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(71) Applicant: ITRON, INC. [US/US]; 2111 N Molter Rd,
Liberty Lake, WA 99019 (US).

(72) Inventors: KANN, James, Lee; c/o Itron, Inc., 2111 N
Molter Rd, Liberty Lake, WA 99019 (US). CORNWALL,
Mark, K.; c/o Itron, Inc., 2111 N Molter Rd, Liberty Lake,
WA 99019 (US).

(74) Agent: THOMPSON, David, S. et al.; Lee & Hayes, P.C,
601 W. Riverside Ave, Suite 1400, Spokane, WA 99201
(US).

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(54) Title: PEDESTRIAN AND VEHICLE CONGESTION RELIEF SYSTEM

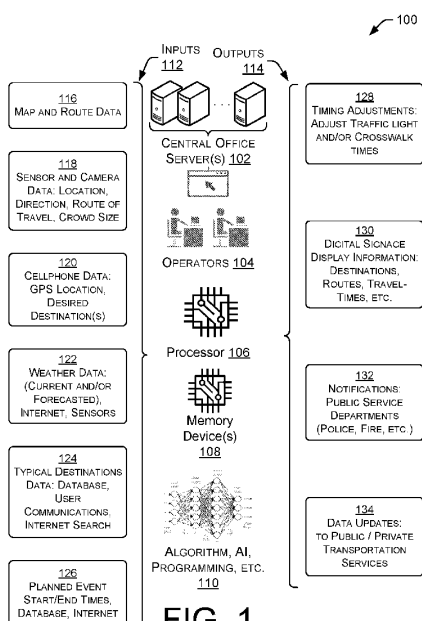


FIG. 1

(57) Abstract: Techniques for managing pedestrian and vehicular congestion are described herein. In an example, a congestion event at a location is identified. The congestion event may be a sporting event, entertainment event, road construction event, etc. A primary route to or from the congestion event is identified. In examples, a primary route conveys traffic to the location, and may be associated with commencement of the event. Alternatively or subsequently, a primary route conveys traffic away from the location, and may be associated with a conclusion of the event. A secondary route that could lessen traffic of the primary route is identified. In a first example, durations of vehicle traffic lights and pedestrian walk/don't walk signs are adjusted to encourage and to increase usage of the secondary route. In a second example, the secondary route is promoted by updating digital signage to send traffic on the secondary route.

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