



SACOG Board of Directors

Approve Partnership to Submit 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: 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. Staff recommends that the Board approve sending the attached letter of support to the Transportation Research Board.

Committee Action/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

MM:GG:pm
Attachment

Key Staff: Gordon Garry, Director of Research & Analysis, (916) 340-6230
Bruce Griesenbeck, Principal Transportation Analyst, (916) 340-6268



April 16, 2009

Neil F. Hawks
Director, Strategic Highway Research Program 2
Transportation Research Board
500 Fifth Street, NW
Washington, DC 20001
Phone: 202-334-1430

Dear Mr. Hawks,

The Sacramento Area Council of Governments, (SACOG) as part of team including consultant and university partners, is pleased to provide this letter of support for the Strategic Highway Research Program (SHRP 2) Project C10, "Partnership to Develop an Integrated, Advanced Travel Demand Model and a Fine-Grained, Time-Sensitive Network".

SACOG is currently California's only metropolitan planning organization to have implemented an activity-based travel model (called SACSIM), and this model represents the state of the practice nationwide. The continuing development of SACSIM in order to meet our transportation, land use, air quality, and climate change objectives dovetails perfectly with the Project C10 goals and objectives. We at SACOG believe our implementation of SACSIM demonstrates our commitment to being a national leader in the development of tools necessary for evaluating an ever-more complex range of policy issues affecting pricing and operations.

Our organization looks forward to very tangible applications of Project C10. We see real benefits to on-going key programs such as the Complete Streets program (covering for example traffic operations, ITS, multimodal uses), congestion pricing planning and evaluation, and the Metropolitan Transportation Plan development (our region's long-range transportation plan).

Thank you for your consideration of this letter of support for Project C10. You may contact the key staff members working directly on this proposal, Bruce Griesenbeck at 916-340-6268 or Gordon Garry at 916-340-6230.

Sincerely,

Mike McKeever
Executive Director

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