Group 3 – Capstone Final Project

Final Recommendations:

1. **Resource Planning for Peaks -** Add staff and active lane management during 20%+ seasonal peaks and major holiday windows.
2. **Expand EZ Pass Adoption -** Increase automation and incentives to recover 6–9% lane efficiency lost due to violations and manual payments.
3. **Balanced Pricing Strategy** - Adjust toll differentials to limit overload on cheaper routes while still encouraging off-peak usage.
4. **Truck Management** - Use dedicated truck lanes and night-time policies to reduce the 35% congestion impact from heavy vehicles.

Our top recommendation is to expand EZ Pass and automated tolling

Our Power BI analysis showed that EZ Pass is the strongest driver of traffic flow, reducing congestion by improving lane speed and lowering violations With AutoML forecasting a steady increase in traffic over the next decade, automation is the most impactful investment for improving efficiency, capacity, and customer experience.