



STAFF REPORT
Board Meeting of September 23, 2020

AGENDA ITEM: 5-B

PREPARED BY: Dylan Stone, Principal Regional Planner

SUBJECT:

Madera County Travel Demand Model Update

Enclosure: No

Action: Information and Discussion Only

SUMMARY:

MCTC staff, with consultation from Elite Transportation Group, have updated the Madera County Travel Demand Model (model). The model is an integral tool utilized for projecting reliable future travel for various studies and analyses.

MCTC Staff will give a presentation on the model update during the Board Meeting with assistance from Lawrence Liao, President of Elite Transportation Group.

Model Base Year Update

The model base year has been updated to 2018. Various model inputs have been updated from observed data sources including socio-economic conditions and travel behavior. The model roadway network has been checked and refined or corrected where necessary.

Improved Transit Modeling

A new transit network has been built and incorporated into the model processing. The new transit modeling capability will improve accuracy of modal choice assignment for fixed-route transit services and Amtrak ridership.

Improved Vehicle Miles Traveled Analysis

During the model update, baseline Vehicle Miles Travelled (VMT) totals per capita and per job have been calculated by region of the county to assist in VMT analysis for Senate Bill 743. The regions include the City of Chowchilla, City of Madera, Southeast Madera County Growth Area, Rural Madera County in the foothill/mountains and remainder of the Rural Madera

County in the valley. New post-processing tools have been designed to better assist with analysis of VMT on a project level.

Next Steps

MCTC staff will utilize the model for several projects in the immediate future. Key amongst them will be the 2022 Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS). MCTC staff will meet with local agencies regarding growth and development patterns to populate land use assumption inputs for future year traffic analysis. The model will output travel data utilized in emissions analysis as required by California Senate Bill SB 375 (Green House Gas Emissions) and the Federal Clean Air Act (conformity determination of criteria pollutants).

Additionally, the model will be utilized for the in-progress Project Prioritization Study, for future amendments to the RTP/SCS or Federal Transportation Improvement Program requiring new conformity determinations, and as needed to assist local agencies or project development when feasible.

FISCAL IMPACT:

No fiscal impact to the approved 2020-21 Overall Work Program and Budget.