## Using the LED Program to Substantiate Travel Demand Forecast Modeling

<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>
</tr>
</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 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.
<table>
<thead>
<tr>
<th>Benefits of methodology/data</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drawbacks/problems with methodology/data</td>
<td>Payroll data does not necessarily correlate with employment location, which can be especially problematic when examining the total number of trips generated.</td>
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<td>Anything else?</td>
<td></td>
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<tr>
<td>Who and how to contact for more information:</td>
<td>Robert McHaney – <a href="mailto:rmchaney@thegoodmancorp.com">rmchaney@thegoodmancorp.com</a></td>
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</tbody>
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