







Mainstreaming Integrated Corridor Management (ICM) 6-Video Series

This ICM 6-video series arc follows the development of Integrated Corridor Management in fictitious Alligator City. Emma, the county traffic operations manager, and Wolfgang, head of analysis for the local metropolitan planning organization (MPO), lead their MPO for Okanahatchee County through discovery, stakeholder building, and enactment of an ICM congestion solution. The video series is accessible by scanning the QR code to the right or going here: https://youtube.com/playlist?list=PL5_sm9g9d4TON33uMchVyOmuOSU8ui-OD&si=gOeTpbxTt-v8GD0s



- 1  **What Is Integrated Corridor Management (ICM) and What Does It Take To Be Successful?**
Alligator City realizes that atypical events on the trunk corridor are affecting and are occurring with increased frequency. Learn the 10 Attributes of a candidate ICM region. (Flyer: FHWA-JPO-18-710)
- 2  **How does Integrated Corridor Management (ICM) work?**
The MOP for Okanahatchee County initiates a stakeholder meeting and explains that instead of siloed responses to an affecting event, ICM represents a proactive and integrated *regional*, and not just *corridor*, response. (Flyer: FHWA-JPO-18-708)
- 3  **Decision Support Systems (DSS) for Integrated Corridor Management (ICM).**
A DSS is an algorithm driven information system (i.e., least resistant path or best option) that supports logistics or business-making decisions following a decision tree-guided process using preset business rules and agreements. DSS examples exist in all manner of activities, including the military, medical, information, research, and subsystem communities. (Guidance: FHWA-HOP-17-027)
- 4  **Build Smart, Build Steady: Winning Strategies for Building Success Over Time.**
Funding for ICM can be either incremental or cooperative among the stakeholder agencies or both. ICM can be pursued as a crawl-walk-run proposition, leveraging near-term early “wins” into success-building champions. (Guidance: FHWA-HOP-19-039)
- 5  **Defining Characteristics of Integrated Corridor Management (ICM).**
ICM is not typical detouring (i.e., following one defined path back onto the highway) nor is it a standard project maintenance of traffic plan. It is not management of daily recurring congestion, but rather an occasional (as-needed) real-time response to an unanticipated or atypical major event.
- 6  **Evaluating Integrated Corridor Management (ICM) Deployments.**
This video discusses how to perform with- and without ICM comparisons, including to consider confounding factors (explained herein) and even anecdotal observations and first-person experiences, as it is sometimes hard to explain or convince leadership, politicians, and laypersons what happens in the backroom decisions (e.g., the DSS, region-wide responses, et al) that are not as visible to the user as an emergency response or operational response.

A separate video “Making the Case to Executive Leadership” is accessible by scanning the QR Code to the right or going here: <https://www.youtube.com/watch?v=xWPyzgFlf7w>



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