

External Origin and Destination Data Collection

RPA Peer Review

5-23-11

Overview

The Chattanooga-Hamilton County Regional Planning Agency (RPA) is conducting an external origin and destination data collection effort in preparation of the model update. This information will be used in the calibration phase of the model development. To assist with the data collection effort the RPA decided to try a newer technology and methodology in the form of cell phone data. AirSage, Inc., was contracted with for the data collection and with Cambridge Systematic providing oversight and data quality analysis.

AirSage, Inc., in coordination with CS and the RPA, developed data collection procedures for an external origin-destination (O/D) study to obtain O/D patterns between all external stations in the Chattanooga TPO TransCAD model. CS will provide AirSage, Inc. with a map of all 38 external station locations. The data was collected and coded in a precise and easily understandable way. All methods of data collection and organization were clearly documented and will be presented to the TPO at the end of the project.

With regard to data management, the database was built in relational database, and the files were organized for easy transfer to any form of statistical program, for analysis purposes. AirSage, Inc. will provide external-to-external trip counts as follows:

- Count stations 800 to 837 per locations in the external station location map provided by CS.
- Counts will be reported for the 5-day period of December 14, 2010 through December 19, 2010.
- Counts will include AirSage data samples from mobile devices partner wireless networks.
- Output format will be in a .csv file, with count data aggregated by hour and direction of travel and should include entry and exit external station ids (where applicable) or only entry or exit external station id.