

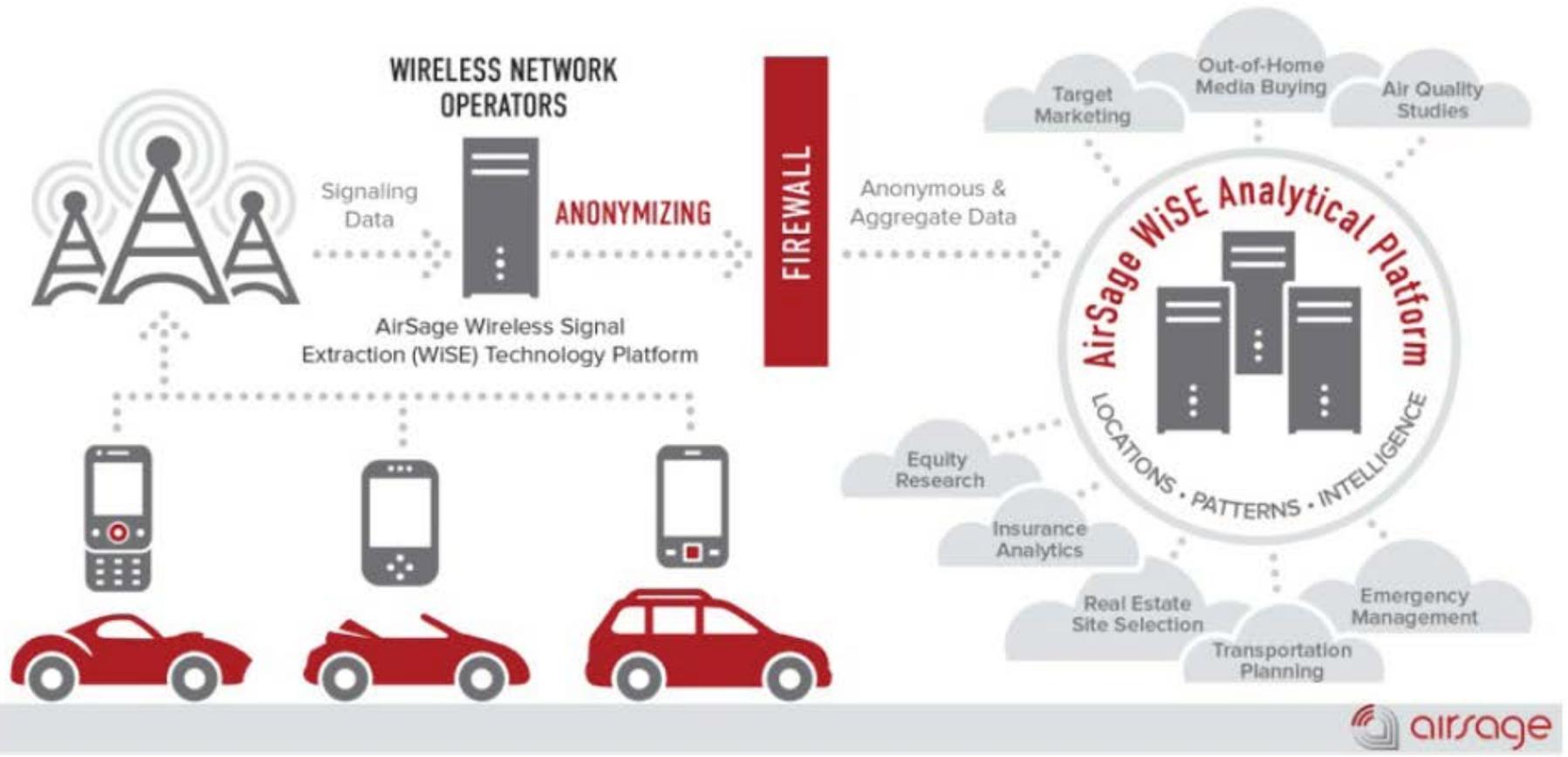
# Highway 37 Origin and Destination Analysis – September 2014

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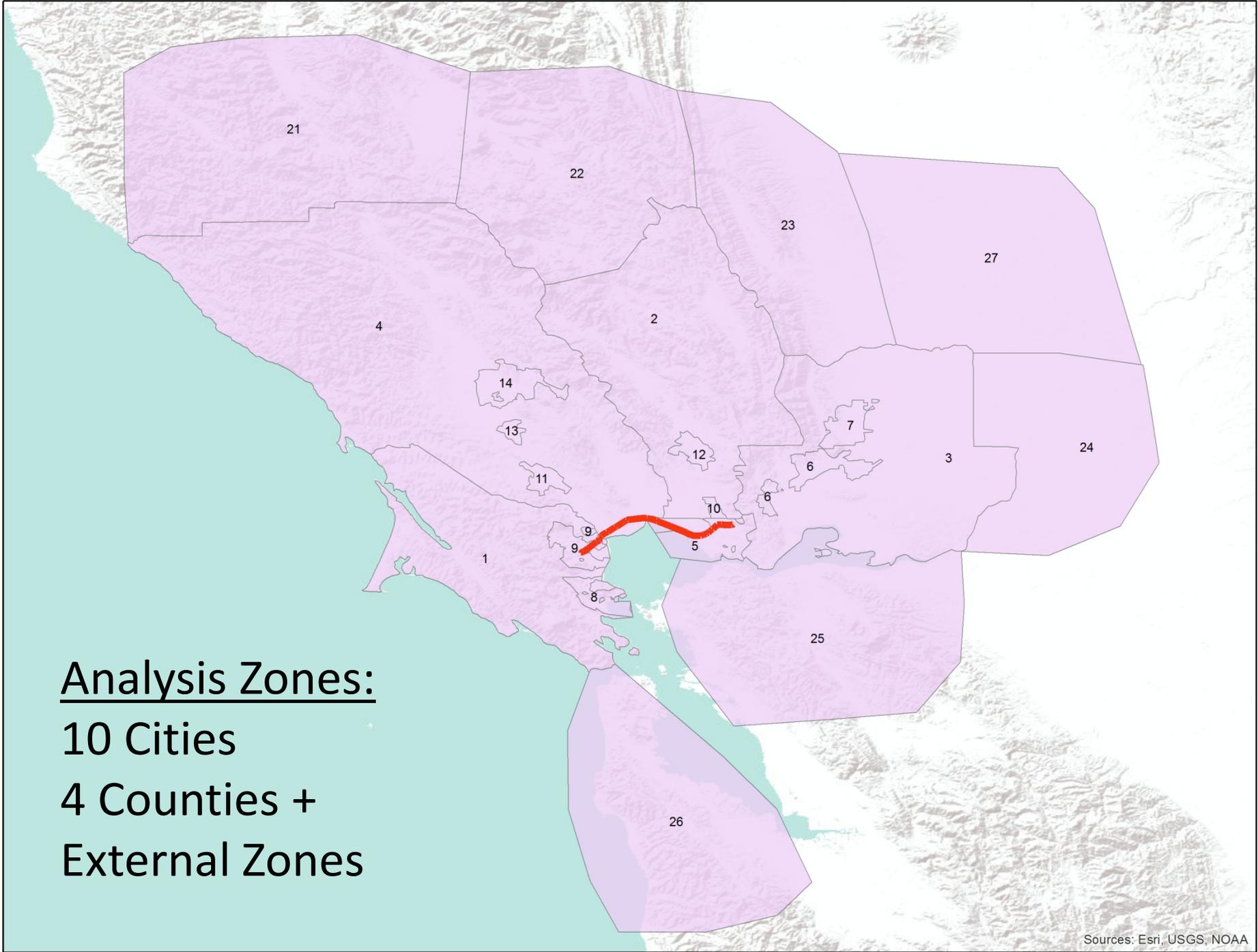




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# Getting the Data

- Data Requested – O/Ds for Hwy 37 travel, trip purpose, time of day, residence status.
- Study Period - AVG. Weekdays during Sept. 2014
- Study Area – 4 North Bay Counties, 10 Cities, 7 External zones representing travel into and out of the study area.
- Wireless Data - Verizon selected for North Bay Coverage.



Analysis Zones:  
10 Cities  
4 Counties +  
External Zones

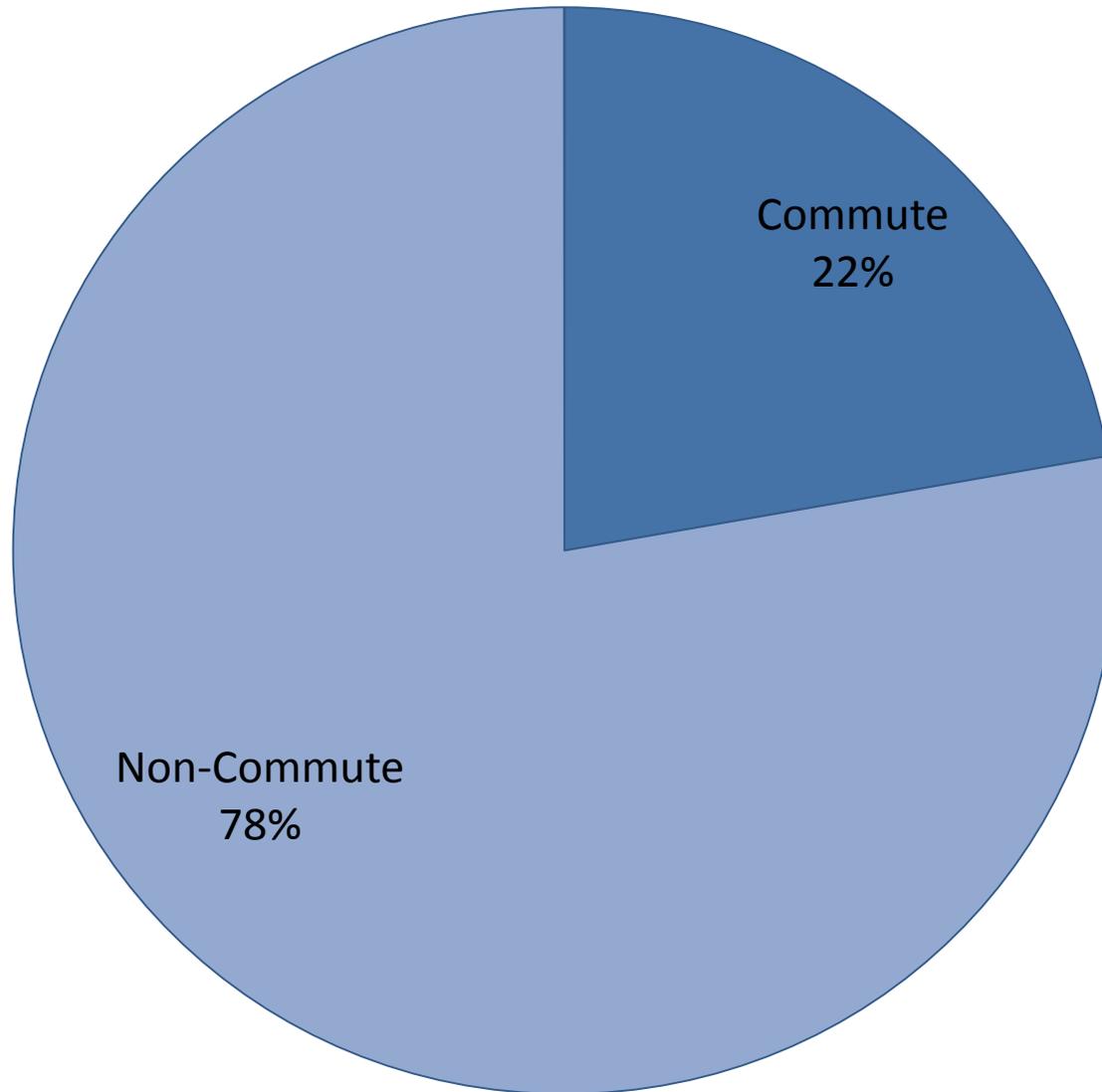
# Steps for Creating OD Pairs

- Assign device home and work location
  - Home zone assigned for where a device was between 9PM and 6AM during the study period.
  - Work zone assigned based on where device was located between 9AM and 5PM during the study period.
- Assign residence status
  - Resident, home location is in the study area.
  - Visitor, persons who were observed in the study area during the study period but which were assigned home locations outside of the study area.
- Generate trips
  - O/Ds assigned to zones based on start and end points.

# Summary Of Current Conditions and Samples Collected

- 33,000 vehicles per day at Sonoma – Solano county line.
- 40,000 vehicles per day in Novato
- 92,500 vehicles per day in Vallejo at junction with I-80.
- Approximately 66,000 daily trips tracked in Study Area during Sept. 2014.
- Approximately 2000 daily trips tracked moving through Hwy 37 corridor during Sept. 2014.
- AirSage applied expansion algorithms to estimate total travel through Highway 37 corridor.

# Hwy 37 Observed Trips - Trip Purpose

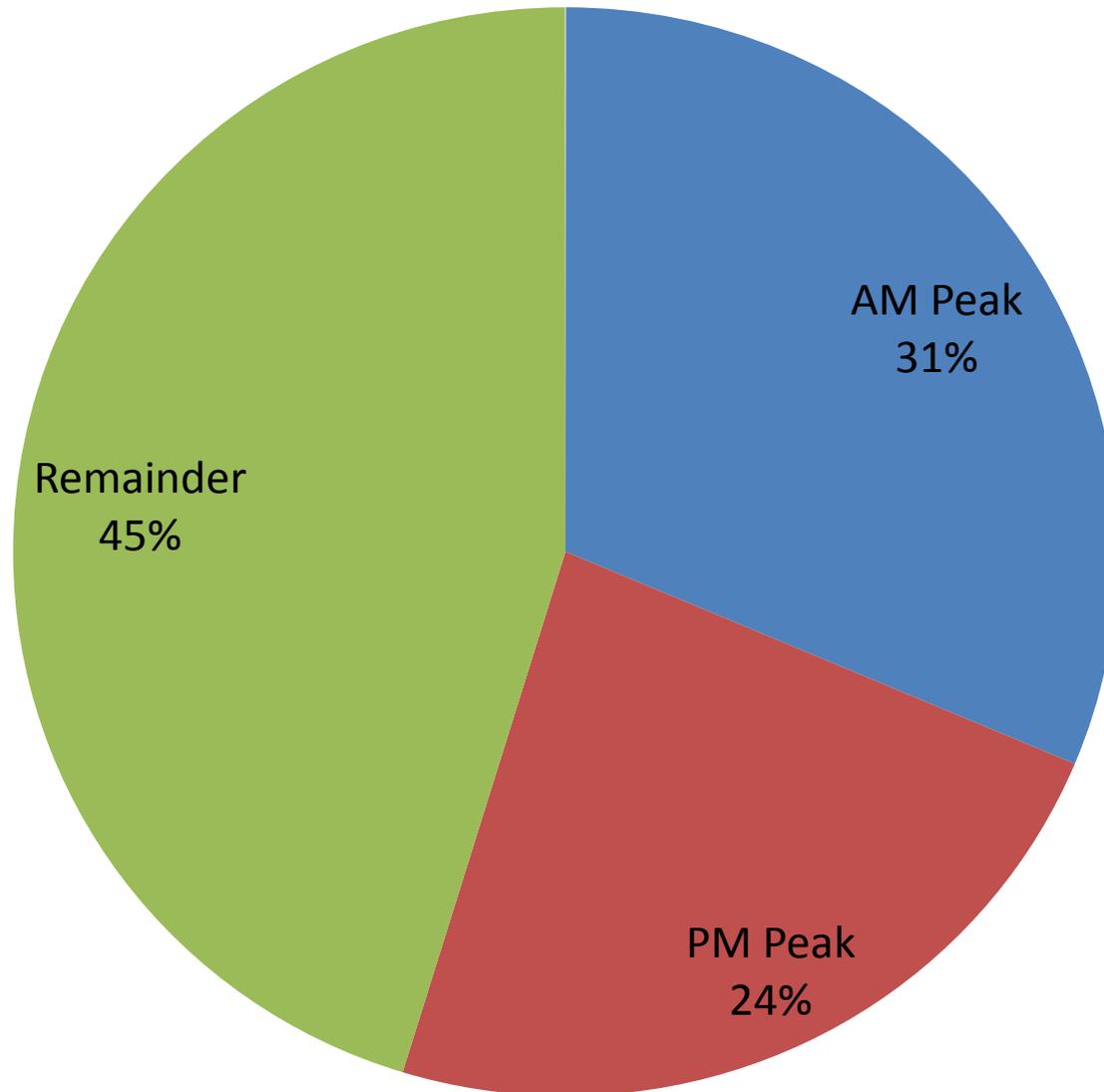


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# HWY 37 Observed Trips - Time of Day

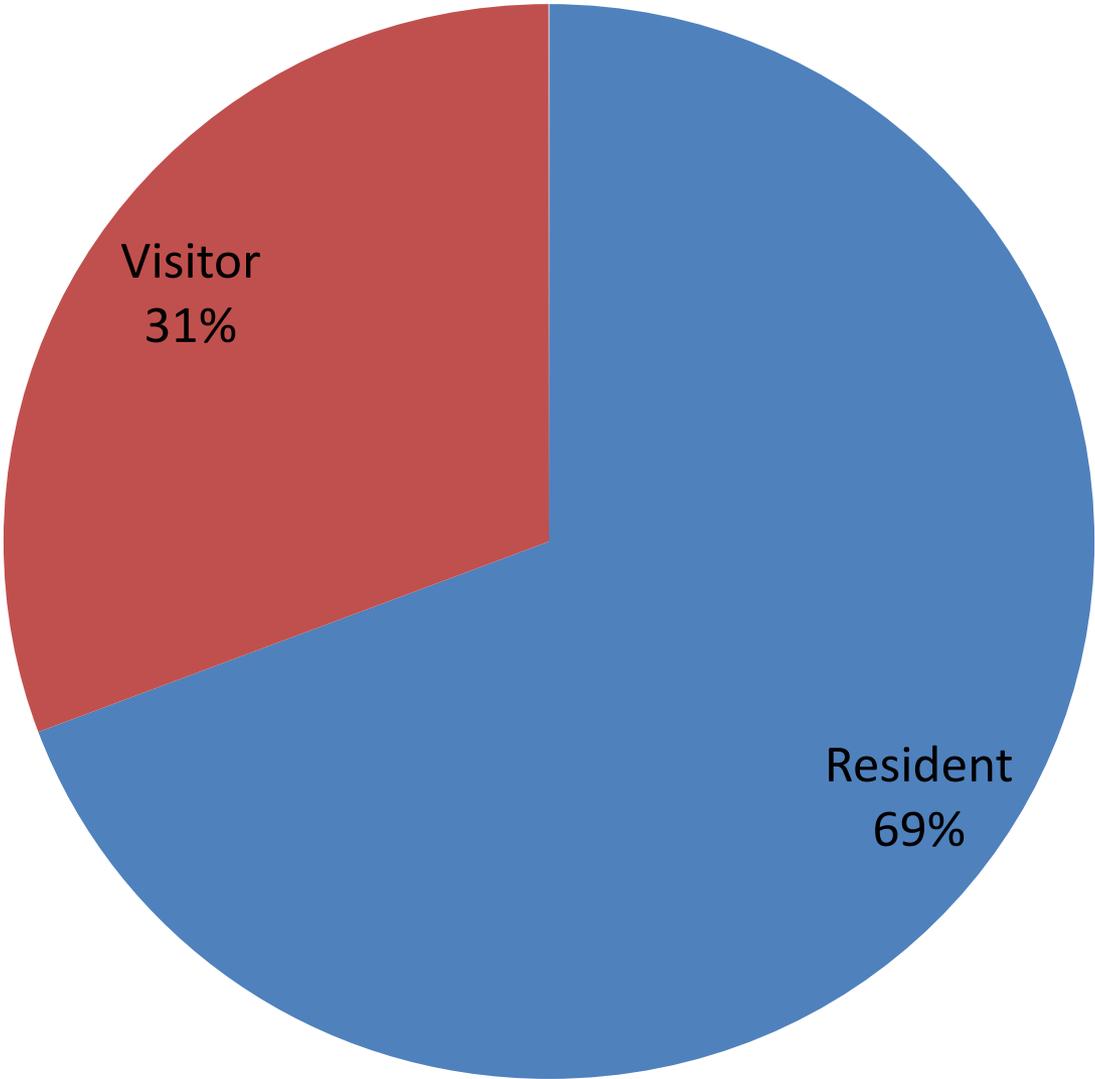


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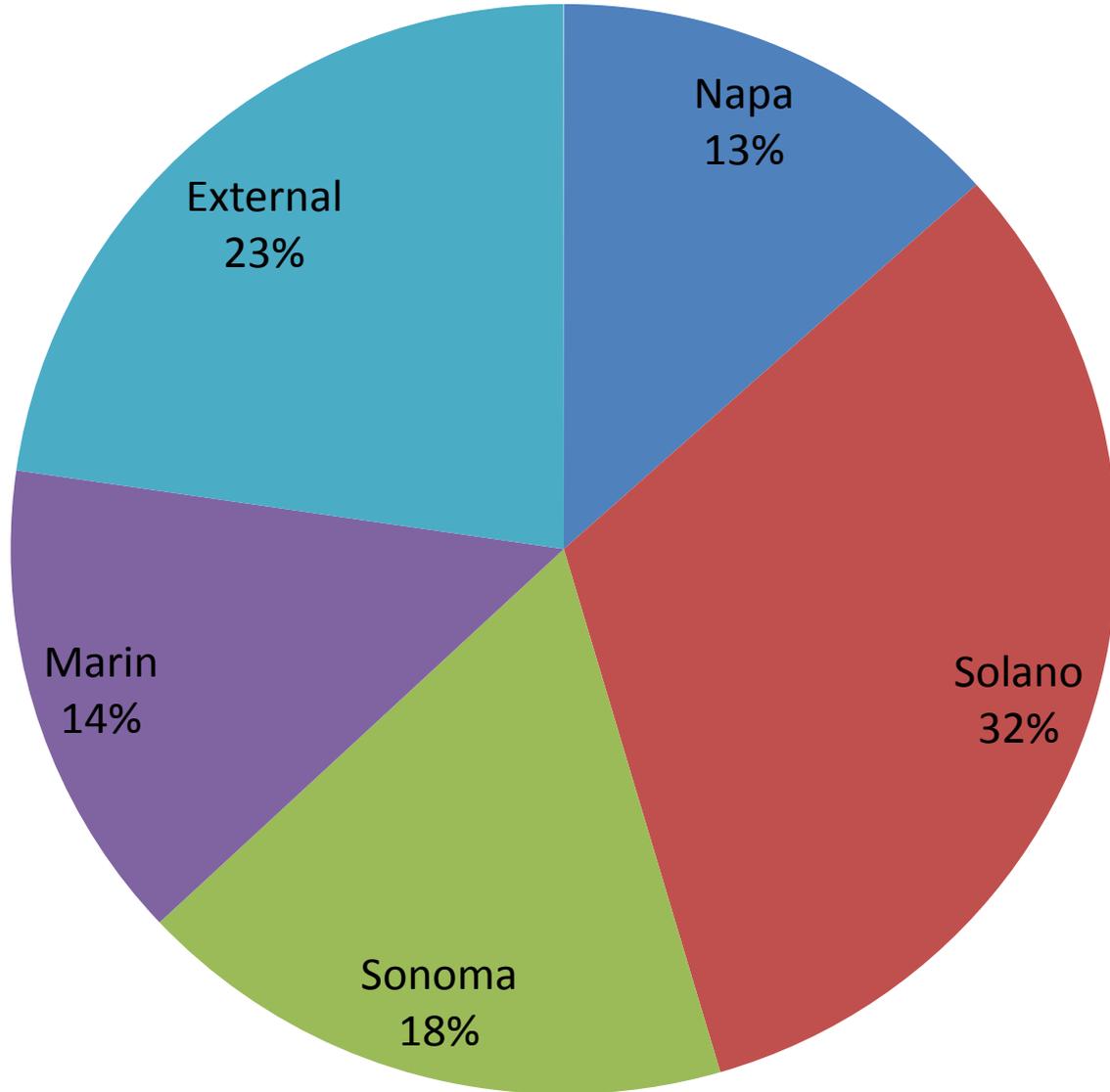


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# Hwy 37 Daily Travelers, Residence Status - Sept. 2014



# County Share of Trip Origins, Hwy 37, Avg. Weekday, Sept. 2014



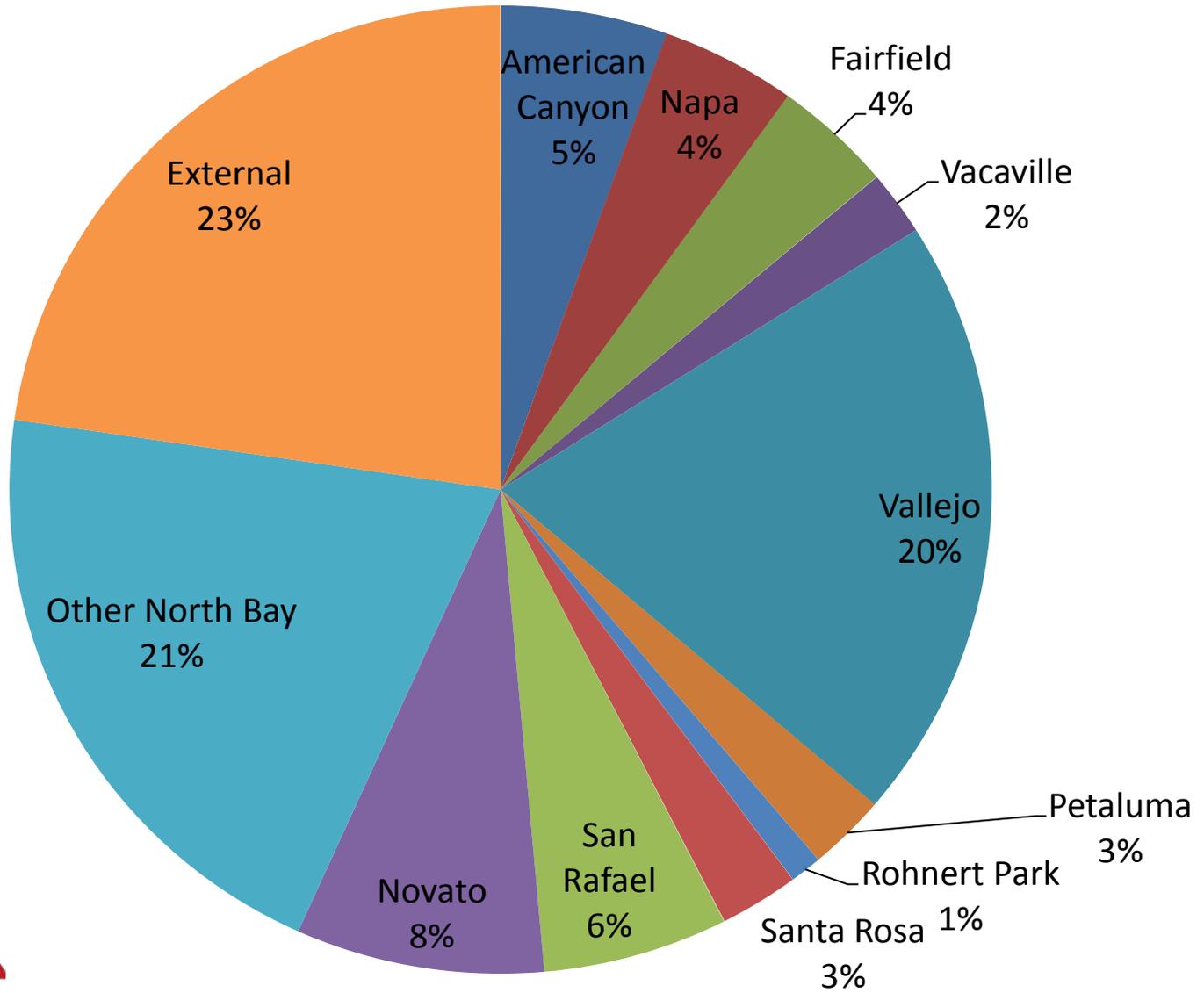
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# Hwy 37 - Trip Origin Average Weekday (Sept. 2014)

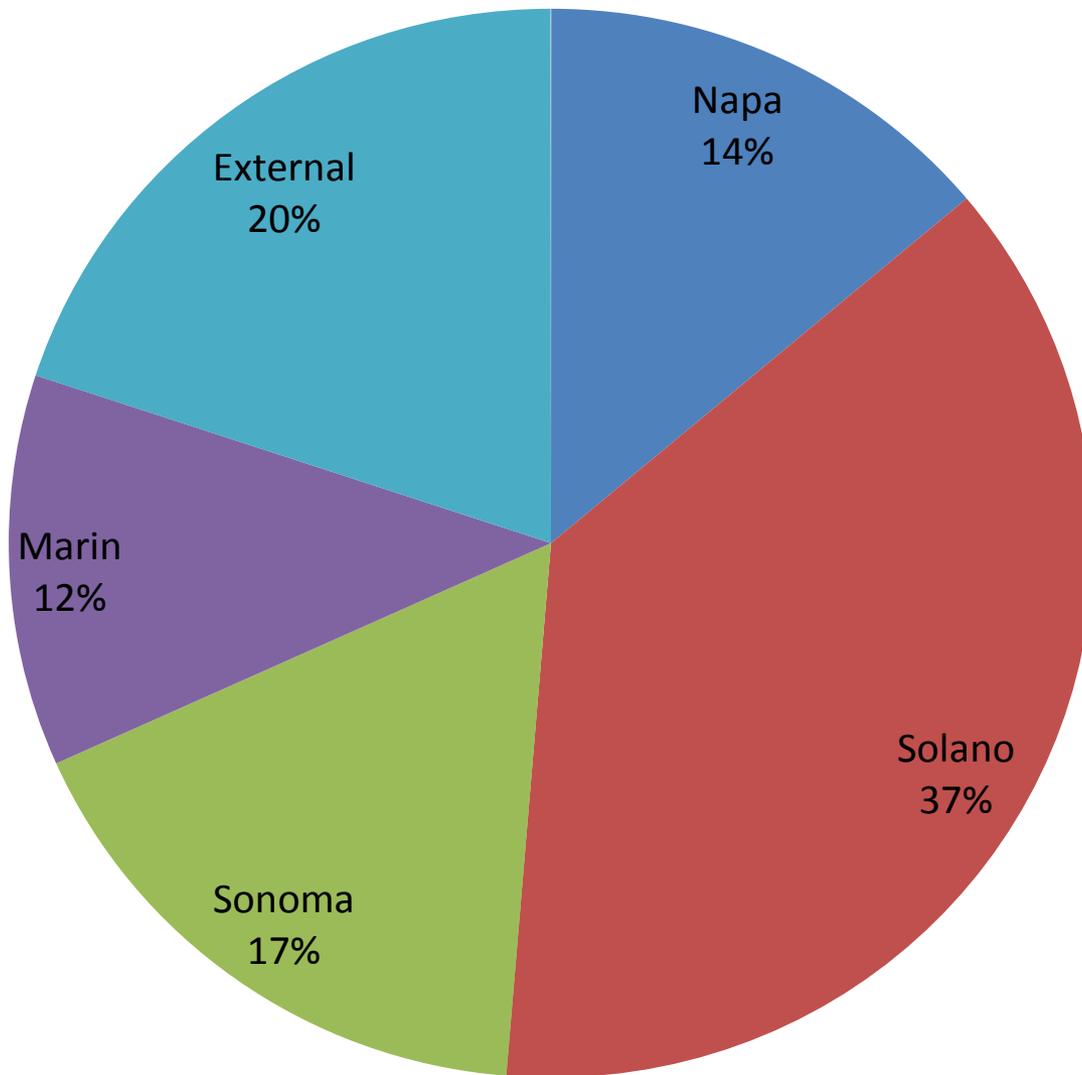


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# County Share of Trip Destinations, Hwy 37, Avg. Weekday – Sept. 2014

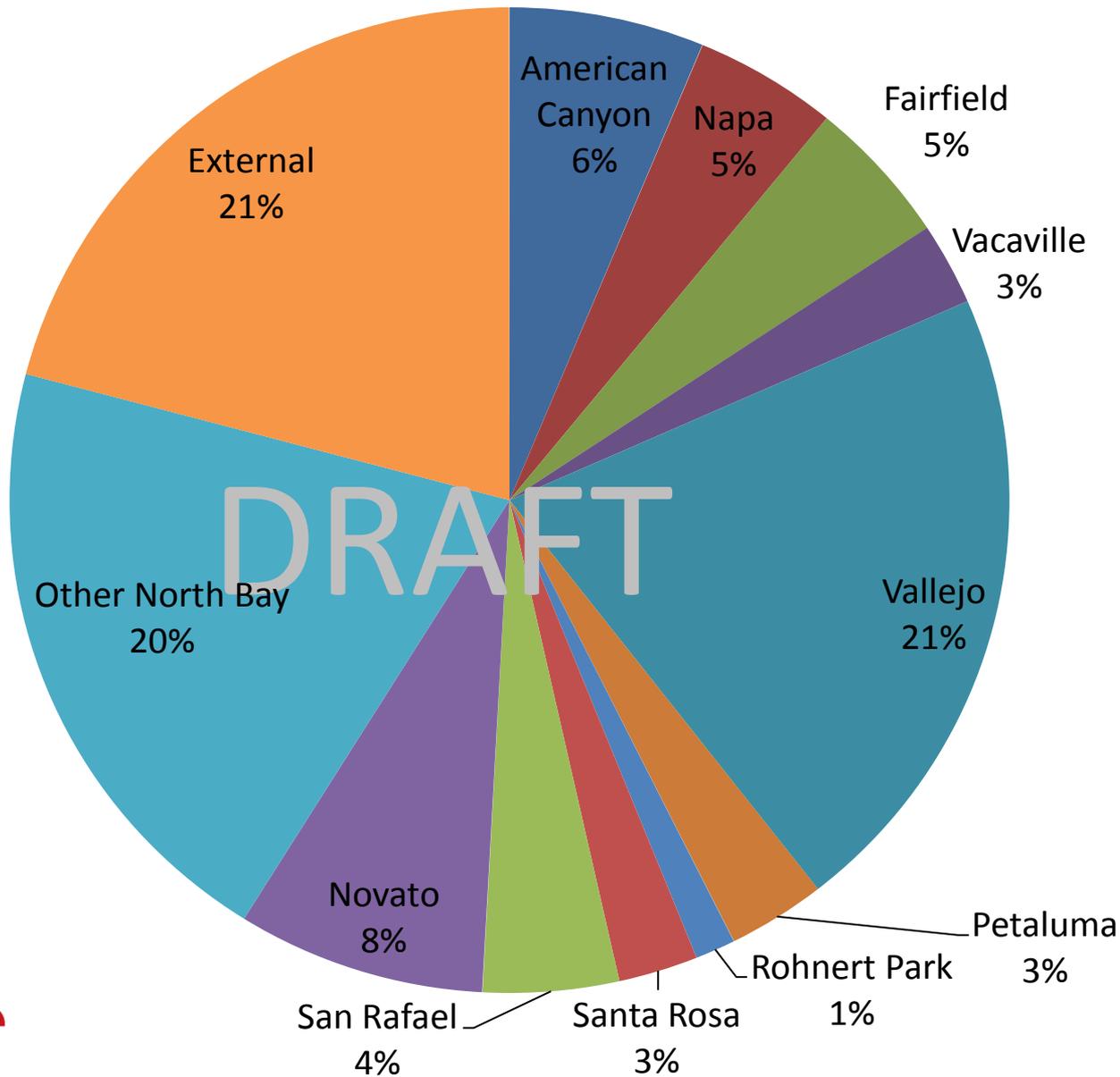


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# Hwy 37 - Trip Destination Average Weekday (Sept. 2014)



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# Highway 37 - AirSage Sample, 15 Highest Travel Flows

Rank	ORIGIN	DESTINATION	ESTIMATED TRIPS
1	East Bay	Vallejo	2692
2	Vallejo	East Bay	2356
3	Vallejo	American Canyon	2225
4	American Canyon	Vallejo	1992
5	Other Solano	Vallejo	1803
6	Southern Sonoma County/Sonoma Valley	Novato	1703
7	Vallejo	Other Solano	1620
8	Novato	Southern Sonoma County/Sonoma Valley	1576
9	Vallejo	Fairfield	1389
10	SF/Peninsula	Southern Sonoma County/Sonoma Valley	1371
11	Napa	Vallejo	1349
12	Fairfield	Vallejo	1251
13	Southern Sonoma County/Sonoma Valley	Vallejo	1220
14	Southern Sonoma County/Sonoma Valley	East Bay	1171
15	East Bay	Southern Sonoma County/Sonoma Valley	1160

 Estimated travel occurs on 2 lane section of HWY 37 west of Mare Island.

# Limitations

- Sample based on data from one wireless service provider (Verizon).
- Biased towards mobile device users – locations logged each time a device interacts with the mobile network.
- No O/D data received for areas of Marin county outside of Novato and San Rafael (possible cell service, or service provider penetration rate issue).



Questions?

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