Where to find **Cashew Chicken** in Springfield, Missouri

- Loras Chinese Restaurant
- Golden House Chinese Food
- The Riksha
- Dragon Inn
- Hong Kong Inn
- Chinese Chef
- Lucy's Chinese Food
- Mister Yen's

*Springfield-style cashew chicken was first served in 1963 by chef David Leong.*

*Springfield-style cashew chicken is deep-fried chicken, cashews, green onions and a thick oyster sauce.*

Nicole Peters
Discover Springfield

Japanese Stroll Garden
One of 102 parks, 100 trails

160 species of animals

Mediacom Ice Park
(Gracie Gold's career began)

Birthplace of

Hammons Field
Home of the Springfield Cardinals

It's all downtown
Dining, live music, shopping, artwalk

Public Schools
Largest district in Missouri

Job Growth
3rd in nation

Golf courses
57 miles designated bike routes

(Brad Pitt, Kickapoo High School class of 1982)
Population Changes in the OTO Region
1990-2010
Out with the old…

- Original model from the 1990s
- Over assigned capacity
- Included collectors
- Didn’t meet EPA Transportation Conformity requirements
...in with the New (with no budget)

- Wanted to start from scratch
- No budget for Household Travel Survey, External Station Survey
The RFP

- Stated Budget
- Explained what OTO didn’t have
  - Household, worksite, external station survey data
  - Population and Employment Forecasts
  - Asked for costs of procurement to be included in proposal
- Encouraged use of innovative data
  - Quarterly Census of Employment Data
  - Longitudinal Employer-Household Dynamics (LEHD)
- No Modeling Software Preference
- Meet MOVES and Transportation Conformity Requirements
The Proposal

- **Recommended VISUM as modeling software**
  - Models links and nodes to calculate capacity
  - Local traffic engineers use VISSIM
- **Promoted using various purchased data**
  - AirSage
  - TeleAtlas Network Files
- **Offered use of innovative data**
  - Quarterly Census of Employment Data
  - Longitudinal Employer-Household Dynamics (LEHD)
Challenge for Small and Mid-sized MPOs

- Many steps
- Time consuming
- Tighter budgets
- Demands for accuracy to determine project effectiveness
Innovation for the OTO Model

- External travel
- Network building
- Socio-economic data input
- More detailed analysis
External Travel

- Trips that either start or end outside the metro area, or drive straight through
# Cell Phone Tracking

- **AirSage Data**

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External Trips by Type

- HBW
- HBO
- NHB
- X-X
- XI - IX

Total XI and IX

External to External
AirSage Special Uses

Movement to and from a special generator
Network Building

- Many models have a network, which is just updated
- OTO wanted to start over, with a new network
TeleAtlas Navigation Network

Data on Streets and Highways
Network Detail

- Used software that included:
  - intersection detail
  - interchange detail
VISUM

- Network Data Management
- Highway Assignment
- Public Transport Assignment
- Post-Assignment Analysis
- Demand Modelling
- Operational Public Transport
- Time Dynamics
- Intersection Modelling
- Integrated Micro simulation
- Interfaces
- Scripting
- Extensions
Intersection Control
Intersection Delay
Interchange Detail
LEHD – Land Use Data

- Households
- Employment
- Schools and Universities
Model Tests:

- Growth to the year 2030
- Growth to the year 2040
- Projects of regional significance
- Projects in southwest area
- Higher gas prices
- High transit service/ridership
Summary

- Provided the OTO a reliable model
- Creatively fit activities into the budget
- Included features larger MPOs have had
Clyde Prem – Olsson Associates
cprem@olssonassociates.com
Natasha Longpine
nlongpine@ozarkstransportation.org