



Regional Transportation Technical Advisory Committee (RTTAC) Modeling Subcommittee

Meeting Agenda

March 15, 2017 – 9:30 AM to 12:00 PM

Palm Beach Metropolitan Planning Organization (MPO)
Traffic ITS Conference Room 4th Floor Room: 4E-42
2300 N. Jog Rd.
West Palm Beach, FL 33411

Call-in information: 1.877.829.8910
Pin: 2114574

-
- I. Call to Order
 - II. Introductions
 - III. Approval of the February 15, 2017 Meeting Minutes* (5 minutes)
 - IV. Phase 2: Regional Household Survey Progress Update - John Lafferty / Josh DeLaRosa (30 minutes)
 - V. Regional Household Origin – Destination Survey Update– Rosella Picado (30 minutes)
 - VI. SERPM 8.0: Data Needs Review – Jay Evans / Marty Milkovits / Hui Zhao (10 minutes)
 - VII. SERPM 8.0: Employment Development Approach Recommendation – Jay Evans / Krishnan Viswanathan / Marty Milkovits (10 minutes)
 - VIII. SERPM 8.0: Model Usability Plan Review – Marty Milkovits / Hui Zhao (10 minutes)
 - IX. SERPM 8.0: Windowed Area Modeling Approaches – Jay Evans / Marty Milkovits (30 minutes)
 - X. SERPM 8.0: Model Documentation and Training Plan Review - Jay Evans / Marty Milkovits (20 minutes)
 - XI. Member Comments
 - XII. Next Meeting April 12, 2017 – FDOT District 4
 - XIII. Adjournment*

*Action Item



Regional Transportation Technical
Advisory Committee (RTTAC)
Modeling and Public Participation Subcommittee
February 15, 2017 Meeting Minutes

The following is a summary of the RTTAC Modeling Subcommittee (RTTAC MS) meeting held on February 15, 2017.

MEETING TIME AND LOCATION

9:00 AM

Florida Department of Transportation District 6
Conference Room B
1000 NW 111th Avenue, 1st Floor
Miami, FL 33172

MEETING ATTENDEES

1. Neil Lyn, FDOT D6, Neil.Lyn@dot.state.fl.us
2. Wilson Fernandez, Miami-Dade MPO, WFernandez@miamidademppo.org
3. Paul Flavien, Broward MPO, Flavien@browardmpo.org
4. Buffy Sanders Broward MPO, sandersb@browardmpo.org
5. Tim Verbeke, Palm Beach MPO, tverbeke@palmbeachmpo.org
6. Shi-Chiang Li, FDOT D4, Shi-Chiang.li@dot.state.fl.us
7. Hui Zhao, FDOT D4, Hui.Zhao@dot.state.fl.us
8. Gaspar Padron, FDOT D4, Gaspar.padron@dot.state.fl.us
9. Camila Perez, FDOT D6, camila.perez@dot.state.fl.us
10. Fang Mei, FDOT D6, fang.mei@dot.fl.us
11. Xuemei Liu, Cambridge Systematics, XLiu@camsys.com
12. Jay Evans, Cambridge Systematics, JEvans@camsys.com
13. Brent Selby, Cambridge Systematics, bselby@camsys.com
14. Elizabeth Rockwell, Miami-Dade MPO, erockwell@miamidademppo.org
15. Anthea Thomas, Broward MPO, ThomasA@browardmpo.org
16. Chris Ryan, Broward MPO, Ryanc@browardmpo.org
17. Malissa Booth, Palm Beach MPO, MBooth@palmbeachmpo.org
18. Martin Milkovits, Cambridge Systematics, MMilkovits@camsys.com
19. Josh DeLaRosa, Abt SRBI, J.Delarosa@srbi.com
20. Anders Hansen, Abt SRBI, A.Hansen@srbi.com
21. Amar Sarvepalli, Parsons Brinckerhoff, Sarvepalli@pbworld.com
22. John Lafferty, Parsons Brinckerhoff, Lafferty@pbworld.com
23. Rosella Picado, Parsons Brinckerhoff, Picado@pbworld.com
24. Thomas Rodrigues, Parsons Brinckerhoff, rodriguest@pbworld.com
25. Alexandra Gratereaux, Alexandra.Gratereaux@OCAusa.com
26. Yongqiang Wu, CTS, ywu@csteinc.com
27. Ashutosh Kumar, CTS, AKumar@ctgconsult.com

28. Curlene Thomas, FDOT D6, Curlene.Thomas@dot.state.fl.us

MEETING NOTES

Below is a summary of items discussed during the meeting. Action items and motions are underlined.

I. Call to Order

Neil Lyn called to the meeting to order at 9:15 AM.

II. Introductions

III. Approval of the January 15, 2017 Meeting Minutes

Neil Lyn made a motion for approval of the meeting minutes. The motion was seconded by Wilson Fernandez and was unanimously approved by the RTTAC MS.

IV. Phase 2: Regional Household Survey Implementation Opt-in Approach

John Lafferty provided a brief overview of the Opt-in Approach for Phase 2 which will include email blasts and web-based participation without the need for an assigned pin. The overview also included a summary of the contact protocol to remind participants about their assigned travel dates for the completion of the travel survey.

V. Phase 2: Regional Household Survey Implementation Outreach Strategy

John Lafferty introduced the proposed outreach strategy for the March launch of the Regional Travel Survey Phase 2. Based upon the direction provided at the previous joint subcommittee meeting in January John laid out the various attributes of the advertisement campaign to include:

- Digital Advertisement Campaign
 - Digital Banner ads
 - Digital Billboards
- Print Advertisement
- Media Release
- iHeart Radio Advertisement
- Email Blast Content
- Animated Instructional Video
- Redesign Travel Survey webpage
- You Tube Introductory Promotional Video
- Design of new splash page

John walked the committee through each strategy and proposed media package as facilitated by a PowerPoint presentation. A tag line of Take the Challenge, Complete the Survey, Live the Journey was accepted by the committee. A second tag line that would be utilized on various media was Take the Challenge, Live the Journey. It was also agreed that the digital banner ads would be more appealing on a black background. The existing webpage URL is to be updated to be more memorable to prospective participants. John explained that the team would identify options available to secure in both .org and .com.

A request was made that advertisements be tailored for each County. Representatives from each MPO offered to send images that could be incorporated into the various media graphics being created.

Concepts of the redesigned webpage and splash page were also shared and both committees approved of the format and style of each.

John also asked that each of the MPO's assist with the email blast and to also reach out to various contacts and constituents within each County to assist with promoting the travel survey.

A story board of the animated video was shared with the committee and input was offered. For the Splash Video it was determined that Anthea Thomas would be the best person to narrate and that the video would be shot the following week at the Broward MPO.

To close the discussion, both subcommittees individually made a motion for approval.

The following resolution was offered by Malissa Booth of the Public Participation subcommittee:

RESOLUTION OF THE SOUTHEAST FLORIDA TRANSPORTATION COUNCIL (SEFTC) PUBLIC PARTICIPATION SUBCOMMITTEE SUPPORTING THE PRESENTED METHODOLOGY FOR PHASE 2 OF THE SOUTHEAST FLORIDA TRANSPORTATION COUNCIL'S REGIONAL HOUSEHOLD TRAVEL SURVEY FOR THE ADDITIONAL OUTREACH STRATEGIES RELATED TO THE OPT-IN

The resolution was moved and unanimously approved by the Public Participation Subcommittee.

The following resolution was offered by Paul Flavien of the RTTAC-MS:

RESOLUTION OF THE SOUTHEAST FLORIDA TRANSPORTATION COUNCIL (SEFTC) REGIONAL TRANSPORTATION TECHNICAL ADVISORY COMMITTEE MODELING SUBCOMMITTEE (RTTAC-MS) TO SUPPORT THE PRESENTED METHODOLOGY OF PHASE 2 OF THE SOUTHEAST REGIONAL TRAVEL SURVEY FOR THE ADDITIONAL OUTREACH STRATEGIES RELATED TO THE OPT-IN APPROACH AS PRESENTED TO BE COVERED BY AVAILABLE CONTINGENCY FUNDS.

The resolution was moved and unanimously approved by the RTTAC-MS.

Elizabeth Rockwell adjourned the public participation subcommittee at 11:30 AM.

VI. SERPM 8.0 Data Needs

Jay Evans introduced the item to include an overview of data collection and status update for SERPM 8. A slide presentation followed as lead by Xuemei Liu.

Wilson confirmed that we are still on track to deliver the various datasets by March 31st. Special generators and Freight data remains outstanding. Paul Flavien commented that nothing has changed for these special generators. Tim questioned whether a baseball spring training facility as a special generator? Martin responded that April is being used and that it falls under the special event category similar to the BBT Center. Marty is not expecting the data to change much from the previous data set.

Parking supply and cost data will need to be updated to 2015.

VII. SERPM 8.0: Model Design and Validation Plan Updates and Approval*

Jay Evans explained that various project plans have been developed in draft form and the Consultant team is looking for RTTAC MS approval on these plans. Specifically, the Model Design

Plan and Model Validation Plan. Jay is looking for a motion. Neil asked the group on their comfort level based upon their review of the draft plans before moving the item for approval.

Shi Chiang stated that FDOT District 4 has provided comments and he is comfortable if they have incorporated the comments into the draft document.

Wilson mentioned that there would be stratification of HOV lanes. Wilson also asked about having a shell for potential autonomous vehicles. Reasons being that this may a mode that we need to capture during the timeframe for the SERPM 8 model.

Martin agreed that in 2045 having a new vehicle technology is of interest and there are three areas of functionality that are built in as a post processor by vehicle technology which could include an option for an autonomous vehicle as an example. Hui confirmed that there are options to run the model to essentially to run this on and off.

Shi Change made the motion for approval of the model design and validation plan updates. The motion was seconded by Paul Flavien and was unanimously approved by the RTTAC MS on the basis of having the RTTAC MS comments incorporated into the Model Design and Model Validation Plans as approved.

VIII. SERPM 8.0: Model Usability Plan

Martin Milkovits provided an overview of the Model Usability Plan and identified proposed enhancements to the software, installation process, model structure, model interface, run modes, reports and logging. Shi-Chiang asked about when the scenario configuration report could be presented? It was agreed that this presentation would occur prior to running SERPM 8.

IX. Member Comments

Paul questioned the effort with being led in Tallahassee by Mr. Hill to procure a new software vendor and how this may potentially affect this region. Shi Chiang explained that currently there is no answer and CUBE will be used in the interim until June 2018.

The next meeting is scheduled for Wednesday, March 15th 2017 at the Palm Beach MPO.

X. Adjournment

Neil Lyn adjourned the meeting at 12:10 PM