



New Data to Support Transit Planning

FDOT/FPTA/CUTR Professional Development Workshop

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Outline

- Introduction – Polzin 3:15 – 3:25
- NHTS data and transit planning – Xuehao Chu 3:25 – 3:45
- LEHD data for transit planning – Martin Catala 3:45 – 4:05
- Census/ACS data/CTPP data – Chu/Bunner 4:05 – 4:20
- InfoUSA data, parcel data – Rodney Bunner 4:20 – 4:30
- TBEST data and data display capabilities Rodney Bunner 4:30 – 4:50
- Questions – 4:50 – 5:00

“Without data, you're just another person with an opinion.”

Panel

- **Xuehao Chu, PhD. Economics, Senior Research Associate**, expertise in statistics, data analysis, economic analysis.
- **Martin Catala, Martin Catala, MPA. Manager GIS and Informatics Group**, Geographic Information Systems, Transit Accessibility and Mobility Evaluation, Livability and Census and Journey to Work data user
- **Rodney Bunner, Transportation Software Developer**, 1991 West Virginia University BA Geography, 1995 Shippensburg University MS Environmental Studies, TBEST development and implementation, transportation Networks including GTFS

Data for Transit Planning

Data on Travel Behavior

Knowledge about travel behavior

- **NHTS**
- **ACS**
- **LEHD**
- On-Board surveys
- Farebox, APC data
- Customer feedback
- Driver/employee feedback
- Etc.

Data on Travel Market

Knowledge of the number and location of people and activities that define travel needs

- **Census**
- **ACS**
- **LEHD**
- **Property Parcel Data**
- **InfoUSA data**

Fundamentals on Interpreting Data

“If you torture the data long enough, nature will confess.”

Ronald Coase – 1991 Nobel Prize in Economics

“If you torture the data long enough you can make it confess to anything.”

Alan Pisarski – No Nobel Prizes

A Perfect Storm for Travel Data

- Discontinuation of census long form
- Emergence of American Community Survey
 - Difficulty of working with multi-year data
- Costs, privacy, respondent cynicism, declining landline phones availability, etc. have complicated data collection/availability
- Desire for geographic precision as minor modes are very place sensitive

Dynamic Changes Requiring Fresh Data

- Evidence of fundamental behavior changes
 - Aging boomers
 - Different behavior for millennial generation
 - Dramatically slower economy
 - Real estate bubble burst
 - High and fluctuating energy prices
 - Environmental concerns
 - Technology changes

And...

- Scarce resources leverage the importance of well informed decisions



DATA -- A FIX FOR DATA ADDICTS AND INOCULATION AGAINST UNINFORMED DECISIONS

