

2040 MTP and CTP Socioeconomic Data

Purpose of Socioeconomic Data

The socioeconomic data (SE Data) shows the location of the population and employment, median household income and other demographic data that drives the travel demand.

The SE Data is among the most important inputs into the Triangle Regional Model (TRM) because the residential data is used to determine the number and type of trips and the employment data is critical for determining the destination for those trips. The distance between residential and employment centers, and the location of roads and transit service in relation to those house and jobs, will have a big impact on the travel distance, travel time, mode shares, and congestion in the TRM output.

Scenarios

The DCHC MPO and the Capital Area MPO partnered together in a process called *Imagine 2040* to create a land use model for the entire Triangle region that is capable of producing multiple land use scenarios. The GIS (geographic information system) software called *Community Visualization* provides the method and data bases for the scenarios. This partnership created two distinct SE Data scenarios for use in the Alternatives:

CommPlan – The Community Plan scenario is based on the comprehensive land use plans of the local jurisdictions and counties.

AIT – The All-in-Transit scenario starts with the comprehensive land use plans and adds transit oriented development (TOD) around the light rail and commuter rail stations. The TOD has higher density and more mixed land uses than the anticipated development in the CommPlan. In addition, the factors in this land use scenario that drive the attractiveness of the parcels (e.g., land use suitability) are weighted more positively for rail transit stations.

It is important to note that the county-level population and employment are the same between the two scenarios. The county-level guide totals established for each county earlier in the 2040 MTP process are used for both scenarios. The difference between the two scenarios is the location. The population and employment in the AIT scenario is more concentrated around the rail transit stations than in the CommPlan scenario.

Detailed Information

The DCHC MPO released draft SE Data for the 2040 MTP in March 2012 for public comment, and subsequently updated the draft SE Data in June 2012. As a result, the MPO's Web site, www.dhcmpo.org, has ample information on the use of SE Data in travel demand modeling, the Community Visualization process, population and employment guide totals for the year 2040, and more on the project pages for Deficiency Analysis and Draft 2040 Socioeconomic Data.

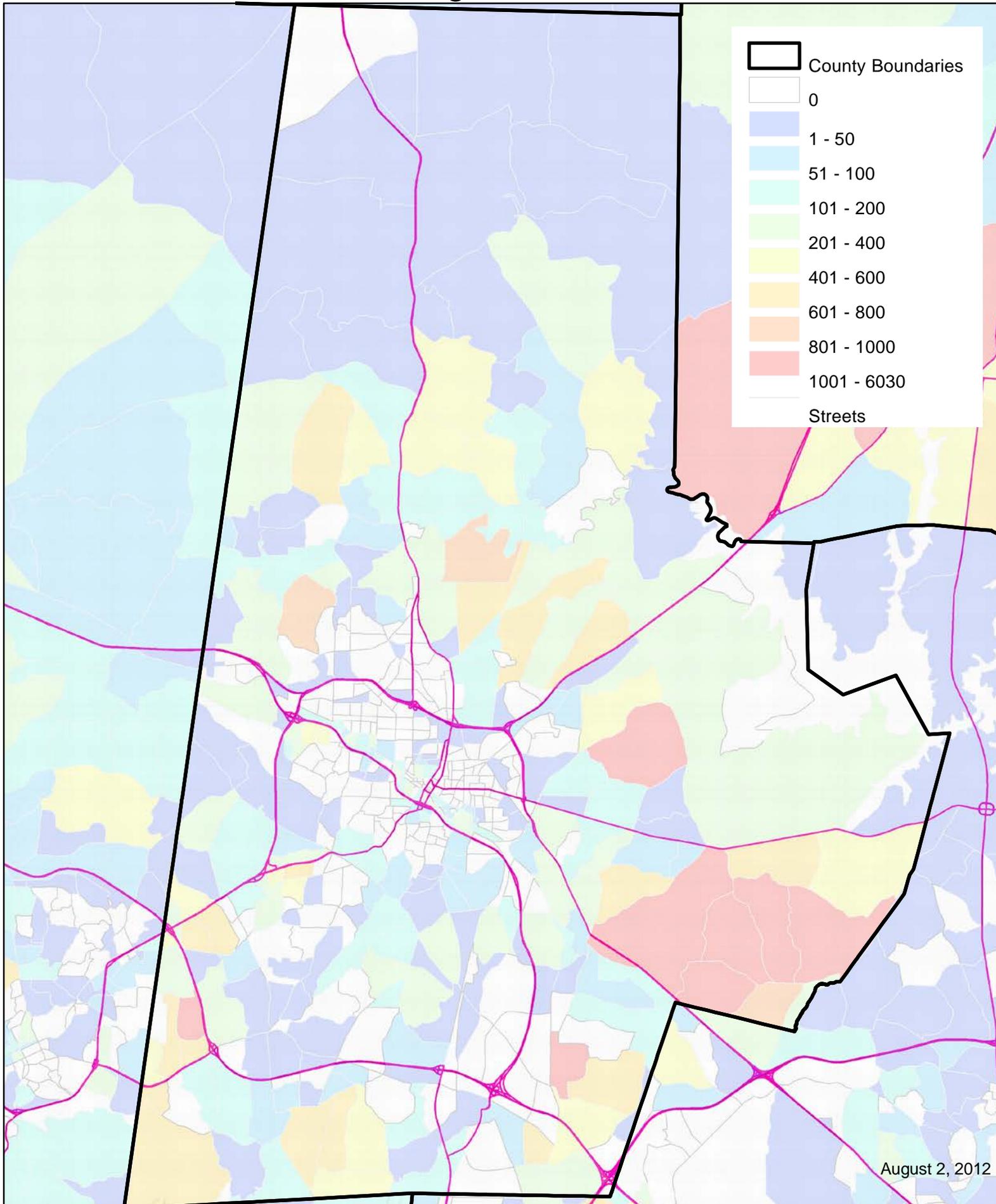
Presentation of SE Data

The maps on the ensuing pages show the household and employment growth from the year 2010 to 2040 for each scenario. The growth is broken out by traffic analysis zones (TAZs), which are the primary geographic input into the travel demand model. There are over 800 TAZs in the DCHC MPO and the TAZs are different sizes, tending to be small in the more urbanized area to account for the higher residential and employment concentrations. These are so-called heat maps – the color becomes “hotter” as the values increase. The maps views are by county. Close up maps for the City of Durham and Chapel Hill/Carrboro are available on the MPO Web site.

Durham County

SE Data 6-9

All In Transit--Dwelling Unit Growth 2010-2040

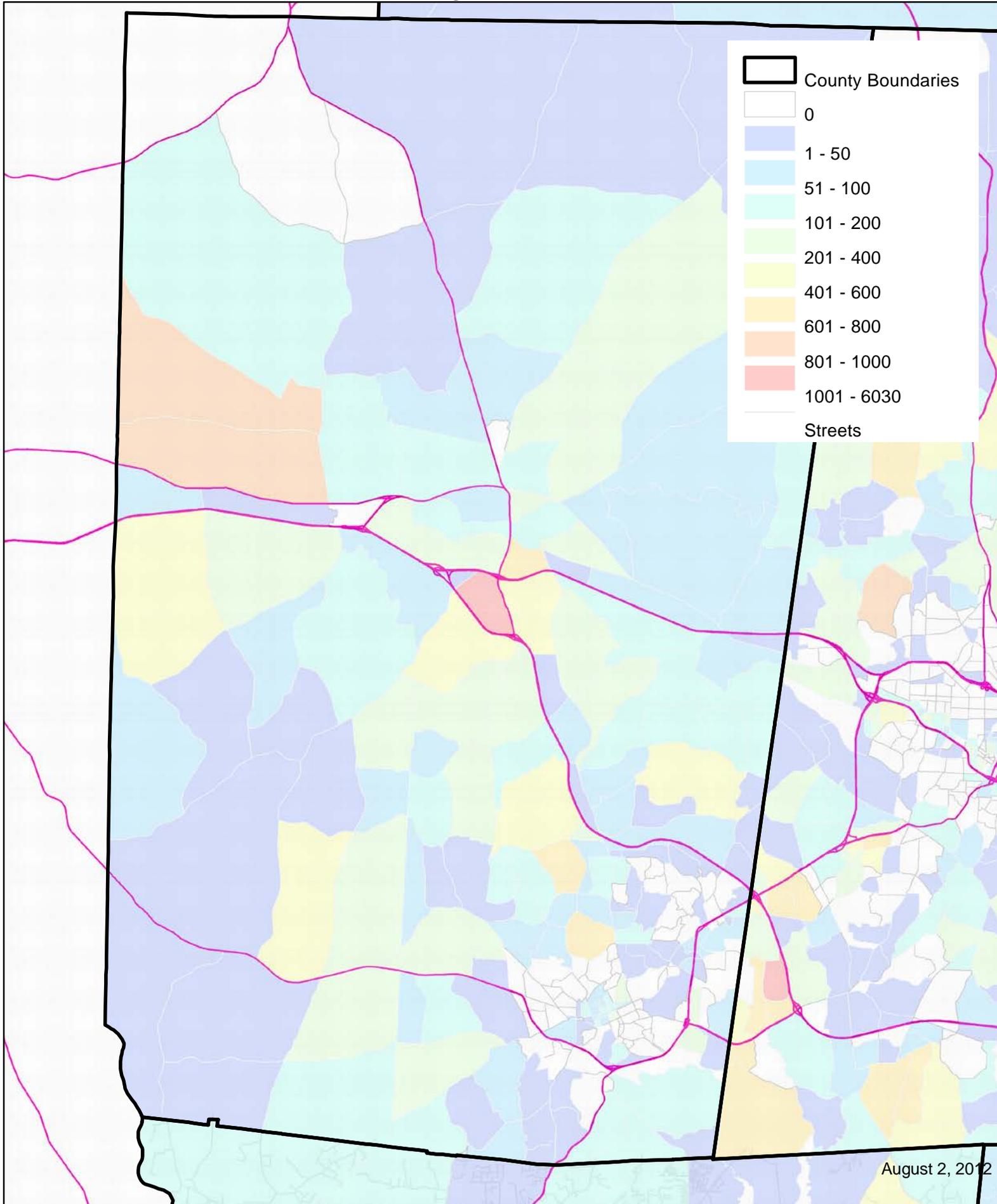


August 2, 2012

Orange County

SE Data 6-10

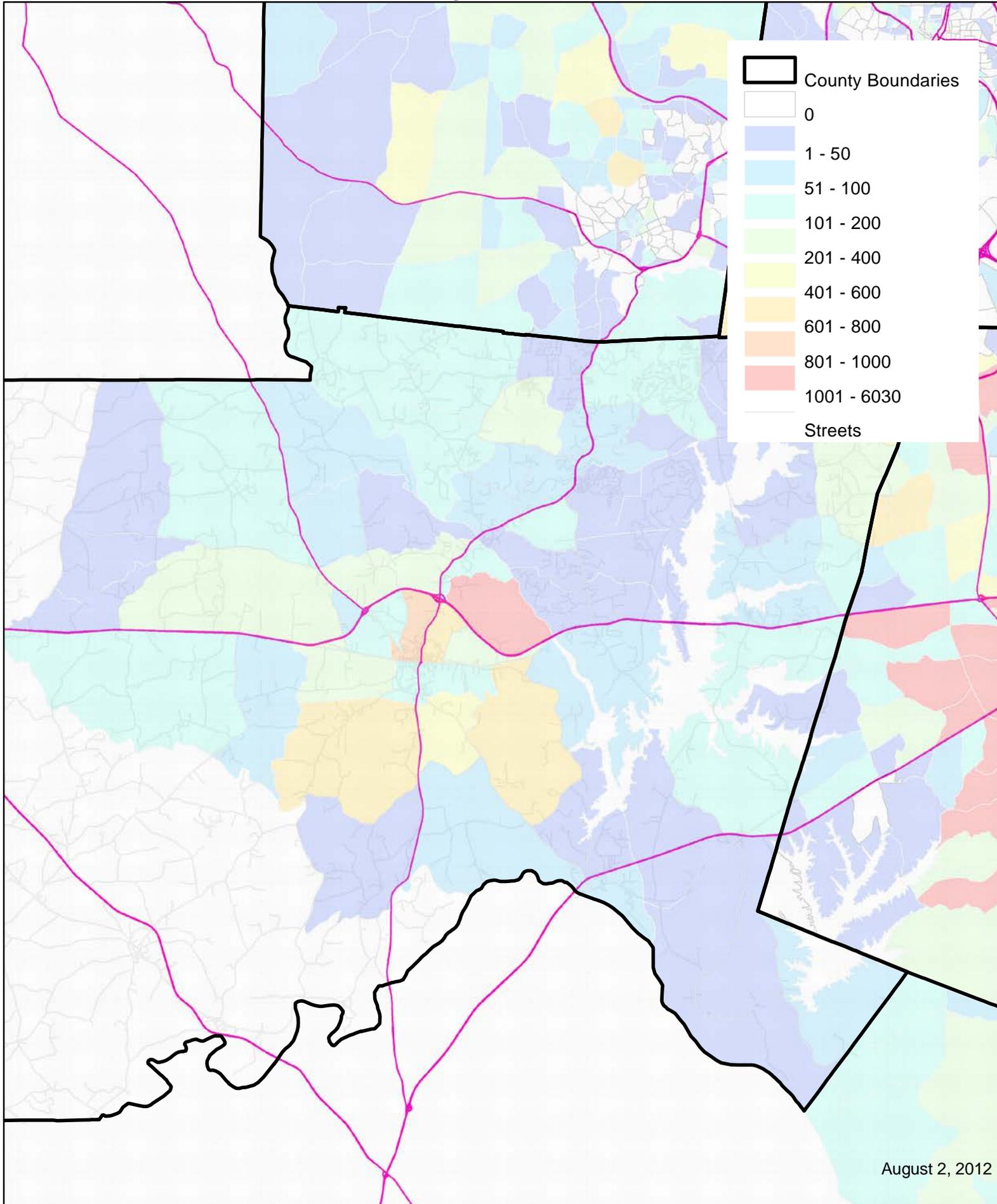
All In Transit-- Dwelling Unit Growth 2010-2040



Chatham County

SE Data 6-11

All In Transit--Dwelling Unit Growth 2010-2040

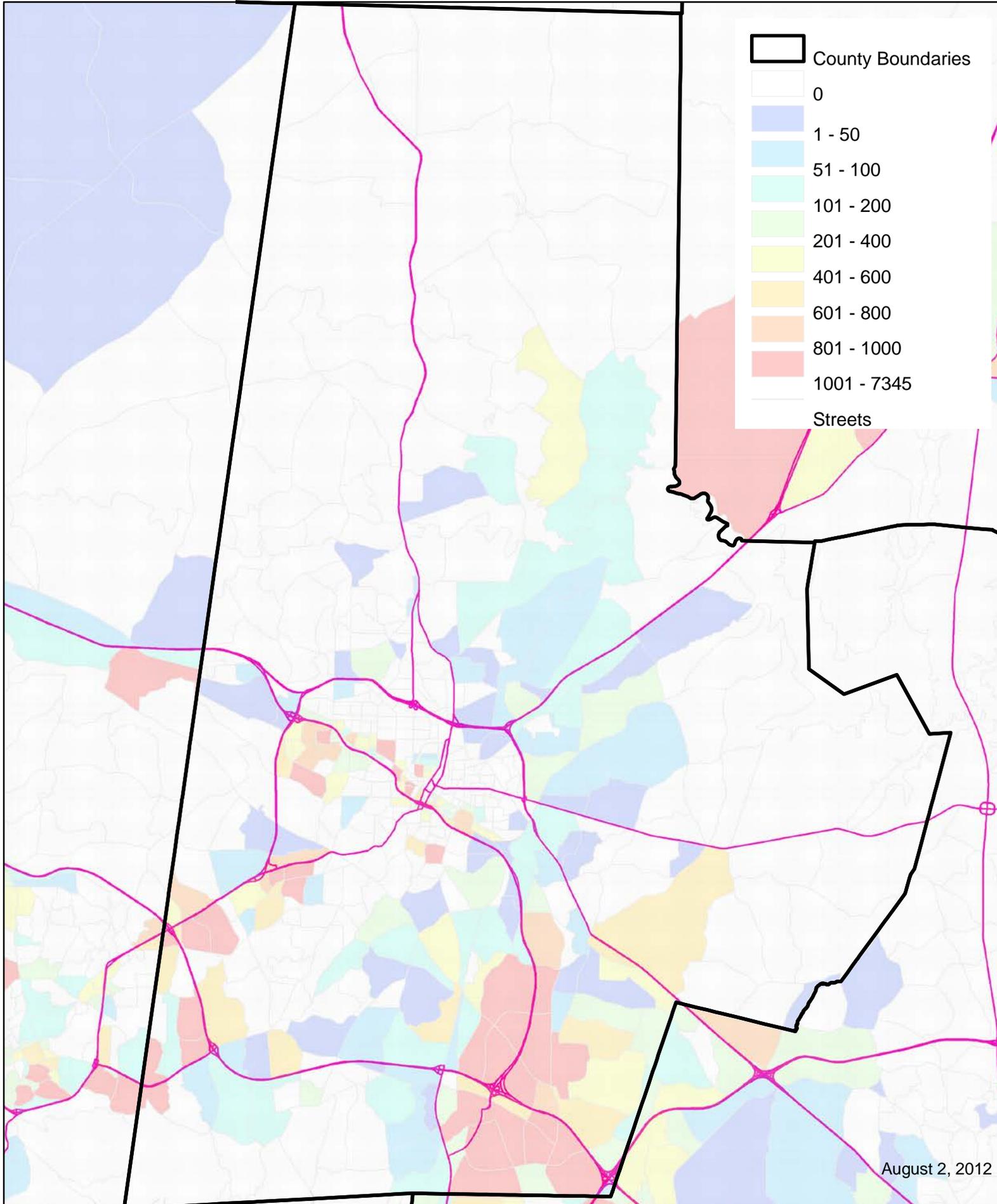


August 2, 2012

Durham County

SE Data 6-12

All In Transit--Employment Growth 2010-2040

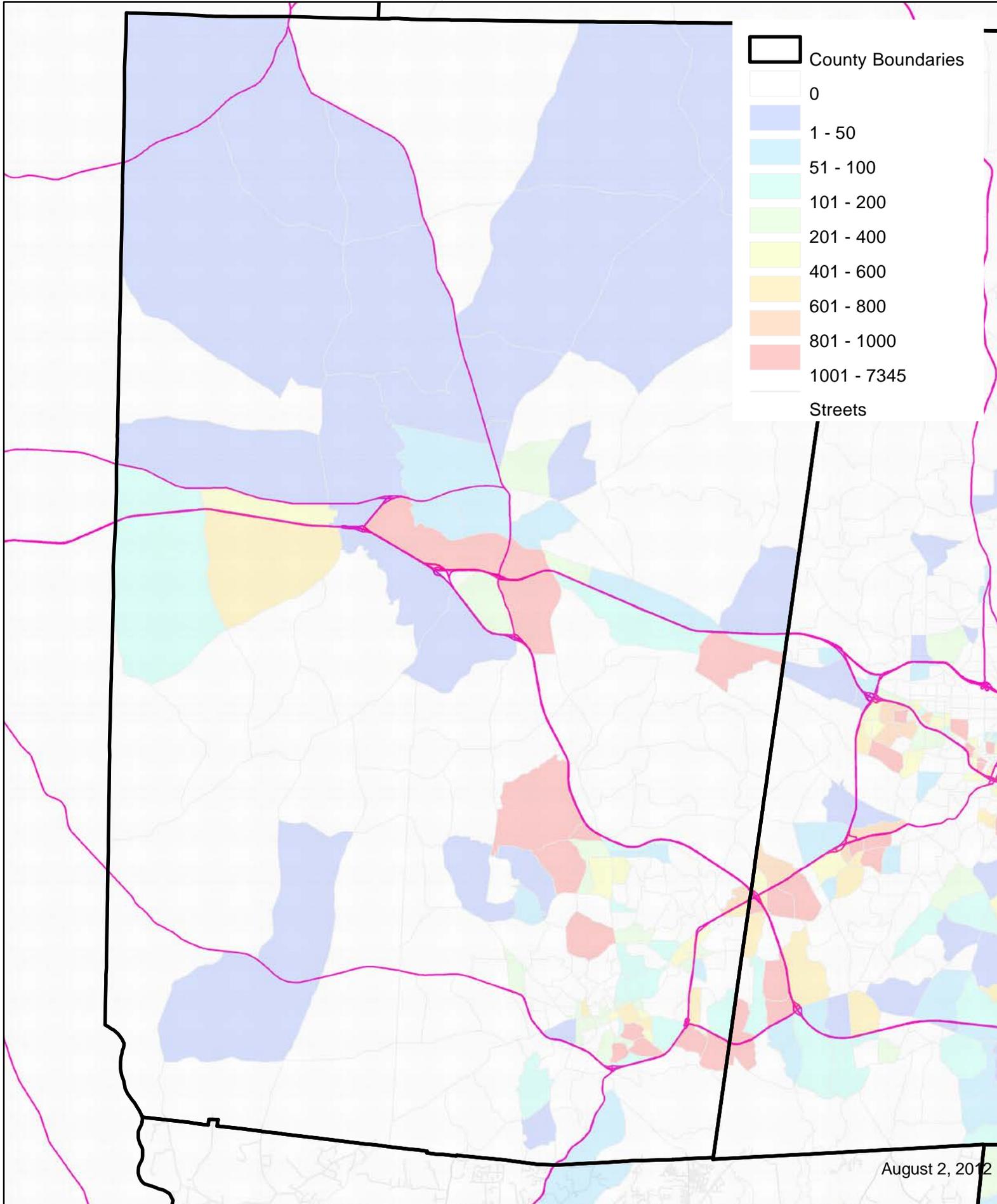


August 2, 2012

Orange County

SE Data 6-13

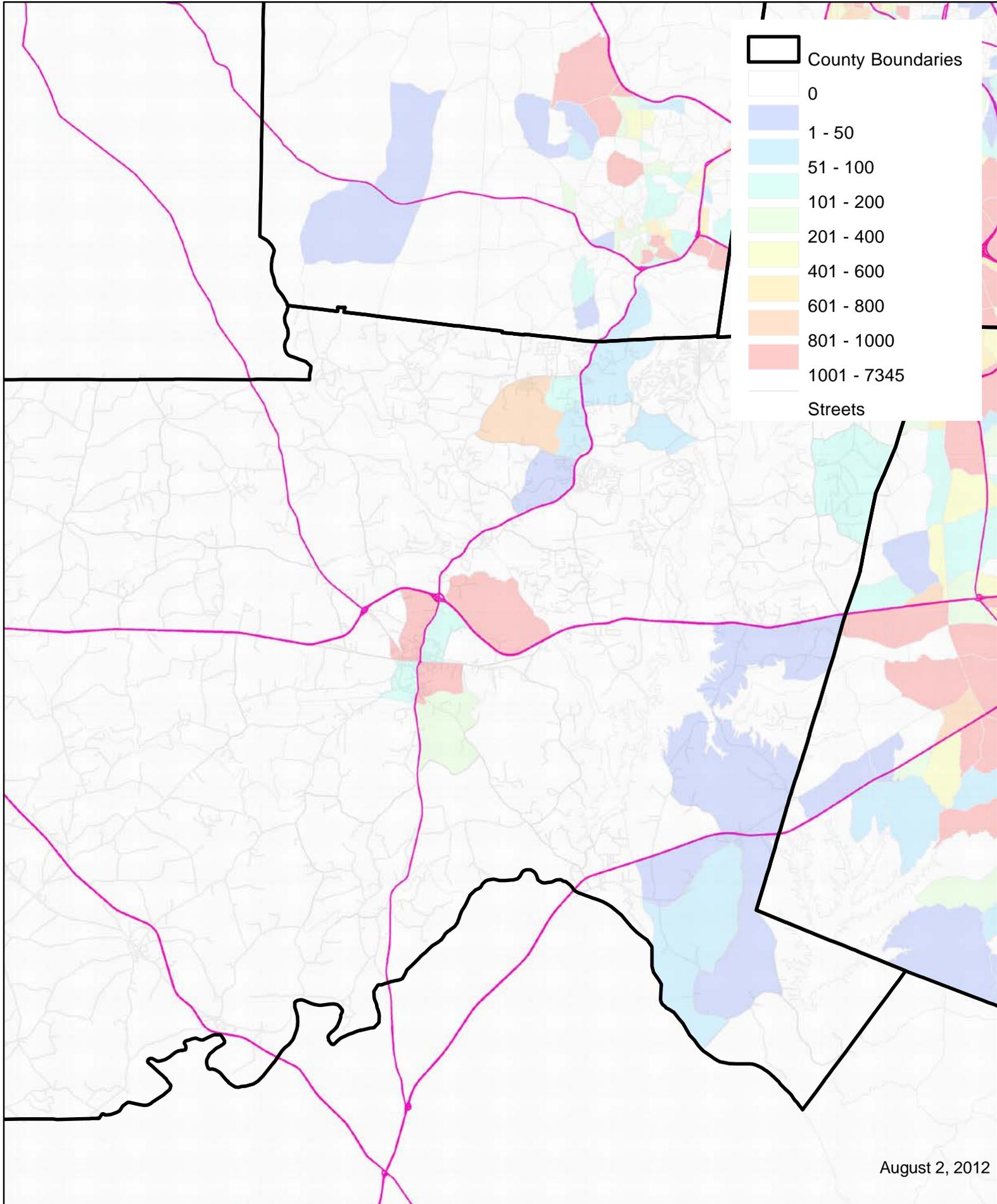
All In Transit--Employment Growth 2010-2040



Chatham County

SE Data 6-14

All In Transit--Employment Growth 2010-2040



August 2, 2012