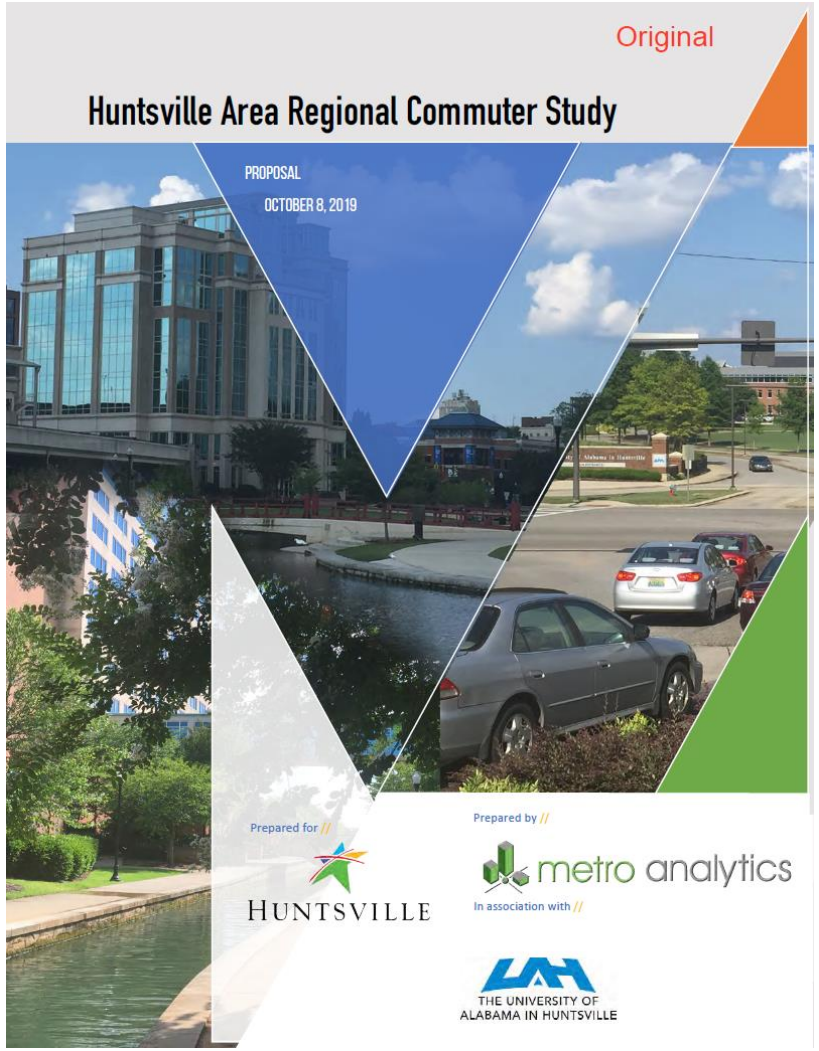
Huntsville Area Regional Commuter Study

6/17/2020 MPO/TCC Meetings:

Data Analysis

Presented to:
Huntsville Area
Metropolitan Planning Organization

Presented by:
Robert G. Schiffer, AICP
National Practice Leader in
Travel Demand Forecasting
at Metro Analytics



Presentation Overview

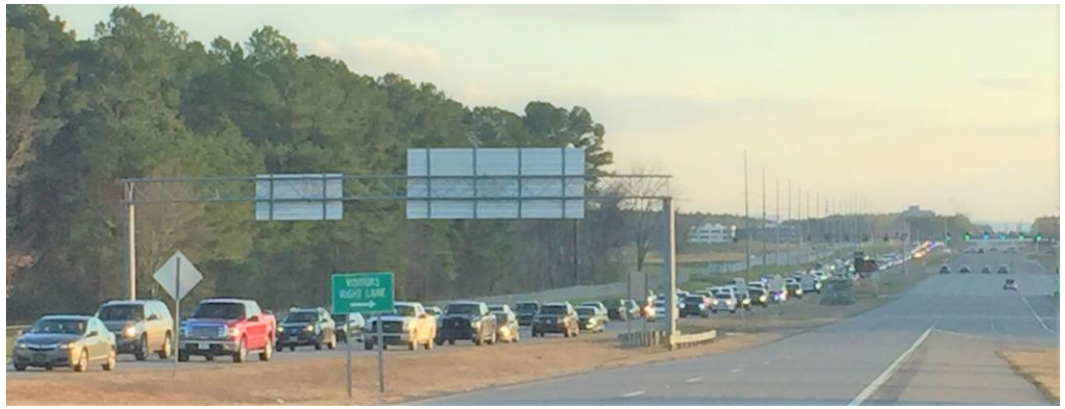
- Quick recap
- Redstone Arsenal information
- StreetLight Data analysis
- Project schedule
- Questions & comments

Quick Recap

- Project Purpose:
  - *better understand worker travel patterns;*
  - *use findings in MPO's Congestion Management Plan and travel demand model*
- Project Tasks: *Data Collection; Data Presentation; Data Analysis*
- *Previous two presentations focused on the first two tasks; today we discuss the Data Analysis*

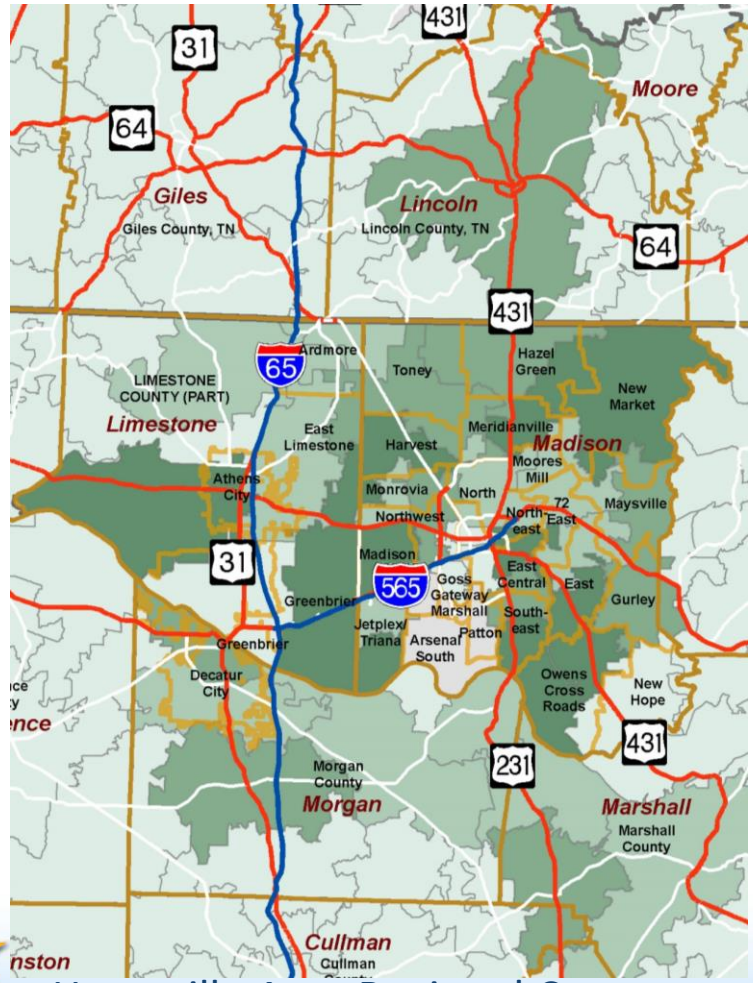
Redstone Arsenal Information

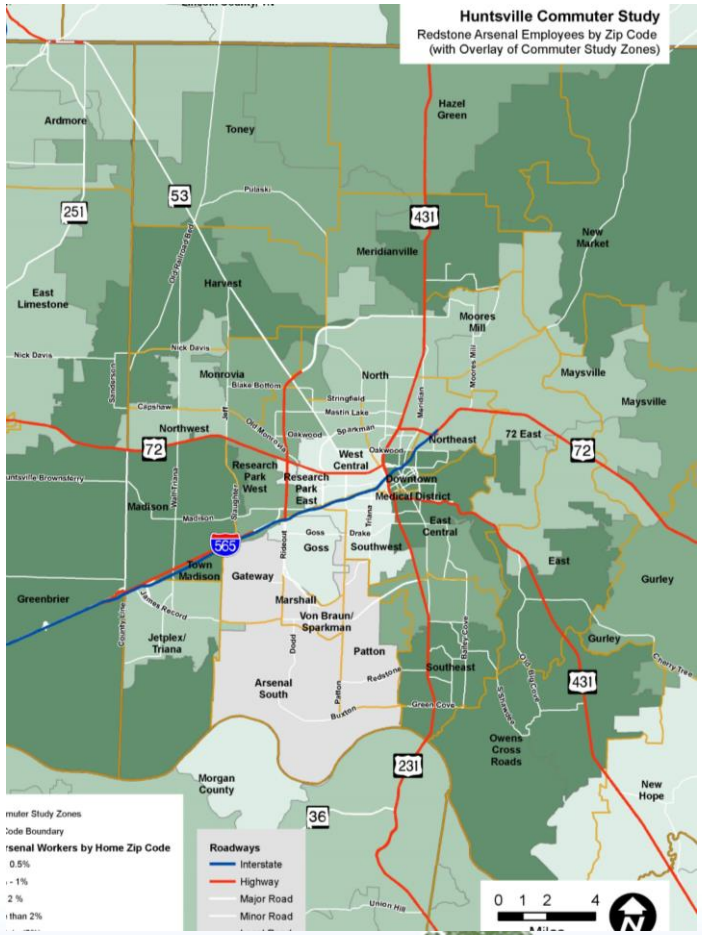
- Presentation made to Arsenal staff in January
- Data received from Arsenal staff after the meeting:
  - Employment at 14 Arsenal sites
  - Number of employees by home zip code
  - Traffic counts at each Arsenal gate
  - Visitor estimates

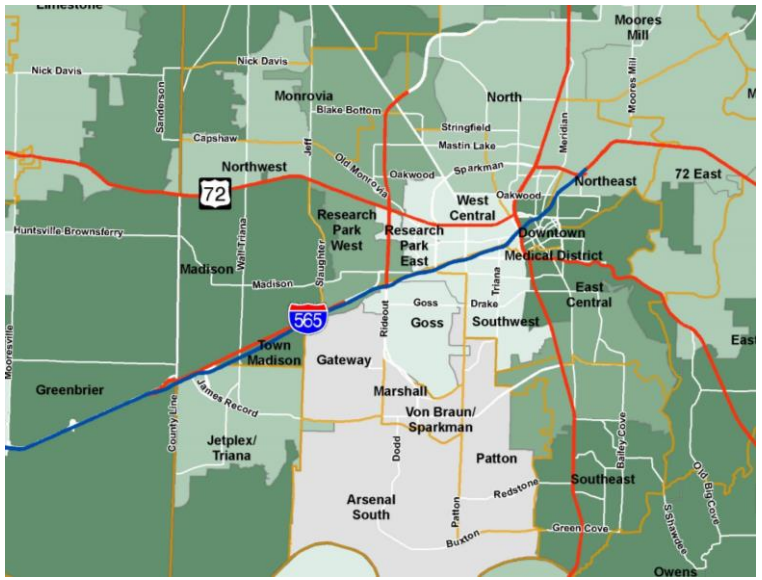


- Consideration was given to conducting a postcard handout survey at Arsenal Gates, but this was felt to be too disruptive to traffic flows
- Online survey of Arsenal employees not likely needed at this time

Redstone Arsenal – Distribution of Workers by Home Zip

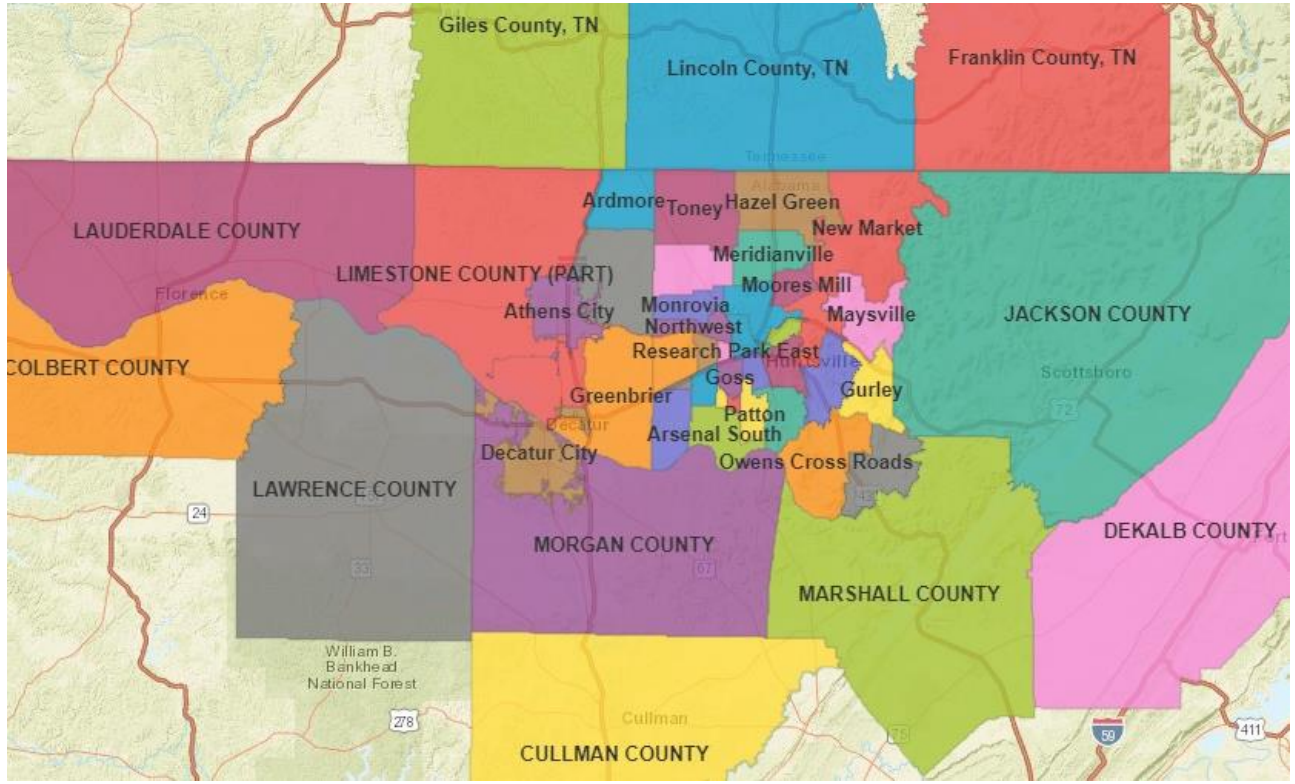






StreetLight Data Analysis

- Big data on origin/destinations – purchased *StreetLight Insight* data
- Map of 50 analysis districts/zones
- Analysis of the following by zone:
  - Daily trip activity
  - PM trip flows
  - AM trip flows
  - Truck trip flows



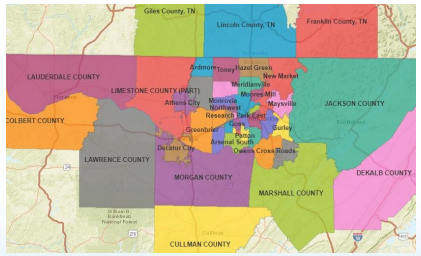
StreetLight Data Analysis – Rank Order of Trip Activity

Out of all 50 Zones

Trip Origin Rank	Zone Name	Trip Destination Rank	Zone Name
1	LAUDERDALE COUNTY	1	LAUDERDALE COUNTY
2	MARSHALL COUNTY	2	MARSHALL COUNTY
3	CULLMAN COUNTY	3	CULLMAN COUNTY
4	Decatur City	4	Decatur City
5	COLBERT COUNTY	5	COLBERT COUNTY
6	MORGAN COUNTY	6	MORGAN COUNTY
7	DEKALB COUNTY	7	DEKALB COUNTY
8	JACKSON COUNTY	8	JACKSON COUNTY
9	Franklin County, TN	**9**	**East Central**
10	Madison	10	Franklin County, TN

MPO Zones Only

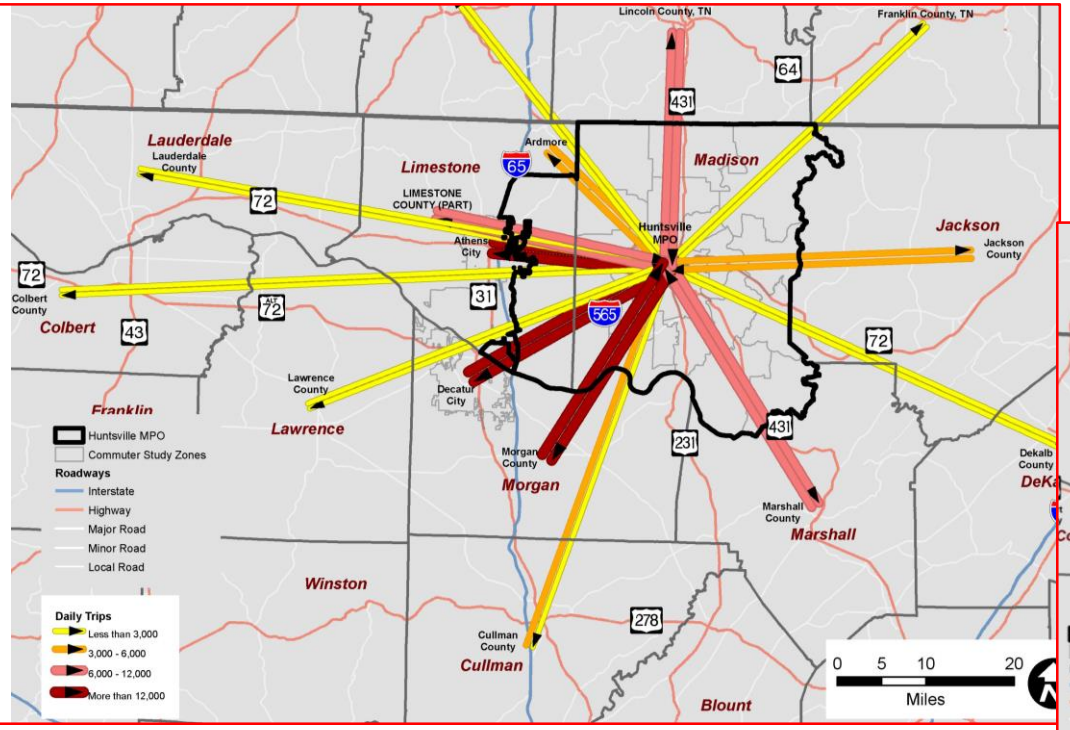
Trip Origin Rank	Zone Name	Trip Destination Rank	Zone Name
1	Madison	1	East Central
2	East Central	2	Madison
3	Southeast	3	Southeast
4	North	4	North
5	Northwest	5	Northwest
6	West Central	6	West Central
7	Southwest	7	Southwest
8	Research Park West	8	Research Park West
9	Monrovia	9	Monrovia
10	East	10	East



Arsenal Zones Only

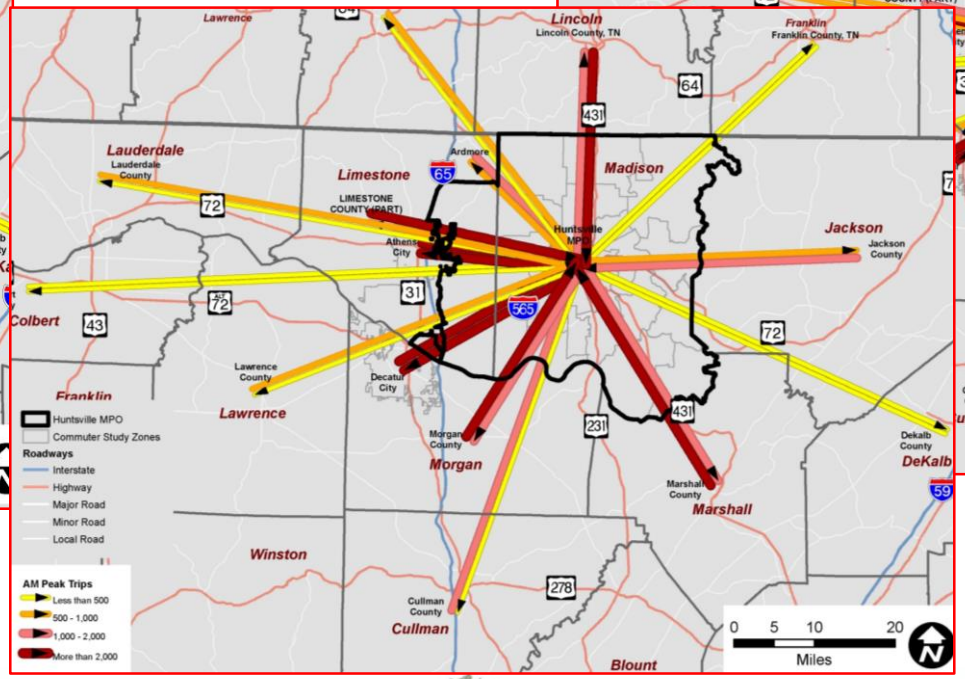
Trip Origin Rank	Zone Name	MPO Rank	Overall Rank Weekdays	
1	Goss	26	40	
2	Von Braun/Sparkman	30	44	
3	Marshall	32	46	
4	Gateway	33	47	
5	Arsenal South	35	49	
6	Patton	36	50	
Destination Rank Order:			23	Total Arsenal Rank
1	Goss	27	41	
2	Von Braun/Sparkman	30	44	
3	Marshall	32	46	
4	Gateway	33	47	
5	Arsenal South	35	49	
6	Patton	36	50	
			23	Total Arsenal Rank

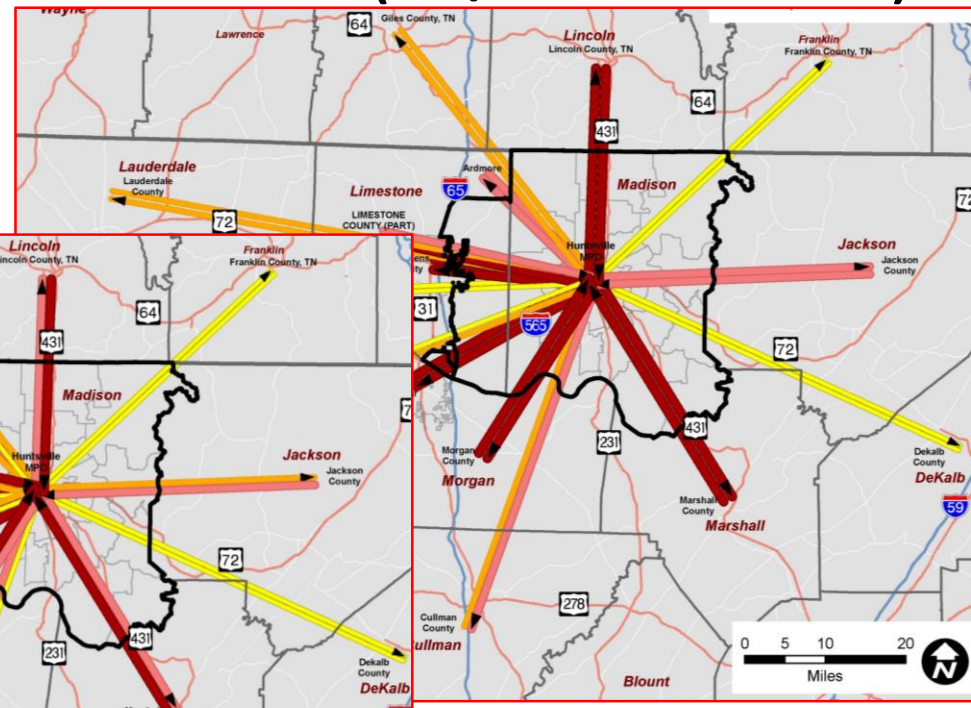
StreetLight Data Analysis – Origin/Destination Flows (to/from MPO)



Daily Trips

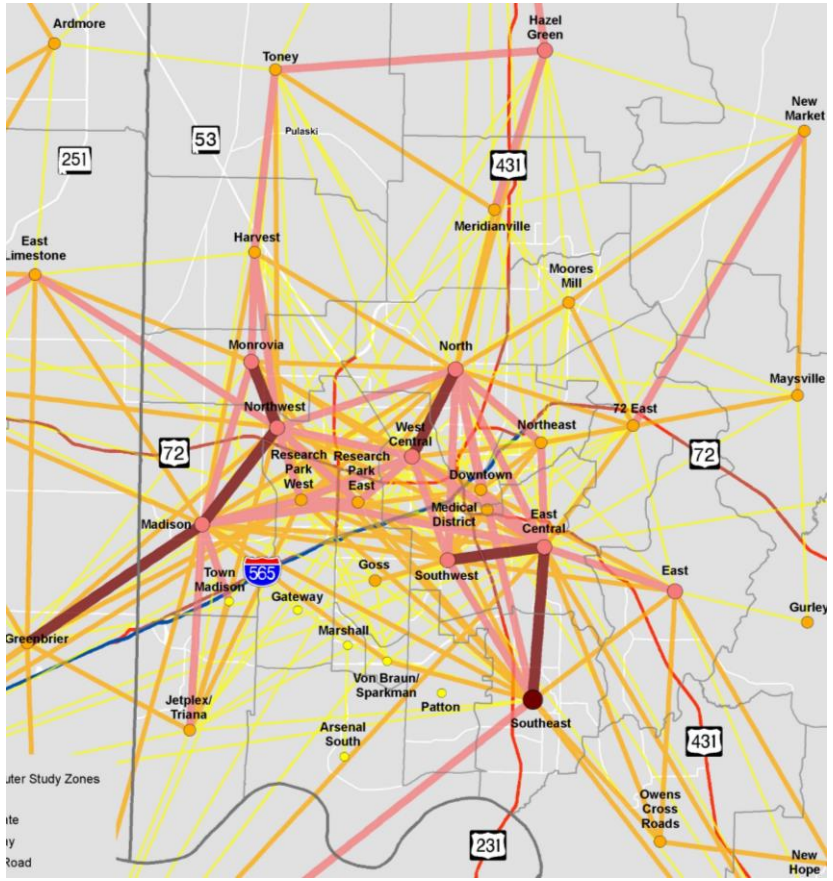
AM Peak Trips



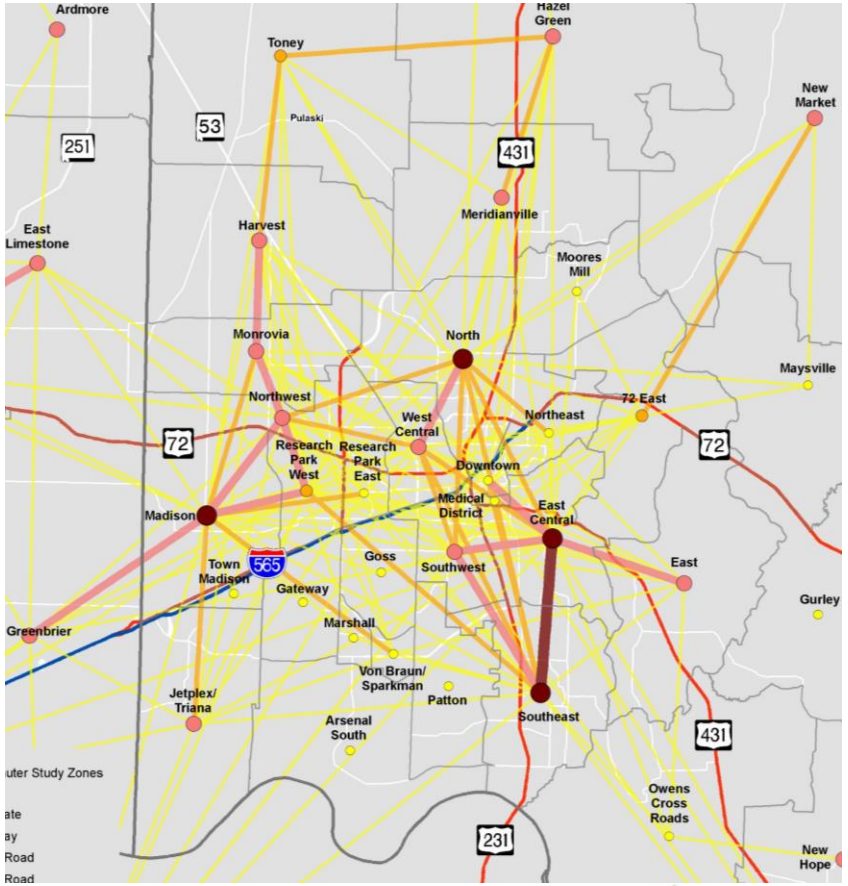


PM Peak Trips

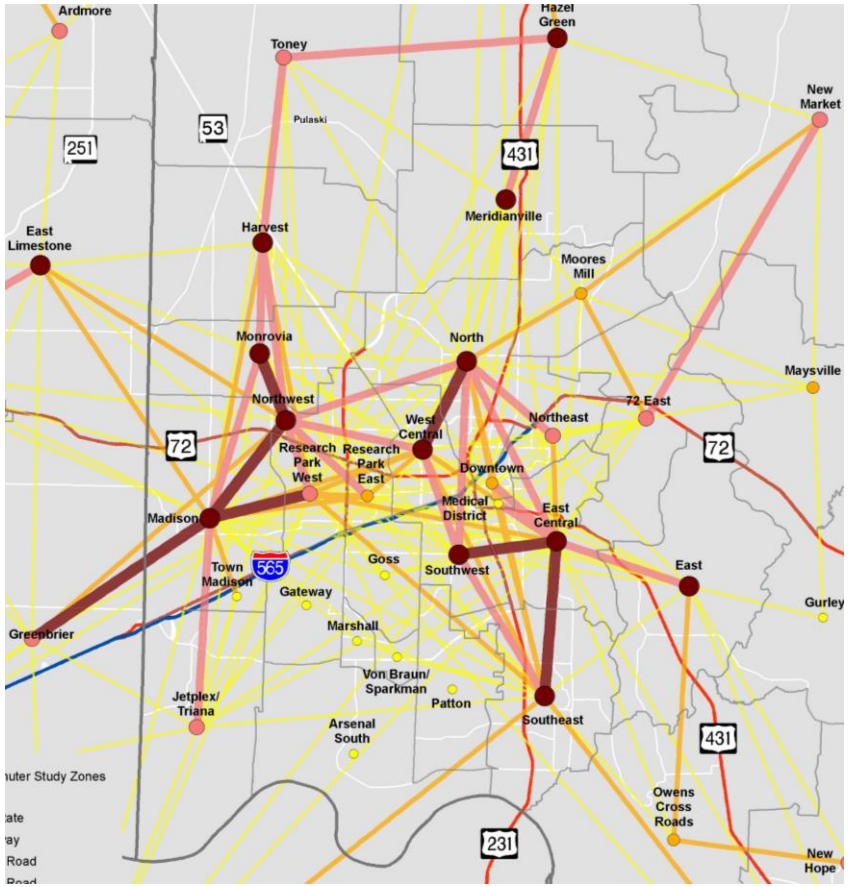
StreetLight Data Analysis – Origin/Destination Flows (Intra-MPO)



Daily Trips



AM Peak Trips

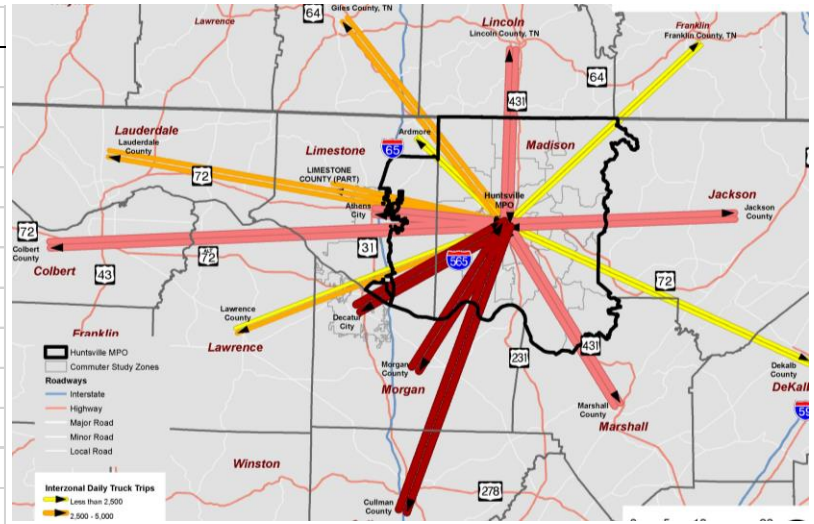


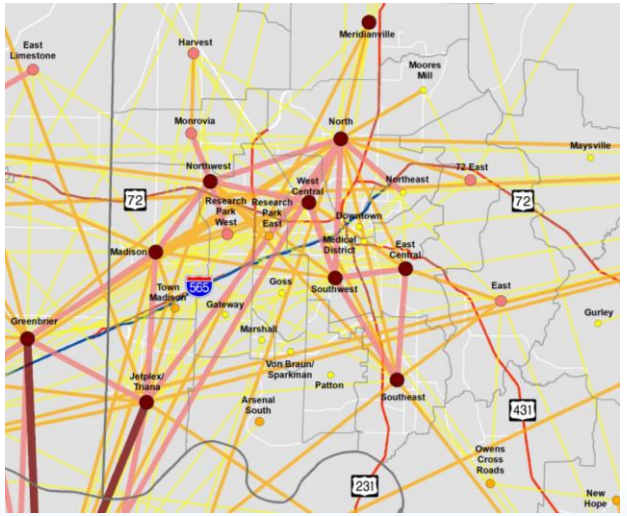
PM Peak Trips

StreetLight Data Analysis – Truck Trips

Overall Truck Trip Rank MPO Truck Trip Rank

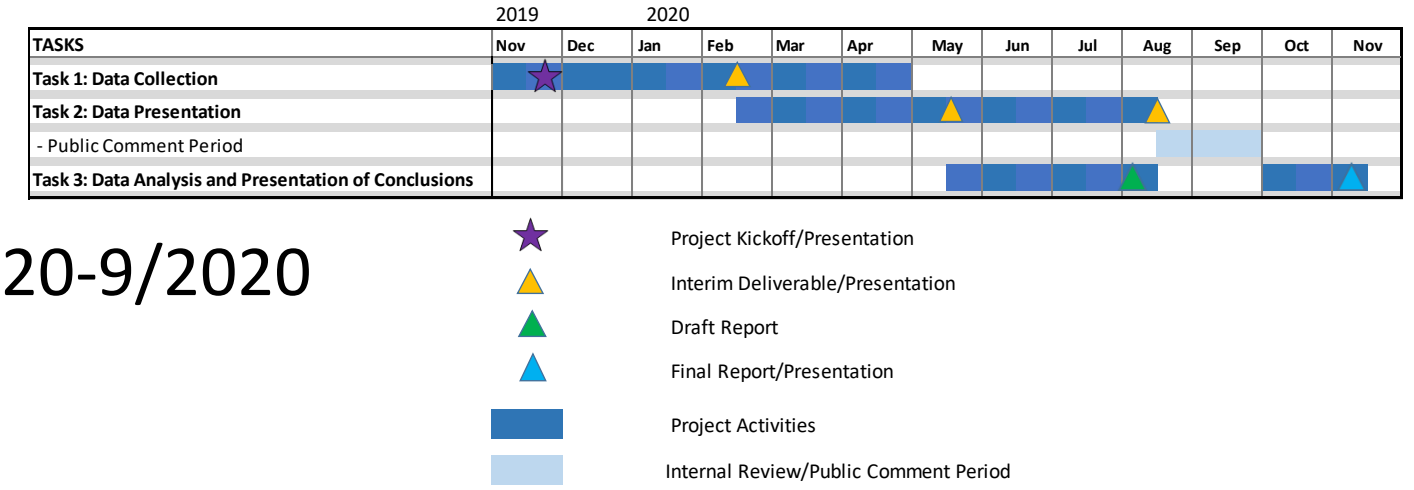
Rank	Zone Name	MPO	Zone Name
1	CULLMAN COUNTY	1	Jetplex/Triana
2	MORGAN COUNTY	2	Greenbrier
3	COLBERT COUNTY	3	North
4	MARSHALL COUNTY	4	Madison
5	Decatur City	5	Northwest
6	DEKALB COUNTY	6	Southwest
7	JACKSON COUNTY	7	West Central
8	LAUDERDALE COUNTY	8	Southeast
9	Giles County, TN	9	East Central
10	Lincoln County, TN	10	Research Park West
11	Athens City	11	Meridianville
12	Jetplex/Triana	12	72 East
13	Greenbrier	13	East
14	North	14	Hazel Green
15	Franklin County, TN	15	Monrovia
16	Madison	16	Northeast
17	LAWRENCE COUNTY	17	East Limestone
18	Northwest	18	Town Madison
19	LIMESTONE COUNTY (PART)	19	Harvest
20	Southwest	20	Research Park East





Project Schedule

- *November 2019: Project initiation*
- February 2020: Initial data findings
- **June 2020: Data presentation**
- August 2020: Draft report
- 45-day comment period: 8/2020-9/2020
- November 2020: Final report



Questions & comments