

December 10, 2007

New technologies to improve traffic flow on Calgary's Deerfoot Trail

Calgary... The Alberta government, City of Calgary, and maintenance contractor Carmacks Enterprises are teaming up to improve traffic flow and incident response on Deerfoot Trail.

A six-month Deerfoot Trail Traffic and Incident Management Demonstration Project began in mid-November that uses technologies such as video monitoring cameras, portable variable message signs, and improved traffic signal coordination. The demonstration project targets one of the busiest portions of Deerfoot Trail between Memorial Drive and Calf Robe Bridge, which has traffic volumes up to 155,000 vehicles per day.

Video monitoring cameras help traffic management staff detect incidents and provide information on prevailing road conditions as they happen, which helps maintenance and/or emergency personnel respond more quickly and efficiently. The camera images are available on the city's Advanced Traveller Information System website at www.calgary.ca/trafficinfo to help motorists plan their trips and potentially avoid incidents, adverse road conditions, or construction-related delays. The cameras are used for monitoring only, not enforcement.

The demonstration project includes using 12 variable message signs at strategic locations, which provide real-time information to motorists regarding incidents, changing road conditions, and construction-related delays or detours.

The project also includes using new timing plans for the traffic signals at interchanges and surrounding arterial roads to better manage detours and diversions from Deerfoot Trail.

Motorists have an opportunity to comment on their experiences driving on Deerfoot Trail by filling out a voluntary online survey on the city's website at www.calgary.ca/transportation or by calling the city's operations centre at 3-1-1 to request this survey by mail.

The city's Traffic Management Centre will monitor and coordinate the cameras, signs, and signals with the Alberta government's Coordination and Information Centre in Edmonton will assist with the two existing overhead fixed signs. The city and Carmacks also will coordinate efforts to provide the latest information on Deerfoot Trail 24 hours a day during weekdays to the city's traveller information website and traffic advisory radio (97.5 FM in Calgary).

The Alberta government invested \$200,000 for the demonstration project with the city and Carmacks providing donations in-kind of facilities and staff. The partnership is committed to working together to study the use of new traffic management technologies to improve traffic flow and incident management on Deerfoot Trail.

Backgrounder attached.

Media enquiries may be directed to:

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Media Pager

The City of Calgary

403-515-0134

To call toll free within Alberta dial 310-0000.

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Technology changes on Calgary's Deerfoot Trail

Monitoring Camera Locations on Deerfoot Trail

- Memorial Drive SE
- 17 Avenue SE
- 22 Avenue SE (across from Inglewood golf course)
- 34 Avenue SE (north of Peigan Trail on-ramp)
- 47 Avenue SE (north of Calf Robe bridge)

Changeable Message Sign Locations on Deerfoot Trail

- Southbound Country Hills Boulevard NE
- Southbound McKnight Boulevard NE
- Northbound 32 Avenue NE
- Northbound Memorial Drive
- Southbound 17 Avenue SE
- Southbound and northbound Peigan Trail SE
- Northbound Glenmore Trail SE
- Northbound Southland Drive SE
- Northbound Barlow Trail SE
- Northbound junction of Highways 2 and 2A

Traffic Signal Coordination

- Barlow Trail NE from Memorial Drive to McKnight Boulevard NE
- Barlow Trail NE from McKnight Boulevard NE to Country Hills Boulevard NE
- McKnight Boulevard NE from Barlow Trail NE to Deerfoot Trail

Updated Traffic Information

- For more information visit, The City of Calgary's Advanced Traveller Information System website www.calgary.ca/trafficinfo and plan your route.
- In Calgary, tune into the traveller advisory radio at 97.5 FM in Calgary.
- Watch for up-to-date information for motorists on Deerfoot Trail's new variable message signs.

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