



**Project Information Form**

Project Title	<b>Bringing Freight Components into Statewide and Regional Travel Demand Forecasting</b>
University	<b>Georgia Institute of Technology</b>
Principal Investigator	<b>David Jung-Hwi Lee</b>
PI Contact Information	<a href="mailto:david.lee@coa.gatech.edu">david.lee@coa.gatech.edu</a> , 404-385-5120
Funding Source(s) and Amounts Provided (by each agency or organization)	<p><b>Awarded from UTC:                   \$150,000</b></p> <ul style="list-style-type: none"> <li>• <b>GaTech \$128,196</b></li> <li>• <b>UAB \$21,804</b></li> </ul> <p><b>Match:                                       \$150,000</b></p> <ul style="list-style-type: none"> <li>• <b>\$91,406 (GDOT)</b></li> <li>• <b>\$36,790 (CQGRD)</b></li> <li>• <b>\$21,804 (ALDOT)</b></li> </ul>
Total Project Cost	<b>Project Total:                               Finalized \$300,000</b>
Agency ID or Contract Number	<b>Project #: 4906612</b>
Start and End Dates	<b>July/2012 ~ December/2013 (Extended to June/2014)</b>
Brief Description of Research Project	This study will explore the possibility of a tour-based freight demand model at the state/regional level utilizing (1) recently available nationwide GPS-based truck movement data, in conjunction with existing data sources. (2) detailed employment databases that provide NAICS sector breakdowns, and (3) regional transport networks, which can show all possible paths of freight movements. The study will investigate the current state of the practice and construct a transferrable framework for state/regional freight demand models, including two case studies.
Describe Implementation of Research Outcomes (or why not implemented)	Many DOTs and MPOs seek a standardized freight demand model to apply to their state or region. This study is intended to eventually lead to such a freight demand model, laying out long-term guidelines for how to develop a real-world commodity flow-based freight demand model

(Attach Any Photos)	(FDM).
Impacts/Benefits of Implementation (actual, not anticipated)	The results will inform and examine data sharing, modeling, and collaborative planning and integration of MPO freight activity in statewide freight planning. A survey was conducted to find out current MPO and State level freight modeling activities. During this period, a tour-based Atlanta regional truck model has been developed and documented. Transferring the same model structure for Birmingham is under development. The dates for project deliverables have changed and implementation is yet to occur.
Web Links <ul style="list-style-type: none"><li>• Reports</li><li>• Project website</li></ul>	Nothing to report