



Supplementing Census Data SANDAG Case Study

DEMOGRAPHIC DATA

Dwelling Unit Counts

Census (SF1)

Resolution: Blocks (25,700)

Property Record Files

Resolution: Parcels (800,000)

Aerial Photographs

Resolution: Individual building

**Limitations: Small areas only
Buildings, not units**

Structure Type

Census (SF3)

Resolution: Block groups (2,200)

Limitations: Self-reported

Property Record Files

Resolution: Parcels (800,000)

Aerial Photographs

Resolution: Individual building

Limitations: Small areas only
Selected structure types

Employment Estimates

Census (CTPP)

Resolution: CTPP zones (500)

ES202 Files

Resolution: Individual employers

Limitations: Confidentiality issues
Missing employers
Multiple Sites

Derived from Building Floor Area

Resolution: Parcels (800,000)

Household Income

Census (SF3)

Resolution: **Block groups (2,200)**

State Income Tax Returns

Resolution: **Tracts (600)**

Limitations: **Confidentiality issues**
 Definitional differences
 Complex process

Case Study

Parcel Level Dwelling Units

MGRA Geography



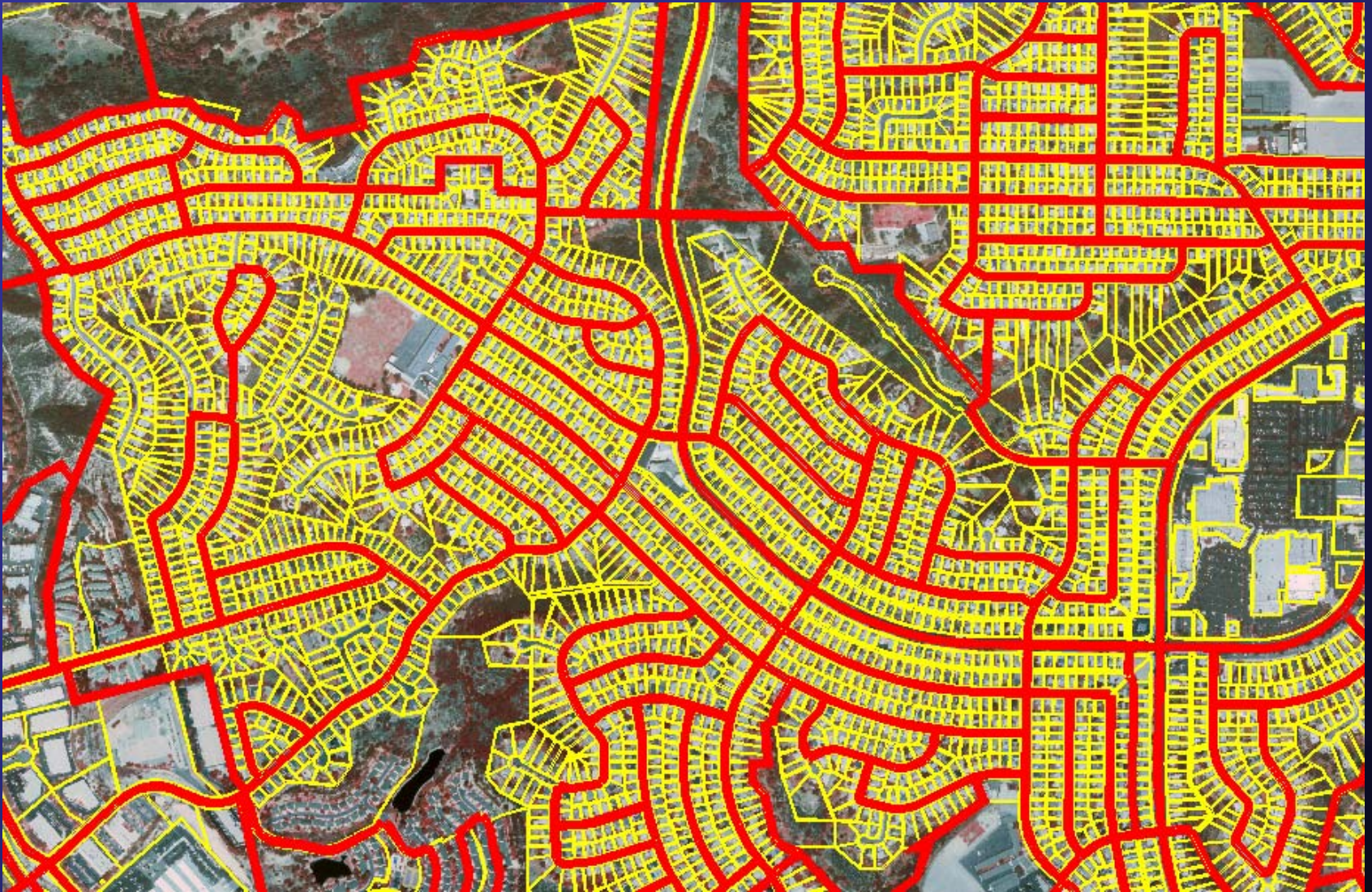
Irregular Geography



Transit Access



Parcel and MGRA Geography



Block Group Check

BKGP EDIT MENU

- Go to keyboard
- Oops
- Problem BG
- Check DU Types
- Edit DU Points
- Edit mgras
- Select
- Select low blocks
- Select high blocks
- Draw blocks on
- Draw mgra on
- Draw block groups on
- Image On
- Image Off
- Images Other
- Save edits
- Select next block group


ARCEDIT

Pan/Zoom x,y: 6264842,87639,1885941,99680
dx,dy: 0,00000,0,00000 dist: 0,00000

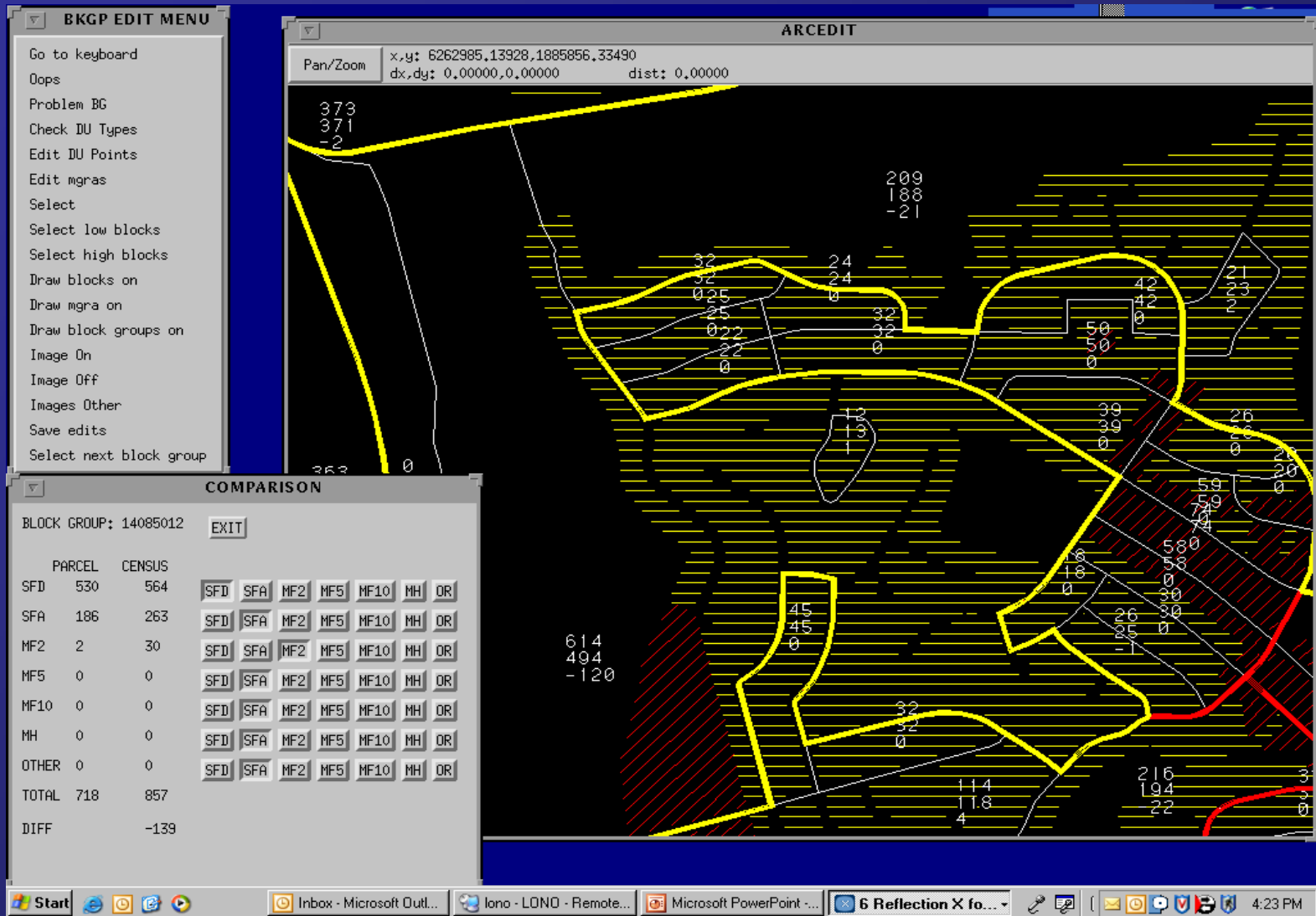
COMPARISON

BLOCK GROUP: 14085012

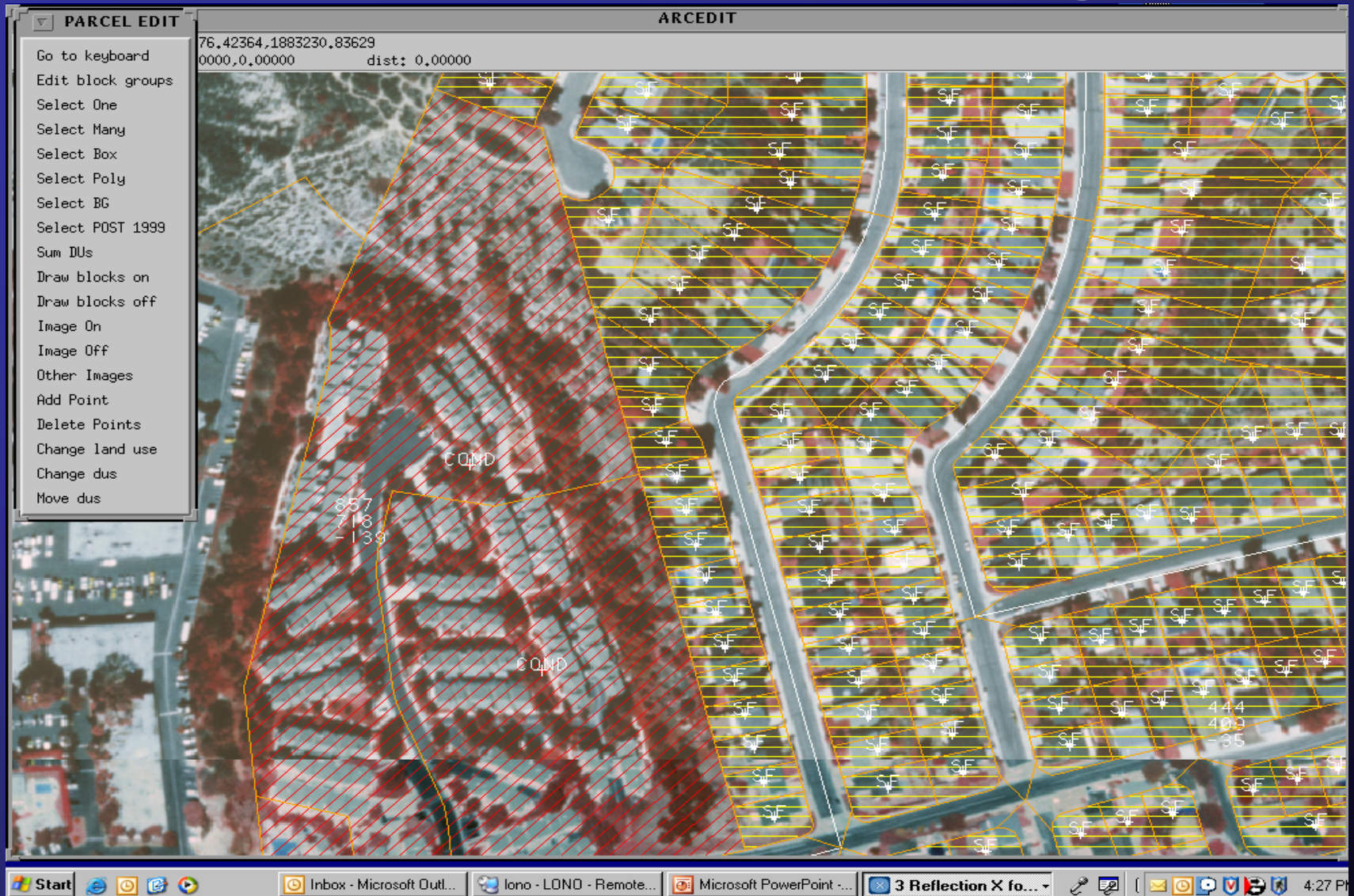
	PARCEL	CENSUS	
SFD	530	564	<input type="button" value="SFD"/> <input type="button" value="SFA"/> <input type="button" value="MF2"/> <input type="button" value="MF5"/> <input type="button" value="MF10"/> <input type="button" value="MH"/> <input type="button" value="OR"/>
SFA	186	263	<input type="button" value="SFD"/> <input type="button" value="SFA"/> <input type="button" value="MF2"/> <input type="button" value="MF5"/> <input type="button" value="MF10"/> <input type="button" value="MH"/> <input type="button" value="OR"/>
MF2	2	30	<input type="button" value="SFD"/> <input type="button" value="SFA"/> <input type="button" value="MF2"/> <input type="button" value="MF5"/> <input type="button" value="MF10"/> <input type="button" value="MH"/> <input type="button" value="OR"/>
MF5	0	0	<input type="button" value="SFD"/> <input type="button" value="SFA"/> <input type="button" value="MF2"/> <input type="button" value="MF5"/> <input type="button" value="MF10"/> <input type="button" value="MH"/> <input type="button" value="OR"/>
MF10	0	0	<input type="button" value="SFD"/> <input type="button" value="SFA"/> <input type="button" value="MF2"/> <input type="button" value="MF5"/> <input type="button" value="MF10"/> <input type="button" value="MH"/> <input type="button" value="OR"/>
MH	0	0	<input type="button" value="SFD"/> <input type="button" value="SFA"/> <input type="button" value="MF2"/> <input type="button" value="MF5"/> <input type="button" value="MF10"/> <input type="button" value="MH"/> <input type="button" value="OR"/>
OTHER	0	0	<input type="button" value="SFD"/> <input type="button" value="SFA"/> <input type="button" value="MF2"/> <input type="button" value="MF5"/> <input type="button" value="MF10"/> <input type="button" value="MH"/> <input type="button" value="OR"/>
TOTAL	718	857	
DIFF		-139	



Block Counts and Land Use



Residential Buildings



Problem Areas

Census

Structure types

Geo-coding quality

Block definitions

Senior housing

Property Record Files

Units on public/non-taxable land

Both

Units under construction

TRANSPORTATION DATA

Number of Vehicles

Census (SF3)

Resolution: **Block groups (2,200)**

Department of Motor Vehicles

Resolution: **Countywide**

Home Interview Surveys

Resolution: **Large summary areas**

Limitations: **Sample bias**

Average Trip Length (Minutes)

Census (CTPP)

Resolution: CTPP zones (500)

Limitations: Self-reported

Speed Surveys/Transportation Models

Resolution: TAZs (4,600)

Home Interview Surveys

Resolution: Large summary areas

Limitations: Sample bias

Transit Mode Shares

Census (CTPP)

Resolution: CTPP zones (500)

Transit On-Board Surveys

Resolution: Small summary areas

Home Interview Surveys

Resolution: Very large summary areas

Limitations: Sample bias

Trip Tables

Census (CTPP)

Resolution: CTPP zones (500)

Home Interview Surveys

Resolution: Very large summary areas

Limitations: Sample bias

Case Study

Auto Travel Times

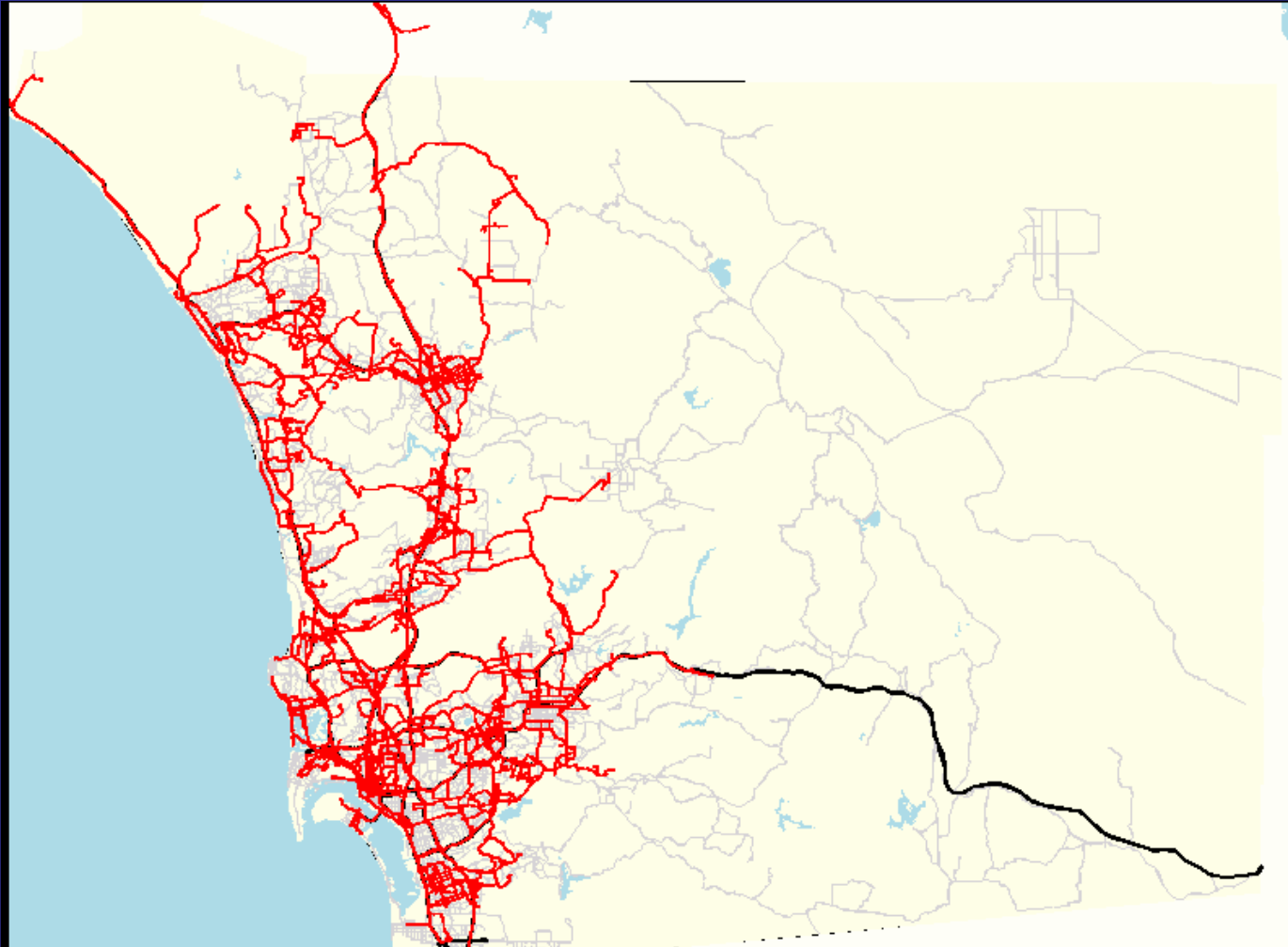
Travel Time Surveys

Route	AM				PM			
	Observed	Modeled	Difference		Observed	Modeled	Difference	
Calsbad-Escondido	26	30	4	15%	26	27	1	4%
Chula Vista-Sorrento Mesa	54	54	0	0%	66	71	5	8%
Downtown-Sorrento Mesa	29	32	3	10%	29	35	6	21%
El Cajon-Downtown	28	29	1	4%	25	30	5	20%
Escondido-Calsbad	39	35	-4	-10%	43	40	-3	-7%
Escondido-Downtown	62	64	2	3%	59	64	5	8%
Escondido-Kearny Mesa	55	47	-8	-15%	44	46	2	5%
MidCity-Kearny Mesa	15	16	1	7%	20	16	-4	-20%
Mid City-Sorrento Mesa	26	31	5	19%	42	42	0	0%
Oceanside-Downtown	63	62	-1	-2%	65	62	-3	-5%
Rancho Bernado-Sorrento Mesa	33	35	2	6%	51	50	-1	-2%
Sorrento Mesa-Downtown	29	27	-2	-7%	25	28	3	12%
SanYsidro-Downtown	27	36	9	33%	20	28	8	40%
Total	486	498	12	2%	515	539	24	5%

California Statewide Travel Survey

- 1,200 San Diego County Households
- 180 Households with GPS-Equipped Vehicles
- 1,000 GPS trips out of 4,700 total survey trips
- February-October 2001
- GeoStats

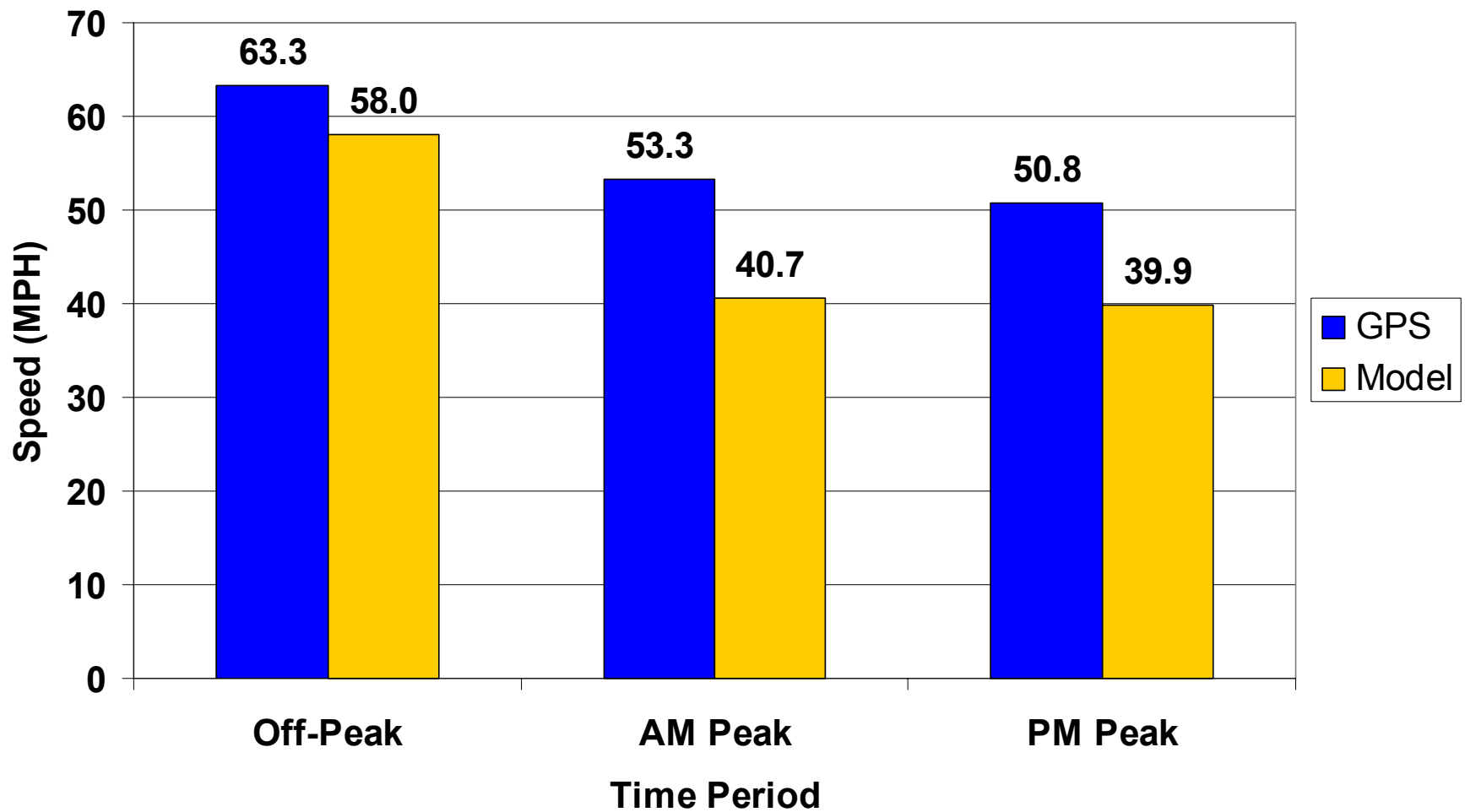
GPS Coverage



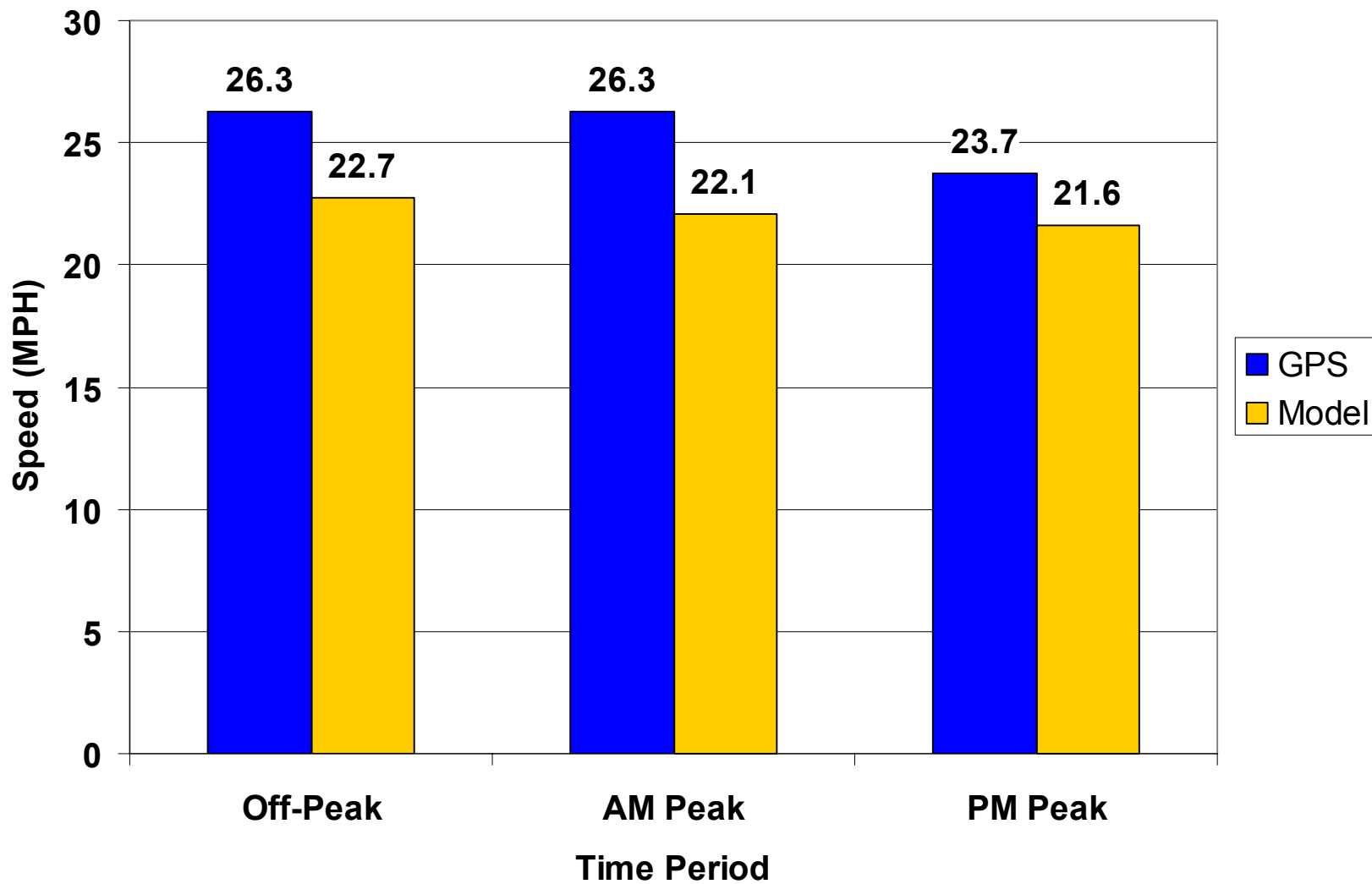
GPS Points



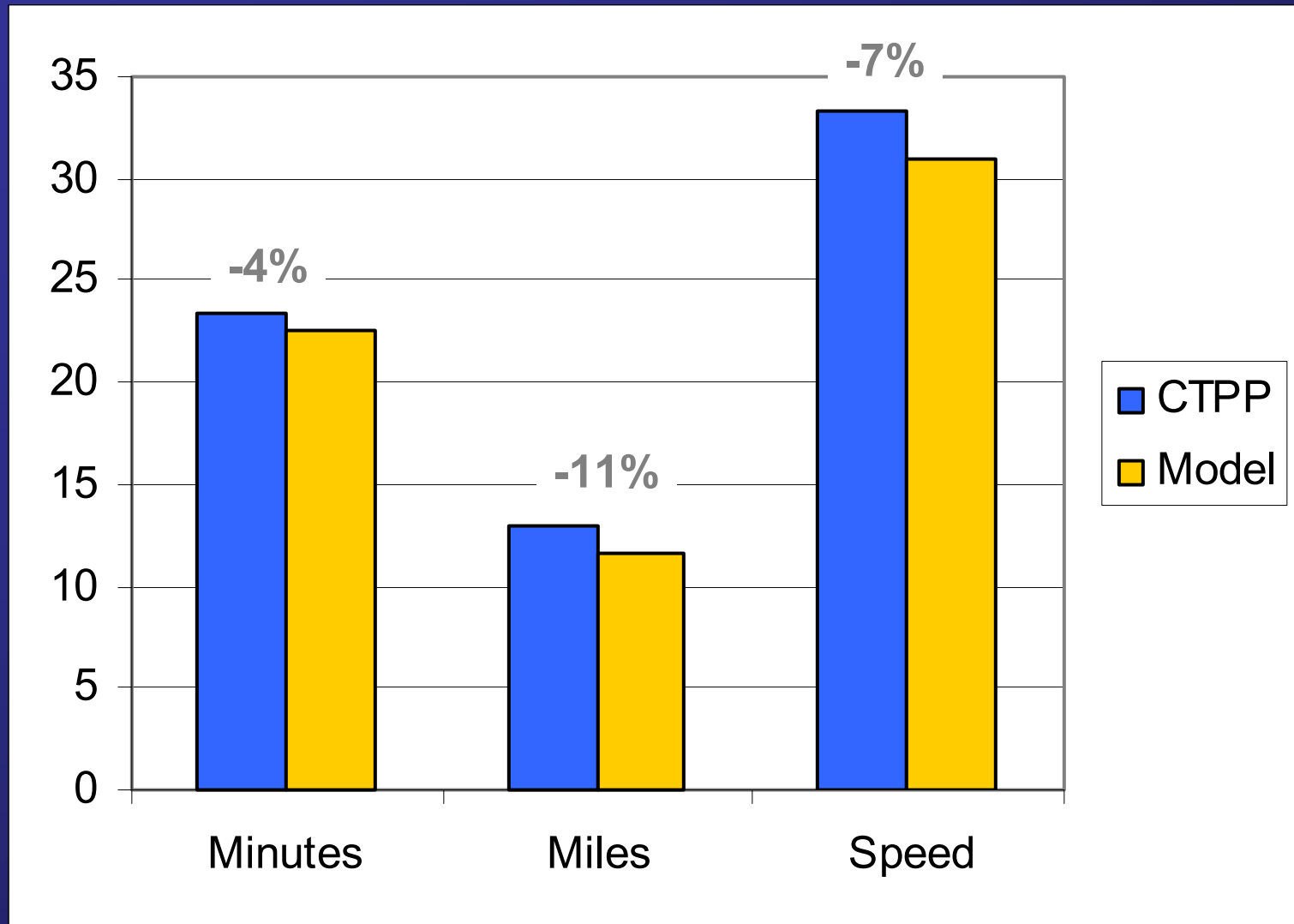
Freeway Speed Comparison



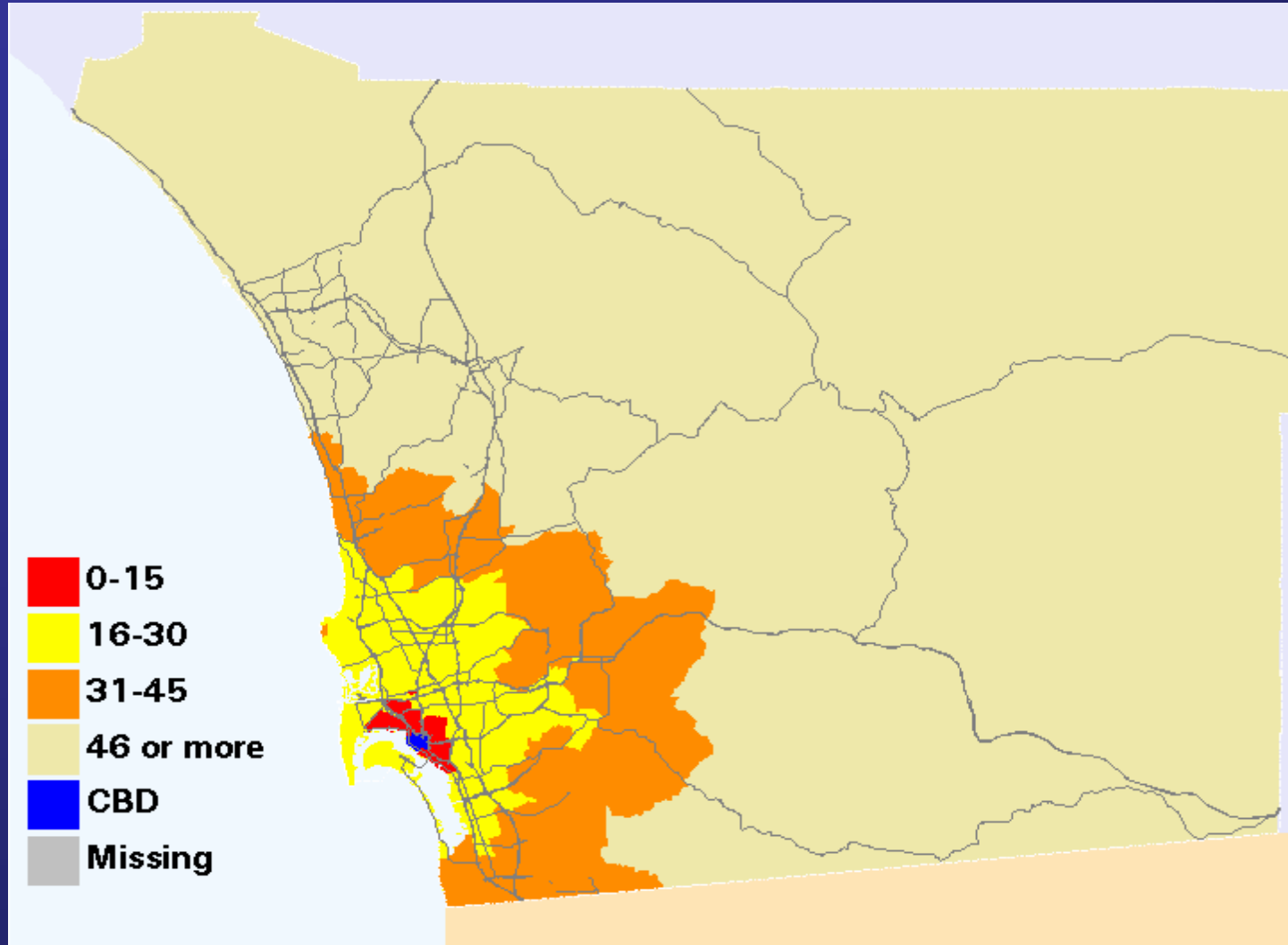
Arterial Speed Comparison



CTPP – Model Comparison

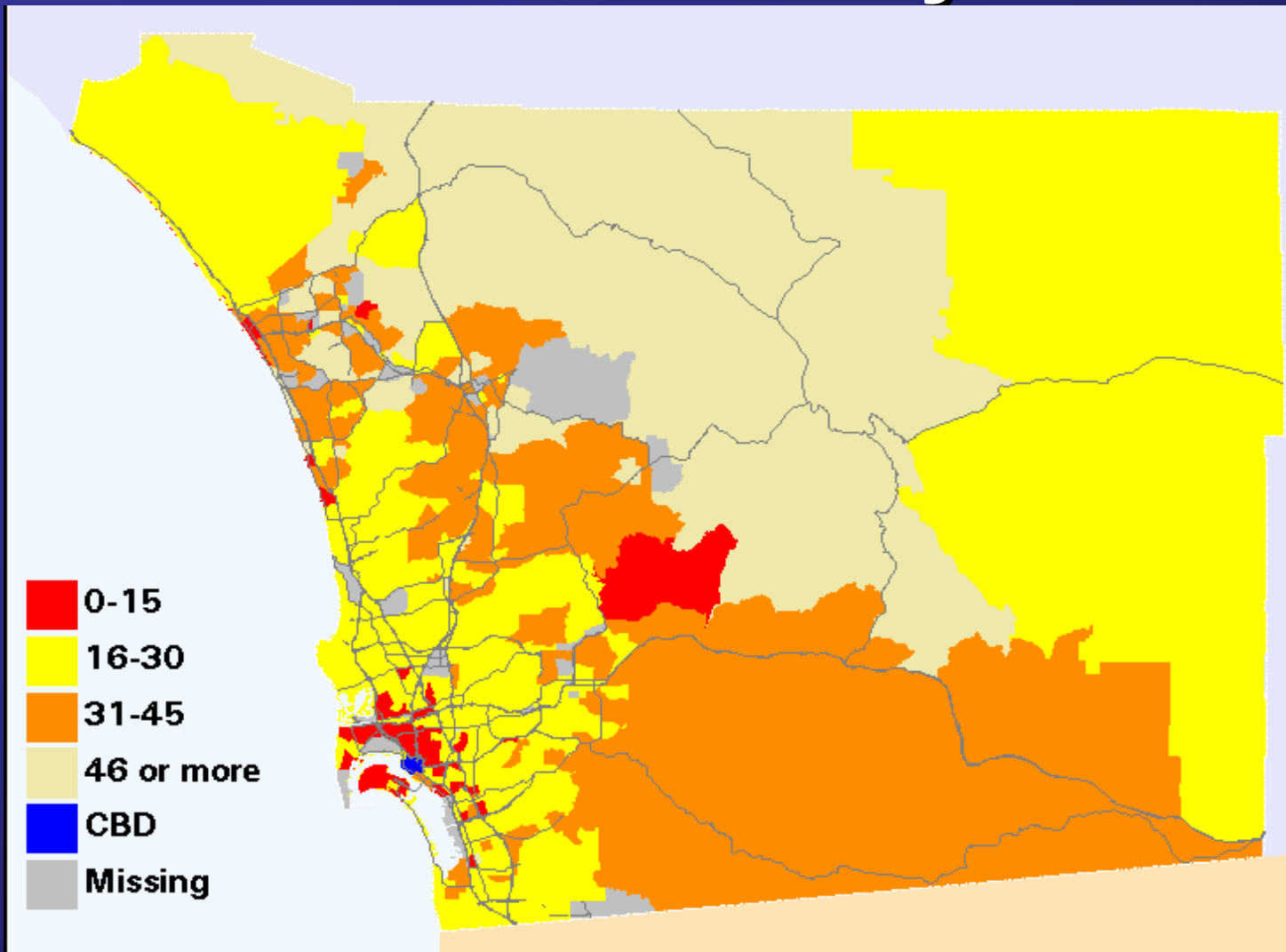


Modeled Travel Times Minutes to CBD by Auto

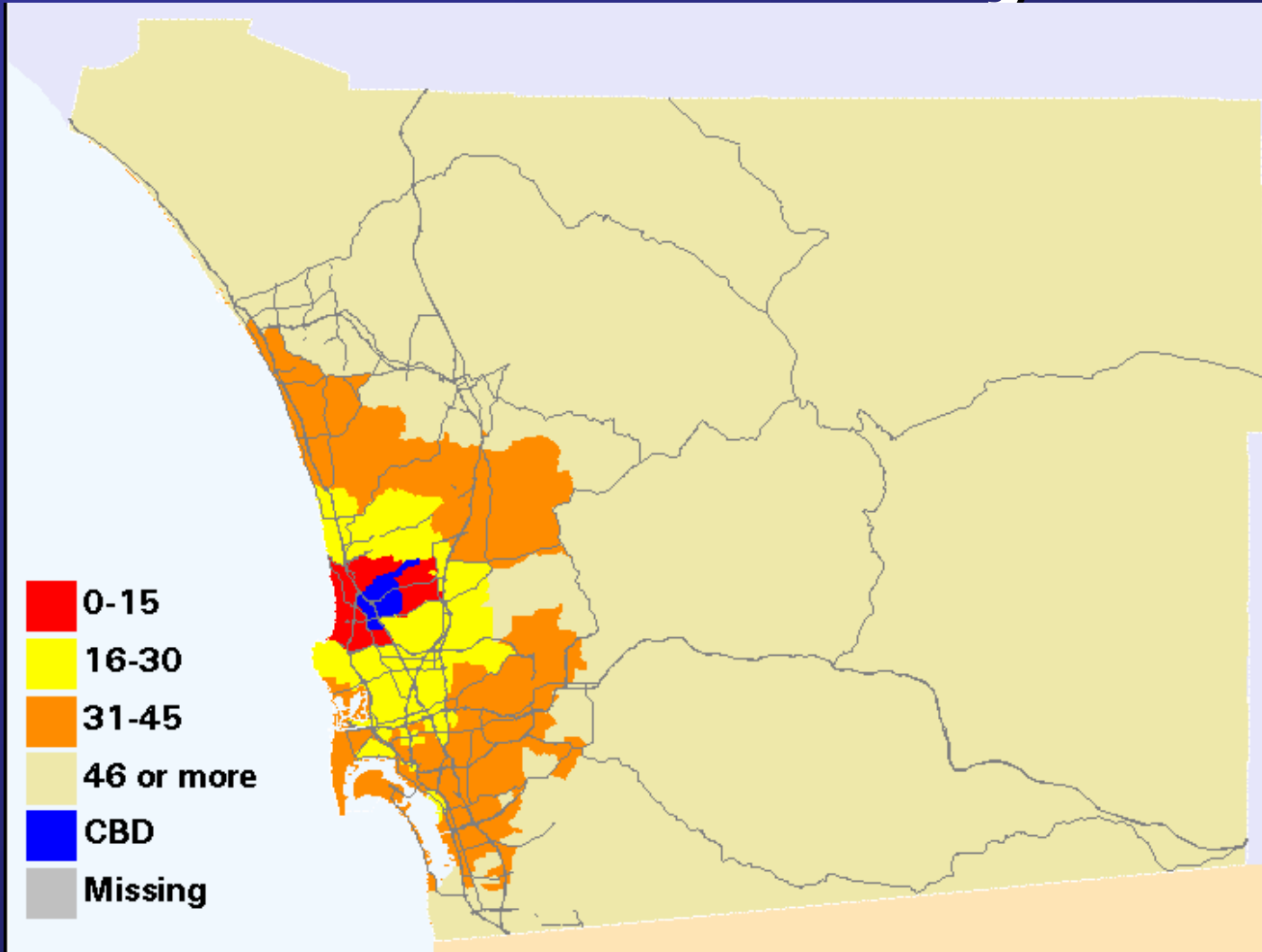


CTPP Travel Times

Minutes to CBD by Auto

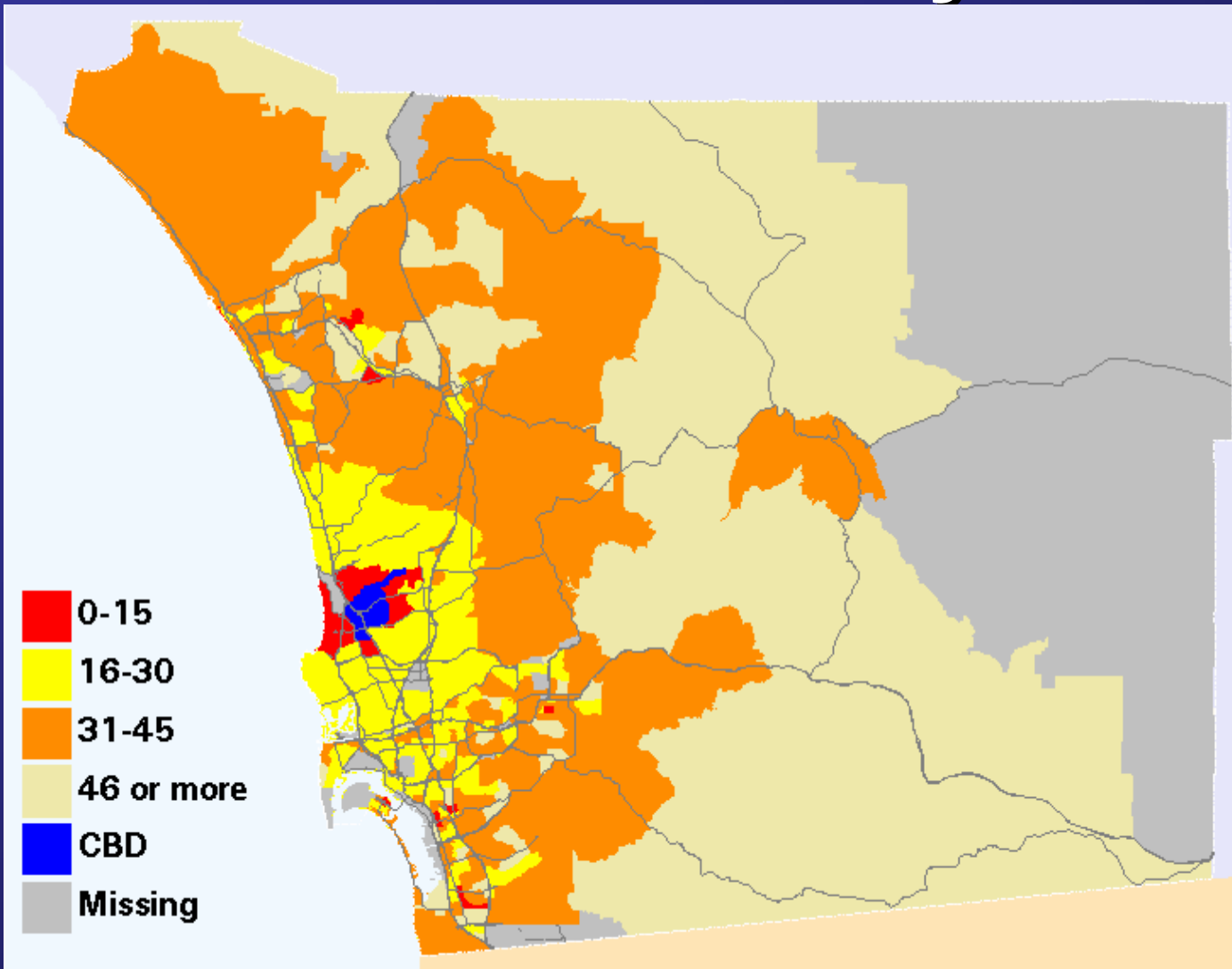


Modeled Travel Times Minutes to Suburb by Auto



CTPP Travel Times

Minutes to Suburb by Auto





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