

Laconia Motorcycle Week 2017 - Traffic Counting Report

Laconia Motorcycle Week is a multi-day motorcycle rally event held in early- to mid-June each year. The event has been held for more than ninety years. Motorcycle Week has numerous impacts on the city and the region. To gauge the amount of activity, the City of Laconia asked the Lakes Region Planning Commission to set up traffic counters at select locations. It can be useful to compare data from the current year with figures from past collections. In addition to this report, the hourly data is being provided to the city.

Data Collection

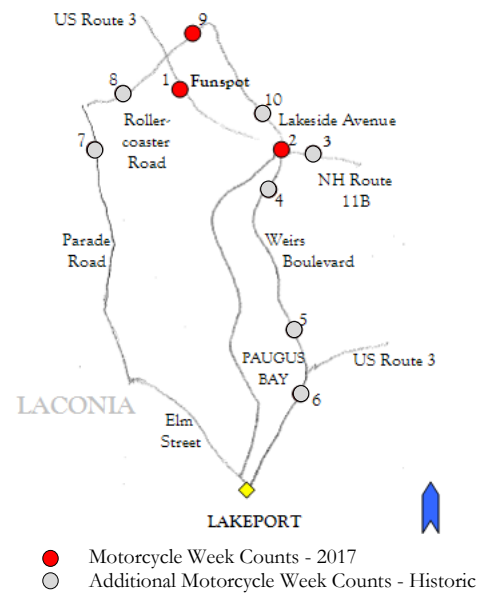
To better understand Traffic counts were conducted from Saturday, June 10, 2017 through Sunday, June 18 to collect directional traffic volumes counts at the following locations during Laconia Motorcycle Week:

1. US Route 3 – at Funspot
2. US Route 3 - at Weirs Bridge
3. Watson Road – east of Woodwinds Hill Drive

This is a change in the number of counters deployed, down from ten locations in past years.

Equipment was visually inspected to ensure it was working properly on Tuesday, June 13. No damages were detected. A full suite of data were collected at all three sites.

Laconia Motorcycle Week
 Traffic Count Locations



2017 Trends

- The greatest 24-hour traffic volume at each count location was recorded on a Saturday. In the Weirs, this was Saturday, June 10 and at the Funspot and Watson Road locations, this was Saturday, June 17.
- Saturday, June 17 experienced the highest combined daily total. Thursday, June 15 experienced the second highest combined daily total.
- The lowest combined daily totals were experienced Sunday June 18 and Friday, June 16.
- At the Funspot and Weirs Bridge sites, the Average Daily Traffic (ADT) was greater than that recorded in 2016.

- Volumes during Motorcycle Weekend (Friday through Sunday, June 16-18) in 2017 were mixed; there were ten-year highs at the Weirs Bridge and some ten-year lows at the Watson Road and Funspot locations. There was significantly more volume at the Weirs Bridge in 2017 when compared with 2016.

Historic Volume Comparisons

The following tables summarize and compare 2016 and 2017 24-hour directional traffic volumes and Average Daily Traffic (ADT) volumes at each count location. The orange highlight indicates the highest daily volume for each location for the collection period.

1. US Route 3 @ Funspot

	2016			2017		
	Northbnd	Southbnd	Total	Total	Northbnd	Southbnd
Saturday	8,976	6,932	15,908	19,589	8,478	11,111
Sunday	7,827	5,992	13,819	17,673	7,477	10,196
Monday	7,585	5,272	12,857	15,980	6,237	9,743
Tuesday	9,370	5,731	15,101	15,708	6,115	9,593
Wednesday	11,345	7,009	18,354	21,019	7,900	13,119
Thursday	12,042	7,274	19,316	21,627	8,254	13,373
Friday	12,159	8,068	20,227	15,248	6,833	8,415
Saturday	10,347	8,517	18,864	24,824	11,175	13,649
Sunday	7,901	6,240	14,141	14,525	6,023	8,502
Total			148,587	166,193		
Avg.			16,510	18,466	% Chng:	12%

2. US Route 3 @ Weirs Bridge

	2016			2017		
	Southbnd	Northbnd	Total	Total	Northbnd	Southbnd
Saturday	-	-	16,197	36,671	16,728	19,943
Sunday	-	-	14,807	33,028	14,833	18,195
Monday	-	-	14,923	28,736	12,776	15,960
Tuesday	-	-	15,843	27,692	12,321	15,371
Wednesday	-	-	16,949	35,600	15,258	20,342
Thursday	-	-	18,174	35,174	15,347	19,827
Friday	-	-	17,752	27,168	12,251	14,917
Saturday	-	-	17,033	32,655	14,108	18,547
Sunday	-	-	15,408	25,762	10,927	14,835
Total			147,086	282,486		
Avg.			16,343	31,387	% Chng:	92%

9. Watson Rd, East of Woodwinds Hill Drive

	2016			2017		
	Eastbnd	Westbnd	Total	Total	Westbnd	Eastbnd
Saturday	369	1,216	1,585	7,994	6,069	1,925
Sunday	-	-	-	7,802	6,099	1,703
Monday	-	-	-	6,562	5,349	1,213
Tuesday	937	5,552	6,489	6,170	5,081	1,089
Wednesday	1,570	8,179	9,749	9,905	8,324	1,581
Thursday	1,677	9,255	10,932	10,306	8,427	1,879
Friday	2,481	9,942	12,423	4,610	3,364	1,246
Saturday	3,548	11,244	14,792	12,209	9,444	2,765
Sunday	1,149	5,646	6,795	6,333	1,583	4,750
Total			62,765	71,891		
Avg.				7,988	% Chng: #DIV/0!	
*Six-day average (Sat., Wed.-Sun.)			9,379	8,560	% Chng: -9%	

*Note: Due to equipment failure at Watson Rd. in 2016, data for the first Sunday and Monday in 2016 were unavailable, with data collection resuming on Tuesday at 10:00 AM. For comparison purposes, the average for both years was calculated based on the same six days for which complete data was available in 2016.

ADT volume for the duration of the collection period increased at the Funspot and Weirs locations from 2016, with a substantial increase at the Weirs Bridge. The highest 24-hour volume during 2017 Motorcycle Week was recorded on the Weirs Bridge on Saturday June 10 with 36,671 vehicles passing this spot that day.

The table on the following page provides a detailed comparison of Motorcycle Weekend volumes (final three days of the event) since 2008 at each of the three count locations recorded this year. Ten-year lows were recorded at Funspot on Friday and Watson Road on Friday and Saturday. Ten-year high volumes were recorded at Weirs Bridge on both Saturday and Sunday.

Total Traffic Volume by Day - Motorcycle Weekend (2008 - 2017)
Final Friday, Saturday, and Sunday only

Location	Day	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Percent Change 2017 vs. 2008	Percent Change 2017 vs. 2016	Historic Average 2008 - 2017	2017 Compared to Historic Average
1. US Route 3 at Funspot	Friday	27,213	20,940	23,727	23,024	28,191	26,442	25,620	21,469	20,227	15,248	-44.0%	-24.6%	23,210	-34.3%
	Saturday	27,561	24,268	24,666	28,063	23,673	27,148	26,290	23,567	18,864	24,824	-9.9%	31.6%	24,892	-0.3%
	Sunday	13,537	11,809	13,470	18,374	16,683	16,176	16,211	10,538	14,141	14,525	7.3%	2.7%	14,546	-0.1%
2. US Route 3 at Weirs Bridge	Friday	15,374	13,225	NA	17,737	33,064	26,168	33,415	17,499	17,752	27,168	76.7%	53.0%	22,378	21.4%
	Saturday	14,368	15,289	NA	17,798	30,182	NA	31,015	16,191	17,033	32,655	127.3%	91.7%	21,816	49.7%
	Sunday	12,880	13,687	NA	17,154	21,222	NA	24,473	14,131	15,408	25,762	100.0%	67.2%	18,090	42.4%
9. Watson Road	Friday	14,636	11,322	16,742	10,497	14,461	13,559	12,618	12,765	12,423	4,610	-68.5%	-62.9%	12,363	-62.7%
	Saturday	17,071	15,900	18,287	16,590	15,620	17,030	13,668	13,058	14,792	12,209	-28.5%	-17.5%	15,423	-20.8%
	Sunday	5,705	3,790	7,648	11,664	8,411	7,733	7,925	2,695	6,795	6,333	11.0%	-6.8%	6,870	-7.8%

Percent Changes and Averages exclude years where data is unavailable

	Ten-year high volume
	Ten-year low volume