

Strategic Integration (Traffic Demand Model) Feasibility Study



Council Presentation January 10, 2017





- 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

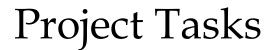




- Master Plan for Existing & Proposed City Street Network
 - Classifies Streets by Function & Projected Volumes
 - Guides Future Investment Decisions
 - Determines ROW Dedication Required
 - Determines Future Land Use
- Utilized by Various City Departments
 - Development Services
 - Engineering Services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









- 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	
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Study Underway												

Estimated Completion Time is 12 months.





Questions?