

# TRENDS ANALYSIS: TRAFFIC

FALL 2015



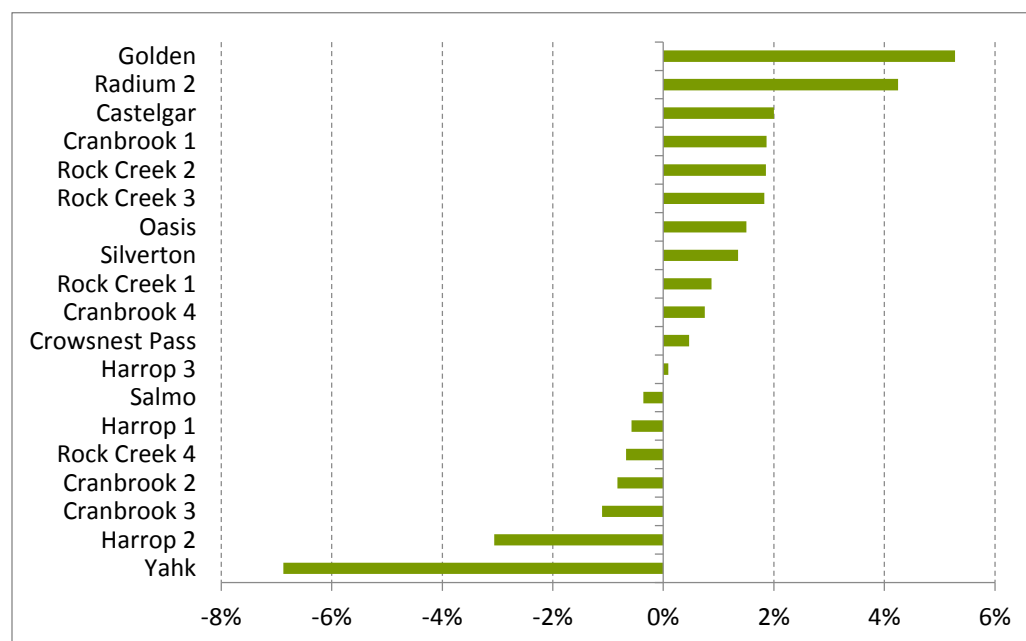
## What does this measure & why is it important?

This indicator monitors annual average daily traffic volumes at 21 permanent traffic count stations across the region. Data were acquired from the BC Ministry of Transportation and Infrastructure's [Traffic Data Program](#).

Traffic volumes indicate demand on a component of our publicly-funded infrastructure, helping planners to properly design and construct transportation networks. Our roads are used for commuting, tourism, and transportation of goods, among other purposes. Traffic data can help us understand how shifts in the economy affect our communities and our transportation needs.

## What are the trends & current conditions?

Last year's analysis for this indicator found that traffic volumes at stations in our region had been increasing at an average rate of approximately 1.5% per year. In contrast, 2014 data show that, compared to 2013, annual average daily traffic counts (measured in number of vehicles) remained relatively constant. The average 1-year change across all stations was an increase of 0.5%. Findings vary by community, however. Golden saw the largest increase at 5.3% while Yahk saw the largest decrease at -6.9% (Figure 1). Detailed, site-specific data are available on the [Digital Basin](#).



**Figure 1: Change in annual average daily traffic counts for Basin-Boundary communities, 2013-2014**  
Source: BC Ministry of Transportation and Infrastructure (2015)

Traffic volumes on Basin-Boundary highways are generally much higher during the summer months. The Ministry of Transportation and Infrastructure characterizes traffic at eight of 21 stations as “highly seasonal”, another 12 as “seasonal”, and only one as consistent. In some cases, traffic doubles or triples in August as compared to January. This significant variation in infrastructure demand presents noteworthy planning challenges for communities and transportation managers.

## References

Ministry of Transportation and Infrastructure. (2015). Traffic Data Program [Station Reports]. Retrieved from: <http://www.th.gov.bc.ca/trafficData/index.html>



*The Columbia Basin Rural Development Institute, at Selkirk College, is a regional research centre with a mandate to support informed decision-making by Columbia Basin-Boundary communities through the provision of information, applied research and related outreach and extension support. Visit [www.cbrdi.ca](http://www.cbrdi.ca) for more information.*