

The Challenges for Today's Transport Modellers The Second Seminar

0945 – 1330, Friday 11th April 2008

Institution of Civil Engineers,
The Council Room, One Great George Street, London, SW1P 3AA



Following the success of the First Minnerva Modelling Challenges Seminar held at the beginning of 2007, we are pleased to announce that we will be holding another seminar this year on April 11th 2008 at the Institution of Civil Engineers. This second seminar is supported by both the RTPI Transport Planning Network and the Transport Planning Society.

This seminar will follow up on the themes explored at last year's meeting to see what progress, if any, has been made in these areas of practical interest. We will then turn to comment on new Challenges. The purpose of this seminar is to stimulate the debate and to provide a forum for these issues to be aired.

* To see the presentations and subject matter discussed at last year's seminar visit www.minnerva.co.uk

AGENDA

Chairman's Introduction - *Hugh Neffendorf, Katalysis and Visiting Professor Southampton University*

Existing Challenges – Current Experience

Data: Obtaining Value from Data Sources

- Remembering the Basics - *Martin Bach, Minnerva*
- Exploiting Strengths of Different Data Types - *Dr George Terzis, Jacobs Consultancy*
- Quantifying the Variability of Measured Data; Studies with HATRIS Network Data - *Dr George Skrobanski, Highways Agency*

TIF Modelling: Getting Better in Practice?

- Modelling Time of Day Choices, Income Segmentation - *Dr John Bates, John Bates Services*
- Choice Sensitivity: Too Much or Too Little? The Case of Concessionary Fares - *Andrew Last, Minnerva*
- Themes and Dissonance: Assessing Progress in TIF Studies - *Chris Smith, DfT*

New Challenges – New Directions?

- Modelling Smarter Choices – Discrete Choice Modelling for Responses to 'Smart Choice' Type Policy Measures - *Professor John Polak, CTS Imperial College London*
- Smarter Choice Modelling? On Being Wary of Over-Dependence on Logit Choice Modelling - *Miles Logie, Minnerva*
- Integrated Network Modelling: New Methods for Treatment of Multi-Mode and Mixed-Mode Trips - *John Morris, Omnitrans International*

Some presentations will use examples based on projects undertaken using the OmniTRANS Transportation Planning Package

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Who should attend?

Anyone who has an involvement in specifying, building, or using transport models and is concerned about their quality, content and utility

Booking a Place

Either complete and return the form below, **or** book online at www.minnerva.co.uk using Paypal. Early booking is advised based on last year's response.

There will be a nominal charge of £50 per person (including VAT) to cover basic costs.

Registration

Registration will begin at 0915 on the day of the seminar and refreshments will be served on arrival and during the morning

Booking Form

Title: _____

First name: _____

Surname: _____

Organisation: _____

Address _____

Postcode _____

Work Phone _____ Email Address _____

Please send with a cheque for £50 per person (including VAT), made payable to 'Minnerva Ltd', to:

Minnerva, PO Box 2267, Woodford Green, IG9 6WB

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