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Opportunities and Challenges Using Passively Collected
Data in Travel Demand Modeling – Action Plan

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Opportunities and Challenges Using Passively Collected Data in Travel Demand Modeling: Action Plan

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ACTION PLAN

To advance the research ideas on modeling with passive data that TTI has developed as part of this effort, the following specific steps are underway or will be taken. The actions are meant to continue the efforts begun in this research project to position TTI as a leader in this area of travel modeling research and the research entity that is viewed as the go-to agency for research on the use of passive data in modeling.

Webinar

Andy Mullins and Ipek Sener will contact FHWA Travel Model Improvement Program staff to schedule a webinar in fall 2014 to present results of the study and to promote the research topics developed. This webinar will be proposed and conducted as a follow-up to the webinar on Emerging Technologies in Travel Surveys on September 25, 2014.

Conferences

Andy Mullins and Ipek Sener have submitted an abstract of the final report of the research study to the 15th TRB Transportation Planning Applications Conference to be held in May 2014. If accepted, the presentation will focus on disseminating the work performed and research findings along with details and progress on the identified additional research topics.

Rich Lee, Ipek Sener, and Andy Mullins submitted a paper to the TRB Travel Survey Methods Committee for consideration as an invited paper at the TRB annual meeting in January 2014.

Meetings/Discussions

Andy Mullins and Johanna Zmud will work on arranging for discussions and/or meetings in fall 2014 with representatives of TRB and/or FHWA to present findings of this research and specifically the research topics developed. TTI will seek feedback on the research ideas themselves for purposes of refining/reorienting the topics. TTI will also seek information from these representatives on the relative priority of the research topics.

Andy Mullins has arranged for meetings with Metropolitan Planning Organization (MPO) modeling practitioners who are involved at the national level in proposal evaluation and funding recommendations. These meetings are with Mr. Arash Mirzaei of the Dallas region MPO and Mr. Guy Rousseau of the Atlanta region MPO on November 6, 2014, and November 13, 2014, respectively. Both of these individuals have evaluated and used passive data in the travel models for their respective regions. Mr. Mirzaei has performed internal research to test the feasibility of passively collecting trip data in travel surveys and is known by potential funding sources as a national leader in the modeling community. Mr. Rousseau has been successful in connecting research needs with national funding, knows the funding landscape, serves on national panels and can speak to what panelists look for in developing requests for proposals and in reviewing proposals. As with the discussion with those at TRB and/or FHWA, these meetings will provide guidance in the development of problem statements and proposals, but from a perspective of MPO modeling practitioners who have exposure and experience with the evaluation and use of passive data for travel modeling.

Andy Mullins will arrange for discussions with individuals involved in AASHTO Standing Committee on Research and Research Advisory Committee (SCOR/RAC) based process to discuss the research topics developed and to obtain guidance on steps to promote these ideas for funding consideration.

Problem Statements

Based on the meetings with modeling researchers and practitioners described above and internal TTI evaluation, Andy Mullins and other Travel Forecasting Program staff will develop one or two of the problem statements from the eight research topics to be submitted to NCHRP Project 08-36, *Research to Support the AASHTO Standing Committee on Planning (SCOP)* by its April 1, 2015, deadline.