



# APPENDIX C

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## ORIGIN-DESTINATION DATA

# STREETLIGHT DATA OVERVIEW

## Methodology

Using *StreetLight Insight* Location-Based Services (LBS), analysis was performed to understand the trips between unique zones to a standard geography – 2010 Census Traffic Analysis Zones (TAZs). This analysis allows for a deeper look into where trips are going to and coming from in relation to a selected zone set. The criteria below were used in the analysis and post-processing of data.

### Data Period

- May – October 2018

### Day Part

- 0: All Day (12am-12am)
- 1: Early AM (12am-6am)
- 2: Peak AM (6am-9am)
- 3: Mid-Day (9am-3pm)
- 4: Peak PM (3pm-6pm)
- 5: Late PM (6pm-12am)

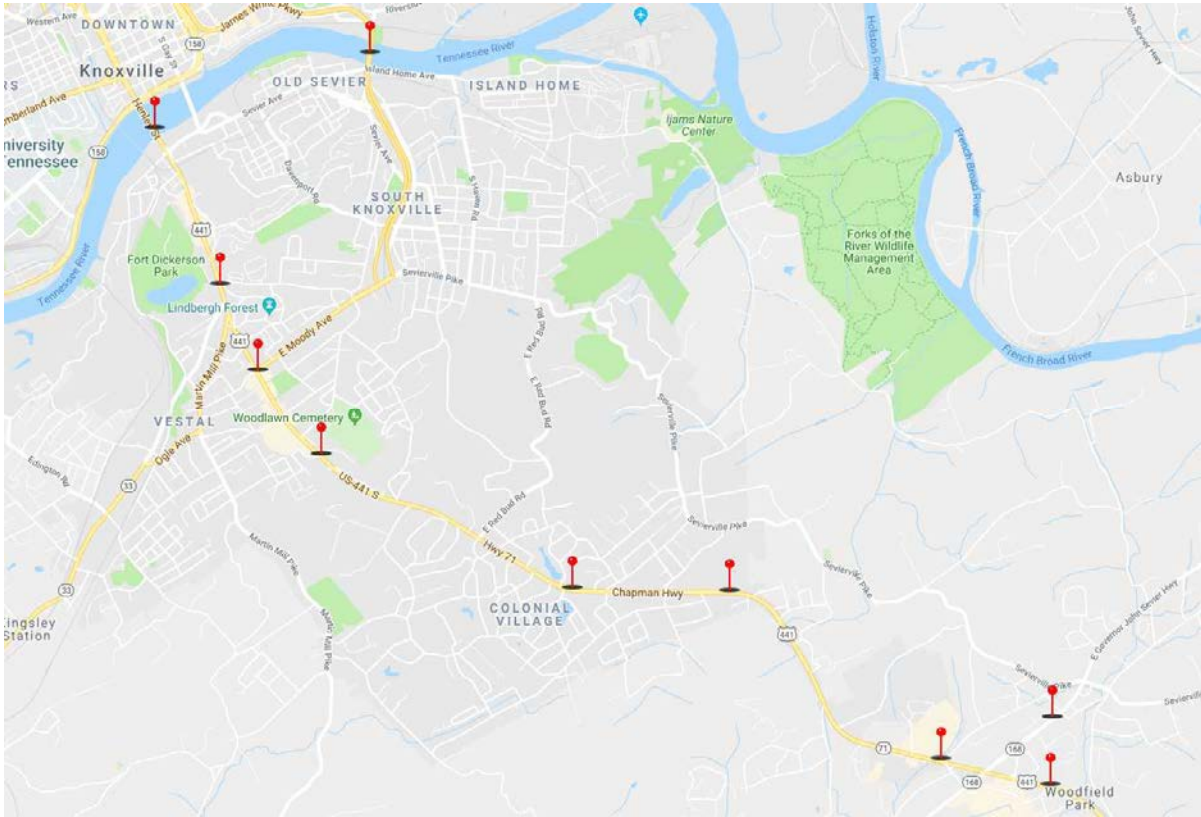
### Day Type

- 0: Average Day (M-Su)
- 1: Average Weekday (M-Th)
- 2: Average Weekend Day (Sa-Su)

### Zone Selection

For Chapman Highway, 10 unique zones were selected for analysis in coordination with the MPC. All zones along Chapman Highway, except the zone at Norton Road, were placed south of the noted intersection. Due to the skewed alignment and exit ramp character of W Norton Road, this zone was placed north of the intersection to better capture trips in Segment 5. Three additional zones were placed off of Chapman Highway – one on the Henley Street Bridge, the James White Parkway Bridge (South Knoxville Bridge), and one on E Governor John Sevier Highway. The full list of zones and a map is shown below.

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• South Knox Bridge</li> <li>• Henley Street</li> <li>• Woodlawn Pike</li> <li>• Moody Avenue</li> <li>• Fronda Lane</li> </ul> | <ul style="list-style-type: none"> <li>• Colonial Drive</li> <li>• Chapman Ford Crossing</li> <li>• Norton Road</li> <li>• East Governor John Sevier Highway</li> <li>• Mountain Grove Drive</li> </ul> |
|--|---|



### Post-Processing

Using standard census naming conventions, TAZs were tagged by county for those within the model area of the Knoxville Regional Travel Demand Model. TAZs outside of the model area are noted as such. The sections below summarize the percentage of trips by origin and destination county for each zone shown above. Values are noted for both 'IN' or inbound to Knoxville and 'OUT' or outbound from Knoxville.

Daily Trip Percentages

DAILY TRIPS BY ORIGIN COUNTY

ORIGIN COUNTY	SOUTH KNOX BRIDGE		HENLEY STREET BRIDGE		WOODLAWN PIKE		MOODY AVENUE		FRONDA LANE		COLONIAL DRIVE		CHAPMAN FORD CROSSING		NORTON ROAD		EAST GOV JOHN SEVIER HWY		MOUNTAIN GROVE DRIVE		
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	
ANDERSON	0%	1%	0%	2%	0%	2%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%
BLOUNT	2%	1%	4%	1%	5%	1%	5%	1%	6%	1%	7%	1%	7%	0%	11%	0%	1%	24%	12%	6%	
GRAINGER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
JEFFERSON	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	
KNOX	91%	94%	77%	93%	72%	94%	69%	95%	61%	95%	56%	96%	54%	96%	43%	97%	87%	62%	19%	88%	
LOUDON	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	
NOT IN MODEL AREA	0%	1%	0%	2%	0%	1%	0%	1%	0%	1%	0%	2%	0%	1%	0%	1%	2%	1%	0%	2%	
ROANE	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
SEVIER	7%	1%	18%	0%	22%	1%	27%	1%	34%	1%	37%	0%	38%	0%	45%	0%	4%	12%	69%	2%	
UNION	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

DAILY TRIPS BY DESTINATION COUNTY

DESTINATION COUNTY	SOUTH KNOX BRIDGE		HENLEY STREET BRIDGE		WOODLAWN PIKE		MOODY AVENUE		FRONDA LANE		COLONIAL DRIVE		CHAPMAN FORD CROSSING		NORTON ROAD		EAST GOV JOHN SEVIER HWY		MOUNTAIN GROVE DRIVE	
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT
ANDERSON	1%	0%	2%	0%	2%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
BLOUNT	1%	2%	1%	3%	0%	4%	1%	4%	1%	5%	1%	6%	1%	7%	1%	10%	24%	0%	6%	12%
GRAINGER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
JEFFERSON	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%
KNOX	94%	93%	93%	81%	94%	77%	94%	73%	95%	66%	95%	61%	95%	56%	94%	46%	62%	87%	90%	20%
LOUDON	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NOT IN MODEL AREA	2%	0%	2%	0%	2%	0%	2%	0%	2%	0%	2%	0%	2%	0%	1%	0%	1%	3%	2%	0%
ROANE	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SEVIER	1%	5%	0%	16%	0%	18%	0%	23%	0%	29%	1%	33%	1%	37%	2%	43%	12%	4%	0%	67%
UNION	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

AM Peak (6am-9am) Trip Percentages

PEAK AM (6AM-9AM) TRIPS BY ORIGIN COUNTY

ORIGIN COUNTY	SOUTH KNOX BRIDGE		HENLEY STREET BRIDGE		WOODLAWN PIKE		MOODY AVENUE		FRONDA LANE		COLONIAL DRIVE		CHAPMAN FORD CROSSING		NORTON ROAD		EAST GOV JOHN SEVIER HWY		MOUNTAIN GROVE DRIVE		
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	
ANDERSON	0%	1%	0%	3%	0%	3%	0%	2%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%
BLOUNT	2%	0%	6%	0%	7%	0%	8%	1%	9%	1%	10%	0%	11%	0%	15%	0%	0%	36%	15%	8%	
GRAINGER	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
JEFFERSON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	6%	0%	0%	0%	
KNOX	82%	94%	68%	91%	61%	94%	51%	96%	46%	96%	36%	97%	35%	97%	30%	97%	82%	46%	16%	86%	
LOUDON	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	
NOT IN MODEL AREA	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	1%	0%	1%	
ROANE	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
SEVIER	16%	0%	26%	1%	31%	1%	41%	1%	45%	1%	53%	0%	54%	0%	53%	0%	5%	17%	69%	3%	
UNION	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	3%	0%	0%	0%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

PEAK AM (6AM-9AM) TRIPS BY DESTINATION COUNTY

DESTINATION COUNTY	SOUTH KNOX BRIDGE		HENLEY STREET BRIDGE		WOODLAWN PIKE		MOODY AVENUE		FRONDA LANE		COLONIAL DRIVE		CHAPMAN FORD CROSSING		NORTON ROAD		EAST GOV JOHN SEVIER HWY		MOUNTAIN GROVE DRIVE	
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT
ANDERSON	1%	0%	2%	0%	2%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%
BLOUNT	0%	1%	0%	3%	0%	4%	1%	3%	1%	4%	1%	4%	1%	4%	1%	7%	29%	0%	7%	9%
GRAINGER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
JEFFERSON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%
KNOX	95%	97%	96%	85%	97%	80%	96%	78%	97%	75%	97%	73%	97%	70%	97%	52%	56%	91%	90%	19%
LOUDON	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NOT IN MODEL AREA	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	2%	2%	1%	0%
ROANE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SEVIER	1%	2%	0%	12%	0%	15%	0%	19%	0%	21%	0%	23%	0%	26%	1%	41%	12%	2%	0%	71%
UNION	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Peak PM (3PM-6PM) Trip Percentages

PEAK PM (3PM-6PM) TRIPS BY ORIGIN COUNTY

ORIGIN COUNTY	SOUTH KNOX BRIDGE		HENLEY STREET BRIDGE		WOODLAWN PIKE		MOODY AVENUE		FRONDA LANE		COLONIAL DRIVE		CHAPMAN FORD CROSSING		NORTON ROAD		EAST GOV JOHN SEVIER HWY		MOUNTAIN GROVE DRIVE	
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT
ANDERSON	0%	1%	0%	2%	0%	2%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%
BLOUNT	1%	1%	4%	1%	4%	1%	4%	1%	4%	1%	5%	1%	6%	0%	10%	0%	1%	26%	12%	5%
GRAINGER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
JEFFERSON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%
KNOX	96%	96%	84%	95%	79%	94%	78%	95%	72%	95%	68%	96%	66%	97%	50%	97%	91%	62%	20%	89%
LOUDON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
NOT IN MODEL AREA	0%	1%	0%	2%	0%	2%	0%	1%	0%	1%	0%	2%	0%	2%	0%	1%	1%	1%	0%	2%
ROANE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SEVIER	3%	1%	12%	0%	17%	1%	18%	0%	23%	1%	27%	0%	28%	0%	40%	0%	2%	10%	68%	2%
UNION	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



PEAK PM (3PM-6PM) TRIPS BY DESTINATION COUNTY

DESTINATION COUNTY	SOUTH KNOX BRIDGE		HENLEY STREET BRIDGE		WOODLAWN PIKE		MOODY AVENUE		FRONDA LANE		COLONIAL DRIVE		CHAPMAN FORD CROSSING		NORTON ROAD		EAST GOV JOHN SEVIER HWY		MOUNTAIN GROVE DRIVE	
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT
ANDERSON	1%	0%	3%	0%	2%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
BLOUNT	1%	2%	1%	4%	0%	5%	1%	4%	1%	5%	1%	5%	1%	7%	1%	10%	25%	0%	6%	12%
GRAINGER	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
JEFFERSON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	7%	0%	0%
KNOX	95%	89%	92%	77%	95%	74%	95%	70%	97%	62%	96%	56%	96%	51%	95%	41%	62%	84%	91%	18%
LOUDON	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NOT IN MODEL AREA	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	2%	1%	0%
ROANE	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
SEVIER	0%	9%	0%	18%	0%	21%	1%	26%	0%	33%	1%	38%	1%	43%	3%	48%	11%	5%	0%	69%
UNION	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%