



DATE: OCTOBER 20, 2016

MEMO TO: TRANSPORTATION TECHNICAL ADVISORY COMMITTEE

FROM: STEVE DEGEORGE, PLANNING & TECHNOLOGY DIRECTOR

SUBJECT: VENTURA COUNTY TRAFFIC MODEL (VCTM) UPDATE

RECOMMENDATION:

- Receive Ventura County Traffic Model overview presentation.

DISCUSSION:

The Ventura County Traffic Model (VCTM) is an analytical tool for studying traffic patterns and traffic forecasting. Results of the VCTM are based on known and predicted land uses and associated vehicle trip rates. The current version of the VCTM was developed in 2007 and is based on prerecession land use assumptions, making the 2035 forecast year data highly unreliable.

In the spring of 2016, the Commission authorized the release of a Request for Proposal (RFP) which resulted in a contract being awarded to Iteris Incorporated to develop and build an updated traffic model with a 2012 base year and 2040 forecast year. Contained within the Iteris contract is coordination with the Transportation Technical Advisory Committee (TTAC) to ensure technical consistency with the cities and the County.

Staff has invited Iteris Inc. Project Manager, Viggen Davidian and Senior Transportation Engineer, Jennifer Martin to provide a project overview so that all jurisdictions can consider the model parameters for future technical discussions.