

UTC Project Information	
Project Title	Inferring Origin-Destination Demand and Utility-Based Travel Preferences in Multi-Modal Travel Environment Using Automatic Fare Collection Data
University	University at Buffalo (SUNY)
Principal Investigator	Jee Eun (Jamie) Kang
PI Contact Information	Tel: 716-645-2427 jeeeunka@buffalo.edu
Funding Source(s) and Amounts Provided (by each agency or organization)	TransInfo UTC: \$49,997 University at Buffalo (SUNY): \$24,998
Total Project Cost	\$74,995
Agency ID or Contract Number	
Start and End Dates	1/1/2016 – 12/1/2016
Brief Description of Research Project	The Objective of this project is to develop scalable inference methods for understanding and expressing public transit system utilization from travelers' fundamental travel behavior. We propose a methodology that identifies both the preference vector and true OD-pairs by collecting and analyzing Automatic Fare Collection (AFC) system-type data, as travelers make their multi-modal route choice decisions to time-dependent travel environment. The proposed methodology is developed to utilize "big data" that captures system-wide demand changes with respect to changes in time-dependent travel environment. The methodological framework is then applied for Seoul Metropolitan public transit system transaction data.
Describe Implementation of Research Outcomes (or why not implemented)	
Place Any Photos Here	
Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links <ul style="list-style-type: none"> • Reports • Project website 	

