

TRANSPORTATION SEMINAR

**Active Traffic and Demand Management (ATDM)
and Its Application in Improving City Mobility**Friday, October 9th, 2015

3:00pm to 4:30pm, College Avenue Commons, room 425

Abstract: The basic design concept of most Advanced Traveler Information Systems (ATIS) is to present generic information to travelers, leaving travelers to react to the information their own way. This “passive” way of managing traffic by providing generic traffic information makes it difficult to predict outcome and may even incur adverse effect, such as overreaction (a.k.a. the herding effect). On the contrary, Active Traffic and Demand Management (ATDM) is another approach that has been receiving continual attention from both academic research and real-world practice, aiming to effectively influence people’s travel demand, provide more travel options, coordinate between travelers, and reduce the need for travel. In this seminar, Dr. Hu from Metropia Inc. will present the development of an innovative incentive-based ATDM system named “Metropia”, and its applications in various transportation areas.

**Xian-Biao Hu, Ph.D.**

Director of R&D, Metropia Inc.

Dr. Hu is the Director of R&D at Metropia Inc., who is leading a team of talented researchers and developers to apply advanced technologies, mathematical models and incentives to improve city mobility. He is one of the original developers building the Metropia backend system and smartphone application since a doctoral student at the University of Arizona in 2011. Dr. Hu has performed extensive research in various aspects of transportation field including active traffic and demand management, urban system and transportation system dynamics, intelligent transportation systems, data mining, and transportation planning and management.

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