



**momo**  
**2025**  
BY ZEPHYR

MODELING  
MOBILITY  
CONFERENCE

# Agenda

## Welcome to MoMo!

- Marty Milkovits, Peter Bosa, Michelle Bina

## Keynote

- Nancy Daubenberger, MnDOT Commissioner

## What We are Doing Here

- Jeremy Raw

Presented by



ZEPHYR



Hosted by



CENTER FOR  
TRANSPORTATION STUDIES

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UNIVERSITY OF MINNESOTA





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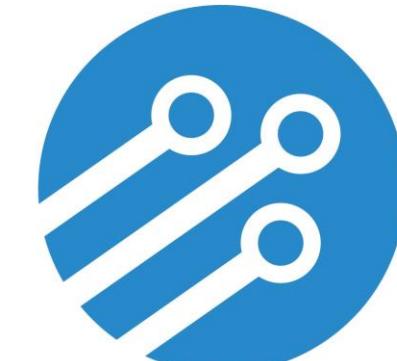
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conveyal

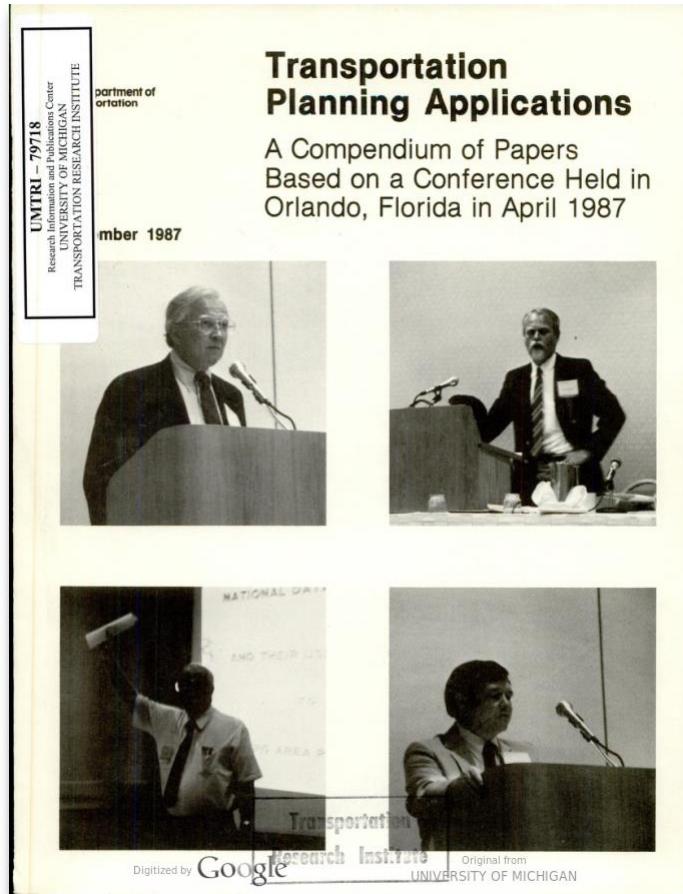




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# National Conference on Transportation Planning Applications – Orlando 1987



- Sponsored by USDOT
- *“To share experiences and highlight new and effective applications of planning techniques...”*
- Main topics of the conference:
  - Multi-resolution modeling (time and location). Right tool for the project.
  - Leveraging computational advancements and cost-effective data collection techniques
  - Best practices in forecasting, tool integration and deployment
  - Data presentation and visualization
- *“...it was agreed that additional conferences should be held...on a **two-year** cycle”*
- Conf. Committee became TRB Task Force in Oct. 1987, TRB Standing Committee in 1991 - 2020
- **Transportation Planning Applications Conference** was centerpiece of committee’s work



# 34 years of TRB Transportation Planning Applications Conference (AppCon)

1. 1987: Orlando, Florida
2. 1989: Orlando, Florida
3. 1991: Dallas, Texas
4. 1993: Daytona Beach, Florida
5. 1995: Seattle, Washington
6. 1997: Dearborn, Michigan
7. 1999: Boston, Massachusetts
8. 2001: Corpus Christi, Texas
9. 2003: Baton Rouge, Louisiana
10. 2005: Portland, Oregon
11. 2007: Daytona Beach, Florida
12. 2009: Houston, Texas
13. 2011: Reno, Nevada
14. 2013: Columbus, Ohio
15. 2015: Atlantic City, New Jersey
16. 2017: Raleigh, North Carolina
17. 2019: Portland, Oregon
18. 2021: Virtual Conference
19. 2023\*: Indianapolis, Indiana

\*Innovations in Travel Analysis and Planning (ITAP)



2024: TRB announced they would no longer commit to sponsoring repeating future conferences, including AppCon

# Search for a new sponsor

- Sponsor needed to cover initial expenses, sign contracts
- Commit to regular conferences, at minimum bi-annually
- Keep organizing committee all-volunteer
  - Keep registration prices low
  - Self-sustaining business model
  - Draw from community of practitioners and researchers
  - Trust the conference organizers to pull together an event with minimal interference

LET US COOK

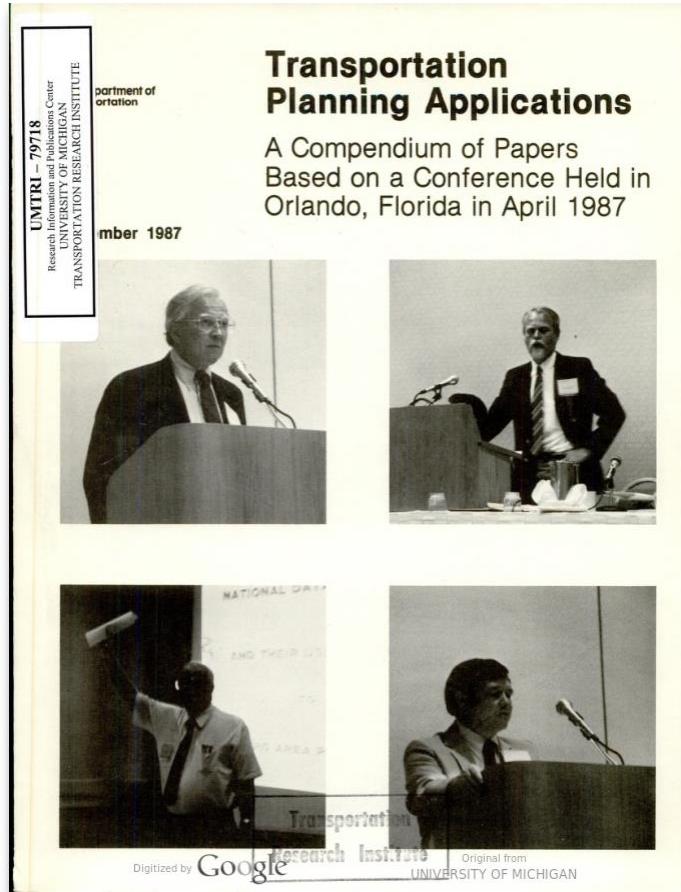


# MoMo and Zephyr shared goals



- Community
- Education
- Advancing Standards and Best Practices

# Continuing the tradition



September 14-17 • Minneapolis

**momo**  
2025 **CONNECT**  
BY ZEPHYR

MODELING MOBILITY CONFERENCE





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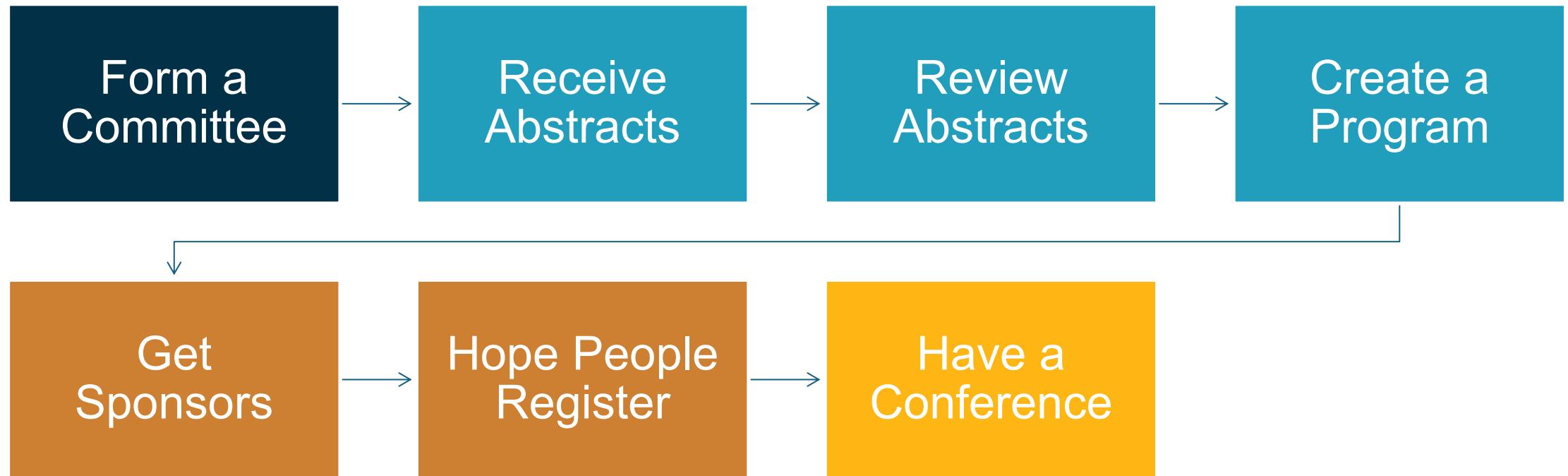




By the  
Numbers



# Process



# Form a Committee

- **Chairs:** Michelle Bina, Marty Milkovits
- **Logistics:** Peter Bosa, Joe Castiglione
- **Program Planning**
  - Track Leads: Kevin Hall, Leta Huntsinger, Krishnan Viswanathan
  - Workshop Coordinator: Bill Hereth
  - AICP Coordinator: Raj Roy
  - Abstract and Moderator Coordinators: Suzanne Childress, Brian Lee
- **Additional Support**
  - Alex Bettinardi
  - Elizabeth Sall

- **Sponsor / Host Liaisons**

- Zephyr: Sijia Wang
- UMN CTS: James DeSota, Sam Hahn-Douville
- Local Hosts: Jonathan Ehrlich, Alireza Khani
- Exhibitor / Sponsor Coordinator: Zeina Wafa

- **Communications and Visuals**

- Engagement: Like Liu
- Graphic Design and Branding: Bobby Wertman
- Website / Conference App: Andrew Rohne, Billy Charlton

# Receive Abstracts

153



# Review Abstracts

468

Reviews

19

Reviewers

# Create a Program

7



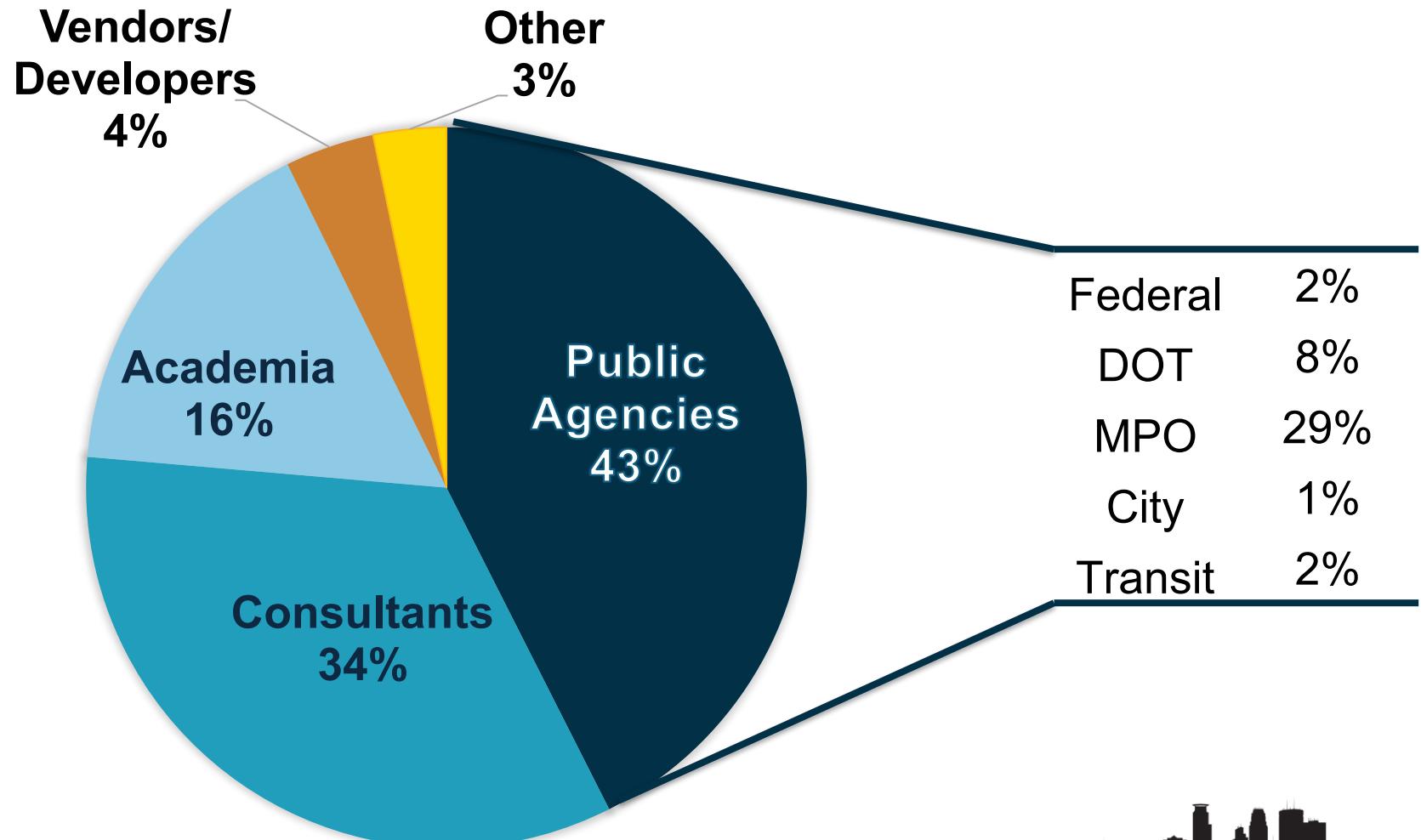
# Get Sponsors / Exhibitors

10



# Hope People Register

300+



# Hope People Register

132

Metro Area	Count
Minneapolis/St. Paul, MN	11%
Washington, DC	9%
Boston, MA	4%
Austin, TX	4%
Dallas, TX	4%
SF Bay Area, CA	4%
Chicago, IL	3%
Portland, OR	3%
Phoenix, AZ	3%
Lexington, KY	3%

# Have a Conference

1





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minneapolis, mn  
September 14-17, 2025



# MoMost Award

for FIRST SUBMISSION

is presented to

# Darren Conly



*Planning Committee*

Judge

September 15, 2025

Date issued

minneapolis, mn  
September 14-17, 2025



# MoMost Award

for FIRST TO REGISTER

is presented to

# Mat Dolata



*Planning Committee*

Judge

September 15, 2025

Date issued

minneapolis, mn  
September 14-17, 2025



# MoMost Award

for FIRST TO SPONSOR

is presented to

# Cambridge Systematics



*Planning Committee*

Judge

September 15, 2025

Date issued

minneapolis, mn  
September 14-17, 2025



MoMost Award  
for TRAVELED THE FARTHEST  
is presented to

Billy Charlton



*Planning Committee*

Judge

September 15, 2025

Date issued



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**momo2025**  
BY ZEPHYR

## **convenor**

Who made a session or discussion thoughtful, engaging and connected?

## **thought provoking**

What visual, idea, comment or takeaway made you stop and think?

## **useful**

What tip, tool, or knowledge will you actually use in your work?

## **new voice**

Whose new or unexpected point of view made a difference?

## **memorable**

What moment made you smile, laugh, or feel especially connected?





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# Keynote Speech

**MN Commissioner of Transportation**

Nancy Daubенberger





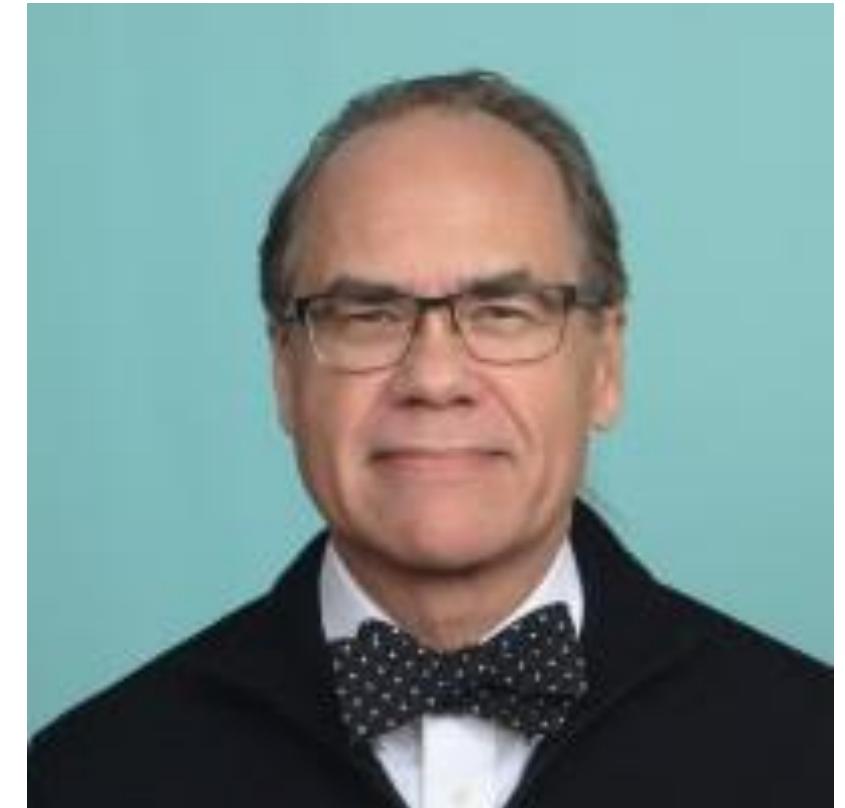
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# What We Are Doing Here

**FHWA Community Planner (retired)**

Jeremy Raw





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# Upcoming Events: Monday

**Evening Reception (5:30pm-6:30pm in Memorial Hall)**

**Honoring the Contributions of Rolf Moeckel and Hani Mahmassani**

