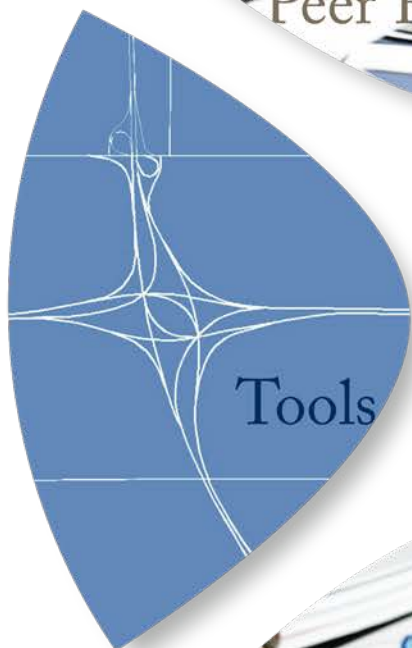


TMIP Strategic Plan

May 1, 2012 to June 30, 2014

FINAL DRAFT - APRIL 2013



Better Methods. Better Outcomes.



Better Methods. Better Outcomes.

Table of Contents

Introduction	2
Vision, Mission, and Values	2
TMIP Key Strategies.....	3
TMIP Strategic Action Program.....	5
TMIP Target Achievements	7
TMIP Program Assessment.....	8
Concluding Remarks	8

List of Figures

Figure 1: TMIP Initiatives and Strategic Goals	6
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List of Tables

Table 1: TMIP Major Initiatives.....	5
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Introduction

The Travel Model Improvement Program (TMIP) has conducted research, provided technical assistance, and delivered training to local, regional and state transportation planning professionals since 1994. Much has changed over this period, with shifts in transport policy, advances in modeling theory, and progress in practical applications. Throughout, the TMIP has worked to advance modeling capabilities and support transportation professionals as they respond to current and future challenges. Today, the TMIP continues its mission of improving analysis practices to ensure that transportation professionals are well equipped to inform and support strategic transportation decisions.

Moving Ahead for Progress in the 21st Century Act (MAP-21) was signed into law on July 6, 2012. The bill funds surface transportation programs at over \$105 billion for fiscal years (FY) 2013 and 2014. MAP-21 emphasizes performance-based approaches, and implicitly calls for improved modeling and analysis to provide consistent emphasis of future costs and benefits from proposed projects and policy innovations. The TMIP supports the FHWA's mission to meet new planning and programming requirements in MAP 21 by building planning analytical capacity among local, regional, and state agencies for selecting and performing objective analyses as part of performance based planning.

This Strategic Plan highlights the objectives of the TMIP program, as well as the strategies and planned activities outlined from May 1, 2012 to June 30, 2014 to achieve the program's vision, mission, and goals.

Vision, Mission, and Values

TMIP Vision

The TMIP provides technical support and promotes knowledge and information exchange in the transportation planning and modeling community.

TMIP Mission

The TMIP helps transportation planners and analysts provide better information through effective use of quantitative methods and tools.

TMIP Core Values

The TMIP seeks to collaborate, innovate, and educate in transportation modeling, simulation, and analysis.

TMIP Goals

Outreach: Get transportation planning research into practice and promote best practices in travel data analyses and quantitative methods application.

Agency Support: Build transportation planning agencies institutional capacity to effectively apply analytical tools in the transportation planning decision-making process.

Tool Enhancement: Develop a comprehensive desk reference (the “TMIP Toolbox”) for applying travel analysis tools to support data driven, performance-based transportation planning.

TMIP Key Strategies

The TMIP will pursue the following on-going strategies to realize its three strategic goals.

Outreach Goal:

1. **Promote best practices through Web Knowledge and Information Exchange (WKIE) webinars.** WKIE webinars provide an international virtual platform for our stakeholders to share knowledge and insight on current topics of interest to the transportation modeling, simulation, and analysis community.
2. **Communicate and promote the Planning Analysis Toolbox (Toolbox).** The TMIP will reach out to federal, state, regional and local agencies in developing and implementing the Toolbox.
3. **Form strategic partnerships with other federal agencies.** Based on high priority agency needs, the TMIP will work strategically with agencies such as the FHWA Operations Office, other teams at FHWA Planning, Environmental, and Realty Office, FHWA Freight Management and Operations Office, Federal Transit Administration, Office of the Secretary, and other relevant offices.
4. **Support technology transfer.** The TMIP facilitates applied research related to transportation modeling, simulation and analysis through publishing reports and articles, conducting and publishing applied case studies, and providing working example models and technical documents

Agency Support Goal:

1. **Continue the Workshop Over the Web (WOW) Initiatives to meet emerging needs of the modeling community.** WOW webinars are typically conducted as a multi-day series, organized for highly complex topics.
2. **Provide on-demand technical assistance via the Ask-The-Expert service provided through the TMIP/COP.** The Ask-The-Expert service provides live technical assistance to members of the users’ community who can either live-chat or email the TMIP expert with their technical questions.
3. **Provide on-demand support on transportation modeling, simulation, and analysis and their applications.** The TMIP will provide relevant and proficient technical support services as needed.

4. **Coordinate and Support the National Highway Institute (NHI) and FHWA Resource Center to deliver training and technical assistance.** The TMIP will coordinate with other FHWA programs including the NHI and Resource Center on meeting the training needs of planning agency staff.
5. **Monitor the TMIP-L email list to identify emerging trends and issues to ensure that TMIP activities meet the agency needs.** Agency members recognize the TMIP-L email list as an outlet for communication regarding current policies, requirements, and technical methods.
6. **Coordinate and collaborate as needed with SHRP, AASHTO, AMPO and others.** The TMIP will coordinate with these agencies to avoid duplicate efforts to create complementary products that meet agency needs on a national level.

Tool Enhancement Goal:

- **Develop Planning Analysis Toolbox as a comprehensive resource to select and apply appropriate quantitative analysis tools and methods in supporting performance-based planning process.** The Toolbox is designed to show how agencies can identify the appropriate tools and methods for their analytical needs with careful consideration of the data available and the issues and involved risks.
- **Support FHWA SHRP 2 Implementation Efforts as Needed.** The TMIP has the infrastructure for outreach and nearly 20 years' experience in reaching state, regional and local agencies.

TMIP Strategic Action Program

TMIP Planned Activities

The TMIP Program includes eight major initiatives that are summarized in Table 1 below. These initiatives are instrumental in realizing the TMIP's vision and mission.

Table 1: TMIP Major Initiatives

Webinars: a virtual forum for technical capacity building of transportation planning agencies and experience sharing among the TMIP community. Webinars include both Workshops Over the Web (WOWs) for capacity building and Web Knowledge and Information Exchange (WKIEs) for promoting best practices.

Peer Review Program: a program in which planning agencies collaborate with an expert peer review panel to review their data, methods, and planning models to ensure that their technical processes and tools meet their analysis needs.

At A Glance Series: a series of concise brochures pertaining to transportation analysis, modeling, and simulation topics for easy references.

TMIP Talks Initiative: a series of brief presentations made by prominent professionals in the field of transportation planning on topics serving the TMIP's goals and objectives.

TMIP Report Series: an initiative to disseminate information related to transportation modeling, simulation, and analysis through the publication of real world examples in technology transfer and best practices.

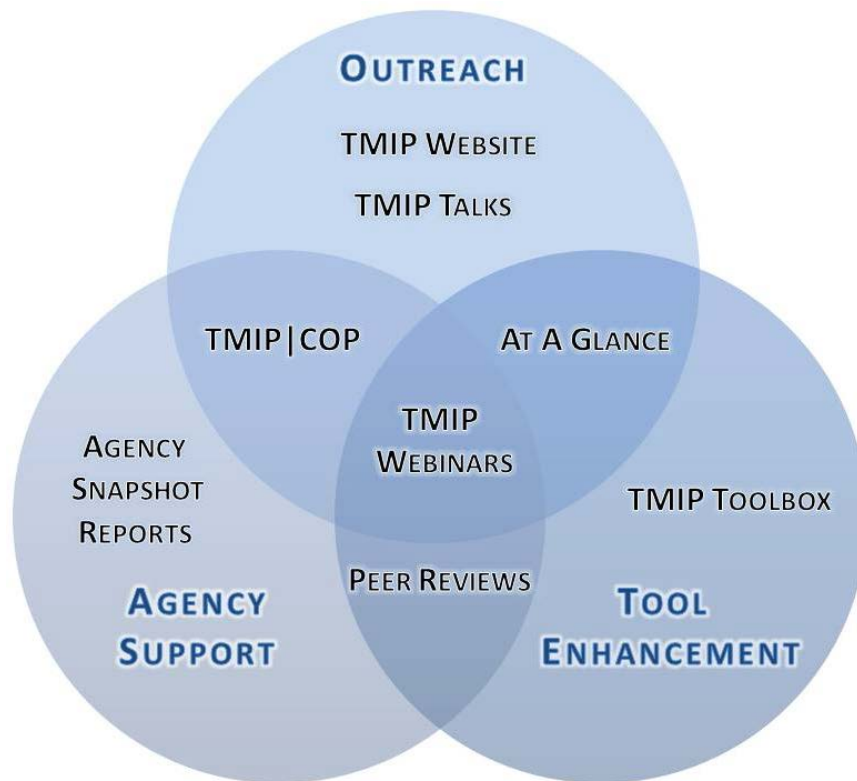
TMIP Planning Analysis Toolbox: a comprehensive resource for the selection and application of analytical tools and methods to support data driven, performance-based transportation planning.

TMIP Online Community of Practice (TMIP/COP): a virtual community where the members share experience or seek peer advice through the TMIP-L email list, as well as an online forum with an Ask-The-Expert live technical assistance service.

TMIP Website: the one-stop clearing house for all TMIP's activities.

Figure 1 illustrates how each of the TMIP initiatives addresses the three TMIP goals to highlight the abilities of each program as they relate to the overall TMIP Program picture.

Figure 1: TMIP Initiatives and Strategic Goals



TMIP Target Achievements

To effectively gauge the progress and impacts of the TMIP Program, the TMIP must have quantifiable targets for achievement during the performance period. The TMIP will strive to achieve the following targets from May 1, 2012 to June 30, 2014:

Webinars:

- Offer fifteen (15) webinars.

Peer Review Program:

- Support up to ten (10) peer reviews for agencies.

At A Glance Series:

- Produce six (6) At-A-Glance brochures on specific industry topics.

TMIP Talks Initiative:

- Produce two (2) TMIP Talks.

TMIP Report Series:

- Produce four (4) Agency Snapshot case studies.

TMIP Planning Analysis Toolbox (the Toolbox):

- Complete two (2) volumes for the Toolbox¹.
- Conduct two (2) webinars on the Toolbox.

TMIP Online Community of Practice (TMIP|COP):

- Host and maintain the TMIP Online Community (TMIP|COP).
- Produce two (2) E-Newsletters on news related to transportation planning and analysis, such as upcoming and recent conferences, meetings, webinars, etc., major

¹ Ten volumes were planned for the Toolbox. The following two volumes are to be completed before May 30, 2014.

Volume I: Planning Analysis Primer - This initial volume of the Planning Analysis Toolbox will provide an introduction to Toolbox, describing the role of planning analysis within the larger framework of performance-based planning, common risks and challenges associated with planning analysis and how they can be addressed – both at a general process level, using examples of good risk management applied to the planning analysis process – as well as in greater technical detail and depth in subsequent volumes of the Toolbox.

Volume II: Planning Analysis Case Study: Ohio DOT and MPOs - The Toolbox is envisioned as ultimately containing a number of case studies of varying depth. The second volume will be a case study on the Ohio DOT and Ohio MPOs to provide an in-depth look at how that agency uses analysis to support their performance-based planning process as well as various methods they employ to manage risk associated with analysis. Ohio DOT is an ideal case study since they have developed a full complement of well-documented planning analysis tools including travel, land use, emissions and economic models that have been used to support a performance-based project selection process in place for fifteen years.

research projects, interesting/noteworthy projects implementing best practices in quantitative analysis, issues identified via the TMIP email list etc.

- Manage the TMIP-L email list to ensure high quality of posts and high levels of use.

TMIP Website:

- Work with FHWA web master to keep the TMIP website (fhwa.dot.gov\planning\tmlp) up to date.

Coordination Efforts:

- Provide support for SHRP 2 implementation as needed.
- Coordinate with our strategic partners as needed.

Monitoring Efforts:

- Seek and review feedback from our community members to ensure that the TMIP initiatives are meeting their needs.

TMIP Program Assessment

To evaluate the effectiveness of the TMIP Program, we will produce two (2) Annual Reports to assess program activities over the next two years.

Concluding Remarks

Collaboration and Strategic Program Convergence

Cost matters. Outcome matters. The TMIP will coordinate with our strategic partners to avoid duplication of services to our state, regional and local agencies and strive to leverage on other initiatives wherever opportunities exist. Each of the TMIP initiatives starts with a detailed implementation roadmap. As described in the list above, planned activities include the assessment of the TMIP Program's progress via TMIP Annual Reports. The TMIP Annual Reports will cover the progress of each initiative and coordination effort throughout the fiscal year, from October 1 through September 30.

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