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Complex quantitative research projects in North America with a strong focus on transportation issues and travel behaviour

PTV NuStats: Broadening Horizons

Over the past 27 years, PTV NuStats has established itself as the preeminent U.S. survey science consultancy specializing in complex quantitative research. They remain the leading transportation consultancy in data quality, innovation, rigorous survey practices, and reputation. Specifically, the firm is a recognized leader in designing and executing creative survey methods, applying state-of-the-art qualitative techniques, and interpreting data that are critical to modelers.

PTV NuStats conducts approximately 50 to 70 research projects annually, most of which focus on transportation issues, travel behavior, and public transit. Furthermore, they have conducted comprehensive behavioral and preference surveys in nearly every major U.S. metropolitan area, as well as in Europe, the Caribbean, South America, and the Middle East. While their authority in the transportation survey market remains unparalleled, PTV NuStats has catapulted to a broader and more diverse level of consulting, as demonstrated by two notable recent project wins

California Household Travel Survey (California Department of Transportation)

This study is the single largest regional household travel survey effort ever undertaken in the U.S. Over the next two years, PTV NuStats will collect travel data from 60,000 households, and GPS data from 5,000 household. The survey data will feed into the Statewide Travel Demand Model Framework for a variety of specific applications: route choice and activity space analysis, model network development, congestion management planning, emissions modeling, national emissions and GHG research, physical activity/health research, and intelligent transportation systems/operations travel time and speed analyses.

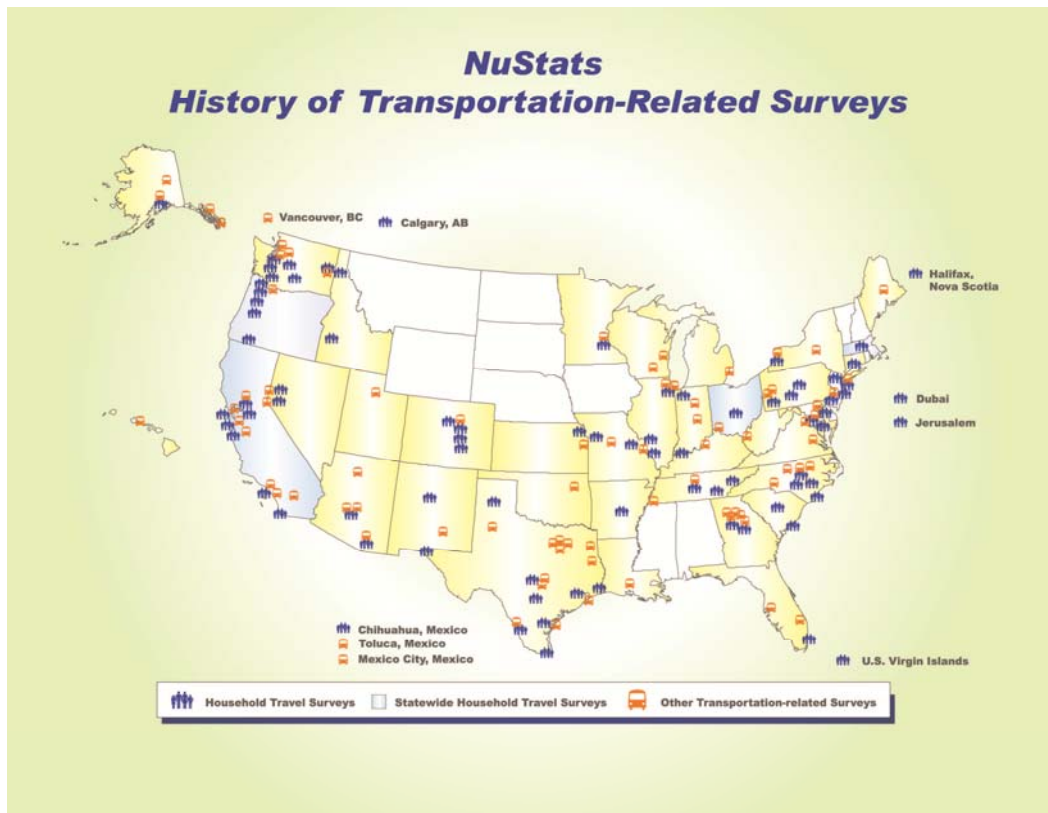
Infinitely more complex than a typical household travel survey, the CHTS will also collect data to inform the California Energy Commission and the California Air Resources Board on Californians' emissions, fuel use, and fuel economy. To satisfy this component of the survey, PTV NuStats will use on-board di-

agnostic sensors that monitor vehicle performance and store high-resolution engine operating parameters to gather data for emissions modeling and analyses.

National Cooperative Highway Research Program (NCHRP) 20-83(06): Effect of Socio-Demographics on Travel Demand

This is the sixth in a series of seven strategic issues that will have significant implications on, and contributions to, the U. S. transportation system over the next 50 years. The current modeling practice for most State Departments of Transportation and Metropolitan Planning Organizations is the basic four-step approach that has been used since the 1950s. While informative, this approach is limited in its ability to link the data to policy concerns in a relevant way. The goal of NCHRP 20-83(06) is to improve travel behavior forecasting models by creating a series of models that are wider in scope and that can be tied together into future scenarios, not only to analyze trends, but also to calculate the magnitude of them.

In this effort, PTV NuStats will assess the relationships between socio- and demographic factors and travel demand, develop tools to monitor how these are likely to change over time, and provide guidance to transportation agencies on adapting to these future scenarios. The impact of this research on transportation agencies will affect land use and development decisions; the manner in which transportation facilities are maintained; the criteria by which investments are prioritized; and the degree to which responsibility is shared among local, regional, state, and federal governments and the public.



As shown in the map above, PTV NuStats has conducted travel-related surveys across the U.S., in Canada and Mexico, and in the Caribbean and Middle East, all lending to PTV NuStats' diverse and far-reaching practice and expertise.