TTD uses technology to track Tahoe traffic

By Alexandra Spychalsky, Moonshine Ink

Getting anywhere around the lake can be a daunting task on summer weekends. When you’re moving so slowly in a car that cyclists are whizzing by you, all you can do is crank up the radio and settle in for a long ride.

As a growing and changing population in Tahoe presents new problems, local agencies are pursuing new technologies to help them better understand our community and its needs. High-tech data collection methods, like those currently being used by the Tahoe Transportation District and Truckee, can reveal trends that were never before quantifiable, and help track compliance with town rules that were previously too difficult to enforce.

TTD seeks to make traveling to and within the basin more efficient and enjoyable. It is now using cell phone data to gather information on where visitors come from, how they enter the basin, and where they go when they are here.

Read the whole story