

# Whatcom / Border Issues



**MULTIPLE FACTORS DRIVING  
BURGEONING CANADIAN TRIPS**

# Increasing Travel Demand



## **VOLUMES AT WSDOT PERMANENT TRAFFIC RECORDERS**

# WSDOT Data: Vehicles per day



## Permanent Traffic Recorder Data Collection Report

STRATEGIC PLANNING DIVISION  
STATEWIDE TRAVEL & COLLISION DATA OFFICE

MAY 2013

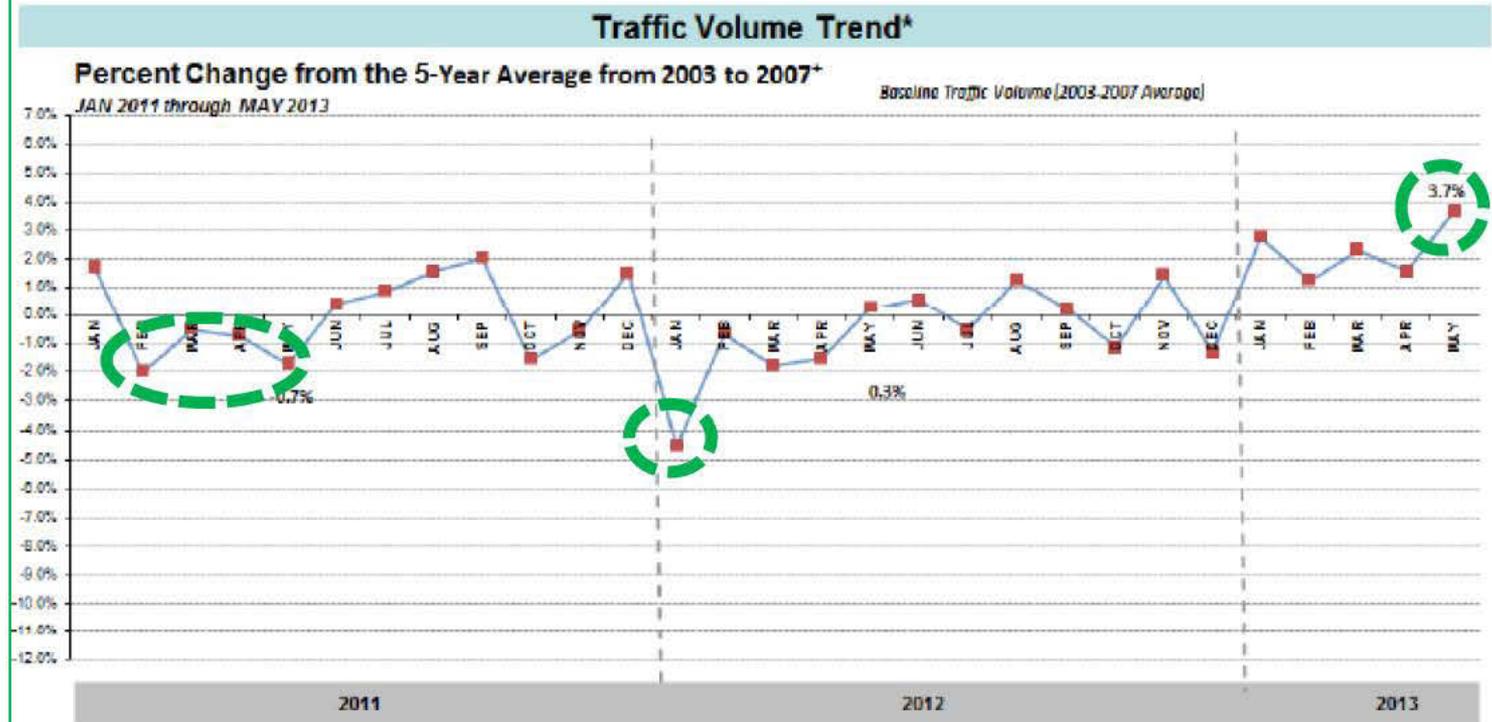


**Washington State  
Department of Transportation**

In cooperation with the  
United States Department of Transportation  
Federal Highway Administration

# Statewide May 2013 vs five-year average

Compared to the traffic volume trend (average daily traffic) the overall traffic volumes for May 2013 reflect an increase of (+3.7%).



\*Traffic Volume Trend is a weighted average of traffic volume changes among all reportable Permanent Traffic Recorder (PTR) sites. Weights are calculated proportional to the amount of monthly vehicle miles traveled (VMT, 2005-2011) based on highway volume. MAY13 Preliminary data.

†Normal Traffic Volume is the expected level of volume for the month, which was forecasted by the five-year average (2003-2007) of traffic volume as a baseline (0.0%).

Unit of volume measurement is monthly average daily traffic (MADT).

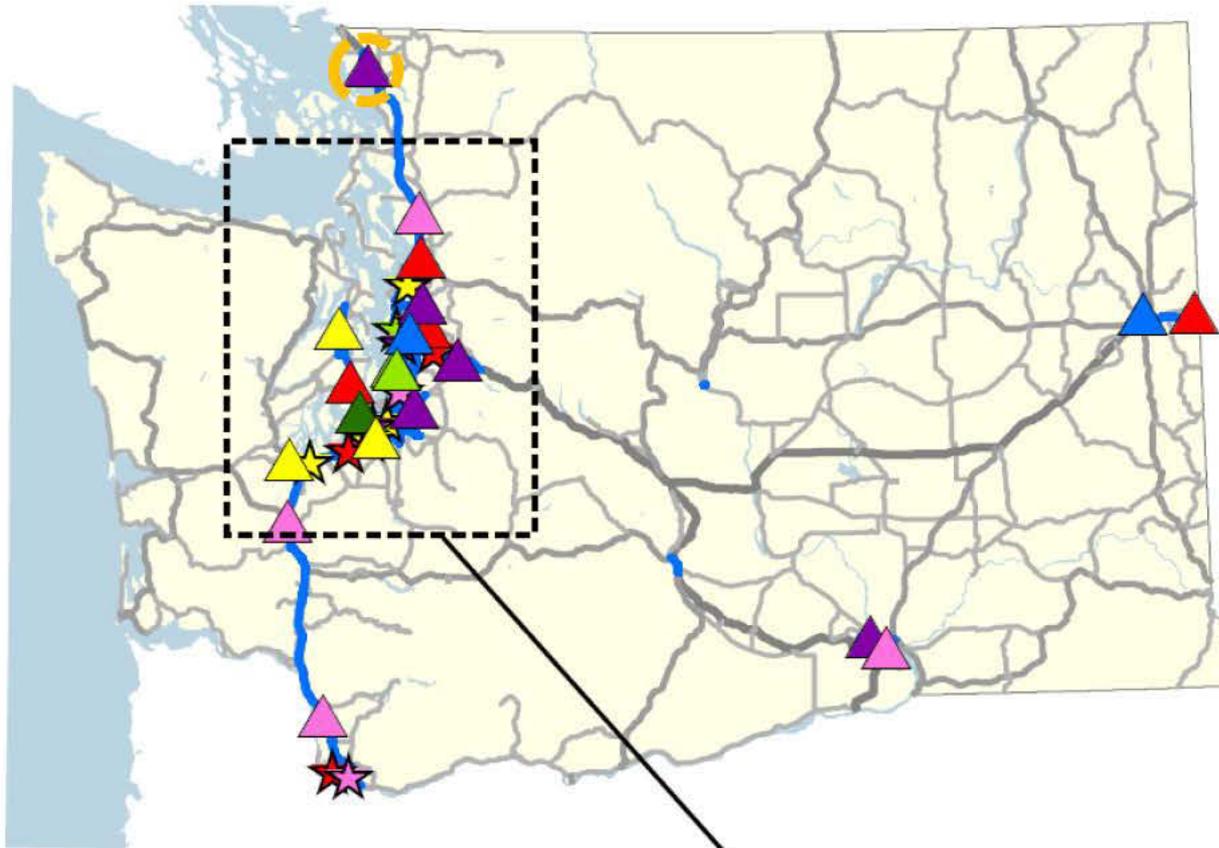
#### History of the Data

- Feb-May 2011 - Gas prices increased, multiple severe thunderstorms, tsunami alert
- Jan 2012 - Winter storm - Ice/Snow with widespread power outages.

# Volume Change at Permanent Traffic Recorder Sites - May 2013

## Medium to High Volume Sites

- △ 40,000 to 100,000 Vehicles Per Day (Medium Volume)
- ☆ Over 100,000 Vehicles Per Day (High Volume)



## Percent Change

Color indicates range of percent change at each PTR site

- Over 10% increase
- 6% to 10%
- 2% to 6%
- Within +/- 2%
- 2% to -6%
- 6% to -10%
- Over 10% decrease
- Routes within Volume Group

# Whatcom's Percent Change Compared to Five-year Average (2003-07)



<b>2013</b>	<b>Slater Rd (MP 261)</b>	<b>Birch Bay-Lynden (MP 269)</b>
<b>March</b>	+20.1%	+30.8%
<b>May</b>	+15.9%	+20.6%

<b>2012</b>	<b>Slater Rd (MP 261)</b>	<b>Birch Bay-Lynden (MP 269)</b>
<b>April</b>	+17.9%	+25.0%
<b>August</b>	+15.8%	+23.0%

# Canadian Component of NW Washington Retail Trade



**I-5 SURVEY DATA**  
**DAVID DAVIDSON, WWU/BPRI**  
**JULY 18, 2013**

# Study Area



## I-5 Corridor, Blaine to Tulalip

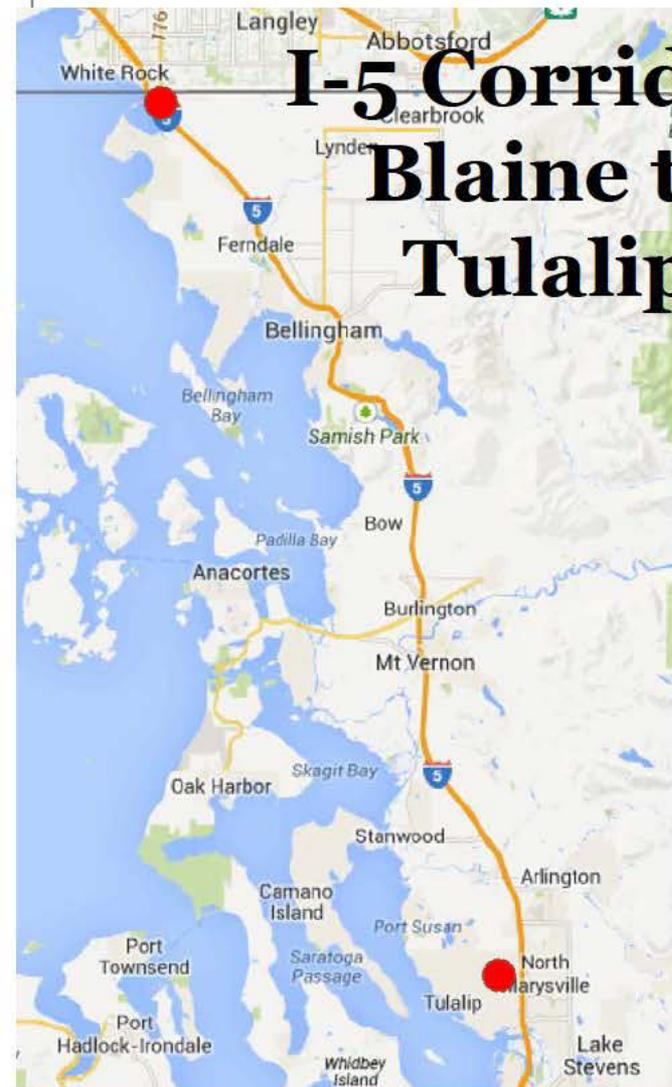
3 casinos

3 downtowns (Blaine, Lynden, Ferndale)

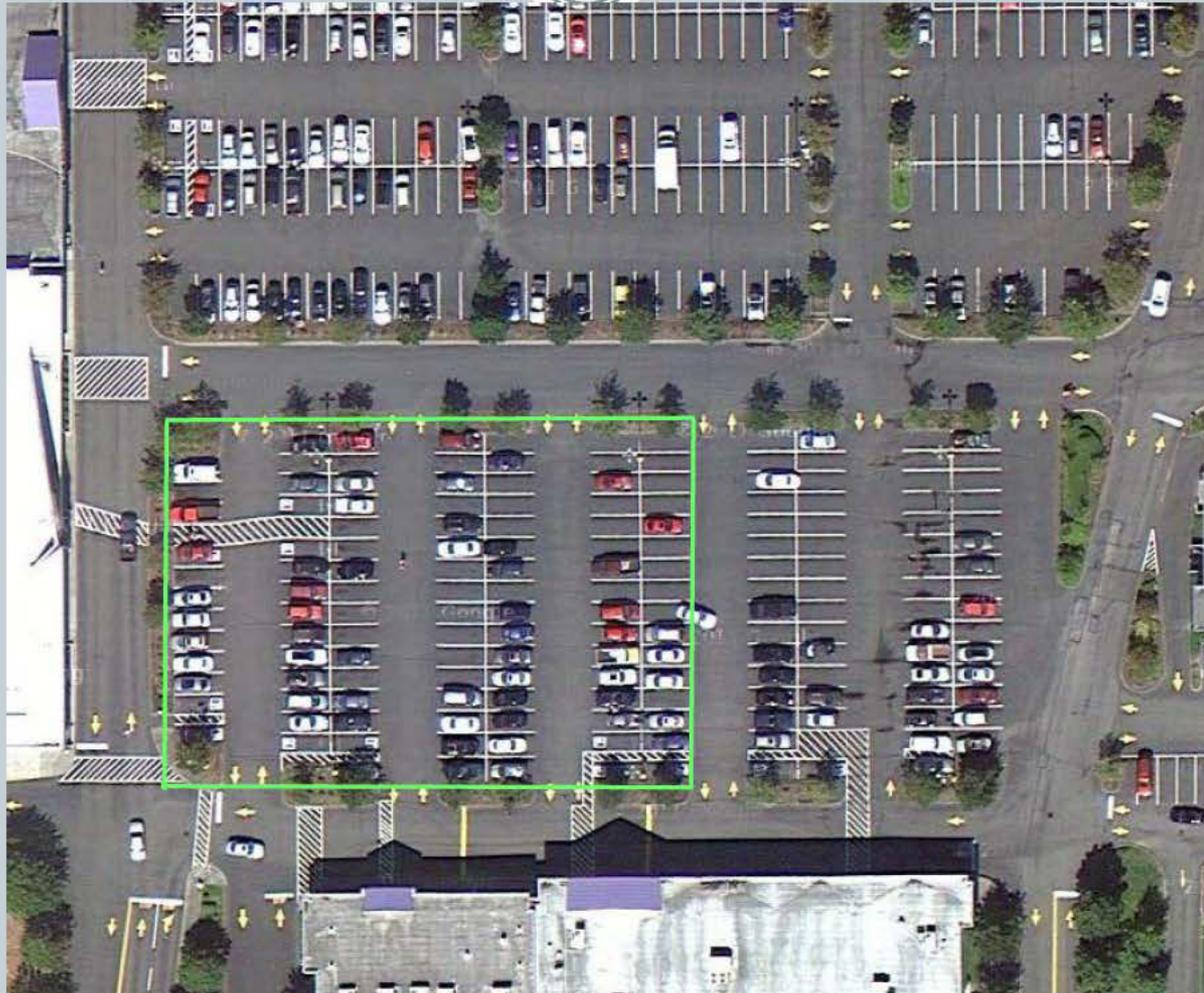
22 retail sites

Costco, Walmart, Fred Meyer,  
Safeway, Haggen, Ross, Kohl, Best  
Buy, Bed Bath & Beyond, Malls,  
Outlet malls, Trader Joe's

2 highway overpasses (I-5 traffic)



# Delimited Zones in Parking Lots



# Methodology



- Time series. Visit same zones in same lots on same days of week, same time of day, a few times a year.
- Thur, Fri, Sat sampling
- Count total vehicles present in zone, along with # Canadian-plated
- On I-5, count total vehicles passing S.B. in 10 min, and # Canadian-plated
- March 21 – 23 (Good Friday)
- June 13 – 15 (Bridge missing)

# Retail Locations

## Canadian %, Six days averaged



	<b>Walmart</b>	<b>Costco</b>	<b>Outlet Mall</b>	<b>Mall</b>
<b>B'ham</b>	45%	67%	-	41%
<b>Burlington</b>	9%	16%	45%	8%
<b>Marysville</b>	13%	7%	34%	-

# Casinos, I-5 Traffic, & Downtowns

## Canadian %, Six days averaged



Silver Reef	49%
Skagit Valley	17%
Tulalip	8%

Custer I-5	73%
Bow Hill I-5	35%

Blaine	31%
Lynden	14%
Ferndale	2%

# I-5 Traffic, N. & S. of Bellingham

# southbound cars in 10 min @ ~11:30 a.m.

