

**TOMNET University Transportation Center
Presents a Workshop on**

Activity-Travel Behavior Modeling

March 9-13, 2020

Start Time: March 9, 2020 at 9:00 AM
End Time: March 13, 2020 at 4:00 PM
Location: Arizona State University, Tempe Campus: WGHL L1-04
([Wrigley Hall](#), Room L1-04)
Instructor: Professor Ram M. Pendyala, pendyala@asu.edu
Reference book: Washington, S., M.G. Karlaftis, F.L. Mannering, and P. Anastasopoulos (2020) [*Statistical and Econometric Methods for Transportation Data Analysis*](#). CRC Press, 3rd Edition.
Note: *All workshop participants will receive a free copy of this book.*

[Click Here for Details and to Register](#)

About the Workshop

This workshop serves as a graduate-level course that provides in-depth coverage of activity-travel behavior analysis methods with an emphasis on the specification, estimation, and application of activity-travel behavior models for policy-making. The course covers a variety of statistical and econometric methods that are used in research and practice for modeling, understanding, explaining, and forecasting activity-travel demand. Students will be taught how to deploy statistical and econometric choice models in a microsimulation environment. The course covers emerging techniques for simulating traveler choices and forecasting travel demand under a wide variety of socio-economic, demographic, built environment, modal, and network scenarios. Attendees will undertake hands-on exercises in the estimation of activity-travel behavior models, population synthesis, model application in a forecasting mode, and interpretation and use of the model outputs for transportation planning and policy analyses. Topics covered in the course include linear and count regression models, multinomial and nested logit models, ordered probit models, multiple discrete-continuous extreme value models, population synthesis, and model application in a microsimulation environment. Attendees will hear from specially invited guest speakers and work with open source activity modeling tools.

About the Instructor

The primary instructor is Professor Ram M. Pendyala, who serves as the Director of the USDOT-funded TOMNET Tier 1 University Transportation Center and as Director of the School of Sustainable Engineering and the Built Environment at Arizona State University. Dr. Pendyala has nearly 30 years of experience teaching and conducting research in multimodal transportation systems planning, activity-travel behavior analysis, and statistical and econometric modeling of travel demand. Dr. Pendyala has published over 200 articles in journals and edited book volumes, and serves on the editorial boards of a number of prestigious journals. Dr. Pendyala has served as the Chair of the Transportation Research Board (TRB) Traveler Behavior and Values Committee (2003-2009), Travel Analysis Methods Section (2009-2015), and Planning and Environment Group (2015-2018). He has also served as the Secretary/Treasurer, Vice-Chair, and Chair of the International Association for Travel Behaviour Research (IATBR).

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