With cities worldwide experiencing ongoing population growth – it results in stressed municipal infrastructure. And the problem of traffic congestion across smart cities is continuously increasing. [INRIX suggests](https://inrix.com/press-releases/2021-traffic-scorecard/) that the average American driver lost 36 hours due to congestion, costing $564 in wasted time. This increasing growth in cities leads to the demand to meet sustainability goals while evaluating traffic management strategies.

Integrating innovative traffic technology helps achieve phenomenal cost savings in smart cities’ infrastructure expenses while improving system reliability. [Juniper research suggests](https://www.juniperresearch.com/press/smart-traffic-management-to-significantly-reduce) that smart traffic management systems could save cities $277 billion. It is while reducing emissions and congestion by 2025.

With the pressing demand for advanced communication & network technologies, digitalization is the driving force that stimulates the implementation of smart traffic control using IoT capabilities.

It enables them to;

* Expand the capacity of city streets without having to build new roads.
* Optimize the traffic flow and keep the drivers safe. It would include cameras, sensors, and cellular technologies that automatically adjust traffic lights, expressway lanes, speed limits, and highway exit counters.
* Transmit accurate information about available parking spaces to citizens in real-time
* Collect data on congestion and improve traffic signaling to reduce blockages and optimize commute
* Locate incidents and report them to emergency rooms immediately with road sensors and video surveillance
* Employ real-time data feeds to ensure the streetlights turn dim or brighten up per the changing weather conditions and the onset of day and night