

CORE COMPETENCIES

Insight Transportation Consulting Inc. delivers expert forecasting and predictive analytics, management consulting, strategic planning, traffic engineering, transportation planning, advanced data analytics, technical research, and training to provide strategic solutions to public agencies and supporting over \$15 billion in project infrastructure investments.

- **Predictive Analysis, Ridership Forecasting, and Travel Demand Forecasting:** Scenario-based travel demand modeling and ridership forecasting to support long-term transportation planning, optimize service delivery, and align with agency objectives.
- **Strategic Planning & Consulting:** Scenario-based analysis and tailored strategies to optimize operations and align with agency goals.
- **Transportation Planning:** We leverage scenario-based approaches to support long-range transportation planning, optimize service delivery, and align outcomes with agency objectives.
- **Performance Measurement, Modeling, and Data Analytics:** Advanced travel demand models, ridership forecasting tools, Artificial Intelligence (AI), and data visualization to enhance decision-making, improve transit accessibility, and evaluate multimodal performance.
- **Project Management & Development:** Efficient execution of predictive analytics and forecasting methods to align project goals with agency priorities, apply best practices, and deliver actionable insights.
- **Research-To-Development Workflows with Delivery of Training and Workshops:** We gather and leverage stakeholder communication, data trend evaluation, and preparation of detailed user manuals to ensure adoption and utility of technical solutions.

PAST PERFORMANCE

Federal Highway Administration (FHWA) - Travel Forecasting Accuracy Assessment Research

Contract Value: \$250,000 | **Completion:** Ongoing

Insight is supporting FHWA by conducting technical research on forecasting practices, developing tailored toolkits to improve model accuracy, and creating training materials and guidance to help agencies implement continuous validation and monitoring strategies in travel demand forecasting.

Federal Transit Administration (FTA) - Innovative Uses of Simplified Trips-on-Project Software (STOPS)

Contract Value: \$62,000 | **Completion:** Ongoing

Advanced the capabilities of STOPS by reviewing current usage, developing prototypes, and preparing case studies showcasing innovative applications. Insight provided technical assistance, conducted surveys, and created webinars and presentations to support planning agencies.

FTA - Oversight of Capital Investment Grant (CIG) Travel Forecasts

Contract Value: \$15,000 | **Completion:** Ongoing

Updated STOPS for post-pandemic ridership forecasts using new rider surveys and model recalibration. This facilitated smooth transition to the latest STOPS models to reflect agency goals of providing the most recent and accurate STOPS models for federal funding allocation, such as CIG.

Bay Area Rapid Transit (BART) Link21 Megaregion Model Development

Contract Value: \$1,200,000 | **Completion:** Ongoing

Insight supports BART's Link21 Program with advanced travel demand modeling and data analytics, leading model calibration and application efforts while also contributing to project management through quality plans and coordination across planning, engineering, and business case teams. This work includes coding approximately three dozen alternatives, ridership forecasting, and uncertainty testing.

Metra Strategic Capital Planning: Route Restoration Study

Contract Value: \$127,000 | **Completion:** December 2023

Insight led data analytics for Metra's Route Restoration Study, in Chicago, Illinois by analyzing regional origin-destination data, Replica datasets, General Transit Feed Specification (GTFS) schedules, and ticketing app usage to evaluate post-COVID ridership trends, identify market

gaps, and recommend targeted service restorations across Metra's service area.

North Carolina On-Call Traffic Forecast

Contract Value: \$75,000 | **Completion:** Ongoing

Insight developed project-level traffic forecasts for several North Carolina DOT projects providing base and future year forecasts, model reviews, and final reports to support the proposed new roadway and intersection improvements.

DIFFERENTIATORS

- Experience working in 13 states with FHWA and FTA.
- Expertise in travel demand modeling, transit forecasting, traffic analysis, and multi-modal systems integration.
- Expertise in all major travel demand modeling and analysis software used in the US: Cube, TransCAD, EMME, VISUM, STOPS, SYNCHRO, VISSIM, VISTRO, and VISWALK.
- Expertise in GIS analysis (ArcPro and use of programming languages of Python and R).
- Proven ability to align multi-jurisdictional objectives with strategic goals.
- Advanced use of data analytics, AI tools, visualization, and simulation tools to enhance data-driven decision making.

CORPORATE DATA

- **Unique Entity Identifier:** ES37MZ7V6281
- **DUNS Number:** 103570260
- **CAGE Code:** 97YC6
- **NAICS Codes:**
 - 485111 (Mixed Mode Transit Systems),
 - 521618 (Other Management Consulting Services),
 - 541611 (Administrative Management and General Management Consulting Services), and
 - 541614 (Process, Physical Distribution, and Logistics Consulting Services)
- **Certifications:**
 - Minority-Owned Business
 - Disadvantaged Business Enterprise (DBE)
 - Small Disadvantaged Business (SDB)
- **GSA Schedule:** 47QRAA24D0058

CONTACT INFORMATION

Hailey Amundson, Senior Transportation Analyst
✉ hailey.amundson@insighttcinc.com

David Schmitt, AICP, Executive Vice President
✉ david.schmitt@insighttcinc.com

📍 3505 Lake Lynda Drive, Suite 200 Orlando, FL 32817

<https://insighttransportconsulting.com>

