

Workshop Summaries

Understanding travel behaviour

Needs:

- Introducing attitudinal data alongside behavioural data in longitudinal data collection
- Quantitative predictions
- Qualitative insight
- Understanding organisational behaviour, not only individual behaviour
- How travel behaviour can be changed by interventions (government and private sector)

Barriers:

- Limited availability of resources for in-depth surveys (cost, human resources, time)
- Difficulty in measuring attitudes, values, and perceptions
- Reliability of measurements
- Confounding factors - dynamics of transport system, non-transport issues and policies

Opportunities:

- Greater use of existing data and knowledge bases (how much is there?)
- Attitudinal studies of small groups in depth
- Large-scale studies (to provide typologies)

Modelling travel behaviour

Needs:

- Richer information on processes of change
- Analysis methods for policy interventions (soft measures) where there are gaps in methods currently
- Identify principal mechanisms of behavioural change that matter (e.g. car ownership, trip timing, etc.)

Barriers:

- More proof required that dynamic modelling can provide better forecasts
- Decision makers not interested in additional output information (which is possible from dynamic modelling)
- Appraisal system not designed to take advantage of dynamic modelling outputs

Opportunities:

- Improved estimation (statistical) tools now available for developing dynamic models
- Emphasize capability of analyzing the impact of sequencing of interventions
- Provide modified parameters for static models (e.g. long-term elasticities)
- Assist argument for certain policy interventions (e.g. soft measures)
- Study dynamic interaction between users, service providers and policy makers

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