Forecasting Traffic Counts for High Tourism Areas in North Carolina

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Abstract

Due to the high variability of traffic counts in high tourism areas, it is unreasonable to apply the typical weekday traffic count (annual average daily traffic) as the baseline metric for developing the Comprehensive Transportation Plans for these areas. This presentation will describe transportation planning case studies of high tourism areas in North Carolina, including beach communities and mountain communities. The case studies included structured interviews of local residents, traffic counts, and evaluations of housing occupancy. An implementation strategy will be discussed for interpreting traffic counts in high tourism areas to aid in the development of Comprehensive Transportation Plans.
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Biography

Joe Wilck is an engineering faculty member at East Carolina University. His research specialization is in applied optimization, and his research has been funded by the National Science Foundation, Department of Energy, North Carolina Department of Transportation, and industry. He is a licensed professional engineer and volunteer for a number of professional organizations, including ASEE, IIE, and INFORMS. He received his Ph.D. from Pennsylvania State University in Industrial Engineering and Operations Research, and a B.S. and M.S. from Virginia Tech in Industrial and Systems Engineering.