

TH 25 AREA STUDY

Coalition Update



August 31, 2017

Agenda

3

- Study Area
- Study Goals
- Key Tasks
 - Origin/Destination (OD) Study
 - Purpose and Need Statement
 - Concept Development and Analysis
 - Public Outreach
 - Implementation Plan
 - Coalition Work Plan
- Next Steps/Questions

Study Goals

5

- Identify existing and future transportation issues and needs of the TH 25 Study Area
- Develop near and long-term improvements that address transportation issues and facilitate future community growth
- Gain consensus on recommended improvements with Coalition members and the public
- Develop an implementation plan that prioritizes projects and identifies potential funding sources and avenues to secure these funds

OD Study

7

- Who's using the TH 25 river bridge
 - Regional vs local trips
 - Variation between commercial & personal
 - Variation by season
 - Variation by day of week
 - Variation by time of day
- Utilized 2016 OD Data from StreetLight
 - OD data collected from commercial vehicles and cellular devices

OD Key Findings

9

- Regional to Regional trips largest percentage
 - ~65% of commercial trips
 - ~50-55% of personal trips
- Local to Local trips smallest percentage
 - ~5-10% of commercial trips
 - ~15% of personal trips

Summer vs Non-Summer: Personal Trips

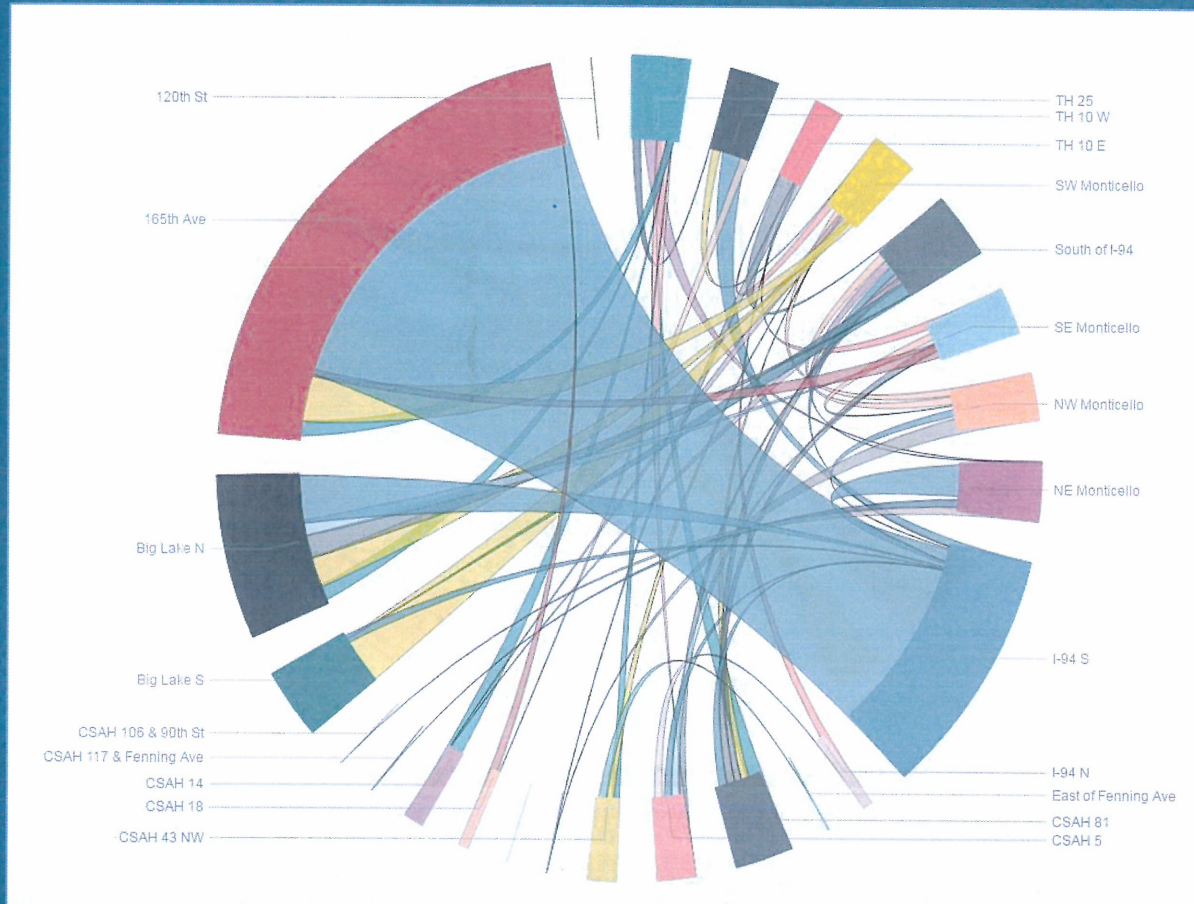
11

Time of Year	Time Period	Regional to Regional	Regional to Local	Local to Local	Local to Regional
Summer	Weekday (Monday to Thursday)	51%	16%	15%	18%
	Friday	56%	12%	15%	18%
	Sunday	60%	12%	13%	15%
Non-Summer	Weekday (Monday to Thursday)	47%	16%	16%	21%
	Friday	50%	16%	15%	19%
	Sunday	47%	18%	17%	19%

- Increased personal regional to regional trips in summer- especially Sunday
- ~40-50% of trips across the bridge start and/or end locally

Time of Day Change: Summer Sunday

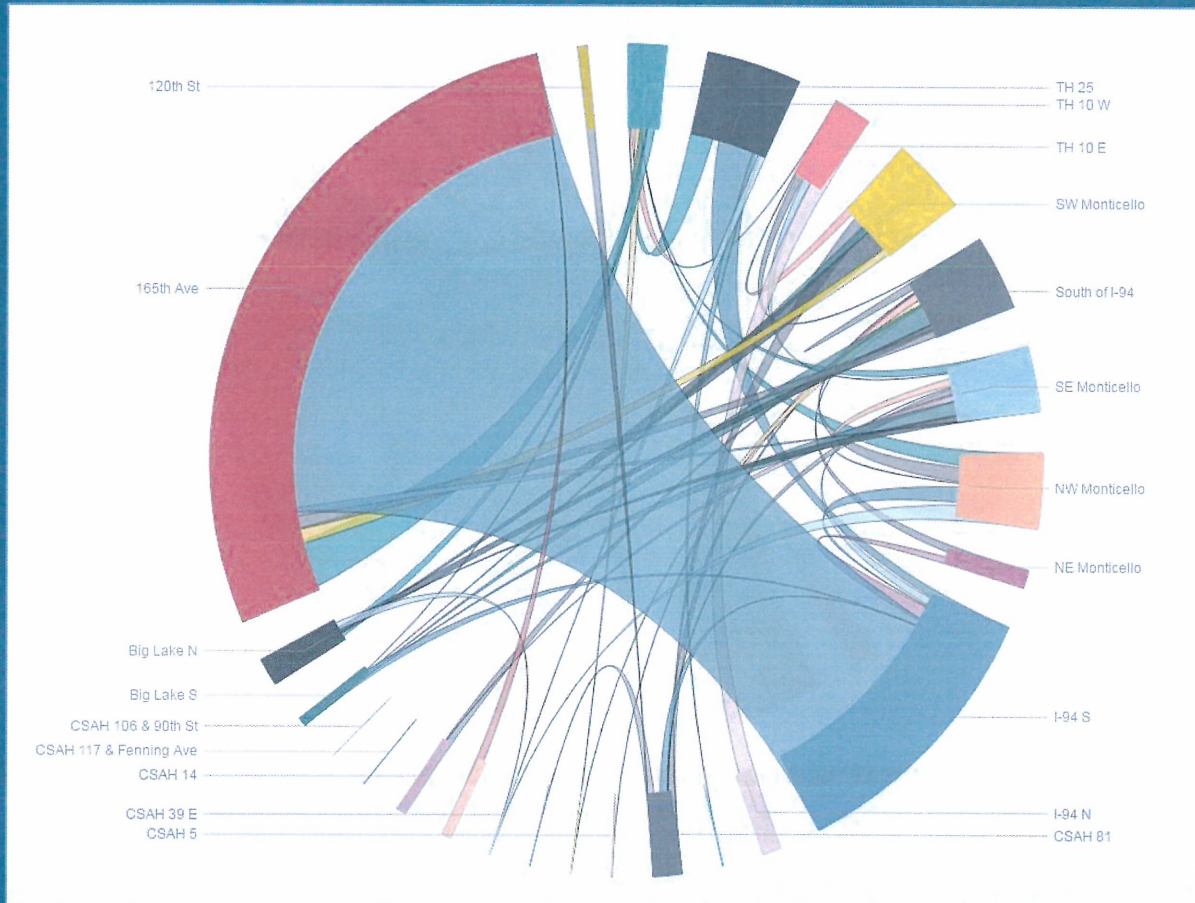
13



9am to 12pm

Time of Day Change: Summer Sunday

15



3pm to 6pm

What do we do with the OD information?

17

- This data will be used along with current and projected traffic volumes to help determine:
 - Purpose and Need Statement
 - Develop short and long-term improvements
 - Evaluate improvements

Concept Development and Analysis

19

- Develop up to six alternatives that address the purpose and need statement
- Evaluate these alternatives considering:
 - Traffic
 - Environmental
 - Construction Impacts
 - Costs
- Develop 3 Dimensional Designs (example video)
- Public Outreach

Coalition Work Plan

21

- Key elements include:
 - Marketing Materials
 - Funding Matrix
 - Aligns projects with potential funding sources
 - Communications Plan
 - Get the message out to a larger audience
 - Membership Database
 - Resolution and Letter Templates
 - Demonstrate support from agencies, business owners, etc.

Thank You! - Questions?

23

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