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Travel Demand Modeling

NORTH CAROLINA MODELING GUIDELINES: THE NEXT GENERATION AND BEYOND

Daniel L. Thomas, PE
North Carolina Department of Transportation, Transportation Planning
1554 Mail Service Center, Raleigh NC 27699-1554
919-707-0908
danthomas@ncdot.gov

Leta F. Huntsinger, PhD, PE
Parsons Brinckerhoff Systems Analysis Group
434 Fayetteville Street, Suite 1500, Raleigh NC 27601
919-836-4086
huntsinger@pbworld.com

In 2007 the North Carolina Department of Transportation (NCDOT) collaborated with Parsons Brinckerhoff (PB) to develop a standardized modeling platform for large non-Metropolitan Planning Organizations (MPO) and small MPO regions in North Carolina. The standardized approach is called the North Carolina Small Area Model (NCSAM). It has been successfully applied in North Carolina for the past eight years, and has even been successfully transferred to communities outside of North Carolina by PB. One of the original goals for NCDOT was that the NCSAM platform along with the modeling guidelines and procedures be regularly reviewed to make sure the procedures stay updated and relevant. This presentation will first provide an overview of the original NCSAM. Next, enhancements currently under development will be presented along with the background information on why the enhancement was identified. In addition to current enhancements, planned future enhancements will be covered. Finally, the presentation will touch on the applicability and transferability to other communities outside of North Carolina.