

From Complexity to Clarity A Revolutionary Tool for Travel Demand Model Summaries

Senior Data Scientist Zihao Jin

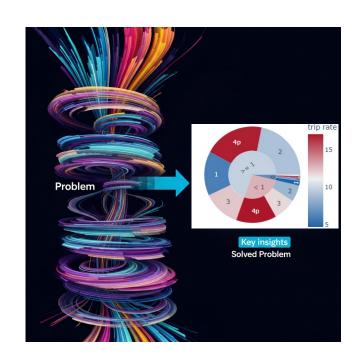
The Challenge: Drowning in Data

Large Data Volume & Comparison

- TDM 23 is publicly available for model users
- Travel demand models produce massive data volumes
- Comparing multiple model scenarios is a challenge

Tool Accessibility & Reproduction

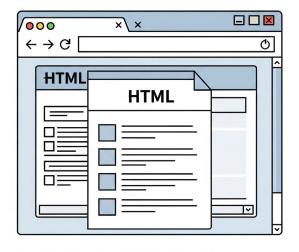
- Stakeholders need accessible visualization tools
- Ensuring transparent and reproducible analysis is key
- HTML-based tools offer a promising solution



Our Solution: Portable, Interactive Reports

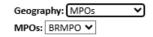
Portable & Sharable

PORTABLE



Client-Side & Interactive

Household statistics table





Southeastern Region Planning & Economic Development Distict

Story Map Structure

1. Files

- 2. SE Data (High-level Socioeconomic Data)
 - o Total Employment by Segment
 - o Household Statistics Table
 - Persons

3. Vehicle Availability (VA Component)

- · VA Share by Geography
- o Segmented Share (Side-by-side Polar Plots)
- Number of Vehicles per Household

4. Work from Home (WFH)

- Worker-side Effect (WFH Levels by State/MPO)
- Job-side Effect
- WFH Trip Impact

5. Trip Generation

- o Total Trips by Purpose
- Trip Rate per Household
- · Trips by Geography

6. Trip Distribution

- Trip Distribution by Purpose (Zone-to-Zone Pattern)
- o Average Trip Length (Based on Vehicle Driver Ratio)
- o Intrazonal Trip Share (Special Trip Purpose)

7. Mode Choice

- o Trip Purpose / Trip Length
- o Geography: Flow Comparison
- Home-based University Trips

8. Trip Assignment

- Highway Assignment
- Transit Assignment
- o Transfer Rate

9. Metrics (Post-Processor Metrics)

- Air Quality
- Equity

Intuitive Feature Deep Dive

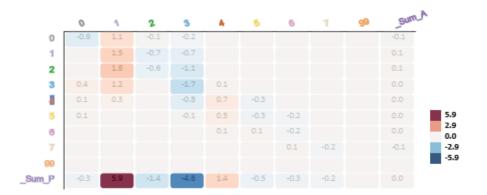
Chord Diagram

Trips distribution by Purposes

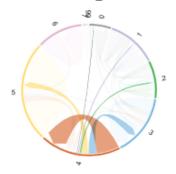
Geography: Ring ➤

Trip Purposes: HBW➤

Relative share (Trips in each PA pair / Total production trips) change: tdm2320 2050pln - tdm2320 base







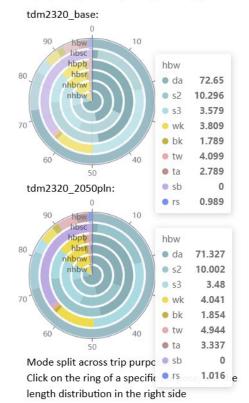
tdm2320_2050pln:



Intuitive Feature Deep Dive

Donut Chart

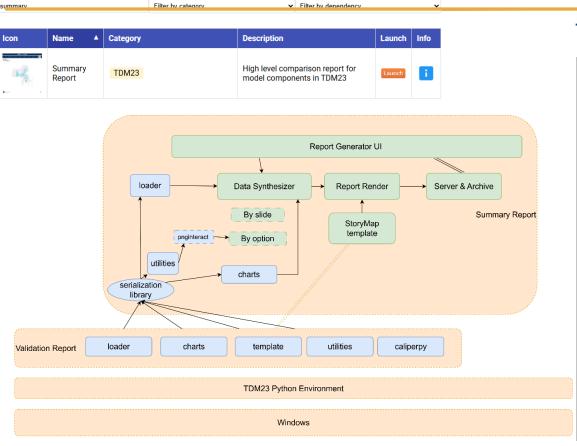
Trip purpose / trip length



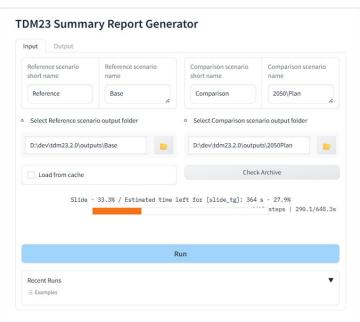








The Revolutionary Tool



Future Work

Fringe Urban

4p

Al-Curated Summaries

"The information is not naturally organized into trees"

Normalized Font ON **Education and Health Services** attraction mpo cmrpc avg workers production hbpb Pattraction production mpo ocpc IV inge Urban mpo_nmcog attraction Educação and Health Services Subusan attraction mpo_frcog mpo srpedd attraction production production Information avhtnhbw.n avg seniors production. n

Q&A

Please contact

<u>model.support@ctps.org</u> with your

questions or comments