

10th International Conference on Transport Survey Methods

## Embracing technological and behavioral changes: a synthesis

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### Abstract

This document presents an introduction to the ISCTSC Special Issue of Transport Research Procedia. It synthesizes the discussions held at the 10<sup>th</sup> International Conference on Transport Survey Methods, and describes the contents of the selected contributions. This conference has been held in different countries from all over the world, involving an increasing group of enthusiastic and generous specialists, willing to share their knowledge. This 10th conference was an opportunity to discuss the state of the art on transport survey methods, but also to question the way transport surveys are conducted. We took the opportunity to identify the main challenges, and the most important questions.

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### 1. Introduction

The 10<sup>th</sup> International Conference on Transport Survey Methods was held in Leura, Australia, in November 2014. This conference, titled “Embracing technological and behavioural changes”, benefited from the contributions of a variety of researchers and professionals from across the world. This procedia gathers the main outcomes of the conference, using workshop reports along with some of the contributed papers presented during the 5 days of the conference. It provides an interesting synthesis of the most critical topics that were discussed during the conference.

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In this document, we first propose a description of the conference: how it was conducted, the a priori objectives, and the structuring of the workshops to enhance discussion. We then synthesise the main outcomes of the workshops, which are expanded on through each workshop report in the procedia. We also propose key elements from the plenaries as well as general research challenges for the transport survey communities. Finally, the structure of the procedia is described.

## **2. The 10<sup>th</sup> International Conference on Transport Survey Method**

This conference series has a long history (Amp, 2014), that goes back to 1979, when the first International Conference on Transport Survey Methods was organized by Werner Brög in Grainau, Germany. Since then, ten conferences have been organized in eight different countries representing four of the five continents, involving an increasing group of enthusiastic and generous specialists who have contributed to the organization, discussion and dissemination of the conference and its results. The International Conference on Transport Survey Methods is now recognized as a unique conference where survey experts, transport researchers, and practitioners gather together to improve the conduct of surveys that support transport planning, policy, modeling, monitoring, and related issues for urban, regional, intercity, and international person, vehicle, and commodity movements. The legacy of the conference series is synthesized in eight publications that are a key reference for anyone conducting transport surveys (Ampt et al., 1985; Ampt et al., 1992; Bonsall and Ampt, 1996; Jones and Stopher, 2000; Stopher and Jones, 2003; Stopher and Stetcher, 2006; Bonnel et al., 2009; Zmud et al., 2013). This Procedia will complete the list, presenting the main contributions, discussions and conclusions of the tenth conference. This publication can be freely accessed by any interested reader increasing the impact of the conference worldwide.

The International Steering Committee for Travel Survey Conferences (ISCTSC) organizes these conferences with the aim of offering transport professionals (researchers, practitioners, modellers, planners, and others) the possibility to present their work, exchange information, network, promote international collaboration, and serve as a forum for the presentation of workshops, papers, and posters. Rapidly evolving problems and policy contexts are compelling us to advance the state-of-the-art of survey methods, tools, strategies and protocols, while assuring the stability and coherence of the data from which trends can be tracked and understood.

The previous conference (Zmud et al., 2013), held in 2011 in Chile, advanced in several topics, but also identified some challenges and open questions. For example, a conclusion of the 2011 conference was that newer survey methods are required to reduce the total design error, which comprises coverage error, sampling error, non-response error and measurement error. Also, a need to engage in behavioural research was identified. More work is required to define what is needed to measure social context and how to go about it. The role of visualisation and technology at all steps of the data collection process is an aspect to be studied. What is the required sample size for each type of survey (panel, before-after, cross-section, etc.) is an open question. We need comparative studies of survey methods, and validation of the outputs of methods relying on passive data streams using exogenous datasets. Continuous contextual and reference data to make today's data usable in the future is required (networks, land-use, weather, etc.). In the context of a new generation of integrated regional models, an open question is: What is the feasible best data collection strategy to both specify and run those models?

Within this context, the 10<sup>th</sup> conference aimed to address two central elements through the call for papers: New technologies: how they challenge traditional survey methods, their potential contributions to transportation planning and policy decision-making and the way they impact upon travel decisions. Decision and behavioural processes: use of qualitative and quantitative datasets to understand behavioural changes with regard to new issues and contexts (climate change, ageing population, social wellbeing, socio-technical transitions).

### *2.1. Specificity of the conference*

This conference series has consolidated its international character, with a spatial coverage that varies depending on the location. The Leura conference had a majority of participants from the Asia-Pacific region, but included a large contingent from Europe, a significant number of participants from America (including North, Central and South America) and a small number from Africa. Previous conferences have also shown this proximity bias. It is

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