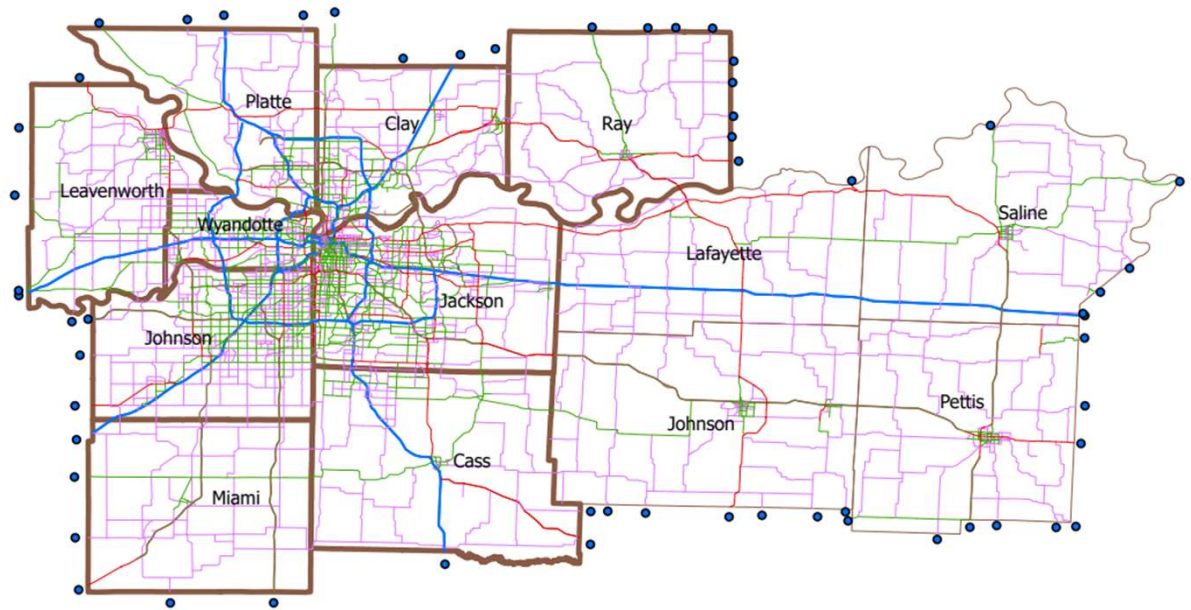


Development of Activity-Based Travel Demand Model for MARC Region



Travel Demand Forecast Model (TDFM)

- MARC maintains regional TDFM for planning area
- Model analyzes travel patterns and plays a critical role in the development of long-range transportation plans
- Model supports:
 - ☐ Metropolitan Transportation Plan (MTP) – Connected KC 2050
 - ☐ Transportation Improvement Program (TIP)
 - ☐ Local Comprehensive Plans
 - ☐ Advancement of various regionally significant projects
 - ☐ NEPA Environmental Reviews (EIS, EA's, etc.)
 - ☐ Traffic Impact Studies
 - ☐ Air Quality / Greenhouse gas emission evaluation

Travel Demand Forecast Model (TDFM)

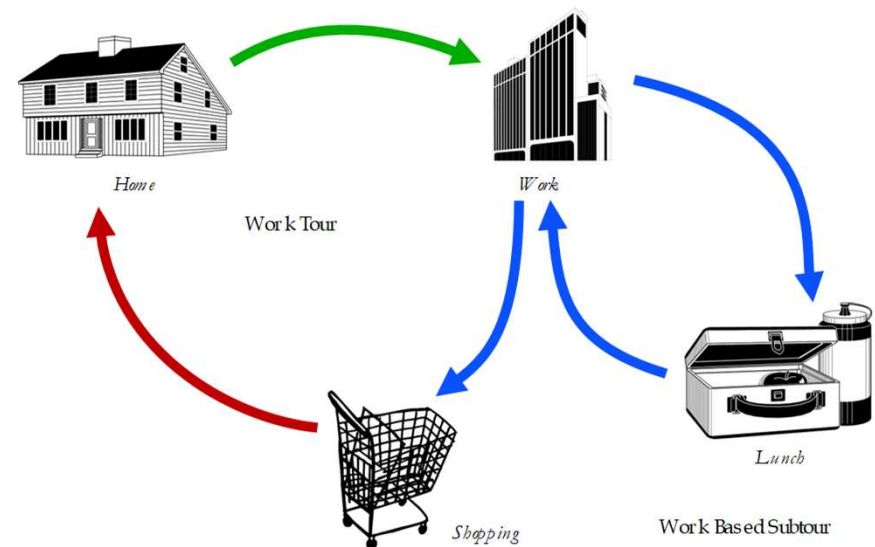
Recent work model has supported:

- Beyond the Loop (PEL) & Buck O'Neil Bridge (EA) studies
- K-10 Corridor Study
- U.S. 69 Corridor
- I-29 & I-35 PEL
- US71 (Bruce R Watkins) PEL (KCMO)
- Liberty Master Plan
- Leavenworth County/Platte County connection study
- Comprehensive Climate Action Plan, etc.

Next Generation Model

New Activity Based Model (ABM) needed to evaluate complex transportation policies:

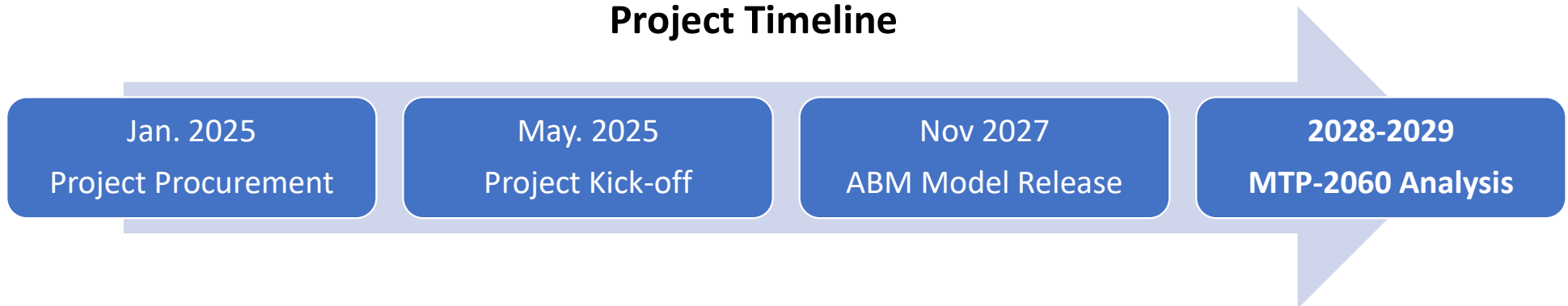
- Advanced analysis for telecommuting
- Better integration of land use impacts on transportation movements
- Disaggregate travel patterns for various population groups
- Multi-modal Transportation: Transit, Bike, and Pedestrian
- Scenario analysis of future toll and pricing strategies



Next Generation Model

- Project budgeted in 2025 Unified Planning Work Program (\$1,100,000 in CPG funds)

Project Timeline



- Procurement process conducted in partnership with both KDOT/MODOT and KCATA
- Recommendation – Authorize Executive Director to negotiate agreement with team lead by Cambridge Systematics for development of ABM model.