



North Carolina Model Users Group

October 30, 2012
9:00 a.m. – 4:30 p.m.

Room 2600 of ITRE at NCSU Centennial Campus

909 Capability Drive, Suite 3600
Research Building IV
Raleigh, North Carolina 27606-3870 U.S.A.

Can you survive without Data, Data and more Data?

Agenda

Moderator: Rhett Fussell

- **Introduction - Status of MPO Models and Available Model Data Sources at NCDOT**, TPB Staff (9:00-10:15am)
 - North Carolina model overview – Information on available travel demand models in NC for various MPO and RPOs.
 - Various data and its sources available at NCDOT for use in model development.
- **Data used for model development and Lessons Learned** (10:15 – 11:30am)
 - a. **Presentation # 1 : INRIX Data** : Craig Gresham with Clear box Forecast Group

Craig will talk about the project uses of INRIX data for the Metrolina Model (MRM) and the North Carolina Statewide Travel Model (NCSTM). He will also provide some inputs on how this data could be used by NCDOT in the future.
 - b. **Presentation # 2 : INRIX Data** : Brian Wert with URS Corp
Brian will discuss the lessons learned and precautionary uses of this data for projects.
 - c. **Presentation # 3 : Employment Data** : Tim Padgett with Kimley-Horn Associates
Tim will discuss practical experiences with InfoUSA and Wood's & Poole data along with the lessons learned.
- **Lunch Break on your own** (11:30am – 1:00pm)

- **Understanding NCDOT Traffic Counts**, Kent Taylor with NCDOT Traffic Survey Group (1:00pm – 2:30pm)

Kent will talk about the data collection process, issues and understanding of traffic count information collected by NCDOT.

Attendees will

- Gain an understanding on availability of different type of counts and the processing of the raw counts.
 - Learn the procedure on obtaining this information from NCDOT.
 - Learn how this data ties into the LRS road layer system.
 - Warning to the users for using this information.
- **Afternoon Session - (2:30-4:30pm)** Hong Qi Lu, Brian Wert, Rhett Fussell and Leta Huntsinger
 - 1) **Ask the experts!**

What would young or inexperienced modelers have wanted to know when they were starting out? If I could do it over again lessons from the pros.
 - 2) **Application of travel demand models for project level forecasting**

Briefly discuss NCDOT's requirement for a forecast and how are people using model data to develop forecasts.
 - 3) **SE data forecasting/control totals**

Is it a good idea to have regional control totals - at what level and how should they be used? How should they be developed?
 - 4) **Surveys Discussion**

Usefulness of survey and things to consider while designing a survey. What lessons have you learned?

Other Notes:

- **Six PDHs can be earned at the meeting (roster sheet & forms will be provided).**