

## Traffic Map Report

The **Traffic Map** report is a simulation of movement between buildings on campus using Google Maps pathfinding technology. It uses snapshot data to build a picture of how busy each building is at a given time of day and creates estimates of how people might move between buildings as time passes. It does not use actual student registration data.

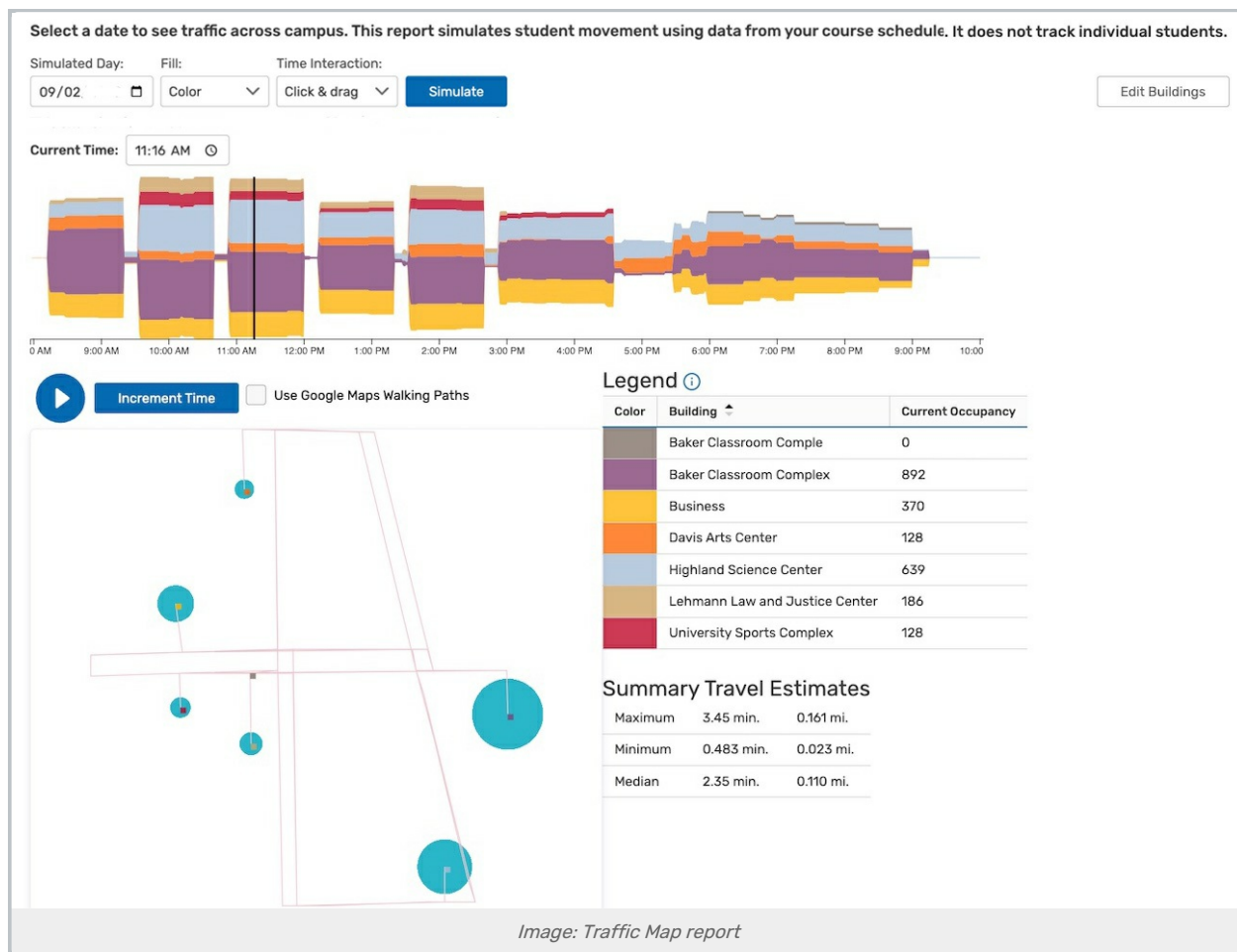
The report is useful for visualizing the flow of traffic across campus, so it can be used to see how students might move during passing times between classes.

### Set an address for your buildings

Before using this report you must first set an address or [Plus Code](#) for each building by clicking on the Change Addresses button. This only needs to be done once, as addresses will persist between snapshots.

Questions the Traffic Map report can help you answer include:

- Where are students concentrated at different times of the day?
- Do students have enough time to move from class to class?
- Which parts of campus might need new pathways or parking lots?



## Report Settings

Use the **Simulate** button to generate the report. There are several ways that a user can interact with the simulation to control what it shows.

- **Simulated Day** - Choose a date to be shown on the report's charts.
- **Fill** - Fill the chart area with varying colors, patterns, or shades of gray.
- **Time Interaction** - Choose **Click & drag** or **Hover** to switch the way you interact with the report
- **Current Time** - Use this field to set the report to a desired time
- **Play/Pause Button** - Clicking this button starts and stops the automatic playback of simulated movement.
- **Stream Chart** - Move your mouse over the timeline at the top of the report to jump the simulation to a specific time.
- **Increment Time** - This button advances the simulation by one minute per click. You may also click and drag the slider across the graph to move across time.
  - *Accessibility Tip: The time may be accessed via keyboard using the right arrow key to increment time, left to decrement.*
- **Use Google Walking Maps Paths** - If selected, students in the simulation will travel along paths and roads determined by Google Maps. Otherwise, they will walk directly from building to building. A warning will pop up if

no walking path can be found between buildings.

- **Edit Buildings** – Click this button to set a street address or [Plus Code](#) for each building. All buildings represented in the snapshot must be configured before the simulation can be run.
  - Buildings created in 25Live cannot be updated
  - *Reminder: If your user has "View Only" permissions for this project, you will not be able to update the addresses.*



### Important Notes

- Buildings that are five miles or more away will be omitted from the report.
- Latitude and longitude takes priority over building addresses in the generation of the Traffic Map report.
- Latitude and longitude values imported from 25Live will overwrite existing X25 Analytics latitude and longitude values. If you find that the values are incorrect in X25 Analytics, check 25Live.

## Reading the Report

There are three components to the Traffic Map report:

- The **Stream Chart** at the top of the report is a timeline representing each building's occupancy throughout the day.
  - Each colored ribbon represents a different building. Mouse over a ribbon to show its name.
  - The X-axis shows the time of day. The black bar shows what time is pictured in the other two components.
  - The Y-axis represents the number of people attending classes at a given point in time. The wider a building's ribbon, the higher the headcount.
- The **Campus Map** shows the physical arrangement of buildings on campus.
  - Each square represents a building with colors corresponding to the stream chart. Mouse over a square to show its name.
  - Paths and roads between the buildings are taken from Google Maps.
  - Colored circles between buildings indicate people moving between buildings or attending classes. The bigger the circle, the more people.
- The **Facts Tables** list all the buildings on the map as well as some derived statistics.
  - Each row represents a different building. Colors correspond to the other two components.
  - "Current occupancy" shows the total number of people attending classes in a building.
  - The travel summary table shows estimates for the amount of time it takes to walk between classes.

## Assessing the Report Results

- Is movement evenly distributed across campus?
- Do the travel estimates meet your expectations

