

City of Madison

Problem Identification: Pedestrian Data Visualization

1.0: Contact Information

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| City Data Team Lead | E. Anderson, Finance (eanderson3@cityofmadison.com) |
| Traffic Engineering SME | Eric Poffenberger (EPoffenberger@cityofmadison.com) |
| UW Madison Lead | Tyler Harter-Caraza (tylerharter@gmail.com) |
| UW Madison Project Team | |

2.0 Problem Statement (max 200 words)

Prompt: What's the problem we are trying to solve? What is actually happening? Where does the problem exist? How do you know this is a problem?

Extensive data is collected from pedestrian counters on State Street, but this data is not available in an easily digestible format and not currently visualized to understand trends.

3.0 Impact Statement (max 100 words)

Prompt: What change would you like to see happen? What should be happening?

For the State Street pedestrian counters, the City of Madison would like to see a minimum of one visualization that makes use of the existing data. The presentation should discuss informative observations from the data.

Note that in this discussion seasonality, time of day, and day of week are factors to consider in the observations from the data.

4.0 Service Change Statement

Prompt: What is the results you are trying to make with this project?

| Current State | Future State |
|---|--|
| Extensive data is collected from pedestrian counters around the city, but this data is currently visualized because it is not available in an easily digestible format. | Through a series of data visualizations, the City of Madison will better understand the flow of pedestrians based on counter data. |

5.0 Project Success Statement

Prompt: How will we know the project is successful?

In order for the City of Madison to better understand pedestrian counter data, UW students will visualize the dataset and discuss observations that could inform future decision making processes.

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6.0 Data Resources

The following data resources are available to support this project.

- *Pedestrian count data*
This gives hourly counts of pedestrians on State Street for a year. This data is posted to the City's Open Data Portal at <https://data-cityofmadison.opendata.arcgis.com/datasets/upper-state-st-pedestrian-counts>.