



momo
2025
BY ZEPHYR

**MODELING
MOBILITY
CONFERENCE**

Sponsors

GOLD



SILVER



BRONZE



Agenda

Why This Matters

- Jeremy Raw

Group Discussion: Building MoMo Momentum

- Bill Hereth, Sijia Wang, Xinbo Mi

MoMost Awards!



Why This Matters

FHWA Community Planner (retired)

Jeremy Raw



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Building MoMo Momentum



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convener

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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new voice

Whose new or unexpected point of view made a difference?



minneapolis, mn
september 14-17, 2025



MoMost Award

for New Voice

is presented to

First Time Presenters



Planning Committee

Judge

September 17, 2025

Date issued



convener

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

Listen
+
Engage

E. Sall
All support in planning

Brian Lee
(+ Suzanne)
SURVEY STANDARDS

B. Blanc
STOPS I/O
tools sharing

CALIBRATION
Workshop
- 1st Momo session to
exceed room capacity

Flava + Party with
The Bean Game
during the Decision Making
under Deep Uncertainty.
Phenomenal moderators who kept the
audience engaged 100% of the time

minneapolis, mn
september 14-17, 2025



MoMost Award

for Convener

is presented to

Moderators



Planning Committee

Judge

September 17, 2025

Date issued

minneapolis, mn
september 14-17, 2025



MoMost Award

for Convener

is presented to

Jonathan E. & the
dine-around hosts



Planning Committee

Judge

September 17, 2025

Date issued



thought provoking

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

Induced
Demand
Debate

Peter V
preso on computability
of methodological
advances with
promising
important properties

Jeff Pierson
DRA Skeptic
Thought provoking
Conversation starting

Induced Demand
Session
- That some states
think VMT is "bad"
& should be reduced.
(Instead of actual AQ
emissions.)

Future of
Forecasting
Panel

Has anyone
simulated pets in
their model?
- ABM Inner Workings
Mark Bradley



minneapolis, mn
september 14-17, 2025



MoMost Award

for Thought Provoking

is presented to

Induced Demand: Session & Debate



Planning Committee

Judge

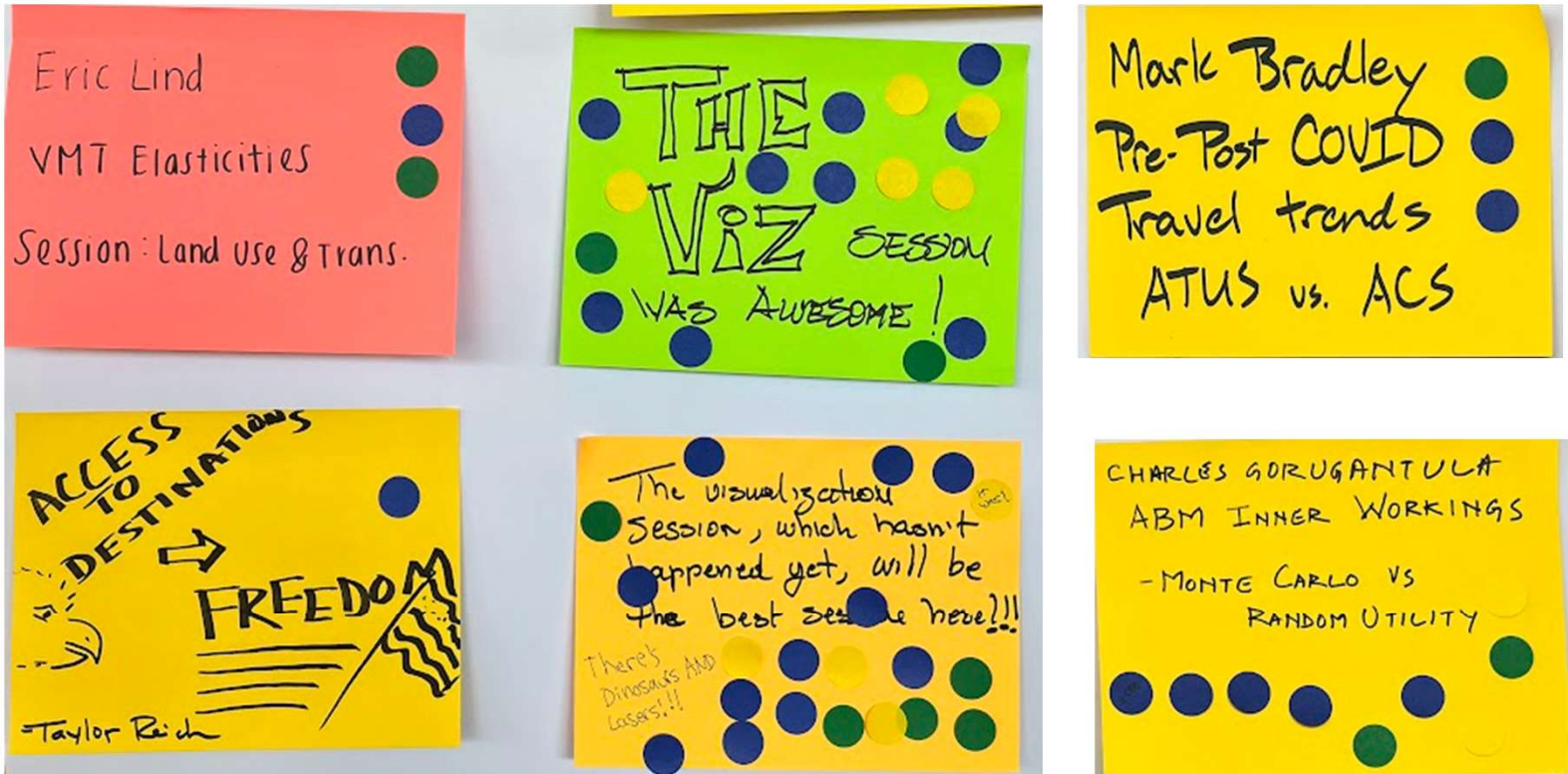
September 17, 2025

Date issued



useful

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



minneapolis, mn
september 14-17, 2025



MoMost Award

for Useful

is presented to

Visualization Workshop



Planning Committee

Judge

September 17, 2025

Date issued



memorable

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



minneapolis, mn
september 14-17, 2025



MoMost Award

for Memorable

is presented to

Minnesota



Planning Committee

Judge

September 17, 2025

Date issued

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One More Session!

Statewide Modeling Coordination Group

- Johnson Great Room 1:00-2:00PM



Thank you!
stay tuned for the after-
conference survey &

