

TRIP GENERATION SEMINAR  
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## EXAMPLE OF A MULTIMODAL TRAFFIC SURVEY – NEIGHBOURHOOD SUPERMARKET

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## Outline

- TDB focus on multimodal traffic data
- Minimal number of survey sites where modal split is collected
- The path from data collection to inclusion to the TDB database



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## The Site

- Supermarket Redevelopment
- Suburban Christchurch
- Arterial Road, 20,000vpd
- Neighbourhood Centre



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## The Issues

- Difficult to Isolate Supermarket Traffic:
  - On-Street Parking
  - Shared Parking On-Site (adjacent to day-care centre)
  - Visibility Between Parking Area and Shop Entrance
- Convenient to Public Transport



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## The Solution

- Interview Survey at Checkout:
  - Mode of Travel
  - Parking Location
  - Primary Trip Purpose
  - Vehicle Occupancy
    - Purchasing Separately
- Supported with:
  - Pedestrian Counts at Entry
  - Car Park Occupancy Survey
  - Driveway Turn Counts



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## Implementation

- High level of participation (90% responded to interview questions)
- Vehicle Occupancy Question Problematic
  - Potential over-counting
  - Identify driver / passenger data
- Interview data supported by parking area observations
- Required two additional survey staff than standard survey, some additional analysis and briefing/training



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