

Travel Demand Model Review Update

- The project team completed a comprehensive review of the LATS Travel Demand Model (TDM).
- **Major findings include:**
 - The TDM base year is 2019, and the horizon year is 2045.
 - The latest TDM update was limited in scope and did not include all the forecasted population and employment within the Metropolitan Planning Area.
 - The TDM horizon year 2045 population is approximately 60,000 less than the forecasted population for Beaufort and Jasper Counties (as estimated in the LATS LRTP 2045).
 - Thus, traffic growth rates from the TDM along WHP would not account for all the forecasted traffic demand.

Traffic Growth Facts

- The Hilton Head Island population grew only by 2% between 2010 and 2020.
- However, traffic volume at the WHP bridge increased by almost 16% between 2010 and 2021.
- The Island's traffic growth depends on the number of visitors, daily commuters commuting from the mainland, and the residents' travel activities.

Possible Next Step(s) in Estimating Traffic Growth

- Rebuilding/Updating the LATS TDM. (This would be a significant task and take approximately 1 year).
- **Developing a “Quick” model for estimating traffic growth based on**
 - Historic traffic flow trends.
 - Number of workers coming to the Island from the mainland.
 - Number of visitors to the Island.
- Utilizing “Big Data”.

QUESTIONS?



<https://www.islandpacket.com/news/local/traffic/article235209867.html>