

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

Question your work tried to answer	Examine the viability of park and rides with associated transit from capture areas to major destinations in Houston, TX.
Local Employment Dynamics data sources used	<input checked="" type="checkbox"/> OnTheMap <input type="checkbox"/> QWI <input type="checkbox"/> Industry Focus <input type="checkbox"/> Raw data files from CD or VRDC <input type="checkbox"/> 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 <i>(if someone wanted to do a similar analysis, how should they approach it?)</i>	<ul style="list-style-type: none"> • 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.
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.

Drawbacks/problems with methodology/data	Payroll data does not necessarily correlate with employment location, which can be especially problematic when working within a small-scale.
Anything else?	
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