

Rob Schiffer, Innovation

Mr. Schiffer has over 40 years of experience in long-range transportation planning, travel demand forecasting models, and data analysis. He has analyzed travel patterns using household travel surveys, onboard transit surveys, external intercept surveys and big/passive data from a variety of vendors. Through his affiliation with Metro Analytics, Rob is serving as Client Project Manager on a nationwide task order for FHWA titled *Traveler Behavior and Census Transportation Planning Products (CTPP) Technical and Administrative Support*. He has pioneered the use of big/passive data for origin-destination analysis as far back as 2011. Rob is fluent with all third party big data providers' software and has advised clients on the pros and cons of each product. Mr. Schiffer also recently began work as Client Project Manager on another FHWA task order titled *Enhancing Travel Forecasting Practices and Effective Use of Travel Forecasts in Long Range Transportation Planning*.

He has been active in Transportation Research Board (TRB) committee work since 2001. Rob has worked on 8 different NCHRP studies, including service as Principal Investigator on 3 of these, and Co-Author of TRB Transportation Research Circular E-C075. He recently co-authored a successful NCHRP research problem statement on Third Party Origin-Destination Data Validation for Travel Demand Models. He served as Conference Chair, 2011 TRB Transportation Planning Applications Conference; Technical Chair, 2009 TRB Transportation Planning Applications Conference; Technical Chair, 2018 TRB Tools of the Trade Conference; Planning Committee Member for 2016 and 2022 TRB Tools of the Trade Conferences. He was also part of the Planning Committee for the 2022 TRB Statewide Model Peer Exchange. He is currently serving on the research panel for *NCHRP 08-173 Impacts of E-Commerce on Travel and Land Use* and previously served as a panelist at an FHWA/TRB Joint Expert Meeting on *Emerging Trends, Role of Changing Consumer Preference in Mobility*. He also serves as the American Planning Association (APA) Transportation Planning Division (TPD) Florida Chapter Liaison.