

The Future of Travel Demand Modeling in Central Florida





Central FL Regional Planning Model aka CFRPM

Regional travel demand model

11 counties (10 full, 1 partial)

2002 - ?



Current Realities

- Need for static model in today's age
- Need for paradigm shift
- Role of CFRPM
- Platforms

Establishing Norms

- Truth-in-data
- Valid data
- Accuracy vs. precision
- Replicate travel reality
- Adapt to customer needs
- Adapt to changing and evolving technologies
- Data rich *and* information rich



New Direction

- Move CFRPM toward “ready for mesoscopic”
- Accessibility and transparency
- Spatially intelligent
- Adjust to changing needs

Mesoscopic Model

- Limitations of macro-modeling
- Higher fidelity
- Increasing need for something “more”, but not too much
- Better planning decisions

Accessibility & Transparency

- Breaking down the box
- Compatibility with common formats
- Visualization of data
- Dispensing data and information to consumers
- Applications



Spatial Intelligence

- Need “this” to complete “that”
- Age of map-based data & apps
- GIS-based formats




Changing Needs

- Travel modes
- Trends in planning & engineering
- Decision making needs
- Public policy
- Blurred lines of planning & operations
- Landscape of region



The Future

- Real time model – snapshot in time
- Evolve or dissolve



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Thank you!