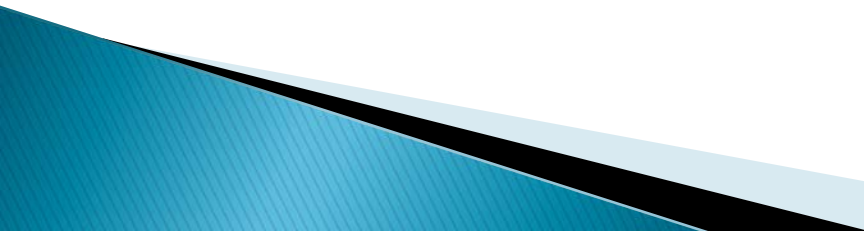


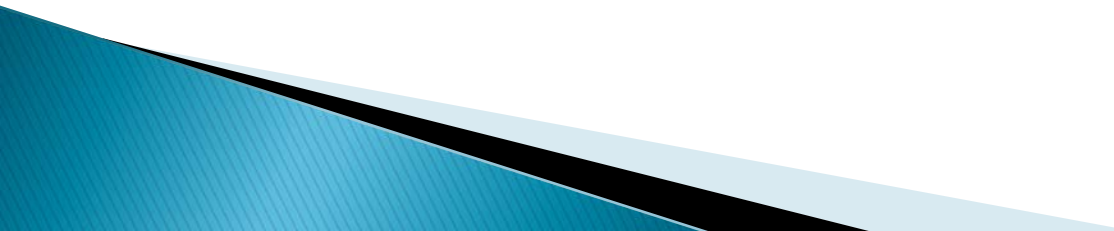
Employment for 3722 TAZ System and Household Travel Survey Attractions

Clara Reschovsky, TPB Staff
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Background

- ▶ Need 2007 employment estimates by new TAZs for model calibration
 - ▶ Round 8.0 TAZ level estimates not available until Spring 2010
 - ▶ Round 7.2A TAZ level estimates at old TAZ system
 - ▶ Significant slow down of region's economy means less growth between 2005 & 2010, making interpolation of Round 7.2A less desirable to use directly
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Pseudo Employment File

- ▶ Developed 2007 Employment estimates at 3722 TAZ system
 - ▶ Used Dun & Bradstreet data and Round 7.2A employment numbers for 2005 and 2010
 - ▶ Broken out by land-use types (Retail, Office, Industrial, and Other)
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Pseudo Employment Data and HTS

- ▶ Goal: make sure employment looks 'Reasonable' in both pseudo employment file and HTS
- ▶ Comparison Data
 - 3722 TAZ level employment for 2007
 - 3722 TAZ level weighted attractions from HTS

Reasonableness Checks

- ▶ Compared area based apportionment of employment data between 2191 and 3722 with pseudo employment file
 - Looked for zones with drastic differences
 - Found instance where significant zone changes affected TAZ level employment
 - Particularly when headquarters issues affect zones

Reasonableness Checks (cont'd)

- ▶ Examined zones with HTS attractions, but pseudo employment of zero
 - Headquarters issue, TAZ alignment
- ▶ Examined zones with pseudo employment over 2,000 jobs, but zero HTS attractions
 - Cooperative Forecast changes, TAZ alignment

Next Steps

- ▶ Examine TAZ level employment from Round 8.0 as it is submitted by jurisdictions
 - Big lumps in the right places!
- ▶ Check if HTS attractions and 2007 pseudo employment estimates are consistent with new Cooperative Forecast numbers