



Fourth Oregon Symposium on Integrating Land Use & Transport Models

# CHALLENGES IN MODEL IMPLEMENTATION

November 16, 2005





Oregon Department of Transportation



# *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





Want the answer NOW



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



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

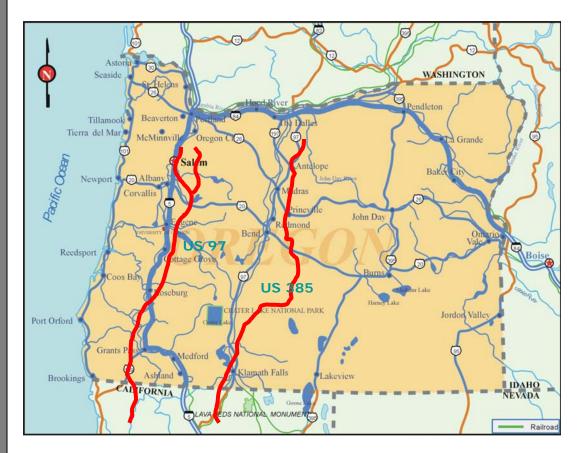


- Want the answer NOW
- Comfortable with the tried and true
- Already know the answer
- Choose projects carefully

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#### House Bill 3090: Legislative Directive to Study a New Freeway in Central Eastern Oregon



The 2001 Legislature asked: "If a new freeway is constructed in Central or Eastern Oregon, will it divert traffic and development from I-5 in the Willamette Valley?"



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# **Institutional Integration**





 Accurately assess user needs and wants





- Accurately assess user needs and wants
- Set realistic expectations



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- Set realistic expectations
- Do not underestimate time and cost



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- Do not underestimate time and cost
- Educate new managers



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





• Staff are critical user group





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



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



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



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# **Conclusions**





• Communicate





- Communicate
- Build partnerships and Trust



- Communicate
- Build partnerships
- Create ownership of the 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