



Oregon Department of Transportation



*Fourth Oregon Symposium on
Integrating Land Use & Transport Models*

CHALLENGES IN MODEL IMPLEMENTATION

November 16, 2005





Technical Excellence
vs.
Practical Implementation



Technical Excellence

- Development takes time



Technical Excellence

- Development takes time
- Models need current data – lots of it



Technical Excellence

- Development takes time
- Models need current data – lots of it
- Developers do not understand users



vs. Political Implementation

- Want the answer NOW



vs. Political Implementation

- Want the answer NOW
- Comfortable with the tried and true



vs. Political Implementation

- Want the answer NOW
- Comfortable with the tried and true
- Already know the answer



vs. Political Implementation

- Want the answer NOW
- Comfortable with the tried and true
- Already know the answer
- Choose projects carefully



Oregon Department of Transportation



Institutional Integration



Management Buy-in

- Accurately assess user needs and wants



Management Buy-in

- Accurately assess user needs and wants
- Set realistic expectations



Management Buy-in

- Accurately assess user needs and wants
- Set realistic expectations
- Do not underestimate time and cost



Management Buy-in

- Accurately assess user needs and wants
- Set realistic expectations
- Do not underestimate time and cost
- Educate new managers



Management Buy-in

- Accurately assess user needs and wants
- Set realistic expectations
- Do not underestimate time and cost
- Educate new managers
- Report results regularly



Staff Acceptance

- Staff are critical user group



Staff Acceptance

- Staff are critical user group
- Not just an ODOT program



Staff Acceptance

- Staff are critical user group
- Not just an ODOT program
- Move out of comfort zone



Staff Acceptance

- Staff are critical user group
- Not just an ODOT program
- Move out of comfort zone
- Become advocates



Conclusions



Keys to an effective modeling program

- Communicate



Keys to an effective modeling program

- Communicate
- Build partnerships and Trust



Keys to an effective modeling program

- Communicate
- Build partnerships
- Create ownership of the program



Keys to an effective modeling program

- Communicate
- Build partnerships
- Create ownership of the program
- Be bold



END

For more information on the Oregon modeling program:

Oregon Department of Transportation
Transportation Planning Analysis Unit

<http://www.oregon.gov/ODOT/TD/TP/TMR.shtml>