

# Understanding trip-making



Analyze...	To understand...
Precise Origins & Demographics	<ul style="list-style-type: none"><li>• Trip generation</li><li>• Equity</li><li>• Accessibility</li></ul>
Precise Destinations & Day/Time	<ul style="list-style-type: none"><li>• Commuting &amp; work locations</li><li>• Economic development</li><li>• TDM opportunities</li></ul>
Actual Routes and Trip Duration	<ul style="list-style-type: none"><li>• Actual travel times, burden</li><li>• “Last mile,” parking behavior</li><li>• Diversion to surface streets</li><li>• Multimodal opportunities</li></ul>
Vehicle Type and Class	<ul style="list-style-type: none"><li>• Criteria emissions</li><li>• Heavy vehicle traffic</li><li>• Personal vs. commercial trips</li></ul>
Custom Date Ranges	<ul style="list-style-type: none"><li>• “Before and after” studies</li><li>• Seasonal variance</li><li>• Trends over time</li></ul>

