

Brookline Uses Soofa Sign Pedestrian Data to Improve Public Spaces



“Soofa has become a true partner in our planning efforts to reimagine our public way around the concept of Streets for People”

—Todd Kirrane, Brookline Transportation Administrator

THE CHALLENGE

Brookline needed to react quickly to accommodate social distancing in the early stages of the COVID-19 pandemic. They decided to expand certain streets and sidewalks, while making some streets pedestrian-only.

THE SOLUTION

Brookline used pedestrian data from their large footprint of Soofa Signs to understand which streets to expand and which streets to close. The Town looked at pedestrian data in both commercial and commuting areas.

RESULTS

Expanded sidewalks and outdoor dining areas boosted efforts to make Brookline’s streets more accessible to people and businesses. The Town also shared the learnings with local businesses, working to adjust services and hours of operation during the pandemic.





“Soofa’s **pedestrian counts** allowed us to monitor the activity in our commercial areas and react quickly to implement changes to the public way to create the **critical expanded space needed** for pedestrians, cyclists, and micro-mobility users so they could maintain social distancing while making essential trips for commuting, health, and well-being.

As these pedestrian counts increased, showing activity returning to our commercial areas, **we were able to harness this data to make the case for further changes on our public ways to support outdoor dining and other initiatives to help our local businesses recover.**”

—Todd Kirrane, Brookline Transportation Administrator

