

## SESSION DESCRIPTIONS

### DAY 1

#### WARP SPEED AHEAD! MOVING FLORIDA'S TRANSPORTATION FUTURE

1:30 p.m. - 3:00 p.m. | Champions ABC Ballroom

**WELCOME:** Dana Reiding\*

**KEYNOTE SPEAKER:** Assistant Secretary Kim Holland\*

**A YEAR IN REVIEW:** Thomas Hill\*

Welcome aboard! Assistant Secretary Kim Holland will set the stage. Dana Reiding will follow with a welcome from the Systems Forecasting and Trends (SFT) Office and Thomas Hill will chart the course of the forum by taking a look back at the accomplishments of 2024.

#### STELLAR COMMUNICATIONS: COLLABORATING THROUGH USER GROUPS

3:30 p.m. - 4:30 p.m. | Champions ABC Ballroom

**PANEL:** Brittany Nichols\*, Sujith Rapolu, and Andrew Tyrell\*

**MODERATOR:** Erin Sterk\*

Join us for a panel discussion on how different areas of Florida have collaborated to establish user groups. Participants will take away successful strategies and best practices of collaboration by attending this session.

#### ENGAGE!

4:30 p.m. - 5:00 p.m. | Champions ABC Ballroom

**FACILITATOR:** Terry Corkery\*

Prepare to share your successful collaboration stories, insights on where we can enhance collaboration efforts, and discuss who is using your model.

#### CLOSING CAPTAIN'S LOG: DAY 1

5:00 p.m. | Champions ABC Ballroom

**SPEAKER:** Thomas Hill\*

Thomas Hill will recap Day 1 of the forum which traversed the world of collaboration and provide a look into Day 2. Tomorrow the forum will venture into data and tools to equip modelers with the resources to navigate the universe of modeling.

### DAY 2

#### WELCOME ABOARD: DAY 2

8:30 a.m. - 8:45 a.m. | Champions ABC Ballroom

**SPEAKER:** Thomas Hill\*

#### BEAM ME UP! VACATIONS AND WORK-FROM-HOME TRIPS

8:45 a.m. - 10:15 a.m. | Champions ABC Ballroom

**PANEL:** Thomas Hill\*, Andrew Tyrell\*, Yongqiang Wu, and Cesar Segovia

This session explores the use of visitor data in travel demand models, tackling the fascinating new frontier of hybrid trips that blend leisure with work-from-home arrangements. Join us on a journey through data collection and analysis that helps decode traveler behaviors—whether they're on shore leave or mission-critical business trips. Just as the Enterprise relies on advanced navigation systems, today's planners need precise tools to map out the galaxy of evolving travel needs.

#### BOLDLY GOING: TRIPS IN CONTEXT

10:30 a.m. - 11:30 a.m. | Champions ABC Ballroom

**SPEAKERS:** Govardhan Muthyalagari, Jeanette Berk, and Dr. Naveen Eluru

Focused on context classification methodology, land use forecasting, and freight data integration—this session showcases tools that help planners and modelers boldly go beyond traditional approaches. Just as Captain Picard and the crew relied on diverse data for their missions, we'll show how to categorize trips, use land use forecasts to predict the impact of new space stations (urban developments), and incorporate freight data to track the cargo holds of our communities.

\*FDOT

## BREAKOUT SESSIONS | 1:00 P.M. - 4:30 P.M.

#### WHERE NO ONE HAS GONE BEFORE: AI AND OTHER INNOVATIONS

Players A Room

**STAFF:** Vladimir Majano\* and Sunil Doddapaneni

Come prepared to have a group discussion, share your experiences, and collaborate with peers as we uncover the potential of AI in the modeling landscape.

#### PUSHING THE BOUNDARIES OF KNOWLEDGE: MODELING 101

Players B Room

**STAFF:** Terry Corkery\* and Roberto Miquel

Welcome to "Modeling 101," an interactive group session designed to help develop a foundation for new modelers and users of model data. Come ready to build your modeling toolkit and grow your understanding on how people move on Florida's transportation system.

#### VOYAGE TO THE FUTURE: THE CHANGING WAYS WE TRAVEL

Players C Room

**STAFF:** Thomas Hill\*, Becky Marsey\*, and Like Liu

An explorative group discussion on the future of transportation, where we delve into the latest trends that are set to change the way we move.

#### THE FINAL FRONTIER: EXPLORING NEW USES OF FORECASTING

Players D Room

**STAFF:** Nikhil Puri and Jessica Dean

Participants are invited to reimagine model uses and their applications. Contribute to the conversation on how you and others in the field have used models in ways they haven't been used before and where it can be used in the future.

#### TEN FORWARD: UNWIND AND NETWORK

4:30 p.m. - 5:00 p.m. | Champions ABC Ballroom

End the day on your own with a relaxed networking session.

### DAY 3

#### WELCOME ABOARD: DAY 3

8:30 a.m. - 8:45 a.m. | Champions ABC Ballroom

**SPEAKER:** Dana Reiding\*

#### A LOG ENTRY: A BRIEF REVIEW FROM YESTERDAY

8:45 a.m. - 9:30 a.m. | Champions ABC Ballroom

**FACILITATOR:** Dana Reiding\*

The designated speaker will report on insights and discoveries of the breakout rooms from Day 2.

#### PRIME DIRECTIVE: WHEN AND HOW TO MODERNIZE MODELING STANDARDS

9:30 a.m. - 11:00 a.m. | Champions ABC Ballroom

**SPEAKER:** Vladimir Majano\*

**MODERATOR:** Regina Colson\*

Gain valuable insights into the latest updates to the Travel Demand Modeling Manual, followed by a discussion on priorities for resource updates, standards, and guidance for modeling.

#### STARFLEET ACADEMY

11:15 a.m. - 11:45 a.m. | Champions ABC Ballroom

**SPEAKER:** Terry Corkery\*

Join us to discuss available resources and training opportunities designed to support professionals in the field of modeling and forecasting. We'll discuss how to effectively leverage these resources to stay updated with industry best practices and advance your professional development.

#### LIVE LONG AND MODEL!

11:45 a.m. - 12:00 p.m. | Champions ABC Ballroom

**SPEAKER:** Huiwei Shen\*

A recap on key takeaways followed by a look forward of what is yet to come in 2025.



## FLORIDA TRANSPORTATION FORECASTING FORUM

# UNITED FEDERATION OF MODELING

December 10 - 12, 2024

Sawgrass Marriott | Ponte Vedra Beach, FL

# AGENDA

Systems Forecasting & Trends Office







	DAY 1: TUESDAY, DECEMBER 10	DAY 2: WEDNESDAY, DECEMBER 11	DAY 3: THURSDAY, DECEMBER 12	
8:30 a.m.		Welcome Aboard	Welcome Aboard	
8:45 a.m.		Beam Me Up! Vacations and Work-from-Home Trips	A Log Entry: A Brief Review from Yesterday	
9:00 a.m.				
9:15 a.m.				
9:30 a.m.				
9:45 a.m.				
10:00 a.m.				
10:15 a.m.			Break	
10:30 a.m.			Boldly Going: Trips in Context	Prime Directive: When and How to Modernize Modeling Standards
10:45 a.m.				
11:00 a.m.				
11:15 a.m.		Starfleet Academy Resources & Training	Break	
11:30 a.m.				
11:45 a.m.		Lunch	Live Long and Model!	
12:00 p.m.				
12:15 p.m.				
12:30 p.m.				
12:45 p.m.				
1:00 p.m.	Registration		Breakout Session Instructions	
1:15 p.m.			Move to Session	
1:30 p.m.	Warp Speed Ahead! Moving Florida's Transportation Future		Exploring New Uses of Forecasting Players D Room	Voyage to the Future: The Changing Ways We Travel Players C Room
1:45 p.m.				
2:00 p.m.			Break	Where No One Has Gone Before: AI and Other Innovations Players A Room
2:15 p.m.		Break		
2:30 p.m.			Break	Where No One Has Gone Before: AI and Other Innovations Players A Room
2:45 p.m.		Break		
3:00 p.m.	Break			
3:15 p.m.		Exploring New Uses of Forecasting Players D Room	Voyage to the Future: The Changing Ways We Travel Players C Room	
3:30 p.m.	Stellar Communications: Collaborating through User Groups			Pushing the Boundaries of Knowledge: Modeling 101 Players B Room
3:45 p.m.		Engage! Discussion Around Collaboration	Where No One Has Gone Before: AI and Other Innovations Players A Room	
4:00 p.m.				Engage! Discussion Around Collaboration
4:15 p.m.	Engage! Discussion Around Collaboration	Ten Forward: Unwind and Network		
4:30 p.m.			Engage! Discussion Around Collaboration	Ten Forward: Unwind and Network
4:45 p.m.	Engage! Discussion Around Collaboration	Ten Forward: Unwind and Network		
5:00 p.m.			Closing Captain's Log	

- Opening Session
- General Session
- Breakout Session
- Closing