**Background**

- Currently using a 2005 model, but working on the 2010 version for the 2014 LRTP.
- Metro COG needs a travel behavioral study to look at specific travel patterns in Fargo/Moorhead. We currently use trip generation rates from a similarly-sized region.
- This will improve the accuracy and functionality of the current model as well as prepare for the next iteration of the model (base year 2010 and 2020/2040 projections).
- This study will collect data that will inform **trip distribution** components across the nine (now eleven) zones.
Methodology

- 875 households will be identified and surveyed; each zone will have a proportional number of survey respondents (at least 80).

- Participating addresses will be identified and contacted through CATI automated calling, mailed trip diaries, and online response systems.
  - Assuming 50% of homes do not have a landline.

- Primary stratifier will be housing tenure.
  - Tenure is an indicator of other characteristics (e.g. younger, immigrant populations, lower income, etc).
  - Critical indicators for the model include: housing type, size of household, ages, auto-ownership, and income.
Results (December 2011)

- Trip generation rates for various residential types.
- Trip distribution:
  - Information on whether trips cross zones.
  - Accurate travel times.
  - To ensure privacy, X/Y coordinates will be used.
- All factors used to ensure accuracy in model calibration for now and in the future.