



SOUTHERN CALIFORNIA  
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## MEETING OF THE

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# MODELING TASK FORCE

***Thursday, January 22, 2026***  
***10:00 a.m. – 12:00 p.m.***

**\*\*ZOOM AND TELECONFERENCE ONLY\*\***

### **VIDEO AND TELECONFERENCE IS AVAILABLE**

For call-in information, please contact Cheryl Leising at (213) 236-1926 or via email at [leising@scag.ca.gov](mailto:leising@scag.ca.gov)

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Ellen (Jisu) Lee at (213) 236-1867 or via email at [leej@scag.ca.gov](mailto:leej@scag.ca.gov). Agendas & Minutes for the Modeling Task Force are also available at: <https://scag.ca.gov/modeling-task-force>

In accordance with the Americans with Disabilities Act (ADA), SCAG provides accommodations for persons who require them to participate in public meetings. SCAG also provides translations of its documents upon request in accordance with Title VI. Both services can be requested with at least 72 hours (three days) notice in advance of the meetings by calling (213) 236-1895.

# **How to Participate**

**For the Modeling Task Force Meetings, the meeting is held via Zoom Conferencing with log in information as follows:**

## **Zoom Meeting**

**Join** from PC, Mac, Linux, iOS or Android:

<https://zoom.us/j/679716911>

### **To Join by Zoom**

1. Click the following link: <https://scag.zoom.us/j/679716911>
2. If Zoom is not already installed on your computer, click “download & run Zoom” on the launch page and press “run” when prompted by your browser. If Zoom has previously been installed on your computer, please allow a few moments for the application to launch automatically.
3. Select “Join Audio via Computer.”
4. The virtual conference room will open. If you receive a message reading, “Please wait for the host to start this meeting,” simply remain in the room until the meeting begins.

## **Teleconference**

**Dial:** 1-669-900-6833

**Meeting ID:** 679 716 911

### **To Join by Phone**

1. Call **(669) 900-6833** to access the conference room. Given the high call volumes recently experienced by Zoom, please continue calling until you connect successfully.
2. Enter the **Meeting ID: 679 716 991**, followed by #.
3. Indicate that you are a participant by pressing # to continue.
4. You will hear audio of the meeting in progress. Remain on the line if the meeting has not yet started.

# **AGENDA**

***“Any item listed on the agenda (action or information) may be acted upon at the discretion of the Committee”.***

## **1.0 CALL TO ORDER AND INTRODUCTIONS**

**Brian Smolke**  
@OCTA  
Chairperson

### **1.1 Modeling Task Force Chairperson**

The Chair of the Modeling Task Force rotates annually between the modeling leads of the County Transportation Commissions and Caltrans. SCAG staff asks the Committee to affirm the appointment of **Brian Smolke** at OCTA, as the new Modeling Task Force Chair for Year 2026. The Modeling Task Force extends its appreciation to **Robert Farley** at LA Metro for his service as Chair over the past year.

## **2.0 INFORMATION ITEMS**

### **2.1 Update on Regional and Subregional Modeling Programs**

**Group Discussion**  
15 minutes

Discussion by MTF members – an opportunity for agencies to share the status of their current modeling projects and upcoming modeling priorities.

### **2.2 Integrating Demographic Microsimulator (DEMOS) into Regional Planning: Insights from SCAG**

**Shivam Sharda**  
**@National Laboratory of the Rockies**  
35 minutes

The Demographic Microsimulator (DEMOS) captures the continuum of life by modeling household- and individual-level life cycle events that shape long-term demographic and travel behaviors. Developed using the Panel Survey of Income Dynamics, DEMOS incorporates statistically robust submodels that simulate key events such as education attainment, marriage, childbirth, family formation, dissolution, and mortality. These behaviorally intuitive trends provide a strong foundation for integrating demographic dynamics into transportation planning scenarios and policy evaluation. This study highlights partnerships with SCAG that have advanced DEMOS deployment capabilities and applications. At SCAG, DEMOS has demonstrated scalability to large MPO datasets, automated integration with synthetic populations, and the ability to address challenges such as data rebalancing at

fine geographic resolutions. This efforts position DEMOS as a flexible and scalable framework for bridging demographic change with transportation forecasting, offering planners a valuable tool for shaping resilient and future-ready regional planning strategies.

### **2.3 From Biases to Opportunities: Leveraging Location-Based-Service (LBS) Data for Smart Mobility Planning**

**Cynthia Chen  
@University of Washington**

40 minutes

Location-Based Service (LBS) data, generated from the mobile devices that now accompany people everywhere, holds immense promise for advancing smart mobility. With its ability to provide continuous, large-scale insights into travel patterns, LBS data can transform how we collect information, develop models, and design policies for more efficient, equitable, and sustainable mobility systems. Yet this potential is constrained by persistent challenges—particularly the lack of transparency among researchers, transportation professionals, and LBS vendors, as well as data quality biases that limit reliability.

This talk will be in three parts. First, I will highlight the opportunities of LBS data to enable smart mobility planning. Second, I will examine key biases and quality issues in LBS data and their impact on critical mobility metrics used for planning. Addressing these challenges requires the whole community's work. In the last section, I will focus on two directions: 1) trip inference from the big LBS data; and 2) data fusion of small survey data and big LBS data.

## **3.0 CHAIR'S REPORT**

## **4.0 STAFF REPORT(S)**

Starting in 2026, the meeting schedule has been updated to occur quarterly on the 4<sup>th</sup> Thursday, instead of every other month on the 4<sup>th</sup> Wednesday.

## **5.0 FUTURE AGENDA ITEMS**

- SCAG ABM Updates
- Post Pandemic Travel Behavior Changes
- Updates on SoCal Transportation Study

## **6.0 ADJOURNMENT**

The next meeting of the Modeling Task Force is scheduled for Thursday, April 23, 2026.