

**MEMORANDUM**

To: MPO Policy Committee

From: Kermit Wies, Deputy Executive Director for Research and Analysis

Date: March 3, 2011

Re: Update on CMAP Advanced Modeling and Survey Activities

The GO TO 2040 scenario evaluation revealed limitations in the capacity of the current travel models to respond to the expanded array of recommended policy and planning strategies under consideration. Our understanding of many of these can be improved by pursuing an activity-based modeling paradigm. This new approach to modeling has been gaining support as the new, state-of-the-art method over the past 10 years and has been embraced as a model development goal among most large MPOs. This plan includes a schedule for pursuing development of stand-alone activity-based travel model components that can be put into immediate production as part of the implementation of the multi-year strategic plan for advanced modeling at CMAP. Priorities for the first year include a commodity based freight model and a personal value-of-time transportation pricing model. The strategic plan also calls for establishment of an ongoing survey work program at CMAP.

As part of the FY11 Work Plan, CMAP is leading two research efforts that are important to our continued role in regional information and data development. During February, CMAP hosted **two** events of special interest to the CMAP research community:

- **Advanced Travel Modeling:** A joint peer exchange on Advanced Travel Modeling for Freight and Highway Pricing was held on **Friday, February 11, 2011, 9 a.m. – 3 p.m.** An independent panel of modeling experts provided critique and commentary on CMAP's progress in advanced modeling. For more information, please visit: [Proceedings of the CMAP Peer Exchange on Advanced Travel Models](#).
- **Latino Travel Survey:** A Symposium on Surveying Hard-To-Reach Populations with an emphasis on Latino Households was held on **Friday, February 18, 2011, 9 a.m. - noon.** A panel of travel survey and Latino outreach experts provided critique and commentary on CMAP's proposed design for overcoming low Latino response to our Travel Tracker survey. For more information, please visit: [Proceedings of the CMAP Latino Travel Survey Symposium](#).

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Today's presentation will provide an overview of these two projects and give the committee an opportunity to ask questions and provide feedback.

ACTION REQUESTED: Discussion

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