



RED BULL ARENA TRAFFIC + PEDESTRIAN MANAGEMENT

The New York Red Bulls strategically brought SSE on board to develop traffic recommendations to improve traffic



movements between the regional roadway network and the arena and various parking facilities. SSE identified the vehicular routes and temporary capacity improvements were developed to accommodate the pre/post game traffic demands. SSE created additional lanes, converted two-way roads to one-way, and manually controlled intersections to efficiently manage the 3,000-4,000 fan vehicles in the hour prior to and after the game.