

**TRANSPORT SURVEY METHODS:
KEEPING UP WITH A CHANGING WORLD**

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TRANSPORT SURVEY METHODS: KEEPING UP WITH A CHANGING WORLD

EDITED BY

PATRICK BONNEL

ENTPE-LET, Lyon, France

MARTIN LEE-GOSSELIN

Université Laval, Québec, Canada

JOHANNA ZMUD

NuStats, USA

JEAN-LOUP MADRE

INRETS, Paris, France



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INVESTOR IN PEOPLE

List of Contributors

<i>Elizabeth S. Ampt</i>	Sinclair Knight Merz, Adelaide, Australia
<i>Carlos H. Arce</i>	Mygistics-NuStats, Austin, TX, USA
<i>Jimmy Armoogum</i>	French National Institute of Research on Transport and Safety (INRETS-DEST), Noisy, France
<i>Kay W. Axhausen</i>	Swiss Federal Institute of Technology Zurich — Institut for Transport Planning and Systems (ETHZ-IVT), Zurich, Switzerland
<i>Earl J. Baker</i>	Florida State University, Tallahassee, FL, USA
<i>Caroline Bayart</i>	LET-ENTPE-CNRS-Université Lyon 2, Lyon, France
<i>Roger Behrens</i>	University of Cape Town, Cape Town, South Africa
<i>Patrick Bonnel</i>	LET-ENTPE-CNRS-Université Lyon 2, Lyon, France
<i>Peter Bonsall</i>	Institute for Transport Studies, University of Leeds, Leeds, UK
<i>Mark Bradley</i>	Bradley Research and Consulting, Santa Barbara, CA, USA
<i>Stacey Bricka</i>	NuStats, Austin, TX, USA
<i>Werner Brög</i>	Socialdata, Munich, Germany
<i>Michael Browne</i>	University of Westminster, London, UK
<i>Linda Cherrington</i>	Texas Transportation Institute, The Texas A&M University System, Houston, TX, USA
<i>Kelly J. Clifton</i>	University of Maryland, College Park, MD, USA
<i>Heather Contrino</i>	Federal Highway Administration, USA
<i>Eric Cornelis</i>	FUNDP, University of Namur, Belgium
<i>Matthieu de Lapparant</i>	INRETS, Noisy-le-Grand Cedex, Paris, France

x List of Contributors

<i>Sean T. Doherty</i>	Department of Geography & Environmental Studies, Wilfrid Laurier University, Waterloo, Ontario, Canada
<i>Mark Freedman</i>	Westat, Rockville, MD, USA
<i>Regine Gerike</i>	University of Technology, Munich, Germany
<i>Jane Gould</i>	University of California, Los Angeles, CA, USA
<i>E. Hato</i>	Behavior in Networks Studies Unit, University of Tokyo, Tokyo, Japan
<i>Peter Jones</i>	University College London, London, UK
<i>Dominika Kalinowska</i>	German Institute for Economic Research, DIW Berlin, Germany
<i>Ian Ker</i>	CATALYST, WA, Australia
<i>Kara Kockelman</i>	University of Texas at Austin, TX, USA
<i>Stephan Krygsman</i>	University of Stellenbosch, South Africa
<i>Catherine T. Lawson</i>	University at Albany, State University of New York, Albany, NY, USA
<i>Martin Lee-Gosselin</i>	Université Laval, ESAD-CRAD, Québec, Canada
<i>Jacques Leonardi</i>	University of Westminster, London, UK
<i>Bob Leore</i>	Department of Transport, Ottawa, Canada
<i>Jean-Loup Madre</i>	INRETS, Paris, France
<i>Michael Manore</i>	Vispective Management Consulting, USA
<i>Nancy McGuckin</i>	Travel Behavior Associates, South Pasadena, CA, USA
<i>Alan McKinnon</i>	Heriot-Watt University, Edinburgh, UK
<i>Arnim Meyburg</i>	Cornell University, Ithaca, NY, USA
<i>Catherine Morency</i>	Ecole Polytechnique de Montréal, MADITUC-CIRRELT, Canada
<i>Elaine Murakami</i>	Federal Highway Administration, Seattle, WA, USA
<i>Sharon O'Connor</i>	Resource Systems Group, White River Junction, VT, USA
<i>Juan de Dios Ortúzar</i>	Department of Transport Engineering and Logistics, Pontificia Universidad Católica de Chile, Santiago, Chile

<i>Peter Ottmann</i>	Institute for Transport Studies, Karlsruhe, Germany
<i>Danièle Patier</i>	LET, Université de Lyon, France
<i>Alan Pisarski</i>	Consultant, Falls Church, VA, USA
<i>John W. Polak</i>	Centre for Transport Studies, Imperial College London, UK
<i>Martine Quaglia</i>	INED-SFS, Paris, France
<i>Tim Raimond</i>	Transport Data Centre, NSW Transport and Infrastructure, Australia
<i>Benoît Riandey</i>	INED-SFS, Paris, France
<i>Anthony J. Richardson</i>	The Urban Transport Institute (TUTI), Victoria, Australia
<i>Matthew Roorda</i>	University of Toronto, Toronto, Canada
<i>Jean-Louis Routhier</i>	LET, Université de Lyon, France
<i>Gerd Sammer</i>	Institute for Transport Studies, University of Natural Resources and Applied Life Sciences, Vienna, Austria
<i>Giorgia Servente</i>	DITIC, Politecnico di Torino, Torino, Italy
<i>Peter R. Stopher</i>	The Institute of Transport and Logistics Studies, The University of Sydney, Australia
<i>Orlando Strambi</i>	Escola Politécnica da Universidade de São Paulo, Brazil
<i>Christophe Terrier</i>	INSEE, France
<i>H. J. P. Timmermans</i>	Urban Planning Group, Eindhoven University of Technology, The Netherlands
<i>Martin Trépanier</i>	Ecole Polytechnique, University of Montreal, Canada
<i>Klaas van Zyl</i>	SSI Engineers and Environmental Consultants, South Africa
<i>Chester Wilmot</i>	Louisiana State University, Baton Rouge, LA, USA
<i>Jean Wolf</i>	GeoStats, Atlanta, GA, USA
<i>Johanna Zmud</i>	NuStats, USA
<i>Dirk Zunkeller</i>	Institute for Transport Studies, Karlsruhe, Germany

Preface

About every three years the international transport survey community gets together to discuss innovation and quality in transport survey methods and document those discussions in a publication. As this has been happening since 1979, one has to ask: Do we really need another book on survey methods in transport? The answer is “Yes, If...” with the “If” involving whether there have been recent changes that make the capture of transportation data through surveys materially different than they were years ago when other books on the topic were published. One obvious example of a recent change is the need for new data, models, and other analytical tools to support greenhouse gas (GHG) reduction and energy efficiency policies in nations around the globe. Another example is the proliferation of new and affordable information technologies that survey designers can employ to collect and process data, helping them confront increasing barriers to participation in surveys, barriers that in some cases arise from the same technologies, such as developments in telephony. This book focuses on such changes, and on the opportunities and challenges they represent, both for improved survey methods and for the comparability of the data that they provide to different agencies and countries.

As statistical surveys attempt to address GHG issues, and other important transportation policy and planning challenges, they exhibit evidence of success, yet at the same time they frequently come under threat. The evidence of success is that surveys are ubiquitous in the transport world. Almost all countries in the world use them to measure passenger travel, freight movements, or public transit ridership. Leaders in government use survey results to guide policy, and the call from their advisors for more data to address greater challenges is increasing. However, funding for data collection is too often an easy target in difficult economic times, such as the present, and surveys must be credible, transparent, and of assured quality. The papers in this book are thus relevant to government, transport industry practitioners, academic scientists, and commercial researchers.

The book provides a review of the current state of transport survey methods for capturing data in several key areas: freight, personal travel, tourism, evacuations and related travel, and the environmental footprint of transport, among others. It captures the essence of discussions at the 8th International Conference on Survey Methods in Transport that took place in Annecy, France, in 2008. Conference participants from over 25 countries included leading survey researchers and transport

professionals representing industry and government policy makers, as well as academic scholars and researchers.

The Annecy Conference succeeded in its main objectives: sharing up-to-date information and experiences on transport survey methods; fostering discussion of mutual problems and issues that affect survey design, data processing, and reporting; proposing and suggesting new initiatives and future approaches for the measurement of critical transportation system indicators; and feeding the results of these discussions into a permanent record in the form of this peer-reviewed book. The book is not a proceedings volume, but a peer-reviewed selection of about one-third of the papers that were presented, as well as a synthesis of 16 workshops.

An editorial committee guided the work that led to this book. It consisted of the four co-editors: Patrick Bonnel, Martin Lee-Gosselin, Jean-Loup Madre, and Johanna Zmud, who also served as co-chairs of the Conference. These four, together with the help of Jimmy Armoogum, divided up the editorial oversight. They built on the considerable efforts of the many people and organizations, recognized in the Acknowledgements that follow. We are indebted to all those who donated their time and energy to review, critique, and add to our body of knowledge about transport survey methods, in order to continuously improve the quality of transport surveys and enhance the value and utility of the data that such surveys provide for transport policy and decision-making.

Finally we, the co-chairs of the ISCTSC, thank all the Annecy authors for their diligence and hard work. We are confident that their continued diligence will lead to new insights for, and new approaches in, transport survey methods.

Martin Lee-Gosselin
Johanna Zmud
ISCTSC Co-Chairs

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Tom Adler	Resource Systems Group, Inc.	U.S.A.
Carlos Arce	NuStats, Inc.	U.S.A.
Chandra Bhat ²	University of Texas	U.S.A.
Werner Brög	Socialdata, GmbH	Germany
Patrick Bonnel	ENTPE	France
Kelly Clifton ²	University of Maryland	U.S.A.
Peter Jones	University College, London	United Kingdom
Ryuichi Kitamura ¹	Kyoto University	Japan
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Catherine Morency ²	Polytechnique de Montréal	Canada
Elaine Murakami ¹	FHWA	U.S.A.
Juan de Dios Ortuzar	Pontificia Universidad Católica	Chile
Alan Pisarski	Consultant	U.S.A.
Tony Richardson	The Urban Transport Institute	Australia
Gerd Sammer	Universität für Bodenkultur	Austria
Cheryl Stecher ¹	IBM	U.S.A.
Orlando Strambi	Universidade de São Paulo	Brazil
Peter Stopher	University of Sydney	Australia
Harry Timmermans	Technical University of Eindhoven	Netherlands
Klaas van Zyl ¹	Stewart Scott, Inc.	South Africa
Chester Wilmot	Louisiana State University	U.S.A.
Johanna Zmud (Co-Chair)	NuStats, Inc.	U.S.A.
Dirk Zumkeller	Universität Karlsruhe	Germany

¹Member until October 2008.

²Member from October 2008.

It was with great sadness that we learnt, in February 2009, of the death of Ryuichi Kitamura. Ryuichi was a source of endless energy and inspiration among the international community of those concerned with data on travel, communication and activities. He saw well beyond transport networks, caring deeply about the data needed to help communities become more responsive to human values. He was one of a kind and we miss him very much.

The success of the Annecy Conference was owed to nearly two years of painstaking preparations by the Local Organising Committee (LOC) in France, co-chaired by Patrick Bonnel and Jean-Loup Madre, both of whom have also been longstanding members of the International Steering Committee (ISCTSC), and who took a very active role in the scientific programme as well. The LOC comprised:

Patrick Bonnel, Laboratoire d'Economie des Transports (LET-ENTPE) (Co-Chair)

Jean-Loup Madre, Institut National de la Recherche sur les Transports et leur Sécurité (INRETS) (Co-Chair)

Jimmy Armoogum, Institut National de la Recherche sur les Transports et leur Sécurité (INRETS)

Gerard Brun, Ministère français de l'Ecologie, de l'Energie du développement durable et de la Mer, direction de la recherche et de l'animation scientifique et technique (DRAST)

Marc Christine, Institut National de la Statistique et des Etudes Economiques (INSEE)

Mary Crass, International Transport Forum (ECMT/OECD)

Marie-Odile Gascon, Centre d'Etudes sur les Réseaux, les Transports, l'Urbanisme et les constructions (CERTU)

Emmanuel Raoul, Ministère français de l'Ecologie, de l'Energie du développement durable et de la Mer

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- Institut National de la Recherche sur les Transports et leur Sécurité (INRETS), France
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