



Item #9-4-13
Action

Government Relations & Public Affairs Committee

Travel Model Development Proposal for Strategic Highway Research Program (SHRP2)

Issue: SACOG has an opportunity to partner with Cambridge Systematics, Inc. on a proposal that could contribute to our model development program.

Recommendation: That the Government Relations & Public Affairs Committee recommends that the Board approve the partnership with the consultant team to submit a proposal to the SHRP2 program, "Partnership to Develop an Integrated, Advanced Travel Demand Model and a Fine-Grained, Time-Sensitive Network" on travel model development and testing.

Discussion: The Transportation Research Board is sponsoring the Strategic Highway Research Program (SHRP2). The program is intended to fund highway research that can be brought into direct application by federal, state, or local agencies. An RFP was recently released for a project titled "Partnership to Develop an Integrated, Advanced Travel Demand Model and a Fine-Grained, Time-Sensitive Network". The project is budgeted for \$4.0 million nationwide, to be split between one project with only a road network, and one in a multi-modal transportation network. Proposals are due April 21, 2009.

SACOG has been contacted by Cambridge Systematics, Inc., a nationally known transportation planning and engineering consultancy, to partner with them in developing a proposal. Staff feels that SACOG's new activity based travel model puts us in a strong position to be selected. We have a major portion of the innovative modeling goals of the project already in use, giving us a competitive advantage. The project's objectives match very well with the mid-to-long term model development program and would provide valuable funding to SACOG, without the need for local matching funds. The proposal is currently under development so we do not have a final estimate of SACOG funding. Some local agencies are being contacted with requests to support or participate in this project.

The federal interest in the project is to accelerate the process of linking an advanced, activity-based travel demand model to a micro-simulation traffic assignment software platform. Micro-simulation traffic assignment software is used for creating the animated video representations of traffic moving along a freeway or through intersections, which are increasingly common for individual transportation project analysis. This project would be the first regional application of its technology.

Approved by:

Mike McKeever
Executive Director

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