FLORIDA
MODEL
TASK FORCE

Changing Needs

» New travel choices

» New stressors or hazards

» New investment paradigms and parameters

» Evolving policy

» Different priorities areas

New Opportunities

» Expanded availability of new types of data

» Increased processing power

» New technologies

- o Predictive Analytics

- o Artificial Intelligence

- o Dashboards / Quick to Deploy tools

Activities This Year

FLORIDA MODEL TASK FORCE

UNDERSTAND AND SETUP PROCESSES

» *FTO NextGEN file share setup*

» *FSUTMS Elements Review*

» *Coordination on feedback*

DETERMINE PRIORITIES

1 *Relevancy and Timeliness*

2 *Accessibility and Communication*

3 *Consistency and Efficiency*

EXPAND OUTREACH

» *Seek more MPO involvement*

» *MTF & Committees*

» *New or expanding training opportunities*

Relevancy and Timeliness – Why?

- Perception of non-responsiveness
- Need to prioritize investments
    - » Limited funds
    - » Many tools/approaches and demands
- Need to address clearly stated needs
- Need for buy-in with decision makers

Relevancy and Timeliness – How?

- Focus on big picture and needs
- Broaden audience and participation
- Scalability -
  - » Match geography / tool / methodology to need
- Incorporate new data types
  - » Mobile derived data (GPS, Cellphone, Probe)
  - » Web based data applications (Surveys etc.)

Accessibility and Communication – Why?

- Growing divide between
  - » Developers
  - » Users
  - » Decision makers
- Usability
  - » Difficulty interpreting outputs
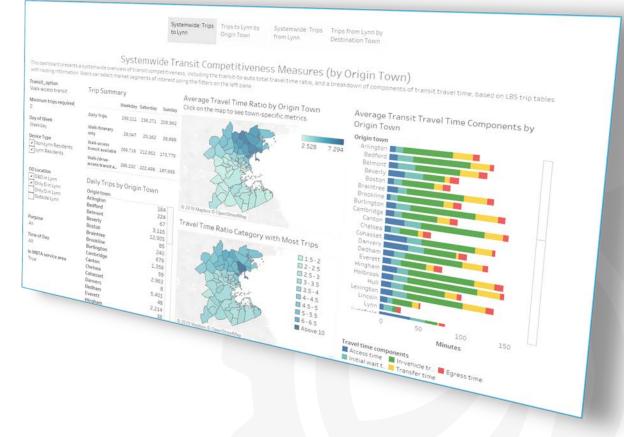 - » Understanding data
  - » Understanding tools / processes

Accessibility & Communication – How?

■ Intuitive Visualization
  » Mapping
  » Dashboards
  » Publication quality reports

■ Increased Coordination
  » Modelers work with stakeholders
  » Workforce development

Consistency and Efficiency – Why?

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- Need for standard practices
  - » Clearly defined expectations
  - » Defendable against challenges
  - » Broader audience
  - » Aids accessibility
- Emphasis on greater bang for buck
- Quicker, more accurate decision making

Consistency and Efficiency – How?

- Updated guidance
  - » Network standards
  - » Standardized processes and recommendations
- Continuing Collaboration
  - » Review MTF working practices
  - » Seek opportunities to enhance knowledge sharing
  - » Enhance regional information sharing participation

MTF Charge

The Model Task Force, as a statewide collaborative of travel demand modelers and other transportation professionals, will exchange ideas and provide input for consistent and efficient data and methodology practices that advance transportation data forecasting, including travel demand modeling. The Model Task Force will maintain partnerships and collaborate on modeling and forecasting activities.