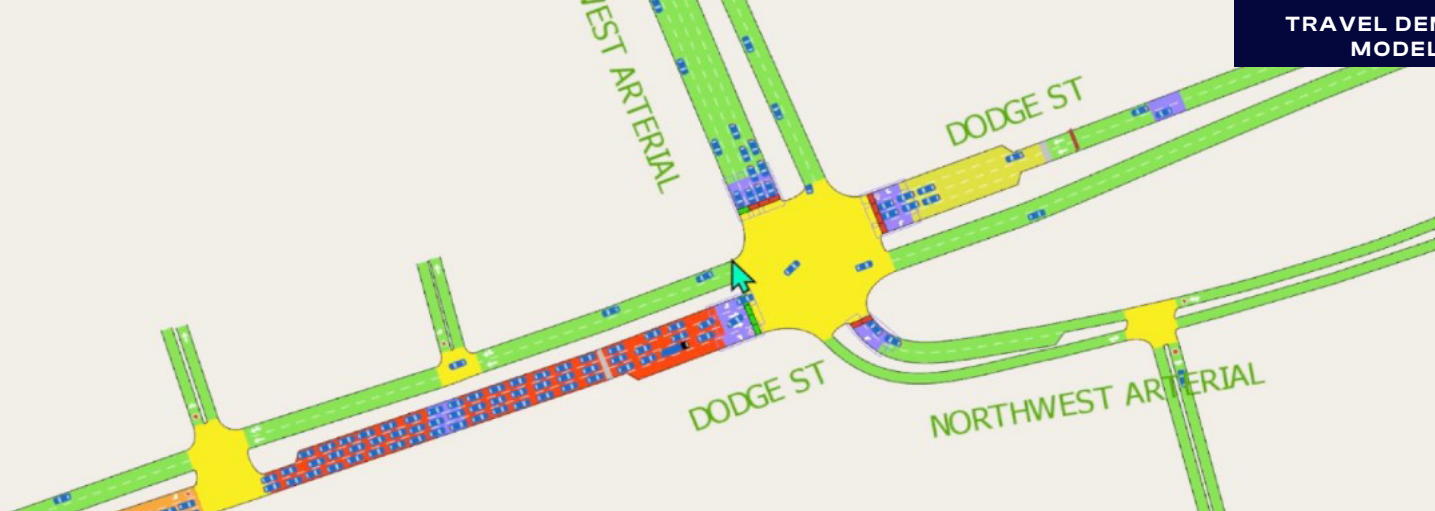




Travel Demand Model

CHAPTER 8



Travel Demand Model

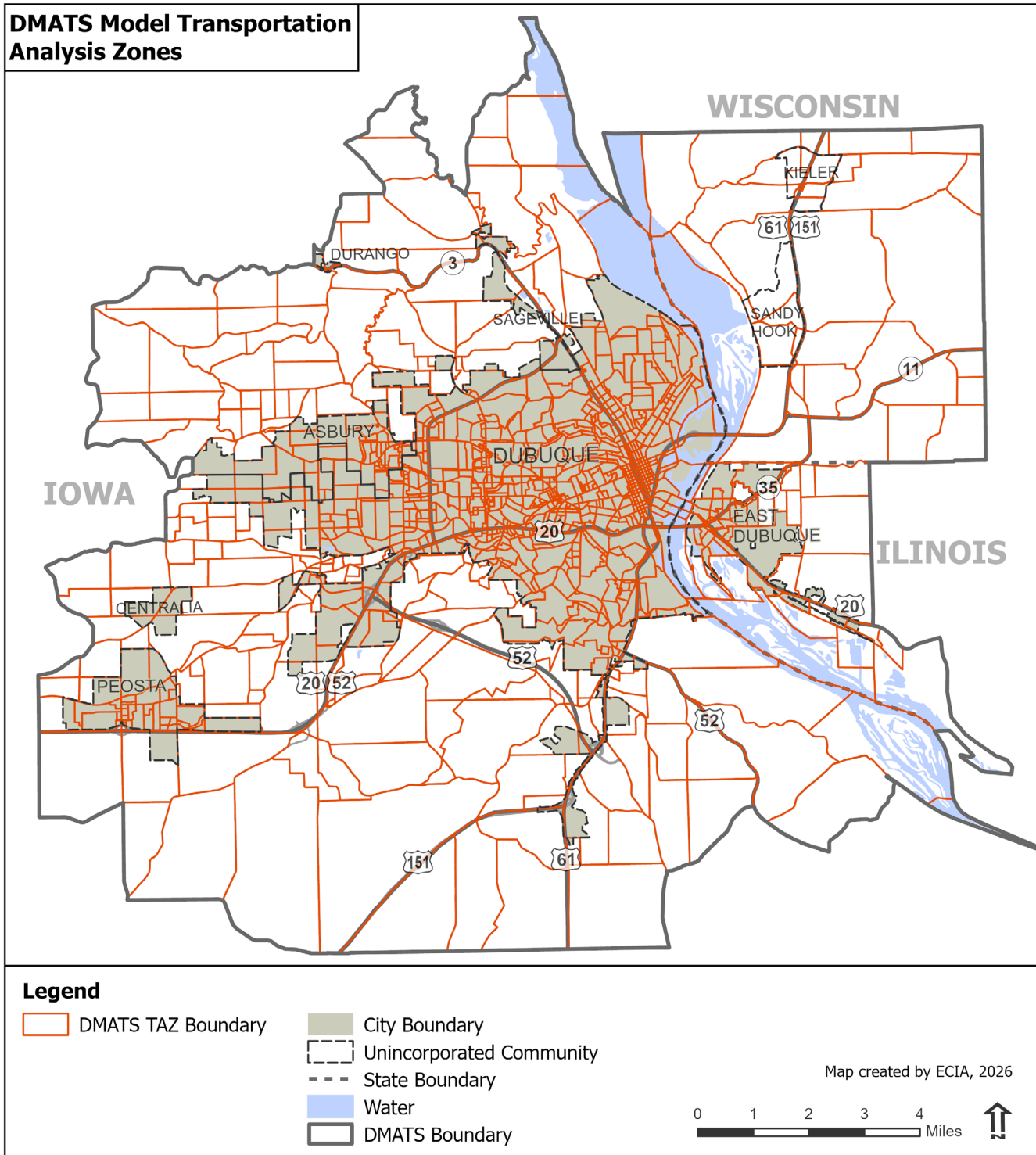
DMATS forecasts future transportation needs using its Travel Demand Model (TDM). The model is used to evaluate roadway projects based on anticipated changes in land use, households, and employment. Information from the model supports the development of the Long-Range Transportation Plan (LRTP) as well as other regional planning efforts. The model forecasts conditions from the base year of 2021 to 2055 and was updated in 2026 using TransCAD software. It was developed in consultation with the Iowa Department of Transportation (Iowa DOT) and has been reviewed by the Iowa, Illinois, and Wisconsin DOTs and the Federal Highway Administration (FHWA).

This chapter describes the development of the TDM and the datasets used to forecast future transportation needs. It also evaluates projected system performance, including future levels of service. The chapter concludes with a list of major corridors where capacity issues are projected to arise, which informs project identification and investment priorities in the Projects and Project Prioritization chapter.

DMATS Travel Demand Model (TDM)

A travel demand model (TDM) is a series of mathematical equations that represent how people make travel decisions. Thousands of travel decisions made by individuals add up to create regional travel demand. Many factors including auto ownership rate, income, household size, land use, development density, public transportation availability, and the condition of the transportation system affect individual travel decisions. The model is based on several assumptions, and its accuracy is limited by the data available.

The level of analysis for the model is the transportation analysis zone (TAZ). TAZs are a series of small areas delineated for the purpose of traffic analysis. For the 2055 model update, DMATS increased the number of TAZs from 1,147 to 1,159. The smaller TAZs allow DMATS to conduct a more detailed analysis of transportation activities in the area. Figure 8.1 maps the DMATS TAZs.

**DMATS Model Transportation
Analysis Zones****FIGURE 8.1**

DMATS Transportation Analysis Zones

Source: DMATS

Travel Demand Modeling Process

Travel demand forecasting involves four steps: trip generation, trip distribution, mode choice, and trip assignment. Trip generation estimates the number of trip productions (starting points) and trip attractions (ending points) for each traffic analysis zone. The result is the total number of vehicle trips to and from activities in the study area. Information from land use, population, and employment forecasts is used to estimate how many trips will be made to and from the 1,159 TAZs. Methods for producing these forecasts are documented in Chapter 2.

Trip Distribution links trip productions to trip attractions for each pair of TAZs. The most commonly used method for trip distribution is the gravity model. The gravity model distributes trips produced by one zone to other zones based on trip attractions and the size of the zone. In Mode Choice, the model splits the number of

trips among all TAZ pairs between all possible modes of transportation. The DMATS model omits this step because personal vehicle trips make up more than 95% of trips in the area.

In Trip Assignment, the model assigns trips to specific travel paths on a digital model of the area's roadway network. The network model categorizes all primary roads in the region based on capacity, speed of travel, number of lanes, presence of turn lanes, and surrounding land uses. The model then uses the road network to simulate trips between the production and attraction pairs of traffic analysis zones. The model chooses routes based on the shortest total travel time. Figure 8.2 illustrates the DMATS modeling process.

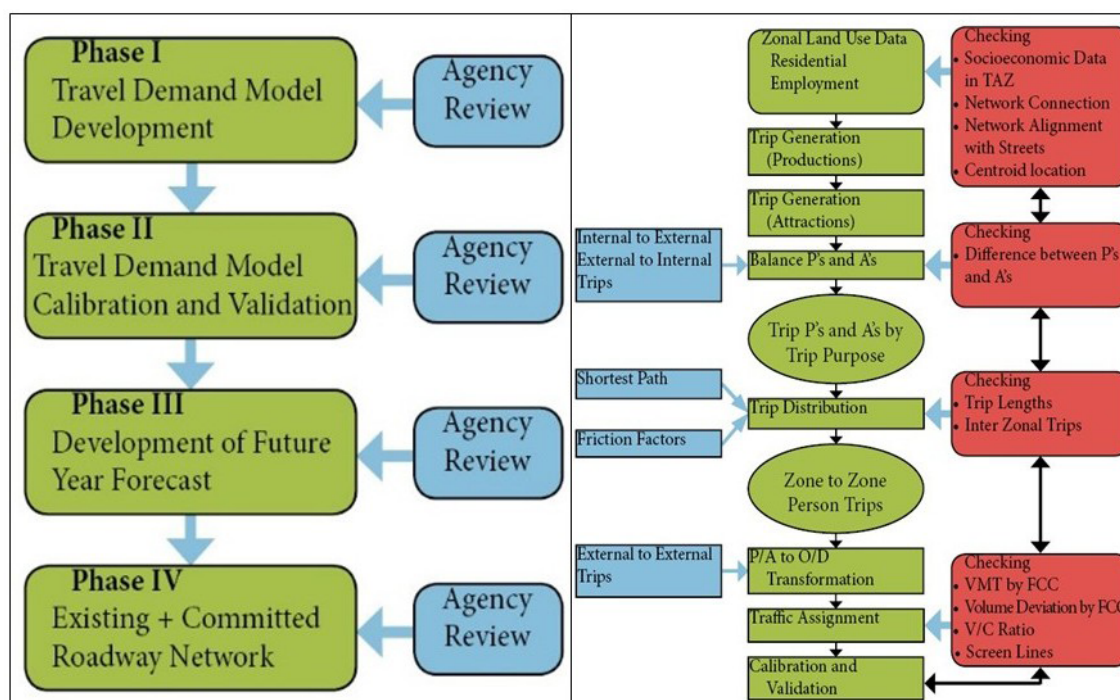


FIGURE 8.2

DMATS Modeling Process

Source: DMATS



ISMS

For the 2055 model update, DMATS developed its travel demand model to meet the standards of the Iowa Standardized Model Structure (ISMS). The 2050 model was the first to incorporate ISMS standards, making the current model the second cycle to use ISMS. ISMS provides standardized travel demand modeling architecture for all MPOs across Iowa. ISMS was the result of a multi-year effort led by the Iowa DOT in coordination with the Midwest Travel Model Users Group (MTMUG), a group that provides a forum where transportation professionals meet to discuss travel demand modeling forecasting issues. Iowa DOT and MTMUG continue to maintain ISMS and make updates as needed.

While the overall four-step modeling process remains the same, implementation of the ISMS architecture requires a number of changes within the basic model development structure depicted in Figure 8.2. The most significant ISMS-related difference is the shift away from traditional sources of input data to a parcel-based concept. Travel demand models rely on data about economic activity and housing units to predict transportation decisions and trip generations. Prior to the adoption of ISMS, most travel demand models, including the DMATS model, relied on national datasets such as the U.S. Census Bureau and the Bureau of Labor Statistics for input data. ISMS introduced a new parcel-based approach to modeling that relies on the parcel data that is produced and maintained by local tax assessors. After evaluating the options for input data, the ISMS model development team chose to recommend parcel data because of its accuracy and availability.

For the 2055 model, DMATS developed a new area-wide parcel file based on GIS parcel data provided by the Dubuque City Assessor, the Dubuque County Assessor, the Grant County Assessor, and the Jo Daviess County Assessor. The parcel file serves as the source of basic input data like land use, number of housing units, acres of agricultural and park space, and square feet of commercial and industrial buildings for the model's base year and future forecast years.

Land Use

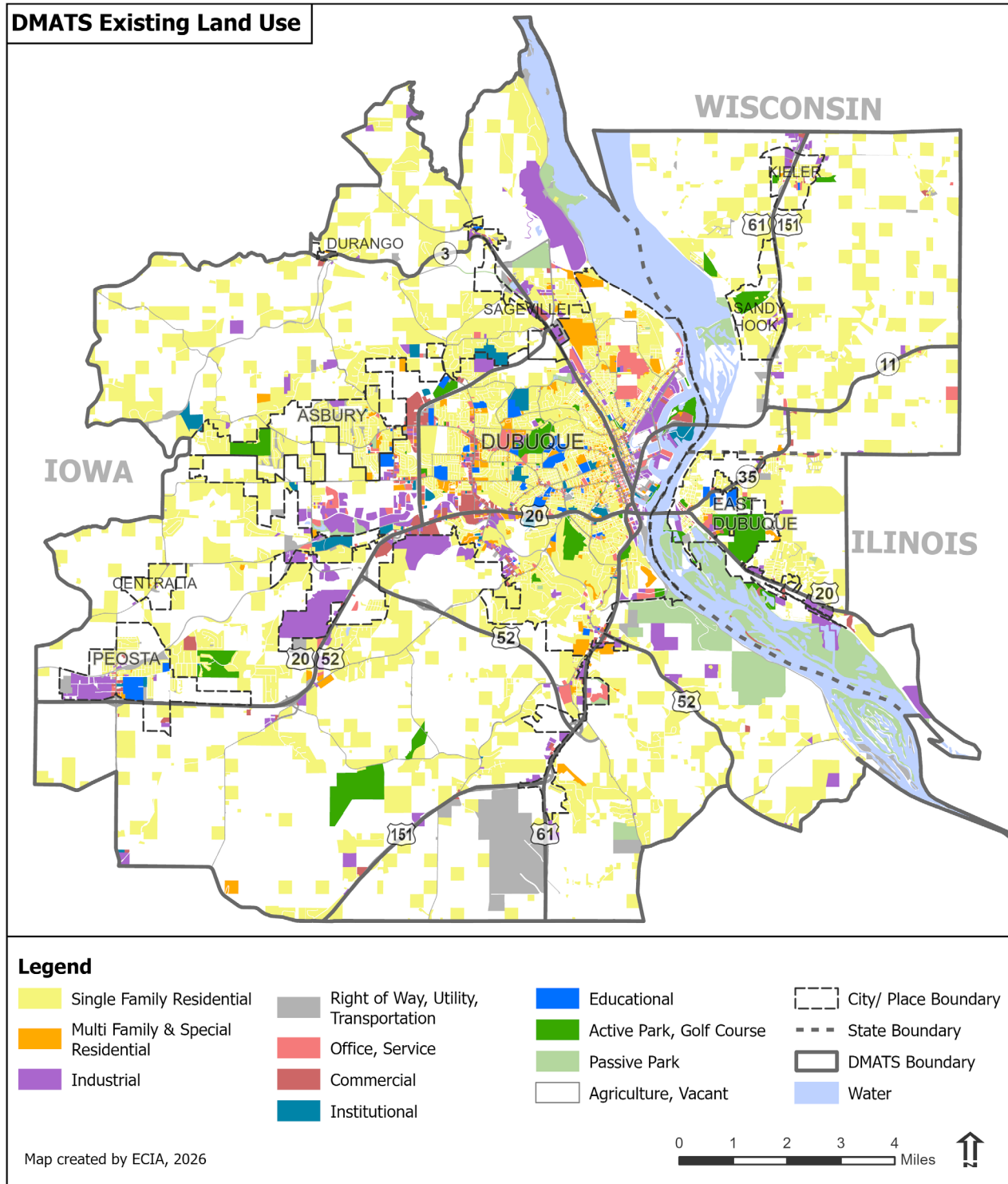
Land use is a critical component of the DMATS travel demand model. Over time, new development and changes in land use will result in changes in travel patterns. The model uses land use data to determine where future population and employment activity will occur. Figure 8.3 provides redevelopment of the Millwork District in the City of Dubuque. Figure 8.4 displays the DMATS existing land use map. DMATS created a standardized land use map for the region by combining tax assessor's land use classifications into the DMATS parcel file.

DMATS Future Land Use Forecasts

After mapping the region's existing land use, the next step in the modeling process is creating a forecast of the area's future land use. DMATS created its future land use forecasts based on (1) the future population and employment projections described in Chapter 2 and (2) on input from local officials and local planning documents including city and county comprehensive plans. The population and employment forecasts provide an estimate of region-wide growth, while the input from local officials and plans provides an estimate of the locations within the area where growth is expected to occur.

To align with model inputs, DMATS converted its population and employment forecasts into estimates of housing units and commercial and industrial square footage. The forecast population growth of approximately 22,000 equates to about 9,600 additional housing units and the estimated 11,500 additional employees will require an additional 7.75 million square feet of commercial and industrial space.



**FIGURE 8.4**

DMATS Existing Land Use

Source: DMATS

2055 Housing Projection Methodology

The projected housing numbers were determined using DMATS 2055 Population Projection, dividing by average household size in Dubuque County from the 2020 Decennial Census. The future housing units were then distributed to parcels in the 2055 parcel file using locations determined from a combination of meetings with member agencies, locations of approved future housing development, as well as future land use maps. Figure 8.5 displays the DMATS Housing Unit Forecast map.

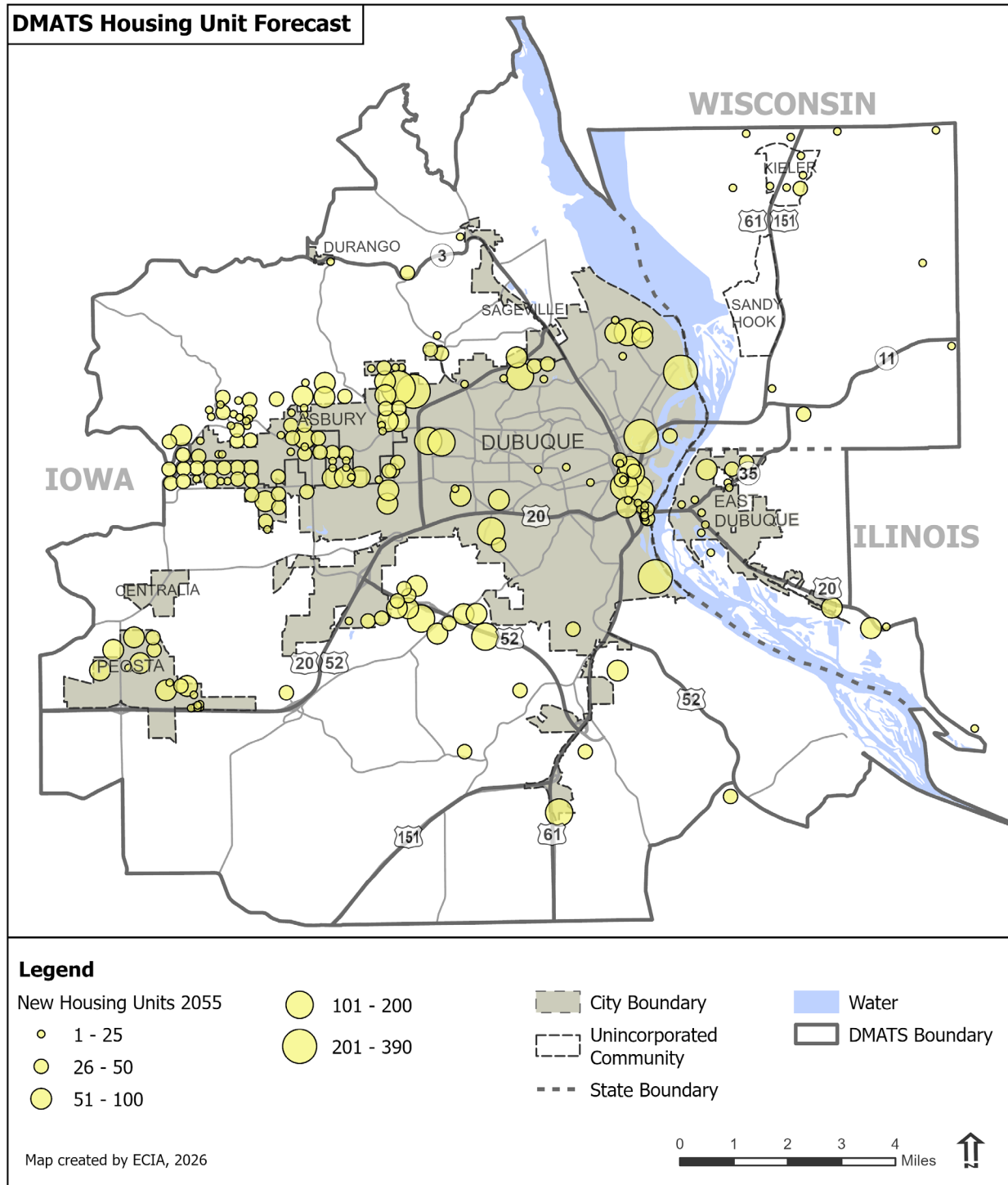


FIGURE 8.5

DMATS Housing Unit Forecast

Source: DMATS

Real developments, either built or approved to be built in the future were assigned unit counts based on the real number of units. Speculated units were determined through size of the parcel as well as the type of housing projected in the location. Single-family parcels were assigned one (1) housing unit per acre, two-family parcels were assigned two (2) units per acre, and multi-family parcels were assigned 10 units per acre. Figure 8.5 maps the forecasted increase in housing units between 2021 and 2055. The size of the circle represents the number of new housing units.

2055 Employment Projection Methodology

Commercial and industrial square footage inputs for the DMATS Travel Demand Forecast Model are developed using a combination of parcel data and employment data, while future-year square footage is forecast based on adopted regional employment control totals. Employment projections are developed by DMATS staff using historical trends and multiple data sources, including Iowa Workforce Development, U.S. Census Bureau OnTheMap, and ESRI Business Analyst. Once reviewed and adopted by the DMATS Technical and Policy Committees, these employment control totals are converted to thousands of square feet (KSF) using observed base-year employment density rates (jobs per KSF) calculated from parcel-level employment and building area relationships. Employment data are spatially joined to parcels, cleaned for location accuracy and employee count consistency, and analyzed by land use type to determine commercial and industrial employment shares, employment densities, and floor area ratios (FAR).

Future employment growth is allocated spatially using two growth concepts: intensification areas and new growth areas. Based on historical employment trends, 30 percent of future growth is assumed to occur through intensification of existing commercial and industrial areas, while 70 percent is allocated to designated future growth areas identified through local planning efforts. In intensification areas, employment growth is distributed proportionally across parcels with existing development, preserving observed clustering patterns and relative development intensity. Figure 8.6 provides an example of reusing the old Prudential buildings for the Alice Butler College of Osteopathic Medicine.

In new growth areas, forecast square footage is distributed according to parcel development potential, calculated using parcel area and land-use-specific FAR assumptions. Parcel weights derived from potential building floor area are used to allocate growth, ensuring consistency with employment projections while reflecting both land availability and planned development patterns. This approach provides a transparent, data-driven, and replicable method for forecasting and distributing future commercial and industrial square footage across the DMATS region.



FIGURE 8.6 John and Alice Butler College of Osteopathic Medicine

Figure 8.7 maps the spatial distribution of the forecasted increase in employment between 2021 and 2055. The size of the circles represents the number of jobs. More detailed information is available in Appendix C Future Employment Forecasting and Spatial Distribution Methods.

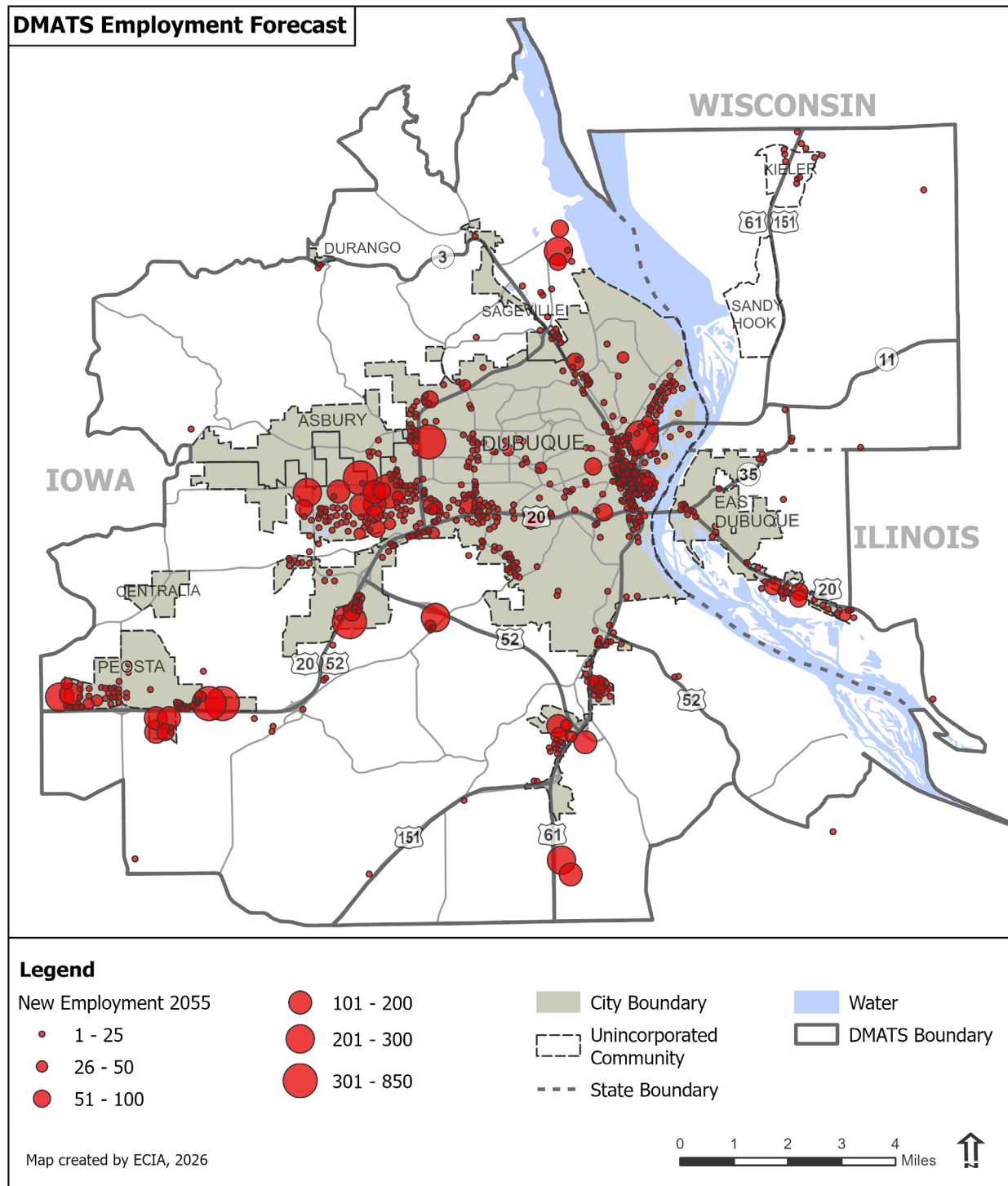


FIGURE 8.7

DMATS Commercial and Industrial Forecast

Source: DMATS

Adapting to a Changing Environment

One of the challenges in developing a travel demand model that accurately represents real-world conditions is determining how the model should respond to recent developments. Changes such as the shift from traditional retail and to e-commerce and home delivery, emerging technologies such as drones, e-bikes, and autonomous vehicles, and the rise of virtual meetings and remote work will likely affect travel behavior over time. These changes are incorporated into the model at several points in the model development process. Three key points, land use data, trip rates, and calibration are described below.

Land Use Data

Using the ISMS parcel based approach allows the model to better reflect changes in land use when compared to models based primarily on national

datasets. Local assessors continuously update their parcel data, which improves the accuracy and timeliness of the data. Figure 8.8 provides a photo of the Amazon Distribution Center on Chavenelle Road.

Trip Rates

Travel demand models use trip rates to estimate the number of trips produced by or attracted to each traffic analysis zone based on the use of land within the zone. Trip rates used in the model are derived from household travel surveys and national trip generation manuals.

During the model development process, trip rates are evaluated and updated based on the latest available data. If any of the changes mentioned above result in sustained shifts in travel patterns, those changes will eventually be reflected in the model's trip rates.



FIGURE 8.8
Amazon Distribution Center, Chavenelle Rd, Dubuque



Calibration

After the initial version of the base year model is completed, it is subjected to a calibration process where model-estimated traffic is compared to actual traffic count data. If a significant discrepancy exists between the observed and estimated values, adjustments are made to improve alignment. The calibration process ensures that the model reflects current real-world conditions and helps it account for changes that may not yet be fully captured in the input data.

Overall Approach

In general, the model takes a conservative approach to change, avoiding major assumptions that are not supported by data. As a long-term planning tool, the model should not overreact to short-term trends that may be temporary, because doing so could introduce significant errors into its future projections.

Travel Demand Model Application

After DMATS staff complete the TDM development process, including validation and calibration procedures that verify its accuracy, the model is reviewed and adopted by the DMATS Policy Board. Once adopted, DMATS can then use the TDM to develop the LRTP and for other planning applications.

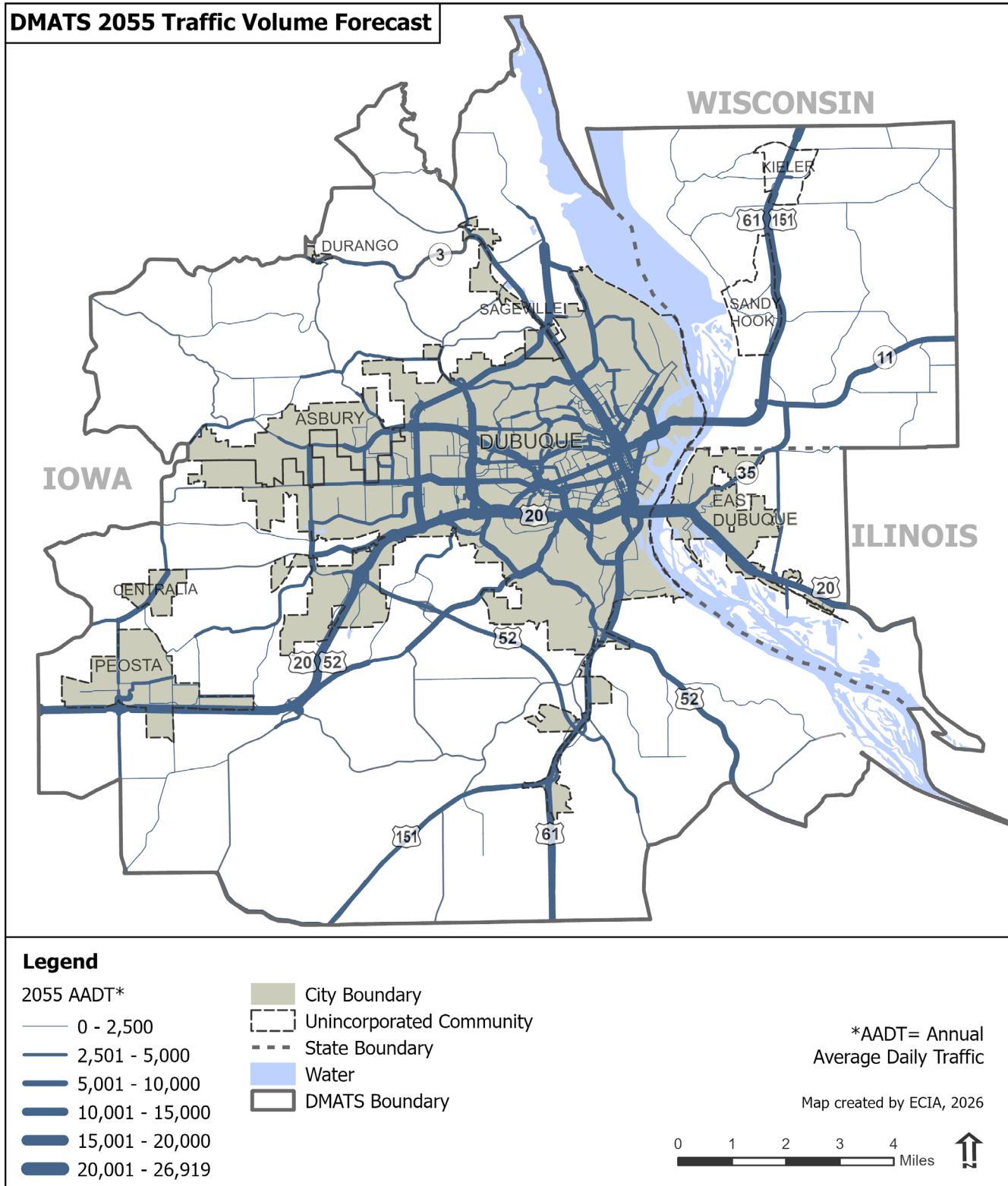
TDM is a critical component of the LRTP development process. DMATS uses the TDM to help understand the impact of future development on transportation, or to gauge the system-wide impact of proposed projects. Overall, TDM allows DMATS to make informed decisions by providing the best possible information about the region's future transportation needs.

The following sections provide examples of outputs from the 2055 DMATS travel demand model. DMATS uses these forecasts as a key part of its process to select and prioritize the projects listed in the LRTP.

2055 Traffic Volume

A critical output of the travel demand model is the traffic volume for each road segment. Annual Average Daily Traffic (AADT) is the unit of measurement for traffic volume. Following the initial run, the model is calibrated by comparing base year forecasts to observed traffic counts.

Calibration allows the model developer to test the accuracy of the model's forecasts. The National Cooperative Highway Research Program and the Transportation Research Board set standards for calibration. If the predicted traffic volume differs greatly from the observed counts, the assumptions in the model will need to be adjusted. Figure 8.9 displays 2055 traffic volume forecast for the DMATS area. Figure 8.10 maps the change in traffic volume from the base year (2021) to 2055.

DMATS 2055 Traffic Volume Forecast**FIGURE 8.9**

DMATS 2055 Traffic Volume Forecast

Source: DMATS

DMATS 2055 Traffic Volume Forecast**FIGURE 8.10**

Forecast Change in Traffic Volume 2021 to 2055 Map

Source: DMATS

2055 Level of Service

Level of Service (LOS) is a qualitative measure used to describe conditions within a traffic stream, based on factors such as speed and travel time, freedom to maneuver, traffic interruptions, comfort, and convenience. LOS values are based on the Volume to Capacity ratio (V/C) ratio, where the traffic volume (observed or forecasted) is divided by the estimated capacity of the roadway.

LOS A represents complete free flow of traffic allowing traffic to maneuver unimpeded. LOS F represents a complete breakdown in traffic flow, resulting in stop and go travel. DMATS has defined the following V/C ratio thresholds each LOS category.

- LOS A: ≤ 0.13
- LOS B: > 0.13 and ≤ 0.25
- LOS C: > 0.25 and ≤ 0.35
- LOS D: > 0.35 and ≤ 0.50
- LOS E: > 0.50 and ≤ 0.70
- LOS F: > 0.7

Figure 8.11 shows the projected level of service in the Dubuque Metropolitan Area for the year 2055 based on the DMATS Travel Demand Forecast Model. Table 8.1 lists the major corridors projected to operate at level of service E or F in 2055. The table lists the roadway corridors with a 2055 traffic volume forecast of 10,000 AADT or greater and a V/C ratio value of 0.5 or greater.

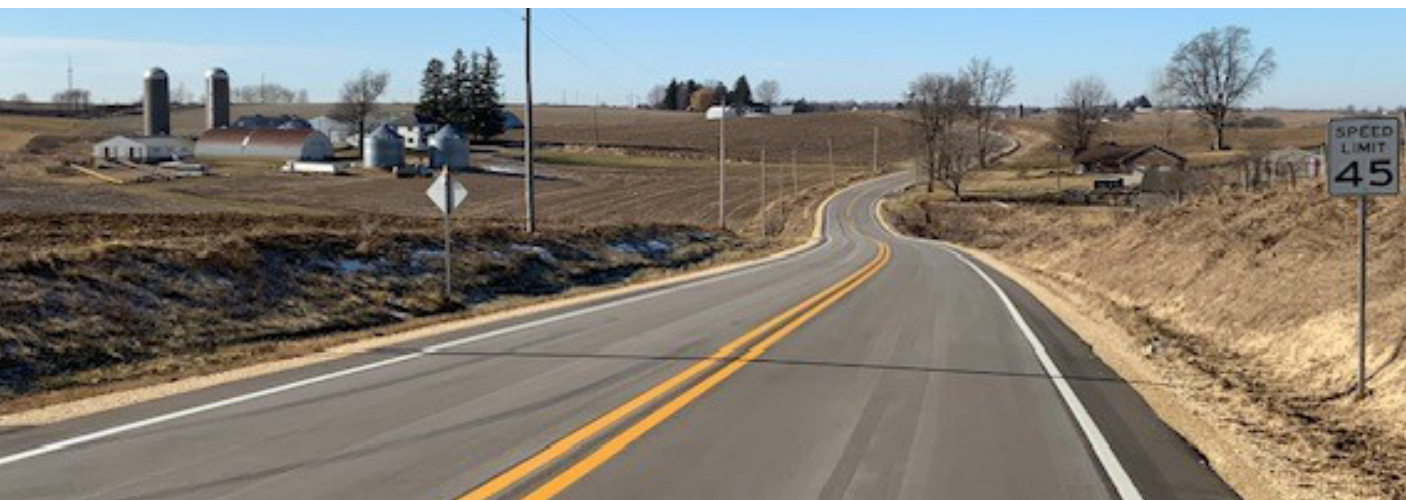
By identifying where future capacity constraints are most likely to occur, the DMATS Travel Demand Forecast Model helps inform transportation investments that enhance system performance, support regional growth, and maintain travel reliability. Model-projected traffic volumes and level of service values play a key role in the project prioritization process that is used to determine which projects are included in the fiscally constrained LRTP. Figure 8.12 maps the projected change in level of service from the base year (2021) to 2055.

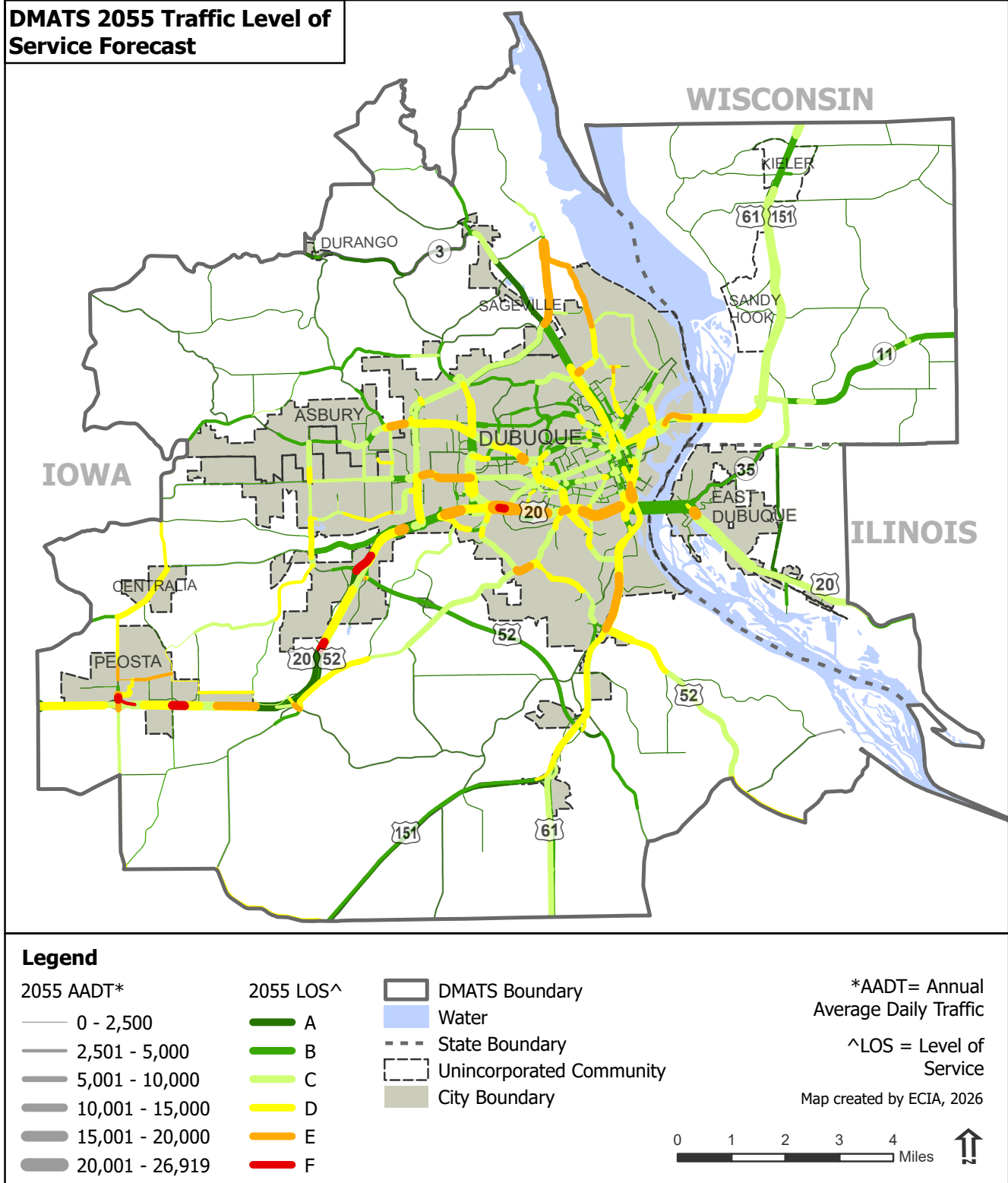
TABLE 8.1.

Roadways with 2055 LOS E or F

LEVEL OF SERVICE E	LEVEL OF SERVICE F
US Highway 20	US Highway 20
US Highway 61/151	Asbury Rd
Asbury Rd	Peosta St
Pennsylvania Ave	Seippel Rd
Peosta St	
Seippel Rd	
Swiss Valley Rd	

Source: DMATS Travel Demand Forecast Model



**DMATS 2055 Traffic Level of
Service Forecast****FIGURE 8.11**

2055 Level of Service

Source: DMATS

DMATS 2055 Forecast Level of Service Change

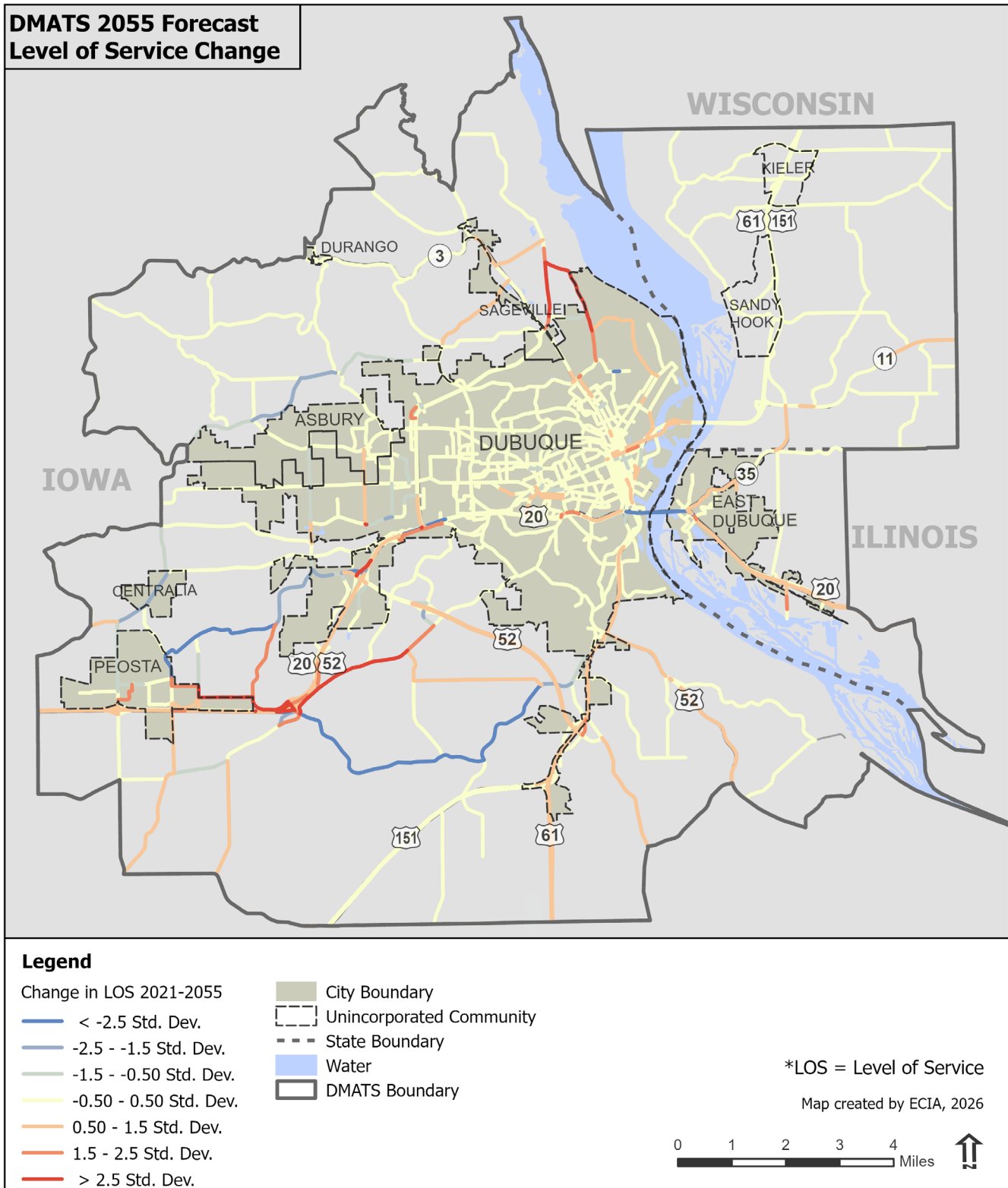


FIGURE 8.12

Forecast Change in Level of Service 2021-2055

Source: DMATS