

BEYOND VS

TRAFFIC GRIDLOCK



#2



ALRIGHT, OND, LET'S SEE WHAT'S GOING ON IN OUR WORLD TODAY. IT LOOKS SO BEAUTIFUL OUT THERE, BUT I WANT YOU TO SHOW ME WHAT'S REALLY GOING ON.

SURE, BEY. HAVE YOU EVER BEEN STUCK IN TRAFFIC?

OF COURSE! IT'S BASICALLY THE WORST AND DRIVES ME CRAZY.



THERE ARE MANY NEGATIVE IMPACTS OF GRIDLOCK, INCLUDING POOR AIR QUALITY FROM IDLE VEHICLES WAITING IN TRAFFIC. BILLIONS OF GALLONS OF FUEL ARE WASTED EVERY YEAR FROM VEHICLES WAITING IN TRAFFIC JAMS.

THIS ISN'T JUST A FRUSTRATING EXPERIENCE FOR DRIVERS, TRAFFIC GRIDLOCK IS A MASSIVE PROBLEM THAT AFFECTS THE ENTIRE WORLD, EVEN BEYOND YOUR MENTAL HEALTH.



POOR AIR QUALITY CAN AFFECT ADULTS AND CHILDREN, LEADING TO CANCER, ASTHMA, AND OTHER HEART AND LUNG CONDITIONS IMPACTING OVERALL QUALITY OF LIFE.



TRAFFIC LOCKED IN A STANDSTILL CAN ALSO MAKE IT DIFFICULT OR EVEN IMPOSSIBLE FOR EMERGENCY VEHICLES AND PERSONNEL TO RESPOND TO THOSE IN NEED.



I DON'T KNOW, MY ROAD RAGE SEEMS MORE IMPORTANT THAN ALL OF THOSE.

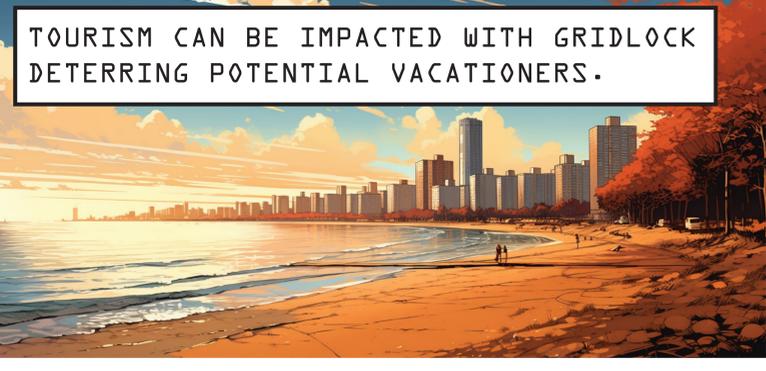
I HOPE YOU KNOW I CAN DETECT SARCASM, BEY.



THERE ARE EVEN MORE NEGATIVE IMPACTS OF GRIDLOCK, INCLUDING MILLIONS OF WASTED HOURS OF PRODUCTIVITY AND DELAYS ON GOODS AND SERVICES.



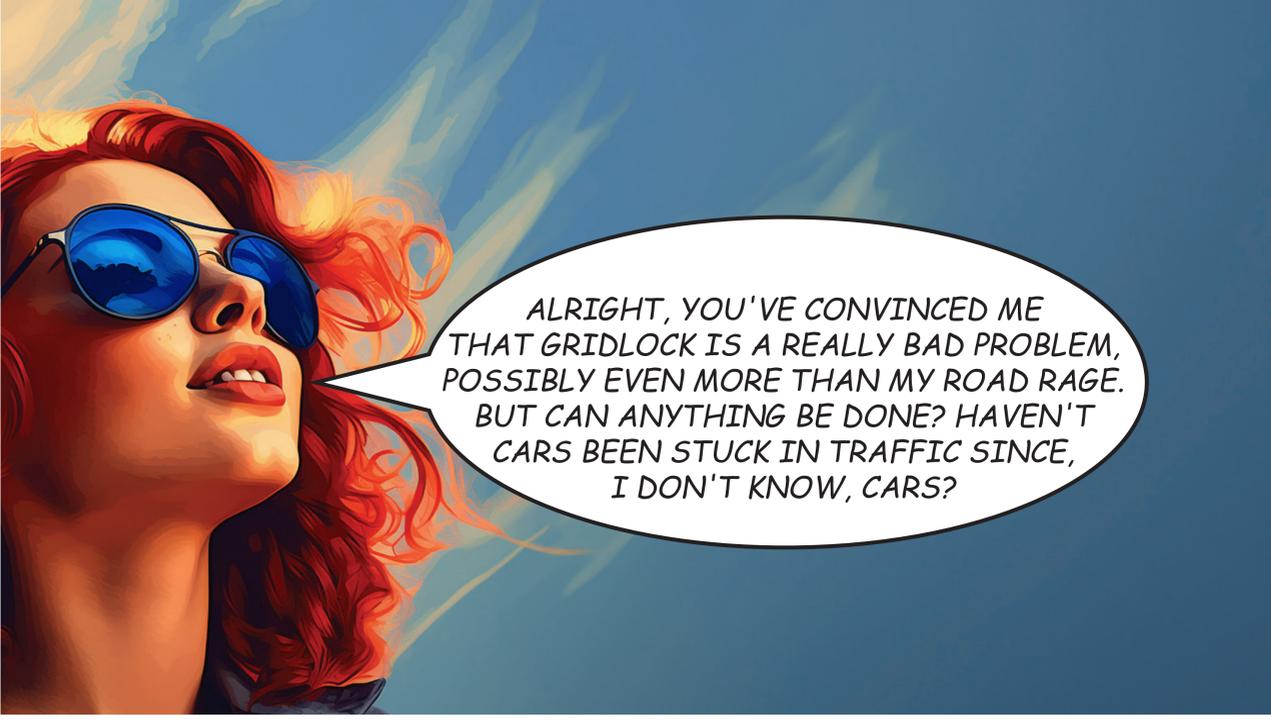
THERE IS ELEVATED SOUND POLLUTION FROM THE IDLING AND HONKING.



TOURISM CAN BE IMPACTED WITH GRIDLOCK DETERRING POTENTIAL VACATIONERS.



LOCAL BUSINESS CAN BE SIMILARLY AFFECTED.



ALRIGHT, YOU'VE CONVINCED ME THAT GRIDLOCK IS A REALLY BAD PROBLEM, POSSIBLY EVEN MORE THAN MY ROAD RAGE. BUT CAN ANYTHING BE DONE? HAVEN'T CARS BEEN STUCK IN TRAFFIC SINCE, I DON'T KNOW, CARS?



SOME TRAFFIC CONGESTION MAY ALWAYS BE EXPECTED, BEY, BUT THERE ARE MANY SOLUTIONS TO IMPROVE OR NEARLY ELIMINATE GRIDLOCK IN MOST SITUATIONS.

CAN'T ENGINEERS JUST BUILD MORE LANES FOR THE TRAFFIC?



DESIGNING AND ADDING EXTRA LANES IS AN AVAILABLE TOOL TO IMPROVE TRAFFIC FLOWS, BUT IT IS OFTEN SURPRISINGLY INEFFECTIVE. DEMAND TYPICALLY INCREASES WITH WIDER ROADS, AND MORE MERGING LANES CAN FURTHER SLOW DOWN TRAFFIC. THIS IS ALL ASSUMING THERE IS ROOM WITHIN THE RIGHT OF WAY TO ADD ADDITIONAL LANES. SOME COMMUNITIES HAVE BEEN DIVIDED OR COMPLETELY DESTROYED TO WIDEN HIGHWAYS.



SO THE SIMPLEST IDEA IS ALSO THE DUMBEST...



IT'S NOT DUMB, BEY, IT'S JUST NOT USUALLY PRACTICAL. THERE ARE MANY OTHER SOLUTIONS THAT ARE BOTH MORE EFFECTIVE AND MORE AFFORDABLE. IMAGINE IF MORE PEOPLE SIMPLY RODE THEIR BIKES TO WORK INSTEAD OF DRIVING CARS?



THE SAME CAN BE SAID FOR RIDING ELECTRIC SCOOTERS, OR EVEN WALKING TO WORK. THESE OPTIONS ARE NOT ONLY MORE AFFORDABLE, THEY ARE ALSO BETTER FOR YOUR HEALTH AND THE ENVIRONMENT.

VERY GOOD, BEY. SOME CITIES ARE DEFINITELY DESIGNED AND BUILT BETTER FOR BEING WALKABLE AND RIDEABLE MORE THAN OTHERS. ENGINEERS AND PLANNERS ARE CONSTANTLY TRYING TO IMPROVE THE LAYOUT OF CITIES AND ROADS, EVEN WITH THE CONSTRAINTS ON SPACE, BUDGET AND OTHER FACTORS.

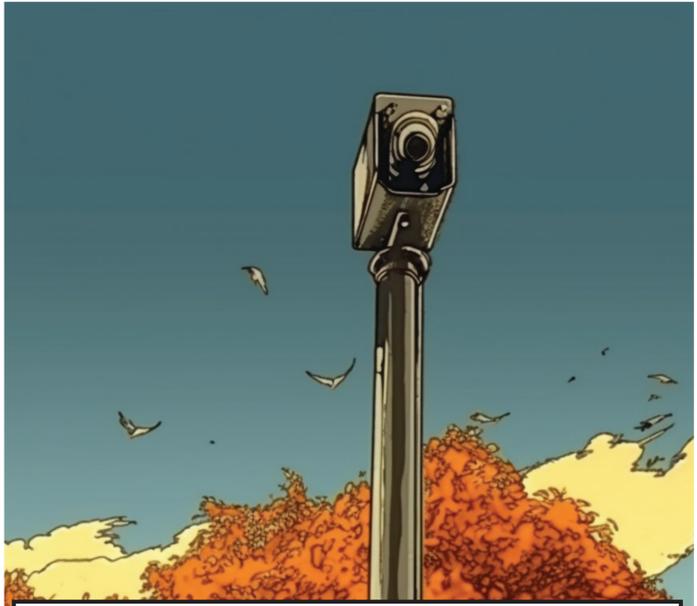


BUT THIS IS ALL ASSUMING OUR CITIES ARE DESIGNED FOR SAFE AND EASY BIKING, WALKING AND ROLLING.

COMPLETE STREETS AND ACTIVE TRANSPORTATION PROGRAMS AIM TO REPRIORITIZE STREETS TO ASSIST THE MOST VULNERABLE USERS. THIS CAN INCLUDE ADDING BIKE LANES, WIDENING SIDEWALKS, IMPROVING TRANSIT, GREENING AND BEAUTIFICATION, AND OTHER DESIGN ELEMENTS. VEHICLE LANES ARE OFTEN REMOVED TO MAKE SPACE FOR THESE IMPROVEMENTS THAT ENCOURAGE YOU TO CHOOSE ANOTHER MODE OF TRAVEL.

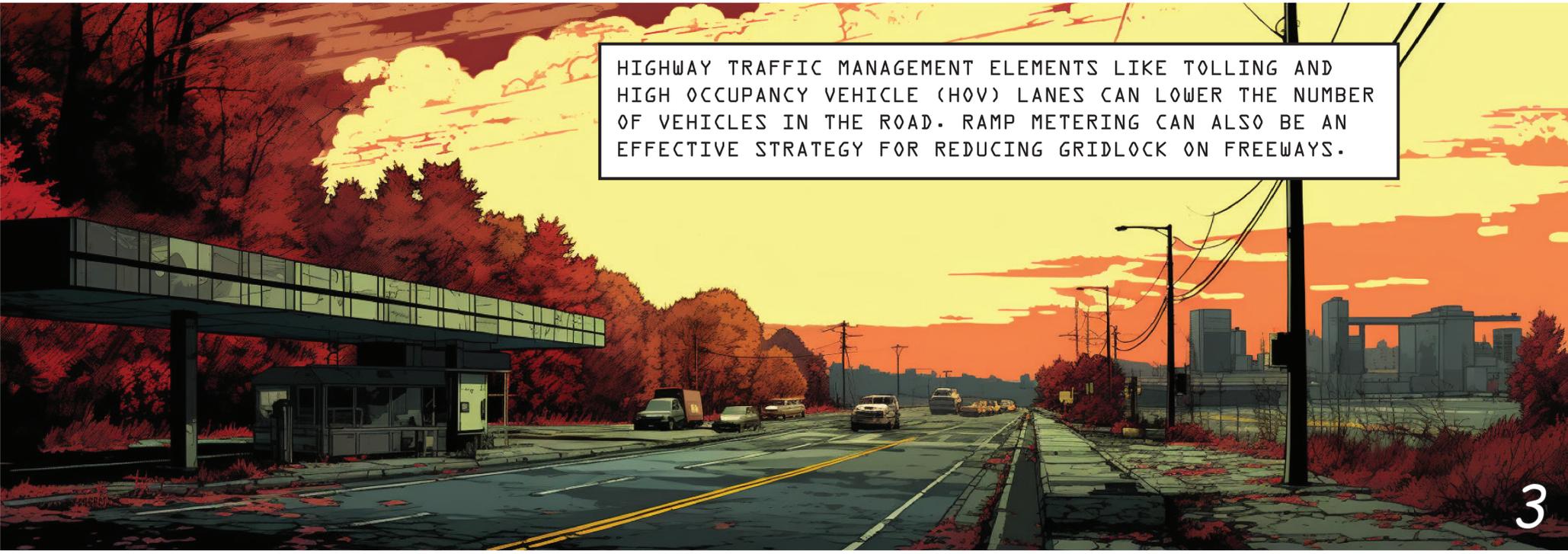


ENGINEERS AND PLANNERS CAN ALSO WORK IN A COORDINATED EFFORT TO DESIGN AND NETWORK ALL OF THESE STREETS AND HIGHWAYS TOGETHER USING THE LATEST INNOVATIONS AND TECHNOLOGY. TRAFFIC SIGNAL COORDINATION ON A MACRO SCALE CAN VASTLY IMPROVE TRAVEL TIMES, IMPROVE SAFETY AND REDUCE GRIDLOCK.



SENSORS AND CAMERAS ALONG CORRIDORS CAN PROVIDE VALUABLE DATA USED TO MANAGE AND CONTROL THESE NETWORKS FOR OPTIMIZED EFFICIENCY.

HIGHWAY TRAFFIC MANAGEMENT ELEMENTS LIKE TOLLING AND HIGH OCCUPANCY VEHICLE (HOV) LANES CAN LOWER THE NUMBER OF VEHICLES IN THE ROAD. RAMP METERING CAN ALSO BE AN EFFECTIVE STRATEGY FOR REDUCING GRIDLOCK ON FREEWAYS.





AND PUBLIC TRANSPORTATION PLAYS A VITAL ROLE IN THE ALLEVIATION OF GRIDLOCK - BOTH FROM THE DESIGN AND GENERAL PUBLIC PERSPECTIVES.



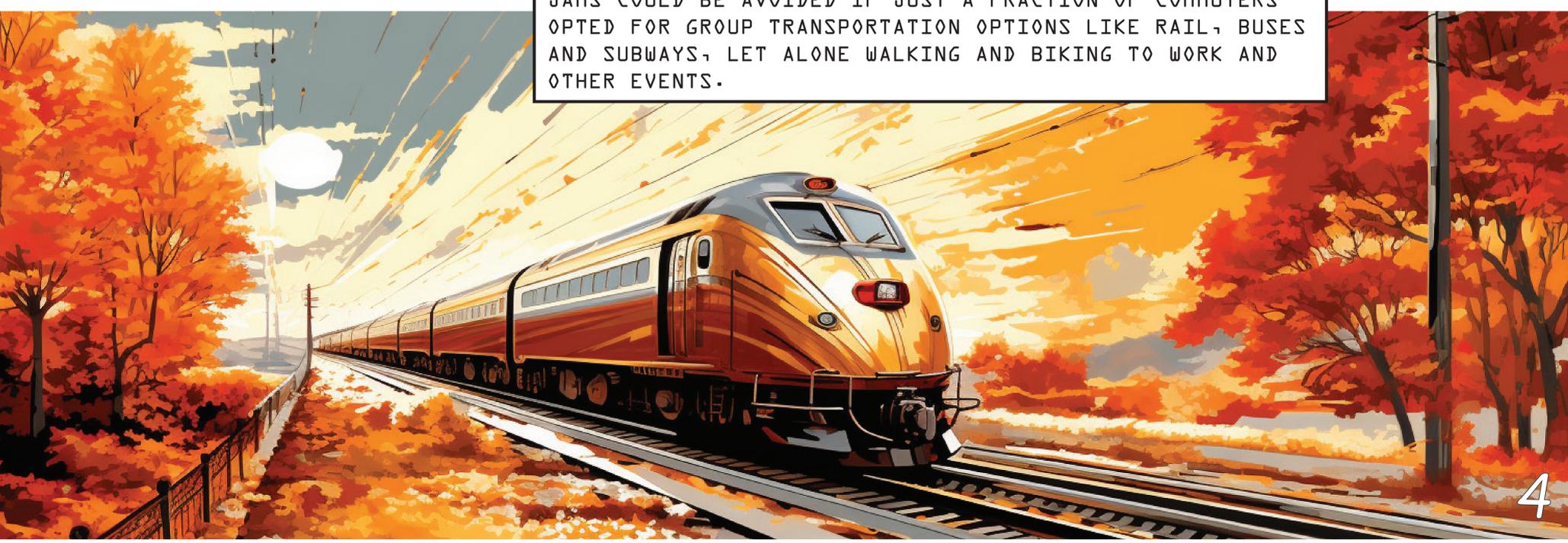
AS GOVERNMENTS MAKE PUBLIC TRANSPORTATION MORE AVAILABLE AND RELIABLE, PEOPLE CAN OFTEN COMMUTE MORE EFFICIENTLY, MORE SAFELY AND MORE AFFORDABLY.



YEAH, I SAW A PICTURE ON SOCIAL MEDIA SHOWING HOW MUCH SPACE COULD BE SAVED ON A ROAD IF EVERYONE RODE THE BUS INSTEAD OF TAKING THEIR OWN VEHICLE TO WORK.



EXACTLY. IT ISN'T DIFFICULT TO IMAGINE HOW MANY TRAFFIC JAMS COULD BE AVOIDED IF JUST A FRACTION OF COMMUTERS OPTED FOR GROUP TRANSPORTATION OPTIONS LIKE RAIL, BUSES AND SUBWAYS, LET ALONE WALKING AND BIKING TO WORK AND OTHER EVENTS.

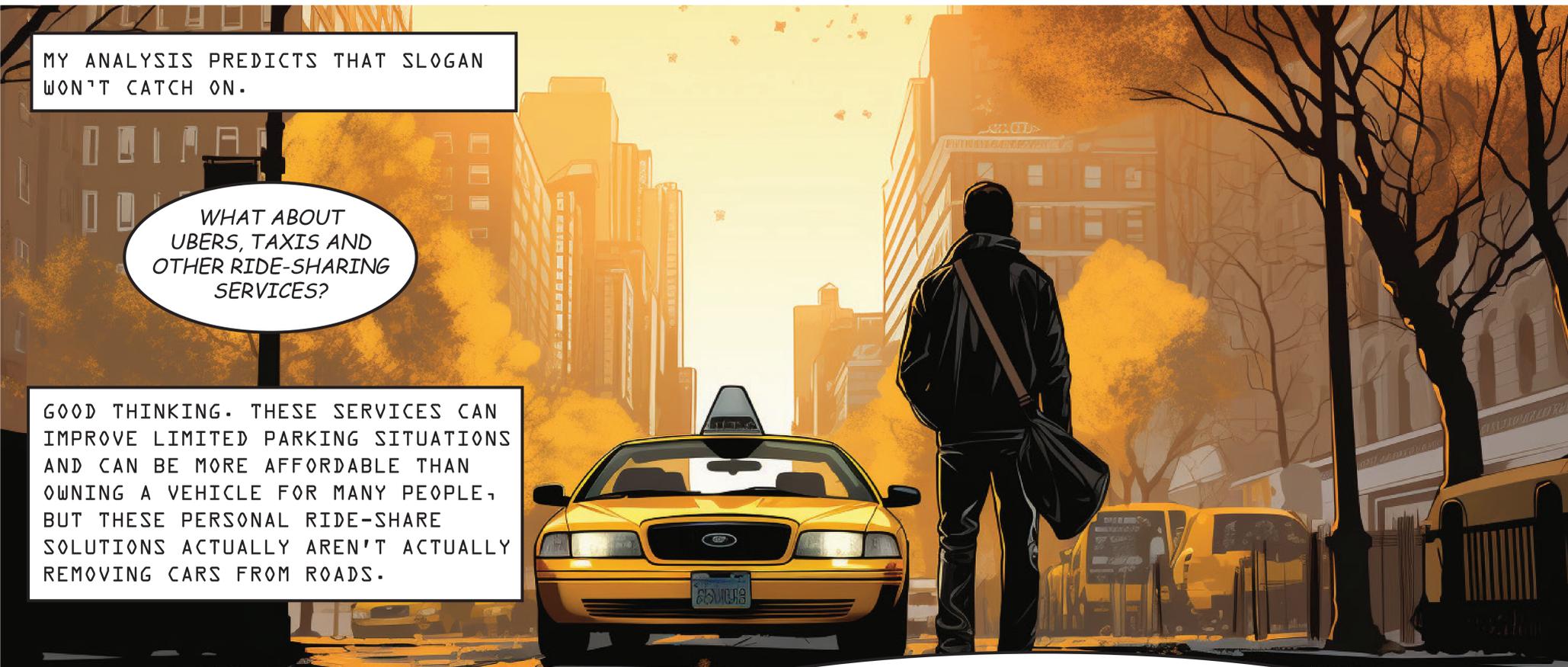




OR EVEN WORKING REMOTELY WHEN POSSIBLE.



HOW ABOUT A NEW SLOGAN- 'STAY ON THE INFORMATION HIGHWAY AND OFF THE ACTUAL HIGHWAY'



MY ANALYSIS PREDICTS THAT SLOGAN WON'T CATCH ON.

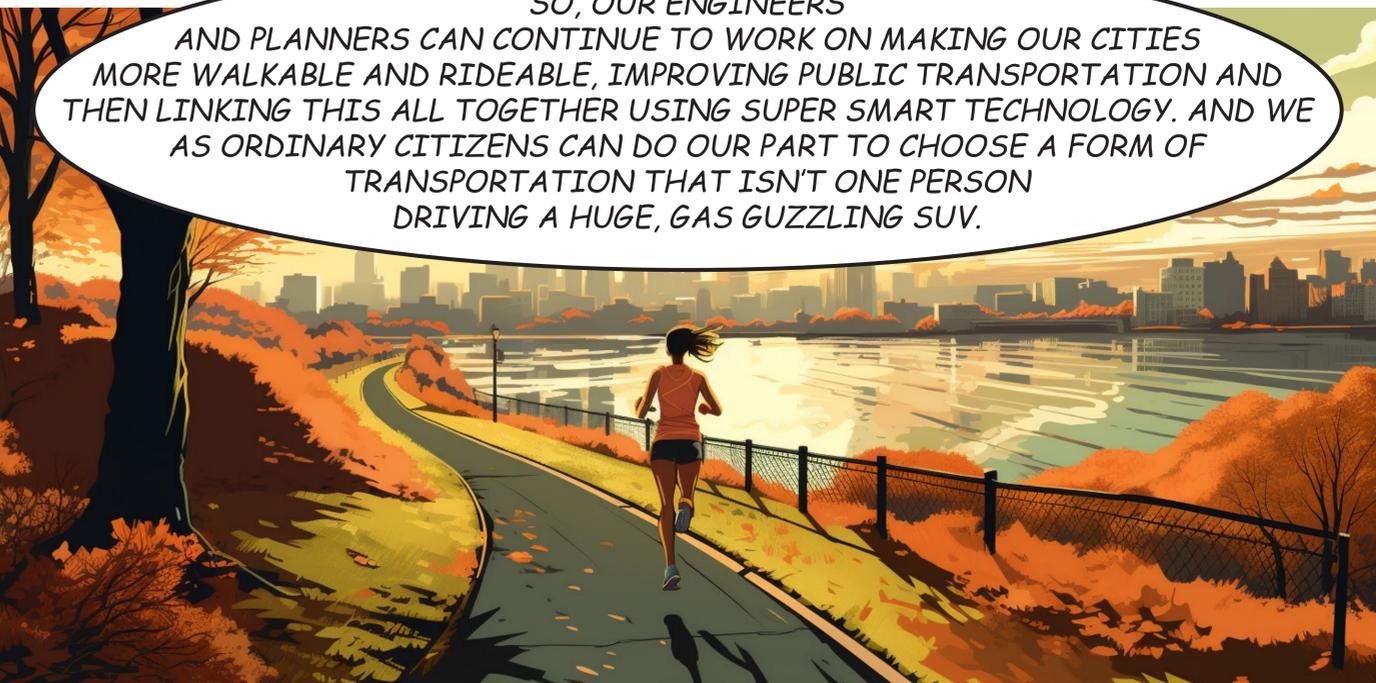
WHAT ABOUT UBERS, TAXIS AND OTHER RIDE-SHARING SERVICES?

GOOD THINKING. THESE SERVICES CAN IMPROVE LIMITED PARKING SITUATIONS AND CAN BE MORE AFFORDABLE THAN OWNING A VEHICLE FOR MANY PEOPLE, BUT THESE PERSONAL RIDE-SHARE SOLUTIONS ACTUALLY AREN'T ACTUALLY REMOVING CARS FROM ROADS.

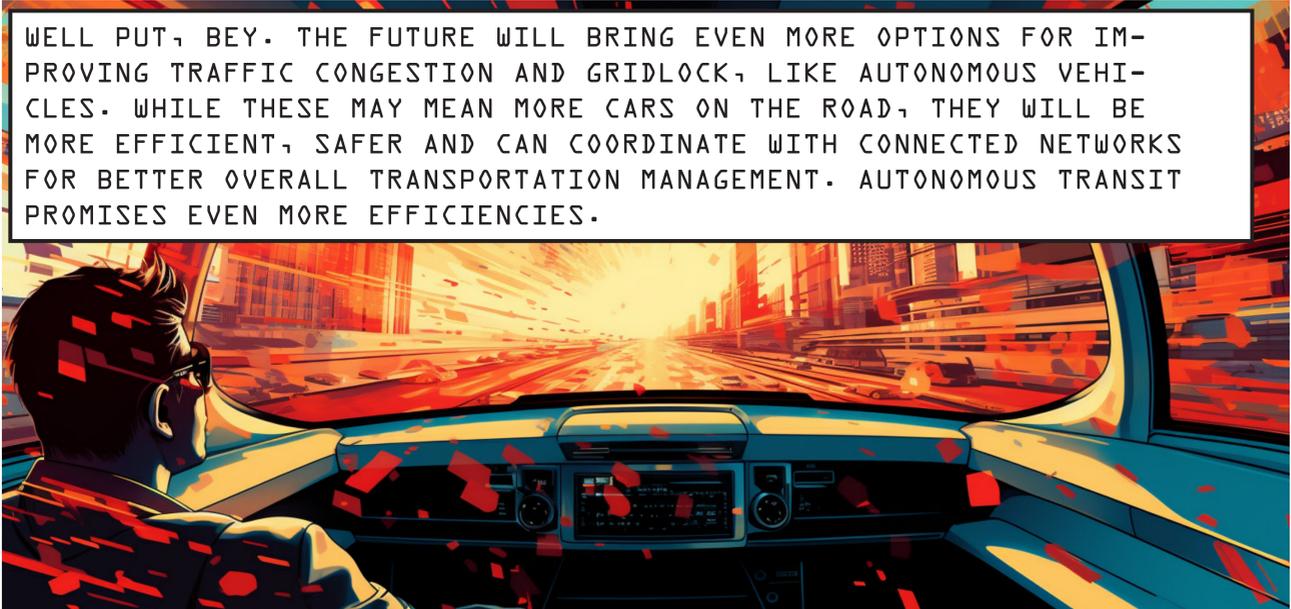


SO, MARGINALLY BETTER BUT NOT A GREAT OPTION?

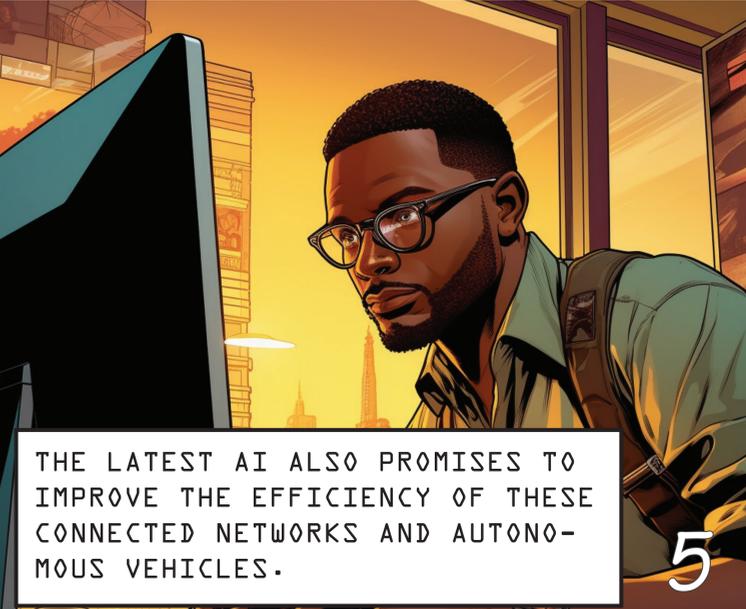
DEFINITELY NOT THE BEST ONE, BEY.



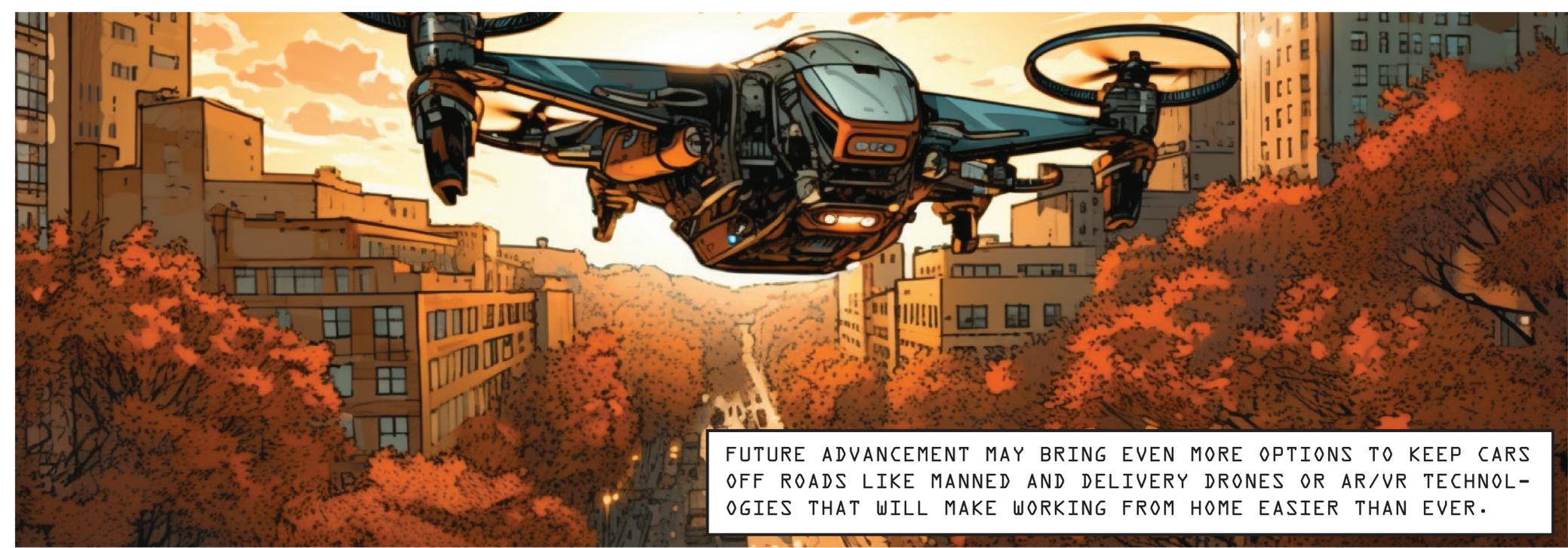
SO, OUR ENGINEERS AND PLANNERS CAN CONTINUE TO WORK ON MAKING OUR CITIES MORE WALKABLE AND RIDEABLE, IMPROVING PUBLIC TRANSPORTATION AND THEN LINKING THIS ALL TOGETHER USING SUPER SMART TECHNOLOGY. AND WE AS ORDINARY CITIZENS CAN DO OUR PART TO CHOOSE A FORM OF TRANSPORTATION THAT ISN'T ONE PERSON DRIVING A HUGE, GAS GUZZLING SUV.



WELL PUT, BEY. THE FUTURE WILL BRING EVEN MORE OPTIONS FOR IMPROVING TRAFFIC CONGESTION AND GRIDLOCK, LIKE AUTONOMOUS VEHICLES. WHILE THESE MAY MEAN MORE CARS ON THE ROAD, THEY WILL BE MORE EFFICIENT, SAFER AND CAN COORDINATE WITH CONNECTED NETWORKS FOR BETTER OVERALL TRANSPORTATION MANAGEMENT. AUTONOMOUS TRANSIT PROMISES EVEN MORE EFFICIENCIES.

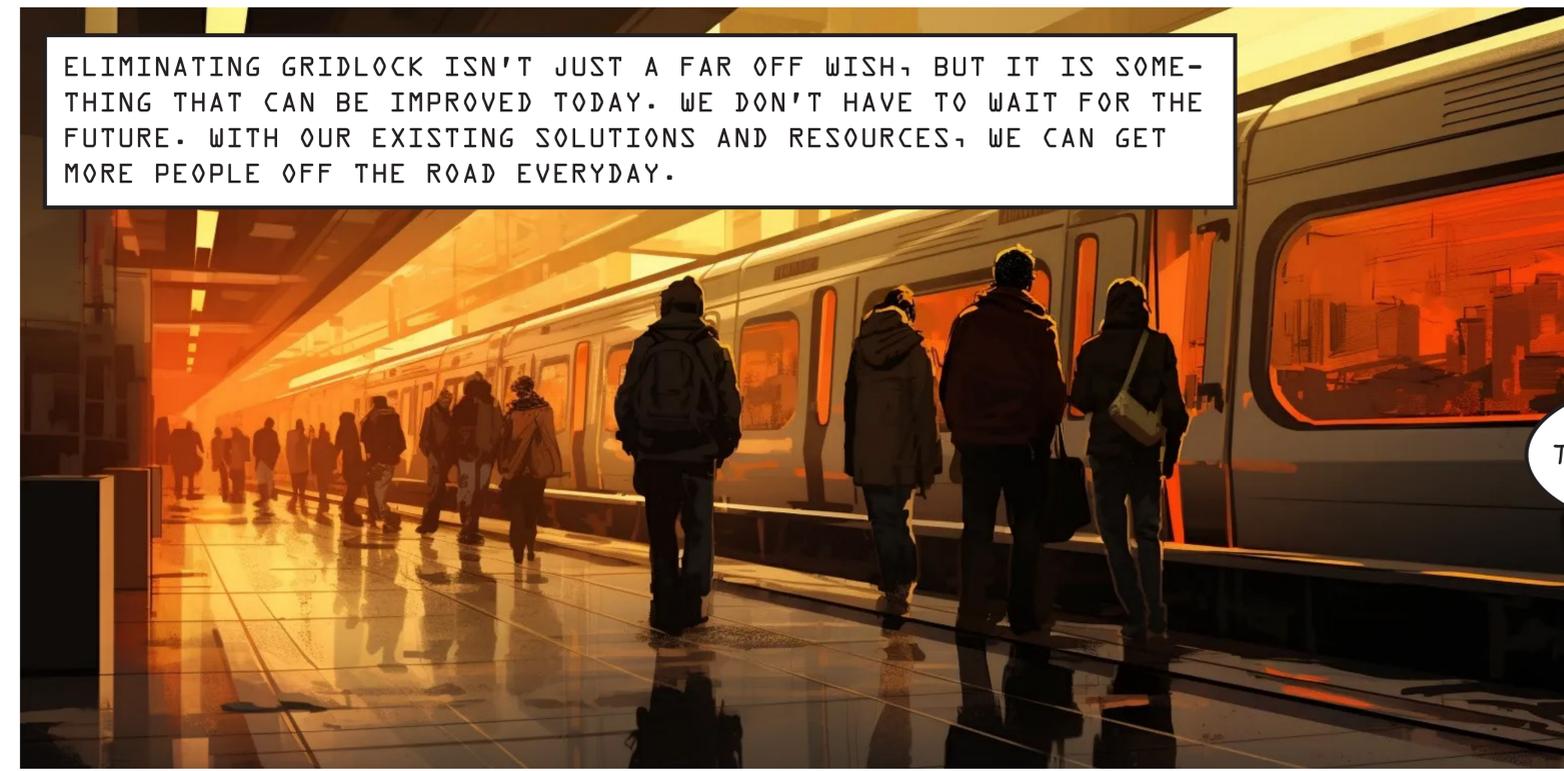


THE LATEST AI ALSO PROMISES TO IMPROVE THE EFFICIENCY OF THESE CONNECTED NETWORKS AND AUTONOMOUS VEHICLES.



FUTURE ADVANCEMENT MAY BRING EVEN MORE OPTIONS TO KEEP CARS OFF ROADS LIKE MANNED AND DELIVERY DRONES OR AR/VR TECHNOLOGIES THAT WILL MAKE WORKING FROM HOME EASIER THAN EVER.

ELIMINATING GRIDLOCK ISN'T JUST A FAR OFF WISH, BUT IT IS SOMETHING THAT CAN BE IMPROVED TODAY. WE DON'T HAVE TO WAIT FOR THE FUTURE. WITH OUR EXISTING SOLUTIONS AND RESOURCES, WE CAN GET MORE PEOPLE OFF THE ROAD EVERYDAY.



AND ONTO THE 'INFORMATION HIGHWAY'.

NO ONE IS EVER GOING TO SAY THAT, BEY.

I CAN SAY IT.

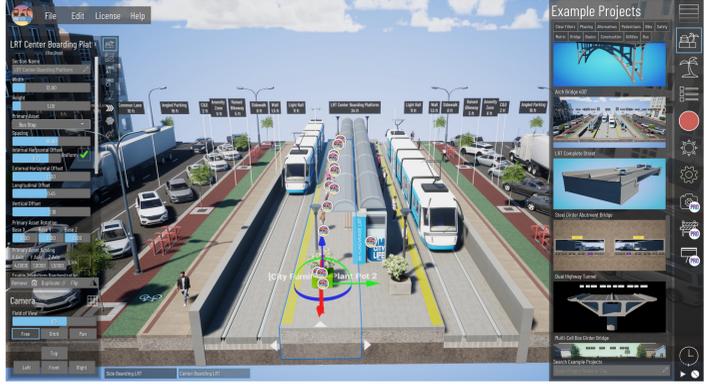


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