

**Is your family  
prepared to escape  
natural disasters?**



# **Optimizing Evacuation Routes using Real-Time Traffic Information**



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# Problem statement

During emergencies and disasters, we want to provide users with real time information that can aid in their evacuation and/or reduce time required to reach their desired destination.

Time and efficiency is of the essence when people's lives are on the line!

# Methodology

We will be focusing on twitter posts from reputable traffic news providers and also from all users within a certain range of our location.

We believe information from both authorities AND nearby citizens are likely to be more accurate.

Why KCBSAMFMTraffic?

# Our classification plan

- Classify tweets
- Model
- Find and keep best model
- Mapping locations

# Workflow

Select tweets  
TrafficOn17  
FireDispatchSC  
Cruz\_511  
CaltransD5  
KCBSAMFMTraffic

Preliminary  
Analysis:  
Clustering and  
filtering by  
words

Machine  
Learning  
Model

Extract  
coordinates

Display  
impacted  
locations



# Preliminary exploratory data analysis

KMean(CV):  
n-cluster = 2

Silhouette\_Score = 0.180

Not  
Traffic  
59%

Traffic  
Blocks  
41%

DBScan(CV):  
eps = 3.5,  
min\_samples = 100  
Silhouette\_score = 0.177

Not  
Traffic  
57%

Traffic  
Blocks  
43%

Using Traffic Words

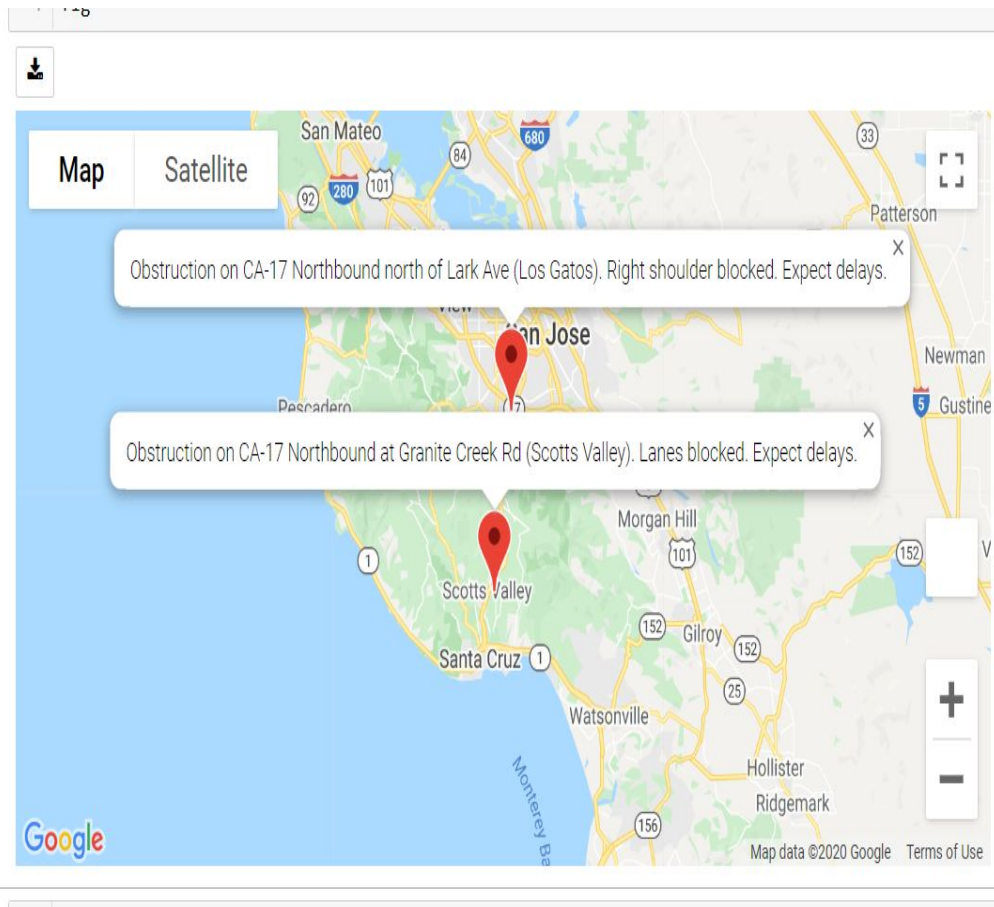
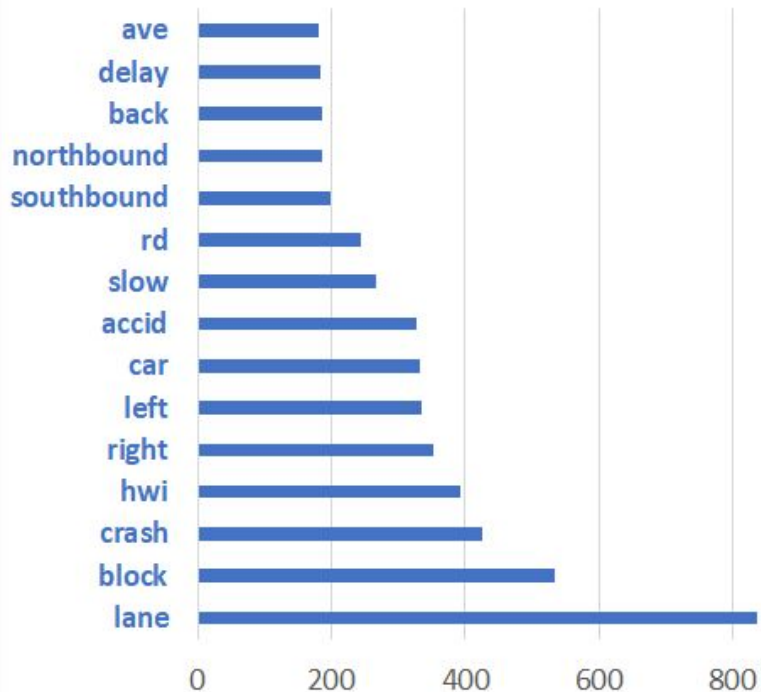
**OUR CHOICE**

Not  
Traffic  
42%

Traffic  
Blocks  
58%

# Preliminary EDA

Count of Popular Words in 1500 Tweets





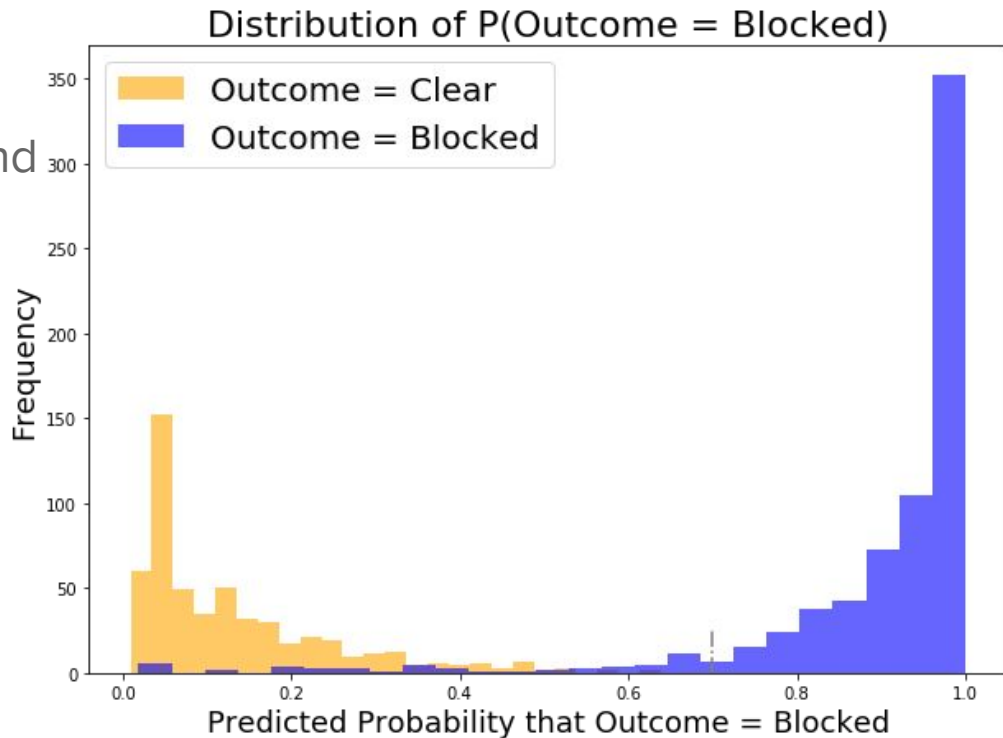
# #1 Logistic Regression

CountVectorizer

Features with higher frequency of 10 and under 80% occurrence

Maximum features at 500

N-gram range of 1



## #2 Random Forests

CountVectorizer

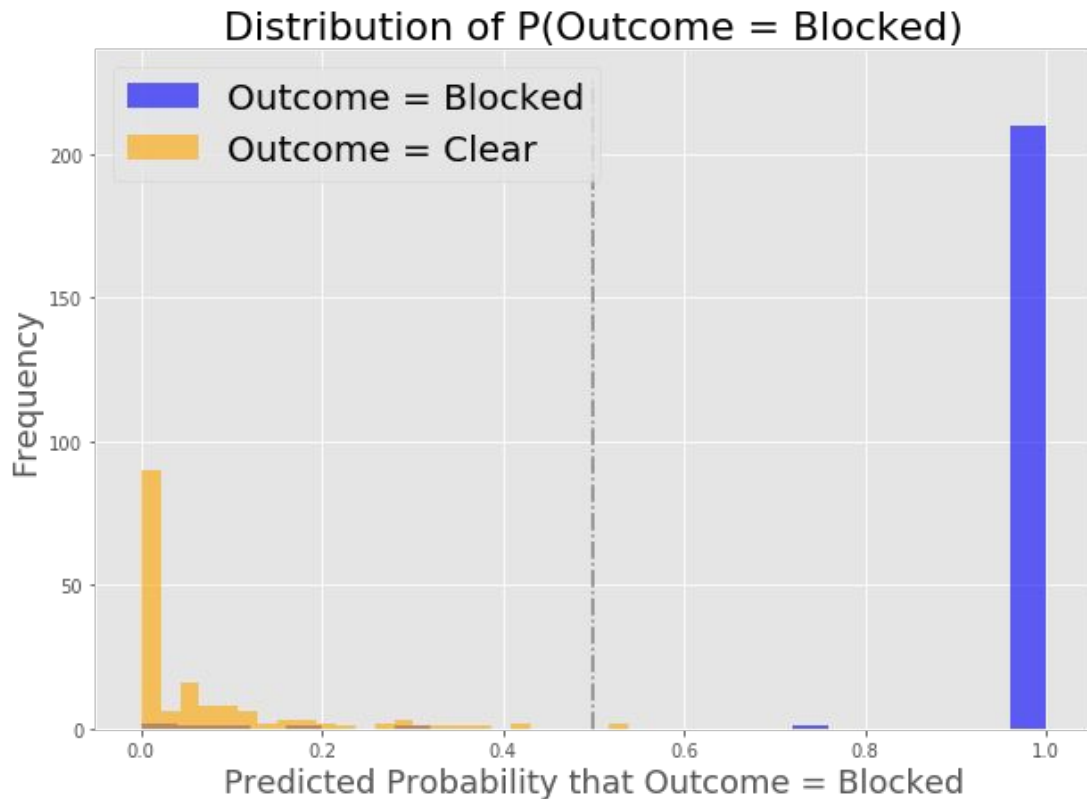
Minimum samples leaves at 5

Minimum samples split at 2

100 estimators

No max depth

No max features



# #3 Multinomial Naive Bayes

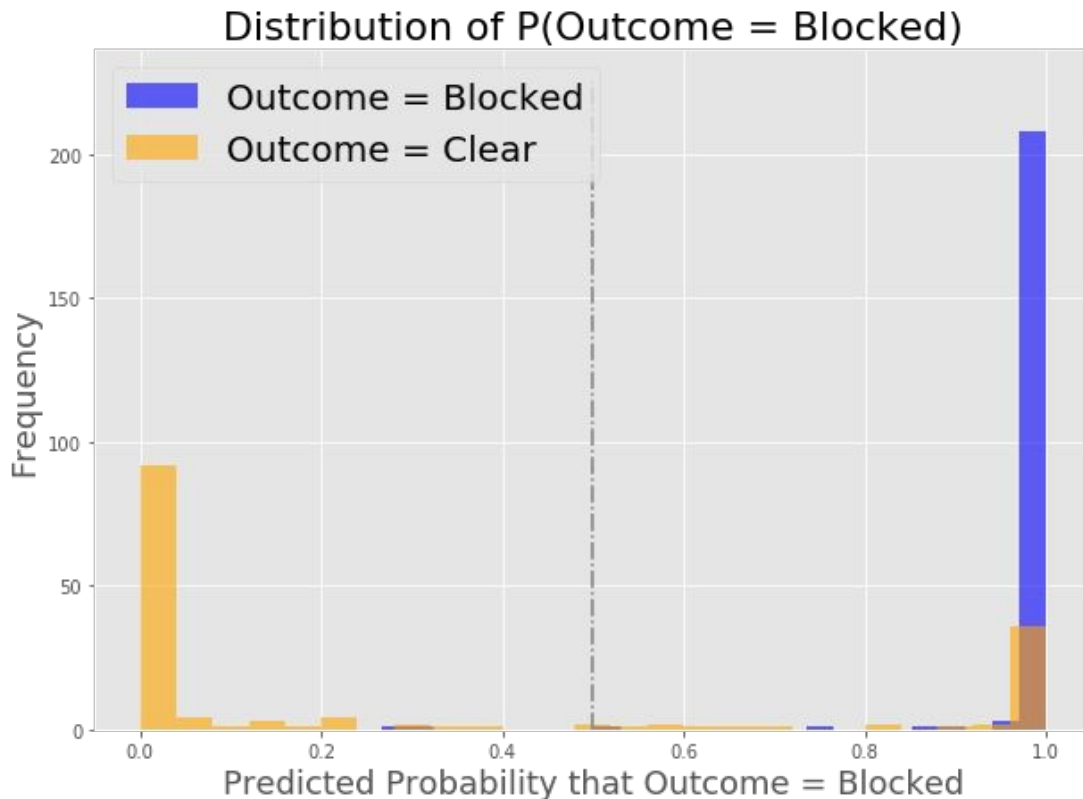
CountVectorizer

Maximum features at 1000

Min df at 100

N-gram range of 1

stop words is 'English'



# #3 K Nearest Neighbors

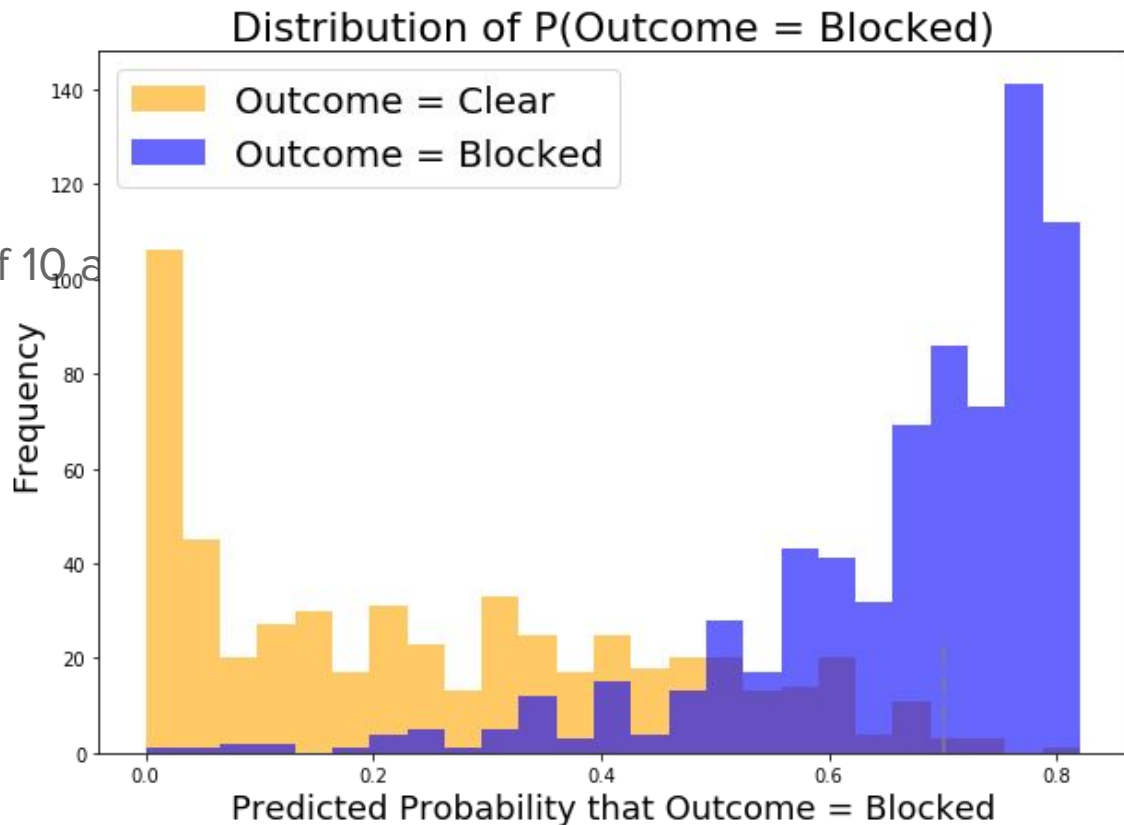
TfidfVectorizer

Nearest 50 neighbors

Features with higher frequency of 10 and  
under 80% occurrence

Maximum features of 1000

N-gram range of 2



# #4 Support Vector Machines

CountVectorizer

Nearest 50 neighbors

Features with higher frequency of 100 and under 80% occurrence

Maximum features of 500

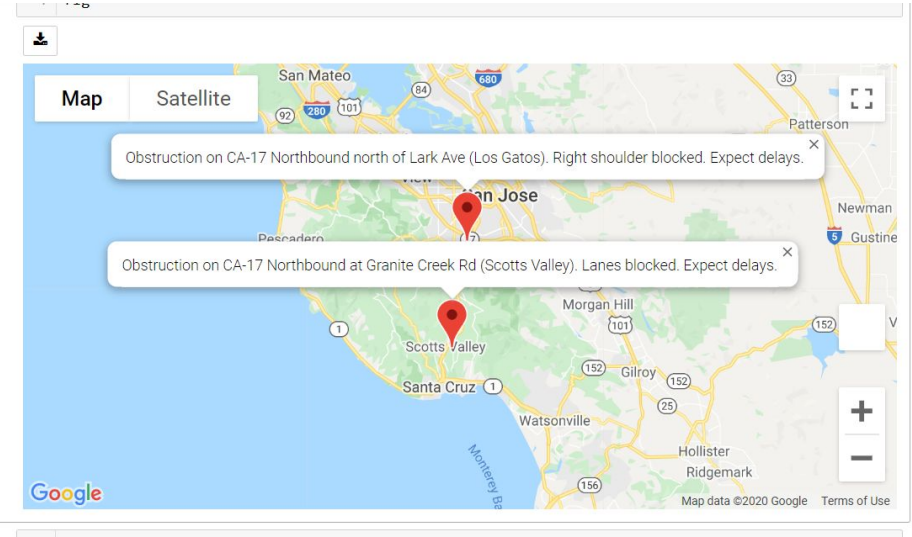
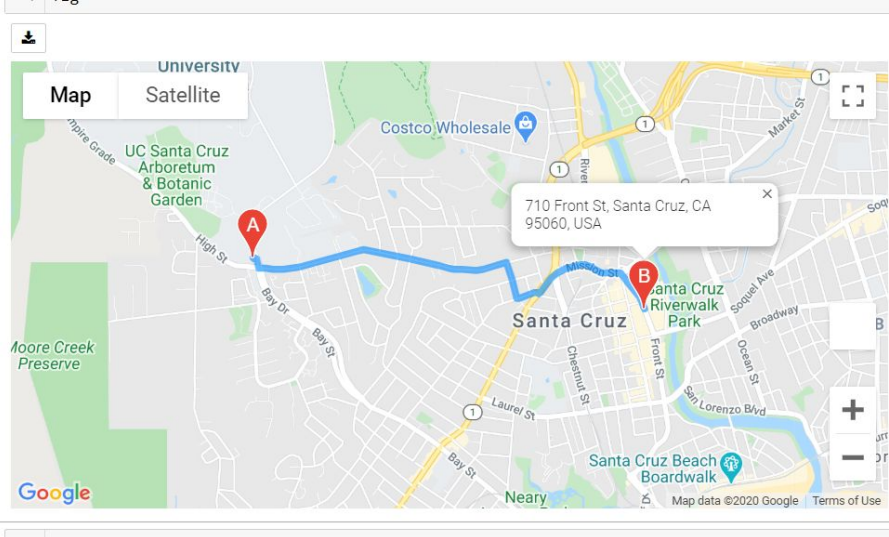
N-gram range of 1

	Training Score	Testing Score	Sensitivity
<b>Logistic Regression(CV)</b>	<b>.971</b>	<b>.970</b>	<b>.972</b>
Logistic Regression(TV)	.961	.965	.969
Random Forest	.973	.978	.972
Multinomial Naive Bayes	.904	.866	.990
Gaussian Naive Bayes	.936	.770	.866
K Nearest Neighbors	.881	.869	.933
Support Vector Machines	.974	.976	.969

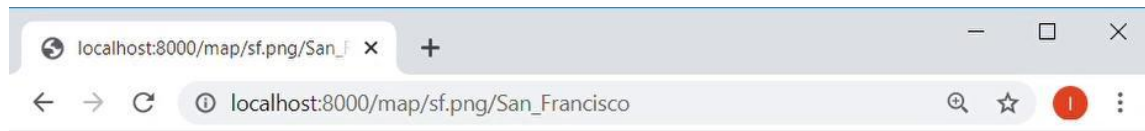
# Findings

**Logistic Regression!**

# Conclusions / Results







## Map of Current Traffic Blocks



Countinue?

# Next steps

- Clustering continuation
- Funding for Google API
- Funding for AWS
- Word2Vec implementation
- Route optimization via Google map or Here.com
- Location agnostic w/ real-time updates
- More sources!