



SÉMINAIRE / SEMINAR

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“ ROUTE CHOICE MODELING: BACKGROUND AND RECENT DEVELOPMENTS ”

Résumé / Abstract

Predicting traffic of individual drivers' behavior is an important part of many transport related applications, for example, traffic simulation and intelligent GPS navigation. Travelers have different trip purposes, habits, preferences, et cetera, and do not necessarily choose the shortest path. For this reason, random utility models (RUM) are used and the topic of this talk is the estimation of such models based on trip observations in real networks (revealed preferences data) and their application. Using the RUM framework, there are two main issues that need to be addressed; definition of alternatives and modeling correlation among alternatives. The talk has the following outline. First a background to route choice modeling (static uni-modal networks) is given and an application in the Swedish city of Borlänge is used as an example. Second, a sampling of alternatives approach for the definition of choice sets is presented (joint work with Moshe Ben-Akiva and Michel Bierlaire). Finally, some future research directions are discussed.

Note : Emma Frejinger est chercheure au Centre for Transport Studies de la KTH à Stockholm. Elle effectue présentement un séjour de recherche au CIRRELT. / Emma Frejinger is a researcher at the KTH Centre for Transport Studies of Stockholm. She is presently visiting researcher at CIRRELT. emma.frejinger@abe.kth.se
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JEUDI / THURSDAY

**21 octobre 2010 /
October 21st, 2010
10h30**

**Salle / Room 5441
Pavillon André-Aisenstadt
Université de Montréal**

Bienvenue à tous / Welcome to all

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