

**2003
COATC TRAFFIC COUNT
REPORT**

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INTRODUCTION

The Port Authority, in cooperation with the Licking County Transportation Study (LCATS), recently conducted a traffic count survey of COATC during the first week of June 2003. The purpose of the study was to define travel patterns in relation to time for traffic both entering and leaving the campus. Additionally, counts were conducted on the roadway passing just south of BGRC's main facility.

METHODS

A representative sampling of traffic patterns was ascertained by the placement of "two-count" traffic indicators at three different locations on the COATC campus (see **Illus. #1**). The locations selected were the following: East Bridge, West Bridge, and South Loop Road. At these locations, traffic counts indicate conditions relevant to both the east and west areas of the campus. Additionally, an idea of the current rate of use for the only connector road currently in use between these areas can be ascertained.

The traffic counts were conducted for an entire week including the weekend. The counts were tabulated on 24-hour basis with the fractional portion of two days added together to complete a seven-day tally.

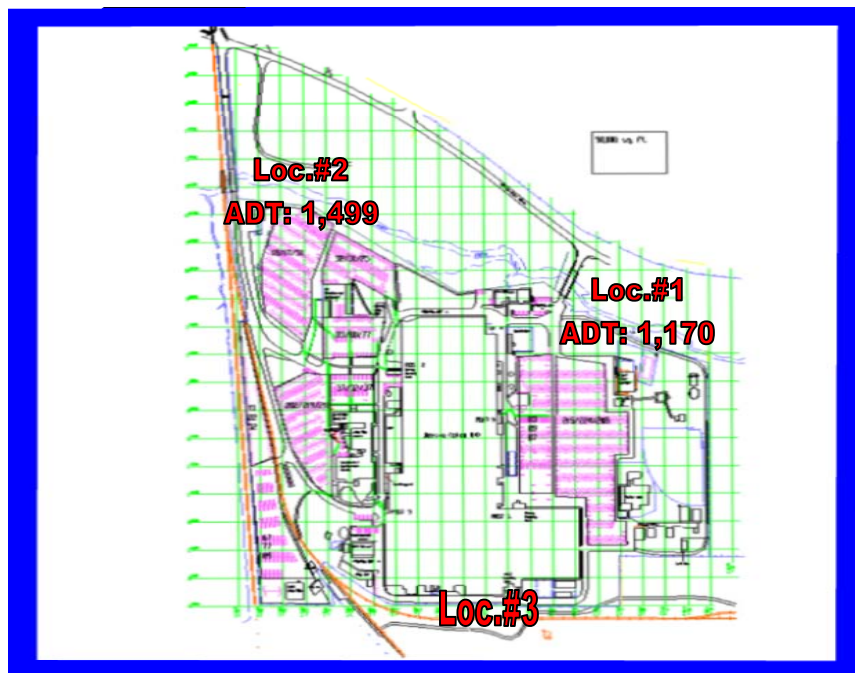


Illustration #1. Site plan showing count locations.
(ADT is the average daily traffic, calculated based on weekday data only.)

RESULTS

The results of the traffic count survey are summarized by three distinct locations. Comparisons are made regarding inbound, outbound and average workday traffic counts for east and west entrances into COATC. Only a comparative total traffic count is included for the South Loop Road.

Location 1

Location 1 of the traffic study is identified as the East Entrance for reporting purposes. Traffic was monitored for both inbound and outbound activity. The average workday counts are the averages of the 24 daily data sets accumulated from Monday through Friday.

Results indicate the peak inbound traffic counts occur at the East Entrance during the 6:00 a.m. timeframe. Conversely, the lowest inbound activity occurs at midnight. An influx of activity occurred during the 11:00 a.m. hour (see Illus.#2).

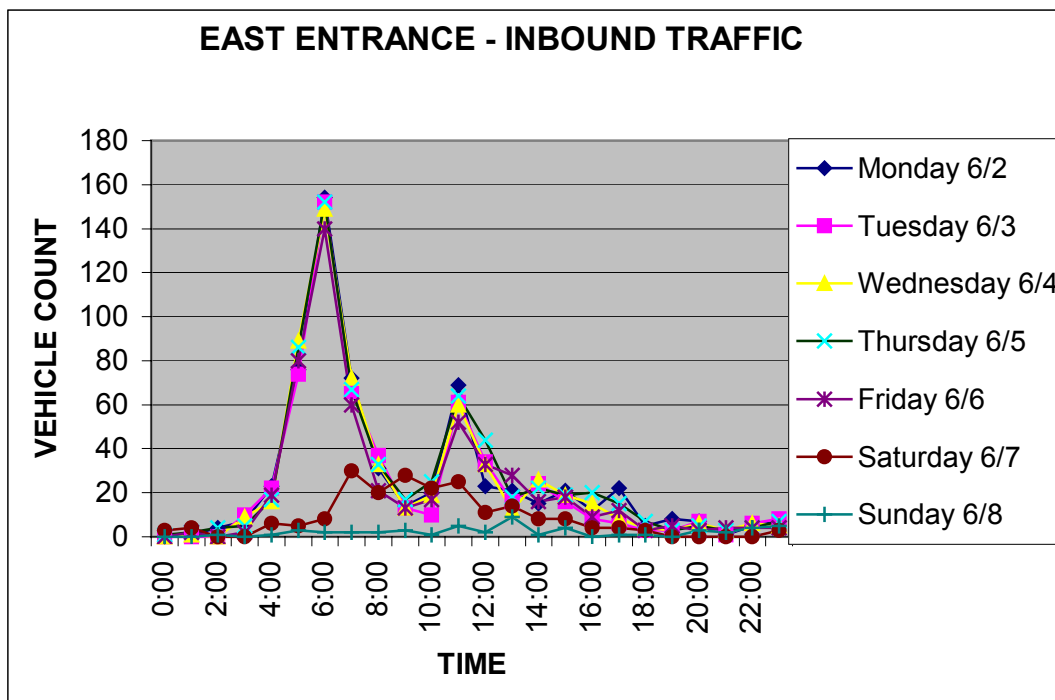


Illustration #2. East Entrance – inbound traffic patterns.

Results from the average workday computations mimic closely the daily counts for the East Entrance inbound traffic. This trend was expected since COATC is not subject to a large number of visitors on a daily basis (see Illus.#3).

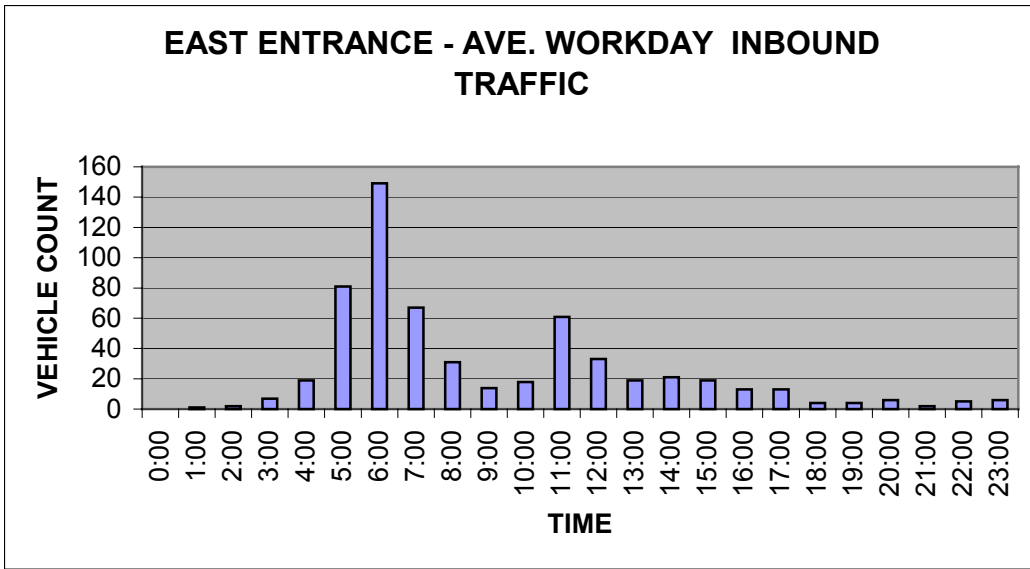


Illustration #3. East Entrance - average workday inbound traffic.

As was expected, the East Entrance outbound vehicle traffic was almost an exact replication of inbound patterns. However, it was phase shifted by time with the peak being 3:00 p.m. Similar results were also recorded for average workday counts (see Illus.#4 & #5).

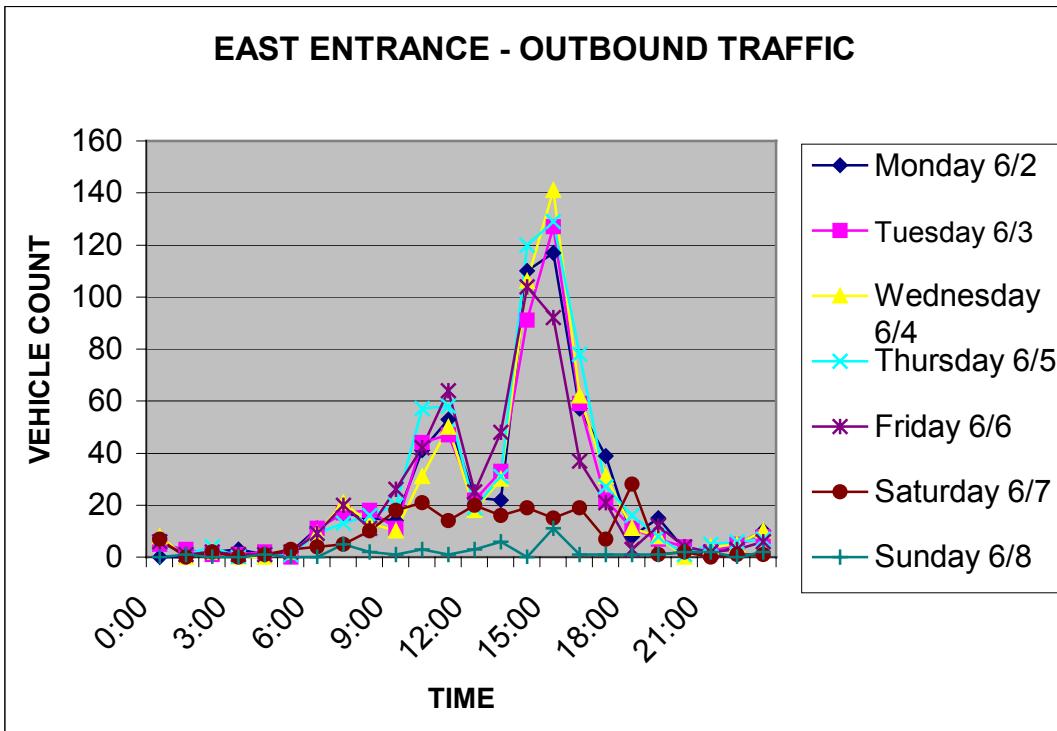


Illustration #4 East Entrance – outbound traffic patterns.

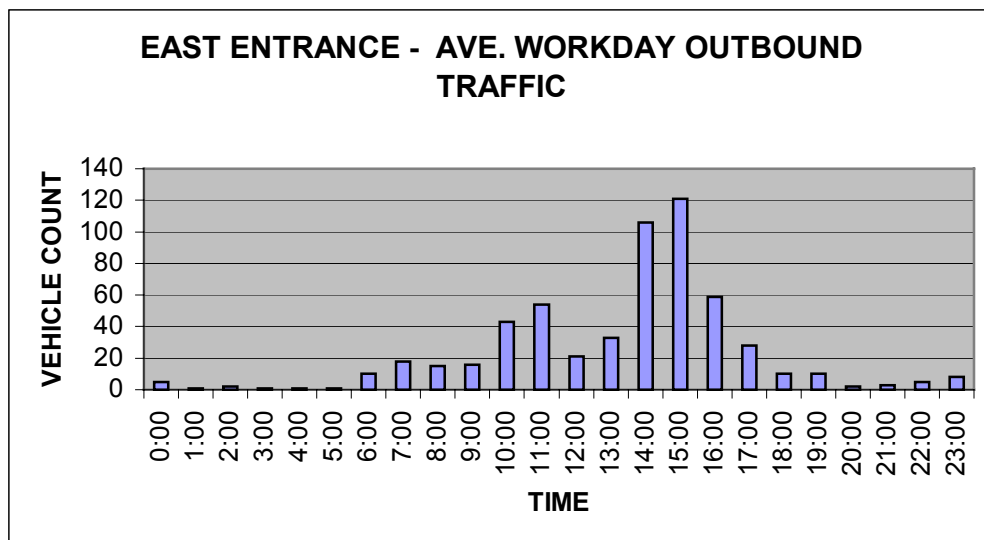


Illustration #5. East Entrance – average workday outbound traffic.

Location 2

Location 2 of the traffic study is identified as the West Entrance for reporting purposes. Traffic was monitored for both inbound and outbound activity. The average workday counts are the averages of the 24 daily data sets accumulated from Monday through Friday.

Results indicate the peak inbound traffic counts occur at the West Entrance during the 6:00 p.m. timeframe. Conversely, the lowest inbound activity occurs at midnight. An influx of activity occurred during the 11:00 a.m. hour (see Illus.#6).

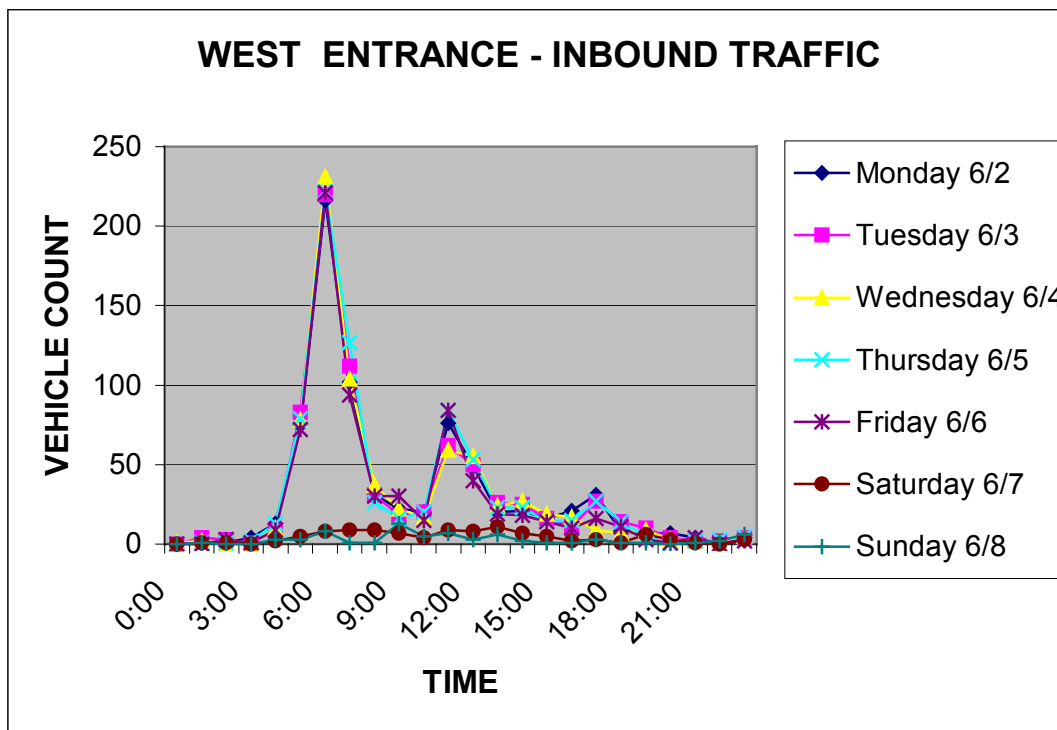


Illustration #6. West Entrance – inbound traffic patterns.

Results from the average workday computations mimic closely the daily counts for the West Entrance inbound traffic. This trend was expected since COATC is not subject to a large number of visitors on a daily basis (see Illus.#7).

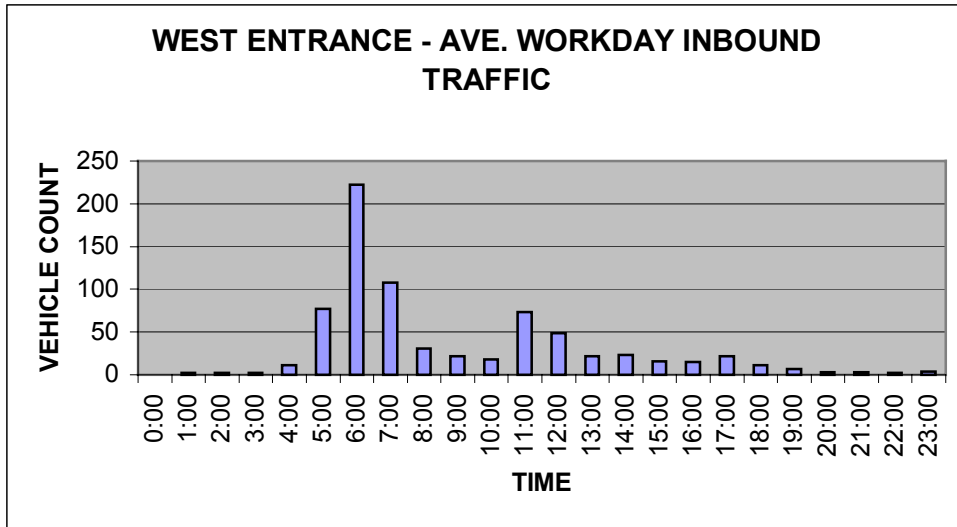


Illustration #7. West Entrance average workday inbound traffic.

As was expected, the West Entrance outbound vehicle traffic was almost an exact replication of inbound patterns. However, it was phase shifted by time with the peak being 3:00 p.m. Similar results were also recorded for average workday counts (see Illus.#8 & #9).

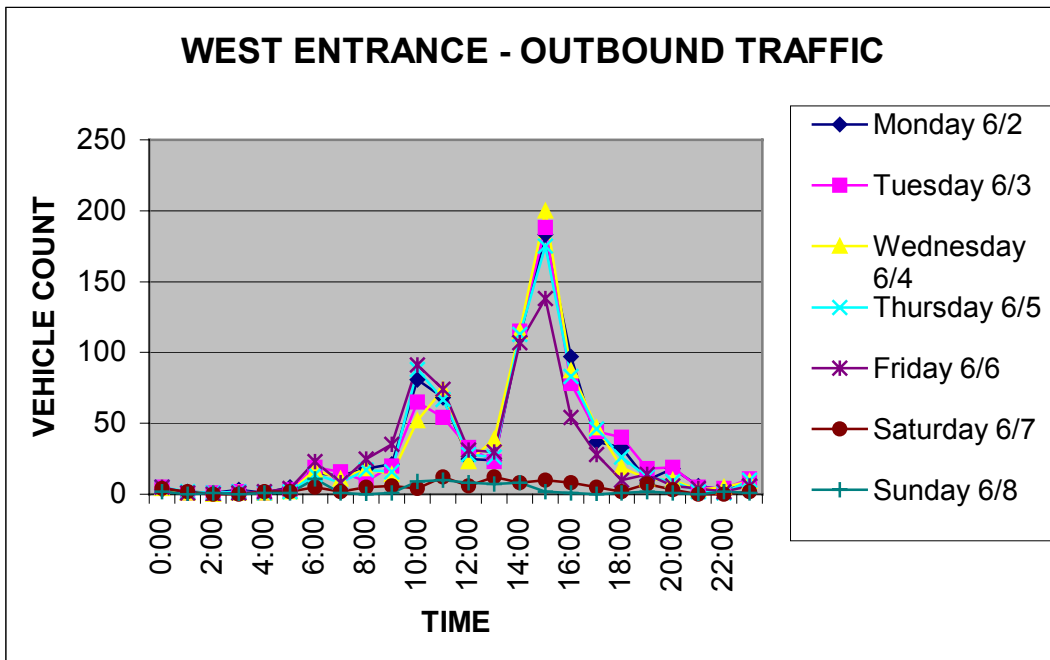


Illustration #8. West Entrance – outbound traffic patterns.

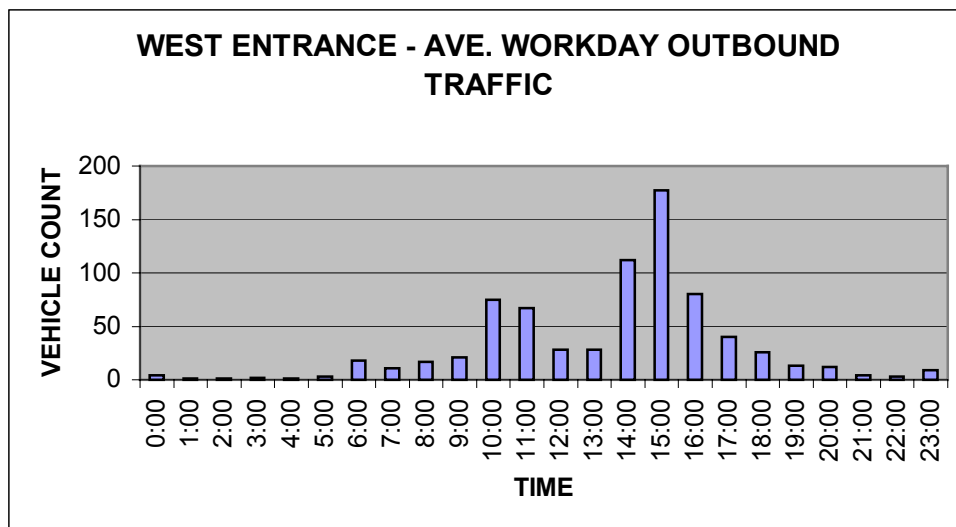


Illustration #9. West Entrance – average workday outbound traffic.

Location 3

Due to the relative low traffic count for the South Loop Road, the only observation being reported establishes the total traffic count for this road. A quick comparison to the other traffic counts indicates about 10% of all COATC traffic travels this portion of the roadways. A tabular compilation is presented for numerical comparison of the South Loop Road to the main entrances into COATC (see Illus.#10).

Locations	East Entrance	West Entrance	Loop Road
Total Counts	In - 2,857	In - 3,873	East - 281
	Out - 3,060	Out - 3,425	West - 300

Illustration #10. Count Comparisons

CONCLUSION

The information presented in this report clearly reveals issues of importance to both the Port Authority and its tenants. It clearly demonstrates that nearly half of all the persons employed at COATC leave the site for lunch. Secondly, the Port Authority can derive from the information a better understanding of the critical times in which snow removal activities must be performed without the hindrance of parked vehicles. The data also helps fix a span for the lag time experienced by motorists exiting the park during the peak rush hour of 3:00 p.m., thus providing managers a better understanding of flexibility needs regarding shift start times. Finally, a total picture is provided concerning overall impact to all persons entering and leaving the site during bridge closures, a scenario that has been realized in the past.