CLAIMS

1. A method to manage pedestrian and vehicle congestion, comprising:

identifying a congestion event at a location, wherein start and end times of the congestion event are obtained from one or more databases;

identifying one or more secondary congestion event(s), wherein the one or more secondary events are expected to be patronized during times based at least in part on the start time or end time of the congestion event and the location;

identifying a primary route, wherein the primary route serves the location;

identifying, based at least in part on the congestion event and the one or more secondary congestion event(s), a secondary route usable to lessen traffic of the primary route; and

adjusting durations of vehicle traffic lights and pedestrian walk/don't walk signs to increase usage of the secondary route.

2. The method of claim 1, additionally comprising:

promoting the secondary route by updating digital signage to send traffic on the secondary route.

3. The method of claim 1, wherein:

identifying the congestion event comprises anticipating a commencement or a conclusion of an event at a venue and associated movement of event-goers; and

promoting the secondary route comprises promoting the secondary route to traffic units to bypass the congestion event or to leave the venue.

4. The method of claim 1, wherein identifying the congestion event comprises:

operating radar sensors to obtain data comprising pedestrian traffic that indicates the location, a direction of travel, and a size of the congestion event.

5. The method of claim 1, wherein identifying the congestion event comprises:

operating sidewalk sensors to obtain pedestrian traffic level data;

operating traffic light sensors to obtain vehicular traffic level data; and

determining if at least one threshold is exceeded in the pedestrian traffic level data or the vehicular traffic level data.

6. The method of claim 1, additionally comprising:

operating sensors to obtain crowd data;

identifying a potential bottleneck condition or a bottleneck condition based on the crowd data; and

changing the secondary route to avoid the potential bottleneck condition.

7. The method of claim 1, additionally comprising:

identifying travelers moving toward the congestion event; and

promoting a route to the travelers to avoid the congestion event.

8. The method of claim 1, wherein identifying the congestion event comprises:

modeling a distribution of locations of event-goers at the location of the congestion event; and

responsive to a standard deviation of the distribution indicating congestion over a threshold value, associating the location as the congestion event.

9. A system to manage pedestrian and vehicle congestion, comprising:

a processor; and

a memory device in communication with the processor, wherein the memory device comprises instructions defined thereon, which when executed perform actions comprising:

identifying a congestion event at a location, wherein start and end times of the congestion event are obtained from one or more databases;

identifying one or more secondary congestion event(s), wherein the one or more secondary events are expected to be patronized during times based at least in part on the start time or end time of the congestion event and the location;

identifying a primary route, wherein the primary route serves the location;

identifying, based at least in part on the congestion event and the one or more secondary congestion event(s), a secondary route usable to lessen traffic of the primary route; and

updating digital signage to display information on destinations and routes based at least in part on pedestrian traffic data and vehicular traffic data.

10. The system of claim 9, wherein the actions additionally comprise:

adjusting durations of vehicle traffic lights and pedestrian walk/don't walk signs to increase usage of the secondary route.

11. The system of claim 9, wherein the actions additionally comprise:

determining a plurality of destinations to which event-goers are moving; and

identifying primary routes and secondary routes for each of the plurality of destinations.

12. The system of claim 9, wherein the actions additionally comprise:

identifying a second congestion event that will begin responsive to a conclusion of the congestion event and which at least some of event-goers of the congestion event will attend; and

updating the digital signage to promote a route to the second congestion event.

13. The system of claim 9, wherein the secondary route is longer than the primary route, and wherein the secondary route provides similar travel times to the primary route.

14. The system of claim 9, wherein identifying the primary route comprises:

accessing weather information;

wherein at least one of the primary route and the secondary route are defined based at least in part on the weather information.

15. The system of claim 9, wherein the actions additionally comprise:

accessing a database indicating venues in an area around the location of the congestion event;

identifying a venue in a record of the database that is likely to be a site of a second congestion event comprising event-goers from the venue;

identifying a route to the venue; and

promoting the route to the venue.

16. One or more computer-readable media storing computer-executable instructions that, when executed by one or more processors, configure a computing device to perform acts comprising:

identifying a congestion event at a location, wherein start and end times of the congestion event are obtained from one or more databases;

identifying one or more secondary congestion event(s), wherein the one or more secondary events are expected to be patronized during times based at least in part on the start time or end time of the congestion event and the location;

identifying a primary route, wherein the primary route serves the location;

identifying, based at least in part on the congestion event and the one or more secondary congestion event(s) a secondary route usable to lessen traffic of the primary route; and

adjusting durations of vehicle traffic lights and pedestrian walk/don't walk signs to increase usage of the secondary route.

17. One or more computer-readable media as recited in claim 16, wherein the acts additionally comprise:

sending data that indicates the location, a direction of travel, and a size of the congestion event to at least one of public transportation services, private transportation services, and a public safety department.

18. One or more computer-readable media as recited in claim 16, wherein the acts additionally comprise:

responsive to a user sending a destination, sending data describing the primary route and the secondary route to a cellular telephone of the user, wherein routes are based at least in part on the congestion event.

19. One or more computer-readable media as recited in claim 16, wherein the acts additionally comprise:

sending a digital signage device a sequence of information-displays, each information-display indicating a suggested destination, a distance to the suggested destination, and information about a route to the suggested destination.

20. One or more computer-readable media as recited in claim 16, wherein the acts additionally comprise:

identifying affected non-event traffic units on routes delayed by the congestion event; and

promoting alternative routes to the non-event traffic units.

21. One or more computer-readable media as recited in claim 16, wherein the acts additionally comprise:

accessing scheduling information regarding venues, destinations, and facilities; and

identifying the primary route that will receive added traffic based on the scheduling information.