

## System and Method for Transportation Demand Management

**R**esearchers at the University of South Florida have developed technologies that improve both quality and quantity of data collection for individual user transportation patterns. Increasing Transit Ridership by Automatic Collection of Individual Travel Behavior Data and Personalized Feedback (TRAC-IT) is a new invention which is a more efficient and cost-effective replacement for paper-based surveys.

TRAC-IT provides the enhanced ability to analyze traffic flow, trip planning, and the use of public transportation. Paper-based survey disadvantages such as data omissions, extensive manual data entry and limited coverage are eliminated by utilizing TRAC-IT.

TRAC-IT contains a Pocket PC with the capability to store data locally and to interact with a user through a Graphical User Interface (GUI). It also has a Global Positioning System (GPS) coupled to the Pocket PC and used to determine location.

TRAC-IT is a wireless communication device to provide real-time remote data transfer to a central database with customized software written in a flexible format to reduce user input requirements and increase automation of the tracking process. It is a great artificial intelligence system to analyze the collected data and provide the user feedback.

### ADVANTAGES:

- Pocket PC with the capability to store data locally
- Wireless communication device to provide real-time
- Remote data transfer to a central database
- Customized software
- Collects data and provide the user feedback
- Timely notifications

### *User-Friendly LBS Applications*



*Sample Screenshots of the PDA Interface and Cell Phone Interface*