

Novel Traffic Survey Method Utilizes Vehicle Lights

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● DURING the week of October 6, 1958, a unique traffic survey was conducted in Rochester, N. Y., by the New York State Department of Public Works. The method eliminated severe congestion problems that would have occurred if any of the conventional methods requiring the traffic to stop had been used.

The facility under study was the Memorial Bridge Traffic Circle not far from the principal Eastman Kodak plant and other large industries in the northern part of the city. With peak-hour traffic volumes as large as 1,400 per lane entering the circle and six connecting streets, it was obvious from the first that a considerable operation was involved.

Several possible methods of making the survey had been considered, including the conventional roadside interview, the license plate survey, numbered stickers or colored facial tissues, and 10-sec motion pictures. All of these methods were discarded for

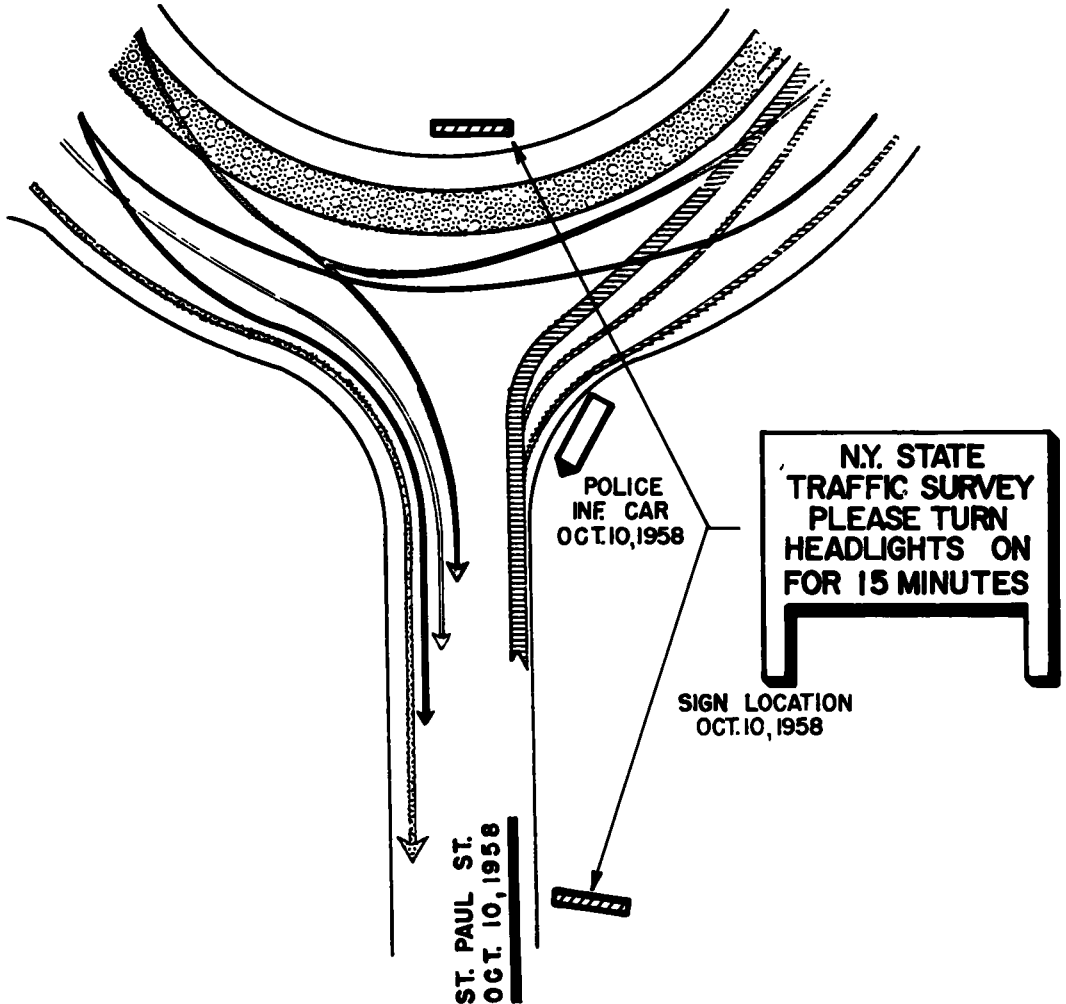


Figure 1.

In conclusion, it should be pointed out that this simplified type of survey is applicable to many spot studies and that the method might introduce a whole new area of study, involving motorist participation.