



DATE: July 9, 2018

TO: Transportation Authority of Marin Programming and Projects Executive Committee

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager

SUBJECT: Accept the TAM Origin & Destination Final Report (Action), Agenda Item No. 7

RECOMMENDATION

Receive presentation from staff and refer the TAM Origin & Destination Final Report to the full Board for acceptance. The Draft Report was presented to the TAM Board in March 2017.

BACKGROUND

In 2016, TAM retained a consultant to develop the next generation of TAM’s Travel Demand Model (TAMDM), specifically the travel demand forecasting tool to assess future travel volumes on local roadways, highways and transit systems. TAM has operated the Marin Travel Model as its primary forecasting tool, however increasing costs of maintaining outdated software, and challenges with lack of functionality have led to the need to develop the next generation of the Model.

TAM has historically prepared origin and destination surveys as part of a project level assessment to understand the travel behaviors being addressed by a proposed project. Beginning in 2016 TAM began an update to its Origin and Destination studies to assess countywide travel behaviors to support the development of TAM’s new Travel Demand Model. The draft origin and destination report was presented to the TAM Board in March 2017 to help TAM and our member agencies better understand our local travel patterns.

TAM’s model development consultant, Fehr and Peers, have piloted the use of extremely large data sources, referred to as “Big Data” collected from mobile phones, GPS devices and automobiles to provide a cost-effective approach to once burdensome system of mail surveys, traffic counting and license plate reader technology. This ‘Big Data’ approach allows for 75 million origin and destination points to be included in the analysis of Marin County’s travel behavior.

DISCUSSION/ANALYSIS

TAM working with its travel model consultant developed an approach to obtain origin –destination data for three primary purposes:

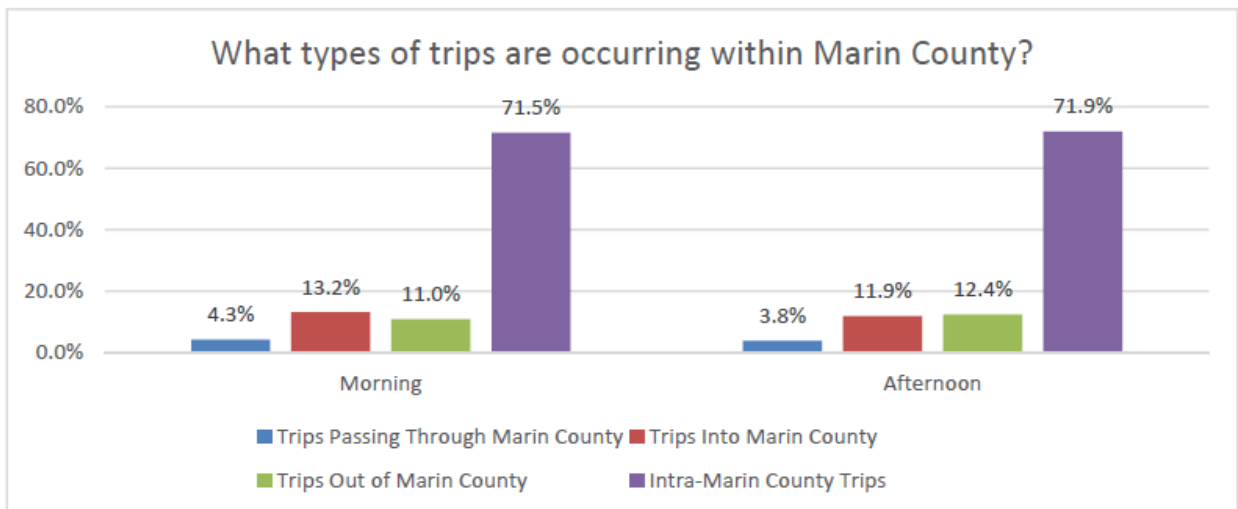
1. Provide a detailed source of information for origin and destination relationships, between Marin County and other counties, and within Marin County. A zone structure was set up for 30 zones in Marin County, and 10 zones including the 8 other bay area counties, for a total 40 x 40 zone structure.

2. Obtain a better understanding of origin and destinations of users of 11 specific Marin County Roadways, including the Highway 101 at the Marin Sonoma County Line, State Route 37, the Richmond San Rafael Bridge and the Golden Gate Bridge.
3. Determine “work” locations of commuters who live in specific “home” zones, to provide information related to a wide range of planning activities.

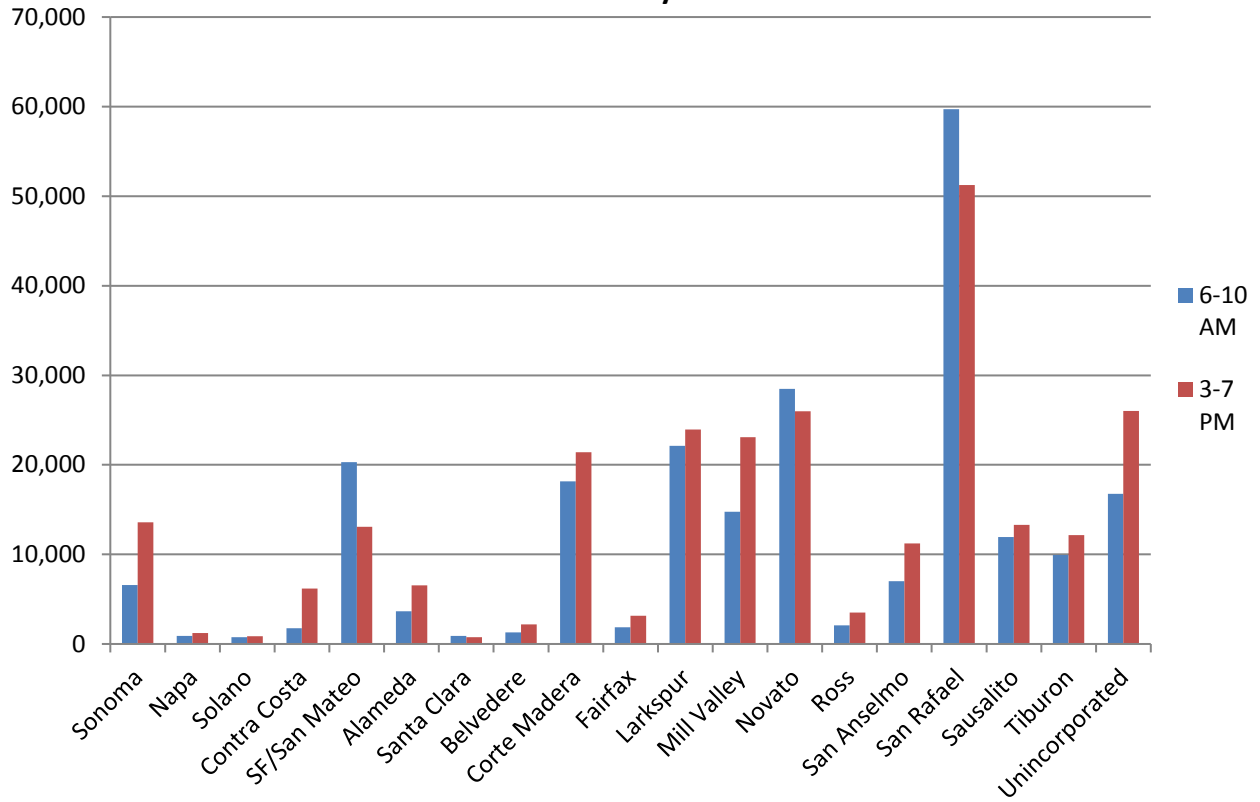
Since the draft study was presented TAM staff have been using the data generated for this study to support a number of studies and plans. TAM has developed individual town and city data sets for each jurisdiction and have shared those with DPW and Planning departments.

Based on data collected, below is a snap shot of some of the types of relevant information developed from this report:

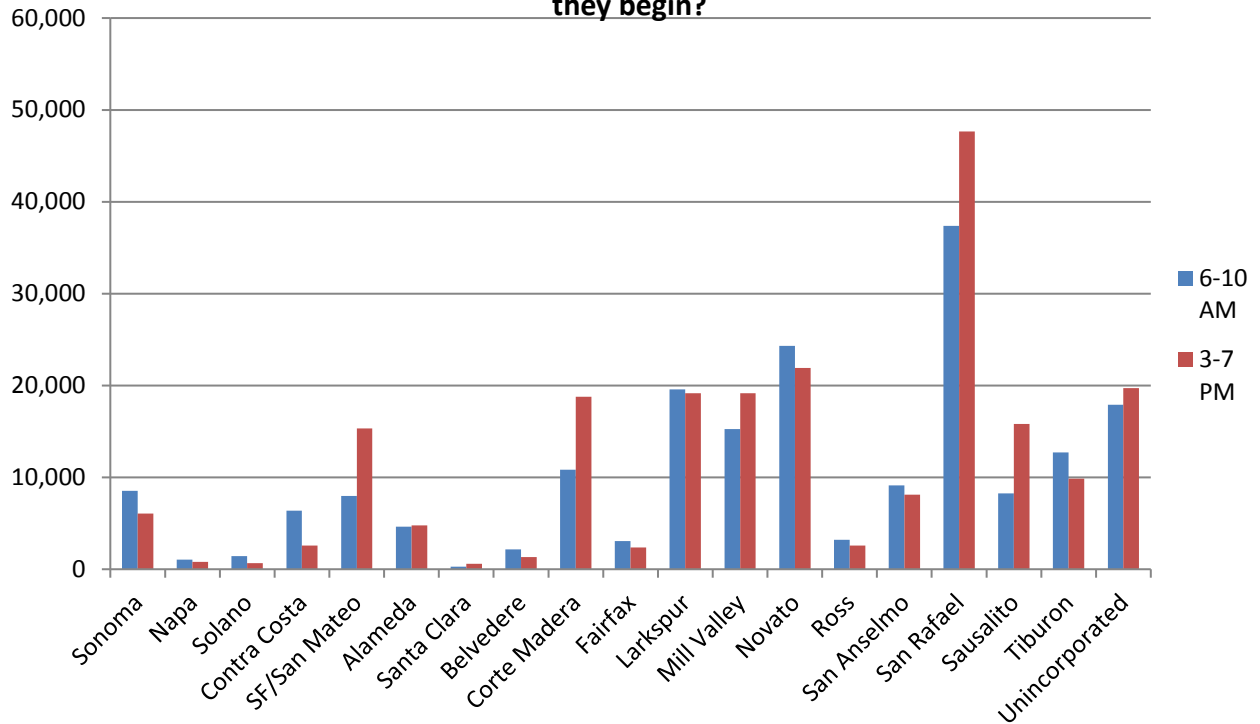
COUNTYWIDE TRIPS BY TRIP TYPE

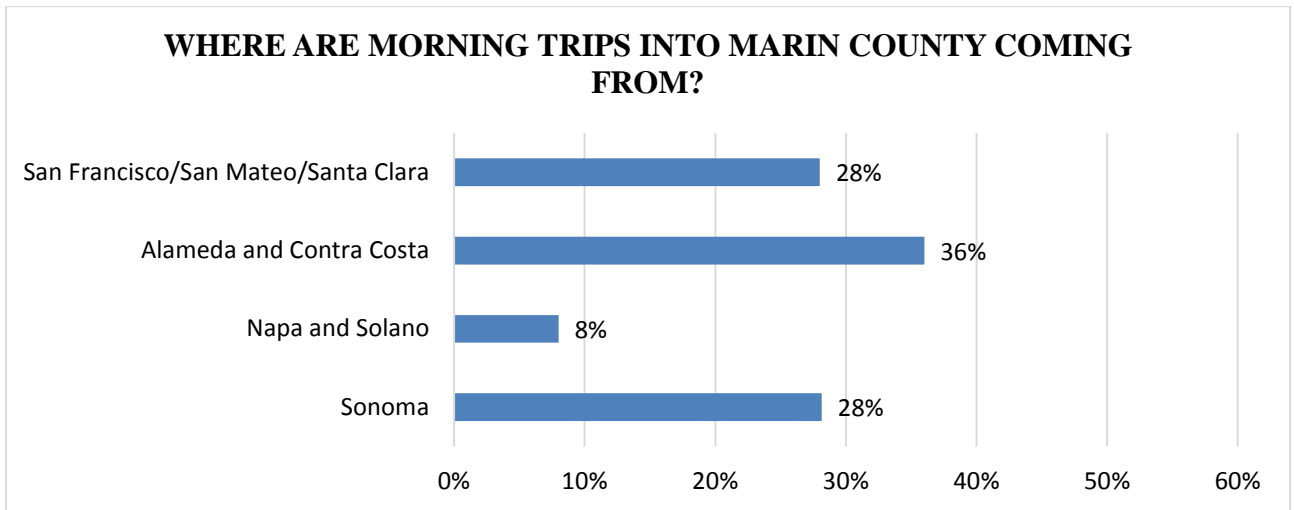
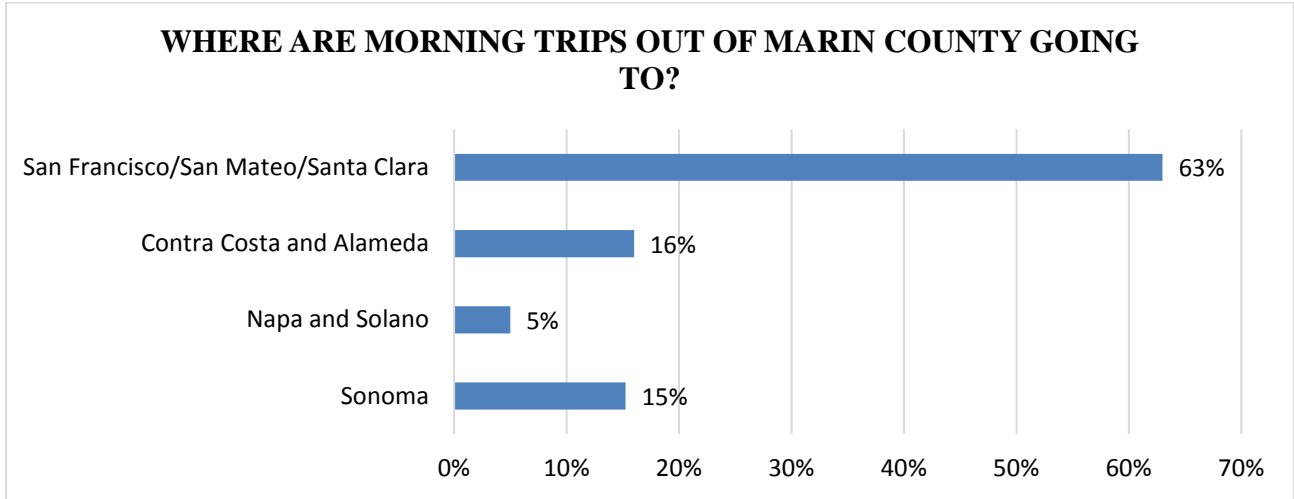


Of the trips that started in Marin County on an average weekday, where did they end?

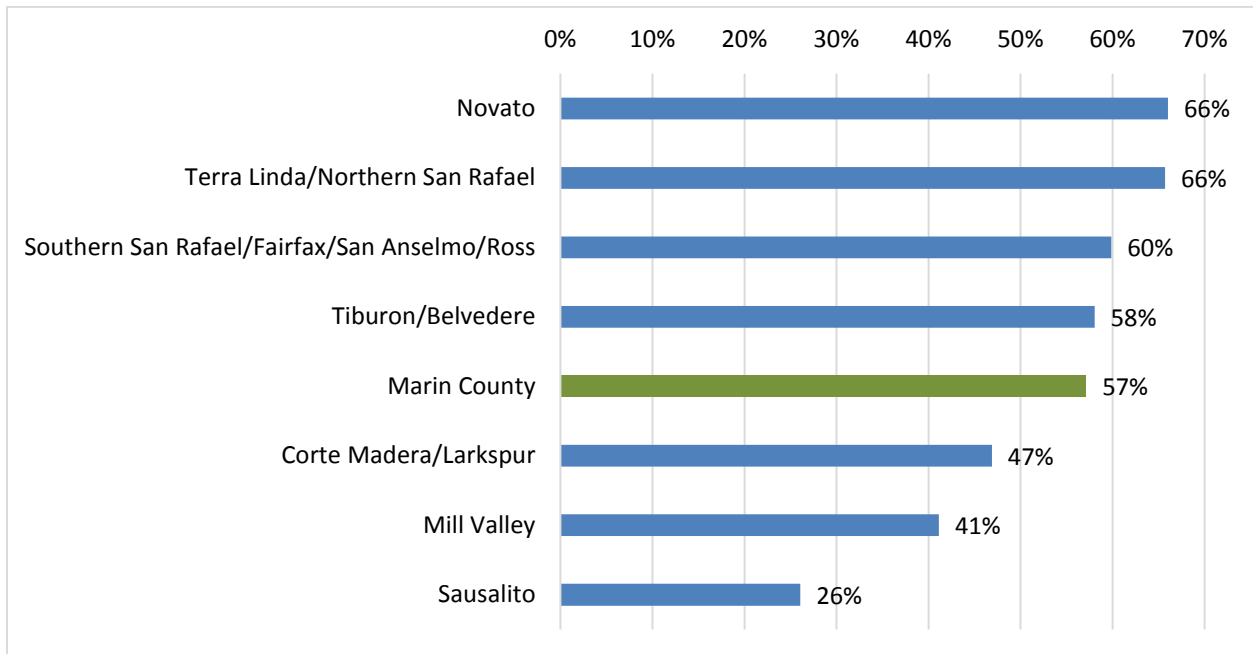


Of the trips that ended in Marin County on an average weekday, where did they begin?





WHAT PERCENTAGE OF MARIN COUNTY RESIDENTS WORK IN MARIN COUNTY?



TAM has revised the draft report to include these charts and tables and provide updated discussion based on the TAM board of Commissioners Meeting in March 2017 and public presentations and discussions. With recent State of California Office of Planning and Research guidance on changes to CEQA to shift towards vehicle miles traveled transportation metrics, the final origin and destination study provides a source of information for development of the TAM Travel Demand Model, and for local jurisdictions use for local transportation discussions.

FISCAL CONSIDERATION

There are no fiscal impacts to this action.

NEXT STEPS

TAM will post the final study online and begin validation of the TAMDM Model development to reflect the travel behaviors documented in the report.

ATTACHMENTS

Attachment A: Origin Destination Report Final Draft

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