**Title of Presentation:** Using LED to Locate Transit Demand for Park and Rides in Houston, Texas

<table>
<thead>
<tr>
<th>Question your work tried to answer</th>
<th>Examine the viability of park and rides with associated transit from capture areas to major destinations in Houston, TX.</th>
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</thead>
</table>
| **Local Employment Dynamics** data sources used | √ OnTheMap  
___ QWI  
___ Industry Focus  
___ Raw data files from CD or VRDC  
___ Other: ____________________________ |
| Other data sources used | Regional Data from Travel Demand Model  
Specific Data from Local Transit Authority Transit Model  
U.S. Census 2000 Decennial Census Data  
Victorian Transportation Policy Institute (Transit Utility Study) |
| Software/ data processing tools used | Geographic Information Systems  
Google Earth Pro  
Microsoft - Excel, Access |
| Brief description of methodology (if someone wanted to do a similar analysis, how should they approach it?) | • Determine the type of park and ride.  
• Examine availability of parking around proposed area.  
• Examine roadway networks to determine capture and destination area traffic analysis zones (TAZs) of the park and ride (commuters will walk a maximum of 0.25 miles from a station, and therefore destination TAZ’s may be larger than defined area – without LED TAZ splitting will be necessary).  
• Examine the demographics of the capture area and destination area (LED program provides users with profiles of workers).  
• Gather LED and Local Metropolitan Planning Organization Travel Demand Forecast home-to-work data for origin to destination area.  
• Apply Level-of-Service penalties for transfers.  
• Apply a modal split factor for new and/or improved service.  
• Apply a car-pooling factor for patrons that car-pool to the facility. |
<p>| Benefits of methodology/ data | The study area can be any polygon desired and worker profile data is useful in transit analyses. Also, the distance/direction tool can provide useful information in travel flow patterns. |</p>
<table>
<thead>
<tr>
<th>Drawbacks/problems with methodology/data</th>
<th>Payroll data does not necessarily correlate with employment location, which can be especially problematic when working within a small-scale.</th>
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<tbody>
<tr>
<td>Anything else?</td>
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<td>Who and how to contact for more information:</td>
<td>Robert McHaney – <a href="mailto:mchaneyr@thegoodmancorp.com">mchaneyr@thegoodmancorp.com</a></td>
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</tbody>
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