

# MOBILITY ANALYTICS SUBCOMMITTEE

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## Mobility Analytics Program Update

Charlene Howard  
TPB Program Manager – Planning Data Resources

Ian Newman  
TPB Program Manager – Travel Monitoring and Planning Assistance

Mobility Analytics Subcommittee (MAS)  
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# What is the MAP?

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- **Purpose:** Provide both stakeholders of the National Capital Region (NCR) and TPB staff with one location for data, across numerous directly-transportation and indirectly-transportation categories, that help inform a consistent and reliable snapshot of multimodal transportation within the NCR.
- **Scope:** The MAP is TPB's enhanced travel monitoring program designed to provide a high to medium level overview of working to answer the questions of:
  - What is causing the demand for travel?
  - What do the trends appear to be across the multimodal travel within the NCR?
  - What are the externalities of the multimodal travel within the NCR?



# What the MAP has Delivered



Woodrow Wilson Bridge (MarylandGeoffrey/Wikimedia Commons)

- Outlined the MAP product's data categories:
  - Safety; Cooperative Forecasting; Environmental; Congestion Management; Asset Management; Economic Development
- Derived 70 metrics of data across 6 categories
- CMP submittal June 2026 – incorporated the 8 CMP sub-category of Congestion Management's metrics into developed visualizations
- Performance-Based Planning and Programming (PBPP) target development is ongoing through 2026:
  - 2 congestion metrics' target adoption by the TPB in June 2026
  - 2 air quality metrics' target adoption by the TPB expected in July 2026



# What the MAP has Delivered – Part 2



Crosswalk in Capitol Hill, Washington, DC (Ted Eytan/Wikimedia Commons)

- Data visualizations developed include the following types of products:
  - Interactive PowerBI dashboards
  - Interactive geospatial applications (web maps, dashboards, apps)
  - Static tables, charts and graphs representing various metric categories (e.g. Cooperative Forecasting, TDM/commuter related data)
  - Static PBPP metrics standardized across topic areas; future opportunity to present an interactive ‘status report’ of all PBPP-related metrics



# Where the MAP is Going



Pennsylvania Ave Heading East (Emma K Alexandra/Flickr)

- Approach: introduction to categories with high-level, aggregate metric visuals and storytelling; provide additional products and narrative for deeper understanding and discovery
- Data collection has been achieved on most metrics
- Exact product template is still TBD, but will be ArcGIS-based and organized into logical metric categories/themes



# Next Steps



Bike to Work Day Bikes and tents (Commuter Connections/Metropolitan Washington Council of Governments (COG))

- Continue defining MAP product template, including testing compatible viz formats
- Incorporate existing data visualizations into MAP product template
- Continue development of high-level aggregate metrics for each MAP category
- “Focus on the possible, not the perfect”
  - Prioritize development of a first-cut product
  - Postpone incorporation of metrics deemed not ready for ‘prime time’
- Coordinate with TPB/COG staff to incorporate any other federally required and/or PBPP targets into the MAP



# Questions and Discussion



The Frederick Douglass Bridge in Washington, DC on Opening Day in 1950 (District Department of Transportation/Wikimedia Commons)



## Charlene Howard

Program Manager, Planning Data Resources

(202) 962-3384

[charlene@mwkog.org](mailto:charlene@mwkog.org)

## Ian Newman

Program Manager, Travel Monitoring and Planning Assistance

(202) 962-3341

[inewman@mwkog.org](mailto:inewman@mwkog.org)

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002

[mwkog.org/tpb](http://mwkog.org/tpb)



National Capital Region  
**Transportation Planning Board**