TRANSPORTATION TECHNICAL COMMITTEE
REGULAR MEETING
September 5, 2023 @ 10AM
212 SW 9TH STREET
CITY HALL- 3RD FLOOR CONFERENCE ROOM

AGENDA

1.   **Call meeting to order and establish Quorum.**

2.   **Verify posting of meeting.**

3.   **Introductions.**

4.   **Approval of minutes of the September 5, 2023 meeting.**

BUSINESS

5.   **Consider recommending the Transportation Policy Board select a firm for the 2050 Metropolitan Transportation Plan and Travel Demand Model and recommend authorizing the Director to negotiate and bring a contract to the Policy Board for approval.**

6.   **Reports or Comments.**

7.   **Adjournment.**

MINUTES
TRANSPORTATION TECHNICAL COMMITTEE
3rd Floor Conference Room
September 5, 2023

Minutes of the Transportation Technical Committee meeting held September 5, 2023, in the 3rd Floor Conference Room, 212 SW 9th Street, Lawton, Oklahoma.

The agenda for the meeting was posted on the bulletin board in City Hall in compliance with the Oklahoma Open Meeting Act.

The meeting was called to order at 10:04 by Charlotte Brown.

ROLL CALL
MEMBERS PRESENT: Charlotte Brown
         Mike Woodhams
         Jay Earp
         Ryan Landers
         Sarah McElroy
         Shivani Rani

MEMBERS ABSENT: Barbara McNally
         Debra Porter
         John Michael Montgomery
         Larry Wolcott
         Tom Zigler

ALSO PRESENT: Madison Aust, Recording Secretary
         Jonathan Stone, Senior Transportation Planner
         Candace Smith, Transportation Planner I

2. Verify posting of meeting.

The meeting was posted on August 28, 2023 at 9:20 am by Kobe Humble.

3. Introductions.

4. Approval of minutes of the August 1, 2023 meeting.

  Motion by Earp, **Second** by Rani, to approve the minutes of the August 1, 2023 meeting as written. **Aye:** McElroy, Woodhams, Earp, Landers, Rani, Brown **Nay:** None **Motion Passed.**

<u>Business</u>

5.   Consider recommending that the Transportation Policy Board hold a public hearing and approve a resolution adopting the Federal Fiscal Years 2024, 2025, 2026, and 2027 Transportation Improvement Program for the Lawton Metropolitan Area Transportation Study area.

Stone stated we did have two typos that I have corrected on these sheets for pages twelve through fifteen. Other than that, there are no other changes in the draft that is in the packet. It was just some math errors.

 McElroy stated yes, Laura Chaney and I looked this over and reached out to Jonathan with some changes to the TIP, and some of the totals weren't totaling correctly. There were just some errors on the Excel spreadsheet.

Stone responded the changes you requested are in the packet because that was a few weeks earlier.

McElroy stated yes, I think it was before the public commentary period I believe, is that correct.

Stone responded it might have right after, but I made sure it was on the website.

McElroy stated okay.

Stone stated major projects in here, the west Gore Blvd, the east Gore Blvd pedestrian bridge, the interchange with US 62, and Rogers Lane between I-44 and Village Drive.

Earp asked what did you say about Rogers Lane?

Stone responded between I-44 and Village Drive east of the interstate. There is a widening project, I'm not sure what year it's currently in, I have to double check, but I think it's probably going to be in 2025 or is it 2024.

Earp asked are you talking about the ODOT partnership project?

Brown responded yes.

Rani asked where is that, Rogers Lane.

Earp stated you can keep it there, but it won't be there next year.

Stone asked it will be moved again.

Earp responded no it's not going to be ready.

Stone stated well when it gets moved, we will do an amendment.

Earp stated and we talked about it at an earlier meeting in October we will move another project as an amendment.

Stone responded it's in FY27, that's when it is. It is currently in FY27. If that needs to be moved let me know and we will do an amendment to either remove it or whatever.

Rani asked it's not here, right, Rogers Lane.

Stone responded Rogers Lane, it's in FY27.

Rani stated okay.

Brown stated it's not on the attached.

Stone stated it's in the packet. The attached is just those four pages with three things.

Rani responded oh okay.

McElroy stated we can probably just do those together if you want to move that one up and remove that one do that in November maybe.

Stone asked do we know for sure if Rogers Lane is going to be removed.

Earp responded I don't it's removed. I think it's out there; it's got some environmental issues.

Brown stated that's right.

Stone asked so FY27 is still a possibility.

Earp responded you can keep it right here and just move it next year that's fine.

McElroy stated note that there is a delay, yes.

Stone stated it's four years out then if it's delayed a year than it might not suddenly.

Brown asked any other questions on that.

Rani responded I have to check US 62 and the interchange I think it's around a 21-million-dollar project not 18. So those numbers need to be revised.

Stone stated okay. We are doing an amendment next month in November I'm sorry, definitely get me those numbers to me by the public comment period in early October.

Rani responded okay.

Stone stated and we will do an amendment with the updated numbers.

McElroy asked is there any update to the transit tables or no.

Stone responded yes; the newest table is.

McElroy stated is in here okay.

Stone stated this table has been update with the corrected numbers and the FY24 had to be adjusted for the other table.

McElroy responded okay.

Stone stated and that's why it had to be included because it had an error in both sides. The transit tables where correct in the document but not on this specific table one.

McElroy responded not on table one, okay.

Brown asked any other questions.

Earp stated one more, the safety improvements on Rogers Lane is it in here?

Stone stated it is not in here right as of right now. Does it need to be added in for a certain year.

Earp responded that's the one I'm wanting to advance after October. I don't know if I saw it in here.

Stone stated okay.

McElroy stated I thought it was outside of the four years.

Brown stated I thought it was 28. I thought it was further out.

Earp stated okay.

McElroy responded we will do the amendment to bring it in to these four years.

Brown stated that is the lighting and stuff. That was asked about at on the Whirlwind Tour.

Earp responded it doesn't have lighting.

Brown stated okay so this is the turn lanes and stuff like that.

Stone stated so when that is officially moved in we will get it.

Earp stated 34249 is the job piece.

Stone asked and that will be voted on.

Earp responded the District Commission in October.

McElroy stated I think that is October 1st.

Earp responded whenever the first Monday is in October.

McElroy responded I think it is the 1st.

Brown stated I think it's the 2nd because our meeting is the 3rd.

McElroy responded okay.

Brown stated the 2nd so he gets verification on that, that should give you plenty of time to do an amendment in November.

Stone responded just under a week, yes.

Brown stated a public hearing, yes.

Stone stated as long as there as I have enough time to add it in as a line item here and update the tables. I should be able to do that.

Brown stated as soon as you get notified.

Stone responded yes.

Brown stated okay. Anything else? Do we have a motion?

Motion by McElroy, **Second** by Earp, to recommend approval of a resolution adopting the Federal Fiscal Years 2024, 2025, 2026, and 2027 Transportation Improvement Program for the Lawton Metropolitan Area Transportation Study area with provided changes. **Aye:** Rani, Earp, Brown, Landers, McElroy, Woodhams **Nay:** None **Motion Passed**

6.   Consider recommending the Transportation Policy Board select a firm for the 2050 Metropolitan Transportation Plan and Travel Demand Model and recommend authorizing the Director to negotiate and bring a contract to the Policy Board for approval.

Brown stated we are going to strike this item. The subcommittee met this morning, and we are going to conduct interviews next week. So, October's meeting we are going to bring back to select a consultant and authorize me to negotiate up to a certain amount.

7.   Reports or Comments.

McElroy stated I will say the STIP is being moved under Project Delivery at ODOT and Michael Flynn will be the new STIP coordinator. I will still be here in my MPO Coordinator role. As for now Michael and I are tag teaming it until he can fully learn the ropes. Any kind of correspondence if you could send it to both Michael and myself until he is fully on board. And that's it.

Earp stated I don't have any comments today or reports.

Landers stated other than hoping to start working with Wendel for our design engineering and all that good stuff for the Transfer Center opra5tions and maintenance building. It goes to Transit Trust I believe it is next Tuesday.

Brown responded it's on the agenda for next week to approve the contract and they are scheduled to be here for three days the week of 22nd. They call it Immersion.

Landers asked is that the week of the 22nd or after?

Brown responded the week of the 25th, I'm sorry. We've asked them to do a little hi, who are we, at Transit Trust that day.

Rani asked who is the consultant.

Brown responded Wendel Architects.

Rani stated okay.

Woodhams stated all our outstanding claims up to June of 2023 are in and are going to be reviewed by the FTA and for documentary completeness. Since we are on echo suspension and all of that. That is all ongoing so we're doing that. We've got new claims from you, but we are in

the process getting together the agreement, the next agreement to process virtual then allow for those to be paid. Also, there was arbitrary amount of funding for the 5303 of $25,000. The FTA allocation is a little bit different and so that funding level may be going up. What I plan on doing this week is sending to you the FTA FY24 allocations so you may be able to revise your numbers.

Stone and Brown responded okay.

Rani responded I don't have anything.

Brown stated we are still negotiating with the Land Use firm it came in quite a bit higher than we expected. We are still sitting on that. I will have to probably go ask the City for money to help fund that. It came in about $450,000 for the update to the Land Use Plan. That is why that hasn't come back yet. It was quite a bit more than we expected.

Landers asked if you don't decide will you have to go out for bid again.

Brown responded I'm not a hundred percent sure. We did an RFQ on it and we chose based on qualifications.

Rani stated I don't if you can (cannot discern audio)

(cannot discern audio)

Brown responded I don't think we can. The other firm that responded to the RFQ was a hodgepodge of people that this was going to be their first Land Use Plan. And they do experience other than the public side. We felt as a committee that chose, it was not going be a good fit.

Rani asked how many responses did you get.

Brown responded two.

Rani stated so hodgepodge and who was the other.

Brown responded Garver.

Rani stated I was thinking that.

Brown stated that is all I have.

Rani asked where can I find the current Land Use Plan.

Brown responded on the website.

Rani said it is on the website. Good to know.

Brown responded I'm pretty sure it is. I will have to check. If not, I will email it to you.

Rani stated I'm just curious.

Brown responded I thought that was all it is. It's on the City's website.

8.   **Adjournment.**

    Motion by Earp, **Second** by Landers, to adjourn the meeting. **Aye:** McElroy, Rani, Woodhams, Brown, Earp, Landers **Nay:** None **Motion Passed**.

With no further business the meeting was adjourned at 10:22 am.

LMPO TRANSPORTATION TECHNICAL COMMITTEE AGENDA ITEM COMMENTARY

ITEM TITLE: Consider recommending the Transportation Policy Board select a firm for the 2050 Metropolitan Transportation Plan and Travel Demand Model and recommend authorizing the Director to negotiate and bring a contract to the Policy Board for approval.

INITIATOR: Charlotte Brown, (LMPO Director)

STAFF INFORMATION SOURCE: Charlotte Brown, (LMPO Director)
                                                        Jonathan Stone, (Assistant LMPO Director)

BACKGROUND: The FY 2024 Unified Planning Work Program includes the task to issue an RFQ to hire and monitor a consultant to develop the 2050 Metropolitan Transportation Plan's Travel Demand Model.

At the Meeting of June 6th the Transportation Policy Board added the development of the Metropolitan Transportation Plan to the RFQ, authorized the issuing of the revised RFQ, and named the Transportation Technical Committee as the designated body to review the responses and make a recommendation to the Policy Board.

The Technical Committee at their August 1, 2023 meeting selected a subcommittee to review the responses and make a recommendation. Staff received two responses to the RFQ. The subcommittee of the Transportation Technical Committee reviewed the responses of the two responding firms and conducted interviews.

The subcommittee is ready to make a recommendation to the Technical Committee.

The Transportation Policy Board will approve a consultant at their October 3, 2023 meeting.

EXHIBITS: ATG response
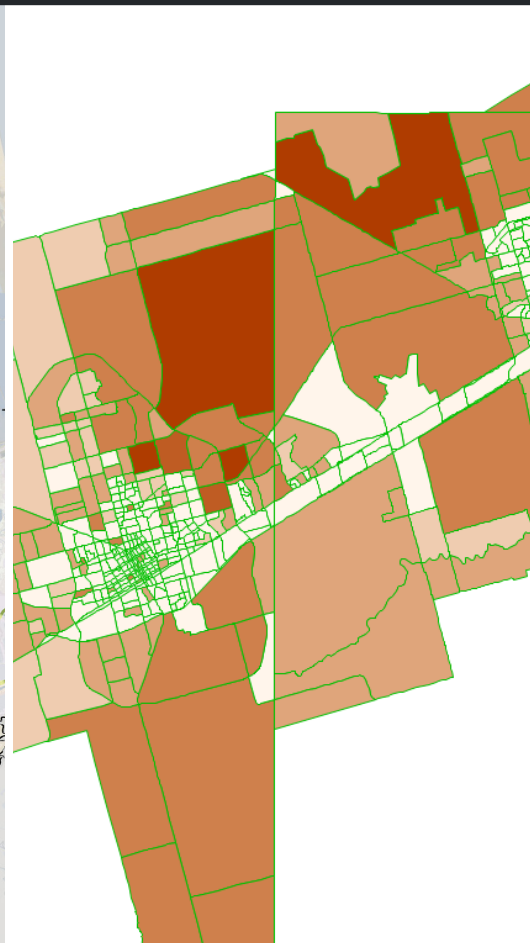   Kimley-Horn response

KEY ISSUES: Selection of a firm.

FUNDING SOURCE: 80% PL Grant/20% City

RECOMMENDED ACTION: Recommend to the Transportation Policy Board select a firm for the 2050 Metropolitan Transportation Plan and Travel Demand Model and recommend authorizing the Director to negotiate and bring a contract to the Policy Board for approval.

PROPOSAL
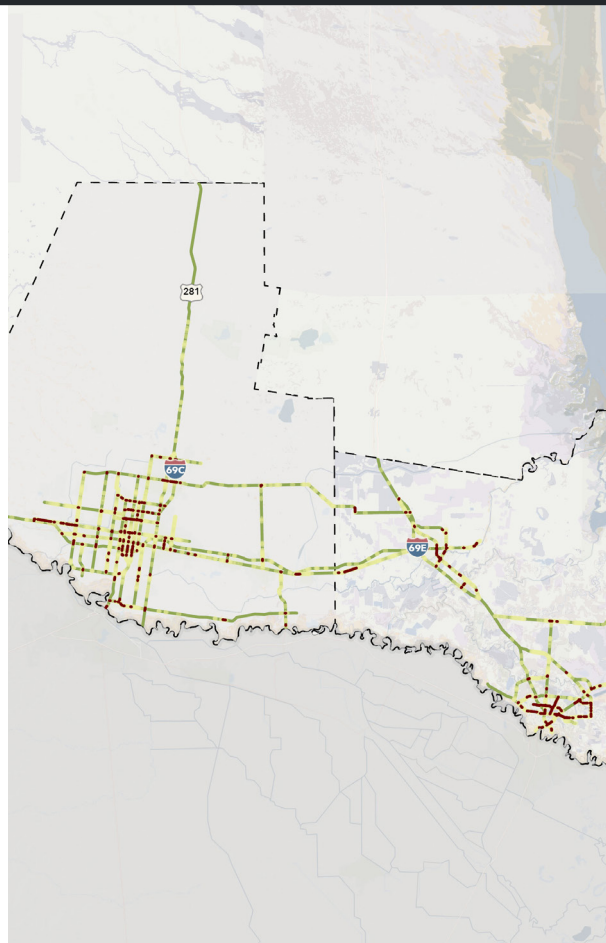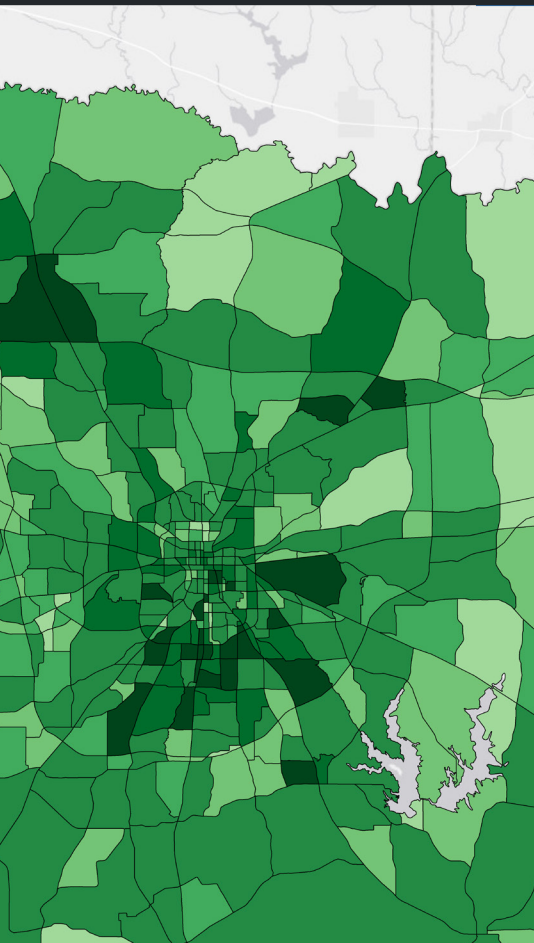
RFQ LMPO-060723
TRAVEL DEMAND MODEL & 2050 MTP

RESPONDER:

ALLIANCE TRANSPORTATION GROUP, LLC

11701 Stonehollow Drive
Suite 100
Austin, TX 78758
JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus
512.821.2081 | jdallen@emailatg.com

PREPARED FOR:

LAWTON MPO

212 SW 9th Street
Lawton, OK 73501

July 20, 2023

Jonathan Stone, Senior Transportation Planner
Lawton Metropolitan Planning Organization
212 SW 9th Street
Lawton, OK 73501

Re: RFQ LMPO-060723 | Travel Demand Model & 2050 MTP

Dear Mr. Stone:

Alliance Transportation Group, LLC (ATG) is pleased to submit our proposal to the Lawton Metropolitan Planning Organization to provide the services requested in your request to draft the Travel Demand Model and 2050 Metropolitan Transportation Plan (MTP). We plan to develop a travel demand model for the study area that is supportive of transportation conformity air quality modeling requirements.

Our team of certified transportation and transit planners, demographers, travel demand modelers, and public engagement specialists bring unparalleled expertise to this MTP Update. Specifically, we are well-versed in the MTP development and update process, including the current FAST Act (primarily a continuation of MAP-21) performance-driven, outcome-based, transportation planning regulations as well as new regulations enacted through the Bipartisan Infrastructure Law (BIL). We have worked on 28 MTP updates in the past 10 years and have supported MPO staff in successfully completing eight MTP Updates under the most recent planning requirements. This skill set will be extremely important during this project, which requires updating the new MTP by Aug. 31, 2024.

Mike Chaney, AICP, has 29 years of experience in transportation planning and travel demand modeling and will act as our project manager. Mr. Chaney is the ATG National Multimodal and Travel Demand Model Lead. He has designed and led the development of numerous state-of-the practice and advanced practice travel demand models. He was the project manager and principal architect of the Oklahoma statewide travel demand model and led ATG's projection of the Williamson County Transportation Plan. He was also the task lead and principal developer for the ACOG TDM in Oklahoma City, and the 2040 Horizon Model for El Paso, TX. This latter project is of particular note in that it involved the development of a TDM to provide input into both Mobile 6.2 and MOVES air quality conformity analysis, and was successfully completed under severe time constraints.

I will serve as Project Principal and am authorized to sign any contracts on behalf of the firm, while Mr. Ed Elam, AICP, PTP, PTSCTP, TSSP-Rail, will serve in a vital QA/QC role. Together we will support Mike as he guides the Lawton MPO team through TDM Development and the MTP Update process. The three of us have more than nine decades of experience in both the public sector as MPO staff and leadership, as well as here at ATG, providing professional services and support to our MPO colleagues. We have added Meredith Greene, AICP, with Socius Amica to provide public involvement support. Meredith brings over 20 years of experience with public involvement processes on a variety of scales, including statewide, regional, and city level, and has developed numerous engagement plans, policies, and toolkits. Should you have any questions or need any additional information, please contact me anytime at jdallen@emailatg.com or 337.802.6655.

We appreciate your consideration of our qualifications and look forward to once again working with the Lawton MPO.

Sincerely,
Alliance Transportation Group, LLC

JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus | Executive Vice President
jdallen@emailatg.com | 337.802.6655

ATG Team Highlights

- We have a thorough understanding of IIJA, MAP-21 and FAST Act requirements for MPOs and MTPs.

- We are experts in the development of all model components including building networks, traffic zones, trip generation, trip distribution, mode-choice model, time-of-day, and assignment.

- We have worked extensively on models for MPOs as well as several state departments of transportation, including Oklahoma.

- We monitor funding streams and grant opportunities from several federal agencies useful in helping to advance MPO projects and their objectives.

TABLE OF CONTENTS

Lawton MPO | Travel Demand Model and MTP

Understanding of Proposed Project

Project Need

The Lawton MPO (the LMPO) is the designated transportation planning and programming agency for the Lawton Metropolitan Area and must update its current MTP with a new 2050 MTP prior to the expiration date when it will no longer have a minimum 20-year planning horizon. The new MTP must incorporate a review of previously reported performance measures outlined in the Fixing America's Surface Transportation (FAST) Act as part of a required Transportation Performance Management Framework for ongoing target setting and reporting. The plan must also be based on performance-driven, outcome-based planning principles. ATG has completed more than 28 MTPs in the past 10 years and is in excellent position to prepare the 2050 MTP. To continue our tradition of helping MPOs stay ahead of federal compliance, the ATG team has delved into the Bipartisan Infrastructure Law (BIL) and is familiar with new requirements and authorizations for MPOs as enacted in the BIL.

The Lawton travel demand model will be a key tool to help guide the 2050 MTP. Today's travel demand models must address a variety of multimodal travel behavior questions and evaluate transportation system performance in terms of time-of-day travel conditions and congestion; travel speeds under varying conditions; transit ridership; traveler responses to changes in land use scenarios and urban form; and the impacts of those changes on environmental factors such as mobile source emissions and a variety of other performance management factors. In addition, travel demand models are also subject to routine update and revalidation to a more current base year to ensure that the model is realistically replicating the conditions on the transportation system as the demographic and land use characteristics of the community change over time. This update and validation requires careful review and revision of the data inputs to the model, adjustments to the traffic analysis zone geography and transportation network layers, as well as refinements to the various model components themselves.

Models that were once state-of-the-practice are now considered out of date. Today's state-of-the-practice models incorporate: time-of-day models; mode choice; feedback loops to improve interpretation of travel speeds and congested conditions; and reports of a broad array of performance measures to address MAP-21 and IIJA performance management objectives. The use of MOVES as the adopted EPA mobile source emissions modeling platform provides greater ability to calculate and understand the air quality impacts of transportation decisions, but also requires increased analytical capability from the travel demand models to take advantage of more detailed time-of-

day and link-based reporting capability and requirements. Even more challenging, MPOs are required to accomplish the development and use of these next generation models with shrinking resources in which local household travel surveys and other data compilations are increasingly out of financial reach.

To address these issues, ATG proposes to build upon key inputs to the current Lawton Regional Travel Demand Model (TDM), namely the roadway network, special generators, and TAZ structure, update from scratch the demographic inputs, and use them to power a modern model interface to facilitate modeling results that are logical, explainable, and actionable.

Project Approach

ATG has designed the tasks described in this Work Plan to optimize Lawton travel demand model performance, add additional state-of-the-practice/advanced practice components, and provide enhanced model functionality to the Lawton TDM. The work plan is designed to create a Lawton four-step travel demand model structure and recalibrated trip generation rates, using destination choice models for selected trip purposes to distribute trips, and applying nested logic model choice model structure to split both motorized and non-motorized trips with explicit representation of transit access modes. The commercial vehicle trips will adopt a similar four-step model process with trip characteristics being estimated using commercial vehicle survey data collected from other areas and previously implemented in the Rapides Area Planning Commission's (RAPC) and several urban models. Finally, highway assignments will be done by four time periods and transit assignment will be conducted by peak and off-peak periods.

ATG will be able to make use of knowledge gained in the development of the following nearby travel demand models:

- ACOG (Oklahoma City, OK)
- The ODOT Statewide Travel Demand Model,
- Grayson County MPO Travel Demand Model inputs

ATG believes that quality is an integral part of the project development process. ATG's QA/QC program follows these key steps: develop a specific project QA/QC plan that meets ATG quality policies, LMPO's expectations, and oversight agency expected standards of practice; develop work products within the requirements of the plan; have a process to verify that the plan was followed (QC), ensure review (QA) of all work product periodically throughout the process, and before all submittals; complete corrective action, if needed; and document lessons learned.

Proposed Work Plan

The following section provides a detailed approach of ATG's proven best-practice techniques to develop a Travel Demand Model and update the existing MTP in a way that will not just meet minimum requirements but will elicit commendations for the MTP 2050 from the MPO's regulatory agencies and planning partners.

The ATG approach to project administration and coordination is to deliver active and enthusiastic project management that supports a fast start, vigorous execution of critical path tasks, and to maintain that effort to a strong and conclusive finish that delivers the highest quality projects. ATG's Project Manager, Mike Chaney, in coordination with the MPO staff, will be responsible for directing and coordinating all activities associated with the project supported by a team of ATG staff with the experience and skills necessary to produce a successful MTP.

PROJECT MANAGEMENT PLAN (PMP)
Upon project initiation, Mike will prepare, for MPO approval, a Project Management Plan (PMP) that explicitly defines project milestones, the proposed schedule, as well as communication protocols. The PMP will also detail project team organization, roles, and responsibilities; document and graphics formatting

protocols; QA/QC plan; filing protocols; contract close-out procedures; review periods and other important operational information. The PMP will focus on the timely execution of critical path elements of the scope and provide ongoing measures of project performance to meet the model completion of July 31, 2024, and MTP due date of Sept. 31, 2024.

PROGRESS REPORTS AND INVOICES
ATG will submit monthly progress reports and invoices that will include monthly progress reports which detail a breakout of activities by task. Mike, ATG's Project Manager, will also meet monthly with the MPO Project Manager, by phone or in person, to review progress and schedule adherence. ATG will prepare summary notes from each of the project management meetings.

QUALITY ASSURANCE/QUALITY CONTROL
ATG will provide continuous quality assurance and quality control throughout the life of the study following procedures defined in the Project Management Plan. ATG will provide the MPO staff ongoing opportunities to perform their contract monitoring duties and QA/QC checks.

TRAVEL DEMAND MODEL AND MTP TASKS

In the following work plan, ATG has placed an emphasis on Task 5: MTP to fully demonstrate the importance of this document and the experience we are capable of focusing on your MTP. Mike, our national lead for travel demand modeling, uses this tool to support transportation planning efforts that are codified and conveyed to the FHWA and the public.

TASK 1: DEVELOP MODEL PARAMETERS

TASK 1.1 SPECIFY MODEL ARCHITECTURE – ATG has specified a travel demand model architecture based on current and emerging best practice concepts to replace the current travel demand model. The new model will provide: Trip Generation; Trip Distribution; Mode Choice; Traffic Assignment; time of day analysis; and a feedback loop.
The model architecture will also identify needed data resources. Because of the project timeline, ATG recommends not conducting primary data collection, but rather relying on readily available data resources such as the NHTS, American Community Survey, US 2020 Census, Census Transportation Planning Package, Oklahoma State Data Center estimates and forecasts, the ODOT Statewide

Travel Demand Model, Oklahoma Workforce Commission employment data and other available resources. Except for the largest metropolitan areas, local transportation surveys are becoming rare, and ATG has calibrated numerous MPO models using these available public domain data sources along with limited use of proprietary sources.

ATG will update the Lawton TDM to a new, state-of-the-practice interface, designed to manage files and settings associated with each scenario, execute core model processes, manage all model data input and output exchanges between model routines, incorporate new or updated advanced features not available when the current interface was developed, and manage scenario input data and results to facilitate development of analysis reports that support the planning process. The new interface will be implemented within TransCAD using GISDK functions to streamline performance.

The TDM interface will also incorporate flexible reporting routines for mobility performance measures to provide the information needed to address performance management goals and a robust outcome-based metropolitan transportation planning process.

TASK 1.2 TRIP GENERATION – Provide additional socioeconomic market and household stratification within the trip generation model to better interpret the impacts of travel costs and income on travel behavior. Specifically, develop auto ownership model to segment households for different travel markets.

DELIVERABLES:

- A working document outlining data requirements, proposed sources, schedule for collection, and costs for data to be purchased or collected.
- Timeline for model development including data acquisition.
- Technical memorandum describing model architecture

TASK 2: DATA COLLECTION & ANALYSIS

Because of the tight timeline for this project, ATG does not recommend primary data collection activities. The development of the LMPO Travel Demand Model can be accomplished with data assembled from available secondary sources.

ATG will make maximum use of the following data collected by the LMPO in the update of the TDM by turning the datasets into formatted and cleaned databases populated with the attributes and relationships necessary for use in a travel demand model:

1. Building permit data by TAZ.
2. Traffic count data and accident data.
3. Socio-economic information.
4. Operational and performance data of the transit system.
5. Non-motorized travel including bicycle and pedestrian facilities.

ATG's extensive experience estimating models for small and mid-sized MPOs along with our work on nearby models allows us access to processed travel survey data utilized for similar or nearby models. We intend to transfer a fully validated model to LMPO, refine it with available local information on travel patterns and then validate the model to local observed traffic counts.

TASK 2.1 DEVELOPMENT OF DEMOGRAPHIC DATA – In order to populate the LMPO travel demand model, at a minimum, 2010 base year and 2040 forecast year data is required for the following characteristics:

- Population
- Employment
- School Enrollment

TASK 2.2 INITIAL DATA ASSEMBLY – ATG will work with City of Lawton staff to identify currently existing data sources as a starting point for both base and forecast demographics:

- U.S. 2020 Census,
- Oklahoma State Data Center,
- Oklahoma Employment Security Commission,
- Bureau of Labor Statistic,
- Lawton Public Schools,
- Private Schools, Vo-Techs, Colleges, and Universities,
- Fort Sill Army Base Public Information Office,
- American Community Survey, and
- US Census Transportation Planning Package.

TASK 2.3 BASE YEAR DATA – In coordination with City of Lawton staff, ATG will prepare base year data by using available data sources, first for a region-wide control total, and then disaggregated to the travel demand model's traffic analysis zones.

TASK 2.4 FORECAST YEAR DATA – ATG employs a variety of data collection methods. In addition to gathering data from public databases, ATG conducts outreach to other public agencies; private schools, colleges and universities; large employers; and local experts to obtain both quantitative and qualitative data on local demographic conditions and future trends.

As a starting point for the development of local demographic forecasts, ATG will analyze historical growth trends and review data projections developed by various reputable sources, for example, the Oklahoma State Data Center and Woods & Poole. These forecasts will include growth projections obtained for the Fort Sill U.S. Army installation.

In coordination with LMPO staff, the final demographic forecasts will be prepared as a synthesis of qualitative data gathering, and the analysis of quantitative data. By drawing on multiple data sources, ATG will seek to gain a more complete understanding of local development patterns so that the forecasts will be as accurate as possible.

In coordination with LMPO staff, ATG will:

- Develop household and workplace characteristics for base year and forecast years;
- Develop population and employment projections for forecast years;
- Utilize the LMPO database of traffic counts to populated the roadway network with observed validation data.

DELIVERABLES:

- Digital copy of all data developed under this effort formatted for model software

TASK 3: DEVELOP NEW TRAVEL DEMAND MODEL

ATG will complete all tasks necessary to develop and implement a new travel demand model calibrated to 2020 or base year selected by LMPO. If traffic counts are available for 2021 or 2022, the model could be calibrated to post-COVID travel behavior.

TASK 3.1 COMPILE AND INPUT BASE YEAR DEMOGRAPHIC DATA – ATG will input to the traffic analysis zone (TAZ) layer the demographics, land use and other socioeconomic variables necessary for application of the travel demand model that was developed in Task 2.1.

TASK 3.2 HOUSEHOLD MARKET STRATIFICATION – ATG will review household socioeconomic market stratification data from the sources identified in Task 2.1 (NHTS, ACS, CTPP, etc.) to update model input data to reflect base year relationships between household size, income, auto availability and other parameters needed for calibration of the trip generation models. These data relationships will be used to develop updated trip rate and trip length frequency distribution data for use in calibrating the travel demand model components.

TASK 3.3 TRAFFIC ANALYSIS ZONE GEOGRAPHY AND TRANSPORTATION NETWORKS – For the travel demand model to work correctly, the traffic analysis zone geography and the transportation system network geography must not only realistically represent the land use and transportation systems of the region, but both must also be coded with matching and compatible levels of detail. To insure that realistic interpretation and complementary scale is maintained, ATG will first replicate the current TAZ structure using Census 2020 geography and then add additional detail warranted by growth, new roadways or changes to the model area.

TASK 3.4 REVIEW AND VERIFY SPECIAL GENERATOR AND EXTERNAL STATION INFORMATION – Many hospitals, airports, military bases and other activity centers have unique characteristics that are not adequately captured in a travel demand model, and, therefore, must be treated as special generators. However, locations such as regional malls often get treated as special generators because of inadequate employment information. ATG will work with LMPO to verify that the current special generators contained in the model are identified correctly and adequately interpreted. If improved employment information is available, ATG will work with LMPO to eliminate unnecessary special generators as well as to add new special generators that may have been built since the last model update.

External Stations may be the exception to the recommendation to avoid primary data collection. It may be necessary to collect a limited number of traffic counts at specific locations in order to quantify traffic moving into, out of and through the LMPO study area. The ATG team will use available traffic count information and other source materials to estimate external-internal and external-external trip volumes and develop balanced external trip tables. If permitted by ODOT, ATG will make use of the ODOT Statewide Model to guide the development of external through (External to External) trips.

TASK 3.5 MODEL CALIBRATION – Once all demographic updates have been made and all adjustments to parameters required for the transit model, ATG will re-calibrate each model component (generation, distribution, mode split and assignment) against known data sources. These sources will include the National Cooperative Highway Research Report 365 (NCHRP365), the National Household Transportation Survey (NHTS), the American Community Survey, the Institute of Transportation Engineers (ITE) Trip Generation Rates, the Census Transportation Planning Package (CTPP), and other accepted sources.

TASK 3.6 MODEL VALIDATION – The ability of travel demand models to forecast future year traffic and other travel behavior are predicated on their ability to estimate "known" traffic volumes and travel patterns under base year conditions for which extensive data is available. Validation refers to the process of using a model to estimate travel assignments for the base year and comparing these travel assignments to observed travel data. The typical comparison, when sufficient data is available, is between highway traffic assignments and actual traffic volumes derived from traffic count data. In the case of the LMPO model, a comparison with observed transit ridership will also be needed to validate the new transit model.

ATG will carry out validation of the LMPO travel demand model in a structured manner using clearly defined benchmarks or measures of success that allow the results of the validation analysis to be tabulated, and quantitatively analyzed. This approach will provide LMPO with a high degree of confidence in the statistical foundation and structure of the model. ATG Validation criteria will be based on sound statistical strategies such as evaluation of percent root mean square error (%RMSE). Candidate criteria will be based on accepted published standards from reliable sources such as the Travel Model Validation and Reasonability Checking Manual, Second Edition (FHWA, 2010).

The locations of base year traffic counts provided by LMPO/ODOT will be coded to the roadway networks. Traffic assignment results for the validation year will be compared to the traffic counts to calculate a percent error value that will be aggregated and tabulated across a variety of categories including county-wide; functional class; area type; and individual screen lines or cut lines.

Transit Ridership data provided by LMPO will be used to perform comparisons between transit assignment and observed ridership.

TASK 4: TRAFFIC FORECASTS

ATG will perform a travel demand model run for the horizon year. Results of the run will be reported for the performance measures specified in the model architecture with special emphasis on the performance management goals articulated in MAP-21 and IIJA and the data needed for input into the EPA MOVES mobile source emissions models and to support the 2050 Metropolitan Transportation Plan. At a minimum the reported performance measures will include:

- Total Trips
- Vehicles Miles of Travel
- Lane Miles
- Average Volume-to-Capacity Ratio
- link volume-to-capacity ratios,
- Travel Speeds by Functional Class

ATG will assist LMPO staff in reviewing proposed projects by preparing model output such as themed maps and comparative analysis charts and data sets that will identify the different benefits and impacts of each alternative.

DELIVERABLES:

- Resulting model files for each scenario run
- GIS ArcMap-ready files of each scenario result with all summary statistics for each link
- Documentation of the improvements made and the assumptions for the forecast year adjustments

TASK 5: MODEL DOCUMENTATION & TRAINING

TASK 5.1 TRAVEL DEMAND MODEL DOCUMENTATION

ATG will prepare a complete set of model documentation documents, including an LMPO Travel Demand Model Development Report identifying the data inputs assumptions and methodology used to implement the model architecture and the outcomes of all model testing including the results of model calibration and validation. ATG will also prepare an LMPO Travel Demand Model User Guide with step-by-step instructions on installing, preparing and using the model including the preparation of input data, network coding protocols and interpretation of model results.

TASK 5.2 TRAVEL DEMAND MODEL ELECTRONIC FILES

ATG will provide LMPO with a complete set of all LMPO travel demand model data, networks and model components in a self-extracting, self installing module that loads and configures a fully functional user interface and full battery of model components ready for use by the LMPO, third party contractors and MPO planning partners.

TASK 5.3 TRAINING

Although the intent of the RFP articulated in Task 7 On-Call Model Runs is to maintain an ongoing support relationship with the selected travel demand modeling contractor, it will still be necessary for LMPO staff to be conversant with the logic and inner workings of the travel demand model in order to:

1. Interpret and use the model results as a resource in carrying out the metropolitan planning process and development of the metropolitan transportation plan and selection, evaluation and prioritization of projects

2. Present and interpret the model results and the conclusions drawn from them to LMPO's consultative partners in the air quality conformity process.

3. Explain the use of the model as a performance management tool in periodic MAP-21 certification reviews and other interactions with regulatory agencies, LMPO planning partners and community stakeholders.

4. Review and evaluate the products provided by third party contractors performing project analysis or planning studies

To this end, the ATG Team will provide a one-day training workshop for the LMPO staff and selected stakeholders. The workshop will cover a policy level overview of the value of the model and its uses in the planning process, preparation of the model input data, network coding, running the model using the interface, producing maps and reports and evaluating results.

DELIVERABLES:

- Documentation of model use so a knowledgeable modeler can repeat the process and run alternative scenarios, LMPO Travel Demand Model User Guide
- Report summarizing the model with review by the LMPO, LMPO Travel Demand Model Development Report
- All model files in a digital format ready to be used by consultants for micro-simulations or specific model runs based on additional scenarios
- Onsite training workshop

ATG keeps our MPO clients ahead of FAST Act regulations

TASK 6: DEVELOP 2050 MTP

by informing them as proposed rules on performance measures and performance-management targets are released and final rules are issued. During development of the numerous MTPs for MPOs in Louisiana, Arkansas, and Texas, ATG developed MAP-21/FAST Act-compliant performance measures, criteria, and performance targets that have been consistently accepted by state DOTs and have consistently approved by FHWA and FTA.

ATG ensures that your MTP follows all federal rules and meets federal guidelines. ATG is committed to supporting our clients. As part of this commitment, we are available to help LMPO with Transportation Management Area (TMA) federal certification reviews. A thoughtfully developed MTP that not only addresses each of the federal requirements, but also documents LMPO's commitment to incorporating federal goals, emphasis areas, and principles is the foundation for certification reviews that result in best practice commendations.

TASK 6.1 – INTEGRATION OF PREVIOUS PLANNING EFFORTS

An effective MTP requires a comprehensive set of transportation solutions integrated into a coordinated multimodal system. The ATG Team will develop a program of short-term and long-term transportation solutions for further evaluation and testing. The program of projects will be defined in enough detail with supporting descriptive data to evaluate the outcomes of the transportation investment in terms of the selected performance measures (cooperatively selected by LMPO and ATG) and the ability to address the MPO study area mobility needs identified through a series of analyses that ATG has successfully used on other MTP development projects.

The analysis will include mobility considerations for all modes alongside growth and land use goals. There will also be analysis to look at important mobility challenges such as freight.

Review Current Plans

To ensure that the 2050 MTP is consistent with and will advance the goals and objectives of the adopted planning documents and plans currently under development.

ATG will work with LMPO, the City of Lawton, Oklahoma and sections of Comanche County to incorporate elements of their existing plans into the 2050 MTP. ATG will build on these plans and completed reports to establish a memorandum detailing efforts, partners, and measures to effectively manage a comprehensive multi-modal transportation network. This comprehensive data gathering and analysis effort, including traffic and transportation data, socioeconomic data, and environmental data as well as the review of regional studies and plans will be conducted, which will serve as the primary source for the Lawton 2050 MTP multimodal recommendations. Projects with funding committed will be identified and details will be provided. The information gathered in this task will be summarized in narrative form for inclusion in the MTP.

TASK 6.2 – TRANSPORTATION SYSTEM VISION/ MULTIMODAL RECOMMENDATIONS

ATG will develop an ultimate, full build transportation network representative of "full build-out" of the region. This future vision will emphasize the functionality of corridors, differentiate mobility vs. livability corridors, include barriers to transportation (drains, rivers, etc.), logical extensions of the arterial network, and carry forward the ideas that have been developed in legacy plans.

In support of this effort, ATG will prepare and conduct a needs identification exercise for the multimodal transportation network. The needs identification will consider both existing and future needs for all travel modes. A specific focus will be placed on needs expressed during the public engagement portion of the MTP development, as well as newly available data since the adoption of the previous MTP.

Following the needs analysis, ATG will prepare a series of multimodal recommendations for review by LMPO Staff, the MTP Advisory Group, the TAC, and PB. Recommendations will be primarily derived from completed or ongoing plans within the Lawton region and will be enhanced based on the outcome of the need's identification process. Multimodal recommendations will be documented in narrative/ tabular and map form. Recommendations are anticipated to include capital infrastructure improvements along with policy enhancements.

This will result in a priority project list that includes quantitative, objective, performance-based project scoring of 2050 MTP candidate projects using LMPO's adopted performance measures and scoring criteria to evaluate projects received from project sponsors through the call for projects. In addition to evaluating the projects using LMPO's selection criteria to ensure that projects meet the 2050 MTP goals and objectives.

Project Identification

ATG will work with LMPO to develop a list of projects to be used in conjunction with the public input and needs analysis to evaluate various transportation improvement scenarios. This task includes conducting a "call for projects" exercise with LMPO's Transportation Policy Committee. Additional projects will be identified through the review of existing documents and reports, as well as based off analysis from the existing and previous planning efforts assessment and will include projects that relieve congestion and maximize safety and mobility of people and goods.

Policies and Actions

In addition to the project list, ATG will coordinate with LMPO, its stakeholders, and the general public to develop policies and actions to address system deficiencies and opportunities identified during the multimodal analysis.

TASK 6.3 – FINANCIAL PLAN

ATG keeps its MPO clients ahead of FAST Act and BIL regulations and informs them as proposed rules on performance measures and performance management targets are released and final rules are issued. During development of the numerous MTPs for Texas and Arkansas MPOs, ATG developed MAP-21/FAST Act-compliant performance measures, criteria, and performance targets that have been accepted by State DOTs—including both TxDOT and ARDOT — and approved by FHWA and FTA.

Project Ranking Methodology

ATG will refer to the Lawton 2050 MTP project goals, the region's adopted performance measures, and the currently adopted MTP's project prioritization process to develop a Project Prioritization methodology. ATG will also present considerations based on best practices for both project ranking and developing project readiness for inclusion in this methodology. The methodology will be presented to LMPO and project stakeholders for vetting and refinement. Once a consensus has been reached, the methodology will then be applied to the MTP recommendations.

Financial Constraint

Financial Analysis for MTPs is a combination of comparing total program costs in year of expenditure dollars to anticipated total revenue by category in year of receipt dollars to establish the financial capability of the MPO program and to evaluate the fiscal constraint of the MTP program of projects. In the case of the 2050 MTP, the process is more sophisticated than usual because the financial analysis and fiscal constraint calculations must consider the financial analysis procedures and fiscal policies of ODOT as well as possible new competitive funding opportunities for MPOs and local governments presented in the BIL.

Identification of Revenues

To support the financial analysis, ATG will develop revenue projections in close cooperation with LMPO to develop forecasts that reflect both existing revenues and historical trends, including all public and private resources reasonably expected to be available over the MTP horizon. Additionally, ATG will evaluate the likelihood of the availability of certain non-recurring sources of revenue.

To calculate the revenue growth, ATG will index the annual estimate in constant base year dollars to account for inflation compounded annually for the life of the plan. ATG will also coordinate with ODOT on financial forecasting.

Financially Constrained Plan

ATG will develop cost estimates for recommended projects. ATG then will use the results of the project prioritization and estimated revenues to develop a financially constrained plan for the 2050 MTP. As part of this process, ATG will also identify potential unfunded needed projects eligible for competitive grant funding authorized under the BIL.

TASK 6.4 – PERFORMANCE-BASED PLANNING AND PROGRAMMING OF PROJECTS

ATG will utilize short- and long-range regional transportation system improvements to complete the exercise of planning and programming projects using a data-driven performance based process.

Performance-Based Planning

ATG will help LMPO develop performance measures and tools to document planning outcomes in the region. We will also provide guidance during dialogue with ODOT on setting LMPO performance targets.

In accordance with the mandates of the FAST Act and the BIL, the MTP will include a description of the federally required performance measures and performance targets used in assessing the performance of the transportation system. ATG will provide a brief memo demonstrating how the MTP is compliant with the provisions of the FAST Act and how performance-based planning has been incorporated into the MTP process. ATG will also create a system performance report evaluating the condition and performance of the transportation system with respect to the federally required performance targets including progress achieved by LMPO toward the performance targets.

Travel Demand Model (TDM)

To support the MTP process, ATG will work with LMPO, local jurisdictions, and ODOT to consider scenarios for inclusion in the planning process. ATG will ensure that the MTP includes multiple scenarios to ensure community mobility needs and federal rule requirements are met.

Fiscal Constrain

The MTP is required to be a fiscally constrained document. ATG will work with LMPO to develop fiscal constraint (funding that can be reasonably expected over the life of the plan that can be used to implement, maintain, and operate the transportation system) which is required to be inflated over the life of the plan. This will largely be based upon past projects funded through the Transportation Improvement Program (TIP) and the current funding levels within the BIL.

Performance-Based Programming Future Projects

Additionally, ATG will develop future projects stemming from the needs identified by both the TDM and maintenance needs identified by local jurisdictions utilizing a performance-based planning and programming methodology. As part of this effort, ATG will develop three separate tables: 1] total project needs, 2] fiscally constrained project needs, and 3] visionary future projects (large projects outside of fiscal constraint and 2050 needs). These project tables should be organized into five-year time frames based upon need.

ATG will also develop a methodology to prioritize needs across modes and develop funding scenarios for the fiscally constrained needs table listed above. ATG will build off of previous planning efforts and LMPO's current MTP scoring matrix. This methodology will also incorporate a conservative as well as "ideal" funding distribution across different modes and categories for Oklahoma. ATG will use this process to update the current MTP funding table and use it as a guide in creating funding allocation scenarios to be presented to LMPO staff, the MTP Advisory Group, TAC, and PB.

Future Transportation Planning Projects

ATG will support LMPO in creating a framework by which projects are studied, programmed for funding, developed, and ultimately constructed in a predictable manner. This is critical as LMPO will be responsible for programming its directly suballocated CAT2 funding.

ATG will help identify possible future corridor studies what would be necessary based upon the needs analysis completed in the previous subtask and will also include the review of corridor studies that have recently been completed (past 7 to 10 years). These future transportation planning projects will correlate to construction project needs development in previous tasks. Outcomes from this effort will also be leveraged in public education materials to further communicate the correlation between regional priorities and investment scenarios.

TASK 6.5 DOCUMENTATION

Throughout the life of the project, ATG will prepare technical memorandums that represent the information developed in each individual task as they are completed. These will be made available to LMPO and project leadership team for review during the development of the MTP. These memoranda will the basis of chapters presented in the final document at the end of the planning process. As part of this process, ATG will assemble the content and findings from the tasks in this scope into the project documentation for the 2050 MTP. As part of this process, ATG will prepare a Rough Draft, Revised Draft, and Final version of each document and work closely with LMPO to support staff in distributing the Rough Draft and Revised Draft documents as needed and will incorporate comments as provided by LMPO staff. ATG will submit hard copies and digital copies of the Final version of each document to LMPO. The documentation is anticipated to include the following elements:

Graphics

The document and technical memorandums will be graphically rich and will include charts, graphs, infographics, etc. where applicable. These graphics will be developed along with the content in the technical memorandums so that they can be reviewed by LMPO.

Executive Summary

Additionally, ATG will develop a graphically pleasing executive summary. The Executive Summary will be designed as both a marketing and education tool, summarizing the planning process overall, the MTP's strategies, projects, and policy recommendations as well as any additional important elements of the MTP process as determined through conversations with LMPO staff and the project leadership

team throughout the life of the project. This executive summary will be designed as a printable and an online tool with more functionality and tie into the mapping tool.

Final Document, the 2050 Plan

ATG will develop a Draft 2050 MTP document that represents the coordinated, comprehensive, and continuous MPO process and is suitable for public distribution and for review and feedback by LMPO. The draft will be submitted as specified in the RFP to LMPO for their review and recommendation for approval by the Policy Board and Technical Advisory Committee. ATG will assist in presenting the draft 2050 MTP at public hearings/meetings and will compile and analyze the input received by the public for LMPO.

ATG's award-winning plans are designed to ensure LMPO has a high-quality, accessible document with meaningful content, is aesthetically pleasing, and provides a compelling story of mobility in the region. Our layout specialists and graphic designers provide quality and visually appealing plan documents that receive high praise from our clients and their planning partners, including an FHWA Best-Practice Commendation for document layout and clarity of presentation for one of our recent MPO TMA Certification Review Notebooks. For all MTP updates, ATG prepares standalone executive summaries and publishes summary brochures for public consumption.

The culmination of the process will result in an MTP that is coordinated, comprehensive, and continuous. It will not only meet federal requirements and address state and local goals, policies, and initiatives. The document will be understandable to the public and will be designed to be accessible across multiple digital platforms. ATG will not only deliver PDFs of project documents and appendices that are suitable for both printing, but will also design the final plan document for posting on the website. This will necessitate the final plan to be delivered as a web friendly PDF as well as a larger file size high quality printable PDF. Products developed during the process, such as Word or ArcGIS, GIS layers, spreadsheets, map files, etc. will also be provided to LMPO upon adoption of the plan to ensure that LMPO has the files needed to process future plan amendments.

Technical Appendices

ATG will also provide a series of appendices containing additional detail on subjects introduced in the MTP as well as analysis and details of public outreach outcomes and performance.

TASK 6.6 – PLAN ADOPTION

The adoption process of the plan will include meetings where elected officials and leadership can engage the ATG team to gain a thorough understanding of the contents of the plan, including explanations of policy ramifications and their ultimate relationship to implementation and impacts. Learning sessions will be scheduled to give each entity this opportunity, some of which will be designed to occur

throughout the life of the plan for less disconnect between each plan development step and the final documentation.

After the learning sessions are conducted, ATG will work with LMPO staff as well as staff from each of the jurisdictions to schedule times to bring the final plan forward to the Policy Board to show support for the MTP. ATG will work closely with LMPO staff to develop a stock resolution of support and staff memo language that each jurisdiction can utilize for the Board's approval. Subsequently, ATG will present a draft document to the MPO's Technical Advisory Committee and Policy Board for review and comment. All TDM deliverables will be completed by July 31, 2024, and MTP by September 30, 2024, and allow for the 30-day review period.

TASK 7: ON-CALL MODEL RUNS

ATG has substantial experience with on-call contracts and is currently performing services under on-call contracts for TxDOT Transportation Planning and Programming Division, TxDOT Special Projects Division, Louisiana Department of Transportation and Development Public Transportation Section, the Arkansas Department of Transportation, and the Wichita Area MPO (WAMPO).

To speed response time and facilitate the initiation of work orders, ATG will establish and document project management protocols including:

1. Publishing and maintaining an up-to-date team roster and contact information;

2. Developing a task order template containing the agreed upon rate and cost structure that can be used to quickly provide cost proposals; and

3. Developing a scope of work for requested activities in a standardized and easily understood format.

Similar Project Experience

Oklahoma Statewide Travel Demand Model
Oklahoma DOT | OK

ATG designed the model architecture and developed the Oklahoma Statewide Travel Demand Model (OK TDM). The model is a first generation, integrated, statewide, multimodal passenger and commodity flow freight traffic forecasting system. The effort produced a statewide travel demand model touting a level of detail typically reserved for an urban area model and one that is able to produce freight forecast by mode.

The OK TDM is used by ODOT to perform transportation system planning, freight flow analysis, produce analyses to prioritize highway infrastructure investments, and to forecast and analyze transportation system performance under various growth and economic scenarios.

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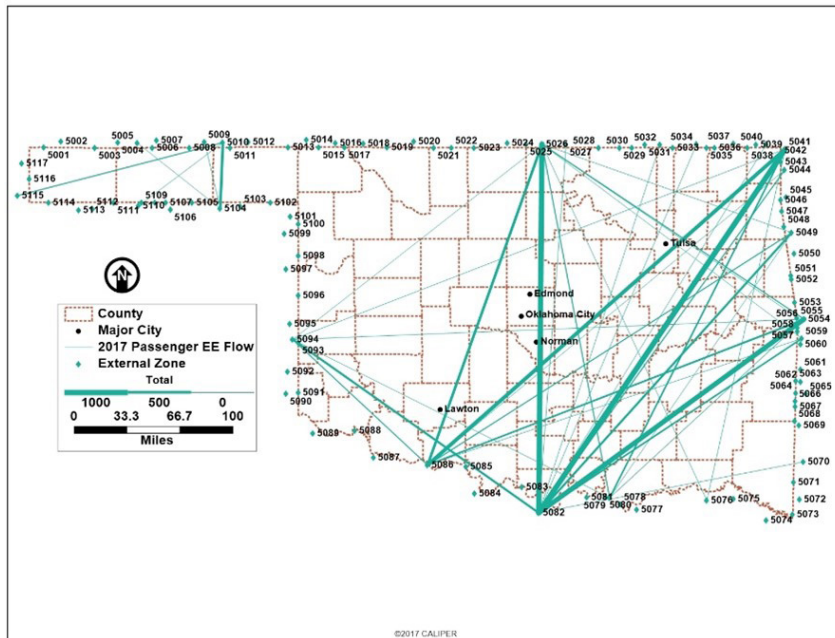
Period of Performance
2020

Key Staff
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Grayson County Travel Demand Model Update
Sherman-Denison MPO | Grayson County, TX

ATG assisted the Sherman-Denison Metropolitan Planning Organization with the update of their travel demand model to ensure current planning assumptions and the latest information were reflected. Inputs to the model that require periodic updates were developed. Model inputs were crafted for a 2018 base year and a 2055 forecast year with interim years of 2023, 2028, 2033 and 2050. Specific inputs and tasks accomplished included:

- Reviewed the Model Area Boundary (MAB) with consideration of the external travel data, household & workplace data in the expanded area, and the amount of growth / development outside the planning area.

- Creation of an edited "Master" network in TXDOT format containing all physical and attribute edits. All edits were documented within the layer itself using TxDOT TPP TexPack v2.5 formats and procedures. Testing of the network was done using the network review tools inside the TexPack software.

- Creation of a traffic analysis zone (TAZ) layer incorporating the proposed changes in the MAB and master network layer. This also included boundary updates to achieve alignment with 2020 Census geography.

- Creation of TAZ based demographic data for the new base year and for the forecast years consistent with Texas Department of Transportation (TXDOT) travel demand model standards. This included forecasting TAZ level population, households, employment by type, special generators, median income, and group quarters.

Period of Performance
2020-2022

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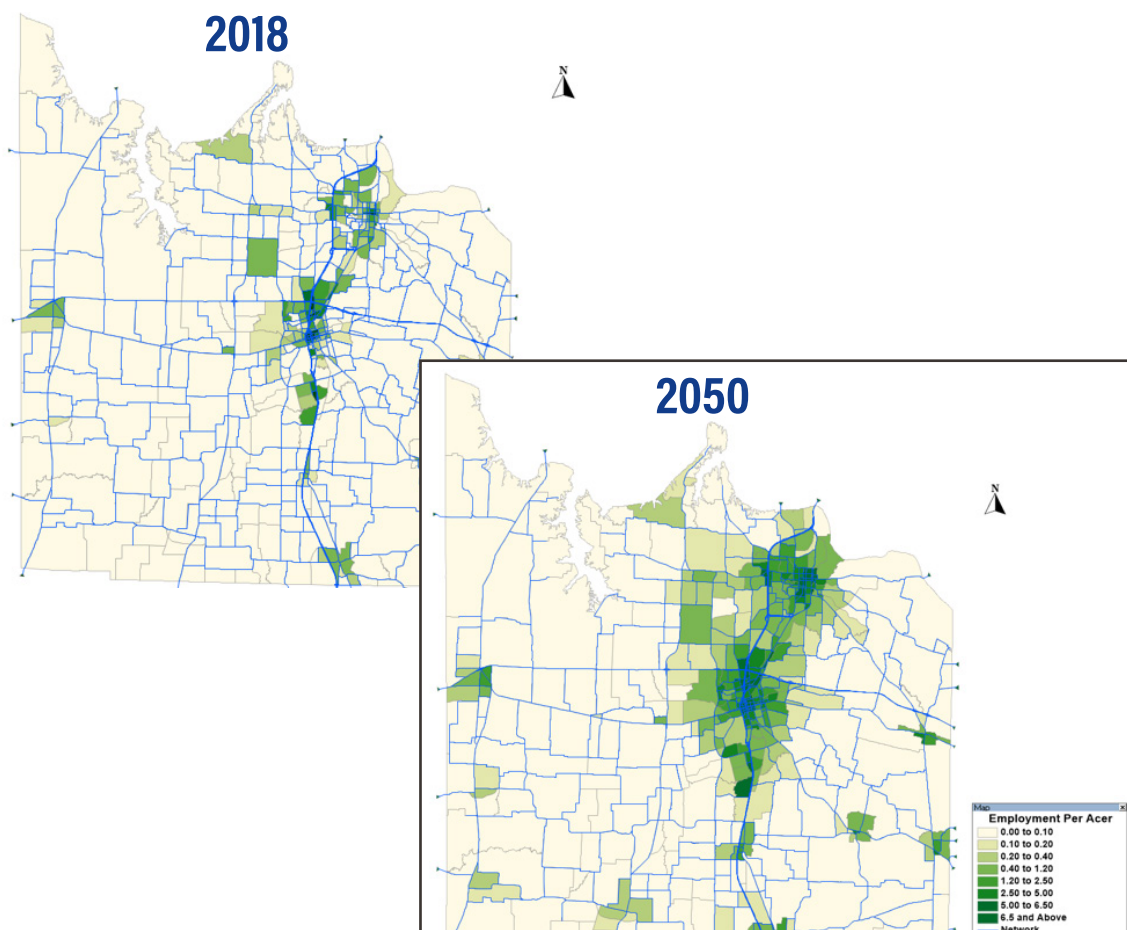
Surveys & Travel Demand Model Update
ACOG | Oklahoma City, OK

ATG worked with the Association of Central Oklahoma Governments (ACOG) on the development of a multimodal, time-of-day, Travel Demand Model implemented in the CUBE software package for use in MTP planning and FTA New Starts analysis.

ATG led a team of consultants and oversaw the regional household travel survey, which covered the six counties in the OCARTS area. ATG also supervised the onboard transit survey, updated the existing regional trip generation model component, evaluated and updated the performance and accuracy of the trip distribution model, and developed a mode-choice model in a manner consistent with the improvements made to trip generation and distribution.

Commercial vehicle and truck models were also included in this effort. ATG used the resulting state-of-the-practice mode choice model to help ACOG complete highway and transit systems planning for its metropolitan transportation planning (MTP) update.

Period of Performance
2008-2013

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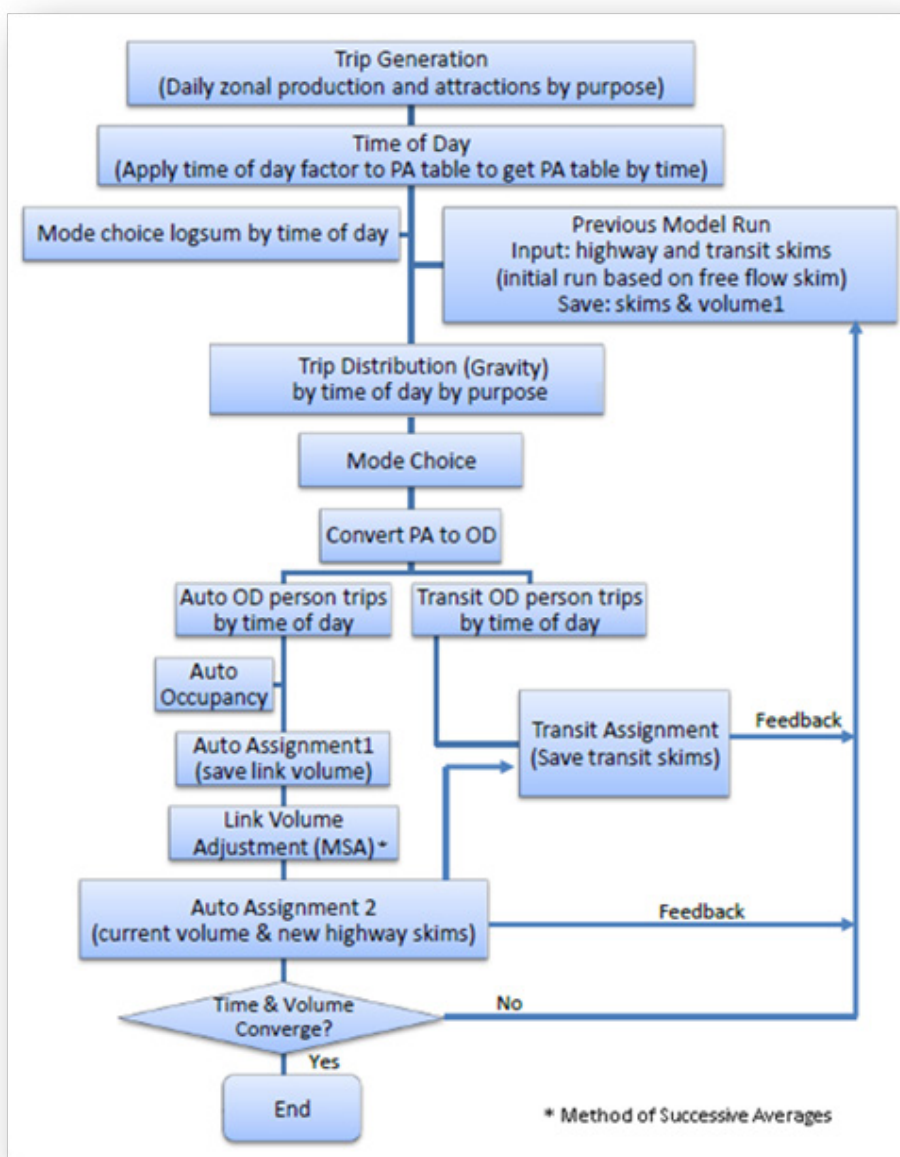
Lubbock Model
Lubbock MPO | Lubbock, TX

ATG assisted the Lubbock MPO in updating their Travel Demand Model. The effort was carried out through a work authorization under the TxDOT Transportation Planning and Programming Division (TPP). One of the primary tasks was to provide an update of model inputs, which included socioeconomic data, external trips, network, and traffic analysis zone (TAZ) geography, and validation of the model to a new base year. The model was designed to ensure that it was based on the latest available planning assumptions and observed transportation system performance and would be suitable for use in the MPO's 2045 Metropolitan Transportation Plan (MTP).

ATG developed the socioeconomic estimates and forecasts in close cooperation with the Lubbock MPO, TxDOT Lubbock District, and TxDOT Transportation Planning and Programming (TPP) Division to ensure the development of accurate and realistic socioeconomic inputs that play a vital role in the overall development and application of the Lubbock MPO TDM. The following steps were employed in the development of the demographic and socioeconomic data for the TDM:

1. Collect data from various data sources, both public and private.

2. Develop population, group quarter, household, and employment control totals for base year and forecast years.

3. Develop base year population, household, and employment numbers at the TAZ level.

4. Develop forecast year population, household, and employment numbers at the TAZ level.

5. Develop median income for TAZs for base year, and estimate trends to forecast future years.

6. Conduct demographic review for reasonableness and completeness.

7. Document the methodology used with this report.

A careful quality control process was used to ensure the accuracy of the results produced. Both the accuracy of the calculations used and the reasonableness of the results were assessed during the quality control process. In addition, quality checks were made to ensure that control totals were matched; allocations were consistent; and large employment sites and special generators were located in the correct TAZs.

> *"The model (developed by ATG) was used extensively as a consultant to TxDOT in developing traffic analysis and forecasts for the feasibility study on our Loop 88 project. It performed flawlessly!"*
>
> **- DAVID JONES, EXECUTIVE DIRECTOR, LUBBOCK METROPOLITAN PLANNING ORGANIZATION**
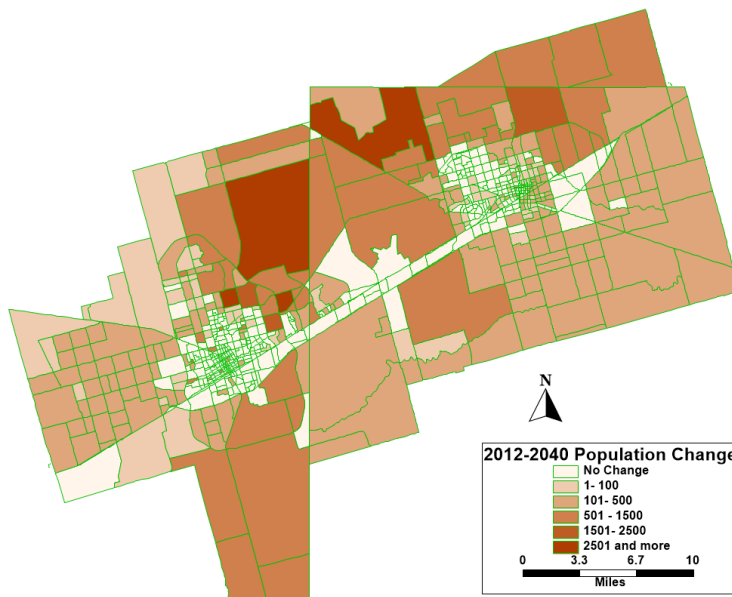
Period of Performance
2017

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Jack Jones

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2012-2040 Population Change
- No Change
- 1- 100
- 101- 500
- 501 - 1500
- 1501- 2500
- 2501 and more

0   3.3   6.7   10
Miles

Travel Demand Forecast
Tyler Area MPO | Tyler, TX

ATG assisted the Tyler Area MPO with updating their demographic and employment inputs for the 2045 TDM being developed by TxDOT. ATG prepared the population, household, income, and employment estimates for the base year and forecast years necessary as inputs into the TRIPCAL5 trip generation program. As part of the consensus building process, ATG worked with a Delphi Panel to estimate growth trends in the Tyler region. In addition to estimating overall growth trends, the Delphi Panel identified location based opportunities and constraints to growth in the region, general development patterns, and likely locations for future employment growth.

The new TDM will be used to better understand future travel patterns in the region based on demographic and employment characteristics at the Traffic Analysis Zone level. The update will guide the development of the 2045 TAMPO MTP. Understanding travel patterns will help the MPO and its regional partners identify and prioritize future transportation investments to better serve increased demand on the roadway network as population increases. The zonal demographic characteristics developed by ATG and the MPO are integral to a successful and accurate TDM.
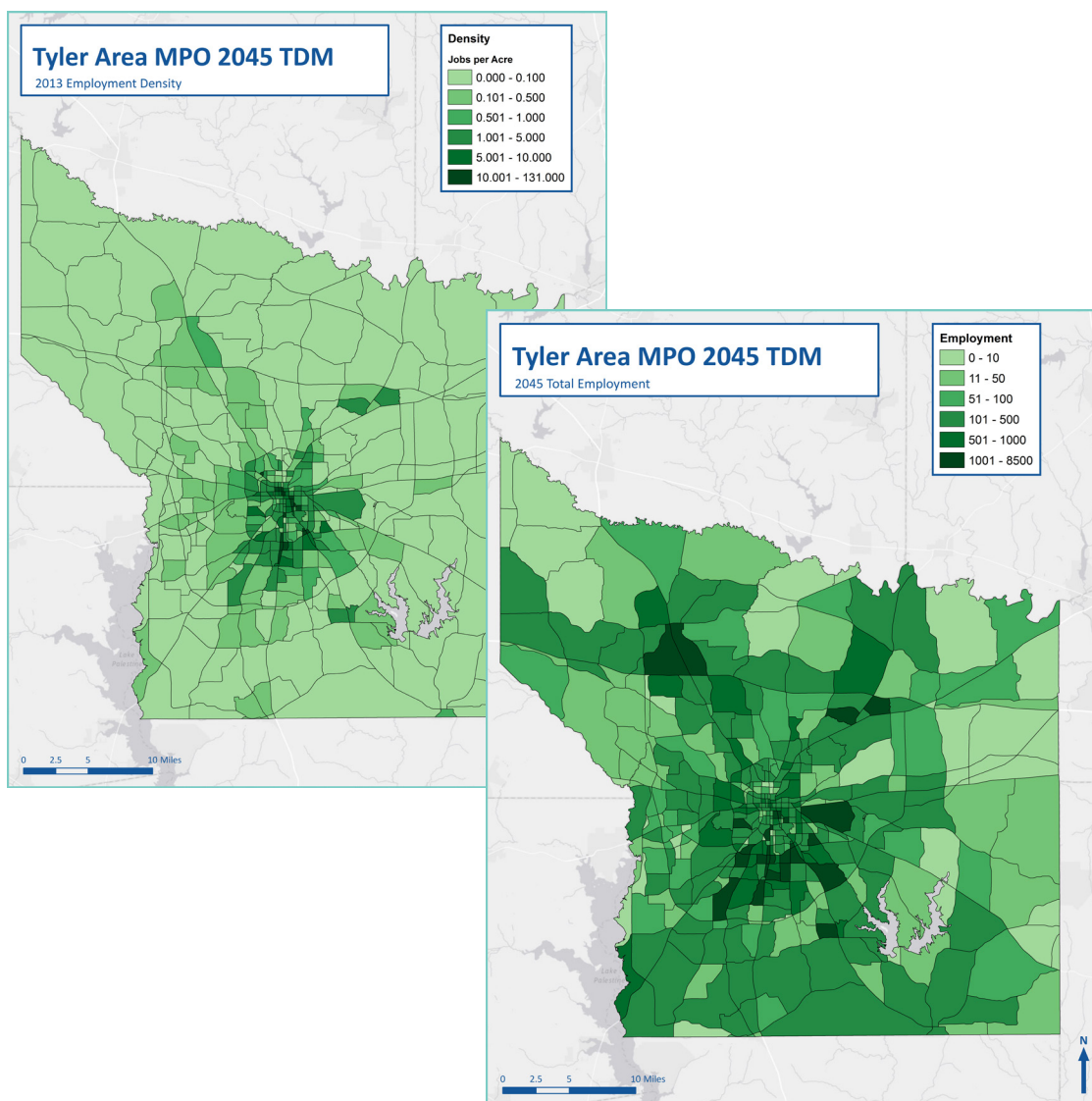
Tyler Area MPO 2045 TDM
2013 Employment Density

Density
Jobs per Acre
- 0.000 - 0.100
- 0.101 - 0.500
- 0.501 - 1.000
- 1.001 - 5.000
- 5.001 - 10.000
- 10.001 - 131.000

0 2.5 5 10 Miles

Tyler Area MPO 2045 TDM
2045 Total Employment

Employment
- 0 - 10
- 11 - 50
- 51 - 100
- 101 - 500
- 501 - 1000
- 1001 - 8500

0 2.5 5 10 Miles

Travel Demand Model Upgrade
Metroplan / CARTS | Little Rock, AR

ATG developed a new urban travel demand model (TDM) for the central Arkansas region, referred to as the Central Arkansas Regional Transportation Study (CARTS) TDM. The new CARTS TDM provided decision makers a picture of future travel demand on the regional transportation system and delivered information on how proposed transportation projects addressed the identified needs of the region.

ATG produced the CARTS TDM using TransCAD's standard flowchart interface within TransCAD 8.0 to ensure the new model was state-of-the-practice and satisfied the objective of using best practice in model development while taking advantage of new features and functions. In addition to the enhanced interface, ATG incorporated major updates to the roadway capacity procedure, including modeling by time-of-day; applied destination choice for selected trip purposes; added non-motorized modes to the model choice model; improved the toll assignment routine; and automated reporting features to help satisfy FAST Act performance measures and directly feed into EPA MOVES software. ATG created detailed development, validation, and user's guide reports that instilled confidence in the performance of the model, while providing ample detail on advanced practice procedures to ensure ease of use for future model users.

The new CARTS TDM served as a tool for use in the next Long-Range Plan update. The optimized performance of the model, with enhanced functionality to the interface, improved the model user's experience to help build Metroplan staff capacity in travel demand modeling. ATG is proud to have developed every generation of the CARTS model since 2003.

Period of Performance
2017-2018

Key Staff
JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus

Mike Chaney, AICP

Contact
Metroplan
Casey Covington, Deputy Director/CARTS Study Director
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CCovington@metroplan.org
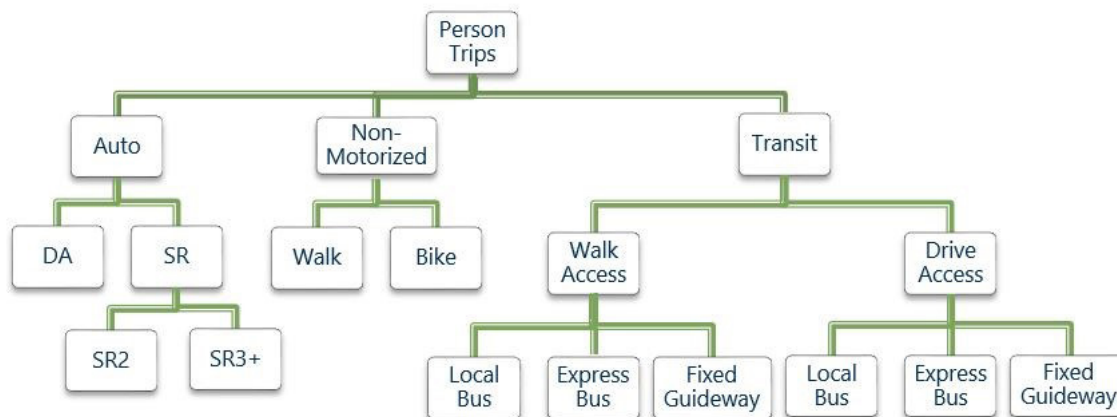
2045 Metropolitan Transportation Plan (MTP)
Rio Grande Valley MPO | Rio Grande Valley, TX

The Rio Grande Valley MPO engaged ATG to develop and deliver a comprehensive 2045 MTP that forges a new regional vision for transportation in the Rio Grande Valley while respecting what makes each of its component communities in the former Brownsville, Harlingen San Benito and Hidalgo County MPOs unique. In addition to ATG's successful history delivering MTPs that are compliant with applicable regulations, our firm offers a deep understanding of the relationship between the planning process and the federal rules and how to apply that understanding toward achieving a plan that meets or exceeds our client's needs.

Our local knowledge allowed us to tailor the 2045 MTP to the preferences and requirements specific to the RGVMPO and the newly joined community at large. Having assisted the regional planning organizations with previous planning efforts, ATG was uniquely qualified to help the RGVMPO's planning partners and decision makers visualize the connection between local goals and the 2045 MTP, solidifying buy-in to the plan and supporting better outcomes for the community.

ATG's performed a data-driven social, economic, environmental impact analysis that considered the resilience of the multimodal transportation system infrastructure, and reviewed how planning and policy driven mechanisms might affect the sustainability and resilience of the Lower Rio Grande Valley community. This process stet the groundwork to help inform regional policy makers on how overall regional sustainability and resilience are impacted by transportation infrastructure investments.

ATG conducted additional data gathering, analysis, stakeholder engagement, and consensus building to develop two robust subcomponent work products as planning tools for a more focused implementation of active transportation and transit recommendations through a Ten Year Transit Development Plan and a Regional Active Transportation Plan. ATG also helped the RGVMPO implement innovative methods for public involvement and stakeholder engagement in response to COVID-19, developing interactive virtual open house tools and platforms.

Period of Performance
2019-2020

Key Staff
JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus

Mike Chaney, AICP

Ben Magallon, AICP, TSSP-Rail, PTSCTP

Ed Elam, AICP, PTP, TSSP-Rail, PTSCTP

Contact
Rio Grande Valley MPO
Andrew Canon,
Executive Director
Tel: 956.330.3380
acanon@rgvmpo.org
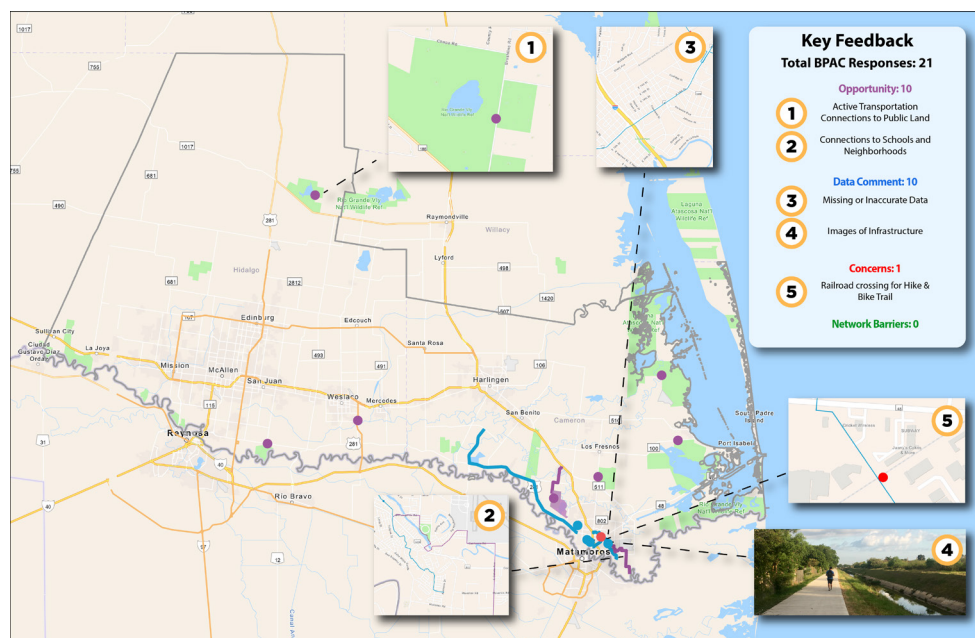
2045 Metropolitan Transportation Plan (MTP)
NLCOG | Shreveport, LA

ATG was contracted to assist the North Louisiana Council of Governments in the creation of the 2045 Metropolitan Transportation Plan (MTP) for the Shreveport-Bossier City Metropolitan Area including Caddo, Bossier, DeSoto, and Webster Parishes. This plan was more than an update to the 2040 Mobility MTP completed by ATG in 2016.

ATG's specific assigned tasks included development of an expanded travel demand model (TDM) to incorporate one additional parish and update the source code for the model to TransCAD 8.0; defined public engagement strategy to utilize a combination of virtual and in-person events to gather community and stakeholder input; and identification of improvements for mobility of freight, transit, pedestrians, and cyclists. The plan also helped establish performance measures and project prioritization to not only comply with FAST Act requirements, but to provide a framework for performance-based decision making and scenario review. This plan supported the development of a future transportation system that addresses the community's vision, goals, and objectives while complying with all state and federal requirements.

The plan update process also reviewed the current Project Selection Process and delivered a memorandum with considerations for updating the factors considered throughout the project review and scoring process to reflect FAST Act guidance more comprehensively, especially concerning how NLCOG reviews proposed projects on how they may improve resiliency and reliability of the transportation system and reduce or mitigate storm water impacts of surface transportation, as well as how proposed projects enhance travel and tourism.

This approach helped provided the MPO with both a resource vulnerability assessment and recommended strategies that can be integrated into project prioritization, encouraging more sustainable strategies in approaching mobility solutions.

The ATG team continued working closely with the NLCOG Public Information Officer to develop robust virtual adaptations to public involvement and engagement in response to conditions due to COVID-19 and developed an interactive online GIS based visioning tool to gather input from stakeholders and the public on visioning as well as location specific concerns. The plan also addresses Transportation System Management and Operation (TSMO) strategies, multi-modal system deficiencies, safety concerns, sustainability and resilience impacts as well as project travel demand for the horizon-year 2045.
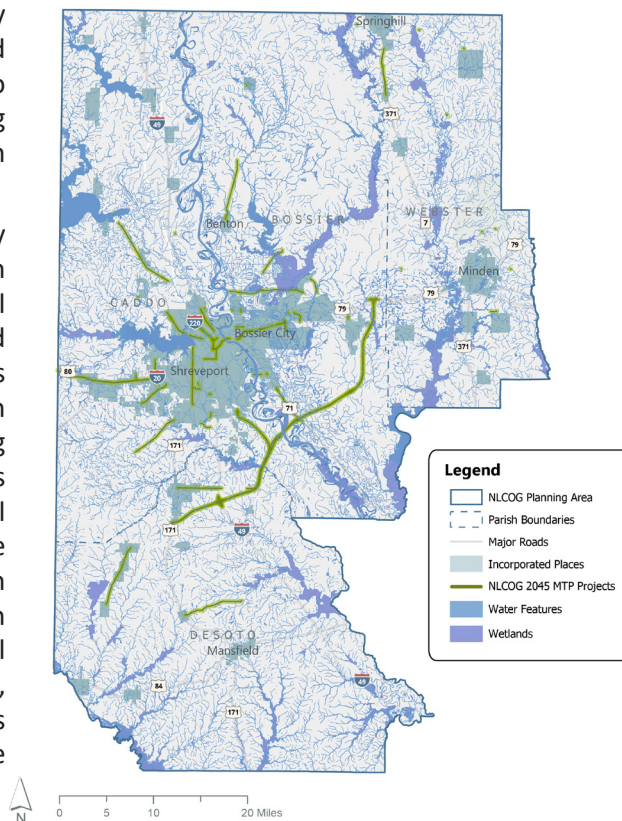
Period of Performance
2020-2022

Key Staff
JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus

Mike Chaney, AICP

Ben Magallon, AICP, TSSP-Rail, PTSCTP

Ed Elam, AICP, PTP, TSSP-Rail, PTSCTP

Ellen Soll, AICP

Contact
NLCOG
Kent Rogers, Project Manager
Tel: 318.841.5950
kent.rogers@nlcog.org

Legend
- NLCOG Planning Area
- Parish Boundaries
- Major Roads
- Incorporated Places
- NLCOG 2045 MTP Projects
- Water Features
- Wetlands

Victoria 2045 Metropolitan Transportation Plan (MTP)
Victoria MPO | Victoria, TX

The Victoria MPO selected ATG to provide transportation planning assistance during development of their 2045 MTP Update. During the project, ATG developed and carried out public outreach, targeted stakeholder engagement, multimodal analysis, FAST Act-compliance, and quantitative travel demand analysis services.

ATG developed all the public visioning and stakeholder outreach materials. The MPO provided facilitators for the visioning meetings with training and moderation provided by ATG.

ATG provided the MPO with an updated performance-based project prioritization process that combined input from the public visioning process on selection criteria and input from the Temporary Technical Committee. ATG provided training to both MPO staff and Temporary Technical Committee members to ensure that the process was sustainable for future updates. The final products included a fully MAP-21-FAST Act compliant MTP and an Executive Summary.

The completed long-range plan compiled the assessment of the future transportation needs of the community, helped drive the establishment of priorities for the funding of needed improvements through performance-based planning principles, and chart a course for meeting the community's vision. The planning process and final document were designed to increase mobility options for area residents and enhance the economic viability of the community, while preserving its quality of life.

In addition to the multimodal element, the project developed a Future I-69 Corridor Executive Summary document to detail the current and future unique needs within the community, while identifying local and regional efforts to progress towards the future Interstate Corridor.

Period of Performance
2019-2020

Key Staff
JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus

Mike Chaney, AICP

Ben Magallon, AICP, TSSP-Rail, PTSCTP

Contact
Victoria MPO
Maggie Bergeron,
Planning Administrator
Tel: 361.485.3360
mbergeron@victoriatx.gov
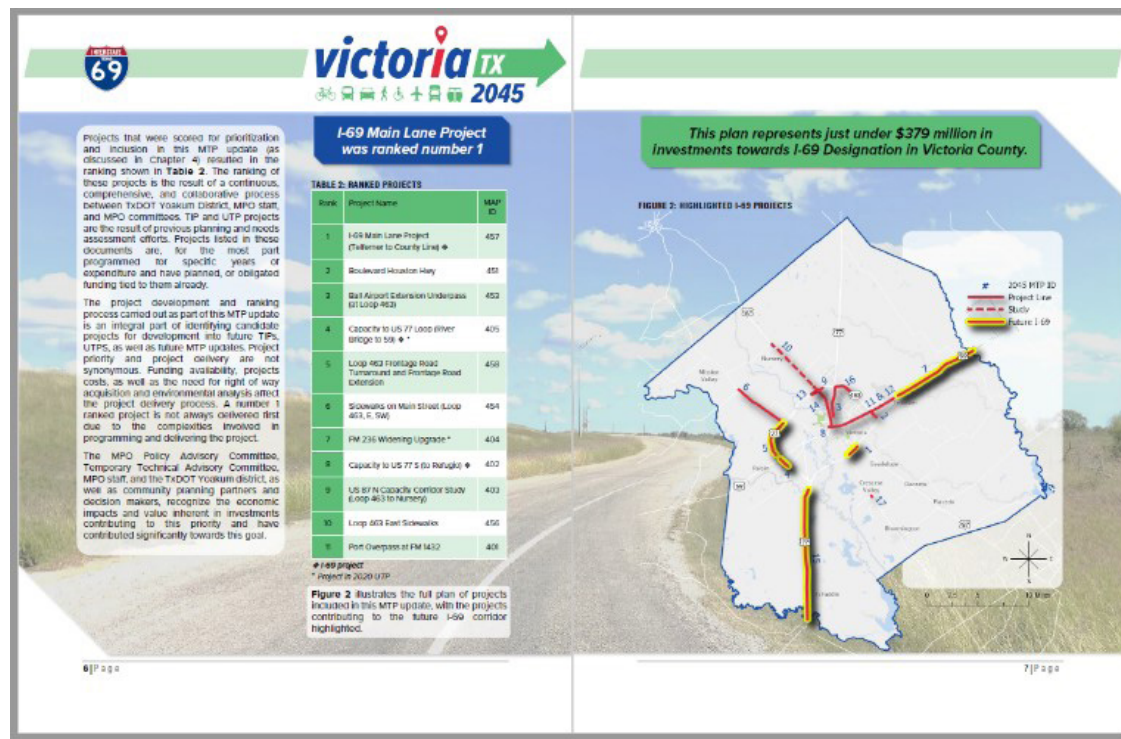
Wichita Falls 2045 Metropolitan Transportation Plan (MTP)
Wichita Falls MPO | Wichita Falls, TX

ATG provided transportation planning and public engagement assistance in development of the 2045 FAST Act-Compliant MTP. Services included an exhaustive review of current planning efforts and an assessment of the regional travel demand model. In addition, ATG led an innovative and extensive public engagement effort that included public meetings, online exercises, and stakeholder working groups including a review of socioeconomic and demographic information.

A major component of the study assessed existing transportation systems that serve the Wichita Falls area, including public transportation, freight, roadway, and active transportation networks, and the identification of regional transportation needs in coordination with planning staff, state and local stakeholders, and the public. The needs list was translated into relevant project recommendations for mobility enhancements. The long-range plan compiled the assessment of the future transportation needs of the community, established funding priorities through performance-based planning principles, and charted a course for meeting the community's vision. The plan increased mobility options for area residents and enhanced the economic viability of the community while preserving its quality of life.

ATG also provided technical assistance in reviewing and updating the WFMPO project prioritization criteria and scoring process to include requirements set forward by the FAST Act to consider how proposed projects might improve resiliency and reliability of the transportation system and reduce or mitigate storm water impacts of surface transportation, as well as how proposed projects might enhance travel and tourism.

Period of Performance
2019-2020

Key Staff
JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus

Ben Magallon, AICP, TSSP-Rail, PTSCTP

Contact
Wichita Falls MPO
Lin Barnett
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lin.barnett@
wichitafallstx.gov
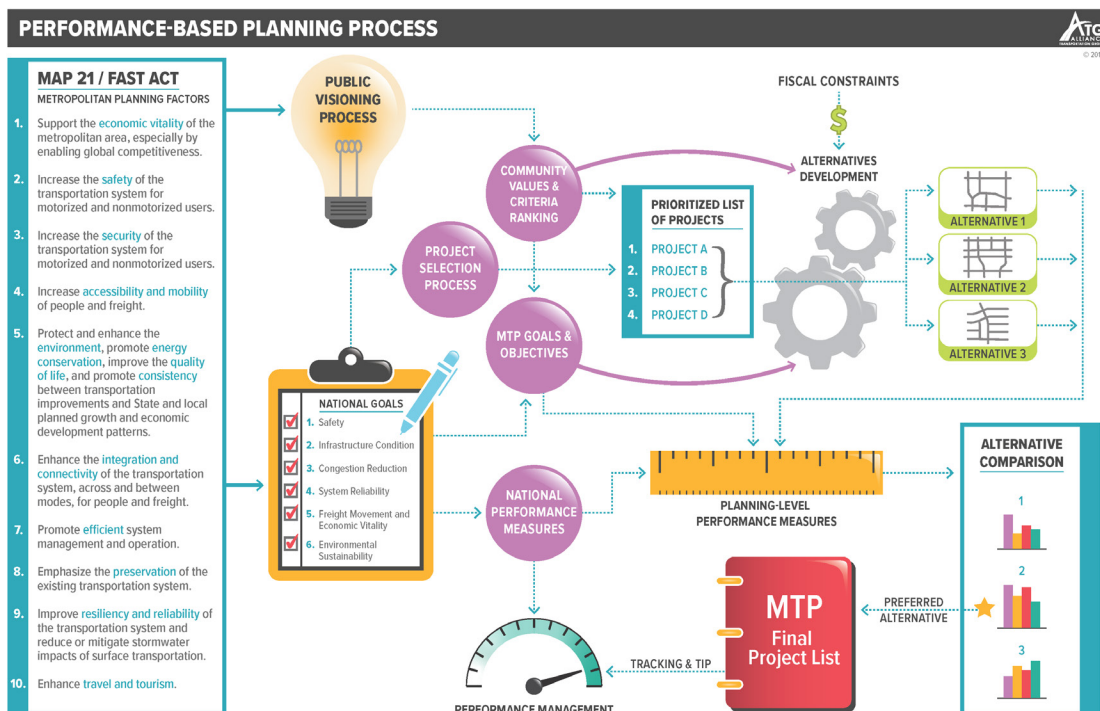
The Rio Grande Valley MPO has selected Alliance Transportation Group, LLC to assist in the development of a Performance Management Framework using MAP-21/FAST Act-compliant performance measures, prioritization criteria, and performance targets and set the MPO up for success by looking ahead at new requirements set under the BIL. The framework will be linked to the public involvement process and will be designed to be easily applied by the RGVMPO to identify priorities for project development. Likewise, the performance management framework will represent a transparent process easily communicated to staff, decision makers and the public so that confidence exists in its application and use. This framework will ultimately provide the RGVMPO with the tools needed to report regularly on performance measures while retaining the ability to review and adapt priorities, data, and reporting measures if/and when new performance measure requirements are put forward by the State, or Federal Department of Transportation.

Period of Performance
2022 - Ongoing

Key Staff
JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus

Ben Magallon, AICP, PTSCTP, TSSP-Rail

René Pastorek, AICP, ENV SP

Ed Elam, AICP, PTP, PTSCTP, TSSP-Rail

Contact
RGV MPO
Andrew Canon,
Executive Director
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acanon@rgvmpo.org

Legend
RGVMAB
Counties
Highway Roadway Conditions
Fair
Good
Poor

0   4.5   9   18 Miles
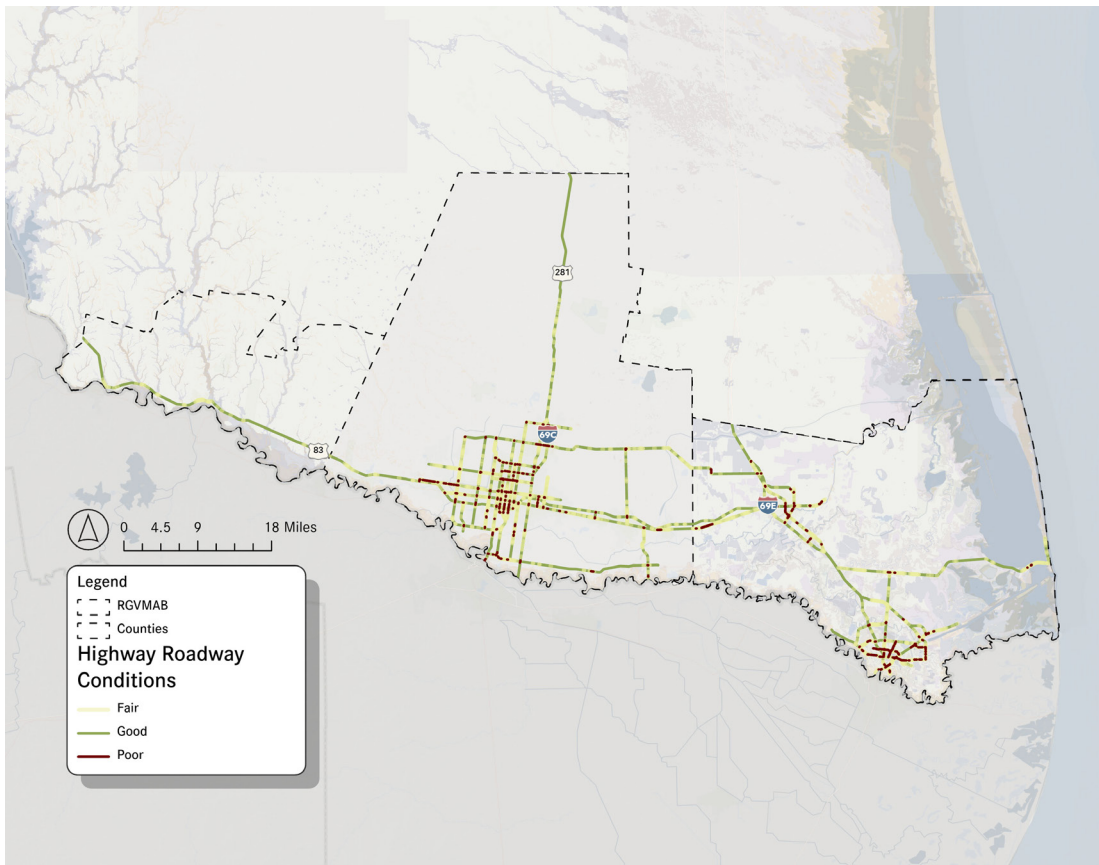
Schedule

	TASK 1: Develop Model Parameters	TASK 2: Data Collection & Analysis	TASK 3: Develop New Model	TASK 4: Traffic Forecast	TASK 5: Documentation	TASK 6: Develop the 2050 MTP	TASK 7: On-Call Model Runs
AUG 2023	▇						
SEPT 2023	MPO REVIEW						
OCT 2023		▇					
NOV 2023		MPO REVIEW					
DEC 2023			▇				
JAN 2024			MPO REVIEW				
FEB 2024				▇			
MAR 2024				MPO REVIEW			
APRIL 2024					▇		
MAY 2024					MPO REVIEW		
JUNE 2024						▇	
JULY 2024						▇	
AUG 2024						▇	
SEPT 2024						MPO REVIEW	

DELIVERABLES	DELIVERABLES	DELIVERABLES	DELIVERABLES	DELIVERABLES	DELIVERABLES	DELIVERABLES
Document outline of data requirements, sources, schedule Timeline for model development	Digital copy of data collected and formatted	Calibrated Model Calibration Report	GIS ArcMap-ready files Documentation of improvements and assumption for forecast year adjustments	Report Summary Model files	As needed	As needed

Company Information/Overview

Name: Alliance Transportation Group, LLC
Address: 11701 Stonehollow Drive, Ste 100,
Austin, TX 78758

Contact: JD Allen, AICP, WSO-CSSD, PTSCTP,
TSSP-Rail/Bus, Executive Vice President
Phone/Email: 337.802.6655; jdallen@emailatg.com

ATG is a specialized engineering and planning consulting services firm headquartered in Austin, TX. ATG staff includes approximately 80 professional transportation/transit planners, engineers, public involvement specialists, demographers, and data/programming specialists. ATG is committed to being available and ready to respond to the needs of the Lawton MPO. We built our team to provide the MPO with a robust support cast to help deliver a 2050 Metropolitan Transportation Plan that will improve the safety and comfort for vulnerable users.

Alliance Transportation Group
Travel Demand Modeling Experience

Legend:
- County Model Application
- MPO Model Development & Application
- MPO Model Application
- Statewide Model Application
- StateWide Model Development & Application (As lead consultant)
- StateWide Model Development (As sub-consultant)
- US States

The major emphasis of ATG's 25 years of planning practice has been providing multimodal transportation planning services to municipalities and metropolitan regions in support of their mobility planning efforts. Each of our metropolitan transportation plans (MTP) contains innovative, context-sensitive design options and mobility strategies customized to address the specific needs of the community. The ATG Team of professional planners and engineers work closely with MPO staff to accomplish all the objectives of the mobility plan through transparent and inclusive public engagement, the innovative, advanced practice application of technical analysis tools including travel demand models and traffic operational analysis models, subject matter expertise in transit, roadway and active transportation planning and engineering, context sensitive design, plan implementation and financing.
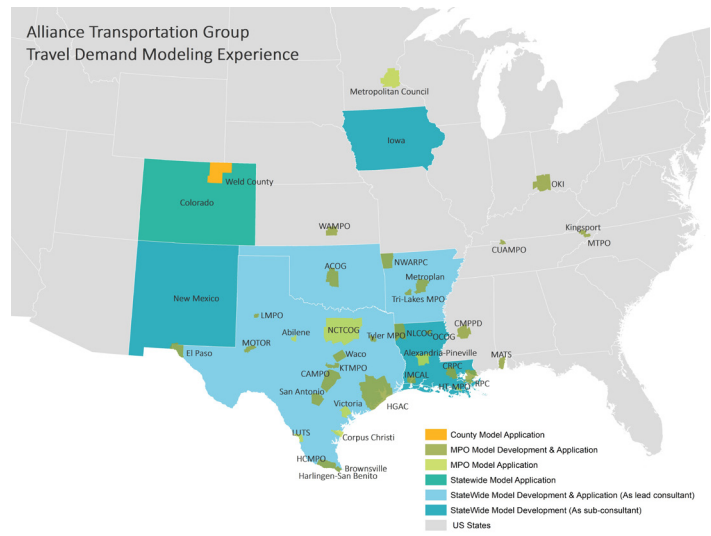
> *Experienced, Multi-Disciplinary Team* — The **ATG** Team of certified planners, demographers, traffic engineers, accessibility specialists, bilingual public engagement specialists, and transportation analysts bring unparalleled expertise and commitment to the Lawton MPO 2050 Metropolitan Transportation Plan.

Staff Commitment

ATG is committing our most qualified personnel to serve in the development of this project. We use our long-term workload tool and MS Project to balance our resources on a rolling six-month basis. This allows us to plan for peaks by individual staff. We will maintain and have always maintained enough "surge capacity" to meet new or fast-track project demands.

ATG has demonstrated its capacity to meet the challenges of the changes in work. We provide results and service. We will continue to meet your needs with the professional staff and resources to get the job done by:

- Responding to unforeseen changes quickly
- Mobilizing qualified personnel
- Producing quality results

In addition to having the staff to meet this contract's project development requirements, the ATG team members were selected to ensure that we have enough depth and breadth of technical and management expertise to accomplish the work in the required time. We can reallocate resources as necessary to respond to project needs. The ATG team prides itself on maintaining good client relationships resulting in new project assignments. Major factors in keeping good client relationships include compliance with clients' needs and maintaining client schedules and deadlines.

> *Socius Amica— Specializing in public transit consulting, Socius Amica focuses on community transportation planning, rural transit, coordinated public transit-human service plans, and mobility management. Before starting Socius Amica, Meredith Greene was project manager for Oklahoma's Statewide Transit Plan and Policy, a 13-month statewide project to develop a long-range transit plan and policy to ensure a coordinated statewide public transit network and aid the state in Governor Stitt's vision to make Oklahoma a top 10 leader in the provision of public transit.*

ORGANIZATIONAL CHART

The organization chart below shows our proposed key staff and respective roles for the selected categories of design work in this RFQ. Our proposed team has experience working with the Lawton MPO on previous projects delivering high quality products on time and on budget. Together, our key personnel bring decades of experience successfully working with MPOs to complete MTPs which support regional multimodal priorities. Our plans incorporate resiliency and sustainability principals, provide opportunities for community education and stakeholder engagement as well as excel at documenting compliance with all applicable federal and state requirements. The following pages include full resumes of each team member including a summary of their qualifications and experience.

Lawton MPO

Principal in Charge

JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus

Quality Manager

Ed Elam, AICP, PTP, PTSCTP, TSSP-Rail

Project Manager

Mike Chaney, AICP

Deputy Project Manager

Ben Magallon, AICP, PTSCTP, TSSP-Rail

Modeling

Mike Chaney, AICP

Jack Jones

Sudheer Dhulipala, P.E., PTOE

Transportation Planning

René Pastorek, AICP, ENV SP

Ellen Soll, AICP

Colin Ash, AICP

Meredith Greene, AICP (Socius Amica)

Mike Chaney, AICP
Project Manager

Mike is ATG's National Practice Lead for travel demand modeling and has 29 years of experience in transportation planning, travel demand modeling, and quantitative analysis. He designed and led the development for numerous state-of-the practice and advanced practice models. Mike was the project manager and principal architect of the Texas and the Arkansas statewide models, and project manager for the latest update of the CARTS TDM in Little Rock, AR. He also led the development or update of the Association of Central Oklahoma Governments (ACOG) model; the WAMPO model in Wichita, KS; the 2040 Horizon Model in El Paso, TX; and the Waco MPO TDM in Waco, TX. Mike has accumulated extensive knowledge of passenger and freight travel demand modeling, socioeconomic data development and forecasting, and transportation planning.

Project Experience

- Project Manager | Oklahoma DOT | Oklahoma Statewide Travel Demand Model (TDM) | Statewide, OK

- Deputy Project Manager | ACOG | Surveys & Travel Demand Model Update | Oklahoma City, OK

- Project Manager | Sherman-Denison MPO | Travel Demand Model Update | Grayson County, TX

- Quality Manager | Lower Rio Grande Valley Travel Demand Model Development | TxDOT | Lower Rio Grande Valley, TX

- Project Manager | Lubbock Metropolitan Planning Organization (MPO) | Travel Demand Model (TDM) Update| Lubbock, TX

- Travel Demand Modeler | Wichita Falls Metropolitan Planning Organization (MPO) | Wichita Falls Freight Mobility Plan | Wichita Falls, TX

- Travel Demand Modeling Lead | NLCOG MPO | 2045 MTP Update | Shreveport, LA

- Travel Demand Modeling Lead | Permian Basin Metropolitan Planning Organization (MPO) | Travel Demand Model (TDM) Development (Phase 1) | Midland-Odessa, TX

- Travel Demand Modeling Lead | Permian Basin Metropolitan Planning Organization (MPO) | Travel Demand Model (TDM) Phase 2 | Midland-Odessa, TX

- Project Manager | El Paso MPO | 2040 Horizon Demographic Forecast and Travel Demand Model | El Paso, TX

- Travel Demand Modeler | Capital Area Metropolitan Planning Organization (CAMPO) | Travel Demand Model (TDM) | Austin, TX

- Travel Demand Modeler | Lower Rio Grande Valley Development Council | Short Range Transit Plan | McAllen, TX

- Project Manager | Metroplan | Central Arkansas Regional Transportation Study (CARTS) Travel Demand Model Upgrade | Little Rock, AR

- Project Manager | Clarksville Metropolitan Planning Organization (MPO) | Long Range Transportation Plan (LRTP) Update | Montgomery County, TN and Christian County, KY

- Project Manager | Capital Area Metropolitan Planning Organization (CAMPO) | FTA Alternative Analysis Model | Austin, TX

Experience
29 Years

Education
BS, Geography (Concentration in Urban and Regional Planning), Southwest Texas State University, 1994

Registrations
American Institute of Certified Planners: #024068, 2010

JD Allen, AICP, WSO-CSSD, PTSCTP, TSSP-Rail/Bus
Principal in Charge

JD is a professional transportation planner with more than 32 years of experience and expertise in all aspects of urban mobility planning; performance based prioritization; human services transportation coordination; transit safety and security oversight; public and stakeholder outreach; land use impact analysis; sustainability and resiliency planning; and federal compliance for States, MPOs, and transit agencies. He began his career as a Metropolitan Planning Organization (MPO) planner and later became the MPO Director for the Lake Charles Urbanized Area and Executive Director of the Regional Planning Commission.

As early as 1997, JD developed the first performance-based project selection process for the Lake Charles MPO. JD is a proven project manager with extensive experience in both the public and private sectors and has led teams aiding MPOs, states, cities, counties/parishes, and transit providers throughout the US. Additionally, he has worked on and managed 25 MTP projects in the past 10 years. He has also managed and personally provided substantive technical contributions to projects that encompass transit analysis and plan development, large scale data collection efforts, and demographic updates.

JD is an accomplished facilitator with a demonstrated ability to communicate, motivate, and build consensus among diverse groups. He always works to build alliances, analyze possibilities, and create innovative solutions in an effort to make lives better.

Project Experience

- **Project Manager | RGVMPO | 2045 Metropolitan Transportation Plan | Rio Grande Valley, TX**

- **Principal-in-Charge | City of Brownsville | Brownsville Mobility Plan | Brownsville, TX**

- **Project Principal | City of Temple | Temple Mobility Master Plan | Temple, TX**

- **Project Manager | Metro McAllen | Short Range Transit Plan (SRTP) | McAllen, TX**

- **Project Principal | STAR Transit | Service Development Plan | Terrell, TX**

- **Project Manager | Victoria MPO | 2045 Metropolitan Transportation Plan (MTP) | Victoria County, TX**

- **Project Manager | El Paso Metropolitan Planning Organization (MPO) | 2045 Metropolitan Transportation Plan (MTP) Update | El Paso, TX**

- **Project Manager | Tyler Area MPO | Tyler 2040 MTP Update | Tyler, TX**

- **Project Principal | Northwest Arkansas Regional Planning Commission (NWARPC) | Connect NWA 10-Year Transit Development Plan | NW Arkansas**

- **Project Principal | City of Waco | Bus Rapid Transit (BRT)/Rapid Transit Corridor (RTC) Feasibility Study | Waco, TX**

- **Project Manager | TxDOT | Public Transportation Agency Safety Plan Development | Statewide**

- **Project Principal | Amarillo MPO | Regional Multimodal Transportation Plan | Amarillo, TX**

- **Project Principal | Texarkana MPO | Bicycle and Pedestrian Master Plan | Texarkana, TX**

- **Project Manager | Texarkana Metropolitan Planning Organization (MPO) | Metropolitan Transportation Plan (MTP) Update | Texarkana, TX**

Experience
32 Years

Education
MS, Community and Regional Planning, University of Texas, 1991

BS, Economics, McNeese State University, 1988

Registrations
American Institute of Certified Planners: #10501, 1994

Transit Safety & Security Professional – Bus/Rail (TSI)

World Safety Organization - Certified Safety & Security Director (Bus & Rail)

Ben Magallon, AICP, PTSCTP, TSSP-Rail
Deputy Project Manager

Ben has nine years of experience as a transportation and transit planner. Ben started his planning career as a sustainability and resilience planner at the University of Louisiana at Lafayette working for the University's Office of Sustainability. He continued his career as a transportation planner at the Lake Charles MPO and focused on federal compliance review as well as on active transportation and transit planning. He developed several complete streets projects and worked closely with local agencies on implementation and funding strategies. Ben joined ATG in early 2018 and worked extensively on similar projects including helping to write to write eight MTPs in the last three years and complete analysis and plan development for the Wichita Falls MPO Freight Mobility Plan as the Deputy Project Manager. In addition, Ben has worked on various components of the current SSO assistance projects for the States of Arkansas and Louisiana. Ben also worked to develop the Louisiana Statewide Transit Asset Management Plan and several other capacity building efforts for LADOTD and transit providers across the state.

Project Experience

- **Deputy Project Manager | Rio Grande 2045 Metropolitan Transportation Plan | Rio Grande Valley Metropolitan Planning Organization | Rio Grande Valley, TX**

- **Project Manager | CapMetro | McKalla Station Final Design | Austin, TX**

- **Project Manager | City of Brownsville | Brownsville Mobility Plan | Brownsville, TX**

- **Assistant Deputy Project Manager | City of Temple | Temple Mobility Master Plan | Temple, TX**

- **Project Planner | STAR Transit | Service Development Plan | Terrell, TX**

- **Project Planner | City of Waco | Bus Rapid Transit (BRT)/Rapid Transit Corridor (RTC) Feasibility Study | Waco, TX**

- **Deputy Project Manager | Victoria MPO | 2045 Metropolitan Transportation Plan (MTP) | Victoria County, TX**

- **Project Manager | Grayson County | Thoroughfare Plan | Sherman, TX**

- **Project Planner | El Paso Metropolitan Planning Organization (MPO) | Destino 2045 Metropolitan Transportation Plan (MTP) | El Paso, TX**

- **Deputy Project Manager | Tyler Area Metropolitan Planning Organization (MPO) | Tyler 2045 Metropolitan Transportation Plan (MTP) | Tyler, TX**

- **Project Planner | Texarkana Metropolitan Planning Organization (MPO) | Texarkana 2045 Metropolitan Transportation Plan (MTP) Update | Texarkana, TX/AR**

- **Deputy Project Manager | North Louisiana Council of Governments (NLCOG) | 2045 Metropolitan Transportation Plan (MTP) | Shreveport, LA**

- **Market Analysis Task Lead | Hidalgo County Metropolitan Planning Organization (MPO) | Market Analysis, McAllen Short Range Transit Plan | McAllen, TX**

- **Project Manager | City of Abilene | Regional Coordinated Transportation Plan | Abilene, TX**

- **Project Planner | TxDOT | Public Transportation Agency Safety Plan Development | Statewide TX**

Experience
9 Years

Education
M.Arch., Architecture, University of Louisiana at Lafayette, 2015

BS, History & Anthropology, Carnegie Mellon University, 2005

Registrations
American Institute of Certified Planners: #32211, 2020

Transit Safety and Security Program-Rail, TSSP-Rail

ATG

DCCM

Ed Elam, AICP, PTP, PTSCTP, TSSP-Rail
Quality Manager

Ed is a professional transportation planner with more than 32 years of experience and expertise in all aspects of urban mobility planning; performance-based prioritization; human services transportation coordination; transit safety and security oversight; public and stakeholder outreach; service planning and environmental analysis; Title VI and federal compliance for States, MPOs, and transit agencies. He began his career as a Metropolitan Planning Organization (MPO) planner and later became the MPO manager for the Lafayette Areawide Planning Commission. Ed is a respected transportation planner with a demonstrated ability to build consensus among diverse groups, motivate project teams, and identify practical solutions to complex problems. He works hard to bring value to all projects, empower grass-roots decision making and create opportunity for innovation and creativity in all projects in an effort to make lives better.

Project Experience

- **Project Planner | Sherman-Denison MPO | Travel Demand Model Update | Grayson County, TX**

- **Project Planner | RGVMPO | 2045 Metropolitan Transportation Plan | Rio Grande Valley, TX**

- **Project Planner | Northwest Arkansas Regional Planning Commission (NWARPC) | Connect NWA: 10-Year Transit Development Plan (TDP) | Northwest, AR**

- **Project Planner | STAR Transit | Service Development Plan | Terrell, TX**

- **Project Planner | City of Victoria | Thoroughfare Master Plan | Victoria, TX**

- **Quality Manager| City of Temple | Temple Mobility Master Plan | Temple, TX**

- **Project Planner | City of Amarillo | Amarillo Multimodal Plan | Amarillo, TX**

- **Senior Project Planner | City of Brownsville | Brownsville Mobility Plan | Brownsville, TX**

- **Project Planner | City of Bentonville | Bentonville Master Transportation Plan | Bentonville, AR**

- **Project Manager | Sherman-Denison MPO, TAPS | Long Range Transit Plan | Cooke, Fannin and Grayson Counties, TX**

- **Project Planner | NLCOG MPO | 2045 MTP Update | Shreveport, LA**

- **Senior Project Planner | Williamson County | Analysis of MoKan Corridor | Williamson County, TX**

- **Project Planner | TxDOT | Public Transportation Agency Safety Plan Development Statewide, TX**

- **Project Manager | Project Amistad | 5-Year Coordinated Transportation Plan Update | El Paso, TX**

- **Project Planner | Capital Metro | Project Connect Orange Line | Austin, TX**

- **Project Manager | SporTran/City of Shreveport | Shreveport Planning Assistance – BUILD Grant | Shreveport, LA**

- **Project Manager | ATCOG | Coordinated Human Services Transportation Plan | Texarkana, TX**

Experience
32 Years

Education
Master of Urban and Regional Planning (MURP), University of New Orleans, 1990

BA, Political Science/ Public Administration, USC-Spartanburg, 1988

Registrations
American Institute of Certified Planners #10672, 1994

Professional Transportation Planner #446, 2013

Transit Safety and Security Program-Rail, TSSP-Rail

Jack Jones
Travel Demand Model Support

Jack is an experienced transportation planner with more than 28 years of multimodal travel demand modeling and traffic forecasting experience. Jack has extensive knowledge in creating and applying travel demand models and is very experienced in generating traffic forecasts, transit ridership forecasts and Summit Transportation System User Benefits for use in corridor alternatives analysis. He has a thorough understanding of the metropolitan transportation planning process and its relationship to transit systems planning and the air quality planning process. Since joining ATG, Jack has completed numerous travel demand models for Metropolitan Planning Organizations (MPOs), Departments of Transportations (DOTs) and municipalities across the Country. He started his career as a travel demand modeler for TxDOT's Transportation Planning and Programming Division. Jack has served as project manager on travel demand model projects that developed traffic forecasts for use in analysis and simulations to evaluate the future impacts of growth on items such as traffic management, street design, transit systems, bikeways and pedestrian usage.

Experience
30 Years

Education
BS, Geology,
University of Texas
at Austin, 1988

Project Experience

- **Travel Demand Modeler | Oklahoma DOT | Oklahoma Statewide Travel Demand Model (TDM) | Statewide, OK**

- **Travel Demand Modeler | ACOG | Surveys & Travel Demand Model Update | Oklahoma City, OK**

- **Travel Demand Modeler | Sherman-Denison MPO | Travel Demand Model Update | Grayson County, TX**

- **Travel Demand Modeler | Tyler Area MPO | Tyler Model Update | Tyler, TX**

- **Sr. Travel Demand Modeler | NORPC | Travel Demand Model On Call Support | New Orleans, LA**

- **Deputy Project Manager | SDMPO | Grayson County TDM Update | Sherman, TX**

- **Travel Demand Modeler | Rio Grande Valley MPO | 2045 Metropolitan Transportation Plan (MTP) | Cameron & Hidalgo Counties, TX**

- **Transportation Analyst | Northwest Arkansas Regional Planning Commission (NWARPC) | Connect NWA 10-Year Transit Development Plan | NW Arkansas**

- **Travel Demand Modeler | Tyler Area MPO | 2045 Metropolitan Transportation Plan (MTP) | Tyler, TX**

- **Deputy Project Manager | Metroplan/CARTS | Multi-Modal Travel Demand Model (TDM) Upgrade | Little Rock, AR**

- **Deputy Project Manager | CAMPO | Multi-Modal Travel Demand Model (TDM) Update | Austin, TX**

- **Planner | Tri-Lakes MPO | 2040 Metropolitan Transportation Plan (MTP) Update | Hot Springs, AR**

- **Travel Demand Modeler | North Louisiana Council of Governments (NLCOG) | 2040 Long Range Transportation Plan (LRTP) and Travel Demand Model (TDM) Update | Shreveport, LA**

René Pastorek, AICP, ENV SP
Senior Transportation Planner

René has over nine years of experience as a public sector planner across a wide range of focus areas including policy development, capital project implementation, and public outreach. Most recently, René was the Director of Planning and Zoning for St. John the Baptist Parish, Louisiana.

In this role, he successfully combined various goals such as transportation mobility, economic development, and water management to implement a comprehensive approach to community resilience. As a result, the policies, projects and programs he developed have helped push the Parish towards sustainable growth and development.

In addition to his planning for sustainability and resilience, René has spoken at several conferences and won numerous awards for his efforts to build resilience in St. John Parish. Outside of his work experience, René serves as Vice President of the American Planning Association Louisiana Chapter, as well as Louisiana's delegate to the American Planning Association for national policy development.

Project Experience

- **Project Manager | Texarkana MPO | Texarkana Regional Thoroughfare Plan | Texarkana, TX**

- **Deputy Project Manager | Rio Grande Valley Metropolitan Planning Organization | Resiliency and Sustainability Study | Rio Grande Valley, TX**

- **Senior Project Planner | Rio Grande Valley Metropolitan Planning Organization | Performance Management Framework | Rio Grande Valley, TX**

- **Deputy Project Manager | City of Brownsville | Brownsville Mobility Plan | Brownsville, TX**

- **Deputy Project Manager | LADOTD | Louisiana Transit Coordination Plan | Louisiana**

- **Deputy Project Manager | ARDOT | Arkansas Transit Coordination Plan| Arkansas**

- **Deputy Project Manager | NCTCOG | Regional Campus Mobility Hubs | Dallas, TX**

- **Project Manager | St. John the Baptist Parish | Laplace Multimodal Transportation Center Plan | Laplace, LA ***

- **Project Manager | St. John the Baptist Parish | LA SAFE Airline and Main Complete Streets | Laplace, LA ***

- **Project Manager | St. John the Baptist Parish | Belle Terre Streetscape and Stormwater Management Enhancements | Laplace, LA ***

- **Project Manager | St. John the Baptist Parish | Lake Pontchartrain Shoreline Protection | Laplace, LA ***

- **Project Manager | St. John the Baptist Parish | Manchac Greenway | St. John the Baptist Parish, LA ***

- **Project Manager | St. John the Baptist Parish | Interstate 10 Gateway Project Scoping | St. John the Baptist Parish, LA ***

- **Project Manager | St. John the Baptist Parish | Place-Based Investment Loan Program | St. John the Baptist Parish, LA ***

* Performed prior to joining ATG

Experience
9 Years

Education
Master of Urban and Regional Planning (MURP), University of New Orleans, 2014

BS, Geography, Louisiana State University, 2012

Registrations
American Institute of Certified Planners: #33675, 2021

Envision Sustainability Professional (ENV SP), 49994, 2022

Ellen Soll, AICP
Senior Transportation Planner

Ellen is a transportation planner and senior project manager, who has worked to create efficient, safe, and sustainable communities throughout the Gulf South for over 18 years. A seasoned planner and manager, Ellen's expertise lies in active transportation planning, Complete Streets, transportation system plans, corridor plans, and National Environmental Policy Act (NEPA) processes. Ellen has led major Complete Streets implementation efforts, teaches policy development workshops, and has led major safety public engagement efforts. In addition to her work in active transportation, Ellen has prepared numerous Feasibility Studies, Categorical Exclusion documents and Environmental Assessment studies for roads, bridges, and rail projects and participated on dozens of transit and transportation system plans and studies for cities, parishes, transit agencies, MPOs, Ports and private clients.

Project Experience

- **Transportation Planner | City of Benicia | Sustainable Transportation Planning Grant | Benicia, CA**

- **Senior Transportation Planner | City of Brownsville | Brownsville Mobility Plan | Brownsville, TX**

- **Senior Transportation Planner | TxDOT | FM 60 University Feasibility Study | College Station, TX**

- **Project Manager | NLCOG | Metropolitan Transportation Plan (MTP) Update | Caddo, Bossier, DeSoto and Webster Parishes, LA ***

- **Project Manager | Capital Region Planning Commission| Capital Region Bicycle & Pedestrian Plan | Baton Rouge, LA ***

- **Project Manager | New Orleans Regional Planning Commission | St. Bernard Parish Bikeway & Pedestrian Plan Update | St. Bernard Parish, LA ***

- **Outreach Coordinator | New Orleans Regional Planning Commission | Safe Streets for Everyone – A Transportation Safety Campaign for Orleans Parish | Orleans Parish, LA ***

- **Planner | LADOTD | Louisiana Statewide Long Range Bicycle Map | Statewide LA ***

- **Instructor | New Orleans Regional Planning Commission | Complete Streets Workshop Series New Orleans Regional Bike/Pedestrian Safety and Community Education Program | St. John the Baptist and St. Bernard Parishes, LA ***

- **Principal Planner | LADOTD | Complete Streets Implementation| Statewide, LA ***

- **Project Manager | Jefferson Parish | Metairie-Hammond Hwy Corridor Planning & Signalization | Jefferson Parish, LA ***

- **Project Manager | City of Slidell | Slidell Comprehensive Plan | Slidell, LA ***

- **Project Manager | Coast Transit Authority | Harrison County Multimodal Corridor Project | Gulfport and Biloxi, MS ***

- **Transportation Planner | New Orleans Regional Planning Commission | LA 52 Corridor Revitalization Plan | St. Charles Parish, LA ***

* Performed prior to joining ATG

Experience
18 Years

Education
MS, Community & Regional Planning, UT Austin, 2004

BA, Anthropology, UMASS Amherst, 1998

Registrations
American Institute of Certified Planners: 22382, 2008

Colin Ash, AICP
Transportation Planner

Colin is a multimodal Transportation Planner with experience in active transportation and land use plans, corridor evaluations, environmental studies, and community engagement in collaboration with multidisciplinary teams of planners, engineers and other design professionals. Since joining ATG, Colin has assisted with projects involving transit providers in Houston, San Marcos, and Waco as well as transit projects for DOTs in Arkansas and Louisiana. Colin previously spent four years as a Transit Planner working with Jefferson Parish Transit and the River Parishes Transit Authority.

Project Experience

- **Transportation Planner | Licking County Area Transportation Study | Licking County Transit Development and Coordinated Plan Update | Licking County, OH**

- **Transportation Planner | ARDOT | State Management Plan | Statewide, AR**

- **Transportation Planner | City of San Marcos | San Marcos Transit Desk Review | San Marcos, TX**

- **Project Planner | City of Brownsville | Brownsville Mobility Plan | Brownsville, TX**

- **Project Planner | CARTS | SMS Implementation Plan | Little Rock, AR**

- **Transportation Planner | Waco Transit System | Waco Transit Fixed Route Realignment Study | Waco, TX**

- **Project Planner | Victoria MPO | Active Transportation Master Plan | Victoria, TX**

Sudheer Dhulipala, P.E., PTOE
Forecasting Engineer

Sudheer Dhulipala is a Senior Traffic Engineer with more than 20 years of experience in traffic engineering. transportation forecasting and analysis. He specializes in traffic operations and simulation, travel demand modeling, and traffic studies. Sudheer is proficient in state-of-the-art technology tools including TransModeler, VISSIM, Synchro/SimTraffic, Highway Capacity Software, and CORSIM for operations; CUBE and TransCAD for travel demand modeling and forecasting; big data tools such as StreetLight, NPMRDS and INRIX for analyses relating to origin-destination, speeds, reliability and trip length.

Project Experience

- **Senior Traffic Engineer | ARDOT | US 64 Alternatives Analysis Study | Fort Smith, AR**

- **Senior Traffic Engineer | HCTRA | Hardy Toll Road Traffic Modeling | Houston, TX**

- **Senior Traffic Engineer | TxDOT | I-635, I-20, US 75 Interchange Alternatives Analysis | Dallas, TX**

- **Senior Traffic Engineer | TxDOT | I-10 Traffic Modeling | Houston, TX**

- **Senior Traffic Engineer | MnDOT | Rethinking I 94: Traffic Modeling | Twin Cities, MN**

- **Senior Traffic Operations Engineer | MnDOT | I494 Rockford Rd Interchange Reconstruction | Plymouth, MN**

Meredith Greene, AICP
Sr. Transportation Planner

Meredith recently worked as project manager for the Oklahoma Statewide Transit Plan & Policy, where, through HB 1365, her team assembled a comprehensive plan and policy guide to help usher the state of Oklahoma forward to follow Governor Stitt's "Top 10" initiative for transit provision.

Meredith has two decades of experience in the transportation industry with a primary focus on public transportation, policy development, coordination, and mobility management. She currently operates her independent consulting practice, Socius Amica, as Principal and CEO, specializing in transit development planning, statewide policy development, funding for transit, coordinated planning, and a variety of trainings for transit providers and mobility management practitioners.

Prior to running Socius Amica, Meredith was the sector leader of Nelson\Nygaard's Mobility Management, Access, and Policy Sector; working on projects in both the fixed route & paratransit planning realms. At Nelson\Nygaard, she served as Project Manager for multiple projects in several states, including Idaho, Arizona, Alaska, Colorado, South Dakota, Oklahoma, Hawaii, Nevada, Texas, and North Carolina. Additionally, her many projects include statewide mobility management planning, statewide transit and policy projects, coordinated public transit-human service transportation plans, paratransit planning and budgeting, and work promoting transit at the state legislature.

Prior to joining Nelson\Nygaard, she ran the Texas Transit Association as their Executive Director. In that role, she provided support for transit agencies throughout the state, ranging from Metropolitan Transit Authorities to rural agencies, and helped to lead legislative policy initiatives.

Project Experience

- **Project Manager | ODOT | Oklahoma Statewide Transportation Plan & Policy | Statewide**

- **Project Manager | SBCAG | Coordinated Public Transit-Human Services Transportation Plan Update | Santa Barbara County, CA**

- **Project Manager | CDOT | Colorado DOT On-Call Bench | Denver, CO**

- **Project Manager | Health by Design | Statewide Mobility Management Network Plan | Indianapolis, IN**

- **Project Manager | Mat-Su Borough | Coordinated Public Transit-Human Services Transportation Plan Update | Palmer, AK**

- **Project Manager | Mat-Su Health Foundation | Centralized Dispatch Pilot Project | Wasilla, AK**

- **Project Manager | NDOT | Statewide Mobility Management Program | Carson City, NV**

- **Project Manager | Atlanta Regional Commission | Atlanta Human Services Transportation Demand Response Study | Atlanta, GA**

- **Project Manager | RTC of Southern Nevada| Southern Nevada Coordinated Plan | Las Vegas, NV**

- **Project Manager | Trinity Metro | Agency Master Transit Plan | Fort Worth, TX**

- **Project Manager | NCTCOG | DART Red/Blue Line TOD Station Studies | Dallas, TX**

Experience
20 Years

Education
M.A. Applied Geography—Land Use Planning, Texas State University, San Marcos, TX, 2003

B.A. Geography, Texas Tech University, Lubbock, TX, 2001

Registrations
American Planning Association #025290, 2011

References

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Lubbock, TX 79401

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STATEMENT OF QUALIFICATIONS

Travel Demand Model and 2050 Metropolitan Transportation Plan

RFQ LMPO-060723

PREPARED FOR

LAWTON
METROPOLITAN PLANNING
ORGANIZATION

JULY 2023

PREPARED BY

Kimley»Horn

Expect More. Experience Better.

July 21, 2023

Mr. Jonathan Stone, Senior Transportation Planner
Lawton Metropolitan Planning Organization
212 SW 9th Street
Lawton, OK 73501

Kimley Horn
421 Fayetteville Street
Suite 600
Raleigh, NC 27601
919 677 2000

RE: Request for Qualifications (RFQ), Travel Demand Model and 2050 Metropolitan Transportation Plan, RFQ LMPO-060723

Dear Mr. Stone and Selection Committee Members:

At **Kimley-Horn**, we know how important the 2050 Metropolitan Transportation Plan (MTP) and Travel Demand Model Update are to the Lawton Metropolitan Planning Organization (LMPO). We are eager for the opportunity to partner with you to create a holistic, integrated strategy for the Lawton region. In the past two decades, we have structured our team to assist MPOs with updates to their long range transportation plans by cultivating a diverse skillset—including travel demand modeling, public engagement, financial planning, and performance-based planning. With this update, we believe you have an opportunity to build on past successes while elevating the planning process and outcomes. We are the ideal choice to help you achieve success.

As you review our qualifications, please consider the following advantages of the Kimley-Horn team:

- **We specialize in long range transportation planning.** In the nine years of the MAP-21/Fast Act/IIJA era, our project leadership team has completed more than 50 federally compliant MTPs across the country. For us, fulfilling state and federal requirements is not nearly enough; we want to be responsive to the greater Lawton region's specific needs and desires. We will leverage our national experience to deliver a tailored, performance-based, and implementable transportation plan.

- **We developed your last travel demand model.** In 2019, I developed the most recent version of the Lawton Travel Demand Model to use with the last MTP update. This model was created based on a previous version and refined to include updates to model years, model input data, TAZ structure, highway network revisions, and external station locations and volumes. Having the experience with this previous model version provides Kimley-Horn with an ideal framework to update the model to use with the 2050 MTP. Creation of a new model isn't necessary as we can provide efficiencies and cost savings by using the existing model as the base for the 2050 update.

- **We bring innovative ideas to the planning process.** Our team is well equipped to address emerging priorities—including automated, connected, electric, and shared (ACES) transportation; resiliency planning; equity and environmental justice planning; and transportation planning and environmental linkages. We also understand that every MPO is different, all with individual goals and challenges. Our planning process will incorporate innovative strategies that create meaningful planning outcomes for your region and our technical approach will spotlight innovative techniques that match the character and goals of the LMPO.

- **This is what our team does.** The team on our organization chart has completed multiple MTPs and model update projects throughout the nation in the past 10 years. Many of those not for the first time. In areas such as Greenville, SC; Jacksonville, NC; Charleston, WV; and Huntington, WV among others, we have continued to work with MPOs over many years and many update cycles on plans and models. They keep hiring us for a reason: our team is very good at what we do.

Our team is excited to partner again with LMPO to develop a lasting transportation strategy. Thank you for your consideration of our qualifications, and please contact me if you have any questions.

Sincerely,

KIMLEY-HORN

Tim Padgett, P.E. | Project Manager
tim.padgett@kimley-horn.com | 919 653 2991

UNDERSTANDING OF THE PROPOSED PROJECT

We understand that the goal of this project is to produce a 2050 Metropolitan Transportation Plan and develop a travel demand model for use in MTP development and other studies. As your region's transportation vision, the 2050 plan update must balance short-term priorities with long-term strategies so transportation contributes positively to growth, development, and the economy without unnecessarily infringing upon the natural, cultural, and social fabric that makes the Lawton region unique.

Our work continues to shed light on external forces that influence the MTP process and the delivery of transportation projects. A successful 2050 MTP is influenced by notable factors, such as:
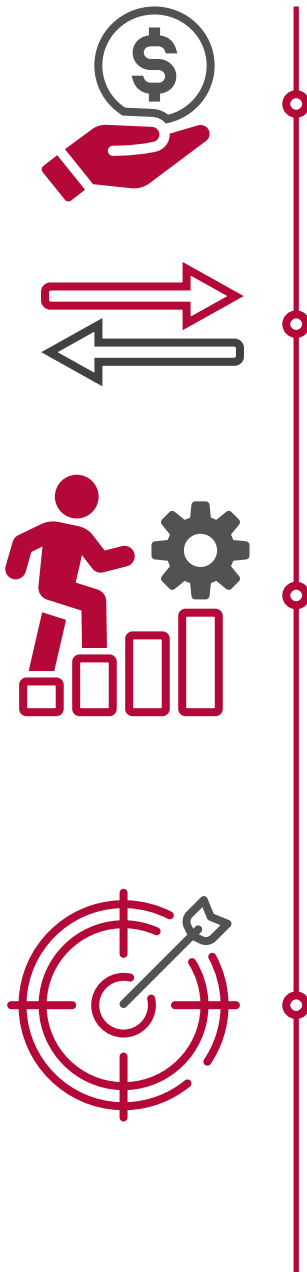
Changing Funding Levels

Transportation revenues are at a crossroads, with the Infrastructure Investment and Jobs Act opening new funding opportunities while other traditional funding sources continue to trend downward.

Dynamic Economy and Shifting Demographics

We understand the critical role that Fort Sill plays in the pace of growth for the area. The military installation creates opportunity but also compounds many of the transportation challenges facing the region today.

Performance-Based Planning

The competition for resources is amplified by a continued emphasis on performance-based planning. Large and small municipalities have leaned into using data to understand conditions and prioritize solutions. This is especially critical in Lawton, where competing priorities of fixing deteriorating infrastructure and expanding transit options and services may not always align when ranking projects.

Renewed Expectations

Expectations for quality of life, social responsibility, and economic opportunities have redefined modern planning. Attention to collecting and synthesizing these sentiments through equitable engagement contributes to enhanced decision making.

Ultimately, the LMPO is tasked with developing a comprehensive 2050 MTP that uses an updated Travel Demand Model (TDM) as part of the evaluation process. We are here to help guide you through that process to produce a meaningful, implementable transportation plan.

PROPOSED WORK PLAN

Kimley-Horn's extensive experience working with MPOs to fully update their TDM and create a new MTP allows us to focus on the things that matter and bring unmatched efficiency to the task at hand. We know that effective planning on this type of effort must consider various data inputs and specific issues simultaneously as we work collaboratively to detail the relationships between travel demand, multimodal needs, land use changes, funding availability, and priority investments. We approach these types of projects with a core purpose in mind: to reaffirm the regional transportation vision, understand travel demand and patterns, and provide clear direction based on expected funding levels. Our project work plan is rooted in effective project management, technical acumen for model development and MTP creation, and a proven approach to complete the desired scope of work.

EFFICIENCY SPOTLIGHT | Our Experience Applying Lessons Learned from Previous Projects

Our approach has been tested with other MPOs and customized to the task at hand—engaging in productive dialogue about the future transportation needs for the region, updating the LMPO travel demand model, and creating a new MTP to guide transportation investments through 2050.

TASK 1 — PROJECT MANAGEMENT AND COORDINATION

Our approach to project management involves deliberate communication between staff, committees, stakeholders, and the public. This approach will promote the effectiveness and efficiency of developing the model and creating the MTP.

Project Kickoff Meeting. Soon after Notice to Proceed, we will schedule a kickoff meeting to inform the Project Work Plan and discuss project goals and objectives, previous planning efforts, and data gathering. We will use this opportunity to discuss concurrent planning efforts to promote regional coordination.

Project Work Plan and Data Assembly. Our first deliverable will be a Project Work Plan that formalizes our approach to project management. This document will provide a clear description of the planning and modeling process, including a detailed milestone schedule. The Project Work Plan also will include a community engagement strategy that we will work with staff to refine based on the MPO's public participation plan and the engagement options we describe in Task 3.1.

Project Branding. To distinguish the 2050 MTP from previous or ongoing efforts, we will develop a branding theme that includes a project tagline (if desired), a color scheme, and design templates. The brand will be the face of the plan during the planning process and during the lifecycle of the 2050 MTP.

Client Coordination and Progress Reporting. To effectively guide the planning process with minimal roadblocks, we will schedule biweekly coordination calls with LMPO staff. Our monthly invoices will include a summary of completed tasks by percentage complete and a summary of what is expected to be completed.

TASK 2 — TRAVEL DEMAND MODEL

Task 2.1 — Model Parameters and Data Collection (RFQ Tasks 1 and 2)

Our modeling approach follows the work done in 2019 on the Lawton TDM. We will first meet with you to determine what aspects of the model need attention and tailor our final scope based on information from this meeting.

Model parameters are not expected to change dramatically from the previous model. The model was calibrated to a 2017 base year and while many aspects of travel changed during COVID, most have rebounded to pre-COVID levels, and most aspects of travel behavior have returned to normal. Replica, a national provider of origin and destination data, has collected information on travel trends since the beginning of 2019. As you can see from the charts on the next page, total trips in the Lawton area have increased since January 2019 conditions. This is a trend we are seeing in other locations as well. The two areas where we are seeing differences from the pre-COVID time are in trip start times and the amount of telecommuting. The differences in trip start times also can be seen in the charts on the following page.

Lawton, OK
Total Trips
Change over time period for trips in this geography, average month
Jan 2019 to **May 2023**
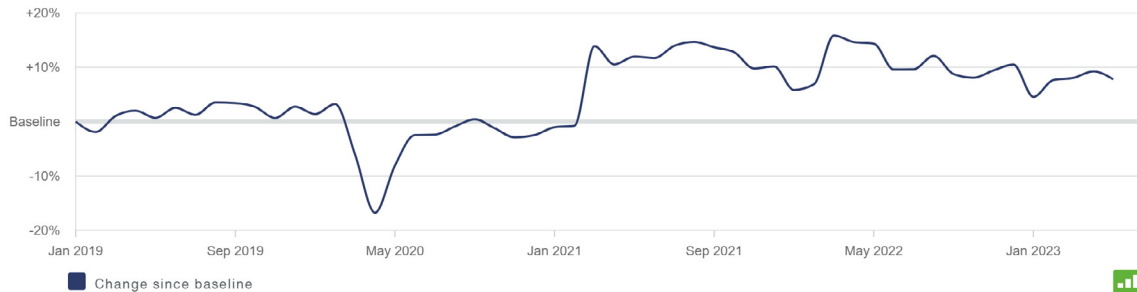
REPLICA

Lawton, OK
Trip Start Time
Trips starting in this geography, average hour
Jan 2019 to **May 2023**
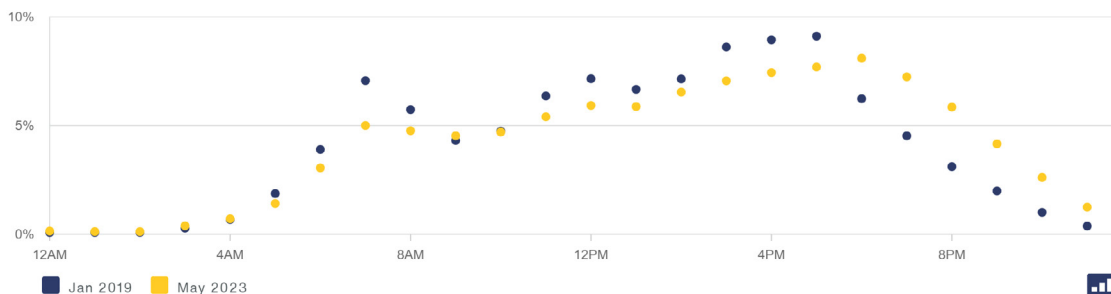
REPLICA

We will work with you and review data from [Replica](#) and other sources to help ensure that previous parameters are still appropriate for use today, and update ones that may have changed. Kimley-Horn has a nationwide enterprise license with Replica so this information is a free and valuable source of transportation trends as well as specific origin-destination information.

We envision using the following data collection sources:

- HPMS (Highway Performance Monitoring System)
- Traffic Count Data
- American Community Survey
- ESRI Business Analyst
- Replica
- CTPP

Task 2.2 — Travel Demand Model (RFQ Task 3)

For the model update, we will focus on updating the base year of the model to 2020 (or 2021/2022 as appropriate) and creating the files necessary for a new 2050 MTP future year. We will collect data from Task 2 to update both model inputs (e.g., socioeconomic data), as well as model calibration information (e.g., traffic counts). We will review screen line and cut line locations along with external station information.

The model will be updated to the most recent version of TransCAD (TransCAD 9.0) and TAZs along with the highway network will both be reviewed (in coordination with the MPO) to help ensure the updated model meets the needs for future scenario planning, growth evaluation, plan development, and traffic analyses. Based on this, Kimley-Horn will make the necessary changes to the model structure and input files and update in TransCAD using GISDK.

Model calibration and validation will follow the same guidelines as previous work based on the *FHWA Model Validation and Reasonableness Checking Manual*.

One new addition in the model update will be the inclusion of transit. There are two options for this, which will be discussed in the initial scoping meeting to determine which option best suits the needs of the MPO.

Option 1 is to code transit in the traditional sense as part of the overall TDM structure. This includes coding the physical transit lines and stops and implementing a nested logit or multinomial logit mode choice component to the model stream based on borrowed parameter information.

Option 2 is to code transit using the Federal Transit Administration's (FTA's) STOPS (Simplified Trips-on-Project) software. This software is a limited implementation of the conventional 4-step travel model that replaces trip generation and trip distribution with CTPP tabulations to describe overall travel markets. It also replaces coded transit networks with standard General Transit Feed Specification (GTFS) files. STOPS produces reports needed by project sponsors in review of ridership forecasts to support grant applications to FTA New Starts and Small Starts programs. This is a companion tool to the TDM but can be developed at a similar cost to implementing transit as part of the model itself, while providing a more robust forecasting application already approved by FTA.

Task 2.3 — Traffic Forecasts (RFQ Task 4)

Following the base year model calibration and demographic forecasting effort, Kimley-Horn will develop 2050 future forecasts. Future year external-external trips and external-internal trips will be forecast based on historical data, information from the previous model, and other sources. Future year networks (E+C and MTP) will be coded based on project information and these will be run to assist in the MTP prioritization work. All model output will be provided as GIS ArcMAP ready files for review and use by the MPO.

Task 2.4 — Model Documentation (RFQ Task 5)

In addition to providing updated model documentation, Kimley-Horn will work with MPO staff (as desired) to provide modeling guidance throughout the project. The model documentation will be updated to include information related to the new base year and future year, as well as any changes to model files or structure. All model files will be delivered to the MPO so the model may be used in subsequent studies.

TASK 3 — 2050 METROPOLITAN TRANSPORTATION PLAN (RFQ TASK 6)

Our approach to developing the LMPO 2050 MTP is rooted in the knowledge gained from our work on the current TDM coupled with our team members' national expertise with MTPs. We pledge to:

- Execute a comprehensive and inclusive engagement strategy
- Take a deep dive into available data and TDM outputs
- Develop multimodal recommendations tailored to an understanding of land use, housing, and economic trends

Task 3.1 — Community Engagement

We understand the importance of an effective engagement strategy and our approach will emphasize techniques that align with available resources while still meeting the needs of the MTP. The engagement strategy will be consistent with the MPO's public participation plan and customized to the specific input needed for the MTP. We will clarify the engagement approach in the project work plan with a focus on the following tenets:

- **Building Awareness**. The 2050 MTP will start with a marketing campaign to distinguish the MTP process for other initiatives. Together, we will craft a compelling message that will remain consistent throughout the planning process and implementation.
- **Cultivating Understanding**. The 2050 MTP must include intentional communication that resonates, informs, and inspires the community. We will reflect the complex details of this plan with simplicity to connect with members of the community.

- **Inviting Participation**. We are committed to working with you to create the overall engagement strategy based on how and where in the process the collected input can be best used to influence technical work and inform decision making. We are acutely aware of the need to engage the voices traditionally left behind in planning processes—including, but not limited to, racial and ethnic minorities, people with disabilities, older adults, and low-income communities.

We think about engagement techniques in three categories—traditional, digital, and grassroots. Successful participation for regional planning includes a combination of techniques specifically chosen to achieve stated goals.

Traditional

- **LMPO Staff** — We anticipate biweekly calls as needed with this staff-level group.
- **MTP Steering Committee** — We anticipate monthly calls with in-person work sessions as needed with this group.
- **Transportation Technical Committee (TTC) and Transportation Policy Board** — The engagement strategy will outline various touchpoints with the TTC and Policy Board to gather input and minimize surprises during the adoption process.
- **Public Workshops** — Open house meetings can be an integral part of a successful engagement strategy, particularly when promoted by committee members. Hosting tailored events or meetings to specific topical areas can add value to the planning process. Topically organized engagement can elevate the importance of the 2050 MTP by intentionally identifying community priorities.

Digital

- **Project Website** — A project website can be maintained (if desired) throughout the planning process. During project scoping, we will work with staff to determine if a custom digital interface is preferred.
- **Digital Engagement and Online Surveys** — A digital engagement strategy can take a variety of forms, and on previous MTPs we have partnered with platforms such as Social Pinpoint, MetroQuest, and SurveyMonkey. The strategic combination of tools will diversify engagement choices for all members of the community. We anticipate maintaining a digital presence and launching an online survey at critical points of the planning process.

Grassroots

- **Elected and Appointed Officials Briefings** — Whether as part of a regularly scheduled meeting or a separate work session, we will interact with elected officials and boards to maintain contact and confirm buy-in.
- **Stakeholder Meetings** — We will work with staff to identify stakeholders with who to meet one-on-one or in small groups to pull important perspectives into the planning process.
- **Pop-Up Events** — Where possible, we also can connect with the community by establishing a presence at a community event. A successful pop-up event creates convenient, fun activities for participants to quickly provide input and learn about the MTP.
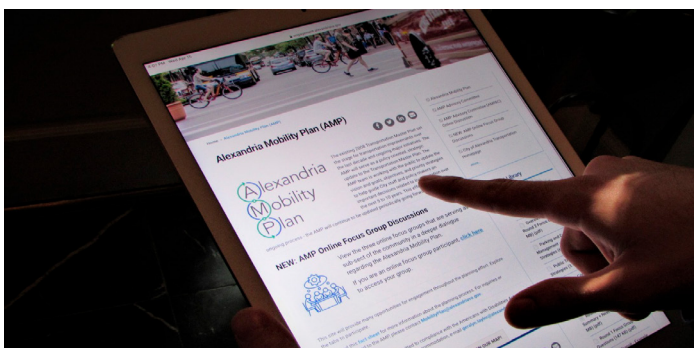
Task 3.2 — Review and Analysis of Existing Conditions

The MTP is the primary mechanism through which transportation projects are both identified and funded. We will leverage our understanding of the greater Lawton area along with our national expertise to craft multimodal transportation recommendations that are consistent with the community vision. The first step of our planning approach will be to conduct a review of current planning documents and adopted plans for all modes of transportation. Leveraging the previous and ongoing planning efforts will center the 2050 MTP around the following topical areas: socioeconomic factors, roadways, public transportation, freight, bicycle and pedestrian network, natural environmental, and environmental justice.

When this information has been compiled, we will prepare a *State of the Region* brief that outlines existing and projected transportation and land use dynamics. In a single document, we will consolidate available data, initial findings, and key planning considerations to illustrate changes in the region since the previous MTP. Using GIS mapping and other visuals, the report will communicate the findings of the analysis. The *State of the Region* will lead into needs identification and recommendations development.

Task 3.3 — Needs Assessment

The needs assessment will identify transportation infrastructure needed to promote safety and accommodate future travel needs throughout the greater Lawton region. With input from LMPO staff, we will define a set of performance-based prioritization criteria to evaluate projects and reflect the community's vision. The prioritization criteria will leverage existing data sources and be consistent with federal planning guidance. This is a critical step that precedes a fiscally constrained project list. The analysis will reflect how well projects address future needs that could include population and employment projections, public input, and multimodal considerations. Leveraging the information collected through the review of existing conditions, we will evaluate proposed recommendations to determine if they meet the existing and future needs of the community. This evaluation will consider all modes of transportation in the planning area boundary.

Task 3.4 — Financial Plan

Financially Constrained Plan — Your financially constrained plan must represent realistic revenues and future costs; integrate federal, state, and local funding and expenditures; and satisfy state and federal requirements. We propose a four-step process to develop the financial analysis.

1. **Identify Existing Funding Sources**. Develop a reasonable estimate of future revenues, identify the share of these funds committed to existing projects, and renew funding sources such as state and federal highway, transit, freight, and bicycle/pedestrian funds.

2. **Identify New Sources of Revenue**. Understand alternate funding mechanisms, and—if desired—create an alternate funding scenario that shows the impact of alternate funds.

3. **Identify Project Costs.** Develop planning-level cost estimates for recommendations for each mode based on constructibility, environmental, social characteristics/mitigation, and the proposed cross-section.

4. **Develop Financially Constrained Plan**. Place the financial analysis and project recommendations into the financially constrained plan that identifies projects with the highest need based on available funding and an unfunded vision list.

Action Plan — An action plan will outline specific steps to accomplish high-priority projects, programs, and strategies for protecting the safety, mobility, and integrity of the Lawton region's transportation system. Ultimately, the action plan will be a tool that enables local planning and engineering staff to revisit existing programs—or establish new ones—for protecting key mobility corridors and allow future rights-of-way to be reserved for needed transportation infrastructure.

System Performance Report — Following the development of the financially constrained plan, we will prepare a System Performance Report (SPR) that leverages best practices and preferences from the Federal Highway Administration (FHWA) and Oklahoma Department of Transportation (ODOT). We will use the SPR to report on performance monitoring efforts and will work with MPO staff to identify other desired monitoring efforts that should be put in place going forward.

Task 3.5 — Project Prioritization

We will establish a framework by which projects can be evaluated and prioritized. This step is a critical link that better prepares the plan for preparing a well-reasoned, financially constrained project list. To best prepare the plan for implementation, we will employ a holistic project evaluation process that considers planning and environmental linkages and overall prioritization.

NEPA Fatal Flaw Analysis — We will complete a National Environmental Policy Act (NEPA) fatal flaw analysis as part of the recommendations evaluation process for projects identified as regionally significant. The intent of the NEPA fatal flaw analysis will be to identify known environmental concerns that could impact the ultimate project schedule and might help identify the anticipated NEPA document classification. This analysis will include desktop research and database reviews of known wetlands, streams, hazardous material sites, historic properties, environmental justice populations (e.g., low-income and minority communities), and threatened and endangered species that were gathered during the *State of the Region* development. We will present the results of the fatal flaw analysis in GIS mapping as well as within the project sheets developed for plan recommendations.

Project Prioritization — Our team has applied performance-based prioritization processes that address federal goals while advancing

local considerations. Priority improvements will be identified and properly cost estimated to support the creation of a financially constrained plan. We will work with LMPO staff, participating agencies, and member jurisdictions to update the prioritization process developed in the current MTP. The prioritization process will leverage available data, advance regional goals, address performance measurement areas, and integrate local viewpoints and perspectives. This will result in a prioritization process that can be used as a tool to develop financial constraint, communicate needs to decision makers, and flexibly integrate new project ideas as they are identified at the local, regional, and state levels.

Task 3.6 — Federal Compliance

We will work with you to include an index of federal planning requirements and where they are addressed within the MTP. Since federal requirements continue to evolve, the new MTP will have to take this concept even further. We anticipate integrating elements of state and federal planning requirements throughout the document, also while capturing those elements in a summary chapter that is user-friendly and can be easily updated by LMPO as conditions change. These elements will include the following current and new planning requirements:

Agency Consultation — We will work with LMPO at the onset of plan development to identify ways to engage partners at ODOT, FHWA, and other agencies to inform them of our progress, gather input about upcoming milestones, and respond to questions or comments. This intentional communication will set the stage for a more efficient plan review and acceptance process.

Technical Topics — We intend to leverage our team's national resume, agency connections, and local experience in support of technical topics to seamlessly integrate state and federal focus areas into the planning process. We're also well positioned to integrate new federal legislative requirements from FHWA that will continue to emerge following the recent passage of the Infrastructure Investment and Jobs Act (IIJA).

Planning Factors — The FAST Act introduced resiliency and tourism as federal planning goals into the metropolitan planning process, along with the eight goals already in place from MAP-21. We will draw parallels between the federal planning goals, performance measures, and regional planning goals and expand upon these to include new considerations from the IIJA such as housing integration.

Performance-Based Planning — We understand the history within federal legislation that has led to current standards for performance-based planning. We will work with LMPO staff to navigate state targets and typical benchmarks related to safety, infrastructure condition, system performance, transit asset, and transit safety. As part of these discussions, we will determine the best local application for safety targets, how well the MPO is performing today, and ways to report progress in the years to come.

Task 3.7 — MTP Documentation

Our team communicates a plan using high-quality maps, eye-catching infographics, and simple narrative. Our work has been cited by best practices documents such as the Florida Office of Planning's LRTP Citizen-Friendly Best Practices. We view this MTP update as an opportunity to modernize your document to be a more valuable tool for local staff, partner agencies, and the public. The communication package will include the following:

- An **executive summary** as a collateral piece that provides a brief overview of the plan results and directs the reader to more information.

- A **summary report** that will be finalized through a multistep review process. We intentionally structure the MTP process with interim deliverables at key milestones to minimize the end-of-process review time. The Summary Report will provide a concise documentation of the planning process, participants, issues, and recommendations. We will write the report for a diverse audience and rely heavily on the use of charts, graphs, tables, maps, and graphic exhibits to communicate ideas and information, and also formatted for print and provided as an interactive PDF. The Kimley-Horn team will present the draft plan to the Transportation Technical Committee and the Transportation Policy Board in accordance with the community engagement strategy.

- A **technical appendix** that will include important information, though interest in this document will be limited compared to other deliverables. We will use the appendix to address specific project development and reporting needs while preserving the streamlined approach of the summary document.

- **Project sheets**, if desired, to act as an at-a-glance reference to petition for grants and other transportation funding sources. The project sheets are graphics-heavy and can be print-ready or embedded into a StoryMap. We often include information such as vicinity mapping, purpose statements (or descriptions for non-regionally significant projects), project-specific goals and objectives, cost/benefit information, prioritization results, and a financially constrained cost band.

- A **technical data and digital files** package that will include native files (e.g., spreadsheets, and GIS map packages and geodatabase) and digital files (e.g., high resolution graphics and maps). It is our intent to make the MTP information accessible and useful during implementation. A GIS integration section of the Project Work Plan will help ensure technical data and digital files are properly organized from the outset of the planning process.

INNOVATION SPOTLIGHT | Effective Deliverables

Our team is at the forefront of providing innovative ways to communicate an MTP process and results. We subscribe to a philosophy of simple, concise communication that uses maps, infographics, and images to convey ideas. In our experience, effective deliverables are developed with a clear purpose, illustrative and graphic-intensive, easy to read and understand, reasonable in length, intuitively organized, free of excess information, and easy to access and view online. Below, we feature excerpts from several recent plans.

TASK 4 — ON-CALL MODEL RUNS (RFQ TASK 7)

Kimley-Horn will provide technical assistance with model applications necessary for performing various types of transportation planning analysis. This includes, but is not limited to, assistance in developing and running model scenarios; staff training on model process, scenario coding, and model execution; answering various model-related questions or troubleshooting model issues; updates to the socioeconomic input file; and providing guidance on how to use the model to complete transportation analyses. We will discuss and develop specific guidance on the amount to be included during scoping.

We are currently providing the services in Cheyenne, WY and Loudoun, VA and have previously done this type of work for many clients throughout the country. For a partial list of recent clients see the chart on page 11.

SCHEDULE

Project Tasks	2023				2024								
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
1 Project Management and Coordination													
Project Kickoff Meeting	▬												
Project Work Plan and Data Assembly		▬											
Project Branding		▬											
Client Coordination and Progress Reporting	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
2 Travel Demand Model													
2.1 Model Parameters and Data Collection													
Obtain Data from Client		▬											
Consensus on Model Plan Update		▬											
2.2 Travel Demand Model Update													
Update Model Network and Traffic Analysis Zones			▬										
Prepare Updated Base Year Socio-Economic Data			▬										
Client Review				▬									
Update TransCAD Script and GUI to Latest Version				▬									
Code Transit Networks and Add Mode Choice				▬									
Model Base Year Calibration					▬								
Coordination/Client Review					▬								
2.3 Traffic Forecasts													
Future Year Socio-Economic Data Forecasting					▬								
Create Future Year Networks					▬								
Client Review						▬							
Perform Deficiency Analysis for Base/Future Year Networks						▬	▬						
2.4 Model Documentation													
Prepare Model Documentation					▬	▬	▬	▬					
Client Review									▬				
3 2050 MTP Development													
Community Engagement			▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
MTP Steering Committee			▬		▬		▬		▬				
Transportation Technical Committee			▬		▬		▬				▬		
Transportation Policy Committee				▬		▬		▬			▬		
Public Workshops					▬				▬				
Digital Engagement and Online Surveys			▬						▬				
Elected and Appointed Officials Briefings				▬					▬				
Stakeholder Meetings				▬					▬				
Pop-Up Events (to be determined)													
Review and Analysis of Existing Conditions			▬	▬	▬								
Needs Assessment					▬	▬	▬						
Financial Plan							▬	▬					
Project Priortization							▬	▬	▬				
Federal Compliance									▬	▬			
MTP Documentation											▬	▬	

COMPANY INFORMATION

Kimley-Horn will be predominantly supporting this project out of our Oklahoma City office, 4727 Gaillardia Parkway, Suite 250, Oklahoma City, OK 73142. As project manager, Tim Padgett, P.E. will be the LMPO's primary contact and can be reached at tim. padgett@kimley-horn.com or 919 653 2991.

8,000+

employees nationwide

150+

offices across the country

56 Years

of high-quality client service

COMPANY OVERVIEW

Kimley-Horn is a national planning and design consulting firm that specializes in transportation and urban design. Founded 56 years ago, Kimley-Horn has a staff of more than 8,000 who serve a wide range of clients across many disciplines from 150+ offices nationwide. Our multidisciplinary experience covers a wide range within transportation planning and engineering, landscape architecture and urban design, environmental planning and design, and public policy.

Kimley-Horn's planners, urban designers, and engineers have a history of partnering with communities to develop progressive and context-sensitive transportation plans. In each community that we work, we strive to understand the values of that community and transform them into a vision that guides the planning process. Understanding the importance of diverse experiences, we intentionally partner with professionals of various backgrounds to create the opportunity for visionary thinking with an understanding of implementation. Kimley-Horn is highly focused on developing sustainable transportation solutions for long range transportation planning initiatives. We continually look for ways to integrate transportation recommendations with other community initiatives and mandates. Our skill for understanding context enables us to craft specific solutions based on local character. Understanding how transportation infrastructure interfaces with the built environment and community character is a cornerstone of our planning approach.
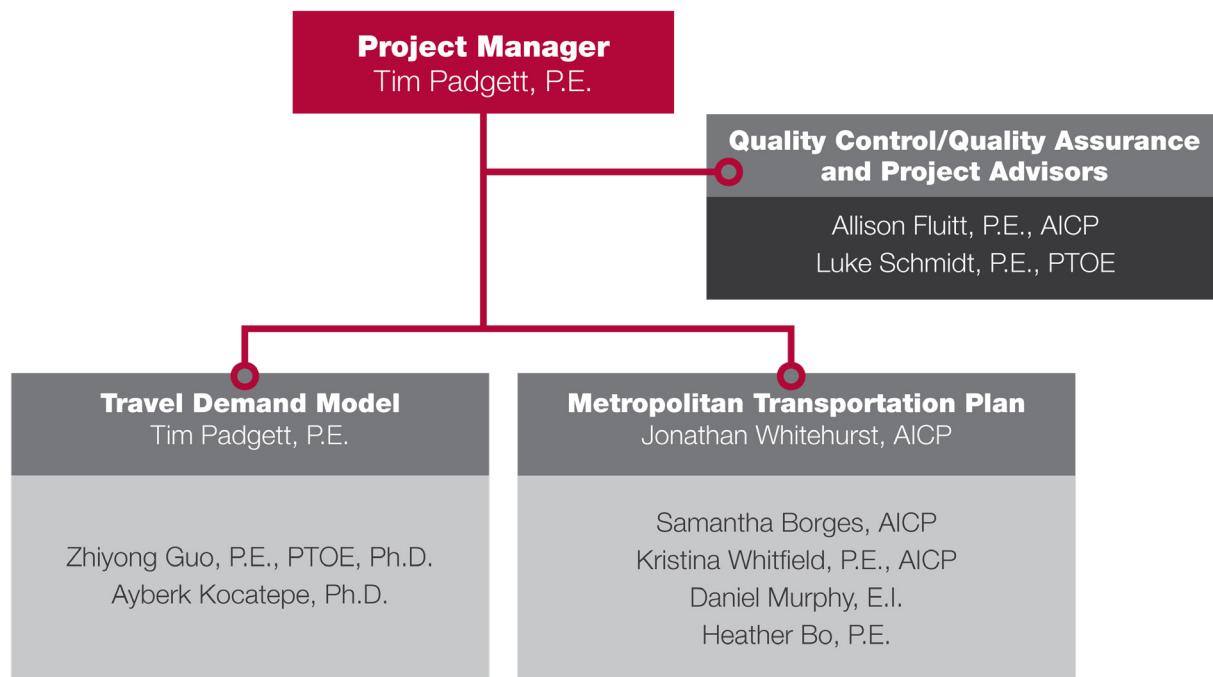
SUCCESSES WITH PROJECTS OF SIMILAR PROGRAMS AND BUDGETS

Project Name	Location	Completed
JUMPO 2040 Long Range Transportation Plan (LRTP)	Jacksonville, NC	2018/Ongoing*
2045 Goldsboro Urban Metropolitan Transportation Plan	Goldsboro, NC	2020
Cheyenne 2050 Metropolitan Transportation Plan	Cheyenne, WY	2021
Greenville Urban MPO LRTP	Greenville, NC	2019
Sioux Falls Metropolitan Transportation Plan	Sioux Falls, SD	2021
Killeen/Temple MPO On-Call	Killeen, TX	Ongoing
Charlotte Strategic Mobility Plan	Charlotte, NC	2022
Knox County Comprehensive Land Use and Transportation Plan	Knoxville, TN	Ongoing
moveDC Multimodal LRTP 2021 Update	Washington, DC	2022
Capital Region Transportation Planning Agency (CRTPA) 2045 Regional Mobility Plan	Tallahassee, FL	2021
Lowcountry Area Transportation Study and Lowcounty Council of Governments LRTPs	Beaufort/Jasper, SC	2022
Regional Intergovernmental Council 2050 Metropolitan Transportation Plan Update	Kanawha and Putnam Counties, WV	2022
Florence Area Transportation Study MPO LRTP Update to Accommodate Travel Demand	Florence, SC	2018
Rocky Mount MPO 2045 Metropolitan Transportation Plan/2050 Metropolitan Transportation Plan	Rocky Mount, NC	2018/Ongoing*

*Kimley-Horn worked on the original plan and is currently providing an update to that plan

PROJECT TEAM

Kimley-Horn brings decades of experience delivering similar projects. Our balanced, multidisciplinary team will bring innovative solutions to LMPO. You'll get a team that works with you—not just for you—to achieve success. Our team includes complementary skills to provide creative and actionable solutions. Our proposed organization chart is shown below. Team member resumes, including experience and educational qualifications, begin on the following page.

LAWTON
METROPOLITAN PLANNING
ORGANIZATION

Project Manager
Tim Padgett, P.E.

Quality Control/Quality Assurance and Project Advisors

Allison Fluitt, P.E., AICP
Luke Schmidt, P.E., PTOE

Travel Demand Model
Tim Padgett, P.E.

Zhiyong Guo, P.E., PTOE, Ph.D.
Ayberk Kocatepe, Ph.D.

Metropolitan Transportation Plan
Jonathan Whitehurst, AICP

Samantha Borges, AICP
Kristina Whitfield, P.E., AICP
Daniel Murphy, E.I.
Heather Bo, P.E.

RFQ RESPONSE TEAM

Tim Padgett, Allison Fluitt, and Jonathan Whitehurst primarily contributed to the submitted response and will lead our team on this project.

TIM PADGETT, P.E. | PROJECT MANAGER AND TRAVEL DEMAND MODEL

Tim Padgett is a senior leader in Kimley-Horn's Forecasting, Analytics, and Sustainable Transportation (FAST) group in Raleigh, NC. His practice is focused on travel demand forecasting within a team that strives to answer new and evolving questions related to planning, energy and sustainability, transformational technologies and services, resilience, security, and data. Tim has more than 25 years of experience, including time with Kimley-Horn as well as the North Carolina Department of Transportation (NCDOT). In that time, Tim has worked on forecasting and modeling projects in 19 states throughout the country.

Education
Master of Civil Engineering, Transportation Engineering, North Carolina State University

Bachelor of Science, Civil Engineering, North Carolina State University

Credentials
Professional Engineer in NC

Relevant Experience
- Kanawha-Putnam 2050 Regional Transportation Plan (RTP), Charleston, WV
- Urban Area TDM, Memphis, TN
- Crosstown Multimodal Transportation Study, Washington, DC, Washington, Washington, D.C.
- Sumter Urban Area Transportation Study (SUATS) Long-Range Plan for Travel Demand (TD), Sumter, SC
- 2040 Metropolitan Transportation Plan and Downtown Huntington Access Study, Huntington, WV
- 2035 Goldsboro Urban Area LRTP Update and Comprehensive Transportation Plan, Goldsboro, NC
- Greenville-Pickens Area Transportation Study (GPATS) TDM and LRTP Development, Greenville County, SC
- GPATS 2040 LRTP and Congestion Management Process (CMP), Greenville area, SC
- Lowcountry Area Transportation Study (LATS) LRTP, Beaufort, SC

ALLISON FLUITT, P.E., AICP | QC/QA AND PROJECT ADVISOR

Allison has been involved with the metropolitan transportation planning processes at all stages, including specialization metropolitan transportation planning, congestion management planning, multimodal planning, and corridor planning. She has led or been involved with 40 different LRTPs during the MAP-21/FAST Act/IIJA era and is a national specialist in LRTP financial planning, performance measurement, multimodal integration, and public involvement. In addition, Allison has been a leader in congestion management plans in 6 different states. Allison is passionate about considering the interrelationship between travel modes within corridors and regions. She places an emphasis on leveraging quantitative tools to transition from planning into prioritization and implementation.

Education
Master of Science, Civil Engineering, University of Texas, Austin

Bachelor of Science, Civil Engineering, University of Tennessee

Credentials
Professional Engineer in NC

American Institute of Certified Planners

Relevant Experience
- Killeen-Temple MPO MTP Update, TDM, Scenario Plan, Killeen-Temple, TX
- SUATS Long-Range Plan for TD, Sumter, SC
- 2040 MTP and Downtown Huntington Access Study, Huntington, WV
- 2035 Goldsboro Urban Area LRTP Update and CTP, Goldsboro, NC
- GPATS TDM and LRTP Development, Greenville County, SC
- 2040 LRTP/MTP Development Assistance, BCKP region, WV
- 2050 LRTP, Jacksonville, NC
- 2050 Metropolitan Transportation Plan, Cheyenne, WY
- LATS LRTP, Beaufort, SC
- Capital Region Transportation Planning Agency (CRTPA), Connections 2050 Regional Mobility Plan, Tallahassee, FL
- Go Sioux Falls Metropolitan Transportation Plan, Sioux Falls, SD

LUKE SCHMIDT, P.E., PTOE | QC/QA AND PROJECT ADVISOR

Luke's professional career focuses on traffic engineering, traffic operations, traffic planning, and parking solutions tailored to the client's needs. He has worked with public and private clients focusing on traffic and parking design and planning. Luke provides expertise on the traffic engineering design and construction plans, including traffic signal designs, internal circulation improvements, illumination design, traffic control plans, bicycle lane and marking design, Americans with Disabilities Act (ADA) improvements, and intersection improvements.

Education
Bachelor of Science,
Civil Engineering, Iowa
State University

Credentials
Professional Engineer
in OK and TX

Professional Traffic
Operations Engineer

Relevant Experience
- New Orleans Square Intersection Feasibility Study, Broken Arrow, OK
- Long-Range Mobility Plan | EdmondShift, Edmond, OK
- Children's Way Crosswalk Evaluation, Oklahoma City, OK
- Transportation Asset Management and Condition Assessment, Tulsa, OK
- PC-0616, Crosstown On-Street Bike Facilities and Design, OKC, OK
- Tulsa On-Call Traffic Engineering Consultants, Tulsa, OK
- Traffic Signal Design and Intersection Improvements, OKC, OK
- Muskogee Mobility Plan Implementation 2022, Muskogee, OK
- NW Expressway at Rockwell Intersection Capacity Improvements, Oklahoma City, OK
- 2nd Street and West Edmond Street Sidewalk Improvements, Edmond, OK
- Bicycle Master Plan, Southlake, TX
- Citywide Mobility Study Using Transportation Impact Fees, Oklahoma City, OK

JONATHAN WHITEHURST, AICP | METROPOLITAN TRANSPORTATION PLAN

Throughout his 17-year career, Jonathan has focused on creating multimodal transportation systems that balance travel demand, safety, access, and aesthetics. He has led or contributed to LRTPs, corridor studies, strategic mobility plans, transit studies, and active transportation plans. Jonathan regularly partners with communities across the country to reinforce livability and mobility through thoughtful decisions based on local context. He routinely plans and facilitates innovative community engagement processes that yield actionable data.

Education
Master of Urban
and Environmental
Planning, University of
Virginia

Bachelor of Arts,
Journalism and Mass
Communications,
University of North
Carolina, Chapel Hill

Credentials
American Institute of
Certified Planners

Relevant Experience
- 2050 Metropolitan Transportation Plan, Indianapolis, IN
- Kanawha-Putnam 2050 Regional Transportation Plan, Charleston, WV
- Long-Range Multimodal Transportation Plan, Washington, D.C.
- SUATS Long-Range Plan for TD, Sumter, SC
- 2040 Metropolitan Transportation Plan and Downtown Huntington Access Study, Huntington, WV
- 2035 Goldsboro Urban Area LRTP Update and Comprehensive Transportation Plan, Goldsboro, NC
- GPATS 2040 LRTP, Travel Demand Model and CMP, Greenville, SC
- 2040 RIC LRTP/MTP Development Assistance, BCKP region, WV
- LATS LRTP, Beaufort, SC
- 2040 LRTP, Jacksonville, NC
- Livability 2050 RTP and CMP, Memphis, TN-MS
- 2040 MTP, Wilmington, NC

SAMANTHA BORGES, AICP | METROPOLITAN TRANSPORTATION PLAN

Samantha's diverse planning background blends issues related to land use, development, transportation, and natural systems in a way that yields functional and actionable plans. While Samantha's experience spans from long range planning to the final stages of the project development phase, she specializes in multimodal transportation planning for municipalities and MPOs throughout the U.S. With a skillset rooted in GIS, Adobe suites, and Microsoft Office, Samantha has a natural ability to present complex data in a clear and approachable way.

Education
Bachelor of Science, Environmental Policy and Planning, Virginia Polytechnic Institute and State University

Credentials
American Institute Certified Planners

Relevant Experience
- LATS LRTP, Beaufort, SC
- Connections 2040 Regional Mobility Plan and StarMetro Transit Development Plan, Tallahassee FL
- Southeast Area Study, Wake and Johnston Counties, NC
- 2045 LRTP and CMP, Lady Lake, FL
- MPO MTP/LRTP 2022, Rocky Mount, NC
- Multimodal Transportation Projects, Huntington, WV
- Lewisville Tomorrow Comprehensive Plan and PARC Plan, Lewisville, NC
- Durham County Transit Plan, Durham County, NC
- Holly Springs Comprehensive Transportation Plan, Holly Springs, NC
- Strategic Mobility Plan, Dallas, TX
- Pineville Comprehensive Plan and Future Land Use Map Update, Pineville, NC
- Pineville Mobility Plan, Pineville, NC

KRISTINA WHITFIELD, P.E., AICP | METROPOLITAN TRANSPORTATION PLAN

During her 7 years at the firm, Kristina has been involved with multimodal transportation planning efforts across the country. She has facilitated and participated in numerous public outreach efforts, including charrettes, workshops, stakeholder groups, committee meetings, and local community events. Kristina is experienced in analysis, data collection, public involvement, and implementation strategies for a variety of transportation and planning studies. Her project experience includes pedestrian and bicycle mobility plans, comprehensive plans, land use/redevelopment plans, corridor studies, master thoroughfare plans, and travel demand modeling.

Education
Bachelor of Civil Engineering, University of Tennessee, Knoxville

Credentials
Professional Engineer in NC

American Institute of Certified Planners

Relevant Experience
- 2050 MTP Update, Kanawha and Putnam Counties, WV
- 2040 LRTP Update, Sumter, SC
- 2040 LRTP and CMP, Greenville area, SC
- Update of LATS LRTP and Preparation of New Rural Area LRTP, Beaufort/Hilton Head, SC
- Livability 2050 RTP and CMP, Memphis, TN-MS
- LRTP, Rocky Mount, NC
- 2050 Metropolitan Transportation Plan, Indianapolis, IN
- Comprehensive Transportation Plan, Gwinnett County, GA
- Seattle Transportation Plan, Seattle, WA
- Strategic Mobility Plan, Dallas, TX

AYBERK KOCATEPE, PH.D. | TRAVEL DEMAND MODEL

Ayberk has more than eight years of experience in travel demand model development, demand forecasting, transit ridership forecasting, transit survey expansion, new starts analysis, and corridor studies. He has processed and applied transportation travel data, including traffic and transit surveys and various big-data sources, in meaningful and innovative ways to inform the decisionmakers about the travel patterns and travel needs in a corridor/region.

Education
Doctor of Philosophy, Civil Engineering, Florida State University

Master of Science, Architectural Engineering, Politecnico Di Milano

Bachelor of Science, Civil Engineering, Bogazici University

Relevant Experience

- Regional Vehicle Miles Traveled Mitigation Program, Santa Cruz, CA
- Regional Vehicle Miles Traveled Mitigation Program Study, Fresno, CA
- RTP/SCS Regional VMT Bank Element, Stanislaus County, CA
- Flexible Fleets Implementation Strategic Plan, San Diego, CA
- Lawrenceville Flex Zone Microtransit Study, Lawrenceville, GA
- Travel Demand Model Support, Loudoun County, VA
- Modeling On-Call, Chesterfield County, VA
- Transportation Decarbonization Master Plan, Zero-Emissions Fleet Transition Plans, and 5-Year Strategic Plan, Arlington County, VA
- Transit-Oriented Development Planning Study, Monterey, CA
- NorthRail Extension Phase 2, Kansas City, MO
- Sustainable Transportation Plan, City of Palmdale, CA
- Corridor Project Evaluation, Alameda-Contra Costa, CA

ZHIYONG GUO, P.E., PTOE, PH.D. | TRAVEL DEMAND MODEL

Zhiyong has extensive knowledge of and research experience in travel demand and transportation network modeling. His experience encompasses model development and applications/use of travel demand models to support planning efforts such as corridor studies, LRTPs, NEPA studies, and systems level and area studies. Zhiyong specializes in transportation planning, traffic engineering, and transportation design projects. His recent travel forecasting experience includes the development of a new regional travel demand model for Bristol TN/VA MPO, a new tolling analysis postprocessor for the Mississippi River Third Bridge Environmental Impact Statement project, and the enhancement to the regional model to support the Downtown-Airport Alternative Analysis for Memphis Area Transit Authority.

Education
Doctor of Philosophy, Civil Engineering, Vanderbilt University

Master of Science, Computer Science and Civil Engineering, Vanderbilt University

Bachelor of Science, Transportation Engineering, Xi'an University of Architecture and Technology

Credentials
Professional Engineer in OH and TN

Relevant Experience

- Kanawha-Putnam 2050 RTP, Charleston, WV
- Urban Area Travel Demand Modeling, Memphis, TN
- Long-Range Multimodal Transportation Plan, Washington, Washington, D.C.
- 2040 MTP and Downtown Huntington Access Study, Huntington, WV
- TDM and LRTP, Greenville County, SC
- Rocky Mount TDM Development, Rocky Mount, NC
- Livability 2050 RTP and CMP, Memphis, TN
- TDM Development, Bristol, TN
- Longview Transportation MPO, Longview, TX
- Connections 2040 Regional Mobility Plan and StarMetro Transit Development Plan, Tallahassee, FL

DANIEL MURPHY, E.I. | TRAVEL DEMAND MODEL

Daniel has three years of experience in transportation planning and traffic engineering. His designs include photometric analysis, multi-modal transportation plans, and municipal asset management. Daniel has experience providing site civil design, detailed mapping, and construction administration.

Education
Bachelor of Science, Civil and Environmental Engineering, University of Iowa

Credentials
Engineering Intern in OK

Relevant Experience
- SH 67 Corridor Study Phase 2, Bixby, OK
- New Orleans Square Intersection Feasibility Study, Broken Arrow, OK
- Transportation Asset Management and Condition Assessment, Tulsa, OK
- Crosstown On-Street Bike Facilities and Design, Oklahoma City, OK
- Impact Fees Traffic Area Study, Oklahoma City, OK
- MAPS 4 Neighborhood Connectivity Master Plan and Phase 1, Oklahoma City, OK
- 2nd Street and West Edmond Street Sidewalk Improvements, Edmond, OK
- Gaylord Cycle Track from NW 4th Street to West Sheridan Ave, Oklahoma City, OK
- Burnet Road C2 Corridor Improvements — Koenig Lane to US 183, Austin, TX
- Lake Overholser Traffic Study, Oklahoma City, OK
- Coordination and Traffic Signal Timing Improvements, Oklahoma City, OK
- Muskogee Mobility Plan — Implementation 2022, Muskogee, OK
- Broken Arrow Public Transit Study, Broken Arrow, OK

HEATHER BO, P.E. | TRAVEL DEMAND MODEL

Heather has more than 7 years of experience on a variety of transportation, traffic operations, and lighting projects. Her experience includes illumination designs, ADA evaluations and designs, traffic signal designs, signal timing, traffic control plans, signing and marking plans, bicycle and pedestrian facility design, railroad crossing safety improvements, quiet zones, and traffic studies. She has served as the project manager, task manager, and production lead for multiple projects.

Education
Bachelor of Science, Civil and Environmental Engineering, Mississippi State University

Credentials
Professional Engineer in OK, AR, and TX

Relevant Experience
- Transportation Asset Management and Condition Assessment, Tulsa, OK
- 2nd Street and West Edmond Street Sidewalk Improvements, Edmond, OK
- New Orleans Square Intersection Feasibility Study, Broken Arrow, OK
- Impact Fees Traffic Area Study, Oklahoma City, OK
- NW Expressway at Rockwell Intersection Capacity Improvements, Oklahoma City, OK
- Mike Monroney Aeronautical Center, Will Rodgers World Airport, MMAC Street and Parking Lot Lighting, Oklahoma City, OK
- John Kilpatrick Widening, I-40 North to the Canadian River Bridges in Canadian County, OK
- Street Enhancement, North Classen Boulevard from West Sheridan Avenue to NW 10th Street, Oklahoma City, OK
- Intersection Improvements, I-40 Eastbound Ramp Widening and Westbound Signal at South Anderson Road, Oklahoma City, OK

REFERENCES

TRAVEL DEMAND MODEL, LAWTON, OK

Kimley-Horn developed a TDM for the Lawton Metropolitan Area Transportation Study (LMATS) Area, including the city limits of Lawton, OK and unincorporated areas of Comanche County. Kimley-Horn collected sociodemographic and transportation network data for years 2015 and 2045 to create a calibrated travel demand model for the MPO to use in long range transportation planning, air quality modeling, land use planning, and other traffic studies. The model meets air quality modeling requirements and generates outputs appropriate for use in the EPA MOVES air quality modeling software. Our tasks included data collection and analysis, model development, traffic forecasting, documentation, and model run assistance.

Project Reference: Jonathan Stone | jonathan.stone@lawton.gov | 580 581 3375

TRAVEL DEMAND MODELING ON-CALL SERVICES, LOUDOUN COUNTY, VA

Kimley-Horn is providing technical assistance to County transportation staff with maintaining and updating the Loudoun County travel demand model. Our team has assisted Loudoun County with various modeling tasks including a recent model validation effort and creation of a new future year with updated socioeconomic data and highway networks.

Our team also has provided assistance in editing and running the model, assistance working through the modeling process, answering various model questions, troubleshooting model problems, and providing guidance on how to complete various transportation analyses.

Project Reference: Lou Mosurak | lou.mosurak@loudoun.gov | 703 771 5296

2050 RIC METROPOLITAN TRANSPORTATION PLAN AND TRAVEL DEMAND MODEL, CHARLESTON, WV

Kimley-Horn developed RIC's regional transportation plan (RTP), updated their TDM, and provided air quality conformity support. Kimley-Horn partnered with the MPO to complete the RTP, placing special emphasis on goal setting, prioritization and performance measures, recommendations development, and financial constraint. Kimley-Horn also took the lead on the public involvement strategy for the project, with a special focus on Title VI compliance. This plan was conducted in an entirely virtual outreach environment as a result of COVID-19, and leveraged SocialPinpoint as a comprehensive website and engagement platform. For the TDM, Kimley-Horn obtained StreetLight data for the two-county area. This detailed data was used to assist the model calibration and validation.

Project Reference: Samuel Richardson | srichardson@wvregion3.org | 304 744 4258

PLANCHEYENNE METROPOLITAN TRANSPORTATION PLAN AND TRAVEL DEMAND MODEL, CHEYENNE, WY

Kimley-Horn developed a TDM and prepared the long range transportation plan for the Cheyenne MPO. Kimley-Horn aggregated sociodemographic and transportation network data for years 2019 and 2045 to create a calibrated travel demand model for the MPO to use in long range transportation planning and other traffic studies. Other model tasks included data collection and analysis, model development, traffic forecasting, documentation, and model run assistance. The LRTP involved producing updated economic, demographic, traffic, and land demand forecasts; conditions assessments of roadway and interchange needs and deficiencies; developing short- and long-term transportation and land use plans for walking, biking, and trail facilities; incorporating public transportation services and freight corridors; and addressing corridor safety and evacuation routing. Extensive communication with community, external, and elected stakeholders was crucial to the success of this project, which we addressed through community workshops and charrettes, pop-up events at farmers markets and other local events, youth engagement, and the development of a project website. Additionally, our team developed the funding strategy for the project by identifying existing funding sources, potential uncertain funding sources for planned improvements, and new sources of revenue.

Project Reference: Tom Mason | tmason@cheyennempo.org | 307 637 6299

2040 LONG RANGE TRANSPORTATION PLAN, JACKSONVILLE, NC

Kimley-Horn completed the first major update since 2005 to the Jacksonville region's LRTP. Since the completion of the original plan and a minor update in 2010, new federal transportation legislation (MAP-21) was introduced. NCDOT offers new guidance on the long range planning process, transportation funding programs and levels have shifted, and the region's demographics have evolved. The new plan fulfilled additional requirements and characterized current and future transportation needs, outlined the region's long range transportation vision, applied the regional travel demand model, documented financially constrained multimodal transportation strategies to address needs through the year 2040, and identified long-term opportunities beyond the current ability to fund projects. The new plan also included a series of detailed project sheets for roadway recommendations to provide additional detail to agency partners and stakeholders and to help advance implementation. Kimley-Horn served as an extension of staff to perform an update of this plan in 2018. Currently, Kimley-Horn is preparing a full update to the LRTP and assisting in the update to the regional TDM.

Project Reference: Anthony Prinz | aprinz@jacksonvillenc.gov | 910 938 5292

2045 GOLDSBORO URBAN AREA METROPOLITAN TRANSPORTATION PLAN, GOLDSBORO, NC

Kimley-Horn was selected to develop the Goldsboro MPO Metropolitan Transportation Plan. As part of the planning process, the team updated the TDM to reflect new major connections in the region and pivoted the focus of the planning process away from major infrastructure initiatives to smaller strategic projects that have a higher likelihood of near-term implementation. Additionally, a project prioritization process was developed that reflected local needs and positioned the region to be competitive in the state's project scoring system. Kimley-Horn was able to accomplish these key components and prepare the entire MTP under a tight timeframe of less than four months. Ultimately, the plan was adopted by the MPO and accepted by the NCDOT and FHWA with no modifications.

Project Reference: Jennifer K. Collins | jkcollins@ncdot.gov | 252 640 6436

SUATS MPO 2040 LONG RANGE TRANSPORTATION PLAN UPDATE, SUMTER, SC

Kimley-Horn was selected to prepare an update to the Sumter Urban Area Transportation Study (SUATS) LRTP. Our team assisted the MPO with a major update to this document in 2007, with a horizon year of 2035. The 2040 plan sought to update the plan to reflect changes in the region as well as incorporate the new MAP-21 legislation. Kimley-Horn served in an extension of staff role, leading the public outreach, roadway, multimodal integration, and financial analysis portions of the planning effort. This process was completed within an 8-month timeframe to satisfy state and federal deadlines. Kimley-Horn later served in an extension of staff capacity to update this plan for the 2045 horizon year.

Project Reference: Kyle Kelly | kkelly@sumtersc.gov | 803 774 1660

GPATS 2040 LONG RANGE TRANSPORTATION PLAN, TRAVEL DEMAND MODEL AND CONGESTION MANAGEMENT PROCESS, GREENVILLE, SC

Kimley-Horn performed a major update to the Greenville-Pickens Area Transportation Study (GPATS) LRTP, TDM, and congestion management plan. Our team led the update to a plan compliant with the FAST Act and MAP-21 performance measures. INRIX data was leveraged as part of the model validation and calibration process. Kimley-Horn drew upon regional scenario planning efforts and other data sources from across the region and the state to more accurately forecast the population and employment demands for the area in the future. For the LRTP, a robust public outreach process was conducted employing a MetroQuest online survey as well as a statistically valid survey instrument, an approach that yielded more than 30,000 data points. Special consideration was given to the Woodruff Road corridor. This corridor study considered alternate travel patterns and identified areas for improvement, studied using origin-destination data gathered from AirSage. The ultimate objective of the modeling and LRTP development was to create a plan that goes beyond federal requirements by giving policy makers the tools they need to support an implementable and multimodal plan.

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