



**Measure Up! LOCUS
Interactive Workshop**

July 20, 2022



Measure Up! LOCUS

- Travel trend **visualization dashboard** using Tableau
 - Captures public transit, bike, pedestrian, goods movement, and auto trips
- **Origin-destination data** aggregated from connected devices (LBS data), transit datasets (farecard & APC), and heavy-duty truck data (SCAG HDT model)
- Data from **2017***, **2019**, and **2020**
- See **where, when, and how people travel**

Access to Measure Up! LOCUS

1. Apply at riits.net

- Organizations > Measure Up! Program > Measure Up! LOCUS > *Measure Up! LOCUS Application*



2. Sign user agreement

3. Login to Tableau Cloud



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Demonstration

**Downtown Los Angeles (DTLA) Travel
Profile**



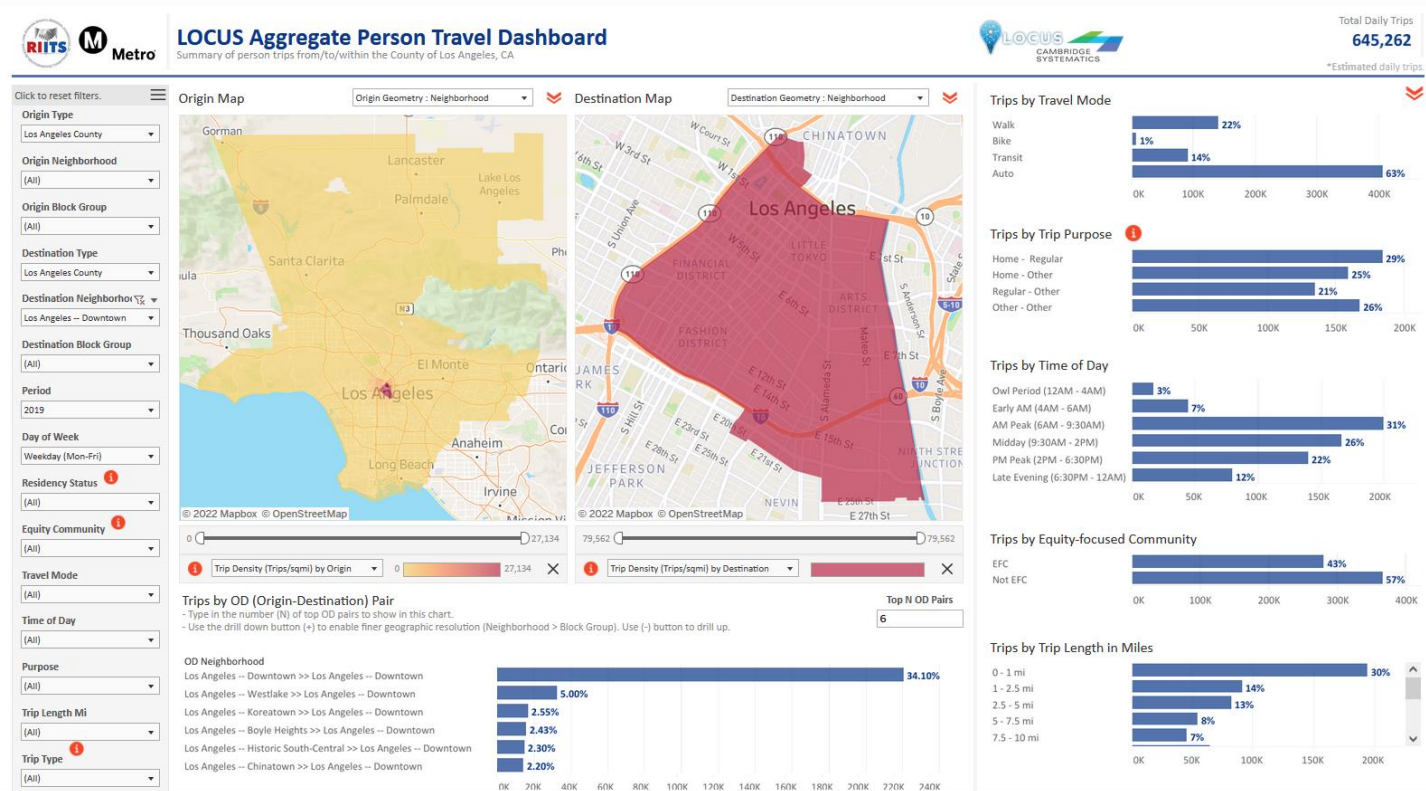
DTLA Travel Market Profile



1. What is the total size of the weekday travel market to DTLA? What are the top 5 origins overall? Top 5 origins for long trips (>10 mi)?
2. What is the mode share of transit? Active transportation trips? What is the share of active transportation trips in the 0-2.5 mi bins?
3. How did the size of the overall travel market change between 2019 and 2020? What were the changes in the time-of-day patterns?
4. How many truck trips are destined to DTLA? What are the temporal patterns and break down by truck classifications?
5. What is the drop in commuter trips destined to DTLA? What is the % drop in commuters working in DTLA between 2019 and 2020? How does compare against the county average?

DTLA Travel Market Profile

1. What is the total size of the weekday travel market to DTLA? What are the top 5 origins overall? Top 5 origins for long distance trips (>10 mi)?



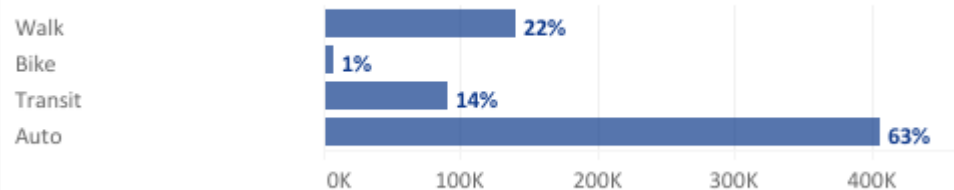
- 645k trips on an average weekday
- Top 5 origins overall are DTLA, Westlake, Koreatown, Boyle Heights (48% of total trips)
- Top 5 origins for long distance trips (Pasadena, Glendale, Long Beach, Santa Monica, Burbank)

DTLA Travel Market Profile

2. What is the mode share of transit? Active transportation trips? What is the share of active transportation trips in the 0-2.5 mi bins?

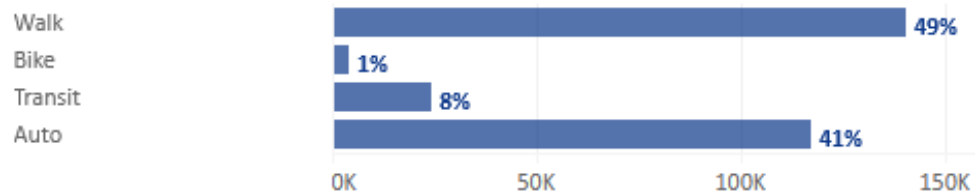
Overall

Trips by Travel Mode

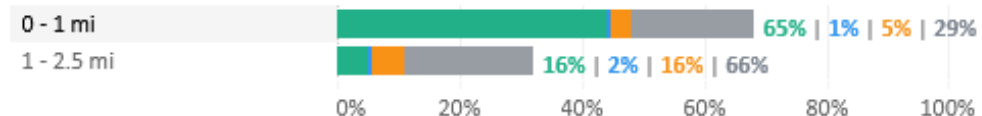


Short Trips (0-2.5 mi)

Trips by Travel Mode



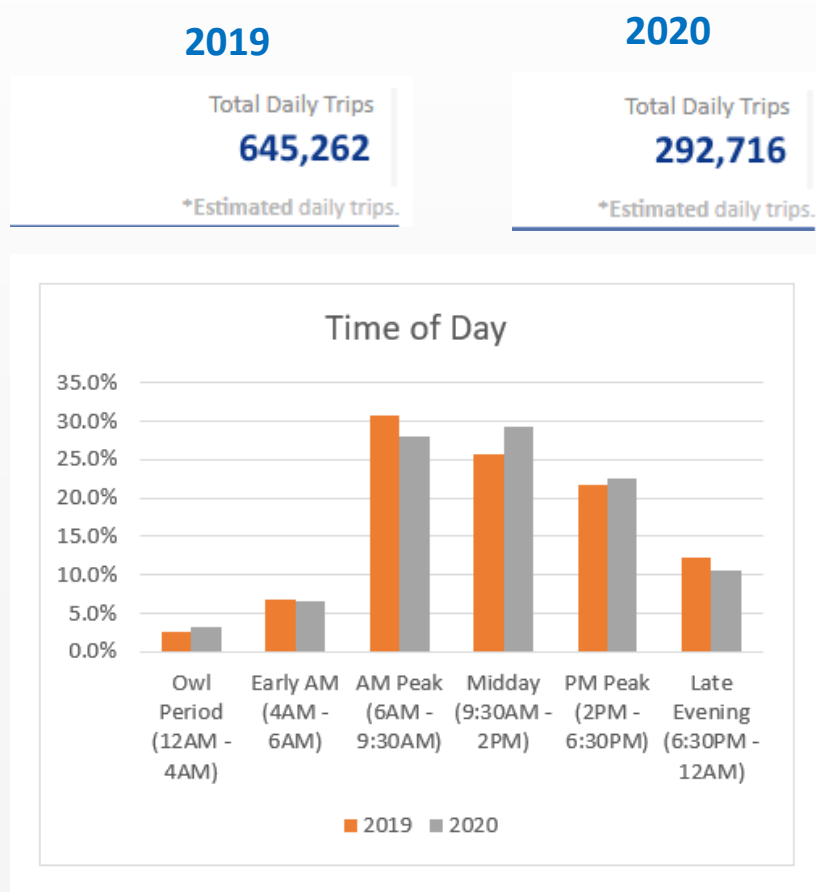
Trip Length by Mode



- Transit mode share = 14% (county wide was 3%)
- Walk + Bike mode share = 23%
- For short trips (0-2.5 mi), Walk + Bike mode share = 50%

DTLA Travel Market Profile

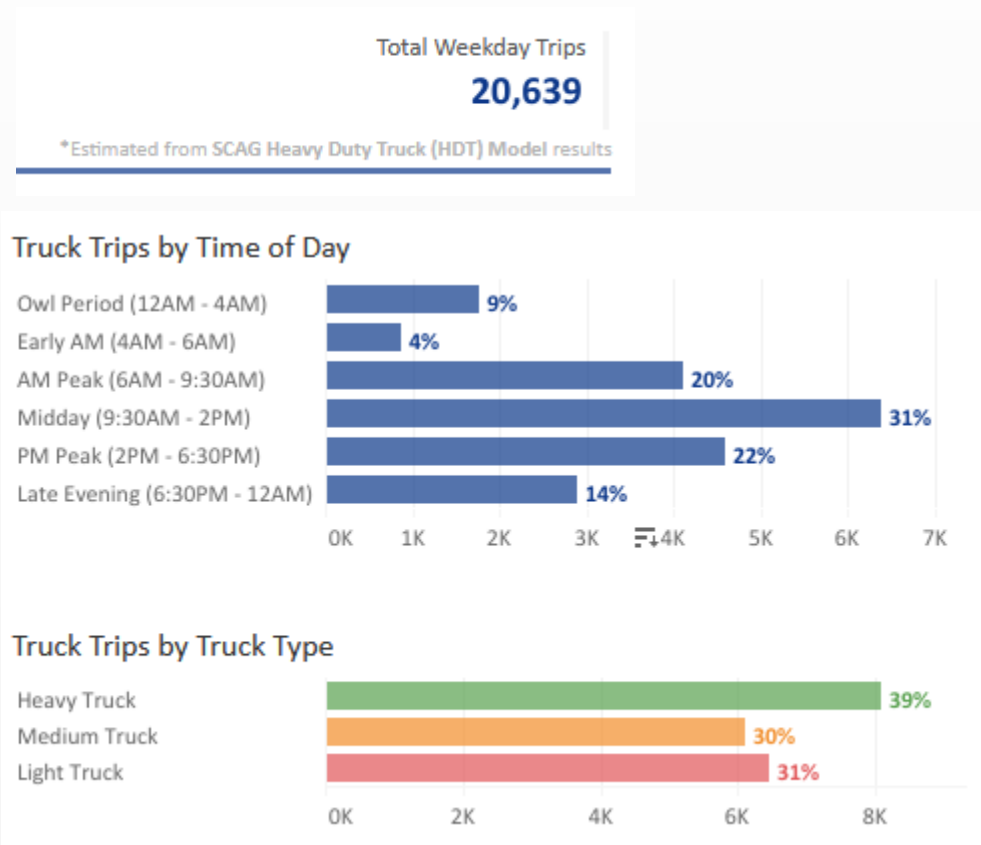
3. How did the size of the overall travel market change between 2019 and 2020? What were the changes in the time-of-day patterns?



- 55% drop (352k) in trips destined to DTLA between 2019 and 2020
- Travel curve more skewed to the right (more midday and PM peak travel)

DTLA Travel Market Profile

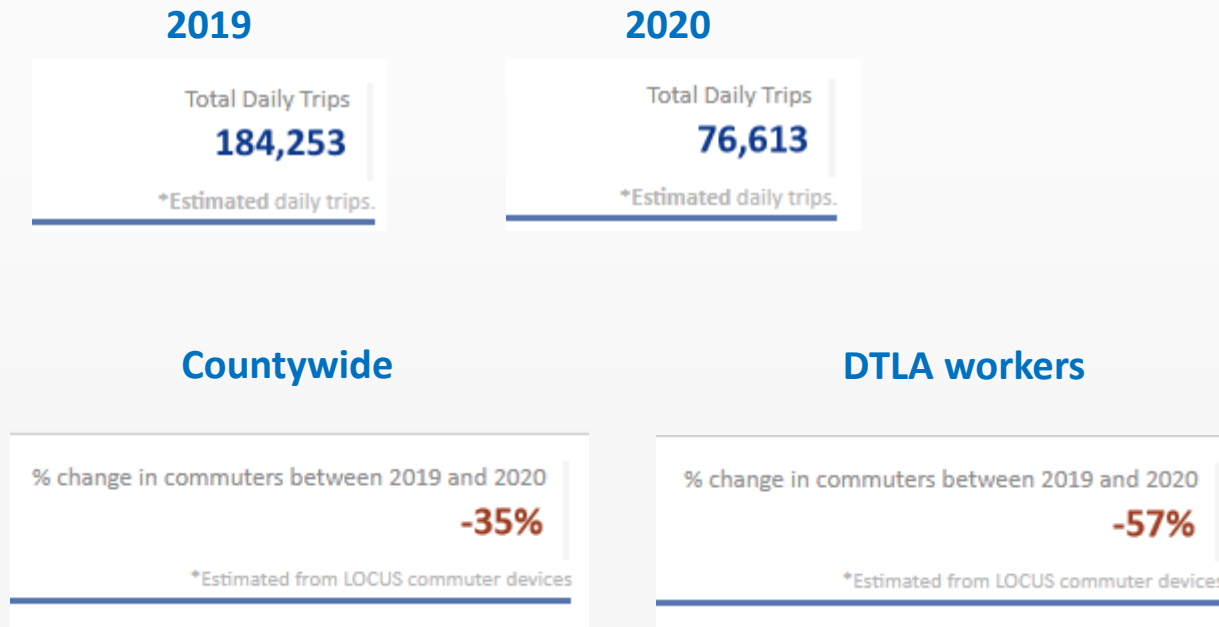
4. How many truck trips are destined to DTLA? What are the temporal patterns and break down by truck classifications?



- 20k weekday truck trips
- Predominantly in the midday period, followed by peak periods.
- Evenly split between the three truck types

DTLA Travel Market Profile

5. What is the drop in commute trips destined to DTLA? What is the % drop in commuters working in DTLA between 2019 and 2020? How does compare against the county average?



- 59% drop (107k) in commute trips destined to DTLA between 2019 and 2020
- County-wide drop in Commuters = 35%
- Drop in Commuters with workplace in DTLA = 57%



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Break-out Rooms

**** Sessions were not recorded**





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Break-out Room Highlights





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Q&A Session



Contact Information

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presentation slides