Origin and Destination Data Analysis

2022 Streetlight (Cell phone GPS) Analysis

CITY OF GLENWOOD SPRINGS COLORADO

Why is this data important?

RFTA currently serves these important purposes in the Roaring Fork Valley:

- Support and preserve community economies
- Preserve Valley character through reducing congestion and air pollution.

Increasing ridership by recognizing dominant travel patterns, improving schedules and first and last mile connections will be critical to the overall character of the Roaring Fork Valley in the future

How is the data acquired?

- Acquired from Global Positioning System (GPS) tracking technology in smartphones
- Does not represent trips made by bicycle or walking

Limits of the data

- Data is collected from approximately 110 million cell phones in the United States (about 33% of the total population)
- Trips are only collected when the cell phone has apps with the Location Based Services (LBS) turned on (Varies from 1%-35% of all trips)
- Data is compared to Census Data and permanent traffic counters to normalize the results
- Data accuracy is improved with large sample sizes and longer periods of collection.

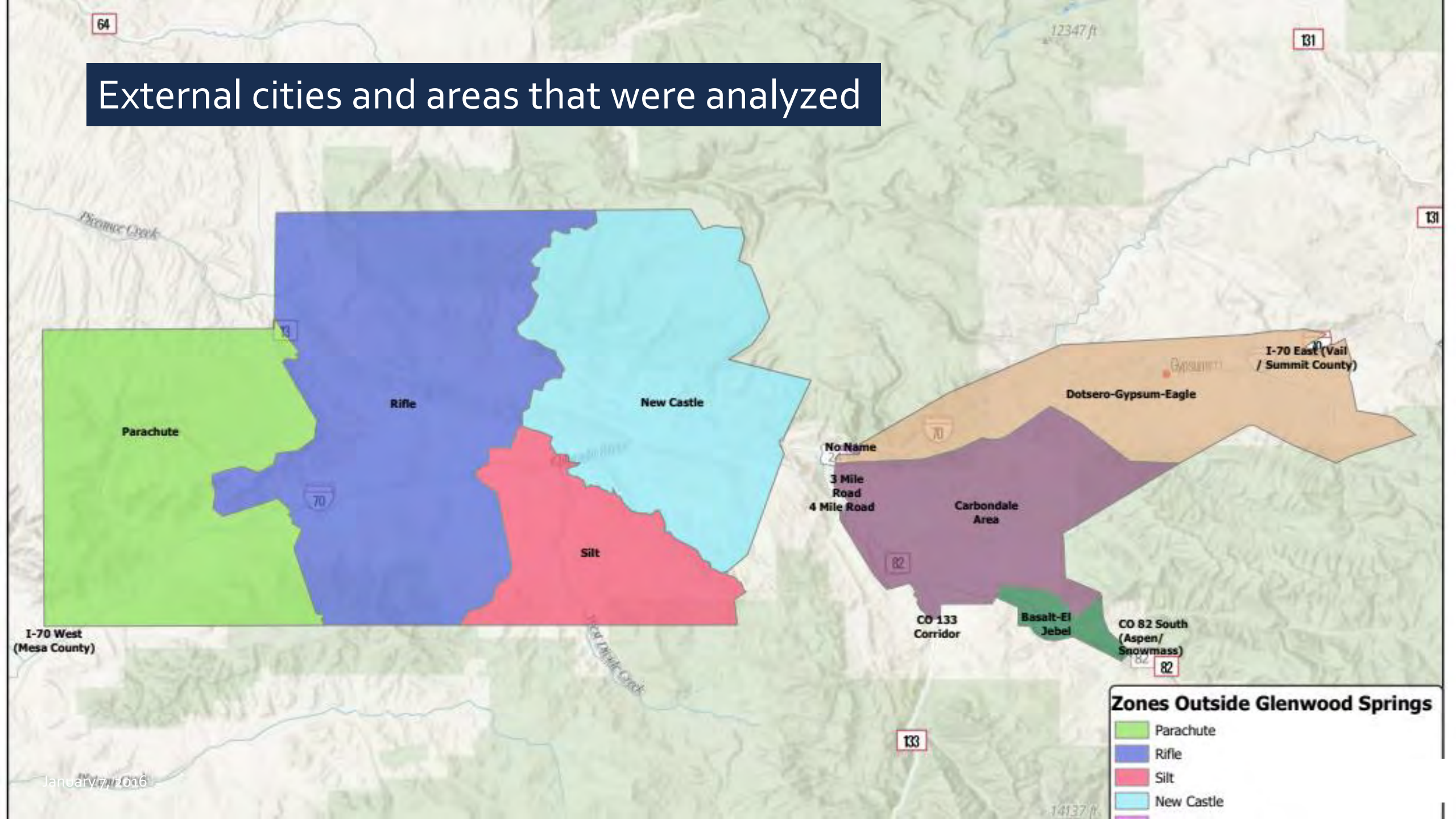
Where was the data collected?

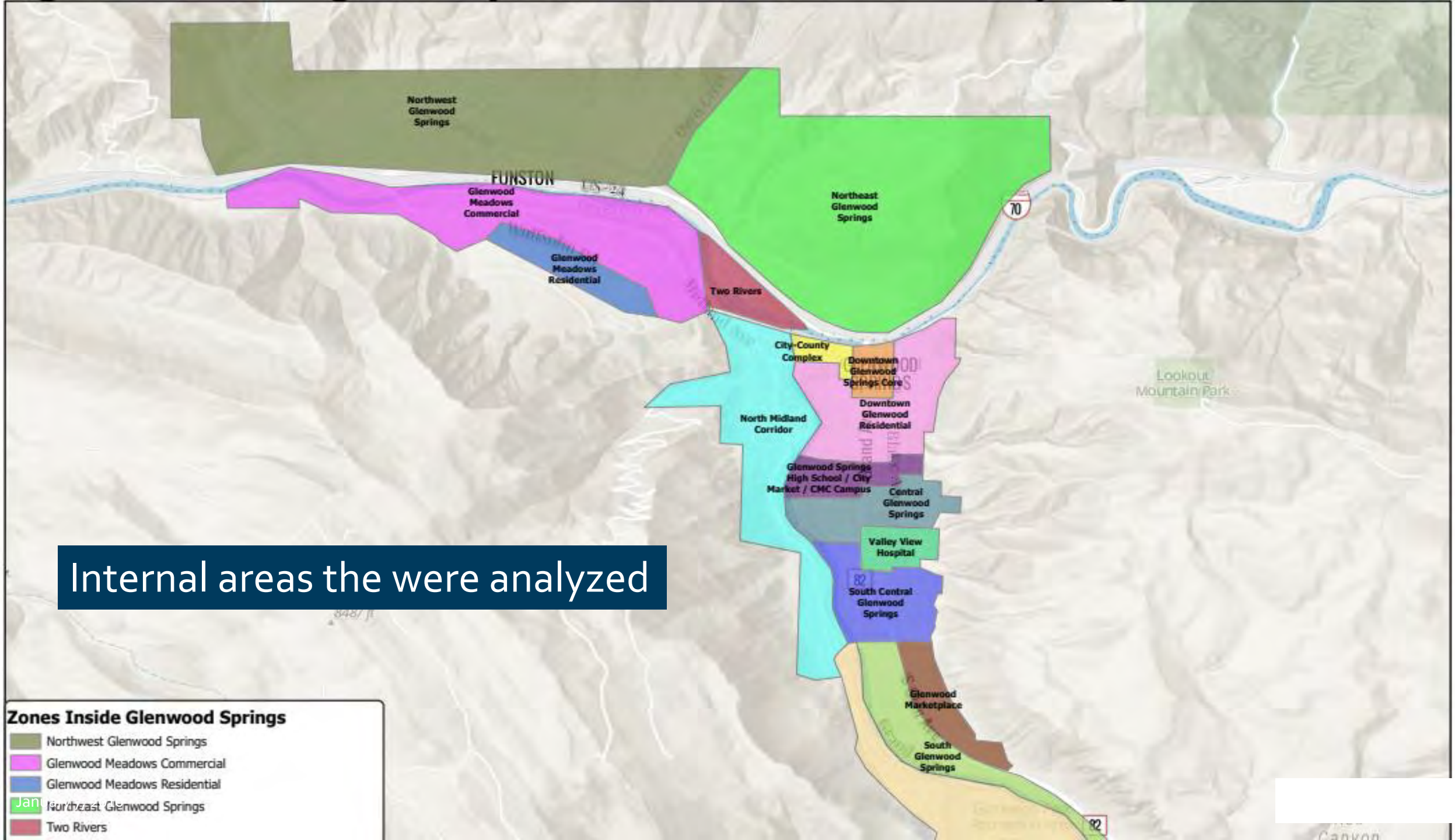
- 36 total analysis points
- **Pass through and Middle Filter (gateways)** set at locations (SH 82, Midland, Grand Avenue Bridge, external study boundaries) to look at trips through the gateway, regardless of where they come from or end up
- **Non pass through zones** (polygons set to determine trips in and out of an area) Cities, areas that are internal to Glenwood- 30 total areas analyzed

When was the data collected?

- 2019 and 2021 to see pre COVID and post COVID patterns
- Summer 2019 and 2021
- Winter 2019 and 2021
- Hourly and all day
- Commute trips and non –commute trips. A data algorithm is used to see where the cell phone "sleeps" at night and where it sits during the majority of the day.

External cities and areas that were analyzed





Internal areas the were analyzed

Summary of Study Results

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People Commuting Through

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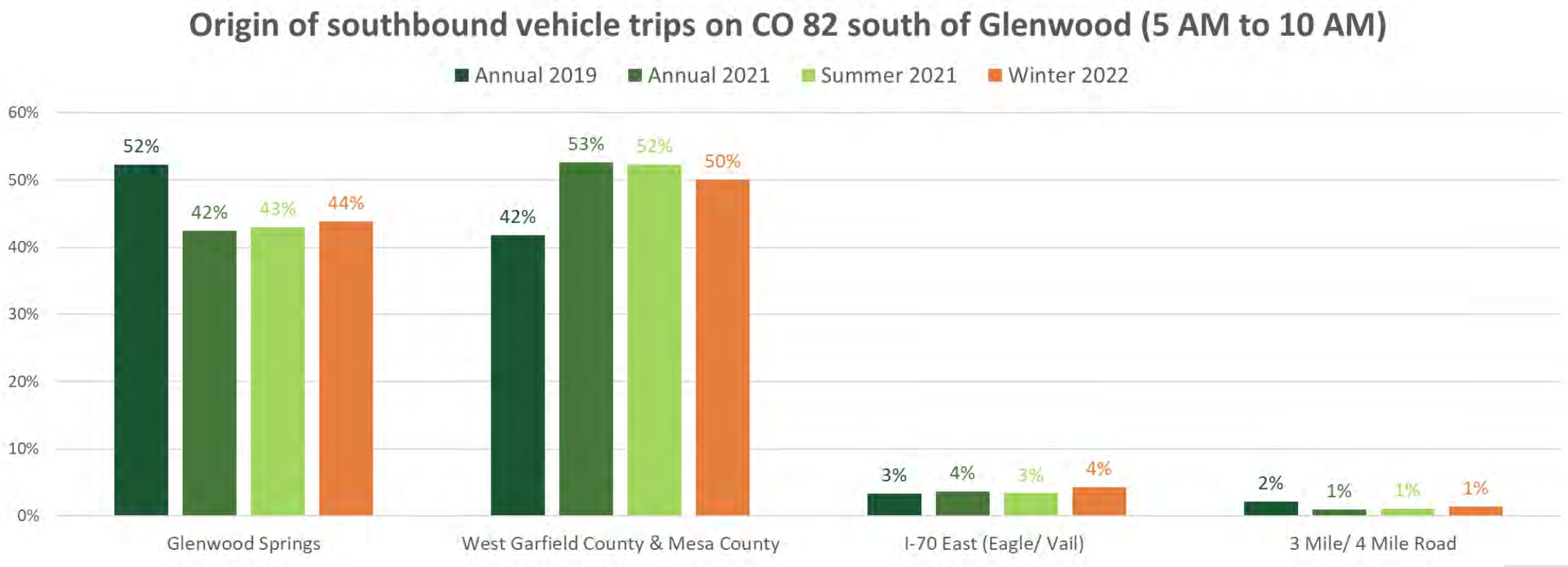
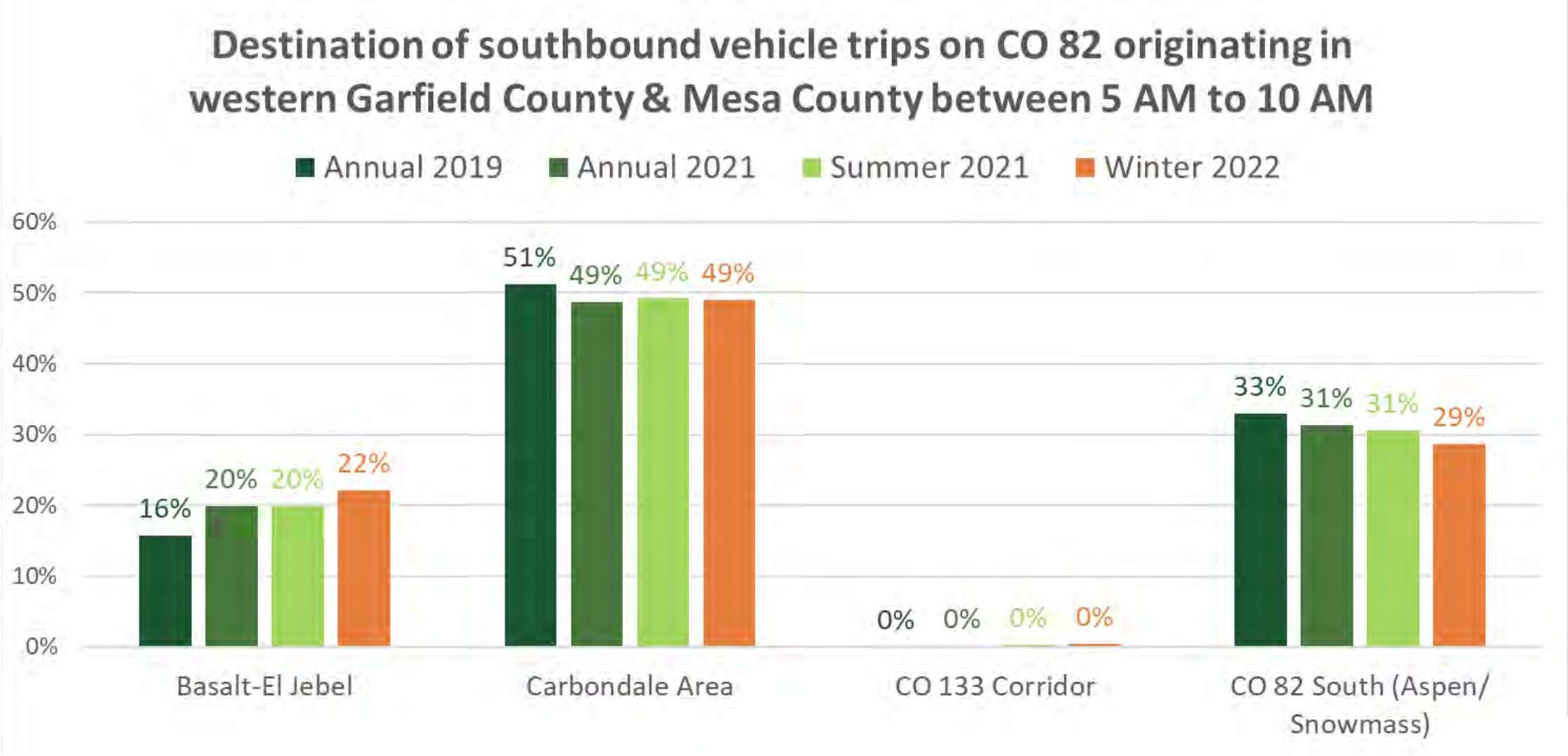
CO 82 Screen-lines

What percentage of people are commuting south from and through Glenwood Springs (Where did these commuters come from)?



Top western GarCo origin zones were: Rifle (40%), New Castle (23%), Silt (17%) and Parachute (8%)

Where are these morning commuters coming from western Garfield County going to?



Glenwood Residents Commuting to Someplace Else

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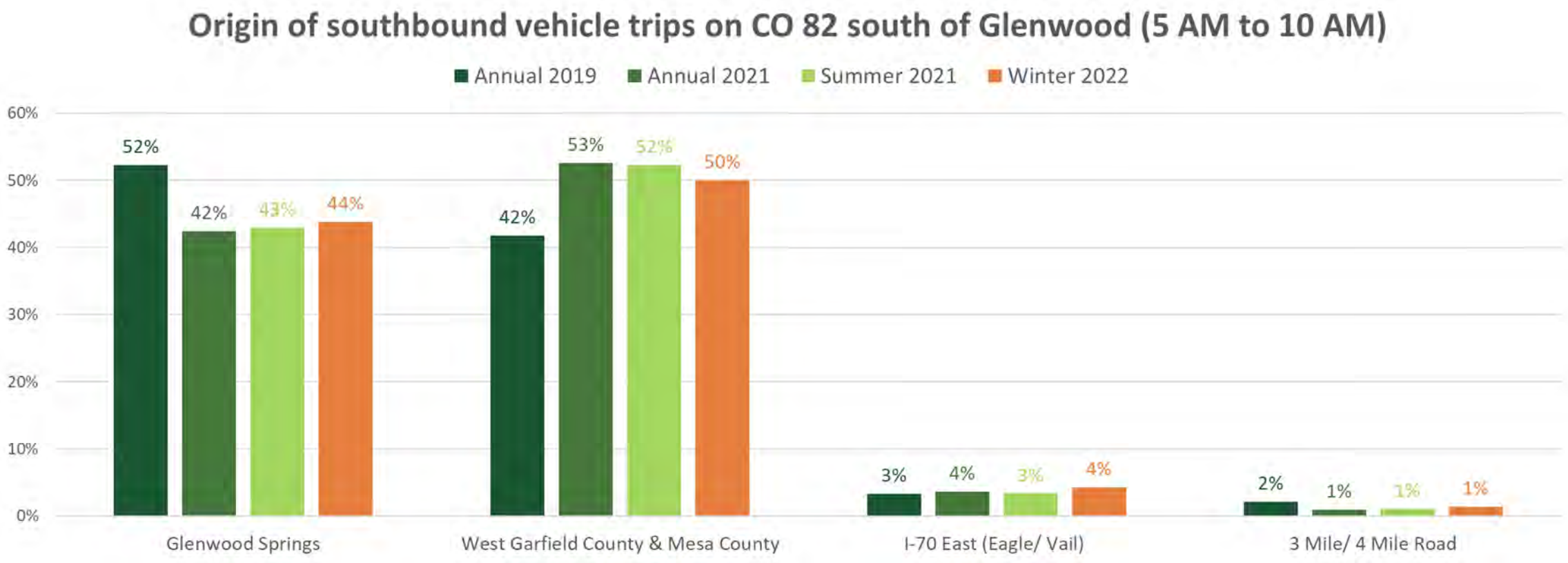
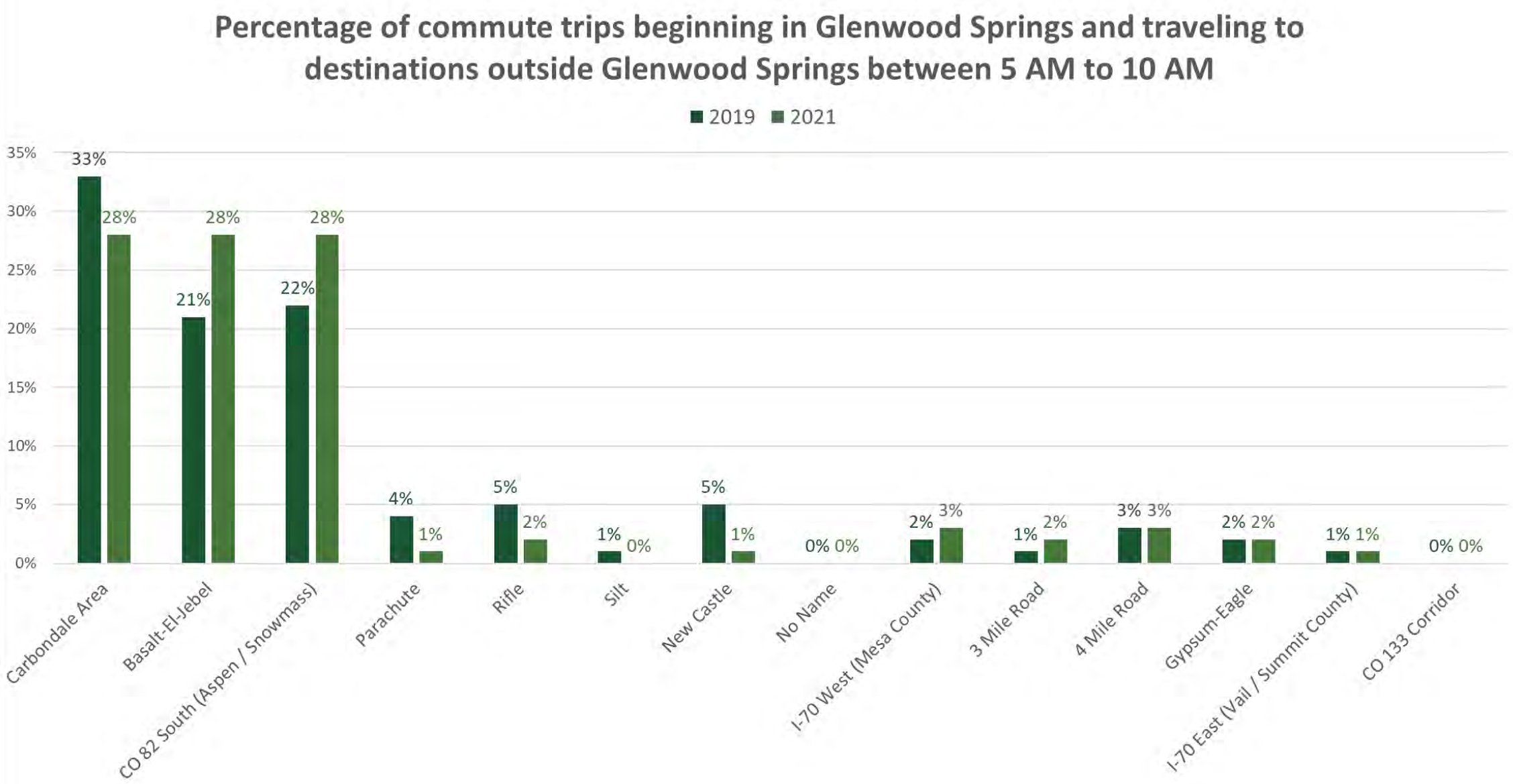
What percentage of people are commuting from Glenwood Springs?



Where are these morning commuters coming from Glenwood going to?



People Commuting into Glenwood

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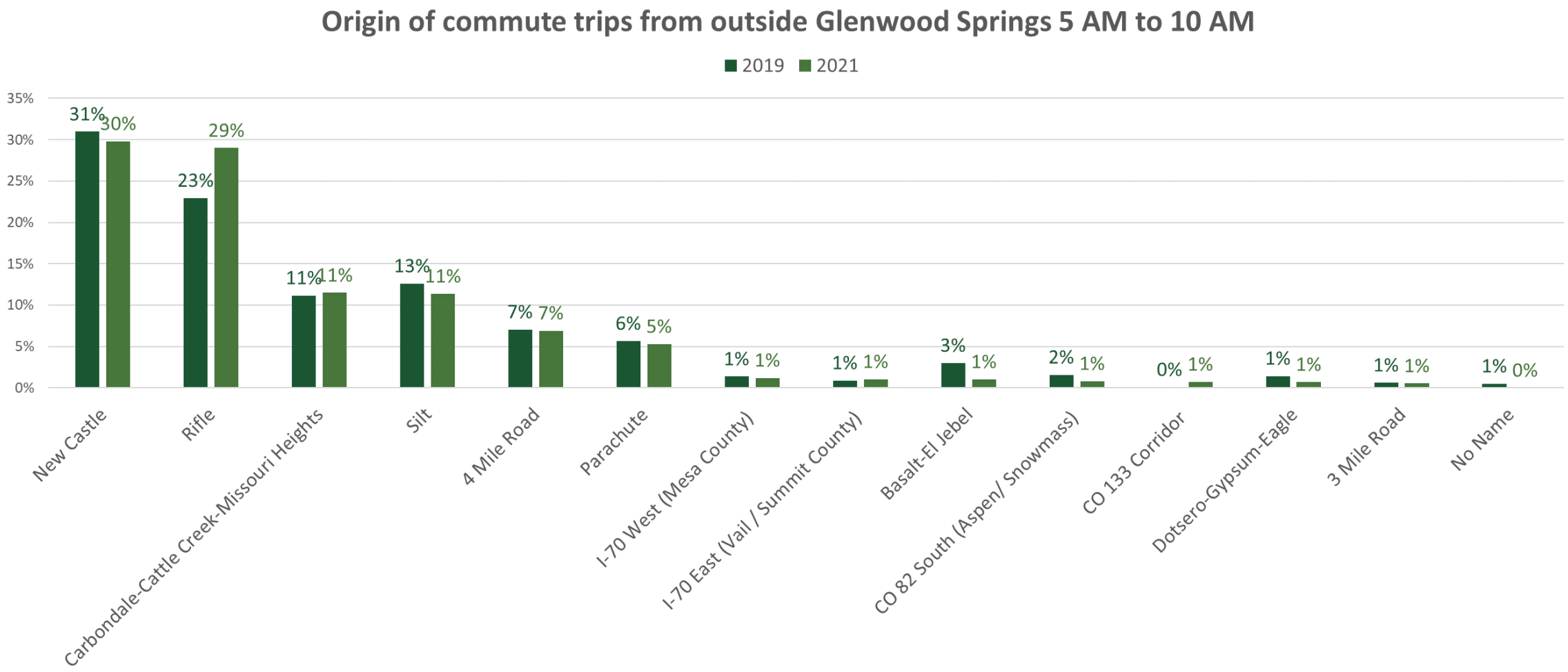
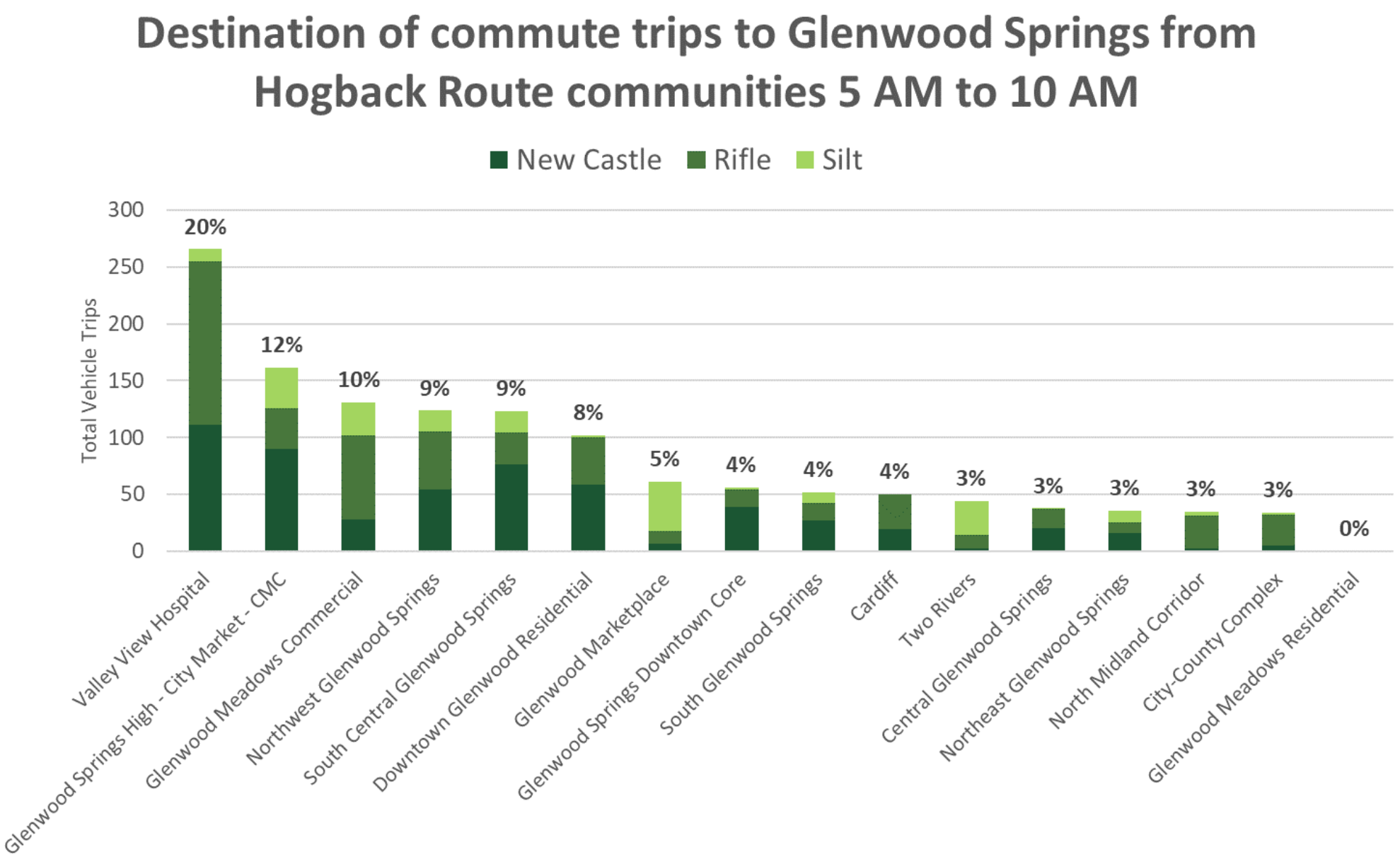
People commute into Glenwood Springs for jobs, school or shopping. Where do those people come from?



Where are the people from western Garfield County that commute into Glenwood going to?



Glenwood Internal Movements –Highest Internal Trip Pairs

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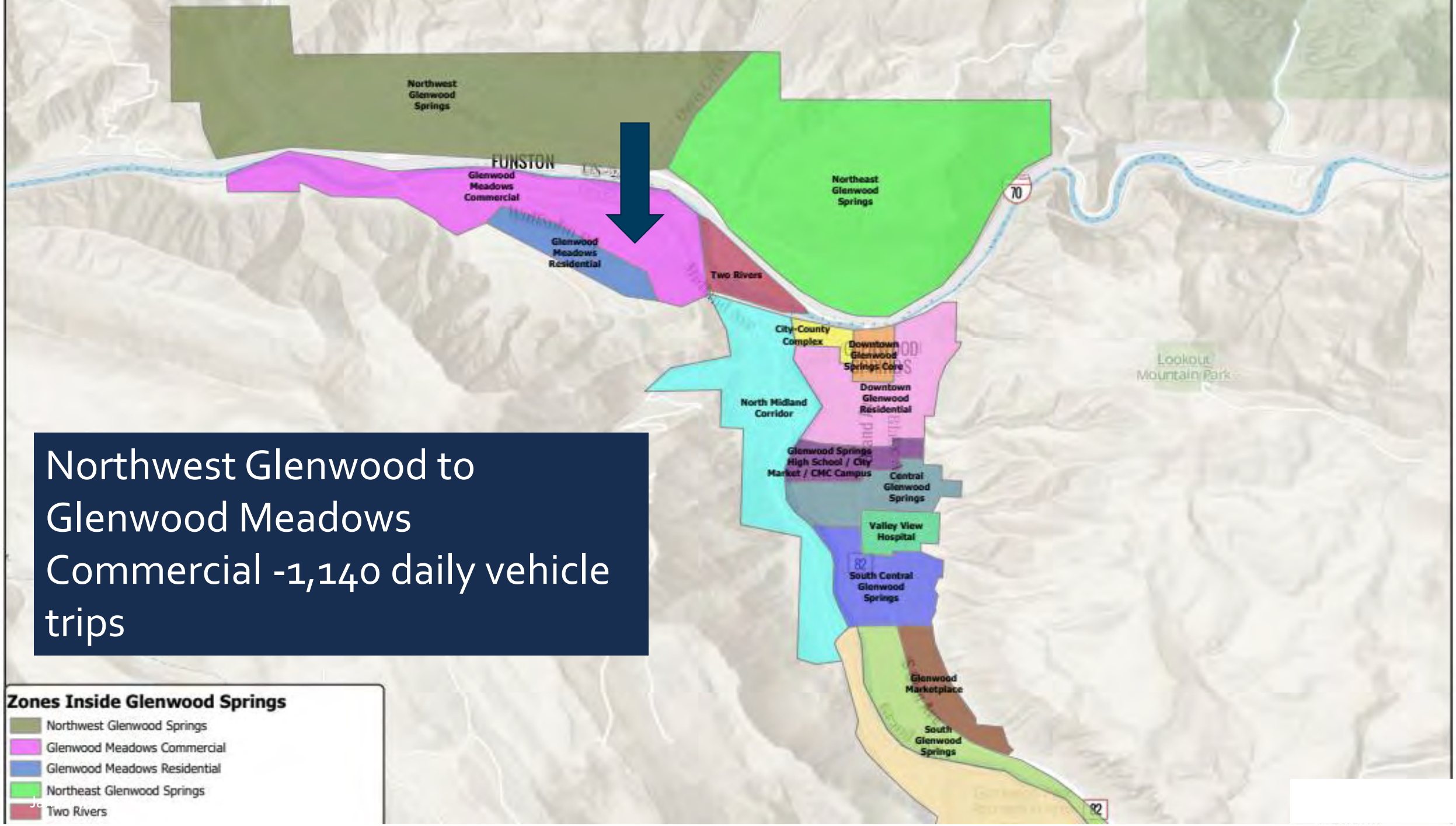
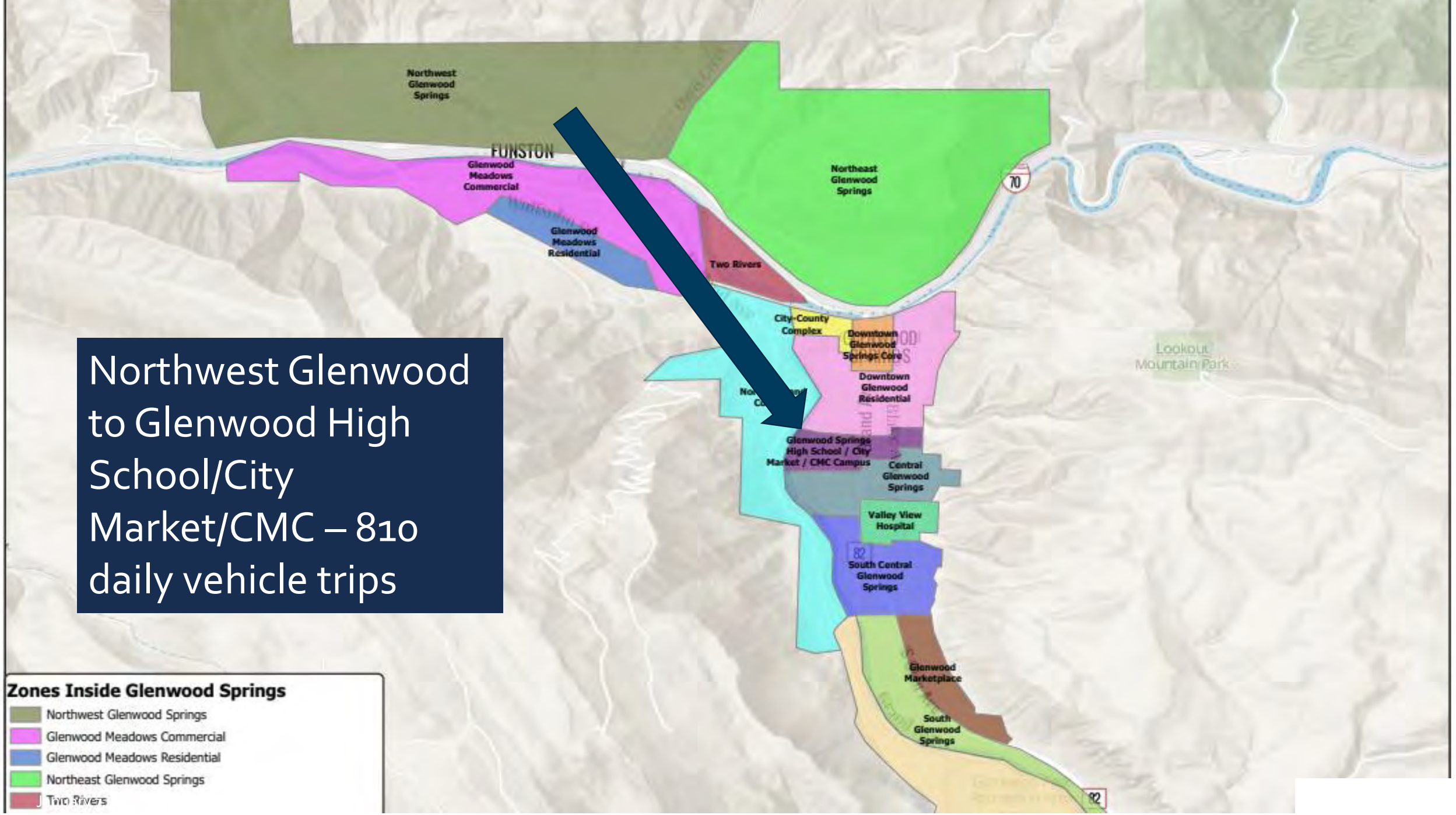
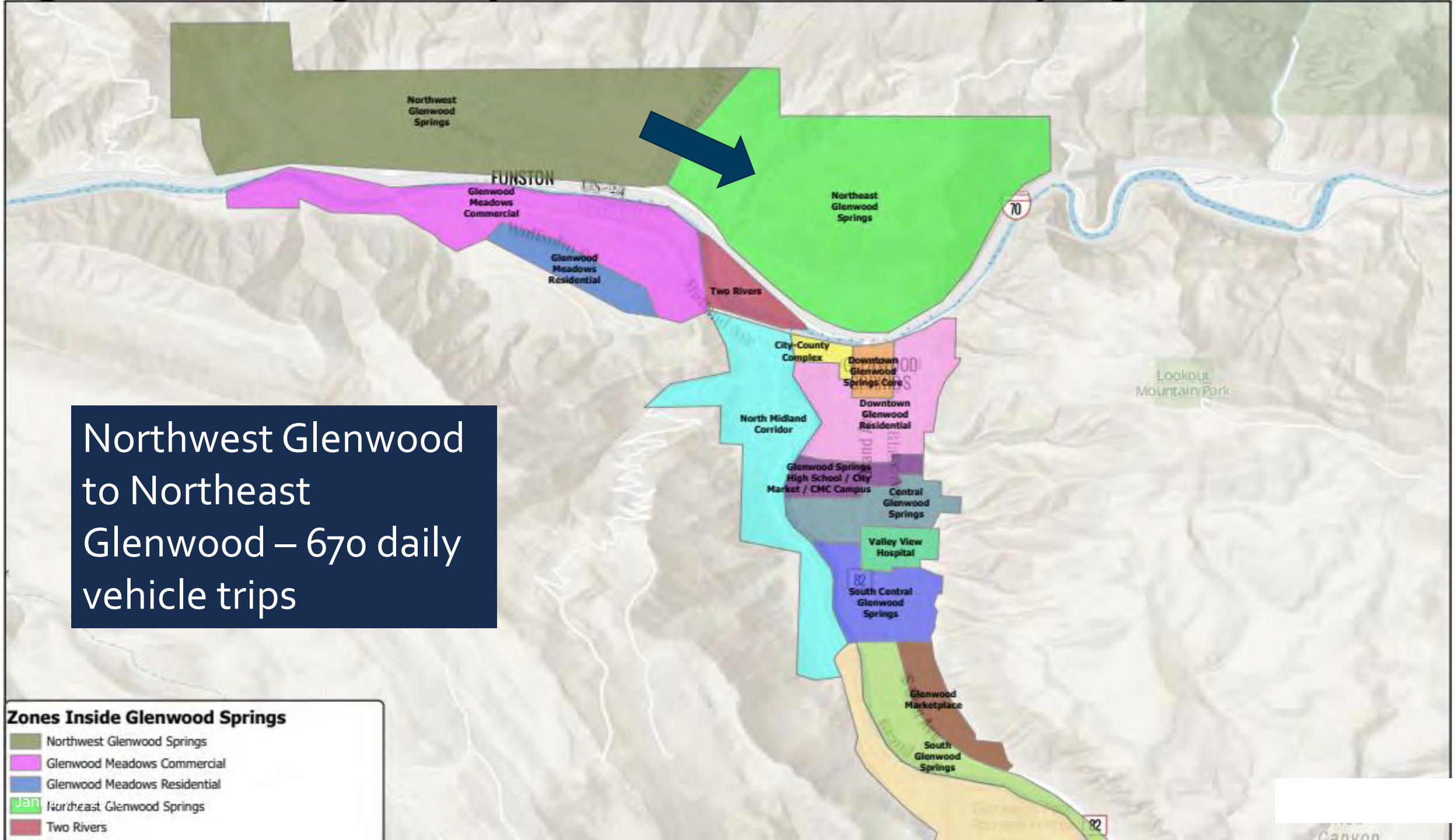


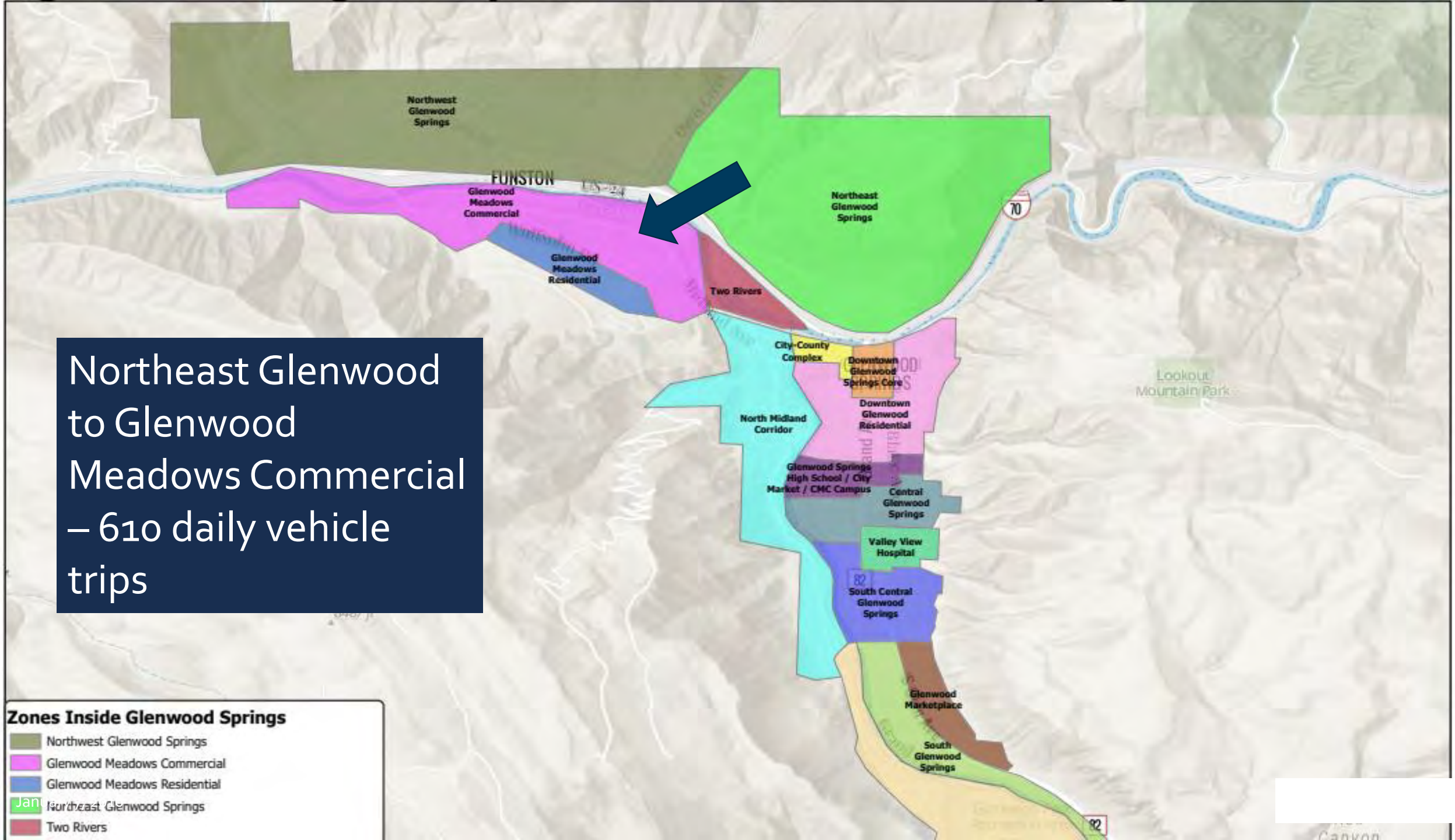
Northwest Glenwood to Glenwood Meadows Commercial -1,140 daily vehicle trips



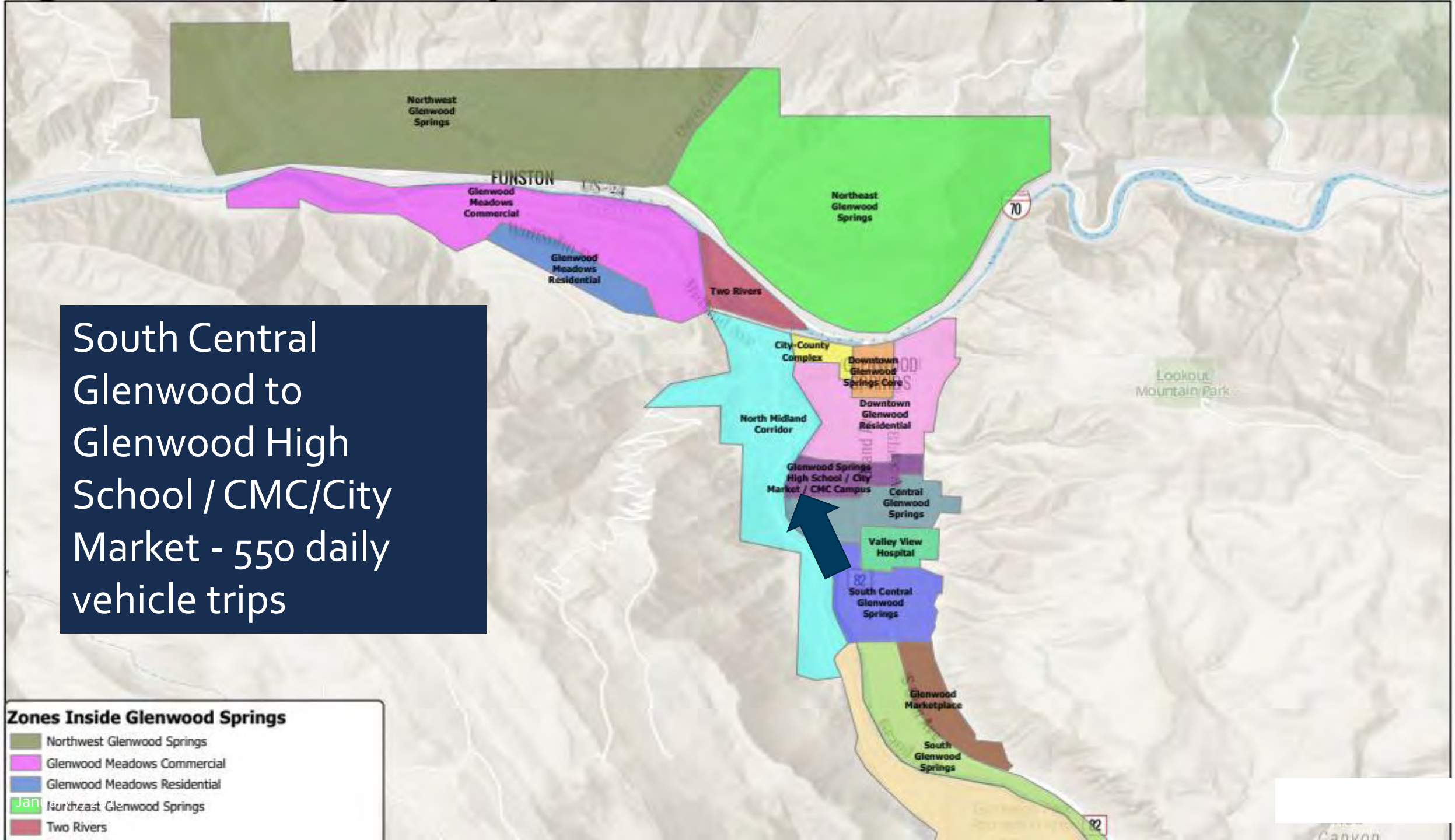
Northwest Glenwood to Glenwood High School/City Market/CMC – 810 daily vehicle trips



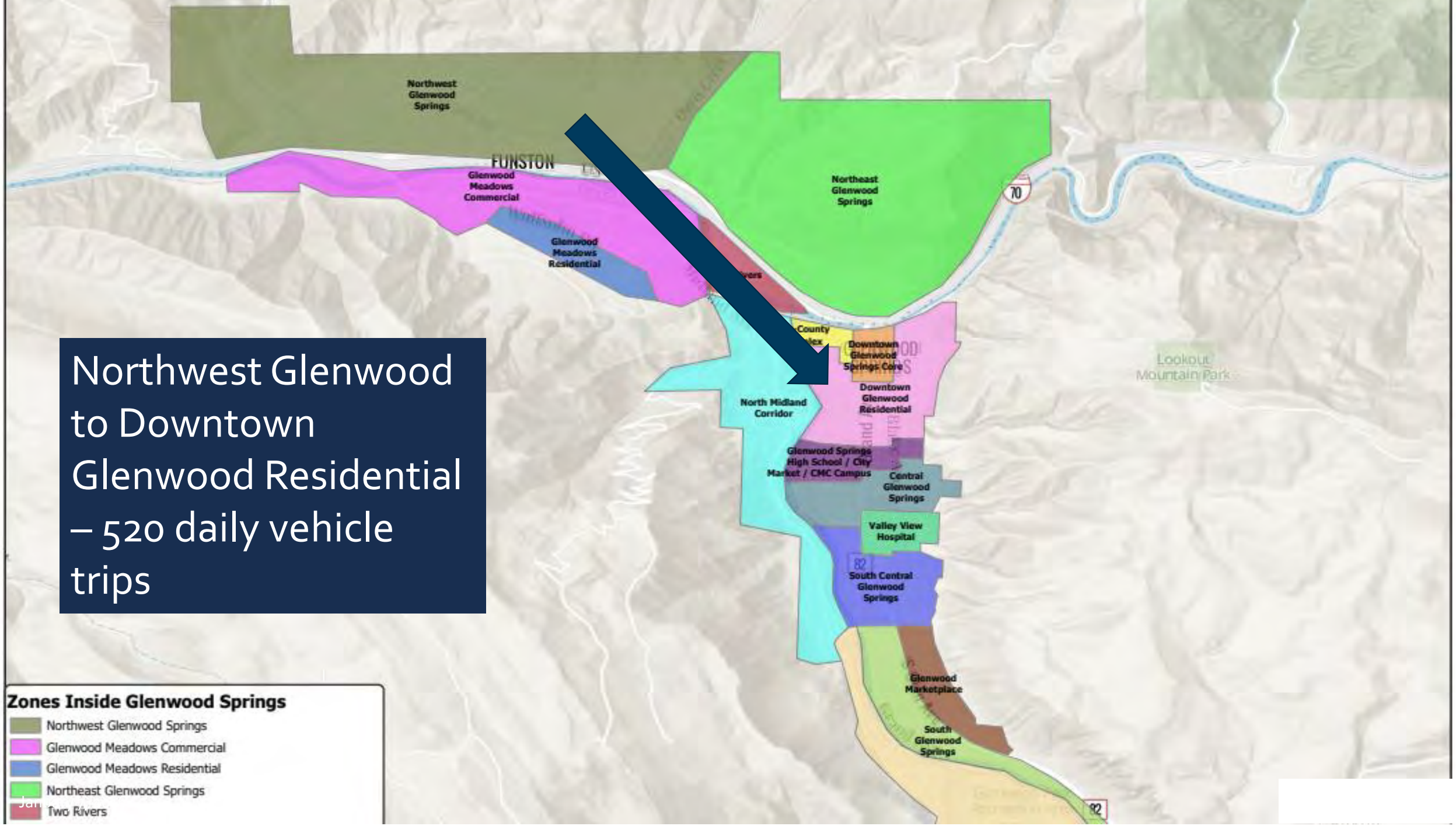
Northwest Glenwood to Northeast Glenwood – 670 daily vehicle trips



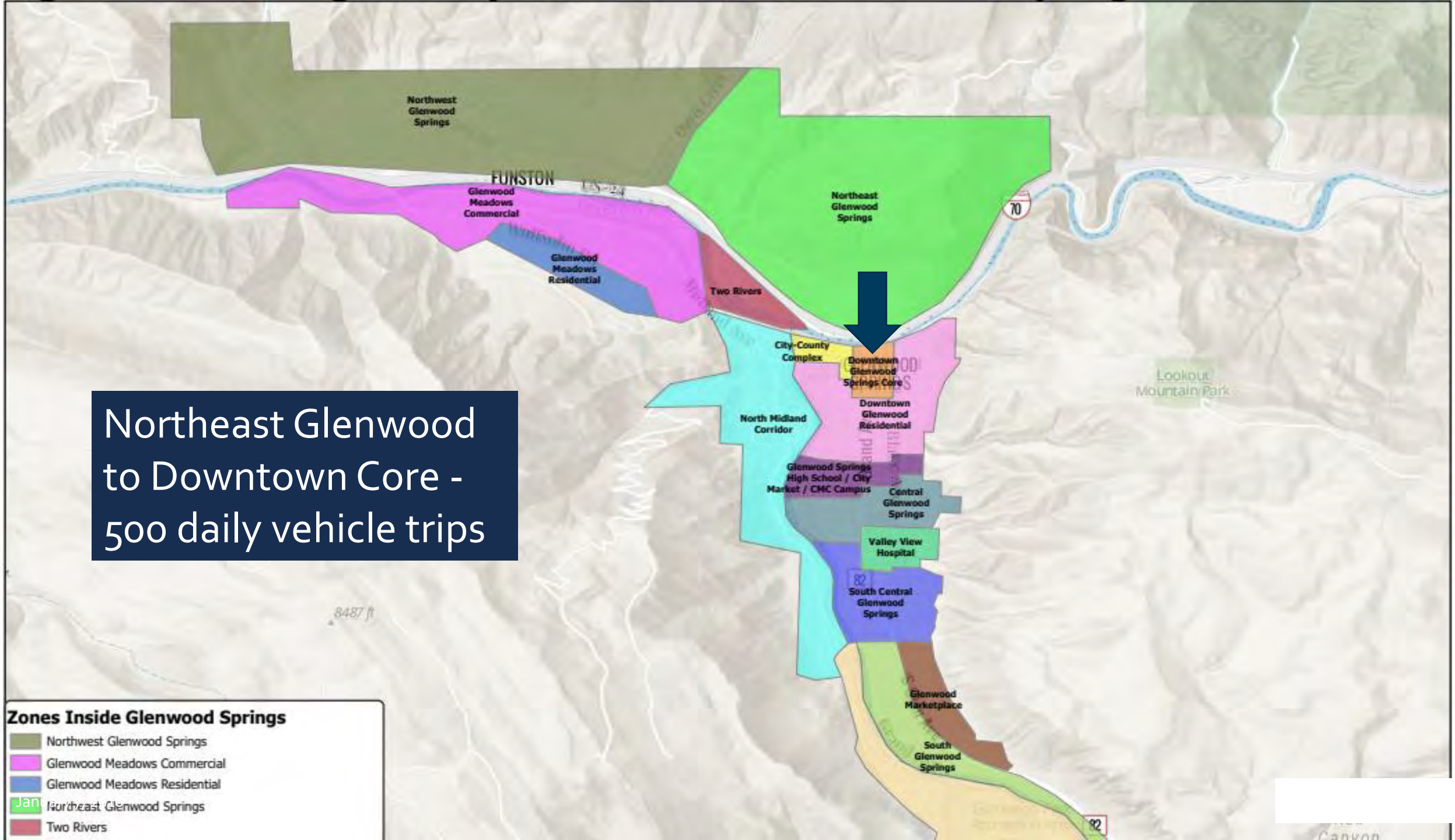
Northeast Glenwood to Glenwood Meadows Commercial – 610 daily vehicle trips



South Central Glenwood to Glenwood High School / CMC/City Market - 550 daily vehicle trips



Northwest Glenwood to Downtown Glenwood Residential – 520 daily vehicle trips



Northeast Glenwood to Downtown Core - 500 daily vehicle trips

Implications of the study

The city would like to work with RFTA to increase ridership on the Hogback route

The city would also like to work on ways to increase ridership from Glenwood Springs on the BRT route to the upper valley

Update on the City Transportation Demand Management Project and Transit Expansion Analysis

Discussion and Questions

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