State Street Pedestrian Traffic

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In a nutshell...
Gameday’s impact

To measure Gameday’s impact...

\[
\frac{(\text{Avg Gameday}) - (\text{Avg Non-Gameday})}{(\text{Avg Non-Gameday})} \approx +30\%
\]
How does traffic change throughout the week?

- Pedestrians tend to walk less during the week
- Traffic is more busy during the week
- This is reflected in the traffic patterns
How does traffic change throughout the year?

- Pedestrians tend to walk less during the winter
- Traffic is pretty much constant
- This is not reflected in traffic light patterns
How does weather affect pedestrian count?

- Pedestrian count is directly linked to temperature/season.
- Large events/weekends have a greater effect, however.
Can we further optimize light cycle patterns?

- For pedestrian benefit
- For vehicle traffic benefit
Suggested Changes

- Gorham & State: Saturday
- Johnson & State: Saturday
- Reduce wait time during pedestrian peak
Interesting weather