TPB TRAVEL FORECASTING SUBCOMMITTEE

Friday, January 27, 2023
9:30 A.M. to 12:00 noon Eastern (6:30 A.M. to 9:00 A.M. Pacific)
This meeting will be 100% virtual/teleconference
(See call-in information at the bottom of agenda)

AGENDA

9:30 A.M. **1. INTRODUCTIONS AND APPROVAL OF MEETING HIGHLIGHTS FROM THE PREVIOUS MEETING**
Dr. Yi Zhao, Traffic Engineering Branch Manager, District Department of Transportation (DDOT); TFS Chair

9:35 A.M. **2. USING LOCATION-BASED SERVICES DATA TO UNDERSTAND THE MOBILITY MARKET AND METRO'S PLACE IN THE MARKET**
Kayleigh B Campbell, PhD, Strategic Planning Advisor, Office of Planning, WMATA and Sydney Goldstein, Operations Research Analyst II, Office of Planning, WMATA

This project uses location-based services (LBS) data to understand the regional travel market and Metro's place in the market. The Washington Metropolitan Area Transit Authority (Metro) has acquired processed LBS data for 2019. LBS data is generated by smartphones and estimates person travel flows throughout the region across all modes. We show how transit's market share varies by time, location, and trip purpose and discuss where Metro is competitive. The focus will be on what actionable intelligence this data can provide, including how it is being integrated into the Better Bus Network Redesign and updated for 2022 and beyond.

10:15 A.M. **3. LASTING OR SHORT-LIVED: BIKE AND PEDESTRIAN VOLUMES ON TRAILS IN ARLINGTON COUNTY, BEFORE, DURING, AND AFTER THE COVID PANDEMIC**
Yu Gao, TPB Transportation Engineer

In the months that followed the arrival of the pandemic, trails and parks provided relief to residents living under stay-at-home orders. Using continuous bicycle and pedestrian counting equipment located in Arlington County, TPB staff compared the volume of bike and pedestrians on trails before, during, and after the COVID pandemic to gain insight on the impact of the pandemic on the use of trails.

10:35 A.M. **4. COG/TPB GEN3 TRAVEL MODEL: STATUS REPORT**
Joel Freedman, Senior Director, RSG
Feng Xie, Ray Ngo, Nazneen Ferdous, TPB Transportation Engineers

The TPB's next-generation travel demand forecasting model, known as the Gen3 Travel Model, will be an activity-based model (ABM), implemented in the ActivitySim software platform. The Gen3 Model is being developed in two phases. The goal of Phase 1 was to develop a prototype model that can be used by TPB staff for testing purposes. Phase 1 was completed in February 2022. Phase 2,

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whose goal is to develop a production-use model, began in March and should be completed in the summer of 2023. Today, Mr. Freedman will provide a brief status report on the Gen3 Model development work and will discuss the proposed outline for the Gen3 Model user's guide. COG/TPB staff will discuss the Gen3 Model Phase 2 model estimation work conducted by COG staff and lessons learned from using Larch for model estimation.

11:15 A.M. **5. SHARING SESSION REGARDING THE 2023 TRANSPORTATION RESEARCH BOARD (TRB) ANNUAL MEETING**
Mark Moran, TPB Program Director, Travel Forecasting and Emissions Analysis and others who attended the TRB Annual Meeting

The 2023 Annual Meeting of the Transportation Research Board (TRB) occurred in Washington, D.C., from January 8 to 12. The 2022 meeting was held in person and that was also the case for 2023. Several staff from COG's Department of Transportation Planning (DTP) attended the meeting, including Mark and Feng Xie. This agenda item provides an opportunity for those who attended the meeting to brief others on what was learned. We welcome sharing from all TFS attendees who attended the TRB Annual Meeting.

11:40 A.M. **6. ROUNDTABLE DISCUSSION OF CURRENT MODELING EFFORTS AROUND THE REGION**
Dr. Yi Zhao, TFS Chair

TFS members will have an opportunity to inform the subcommittee about active or planned project planning studies that are underway in their respective jurisdictions.

11:50 A.M. **7. OTHER BUSINESS**
   a. Next TFS meeting scheduled for Friday, March 24, 2023, at 9:30 AM
   b. Snapshots of effects of COVID-19 on travel, available on COG website (Martha Kile, TPB staff)
   c. Applications periods open for Transportation Land Use Connections (TLC) and Regional Roadway Safety programs (John Swanson, TPB staff)
   d. Planned presentations at upcoming TFS meetings (Mark Moran, TPB staff)

12:00 P.M. **8. ADJOURN**

Call-in and Web Conferencing Information

[Join WebEx Meeting](#)
Friday, Jan. 27, 2023, 9:30 A.M. | 2 hours 30 minutes | (UTC-05:00) Eastern Time (US & Canada)
Meeting number: 2433 063 5439
Password (if needed): tfs

Join by video system
Dial 24330635439@mwcog.webex.com
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