



# Strategic Integration (Traffic Demand Model) Feasibility Study



Council Presentation  
January 10, 2017



# Travel Demand Model (TDM)



- Computer Model
- Uses Equations and Data to Predict Travel Choices of Motorists
- Measures Future Travel Demand
- Predicts Where People are Traveling To and From
- Predicts Routes Chosen
- Agencies Use TDMs for Transportation Planning
  - Predicts the Amount of Traffic on Streets in the Future
  - Determine Development Impacts on Street Infrastructure
  - Guide Decision Making for Transportation Planning and Investments



# Urban Transportation Plan (UTP)Map



- Master Plan for Existing & Proposed City Street Network
  - Classifies Streets by Function & Projected Volumes
  - Guides Future Investment Decisions
  - Determines ROW Dedication Required
  - Determines Future Land Use
- Utilized by Various City Departments
  - Development Services
  - Engineering Services
  - Street Operations – Traffic Engineering
  - Planning & Environmental/Strategic Initiatives





# Project Tasks



- Review Existing City and RTA Master Plans
- Validate Traffic Demand Model Assessment
- Incorporate RTA Transit Data, Land Use, Mode Choice, etc.



# Project Schedule



## Strategic Integration (Traffic Demand Model) Feasibility Study Project No. T16356

2017											2018	
F	M	A	M	J	J	A	S	O	N	D	J	F
Study Underway												

Estimated Completion Time is 12 months.



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Questions?

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