

F&S Project kickoff meeting  
**Crowd Management for Quad Day**  
Feb 17, 2020

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**Communication guidelines:**

1. Meeting at Facility & Services.
  - 1 month (now → May) every 3rd Monday of the month
  - 2 weeks (May → Aug)
  - Weekly (Aug → event)
2. Weekly email updates → Tuesdays to Morgan, Stacey, and Sarthak.
3. Point of contact for data (until May 31): Sarthak
4. A BOX folder is created, named "Crowd Management for Quad Day", with our previous presentation and this minutes already uploaded there.
5. Will actively seek publicity
  - CEE news story article(s)
  - Advertisements
  - Webpages (e.g., iCAP website).

**Data Needs**

1. Spatial dimension
  - Area - geometry, dimensions, traffic barriers, landscape, suitable areas for activities (GIS shapefiles)
  - Boundary - including traffic entrance and exits
  - Traffic demand – Get information from (i) Union/café/restaurants on coffee, pizza, gifts to estimate the number of people to each destination (roughly 10K-12k people; some get food and leave, some stay around); (ii) Police may have cameras that can be used to estimate traffic counts.
  - Layout of activities in past years
2. Temporal dimension: 11am-3:30pm, peak hour: 12-2PM.

**F&S Objectives:**

1. Better traffic flow & management in the Quad
  - Allow more people to participate in activities (accessibility)
  - Allow people to get to their activities fast (mobility)
2. Publicity through news articles and PR (use F&S logo when making presentations)
3. Research funding from external sources.