In 1897, a Union Pacific Railroad agent suggested to the newspaper editor that Cheyenne have a festival …..
Cheyenne Frontier Days
Traffic Study and Transportation Plan
The Daddy of ‘em All

• The World’s largest outdoor rodeo
• 10 days of rodeos and concerts
• 1,200 contestants
• 6,000 animals
• 4 Parades and 3 Pancake breakfasts (23,138 meals)
• 3,000 volunteers
• 543,700 people
• $28 million dollar impact on local economy
The Problem

1. Constrained Site
2. Adjacent Residential Neighborhood
3. Parking Shortage
4. High Pedestrian Conflicts
5. Traffic Jams
6. Funding
The Solution

1. Eliminate Conflicts
2. Separate Conflicts
3. Traffic Management
4. Stakeholder Communication
5. Traveler Information
The Process

• Steering Committee
• Data Collection
  – Field Observations
  – Surveys
  – Traffic/Parking Data
  – Aerial photography
  – Public Involvement
• Recommendations
The Steering Committee

- Cheyenne Frontier Days
- Wyoming Dept. of Transportation
- City of Cheyenne Engineering
- Cheyenne Police Department
- Cheyenne Transit
- Laramie County School District #1
- City Council
- Cheyenne Metropolitan Planning Organization
Study Goals

1. **Resolve** 8th Avenue traffic/bus/pedestrian conflicts
2. **Improve** key intersection traffic operation
3. **Reduce** amount of time Cheyenne Police Department officers and Cheyenne Frontier Days volunteers are in the roadway directing traffic
4. **Increase** overall transportation safety
5. **Maximize** ‘Park N Ride’ bus operation
Outreach Efforts

- One-on-One Staff Interviews
  - CFD
  - Laramie School District
  - Cheyenne Transit
  - City Police
  - City Engineering
  - City Parks
- ‘Park N Ride’ Passenger Survey
- CFD Customer Survey
- Public Information Meeting
KEY Observations

High pedestrian / vehicle conflicts along 8th Avenue

‘Park N Ride’ loading / unloading location creates conflicts with Main Gate crowds
KEY Observations

At peak CFD activity times traffic congestion occurs at key intersections

Northbound off-ramp traffic backs up onto I-25
KEY Observations

Cheyenne Police Department officers and Cheyenne Frontier Days volunteers are in the roadway directing traffic at multiple times during each day, often in roadways with minimal street lighting.
KEY Observations

• High ‘Park N Ride’ Lot circulation configuration pedestrian/vehicle safety conflicts

• Need to establish effective communication among key stakeholders before, after and during CFD, which is imperative to the success of the event and to discuss post-event ‘lessons learned.’

• Cheyenne Frontier Days smart phone app does not provide real-time alerts to users about traffic conditions or parking space availability.
Intersection Pedestrian and Traffic Volumes

Legend:
- 0 – 100 Pedestrians
- 100 – 1000 Pedestrians
- 1000 – 2000 Pedestrians
- 2000 – 3000 Pedestrians
- 3000 – 4000 Pedestrians
- 0 – 500 Vehicles
- 500 – 1000 Vehicles
- 1000 – 1500 Vehicles
- > 1500 Vehicles

SATURDAY, JULY 29, 2017
HIGHEST DEPARTURE HOUR: 10:45 – 11:45 pm
TOTAL SATURDAY ATTENDANCE: 44,799
ESTIMATED PARK N RIDE USERS: 6,574*

* Park N Ride estimate is based on the assumption of 3 passengers per vehicle in the Bull Lot for each vehicle entering the Bull Lot after 3:00 p.m. on Saturday. Vehicles parked prior to 3:00 p.m. are not included in this count of 2,364.
Hourly Pedestrian and Traffic Volume Patterns

Carey & 8th Ave - Saturday, July 29

- TOTAL
- Vehicles Only
- Peds Only

11:00 to 0:30
Top 14 Short-term Recommendations

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1. Temporarily close the segment of 8th Avenue to westbound traffic between Dey Avenue and Hynds Boulevard.

2. Relocate Frontier Park ‘Park N Ride’ passenger loading / unloading area.
3. ‘Park N Ride’ buses leave Frontier Park by travelling north on Hynds Boulevard to Kennedy Road and Central Avenue to access I-25 at the Central Avenue interchange.

4. Permanently convert Hynds Boulevard to one-way northbound operation between Pershing Boulevard and 8th Avenue. During CFD, the segment of Hynds Boulevard should be temporarily operated as one-way northbound from 8th Street to Gate V12.
Top Short-term Recommendations

5. Install portable temporary traffic signals, with pedestrian signal heads, at key intersections

6. Provide temporary street lighting, particularly at key intersections

7. Install traffic signal control pushbuttons for Cheyenne Police Department

8. Increase the I-25 northbound off-ramp green time at Pershing Boulevard during peak hours:
   5:00 p.m. – 8:00 p.m. and
   11:00 p.m. to 1:00 a.m.
9. Reconfigure the ‘Park N Ride’ Lot so pedestrians do not walk in front of buses. Provide a dedicated pathway area for pedestrians as they approach and leave the bus pick-up/drop-off area.
Top Short-term Recommendations

10. Close Randall Avenue to westbound traffic at I-25 ramp junction with Pershing Boulevard.
Top Short-term Recommendations

11. Conduct annual CFD Steering Committee kick-off and debriefing meetings

12. Create a full-time staffed Traffic Control Communications Center on Frontier Park for communication of real time traffic/pedestrian control and parking availability information to Cheyenne Police Department, Cheyenne Frontier Days, City Engineering and Traffic, Wyoming Department of Transportation and Cheyenne Transit
   - Provide real-time dynamic message sign information
   - Utilize the Traffic Control Communications Center to ensure that traffic controls will change throughout the day to accommodate ingress and egress traffic are in place and removed consistently and according to plan each day of the event

13. Utilize the Cheyenne Frontier Day smart phone app for traffic condition and alerts to CFD patrons

14. Add a parking availability option to the smart phone app.
Top 4 Long-term Recommendations

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1. Construct permanent relocated ‘Park N Ride’ bus drop-off/pick-up area on Hynds Boulevard that involves relocation of the Buckin’ A Saloon tent and an enhanced bus access road between the carnival and carnival parking lot that allows buses to exit Frontier Park via Gate V12 to proceed north on Hynds Boulevard.
2. Widen Kennedy Road to maintain a westbound Frontier Park access lane for emergency vehicles and accommodate an eastbound ‘Park N Ride’ bus express lane.
Top Long-term Recommendations

3. Upgrade and/or install LED street lighting around Frontier Park

4. Identify and pave a permanent ‘Park N Ride’ lot to replace current temporary lot. Stripe parking spaces and circulation system to maximize parking efficiency
The Rest of the Story: 2018

- Stakeholder coordination and debriefing meetings
- 8th Street westbound closed for ‘Park N Ride’ buses only
- ‘Park N Ride’ operation was modified
- Added green time for I-25 NB off-ramp
- Kennedy Avenue lane configuration changed
- Informal multi-agency communication
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