Using the LED Program to Substantiate Travel Demand Forecast Modeling

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	_√__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 2010 Decennial Census Data Large Scale Employer Survey (2008 & 2011)
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 study area (eg. Downtown, major employment center, etc..) and create sub-regions. • Examine the Home-Base Work (HBW) trips from the origin (production traffic analysis zones (TAZs)) to destination (attraction TAZs) in regional travel demand forecast (TDF) model. Use the production-attraction trip table as it represents one-way trips. • Map the TDF model information in GIS and then compile the total attracted HBW trips from the sub-regions to study area. • Examine the survey data. Within the survey request origin zip-codes and destination zip code. • Map the zip code results information in GIS and then compile the total attracted HBW trips from the sub-regions to study area. • Gather LED distance-direction data for study area. • Export the LED data to GIS and then compile the total attracted HBW trips from the sub-regions to study area. • Compile all data sources into one table and compare the proportion of trips originating in the sub-region traveling to study area.

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 examining the total number of trips generated.
Anything else?	
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