

TRAVEL DEMAND MODEL EXPANSION AND DATA ANALYTICS

PRE-BID QUESTIONS

- 1. Should we assume that the description “Bluetooth/Wireless” should include all wireless detection technologies including GPS, LBS, and cell tower-based data from mobile devices?**

Yes, any and all wireless detection technologies can be considered for Task 3A. Proposals should briefly justify the selected technology being recommended.

- 2. If a single data purchase is made to cover the full expanded model area including both the Niles Area in Michigan and the MACOG region in Indiana, should this cost be apportioned between Task 3A and 3B on the basis of the population of those areas or on some other basis or can the cost be shown as a single item for Task 3 as a whole?**

A single data purchase is anticipated for the Bluetooth/Wireless origin-destination data, but the costs should be broken down into Task 3A to identify the Michigan portion of the model expansion and Task 3B for Kosciusko and Marshall County. Both tasks rely on separate funding resources.

- 3. Can the model be revalidated once after incorporating updates/expansions in both Michigan and Indiana (and the cost apportioned between Michigan and Indiana in Tasks 4A and 4B) or do two full validation exercises need to be budgeted for in Tasks 4A and 4B?**

A single model validation process is anticipated for the expansion of the model. Costs should be apportioned between Tasks 4A to identify the Michigan portion of the model expansion and Task 4B for Kosciusko and Marshall County. Both tasks rely on separate funding resources.

- 4. Does MACOG intend to use the passive data purchased solely for the purpose of supporting the model update or do they also want to be able to do their own analysis of the data itself apart from the model (e.g., to examine the origins and destinations of vehicles using a particular corridor, etc.)?**

Purchase of the passive Bluetooth/Wireless dataset(s) is intended to support the expansion of the travel demand model. MACOG is also interested in using the data for future corridor studies along US 30 or US 31 for example. Any additional costs of procuring the data for future analysis should be listed as an optional purchase for Task 3B in the proposal.

- 5. How important are medium-duty / single-unit trucks to MACOG? Is the focus of Additional Task 2 Regional Freight Modeling on heavy-duty / multi-unit “freight” trucks or should medium-duty / single-unit trucks also be addressed?**

MACOG desires to have a better understanding of freight flows and travel patterns in and through the region in order to improve freight planning, economic development efforts, and meet increased expectations from FHWA. Further discussion on the importance of medium-duty /

single-unit trucks to completing Additional Task 2 would be necessary once the project was selected for future on-call services.

Proposals should briefly describe the scope of their approach to the issue, including why they would include or limit the presence of medium-duty / single-unit trucks in the freight portion of the model.