



TAM Origin and Destination Data

July 26, 2018

Study Purpose

- Provide an updated understanding of Marin County travel patterns
 - County-to-county and local travel patterns
 - Marin residents' Home to Work trips
 - Updated based on conversations with local jurisdiction staff
- Support the development of the TAM Travel Demand Model (TAMDM)

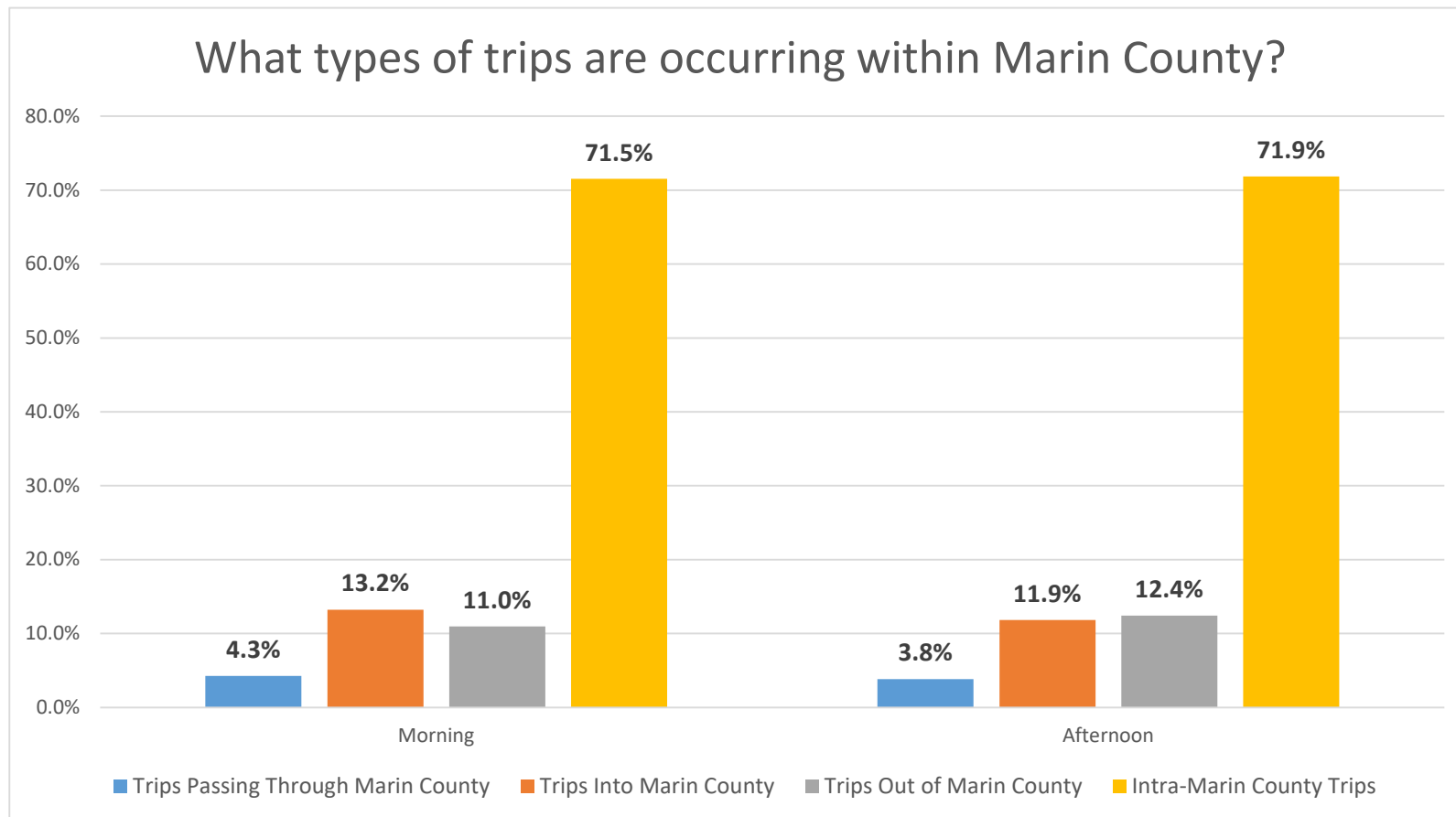
Benefits of “Big Data”

- Observed origin-destination and home/work location data – not from a model or survey
- Relatively low cost for large sample
- 75 million data points from GPS sources
- Continuous passive data collection
- Customization and flexibility
- Can supplement with other data sources

Limitations of “Big Data”

- Sample of data (sample size and potential bias)
- Inferred using machine learning
- Spatial resolution (20 to 30 meter)
- Intermediate trips and tour length
- Vehicle occupancy and trip length
- Another “tool” in the toolbox

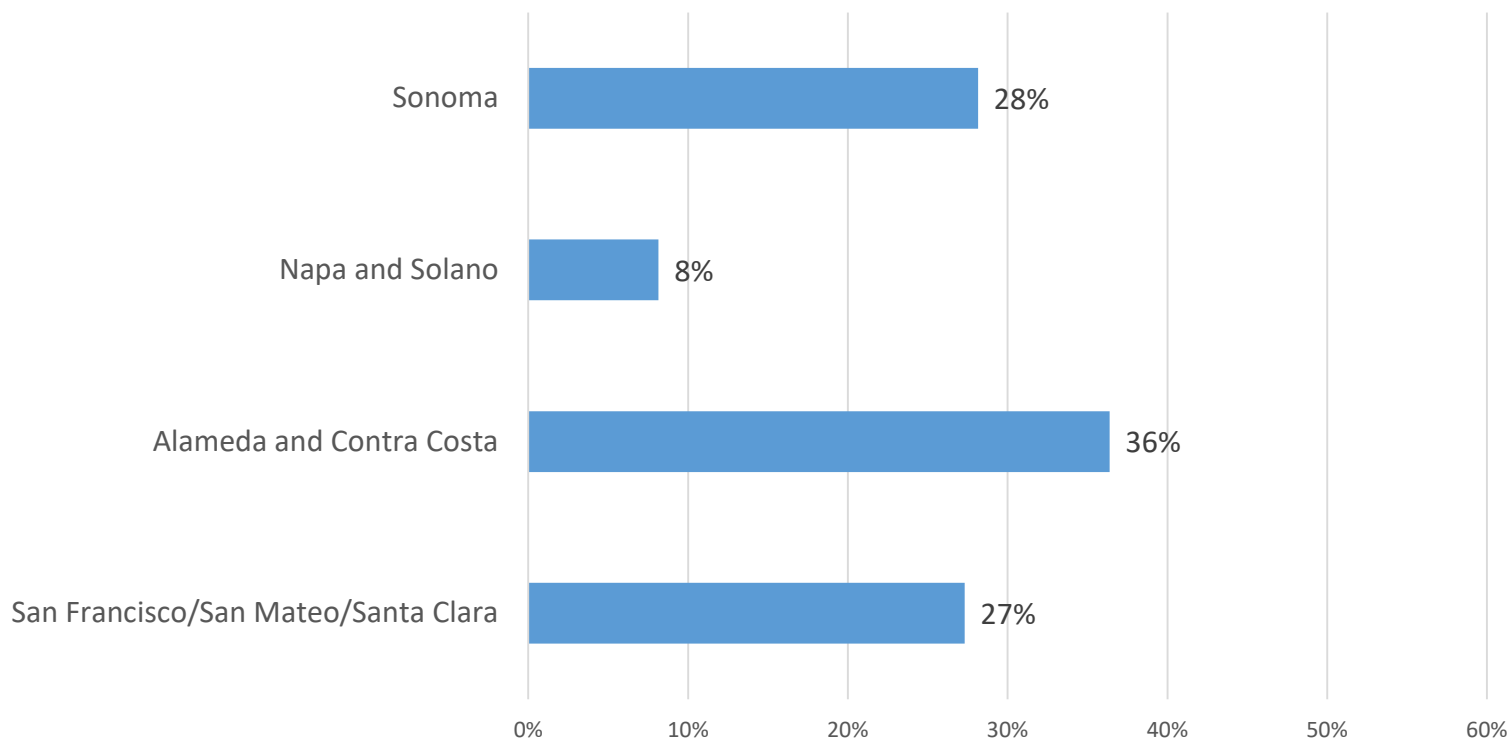
Marin County Trips



Intra-Marin County trips include trips made by non-residents

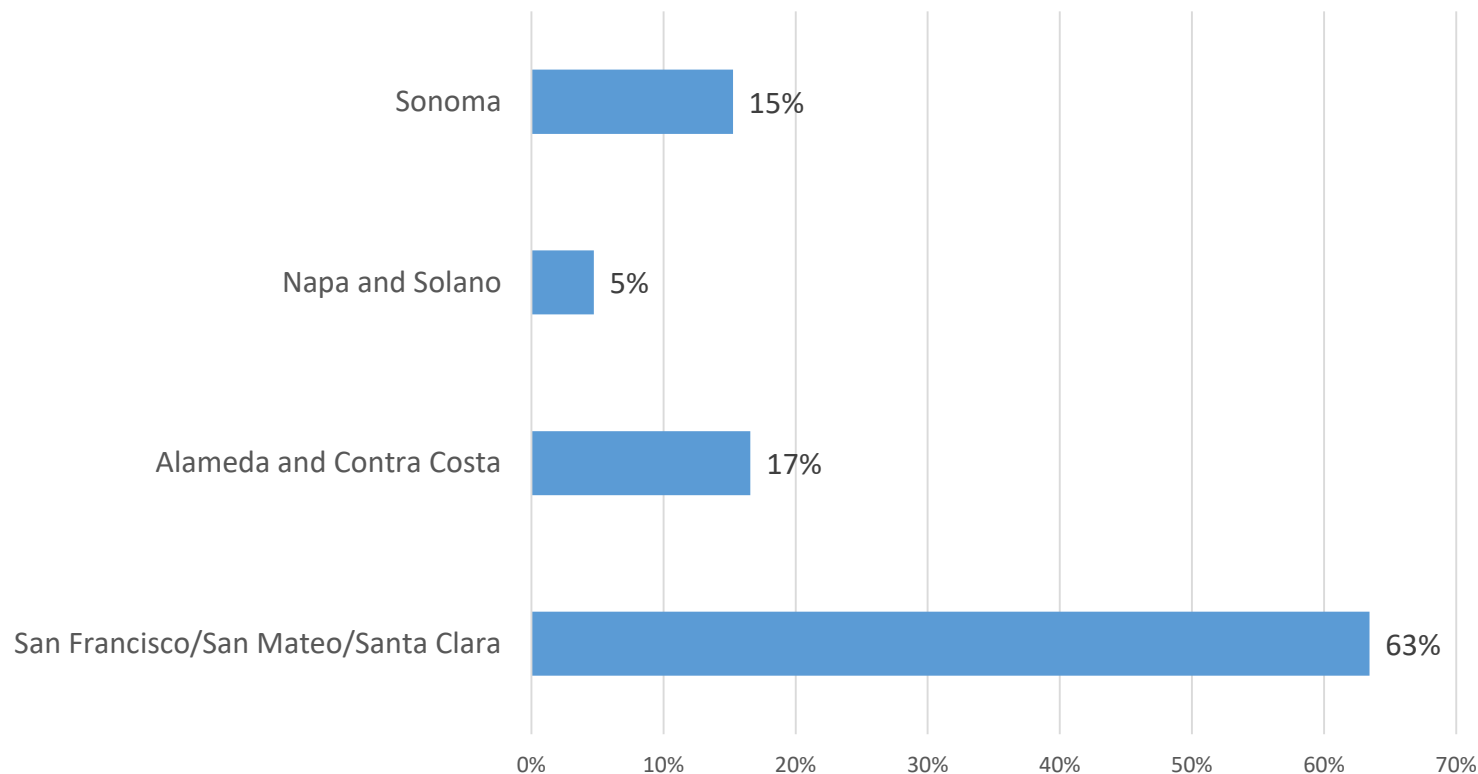
AM Peak Period Trips into Marin County

Where are morning trips into Marin County coming from?

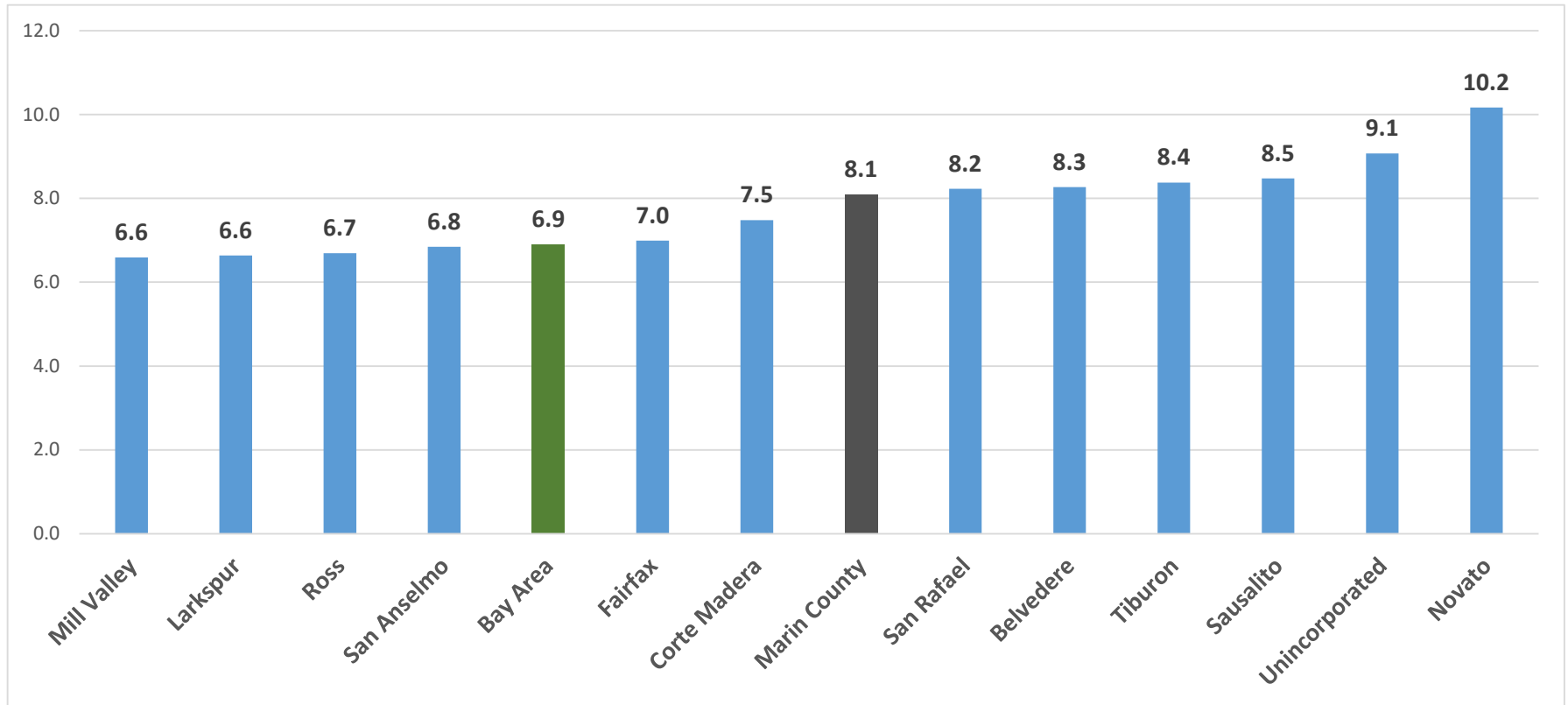


AM Peak Period Trips out of Marin County

Where are morning trips out of Marin County going to?

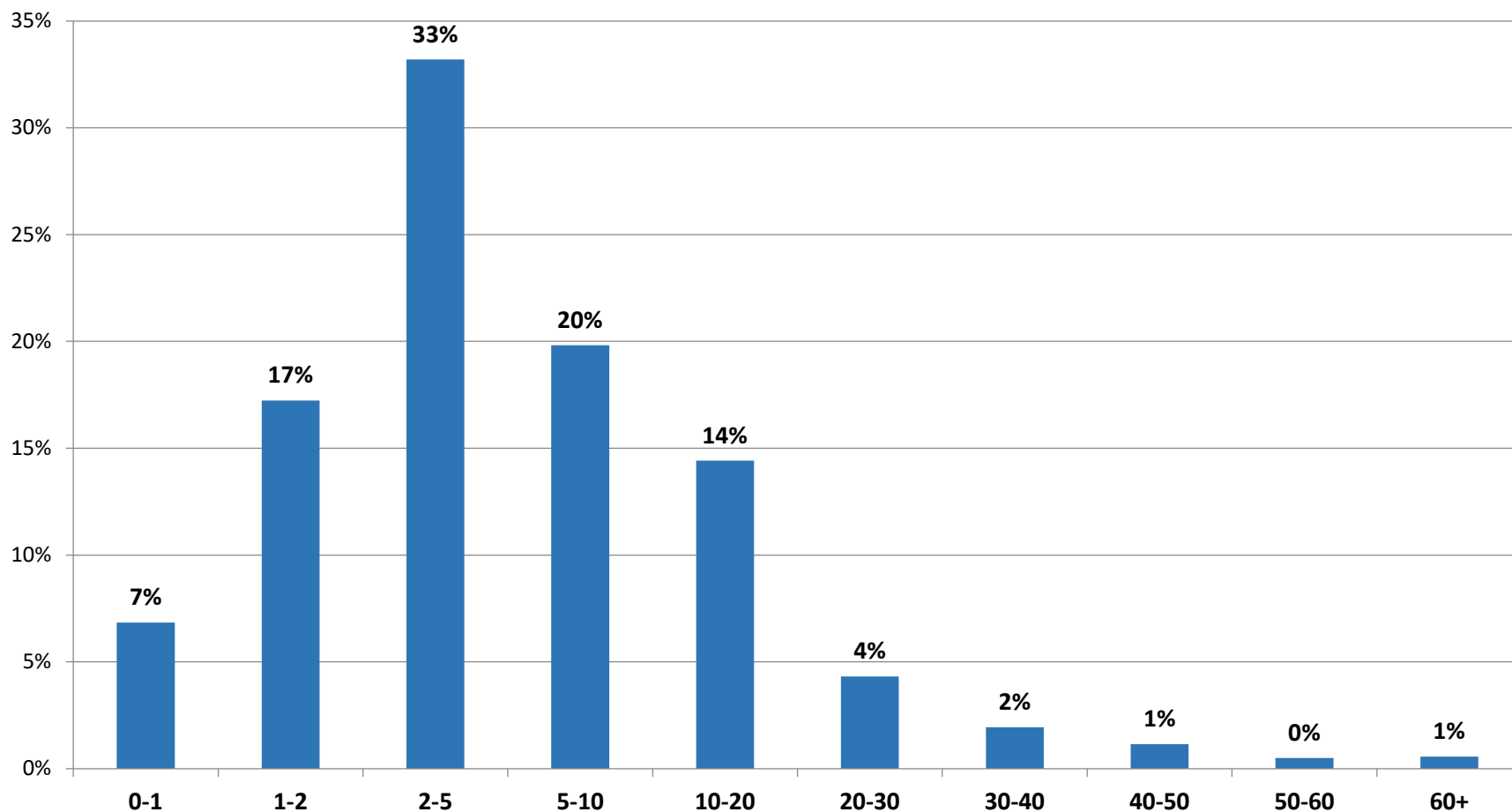


Average Daily Trip Length



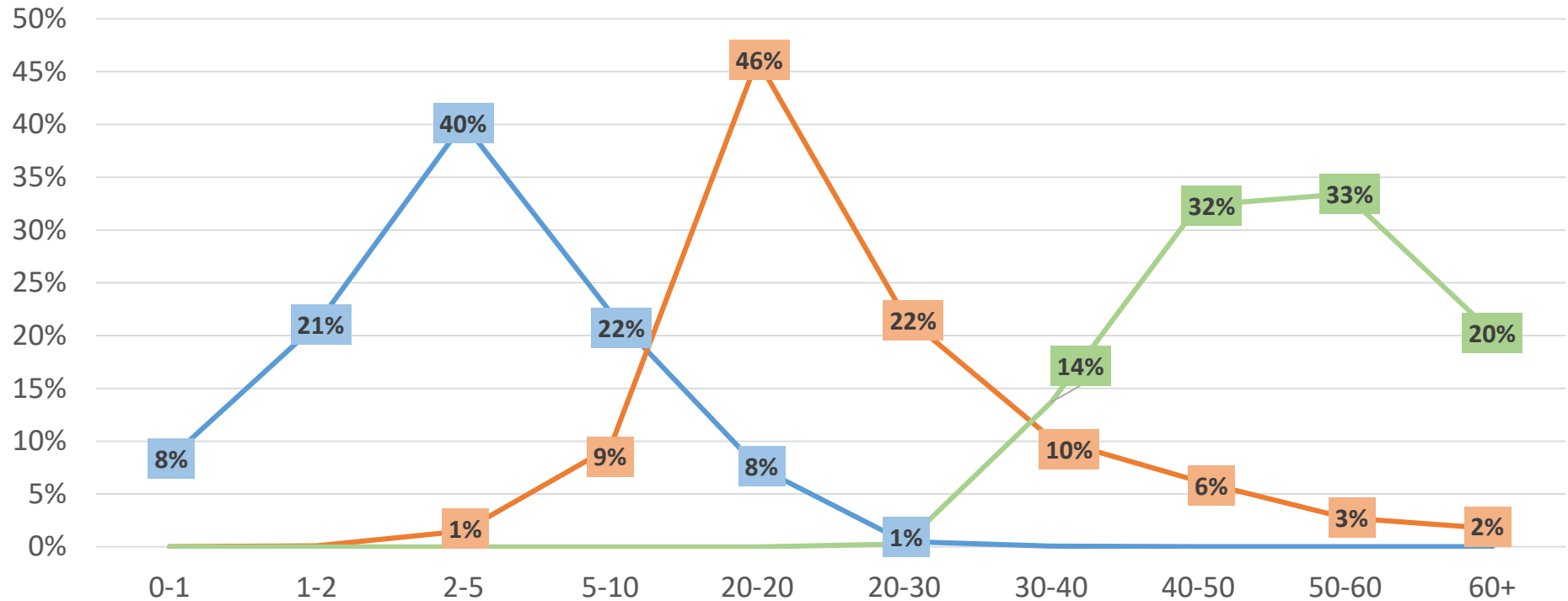
17% longer than Bay Area Average

Daily Trip Length Distribution (miles)



Roughly 60% of trips are less than 5 miles

Daily Trip Length Distribution (by type)



— Internal — External — Pass-Through

4.4 miles

22 miles

52 miles

Average trip length

3.1 million

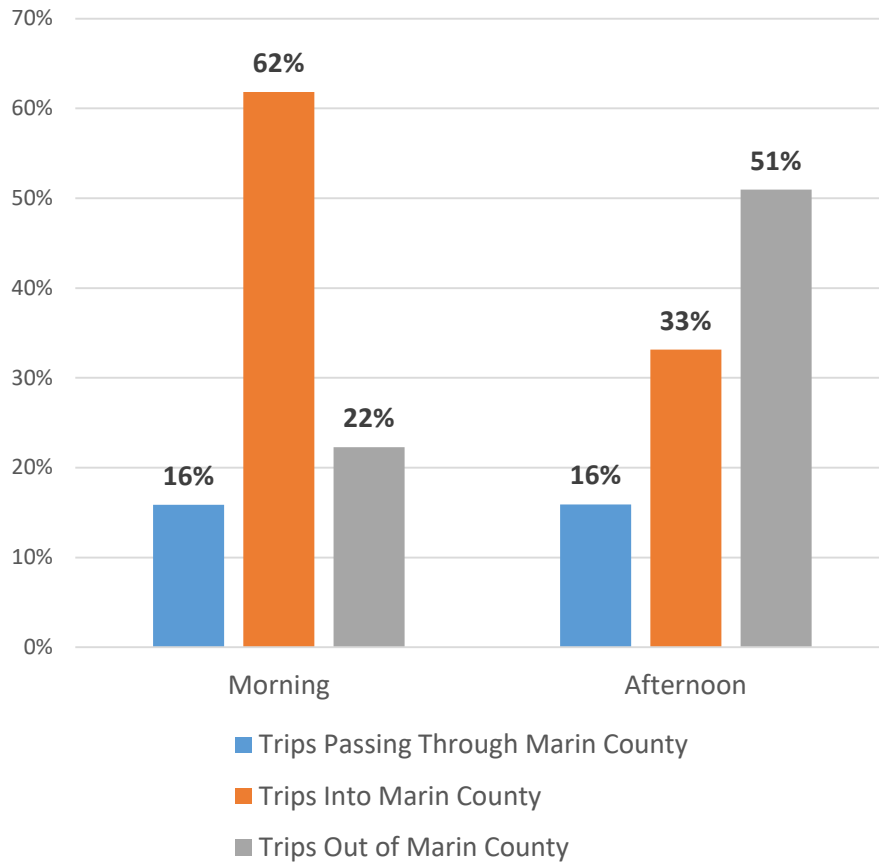
5.2 million

2.1 million

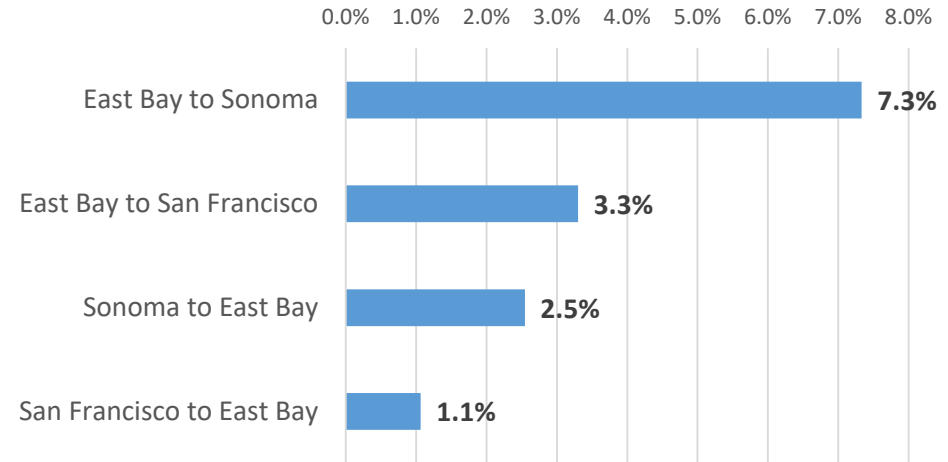
Total Marin VMT

Richmond-San Rafael Bridge

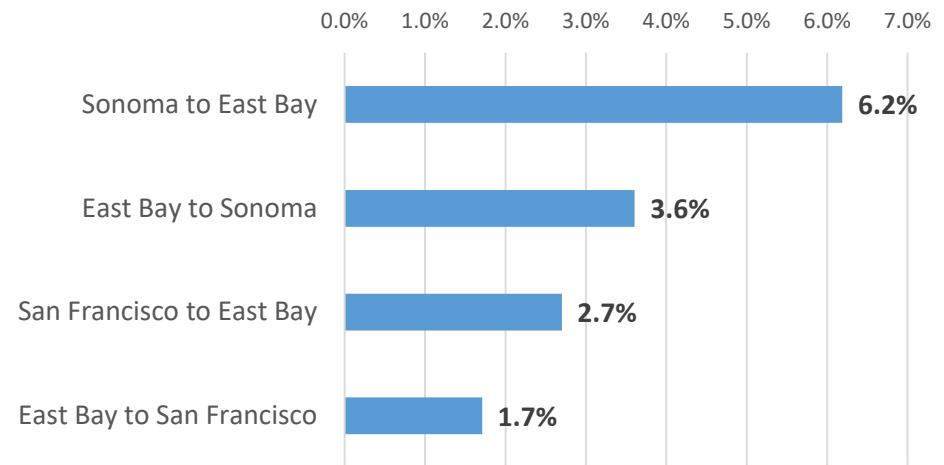
What types of trips are occurring on the Richmond-San Rafael Bridge?



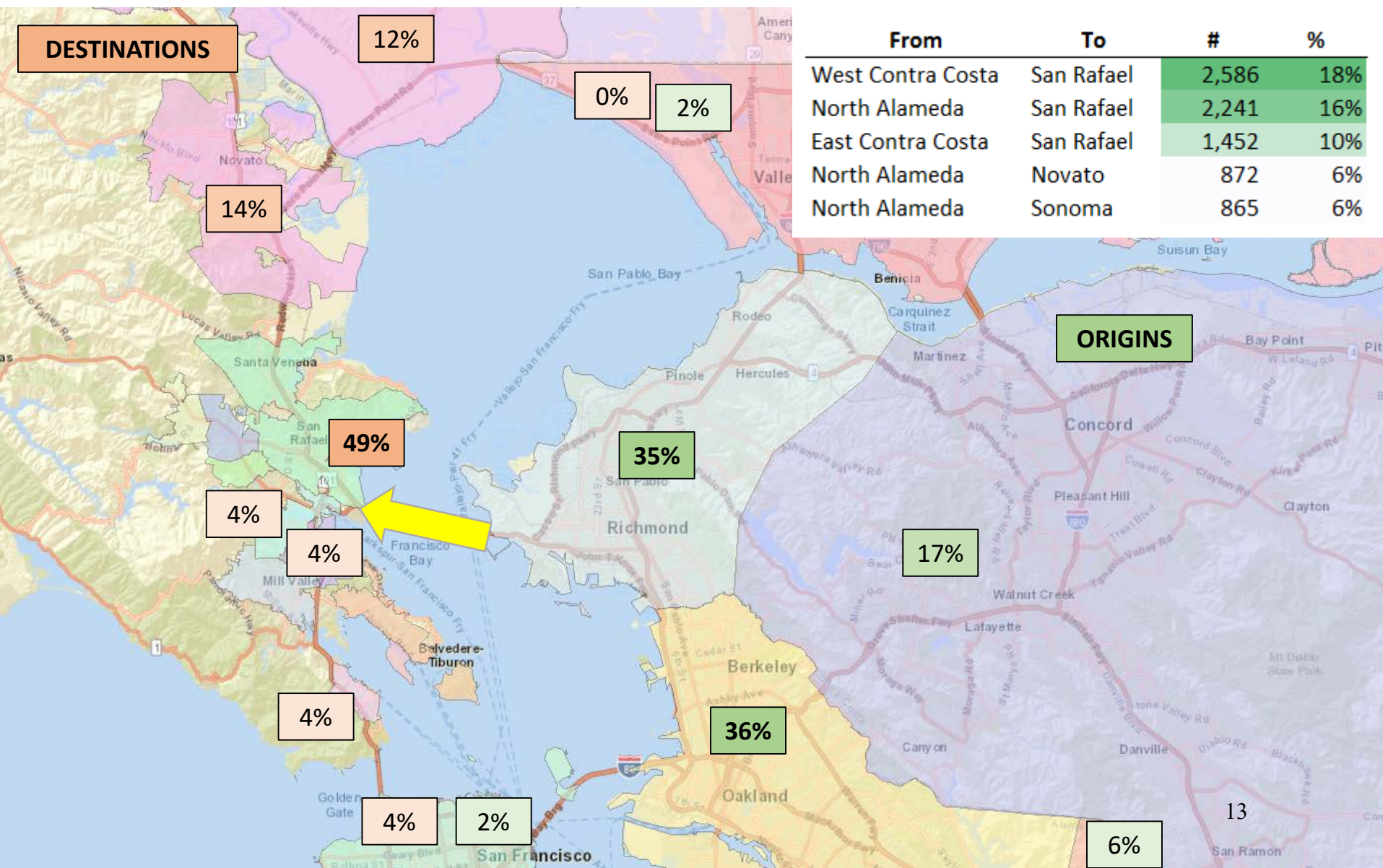
Morning Cut-Through Traffic



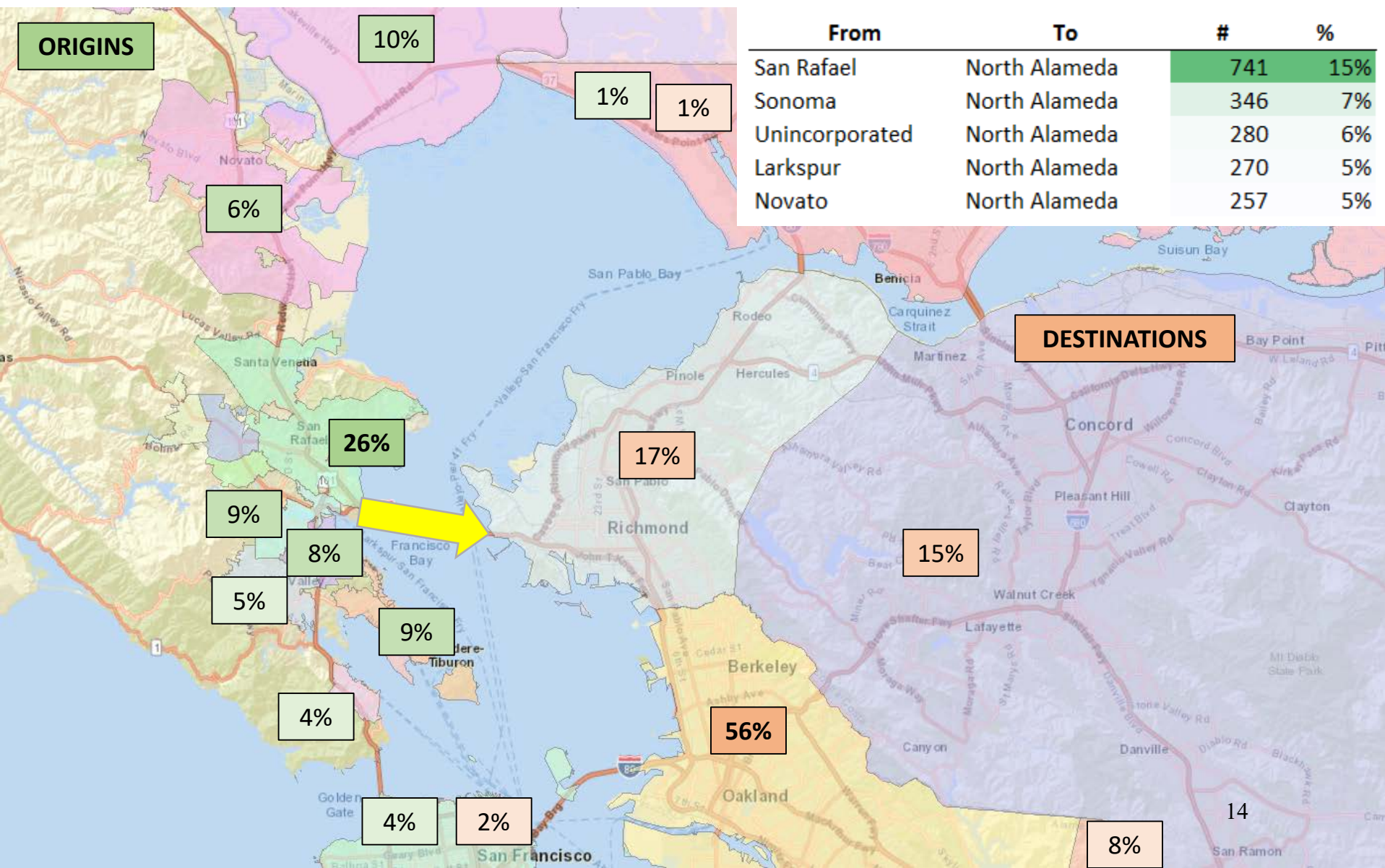
Afternoon Cut-Through Traffic



Richmond-San Rafael Bridge – WB AM

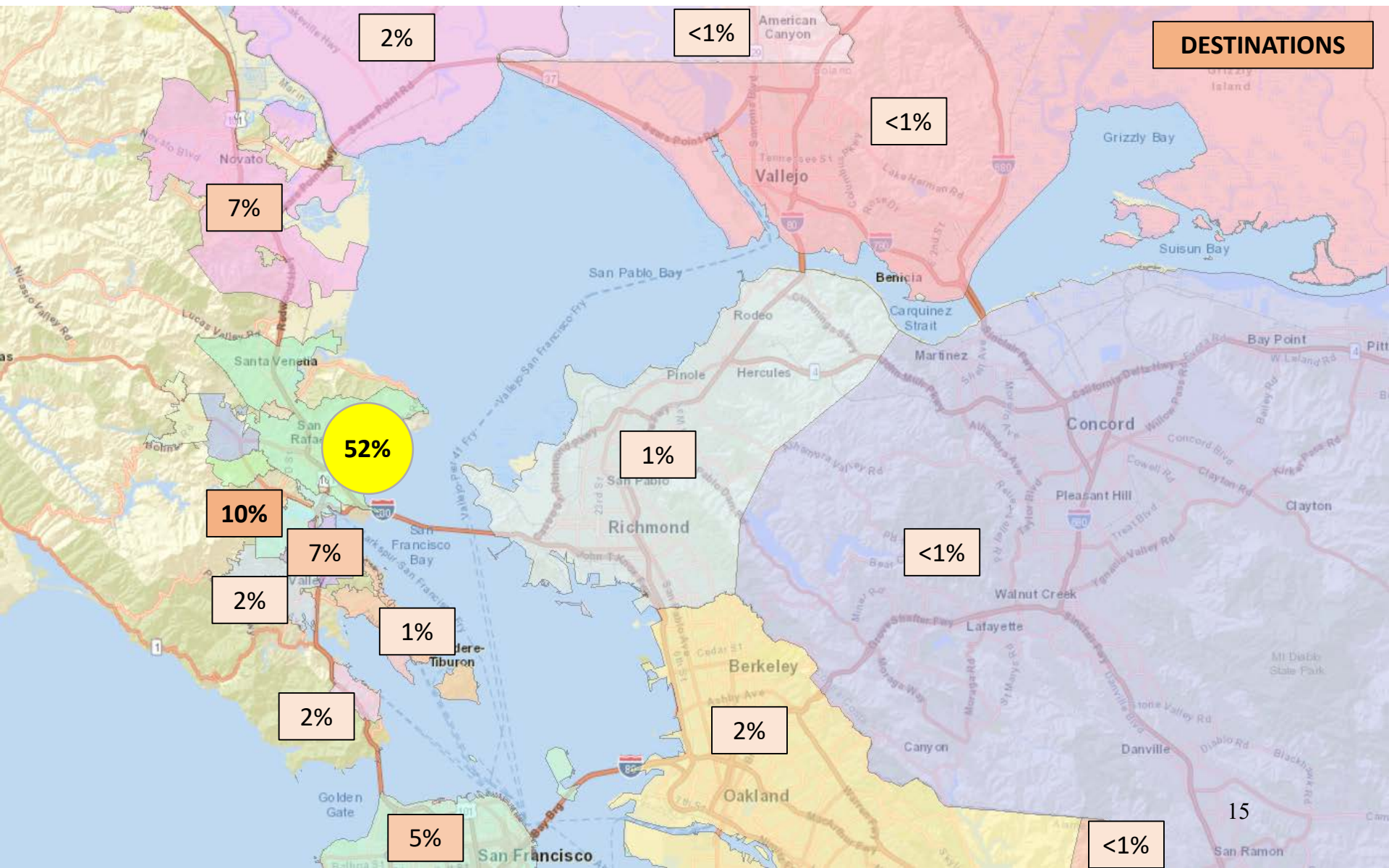


Richmond-San Rafael Bridge – EB AM

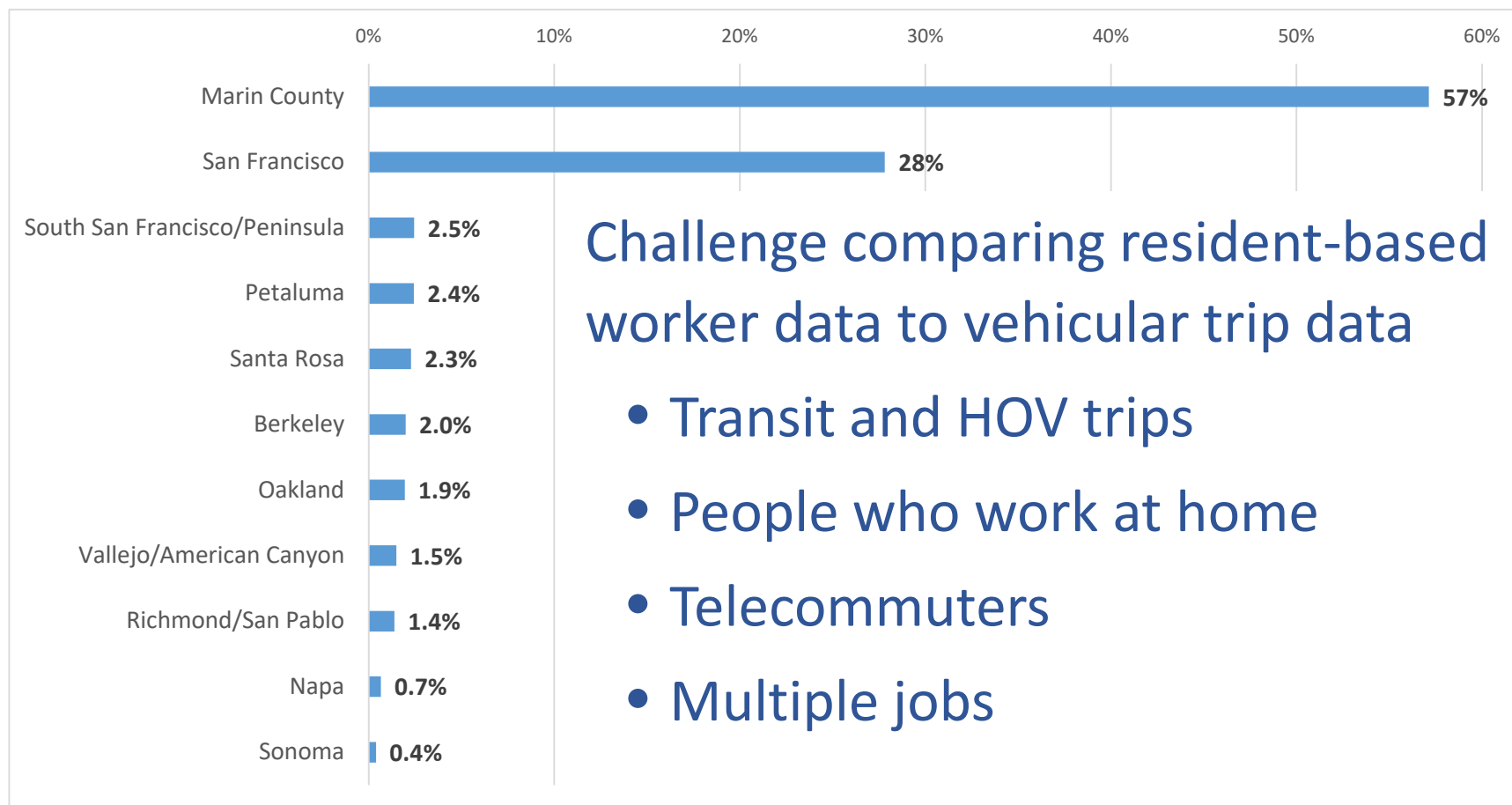


Item 7

Where do San Rafael trips go in the AM?



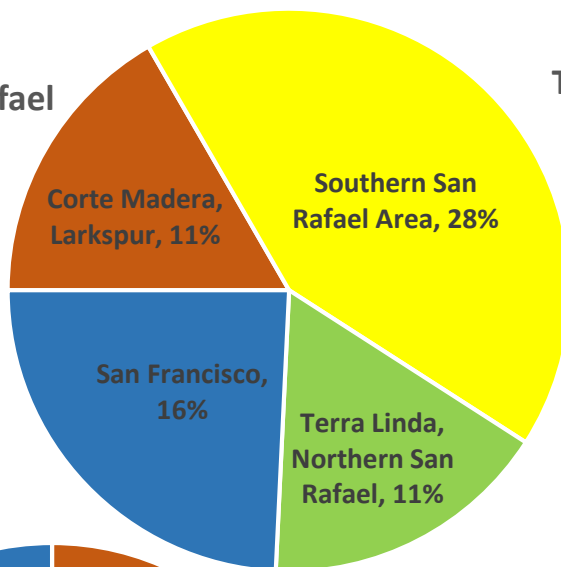
Where do Marin County residents work?



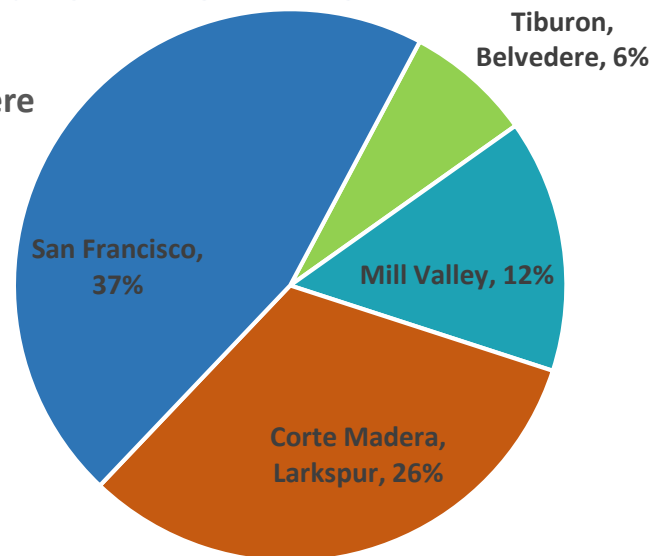
Compared to ACS and CHTS data

Where do Marin County residents work?

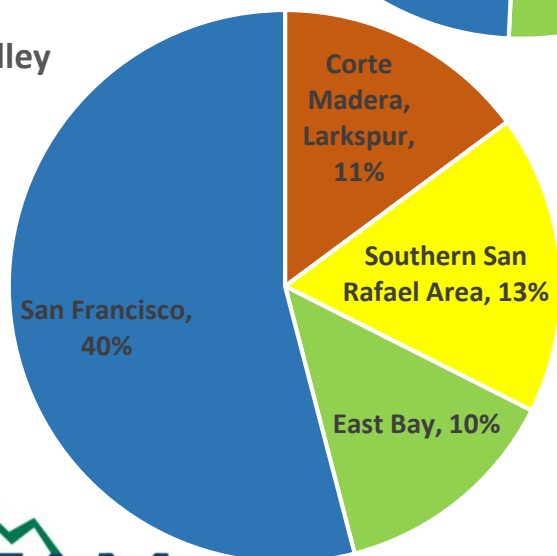
Terra Linda,
Northern San Rafael



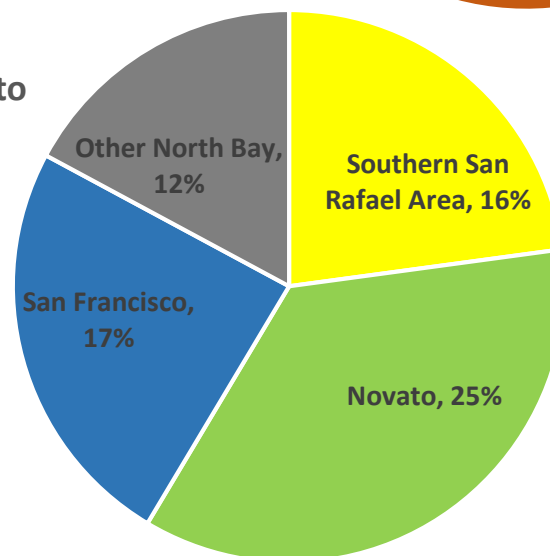
Tiburon, Belvedere



Mill Valley



Novato





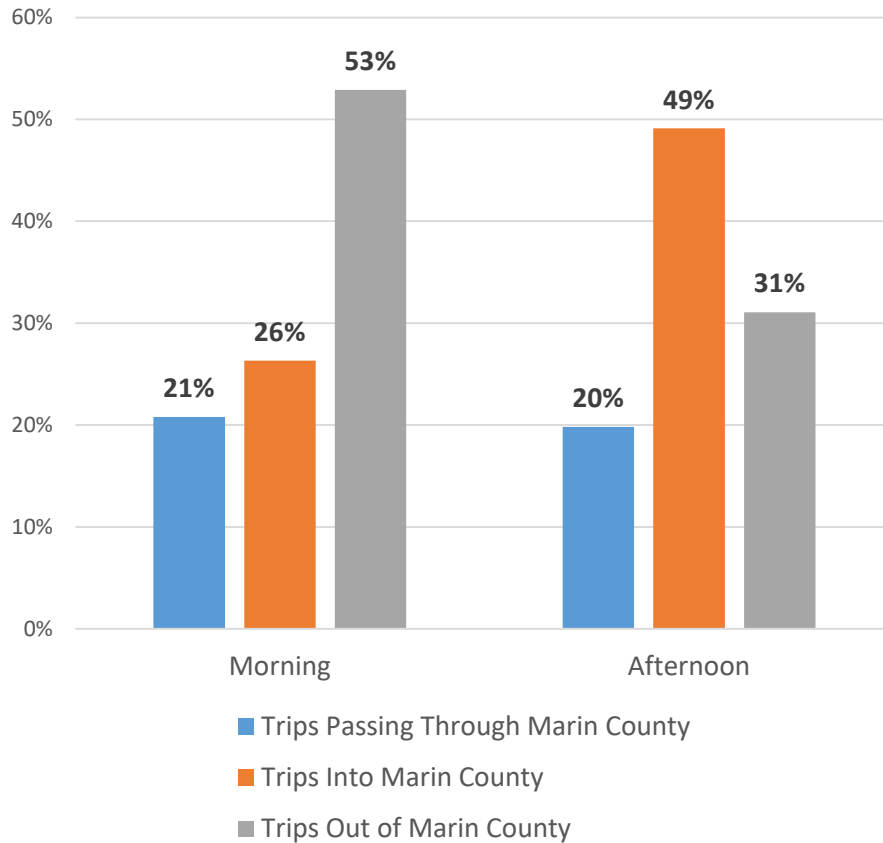
Questions and Discussion

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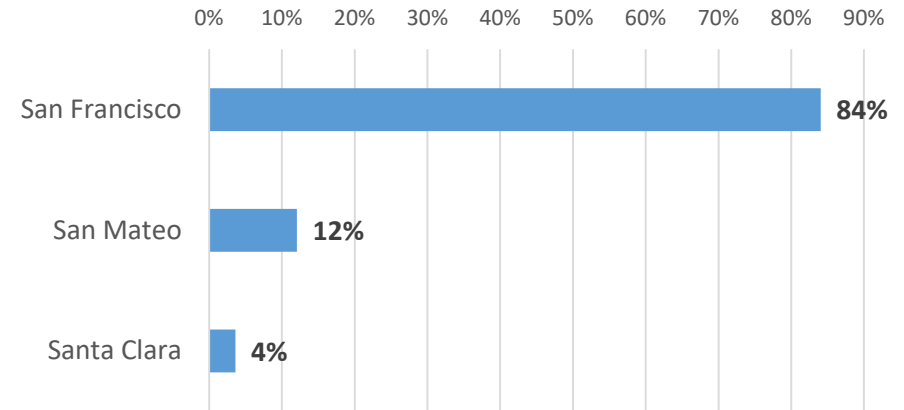
Tel: 415-226-0825

Golden Gate Bridge

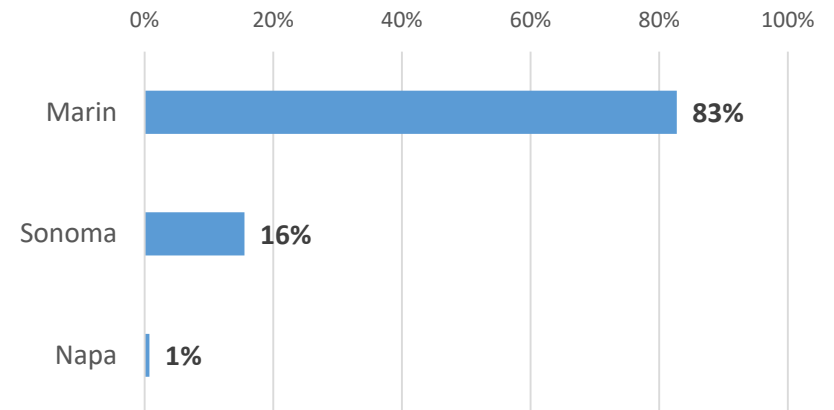
What types of trips are occurring on the Golden Gate Bridge?



Southbound AM Destinations

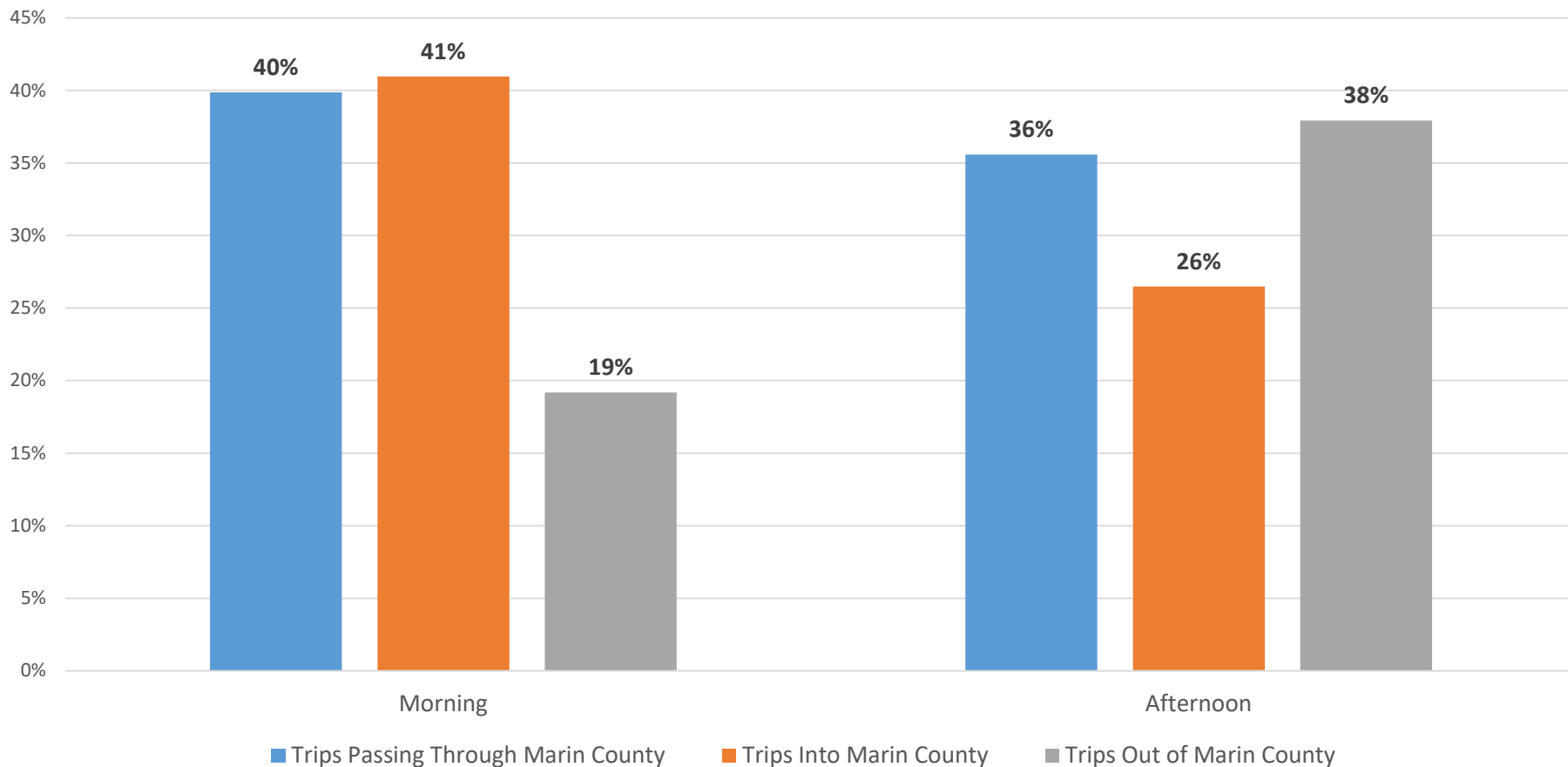


Northbound PM Destinations

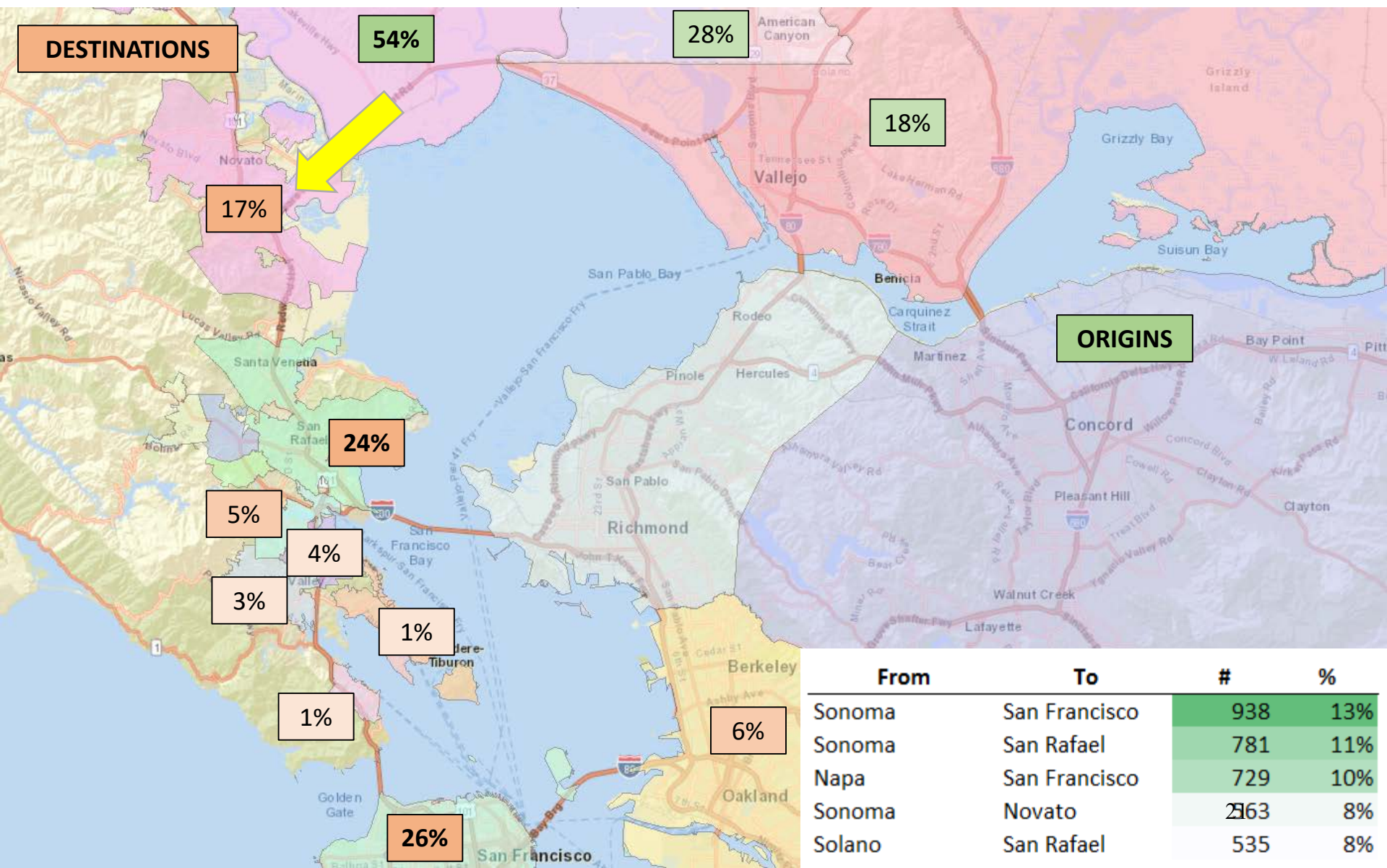


Marin/Sonoma County Line (101 and 37)

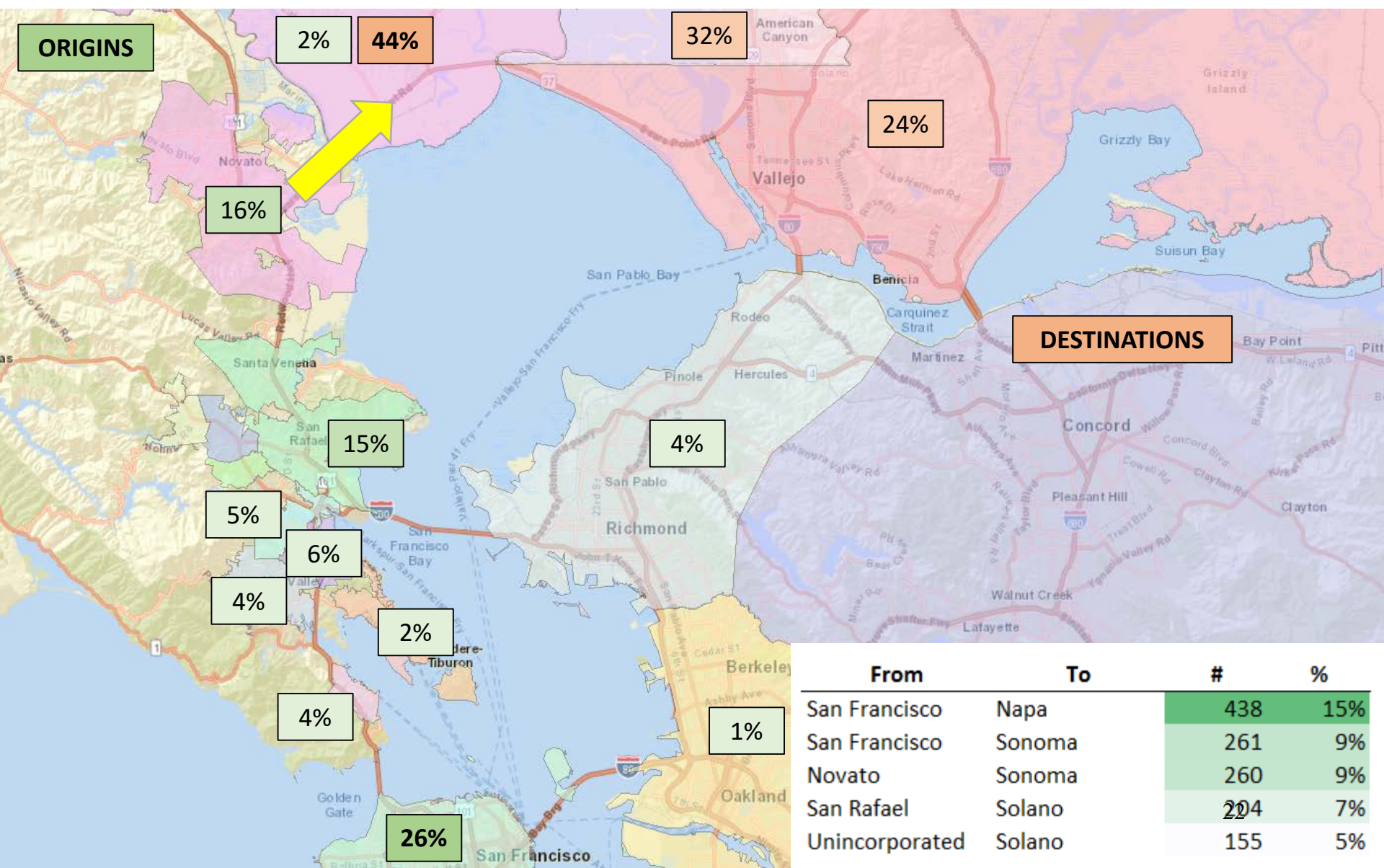
What types of trips are occurring at the Marin/Sonoma County Line?



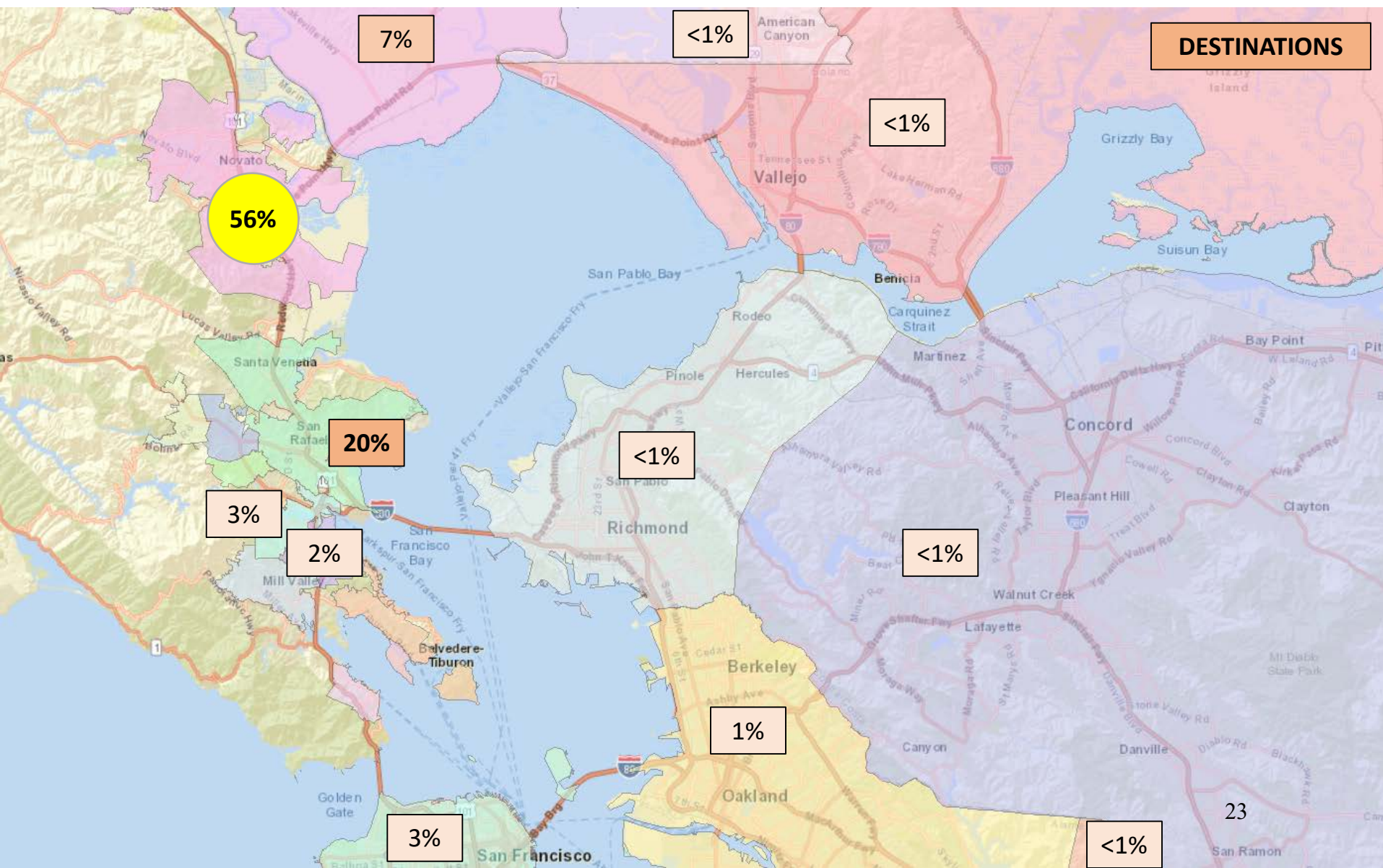
SR 37 at County Line – WB AM



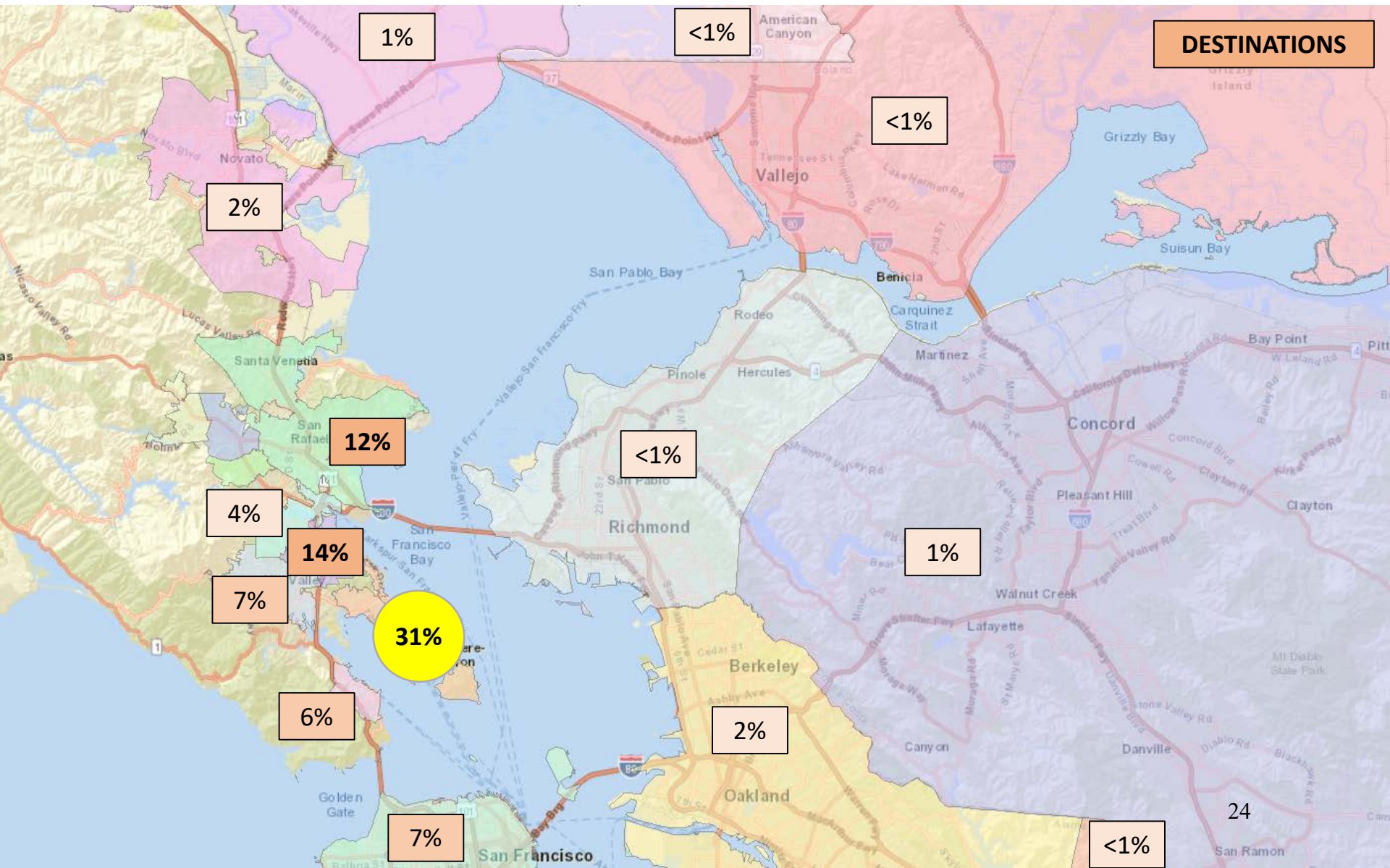
SR 37 at County Line – EB AM



Where do Novato trips go in the AM?



Where do Tiburon trips go in the AM?



Where do Mill Valley trips go in the AM?

