

What is this and why is it so important?

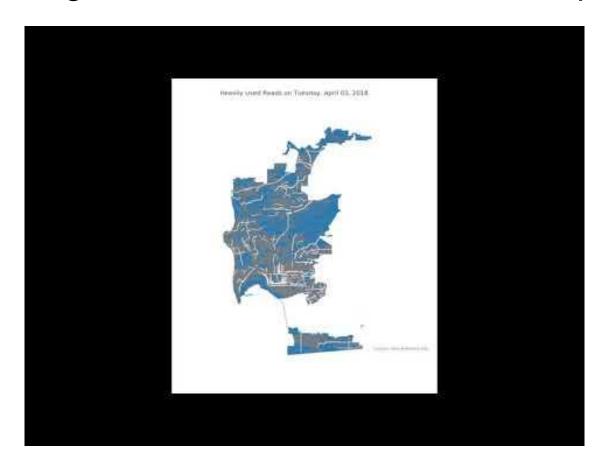
Traffic in San Diego is one of the worst in the world

- Ranked 45th out of 1360 cities for worst traffic in 2017
- ~10% of driving time in SD was spent in traffic in 2017
- Traffic cost the US nearly \$305 billion in 2017

By utilizing data provided by the San Diego government, we can find trends in traffic and car collisions and determine what variables affect these items and what you can do to avoid them

- All data is from Jan. 05, 2005 - Jan. 29,2020 unless mentioned otherwise

A general overview of the data and potential trends

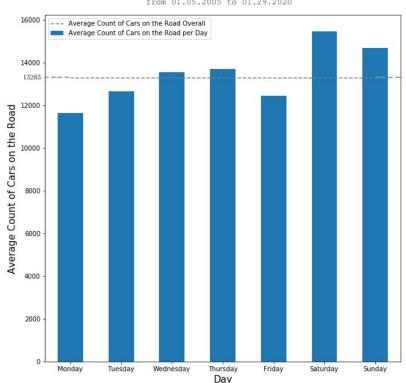


- A timelapse of a sample of data points from 2018 (shortened due to the time constraint)
- roads, white lines represent all roads, white lines represent roads with data in them, and red lines represent heavily used roads
- Looking at the timelapse shows that there are potential trends

Measuring the amount of traffic by day

Average Count of Cars Per Day

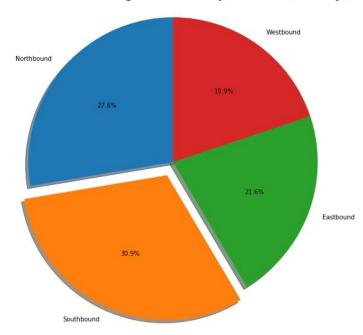
The average number of cars on San Diego Roads from 01.05.2005 to 01.29.2020



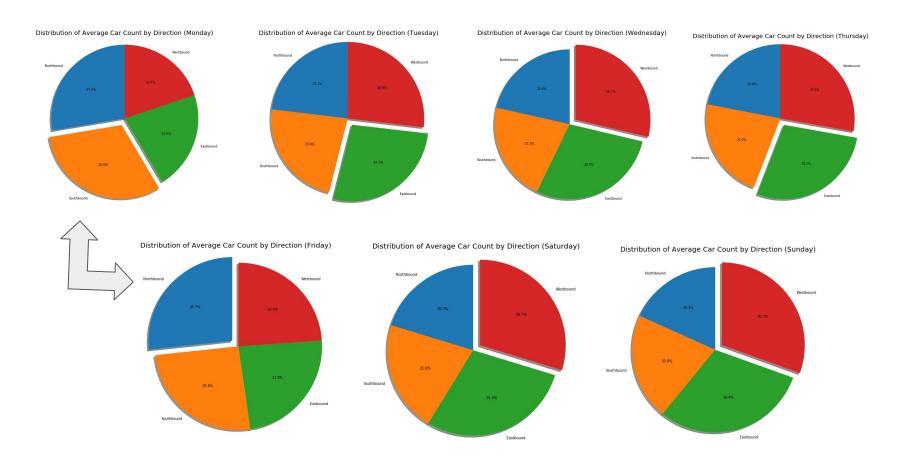
- The weekend has the largest average count of cars on the road
- Could be explained by time off work leading to more time spent traveling or relaxing

What direction are most drivers driving?

Distribution of Average Car Count by Direction (Monday)

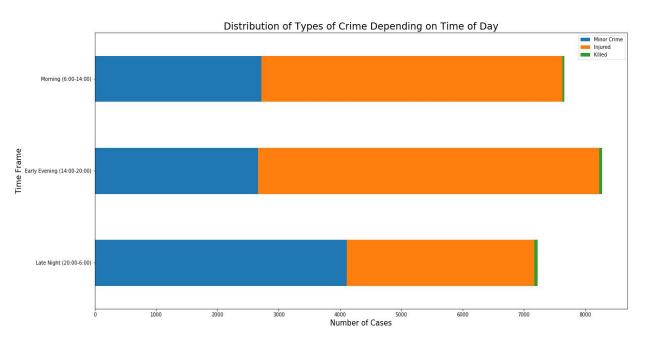


What direction are most drivers driving (cont.)?



What about collisions?

Infractions by time (by time)

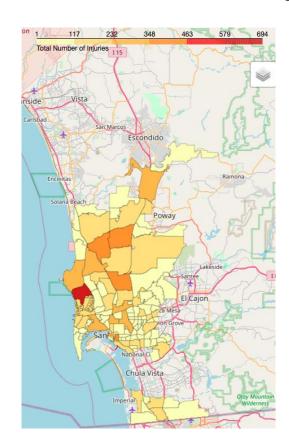


- Minor crimes include items such as speeding tickets, jaywalking, red light stops, etc.
- Despite popular belief, late night is **not** the most dangerous
- More injuries in the morning and early evening can potentially be explained by more drivers driving
- However, there are more casualties driving at night, with ~40% of fatalities occurring at night (similar to the US statistic)

Source:

https://www.vititoelawgroup.com/2016/12/10/a_closer_look_at_car _accident_statistics_at_night/

Distribution of Injuries and Deaths by County

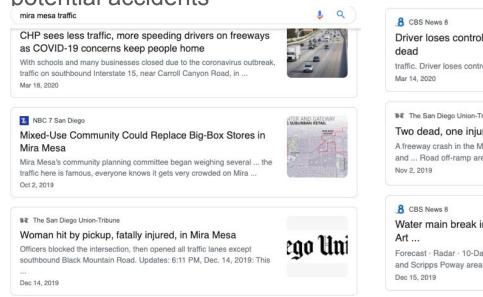


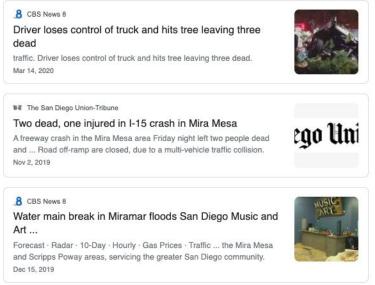


- Outlier areas can easily be identified with chloropleths
- Pacific Beach has the largest number of injuries (694) followed by Mira Mesa (427)
- Mira Mesa dominates in total number of deaths (8)

What's wrong with Mira Mesa?

- Possible explanation: I-15, named of the deadliest roads in the US according to Scripps Howard News
- Mira Mesa is also a heavy residential area which leaves more room for potential accidents





Takeaways

As a general rule of thumb:

- If you're trying to avoid traffic, avoid driving on the weekends and driving
 South on Monday or north on Friday
- If you're trying to avoid collisions, try to avoid driving between 2PM-10PM;
 although driving at night is still relatively safe, it's better to be cautious due to the irregular fatality rate
- Don't get too caught up in PB or Mira Mesa, as these counties tend to be more accident prone