



Florida HSR Forecasting Tampa – Lakeland - Orlando



presented to

MTF Transit Committee

presented by

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Project Objectives

- **‘Investment Grade’ Analysis**
 - Use Adopted Growth Plans
 - Clearly Define and Isolate Major Markets
 - Extensive Market Research
 - Road Intercept O-D Surveys
 - Airport Intercept O-D Surveys
 - Stated Preference Surveys
- **Build Credibility**
 - Ongoing Peer Review / Public Involvement
 - Two Independent Consultant Forecasts
 - Extensive Sensitivity Analysis



Florida Considerations

- **Diverse Market Structure – Every Corridor Different**
 - Multiple Population / Business Centers
 - Multiple Recreation Attractions
 - Multiple Inter-modal Transfer Facilities
 - Inter-regional Cultural/Business Linkages
 - Visitor/Retired Population
 - Inter-modal Competition
- **Data Availability – Florida Has Much to Build On**
 - Statewide Model and All That Implies
 - MPO/Regional Models and Data Bases
 - Travel Surveys





Lessons Learned

- **Data Collection Public Relations**
 - Didn't Force Travelers to Participate at Gunpoint
 - Get Info Out Early – Have Call-in Center
- **Current Travel Data Essential**
 - Review/Assess Prior Surveys
 - New Survey Found Significant Differences
 - Traveler Attitudes/Motivations Changing
 - Separate Observed Behavior and Preference Surveys
- **Thoroughly Assess Level of Detail Needed at Stations**
- **Encourage 'Devil's Advocate' Peer Review**





Next Step Considerations

- **Statewide Standard Approach Vs. Corridor Specific**
- **'Planning' Vs. 'Investment Grade' Approach**
- **Define Role of Statewide Model**
- **Identify and Assess Primary Data Sources**
 - Existing Data Bases/Surveys
 - New Data Assembly/Collection
- **What Resources Available ?**
 - Staffing
 - Money

