Understanding Traffic Impacts of Large-Scale Traffic Events

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ABSTRACT

The Iowa Department of Transportation has initiated a project to support local agencies in providing safe and efficient travel to and from the largest traffic events held on an annual basis within the state. These include college football games, the state fair, high school state wrestling and basketball tournaments, and large business seminars. This study provides insight into the planning and staffing for these events and the vehicle and pedestrian field observations per event and identifies the short- and long-term improvement strategies developed for each venue. These findings are applicable to events of all sizes and not just within the state of Iowa. The results are being used to promote the management of operational information as an asset in accommodating customer peak demands on the transportation system.

Key words: congestion—events—football—state fair—traffic—vehicles