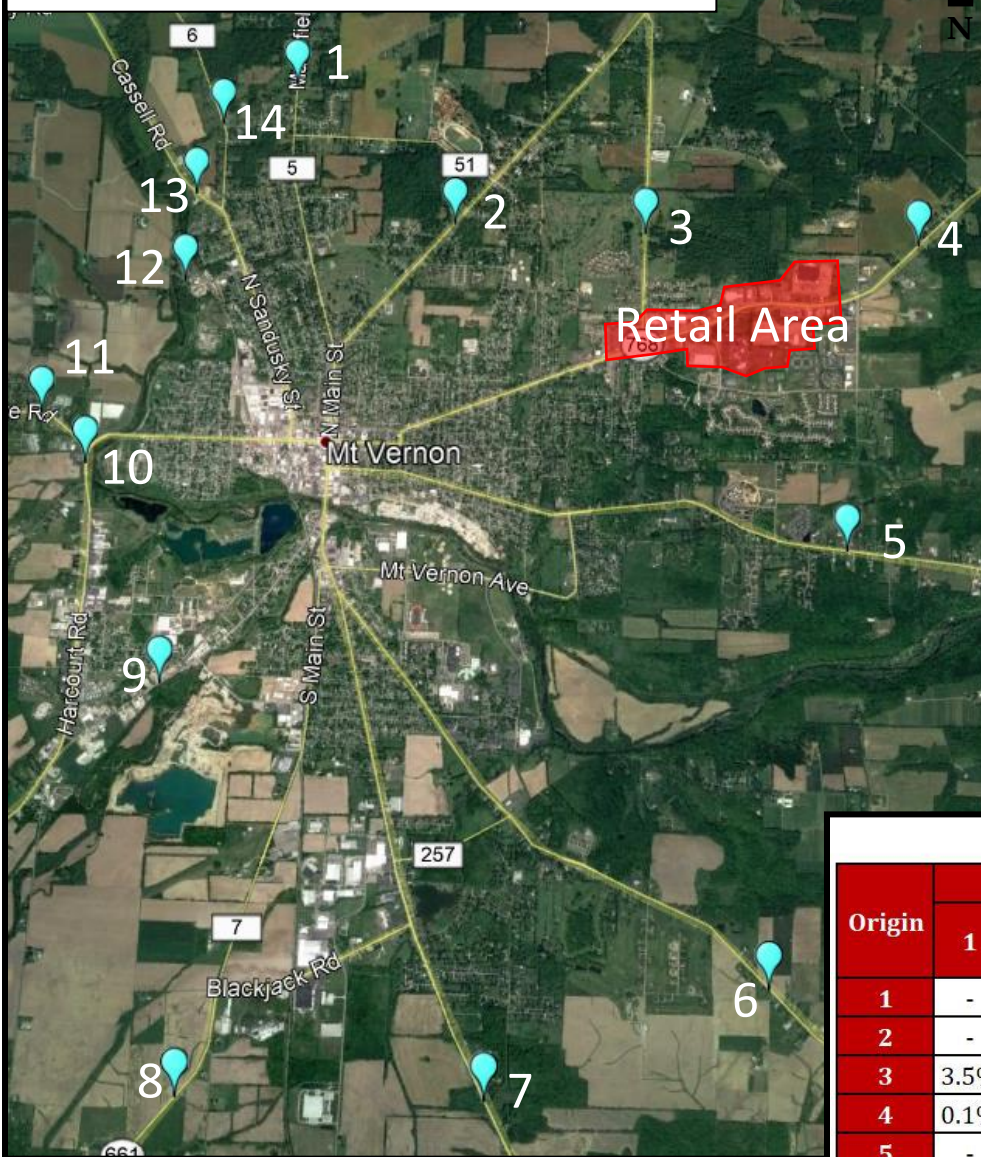


# Eastern Mount Vernon Origin Destination Study

September 2018

## General Origin Destination Study

Location of General Origin Destination Points



**Purpose:** To study all the general entry and exit points for the City and to help understand overall traffic patterns to/from Mount Vernon.

**Analysis Methods:** Collected data which uses cell phone location services to show a relative amount of traffic that enters at a predetermined zone (origin) and exits at a separate predetermined zone (destination). The data collected for this study is from February through April, and September through November for years 2014-2017, also including February of 2018.

**Results/Conclusions:** The results table below shows that the most common origin and destination point for all of Mount Vernon is the Retail Area (includes 28.7% of the trip origins and 27.6% of the trip destinations).

The roads used for the entry/exit points are listed below (numbers correspond to the locations on Figure below):

- |                      |                              |
|----------------------|------------------------------|
| 1. Mansfield Road    | 9. Columbus Road             |
| 2. Wooster Road      | 10. W. High Street           |
| 3. Vernonview Drive  | 11. Old Delaware Road        |
| 4. Coshocton Road    | 12. Tilden Avenue            |
| 5. E. Gambier Street | 13. Cassell Road             |
| 6. Martinsburg Road  | 14. Upper Fredericktown Road |
| 7. Newark Road       |                              |
| 8. Granville Road    |                              |

### Results

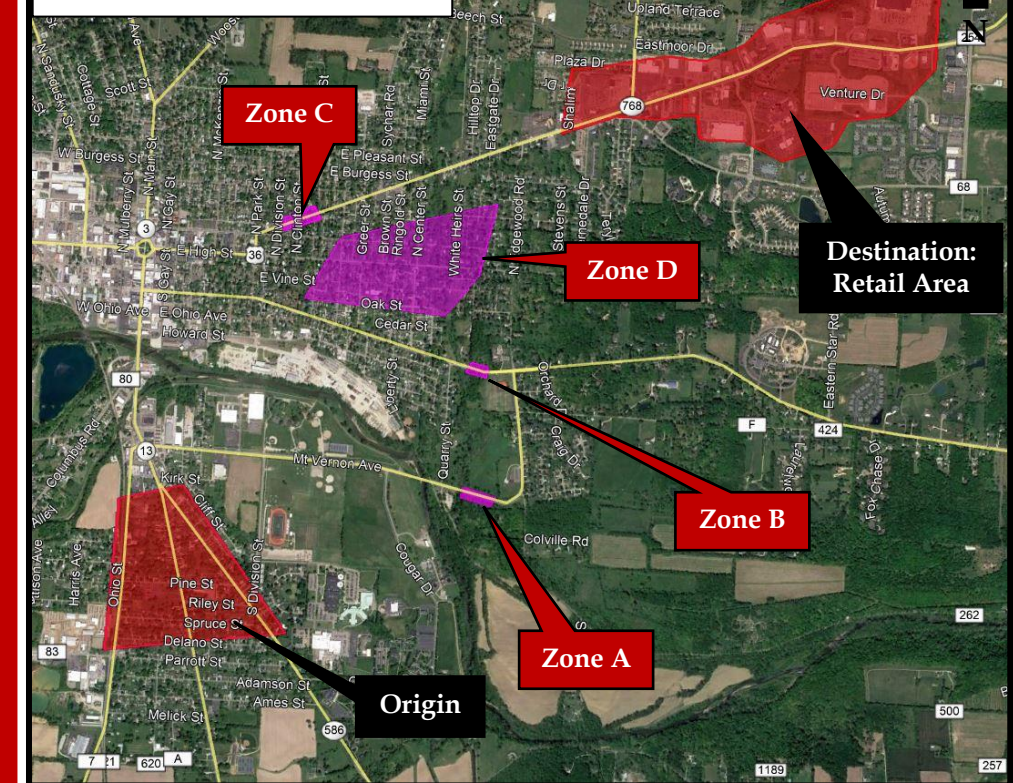
Origin	Destination														Grand Total	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14		Retail Area
1	-	-	4.9%	0.1%	-	-	-	0.2%	-	1.0%	-	-	0.1%	-	4.0%	10.4%
2	-	-	0.1%	0.1%	-	-	0.2%	0.7%	0.2%	0.9%	0.5%	-	-	-	0.2%	3.0%
3	3.5%	0.4%	-	0.1%	-	-	0.1%	0.1%	-	-	-	-	0.1%	0.2%	5.9%	10.4%
4	0.1%	-	0.2%	-	-	0.1%	0.1%	0.4%	0.1%	0.6%	0.7%	0.1%	1.0%	0.1%	5.4%	8.9%
5	-	0.1%	0.1%	0.2%	-	-	-	0.8%	0.3%	0.5%	0.5%	-	0.7%	-	1.2%	4.3%
6	-	-	0.1%	-	0.1%	-	-	0.1%	0.2%	0.1%	0.1%	-	0.7%	-	0.4%	1.8%
7	-	0.3%	-	0.1%	0.1%	-	-	-	-	-	0.1%	-	1.6%	-	0.7%	3.0%
8	0.2%	0.7%	-	0.4%	0.5%	-	-	-	-	-	-	-	1.1%	-	1.8%	4.9%
9	-	0.1%	-	0.1%	0.4%	0.2%	-	-	-	0.2%	-	-	-	-	1.0%	2.2%
10	0.1%	0.4%	-	0.4%	0.2%	0.2%	0.1%	0.1%	0.2%	-	1.7%	0.1%	0.5%	0.1%	1.1%	5.2%
11	-	0.4%	-	0.5%	0.9%	0.1%	-	-	0.1%	1.3%	-	0.1%	-	-	2.4%	5.9%
12	-	-	-	-	-	-	-	-	-	0.1%	0.1%	-	0.1%	-	0.2%	0.4%
13	-	0.2%	0.1%	0.7%	0.8%	0.4%	2.1%	1.4%	0.1%	1.2%	0.1%	0.1%	-	0.1%	2.6%	10.0%
14	-	-	0.2%	0.1%	-	-	-	-	-	-	-	-	-	-	0.6%	0.9%
Retail Area	3.7%	0.4%	5.7%	6.8%	1.5%	0.5%	0.7%	1.1%	0.7%	2.0%	2.3%	-	2.6%	0.8%	-	28.7%
Grand Total	7.6%	3.0%	11.3%	9.7%	4.5%	1.6%	3.4%	4.8%	1.9%	8.0%	6.1%	0.5%	8.5%	1.3%	27.6%	100.0%

### Overall Conclusions

- The General Origin Destination study results show that the Retail Area is a significant trip generator for the City of Mount Vernon.
- The Pathing Origin Destination study confirms speculation from the City and its residents that most traffic traveling to/from the Retail Area use a cut-through route of residential neighborhood streets.

## Pathing Origin Destination Study

Location of Pathing Zones



### Results

Middle Pathing Zone [Letter]	Percentage to Destination
[A] Mount Vernon Avenue	41%
[B] E. Gambier Street	7%
[D] Residential	14%
[C] US-36	38%

**Purpose:** To determine the amount of traffic that utilizes neighborhood cut-through routes to get from the south side of Mount Vernon (origin) to the Retail Area (destination).

**Analysis Methods:** See General Origin Destination Study Analysis Methods. Additionally, middle filter zones were located so that a vehicle could only pass through one zone to get to the destination zone. These middle filter zones show the relative number of trips that pass through each respective zone coming from the origin zone and going to the destination zone.

**Results/Conclusions:** It is assumed that any vehicles passing through Zone A, Zone B, and Zone D middle pathing zones ultimately cut through residential neighborhood streets to get to the Retail Area. As seen in the table above, the most common path from the intersection of Mount Vernon Avenue/S. Main Street/Newark Road to the Retail Area involves taking cut-through residential neighborhood streets.