

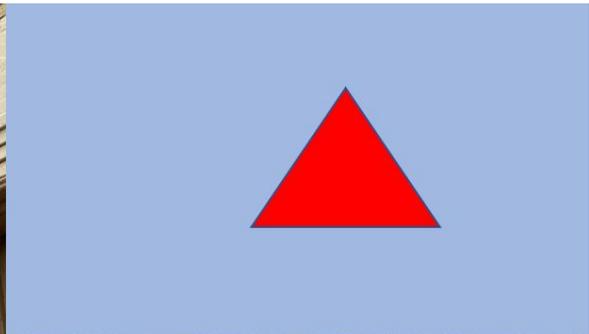


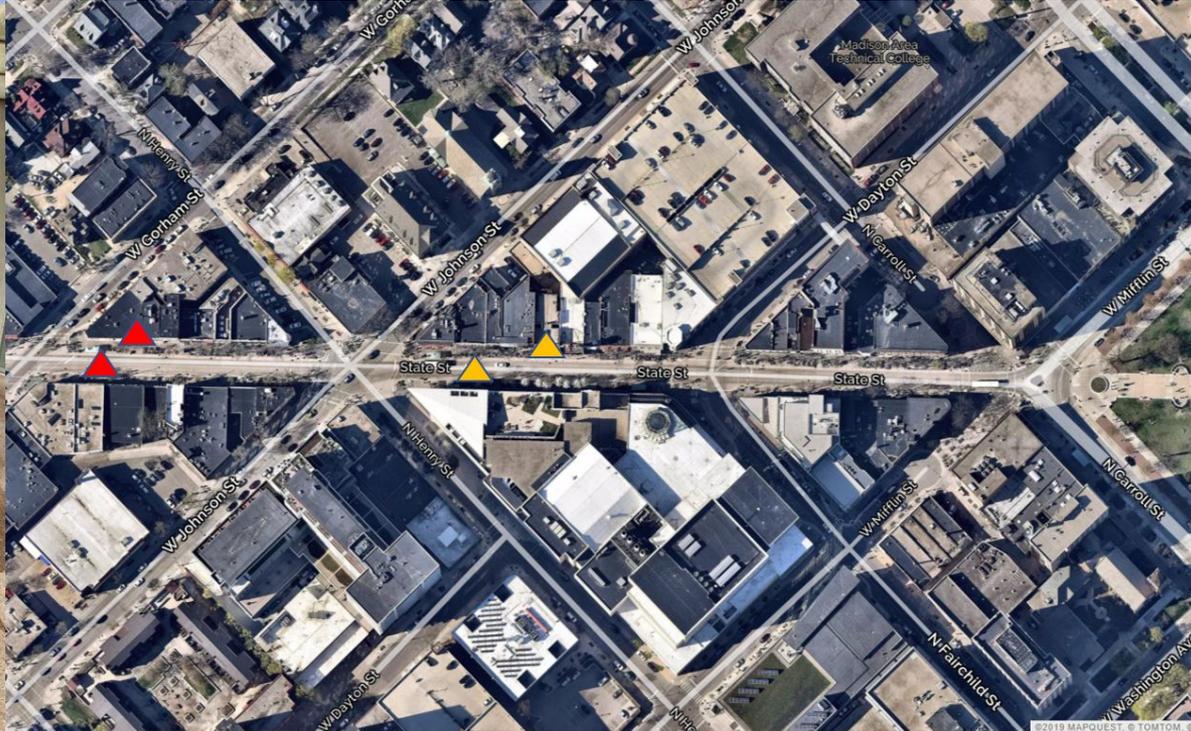
WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

State Street Pedestrian Traffic

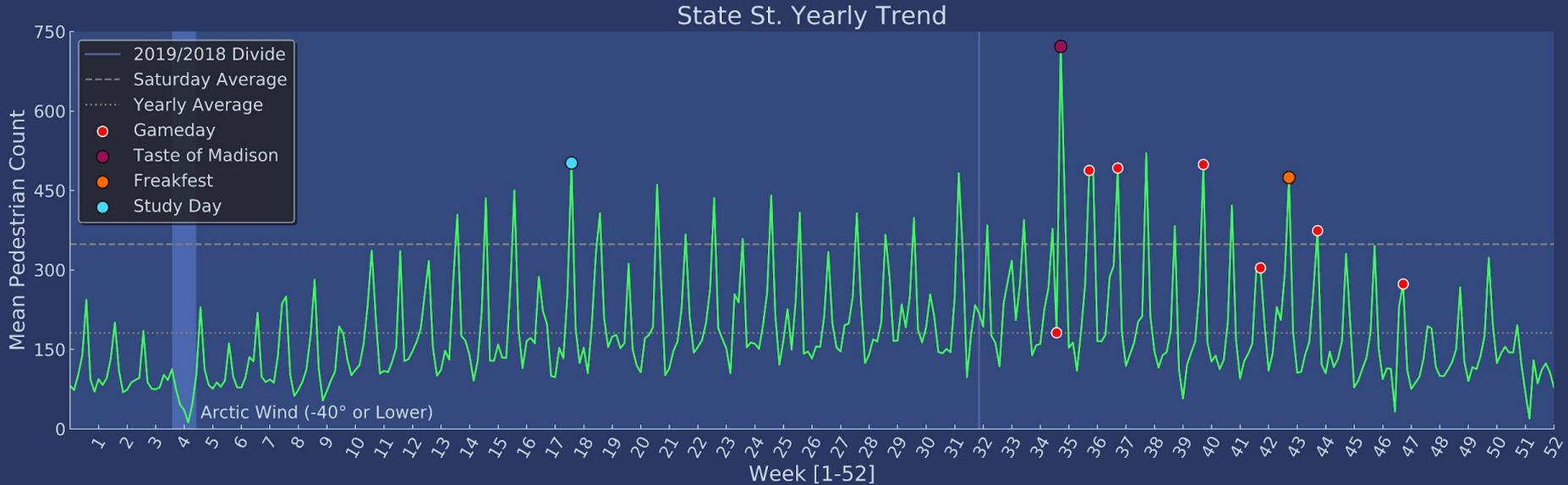
Peter Matthews & Aidan Deaven

Tyler Caraza-Harter

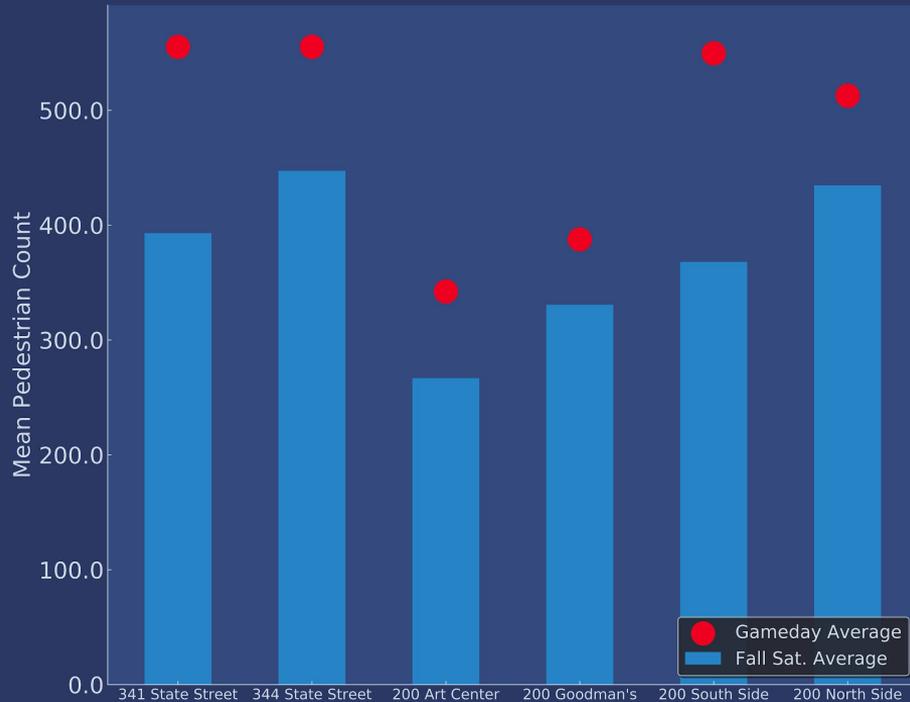




In a nutshell...



Gameday's impact

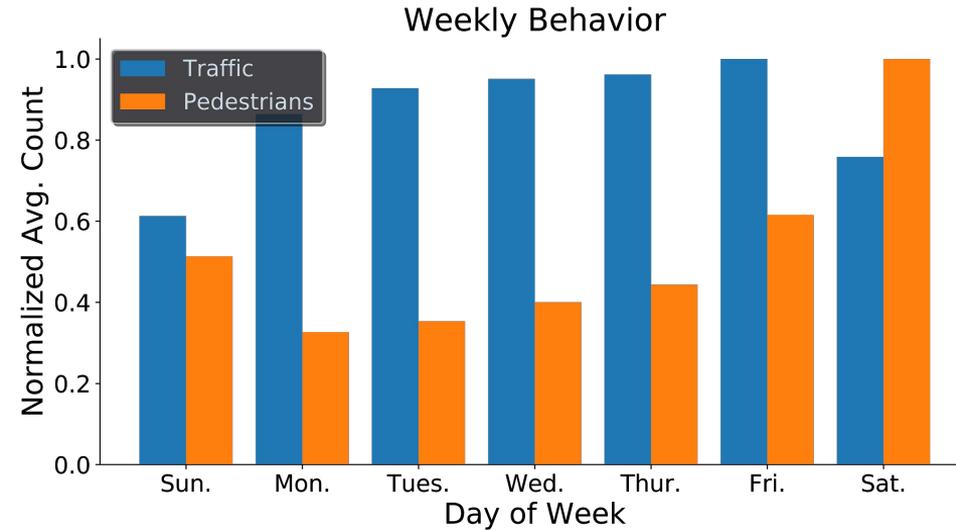


To measure Gameday's impact...

$$\frac{(\text{Avg Gameday}) - (\text{Avg Non-Gameday})}{(\text{Avg Non-Gameday})}$$

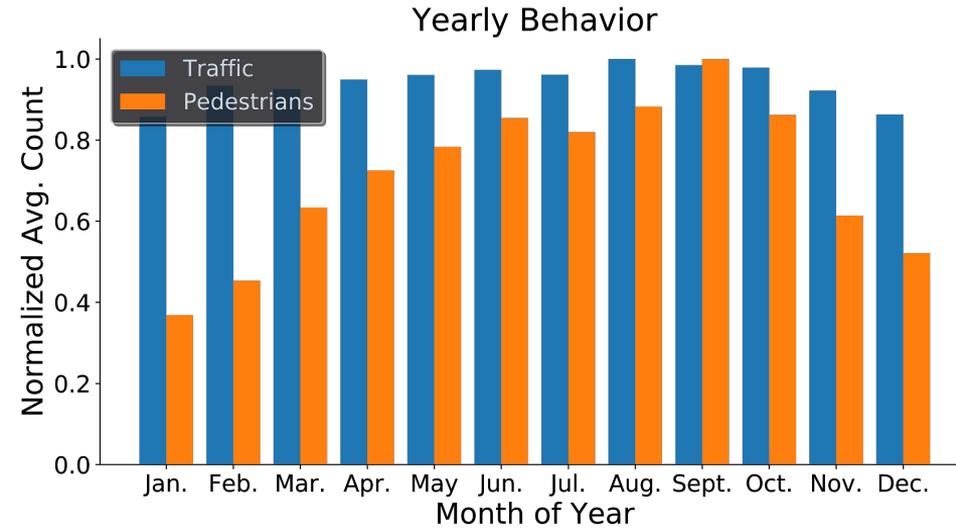
≈ +30%

How does traffic change throughout the week?



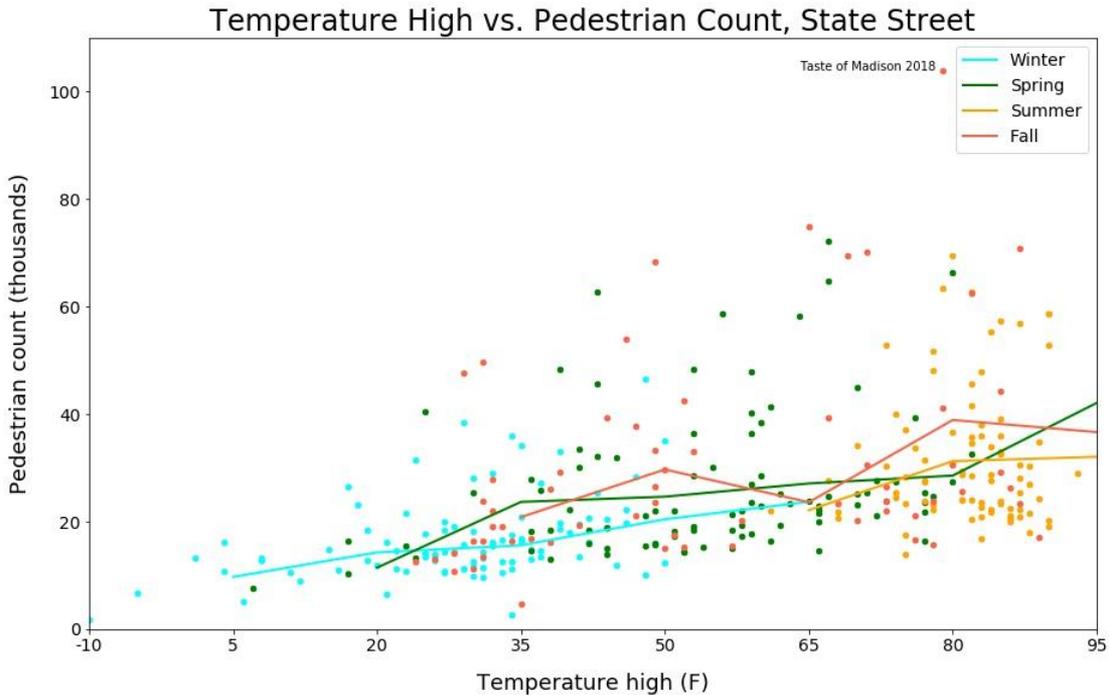
- Pedestrians tend to walk less during the week
- Traffic is more busy during the week
- This is reflected in the traffic patterns

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?

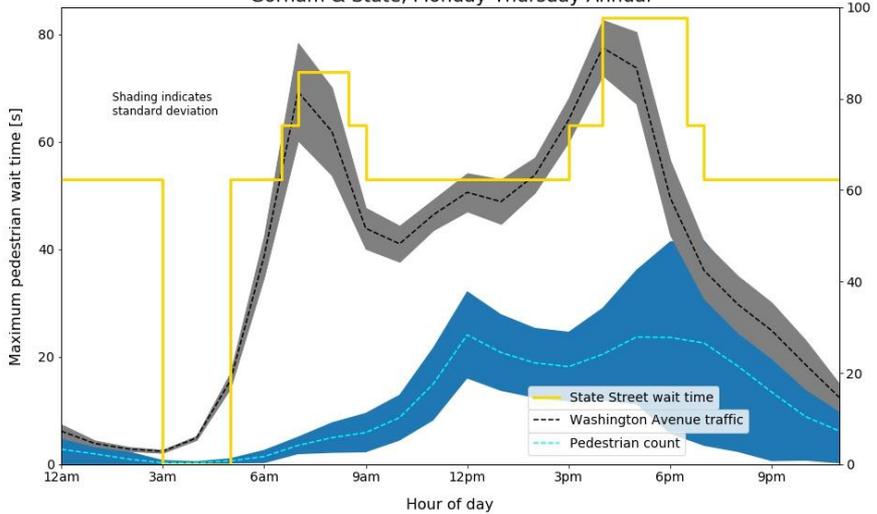


- Pedestrian count is directly linked to temperature/season
- Large events/weekends have a greater effect, however

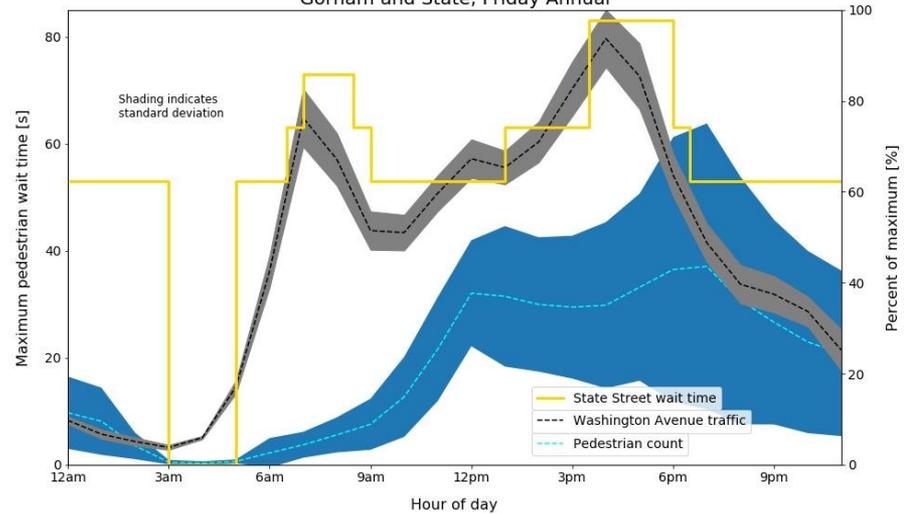
Can we further optimize light cycle patterns?

- For pedestrian benefit
- For vehicle traffic benefit

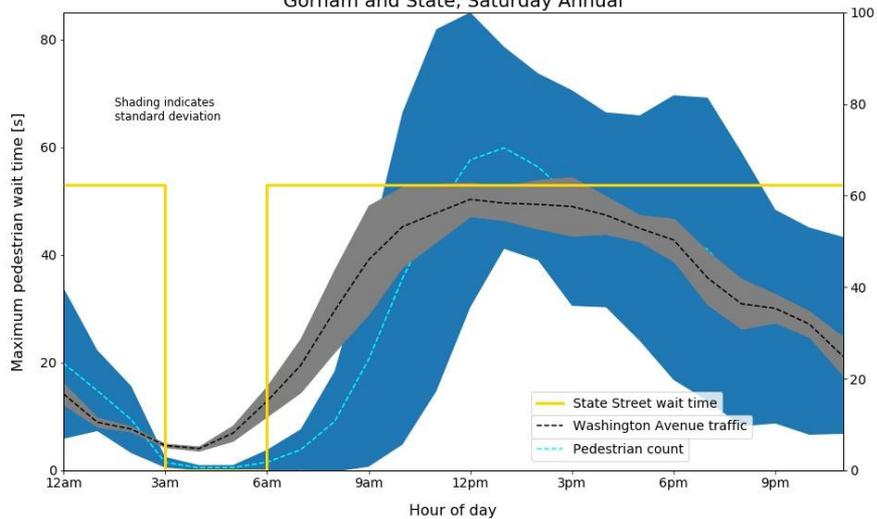
Gorham & State, Monday-Thursday Annual



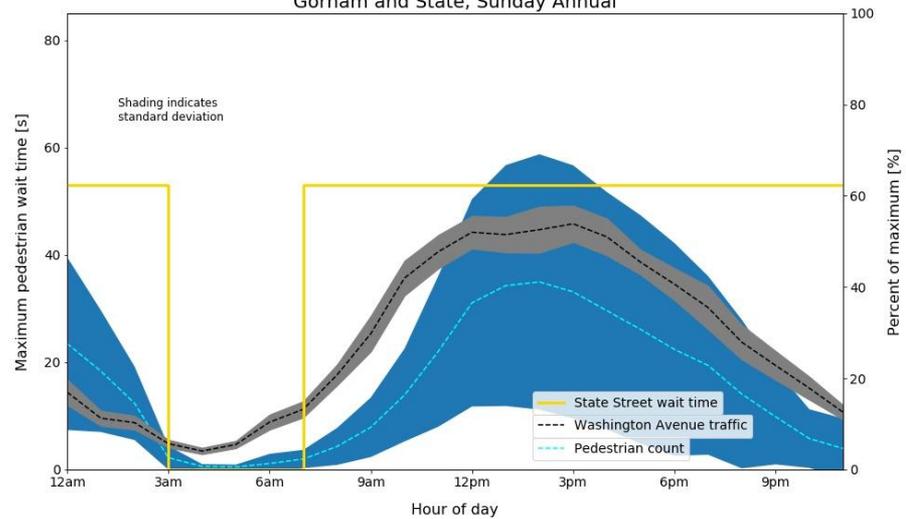
Gorham and State, Friday Annual



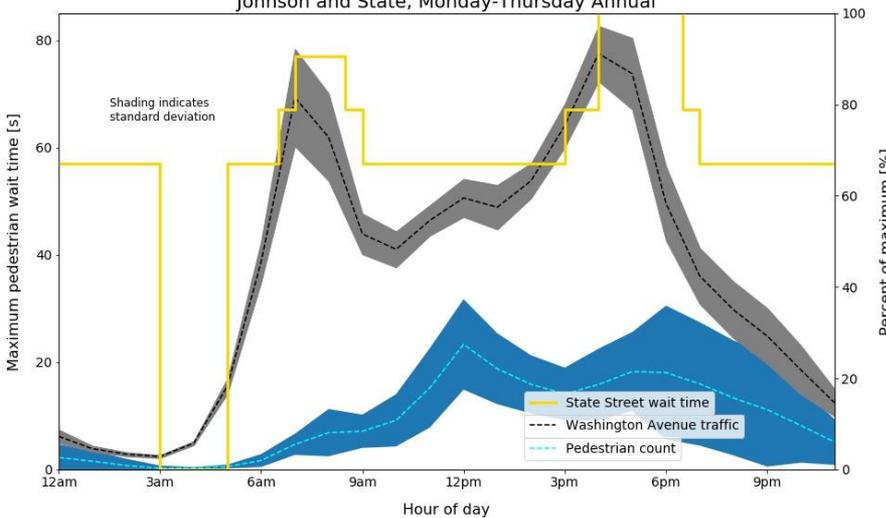
Gorham and State, Saturday Annual



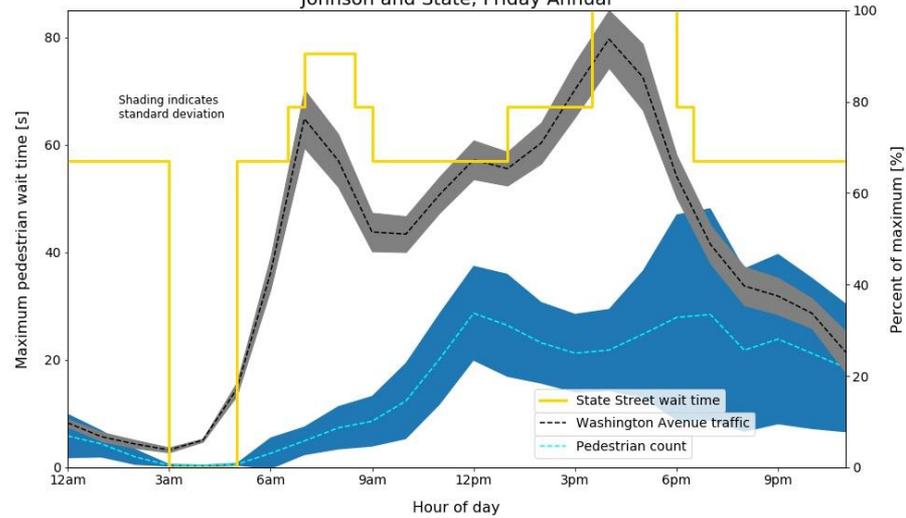
Gorham and State, Sunday Annual



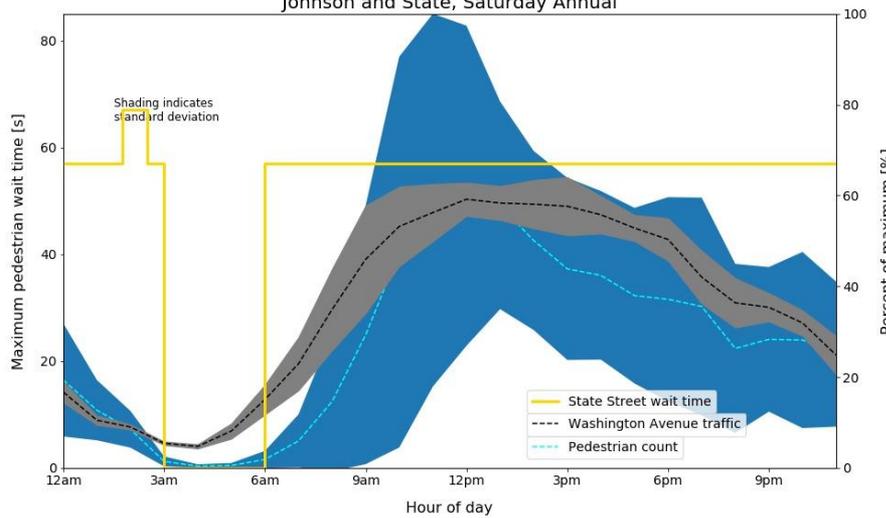
Johnson and State, Monday-Thursday Annual



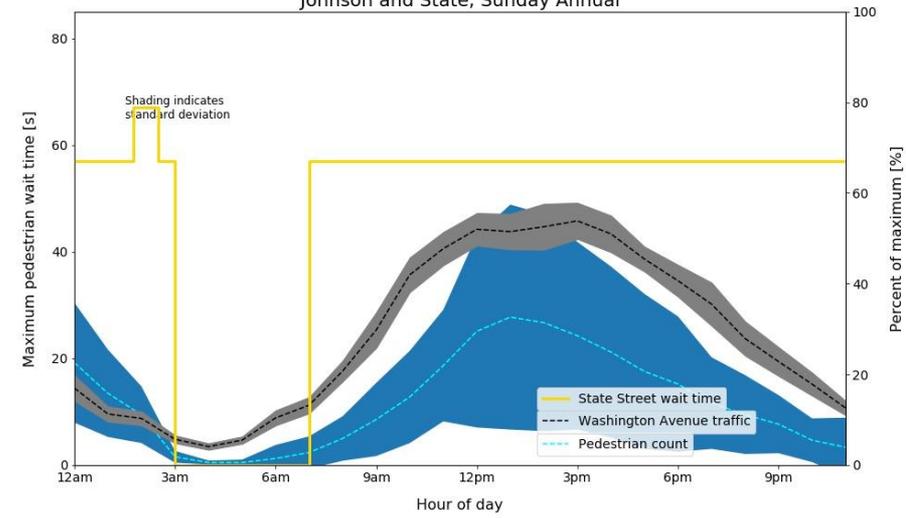
Johnson and State, Friday Annual



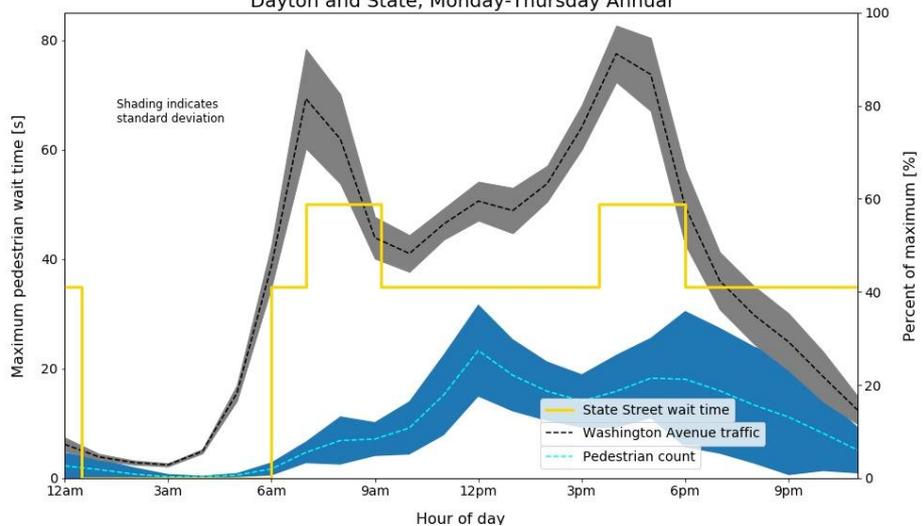
Johnson and State, Saturday Annual



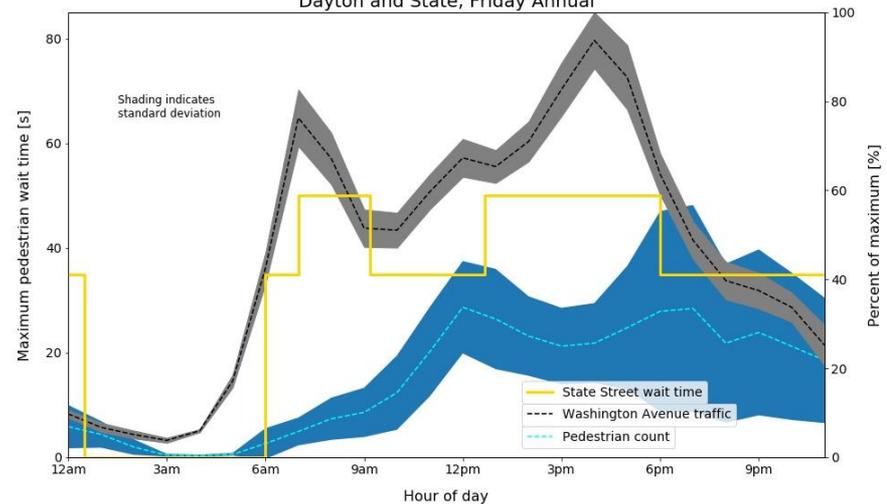
Johnson and State, Sunday Annual



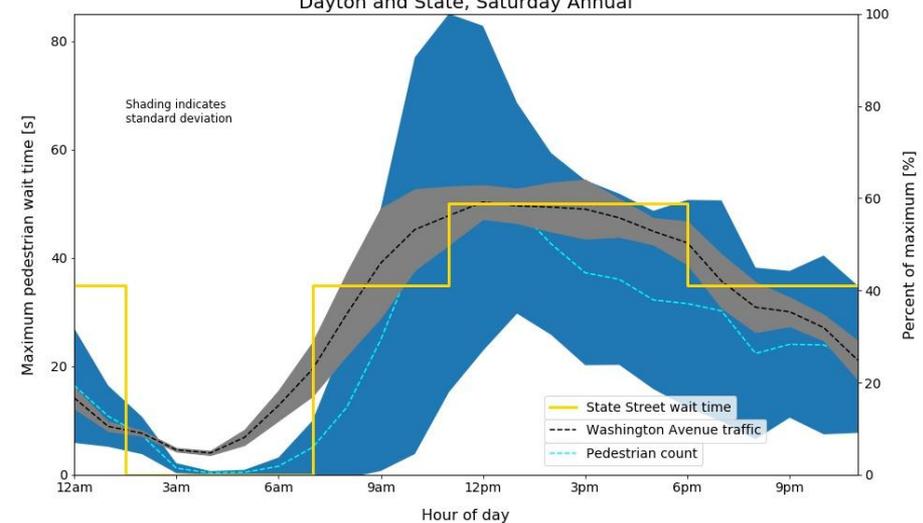
Dayton and State, Monday-Thursday Annual



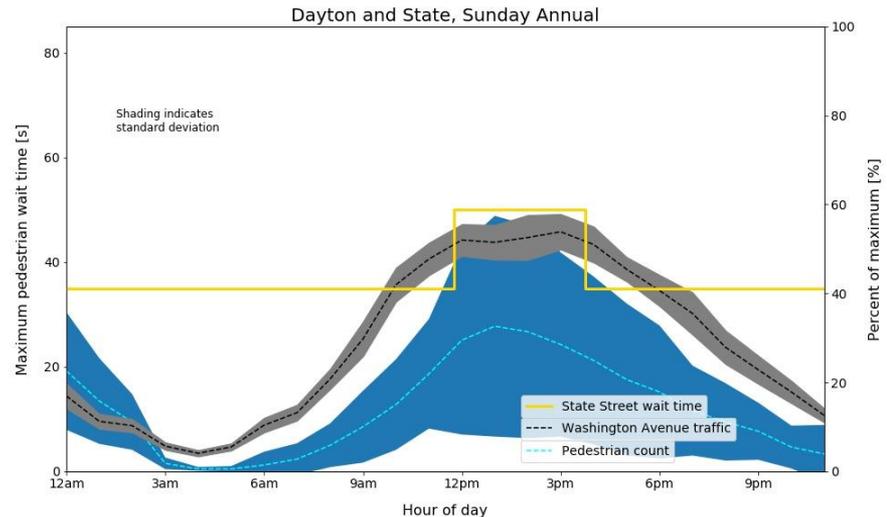
Dayton and State, Friday Annual



Dayton and State, Saturday Annual



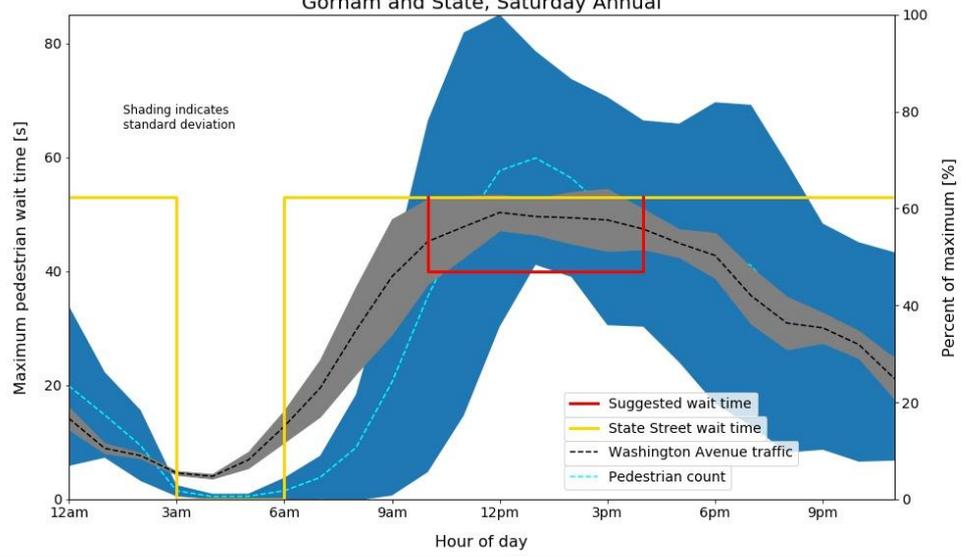
Dayton and State, Sunday Annual



Suggested Changes

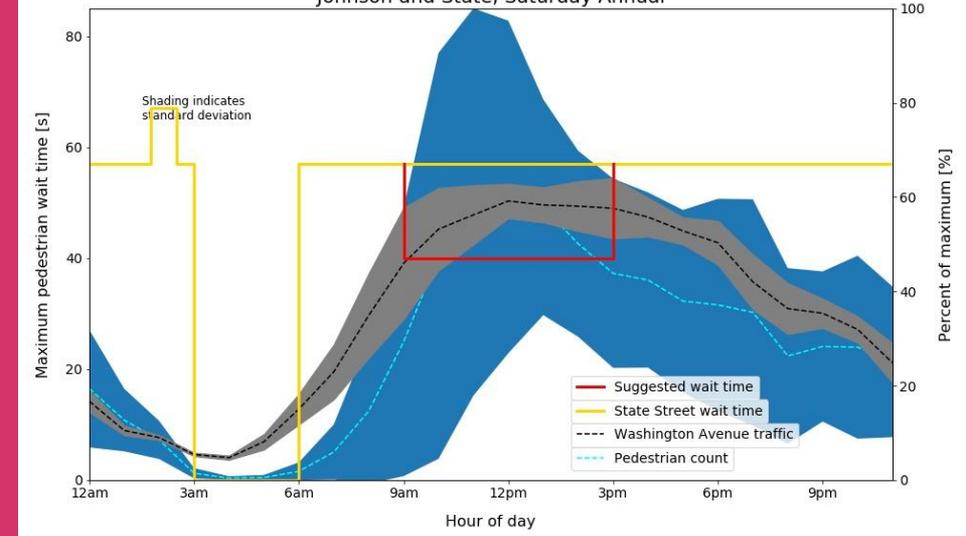
- Gorham & State: Saturday
- Johnson & State: Saturday

Gorham and State, Saturday Annual



- Reduce wait time during pedestrian peak

Johnson and State, Saturday Annual



Interesting weather

State Street During Polar Vortex 2019

