing)
- Partnerships with parking division of SDOT

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**Conclusion**

- Easily accessible solution to inform public of incidents and empower them to make decisions by providing actionable recommendations

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**Acknowledgements**

A special thank you to the SAIA team for being an understanding and fair mentor. We’d like to thank the entire Human Centered Design and Engineering team for providing valuable feedback and support throughout the project.

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**Table: Comparison of Existing Solutions**

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<th>Feature</th>
<th>Google Maps</th>
<th>OneBusAway</th>
<th>Web-based Trip Planner</th>
<th>Swift App</th>
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