MORNING WORKSHOP: HOW TO BUILD A BEHAVIOR-BASED FREIGHT MODEL (PRESENTED BY DEVELOPERS)

Behavior-based freight models are innovative and yet pragmatic! Join us to learn how to build them.

WORKSHOP 110

Please join Workshop 110 to discuss:

- Two recognized approaches to building behavior-based freight models
- Advancements by Phoenix, Portland, Baltimore, Chicago, and FHWA, including new firm evolution, establishment synthesis, and procurement market models
- Advancements in validation, testing, and visualization of the freight model outputs

Lead by Vidya Mysore, FHWA

Sunday, January 7 | 9am to 12pm | Convention Center, 147A

SPONSORING COMMITTEE: ADB40: Travel Demand Forecasting Committee
CO-SPONSORING COMMITTEE(S): ADB30: Network Modeling Committee | AT025: Urban Freight Transportation Committee | ABJ90: Freight Transportation Data Committee;

AFTERNOON WORKSHOP: HOW TO APPLY A BEHAVIOR-BASED FREIGHT MODEL (PRESENTED BY PRACTITIONERS)

Behavior-based freight models are powerful, but only if you apply them effectively.

WORKSHOP 187

Please join Workshop 187 to:

- Share recent applications of advanced behavior-based freight models focusing on the approach, testing, or lessons learned
- Brainstorm ways to advance the future of innovative freight forecasting and scenario-testing tools to support freight transportation program needs at National, state and regional agencies!

Lead by Vidya Mysore, FHWA

Sunday, January 7 | 1:30pm to 4:30pm | Convention Center, 147A

SPONSORING COMMITTEE: AT015: Freight Transportation Planning and Logistics Committee
CO-SPONSORING COMMITTEE(S): ADB30: Network Modeling Committee | AT025: Urban Freight Transportation Committee | ABJ90: Freight Transportation Data Committee

The newly developed SHRP 2 C20 freight behavior-based modeling tools will help decision makers make better and more informed decisions related to transportation infrastructure, land use, economic development, and transportation policies.