



MOBILITY ANALYTICS PROGRAM UPDATE

TPB's Enhanced Travel Monitoring Program and Subcommittee Update

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TPB Technical Committee
January 09, 2026

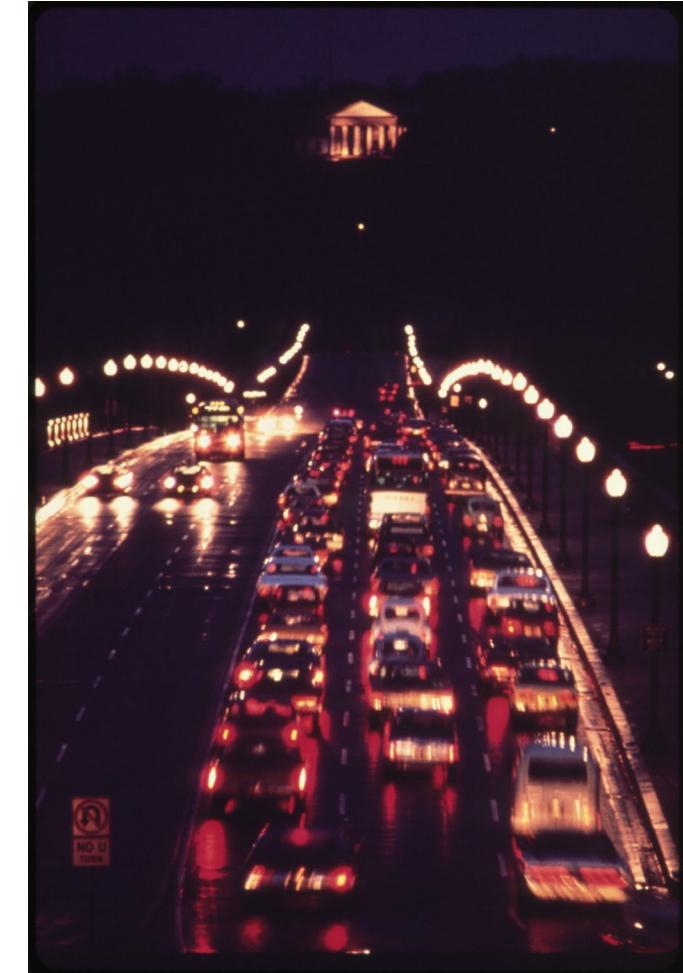


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Agenda Item #6

Status Update for the Mobility Analytics Program (MAP)

- Staff met with MWCOG-internal Subject Matter Experts (SMEs) to collaborate on identifying metrics
- Staff presented to the TPB Tech and subcommittees (RPTS and TFS)
- Round 1.0 identified 70 metrics that comprise six (6) categories
- Data gathering has been accomplished for 40/70 metrics
- Draft data visualization plans have been addressed on 30/70 metrics
- A draft product is currently under development – ArcGIS Experience Builder to incorporate data visualizations
- The advisory Mobility Analytics Subcommittee (MAS) has been established and held its inaugural meeting on December 11, 2025



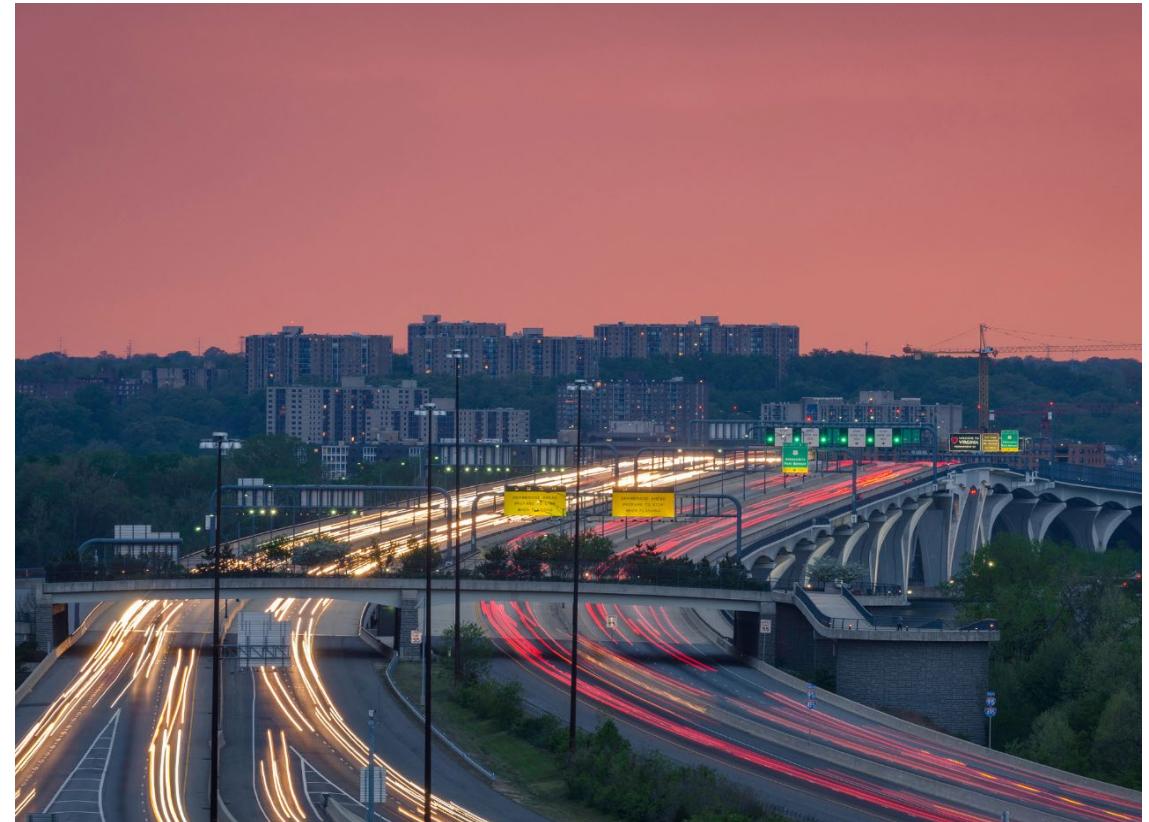
Evening congestion from Washington, DC to Arlington, VA on Memorial Bridge, February 1973 (Yoichi Okamoto/US NARA)



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Categories, and Subcategories, of Metrics (Part 1)

- Safety (pro tempore, 10 metrics)
 - Auto-Oriented (3)
 - Active Transportation (6)
 - Truck-Related (1)
- Asset Management (pro tempore, 3 metrics)
 - Infrastructure Condition (3)



I-495 Woodrow Wilson Bridge seen from Prince George's County, MD (iStock/Michael Donahue Photography)



Categories, and Subcategories, of Metrics (Part 2)

- Congestion Management (pro tempore, 24 metrics)
 - Public Transportation/Transit (10)
 - Congestion Management Process (8)
 - Travel Behavior and Demand (4)
 - Active Transportation and Non-Motorized Travel (2)
- Economic Development (pro tempore, 7 metrics)
 - Regional Airport Economic Impacts (2)
 - Trucking and Freight Economic Impacts (5)



View along I-66 from the overpass for Catharpin Road (VA Route 676) in Gainesville, Prince William County, VA (Famartin/[Wikimedia Creative Commons](#))



Categories, and Subcategories, of Metrics (Part 3)

- Environmental Considerations (pro tempore, 11 metrics)
 - Emissions and Air Quality (10)
 - Clean Transportation and Environmental Resilience (1)
- Cooperative Forecasting (pro tempore, 15 metrics)
 - Jobs and Destinations (7)
 - Land Use and Socioeconomic (8)



A Capital Bikeshare Station in Downtown Washington, DC (Mariordo/Wikimedia Creative Commons)



Mobility Analytics Subcommittee (MAS) Context

- Since 2005 – travel monitoring activities were performed under the Travel Forecasting Subcommittee's (TFS's) guidance
- To help serve TFS' mission, and to help guide the development of the Mobility Analytics Program (MAP), the responsibility that included travel monitoring activities shifted to the newly-established Mobility Analytics Subcommittee (MAS) in late 2025
- This change means that the TFS will focus more predominantly on travel forecasting and travel demand modeling, and the MAS will focus on the mobility trends that form the comprehensive and current snapshot and understanding of travel in the greater Washington region



An Intersection in Tysons, Fairfax County, VA (COG iStock)



High Level Goals of the MAS

- Advise TPB staff on the present and future development of the Mobility Analytics Program (MAP)
- Identify significant challenges and opportunities concerning the MAP and serve as a forum for TPB members and other stakeholders to properly address these challenges and opportunities
- Collaborate on the integration of the MAP and Congestion Management Process (CMP)
- Discuss regional developments relevant to transportation systems operations and probe data usage



Members of the Mobility Analytics Subcommittee at their 2025 Inaugural Meeting (COG)



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Questions?



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