CAMBRIDGE SYSTEMATICS

Think Forward

Task 2. Strategic plan for improvement of COG/TPB travel demand forecasting methods

presented to

TPB Travel Forecasting Subcommittee

presented by

Cambridge Systematics, Inc.

Thomas Rossi

November 20, 2026

Developing the Strategic Plan

- Task 2.1 – Gather Input Regarding Travel Demand Forecasting Methods
  - Status: Complete, including surveys of model stakeholders and peer MPOs
- Task 2.2 – Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
  - Work to be presented to TFS in a few minutes
  - Status: Draft report complete, MWCOG comments received, final draft report to be delivered to MWCOG shortly
- Task 2.3 – Strategic Plan Development
  - Outline approved by MWCOG
  - Draft report to be completed over the next month