



NATIONAL CENTER FOR TRANSPORTATION SYSTEMS PRODUCTIVITY AND MANAGEMENT

TRANSPORTATION SPEAKER SERIES



11/06/14
LISA AULTMAN-HALL
(University of Vermont)

THURSDAY 11 AM
@
MASON BDG 1133

Lisa Aultman-Hall Ph.D. is a Professor in the School of Engineering at the University of Vermont. From 2006-2011, Lisa served as the founding director of the UVM Transportation Research Center. She remains Vermont's US DOT UTC Director. Lisa's research group studies travel behavior with real world data including accessibility, bicycle travel, tailpipe emissions, EV adoption, roundabouts and long distance travel. Lisa focuses on innovative travel data collection with on-board GPS, unconventional video applications, and recently web-based surveys.

Long Distance and Intercity Travel - Who, what, where, and when?

The majority of transportation planning research and data collection focuses on daily activity patterns. Consequently, non-routine long-distance activity patterns (describing the bulk of tourism and some types of business travel) are often treated as aggregate and "external" to forecasting models. There were an estimated 1.3 billion long-distance trips in the United States in 2001, a 155% increase from 1977. In 1995, the date of the last dedicated national survey, long-distance trips were estimated to account for 25% of all person-miles of travel. Without data and models for long distance and intercity trips it becomes difficult to make reliable decisions associated with economic development and regional infrastructure improvements. Recent increased interest in interregional rail, megaregion air quality, carbon emissions in the transportation sector and interstate highway maintenance has renewed focus on intercity, long-distance trips.

The Longitudinal Study of Overnight Travel (LSOT) was conducted monthly between February 2013 and February 2014 by Resource Systems Group, Inc. (RSG) using an online survey instrument developed by Aultman-Hall and LaMondia at the University of Vermont and Auburn University. A total of 628 of the initial 1,220 participants completed the panel that collected data on overnight trip planning, trip tour attributes and geocoded overnight stops.

This seminar summarizes the who, what, where, and when of long distance travel observed in the unique sample. It also critically assesses what it will take to collect long distance travel data needed for the policy questions facing the national and global transportation sector. The LSOT provides many insights related to survey design that stimulate a wider discussion about how to collect overnight travel data in a way that is understandable by respondents and useful for planning. The complexity of factors influencing overnight travel behavior suggests that, while passive data collection from cell phones and other devices may be used to observe spatial patterns of travel, surveys will still be needed to capture complementary details about the planning processes, motivations, trip details, and demographics. Measures of participant retention throughout the one-year time period suggest the monthly online surveys framed around overnight stays and with limited incentives are a strong methodological candidate for routine long-distance travel data collection. Patterns in retention suggest a need to rely on participants with a relationship to the study or researchers as well as the possibility of identifying "keen" survey takers with different travel habits to provide on-going data.

Please RSVP at:
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