Welcome Back!

SES 5394: Travel Behavior and Forecasting (Day 2)

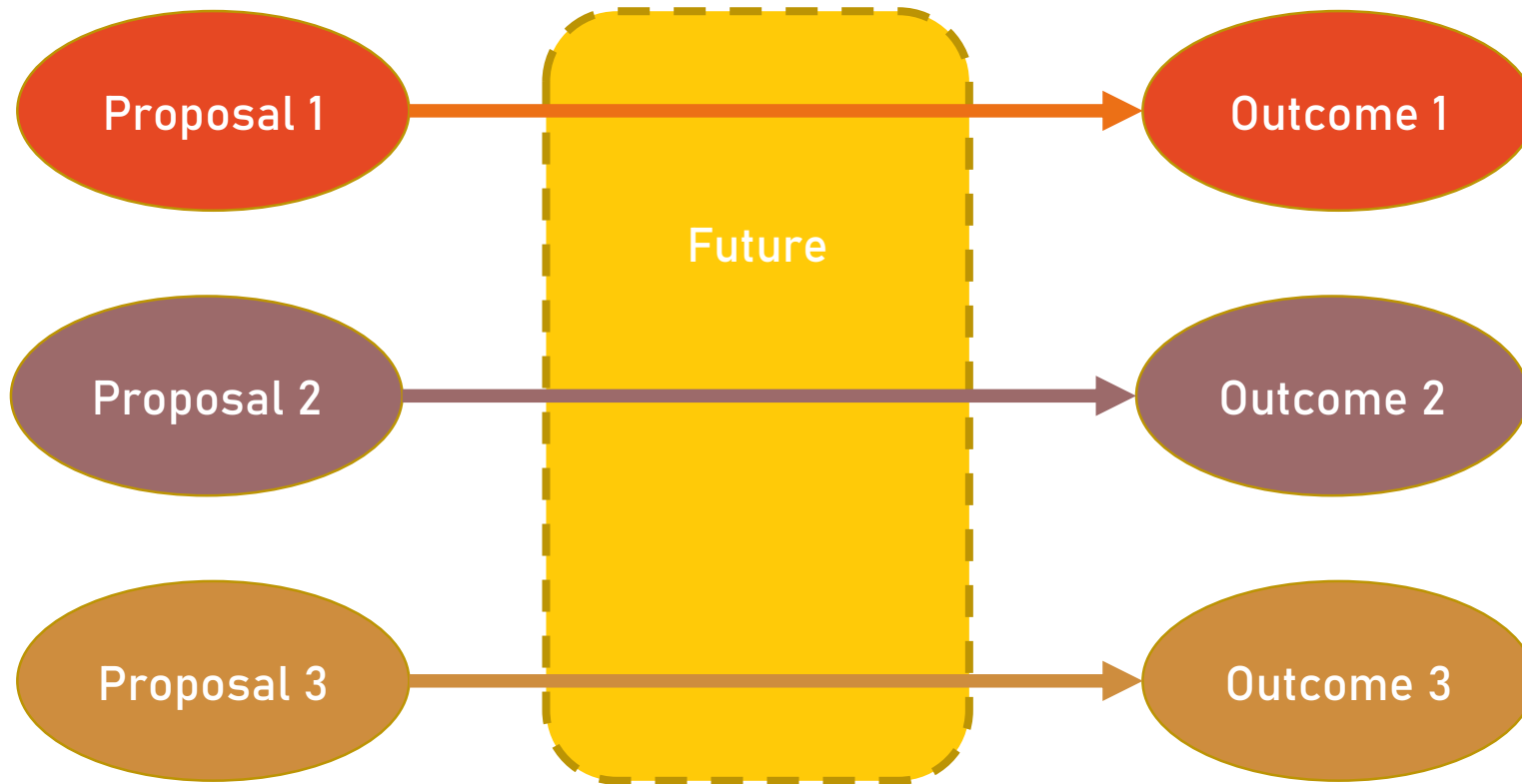# Reactions/Comments/Questions on Reading

What is planning?

(poll)

What role does forecasting play in…

- Predicting the future?
- Preparing for the future?
- Designing the future?
- Creating the future?
- Identifying existing problems?
- Identifying solutions to existing problems?
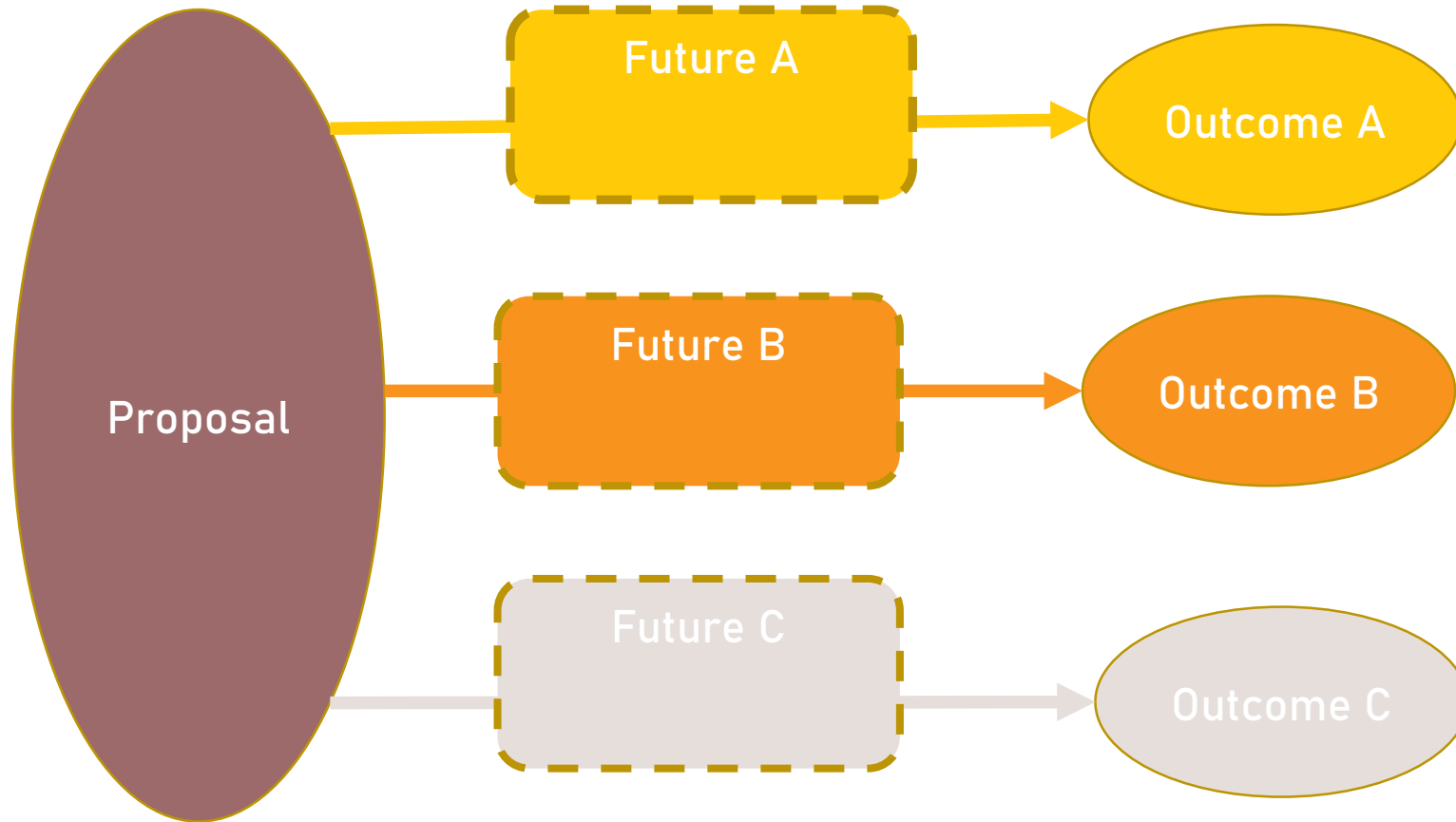- Solving existing problems?

Scenarios vs Alternatives

- Alternatives: Things the decision-maker can control
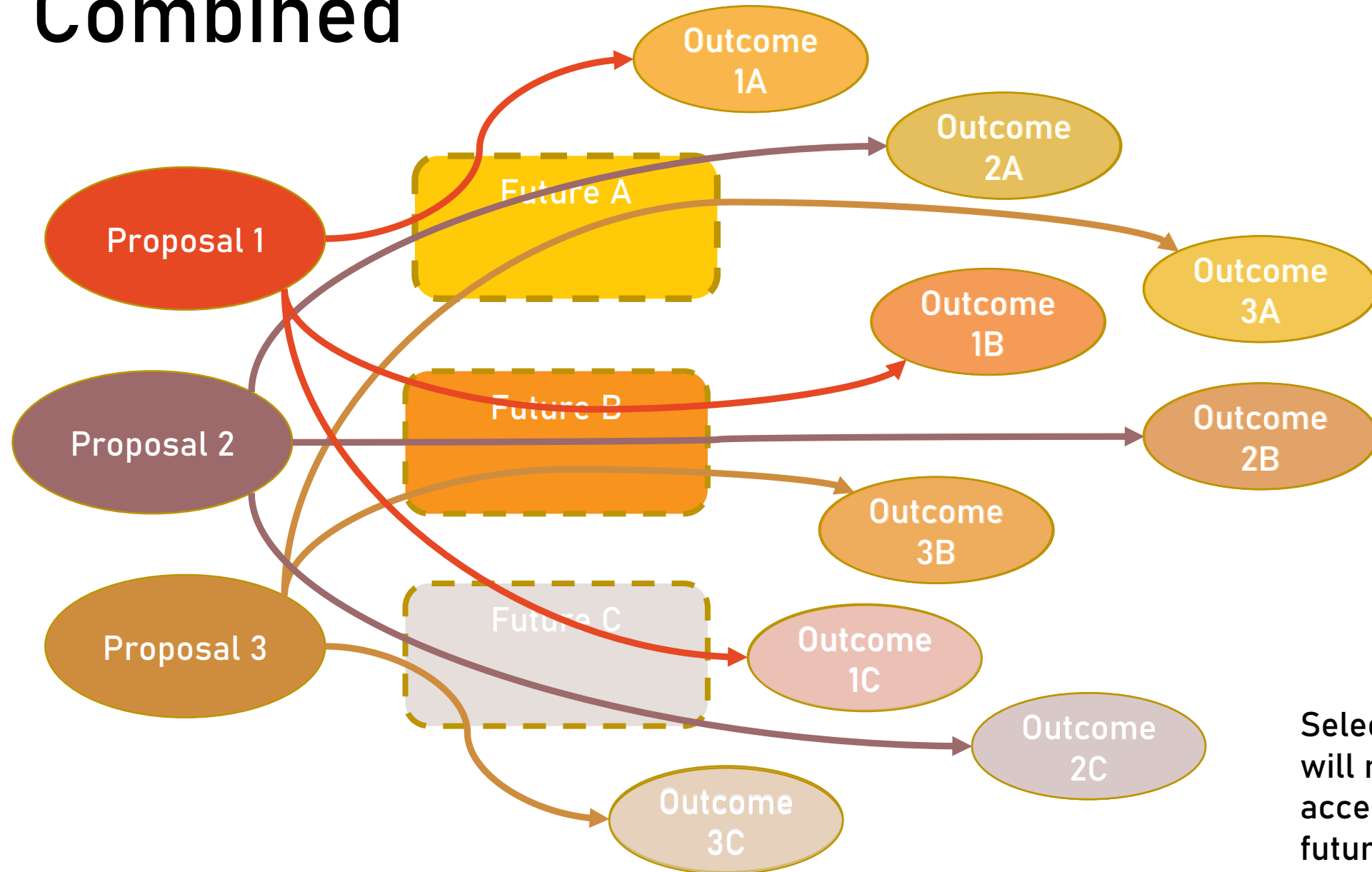- Scenarios: Things the decision-maker cannot control

Alternative analysis

Proposal 1 → Future → Outcome 1

Proposal 2 → Outcome 2

Proposal 3 → Outcome 3

Choose the proposal that will offer the best outcome in the most likely future.

Scenario planning

Proposal

Future A → Outcome A

Future B → Outcome B

Future C → Outcome C

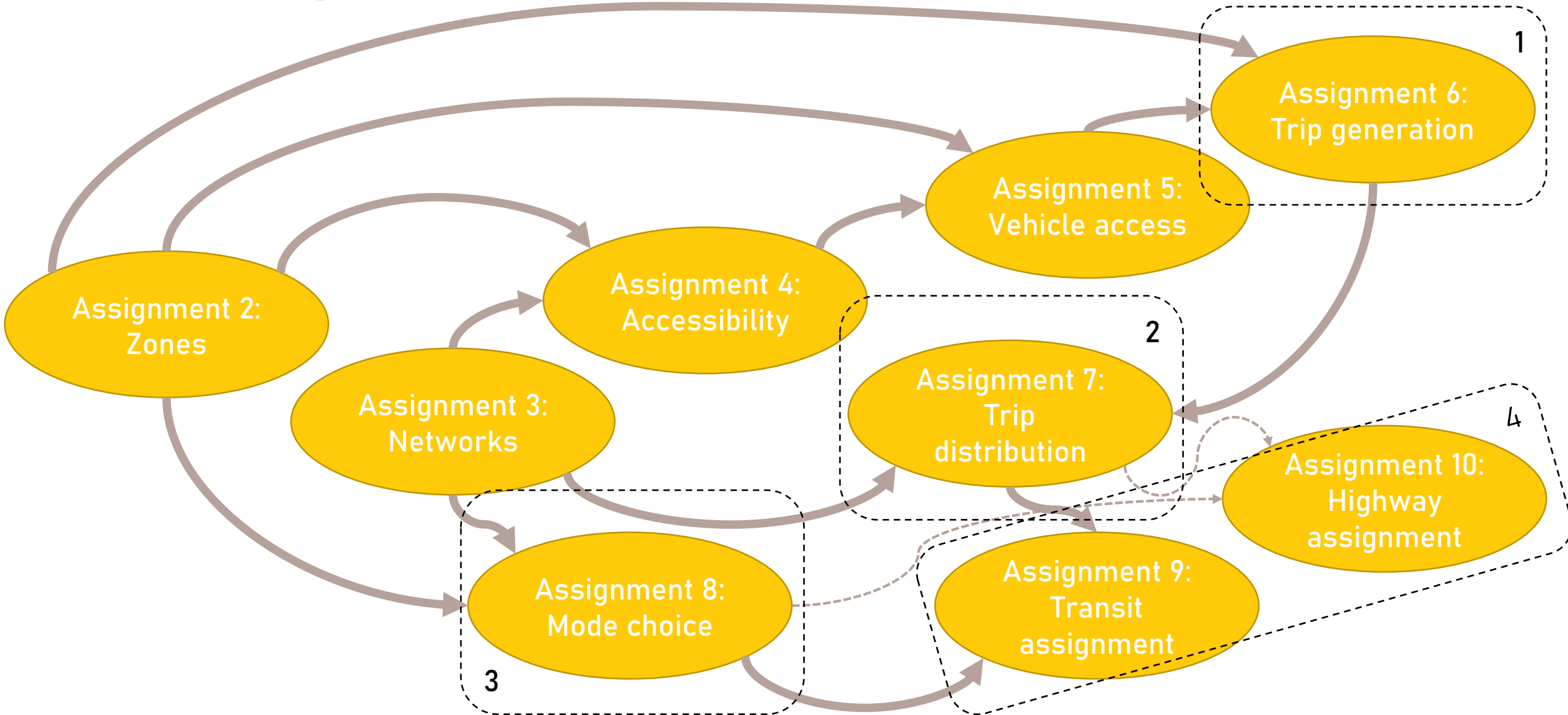Prepare for the range of futures that will result from your proposal.

Combined

Select the proposal that will result in the most acceptable range of futures

Transportation planning paradigms

- Predict and provide ~ Self-fulfilling forecasts?
- Predict and prevent ~ Self-defeating forecasts
- Predict and invest ~ Accountable forecasts
- Offer accessibility and choices ~ Unnecessary forecasts

"4-step" travel demand model

Assignment 6: Trip generation

Assignment 5: Vehicle access

Assignment 2: Zones

Assignment 4: Accessibility

Assignment 3: Networks

Assignment 7: Trip distribution

Assignment 10: Highway assignment

Assignment 8: Mode choice

Assignment 9: Transit assignment

1

2

3

4

Things you (could) learn while building your model…

- What kinds of things have an important effect on household trip making (activity participation)?

- How much does transit service need to improve, relative to car travel before you can reasonably expect car owners to ride transit?

- When might a person not choose the closest grocery store / school / job / park / theater?

- What parts of a transit journey (waiting, riding, etc) do transit passengers find most onerous?