

# Multimodal Travel Forecasting For Technical Staff

## Background

Modelers and managers of projects that have travel demand forecasting components, need to expand their basic understanding of travel demand forecasting to incorporate multimodal considerations. These considerations include how to:

- Represent transportation supply characteristics;
- Gain insight to advance practice techniques including tour-based models and Transims;
- Extend existing demand models to better incorporate highway, transit, toll road, and HOV considerations;
- Gain a deeper understanding of the underlying mathematical and economic principles of travel demand forecasting;
- Gather and analyze data necessary to calibrate and validate models;
- Effectively understand and communicate the results of travel demand forecasts, and
- Develop measures of effectiveness to evaluate alternatives.

## Who Should Attend?

The target audience for this course is mid to senior level technical staff responsible for travel forecasting in local, regional and state transportation agencies and their managers. Strongly recommended pre-requisites are the National Highway Institute (NHI) courses on Introduction to Urban Travel Demand Forecasting and Advanced Urban Travel Demand Forecasting.

## Course Objectives

This three-day course will help to instigate and support modeling efforts that function at a level that is state-of-the-practice and advance understanding of the capabilities and limitations of available data and procedures. It teaches basic multimodal concepts, principles of good practice, and methods to integrate technical information into the decision making process. The course encourages practitioners to use innovative modeling approaches that advance the state-of-the-art and assists managers in determining appropriate staff, resources, and training in this area. It complements existing and planned courses in demand forecasting primarily developed by the National Highway Institute. Topics include:

- Information and tools for decision making
- Measures of User Benefits
- Data Structures in Conventional Travel Forecasting
- Representation of travel markets
- Characteristics of travel choices and traveler responses
- Quality control
- Logit Model Fundamentals
- Model structures and interactions
- Travel choices considered in demand models
- Tour-Based Models and Transims



US Department of  
Transportation  
Federal Transit  
Administration



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### Registration Procedure

- 1) Please contact Gail Ikeda at 956-8367, 956-8851 (FAX) or [gail@eng.hawaii.edu](mailto:gail@eng.hawaii.edu) by **Tuesday, January 25, 2005**.
- 2) This course is FREE to employees of federal, state, local government and private and non-profit transit operators.
- 3) Private company participation is available at a fee of \$450. Make checks payable to "State of Hawaii". All registrations will be confirmed by email or fax upon receipt of payment.

### Cancellations

Cancellation with full refund will be accepted by Wednesday, January 26, 2005. No refunds will be given for cancellations received after that date. Those who have registered but are unable to attend may send a substitute.

### Parking

Parking for the East West Center is \$4/day (total \$12). If you would like a parking pass please contact us by Tuesday, January 25, 2005. Make separate checks payable to "The Research Corporation of the University of Hawaii (RCUH)".

Please mail Registration and Parking fees to: Hawaii LTAP, Department of Civil & Environmental Engineering, 2540 Dole Street, Holmes Hall 383, Honolulu, HI 96822 Attn: Gail Ikeda.

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**February 9-11, 2005**

East West Center, Jefferson Hall,  
Asia Room  
1777 East West Road  
8:00 a.m. – 4:30 p.m.

Workshop sponsored by the  
**Oahu Metropolitan Planning  
Organization,**  
and the  
**Hawaii Local Technical Assistance  
Program**  
in cooperation with the  
*Hawaii State Department of Transportation  
University of Hawaii's Department of Civil Engineering  
and the Federal Highway Administration*

### **Hawaii Local Technical Assistance Program**

University of Hawaii at Manoa  
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