ActivitySim Roadmap Interim Items

Mar 3, 2023

# Interview Contacts

The table below identifies persons to be interviewed. Please note the following:

* The table is sorted by the interviewees first name;
* Consortium members’ names, including AMPO, are in **orange bold**;
* Each Consortium member agency is identified by a single name in the table, but additional agency staff are of course welcome to attend the interview and/or contribute to written responses;
* Non-Consortium members we want to interview first are in ***blue bold italics***;
* Other non-Consortium members will be interviewed if resources allow;
* Each interviewee will be sent the questions ahead of time and can chose to respond via email in addition to the interview or in lieu of the interview.

**Table.** Customer Engagement (Consortium Members in **bold**; list sorted by first name)

|  |  |
| --- | --- |
| **Name** | **Affiliation** |
| **Alex Bettinardi** | **Oregon DOT** |
| Arash Mirzaei | NCTCOG |
| ***Ben Stabler*** | ***PTV*** |
| Billy Charlton | Tech. Univ. of Berlin |
| **Caitlin Cook** | **AMPO** |
| **Craig Heither** | **CMAP** |
| ***Dan Florian*** | ***Bentley*** |
| David Hensle | RSG |
| **Dennis Farmer** | **Met Council** |
| Effy Doyle | StreetLight |
| ***Elizabeth Sall*** | ***UrbanLabs, LLC*** |
| Eric Miller | Univ. of Toronto |
| Farshid Safarighouzhdi | Transport for New South Wales (AUS) |
| Greg Erhardt | Univ. of Kentucky |
| Greg Macfarlane | Brigham Young Univ. |
| **Guy Rousseau** | **ARC** |
| ***Howard Slavin*** | ***Caliper*** |
| Ilan Elgar | TransLink |
| Jan Zill | Veitch Lister |
| Jeff Newman | CS |
| **Jilan Chen** | **SEMCOG** |
| **Joe Castiglione** | **SFCTA** |
| Joel Freedman | RSG |
| ***Kate Johns*** | ***Victoria Dept. of Transport and Planning (AUS)*** |
| Kimon Proussaloglou | CS |
| **Lisa Zorn** | **MTC** |
| **Mark Moran** | **MWCOG** |
| Marty Milkovits | CTPS (Boston MPO) |
| Michael Wallace | Fehr & Peers |
| Pedro Camargo | IC |
| **Rebekah Straub** | **Ohio DOT** |
| Renan Grace | KPMG (AUS) |
| Rick Donnelly | IC |
| Rosella Picado | WSP |
| Sijia Wang | WSP |
| Stephen Lawe | RSG |
| **Stefan Coe** | **PSRC** |
| ***Vladimir Livshits*** | ***MAG*** |
| Wesley Soet | Main Roads Western Australia |
| **Wu Sun** | **SANDAG** |
| Xuesong Zhou | Arizona State Univ. |

# Interview Topics of Interest

* Everyone
  + Tell me about your experience and/or impressions of ActivitySim
    - Do you have specific reactions or experiences to any of the following dimensions of ActivitySim:
      * Performance
      * Usability
      * Features
      * Example Implementations
      * Model Documentation
      * Software Versioning
      * Component Modularity
      * Data exchanges/schemas
      * Backwards Compatibility
      * Contribution Management
      * Test System / Example maintenance
      * Software Documentation
    - (Probe on strengths, weaknesses, opportunities, or threats)
  + What would you like to see in ActivitySim in the future?
    - Do you have specific desires related to:
      * Performance
      * Usability
      * Features
      * Example Implementations
      * Model Documentation
      * Software Versioning
      * Component Modularity
      * Data exchanges/schemas
      * Backwards Compatibility
      * Contribution Management
      * Test System / Example maintenance
      * Software Documentation
* Non-Consortium Public Agencies
  + Have you considered joining the Consortium?
* Consortium Members
  + What do you think should be the Consortium’s main objective(s)?
  + What are two or three things you think the Consortium has done well in managing ActivitySim?
    - Do you have any specific feedback related to:
      * Development milestones / metrics
      * Financial vision and plan
      * Schedule / time horizons
      * Ancillary tool development / acceptance / maintenance
      * Governance updates
      * Roadmap updates
  + What are two or three things that the Consortium can do better in managing ActivitySim moving forward?
    - Do you have any specific suggestions related to:
      * Development milestones / metrics
      * Financial vision and plan
      * Schedule / time horizons
      * Ancillary tool development / acceptance / maintenance
      * Governance updates
      * Roadmap updates

# Annotated Outline

1. Background

* History and motivation for ActivitySim
* Description of the Consortium
  + Consortium’s current product portfolio
* ActivitySim Project
  + Currently maintained example models
* Roadmap Objectives
* Document Organization (e.g., next section discusses …)

1. Context
   1. Market Scan

* Software used by large regional agencies in the US
* Competitors to ActivitySim
* Size of addressable market
  + 1. Strengths, Weaknesses, Opportunities, Threats
* Strengths
* Weaknesses
* Opportunities
* Threats
  1. Current and Expected Funding
  2. Consortium and Stakeholder Outreach
* Purpose of conversations
* Conversation topics of interest
* List of interviewees in Appendix
  + 1. Key Learnings

1. Direction
   1. Consortium Objectives

* ~10 objectives for the Consortium, e.g., “Increase Consortium Membership”
  1. ActivitySim 2.0 Vision
     1. Software Architecture / Software Development
        1. Introduction, description, motivation
        2. Connections to Behavioral Representations
        3. Component Modularity
        4. Models versus Modules
        5. Data Exchanges / Schemas
        6. Application programming interface (API) descriptions
        7. Performance
     2. Behavioral Representation / Model Development
        1. Motivation of Example Implementations/Flavors
        2. Model 1: ActivitySimple
* First example model maintained by Consortium
* Feature set and capabilities
* Connection to existing ActivitySim
* Describe how it fits in proposed Software Architecture
  + - 1. Model 2: State-of-the-Practice
* Second example model maintained by Consortium
* Feature set and capabilities
* Describe connection to existing ActivitySim
* Describe how it fits in proposed Software Architecture
  + - 1. Model 3: ActivitySim 2.0
* Third example model maintained by Consortium
* Feature set and capabilities
* Describe connection to existing ActivitySim
* Describe how it fits in proposed Software Architecture
  + - 1. Summary Across Model Levels
* Executive summary across models
  + 1. Practical Steps to Move Toward Vision
       1. Transition Planning
       2. Software Architecture Steps
       3. Behavioral Representation Steps
  1. Management Plan
     1. Objectives of the Management Plan
     2. Overview of Management Strategy
     3. Product
        1. Feature identification and prioritization
        2. Documentation
        3. Usability Approach/Testing
        4. Performance Assessment/Testing
     4. Engineering
        1. Versioning
        2. Backwards Compatibility
        3. Contribution Management
        4. Testing
        5. Documentation
     5. Customer Success
        1. Engagement
        2. Documentation
     6. Consortium Sub-committees
        1. Project Management
        2. Objectives/Key Results

1. Progress
   1. Consortium Key Results

* Companion to Consortium Objectives
* Key Results for next two years organized by Objective
  1. Product Roadmap and Requirements
* Operationalization of the ActivitySim 2.0 Vision
* Operationalization of the three example models
* Brief Requirement summary for each feature, including level of effort
* Quarterly feature release schedule for next three years
* Transition to living document

1. Summary / Next Steps
2. Appendices

* Customer interview list
* Scope of work