

Thurs, Feb. 18, 2021
Noon (Pacific)
Webinar

RSVP: Victoria Deguzman at
<https://tinyurl.com/y6lh7zr4>



Analyzing Impacts of Major Events: A case study of the LA Coliseum

Major events are a significant source of traffic congestion, especially in large metropolitan areas. This research conducts a case study of football games played at the Los Angeles Memorial Coliseum, a venue located near downtown Los Angeles with a capacity of about 80,000. The researchers analyze the impacts of game days by comparing game day traffic with traffic on control days on both the highway and arterial systems. Results show that Rams and USC impacts are different. The impacts on highway and arterial traffic by this case study will provide the basis for better management of major planned events.

Dr. Genevieve Giuliano is Professor in the Sol Price School of Public Policy, University of Southern California, and Director of the METRANS joint USC and California State University Long Beach Transportation Center. Professor Giuliano's research focus areas include relationships between land use and transportation, transportation policy analysis, and information technology applications in transportation.



Youngeng Lu is a Ph.D. candidate in Urban Planning and Development at Sol Price School of Public Policy, USC. He is the research assistant of METRANS Transportation Center. Lu's research interests include air pollution, environmental justice, land use planning, spatial analysis, transportation, and big data.



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