

# Dynamic Policy Sensitive Model of Travel Demand

Michael Balmer

Senozon AG  
Zurich

May 2014

**senozon**  
understanding mobility

# Coupling ABD Model of NY with MATSim

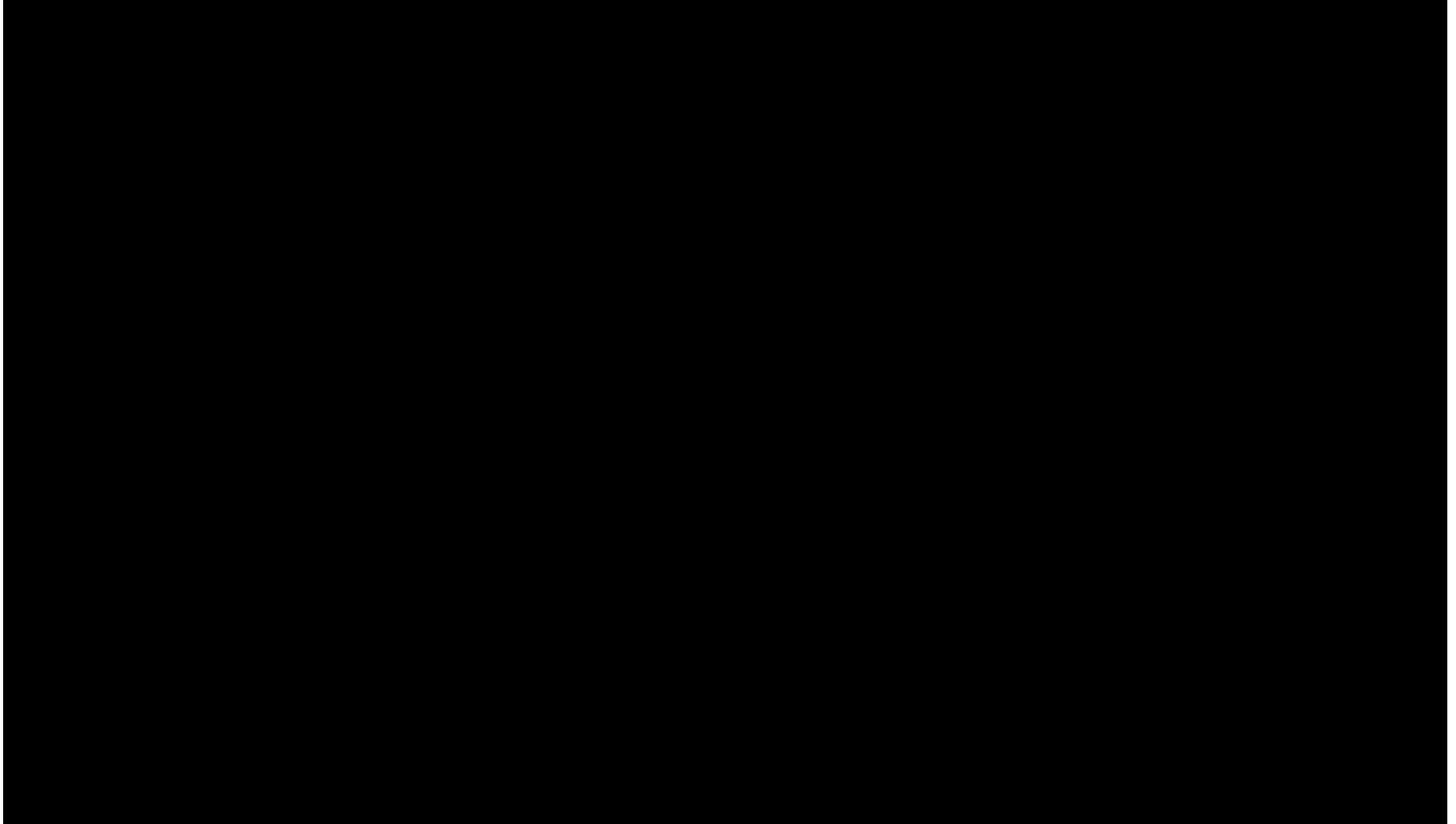
Michael Balmer

Senozon AG  
Zurich

May 2014

# Traffic Flow Simulation of New York

---

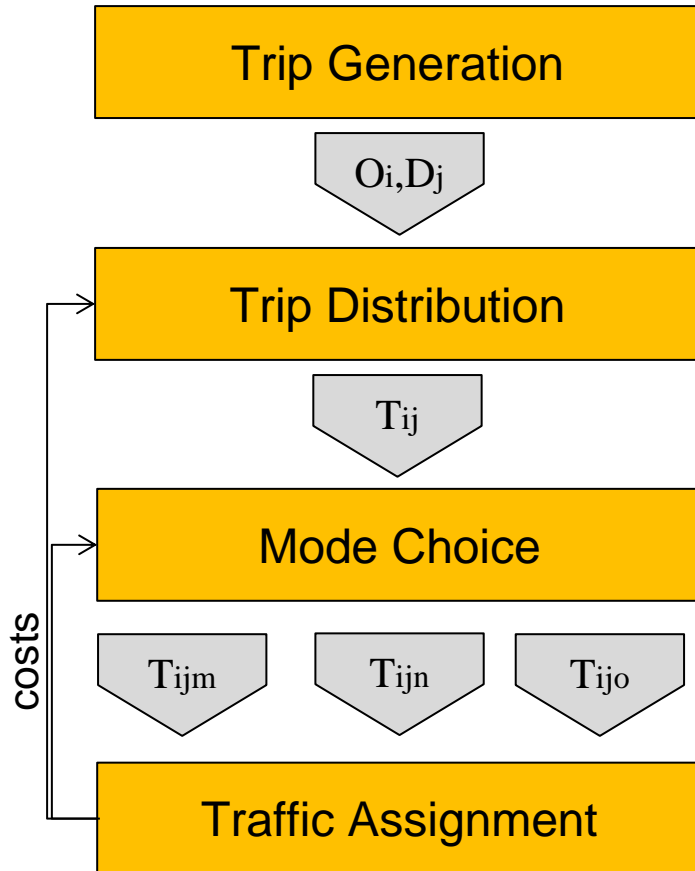


# From the Four Step Process to the Modular MATSim Approach

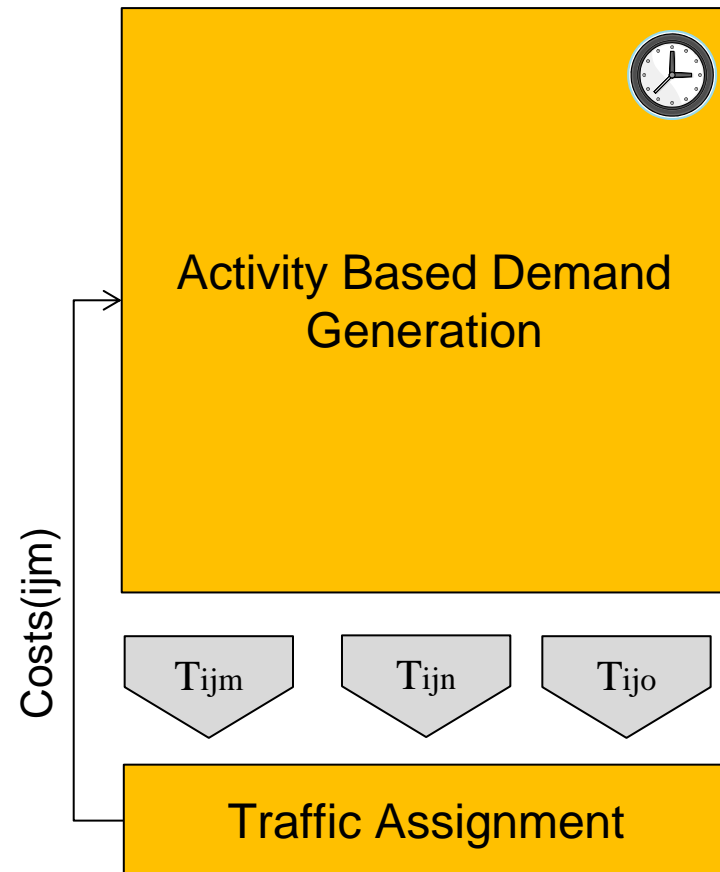
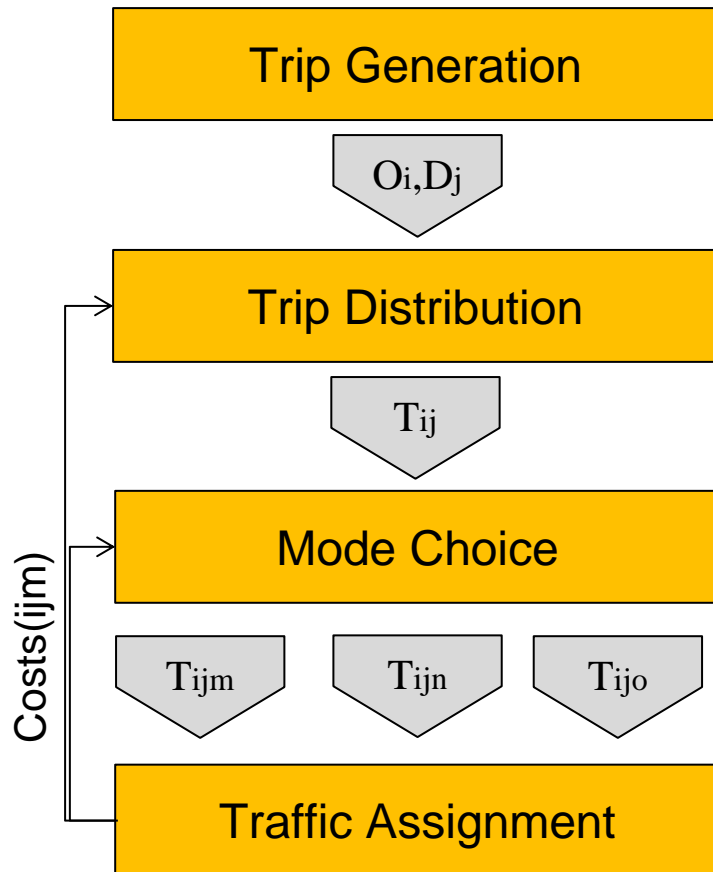
Senozon @ PB

# From the 4-Step-Process

---

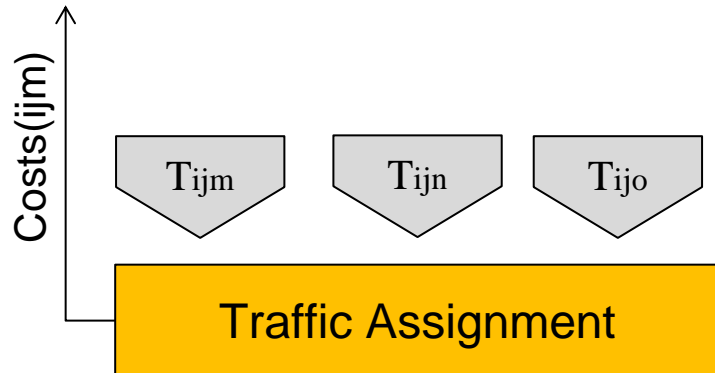


# From the 4-Step-Process to ABDG



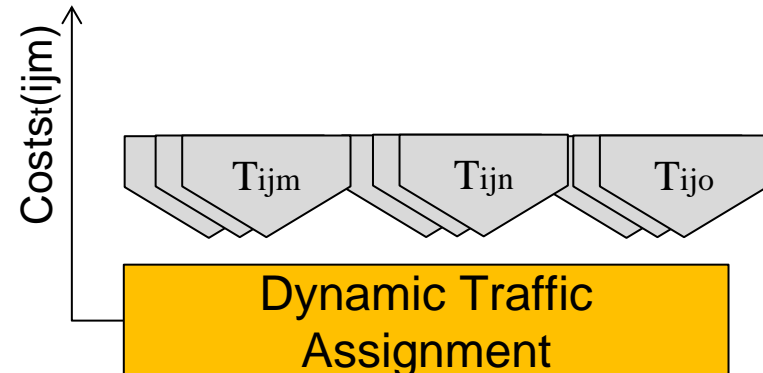
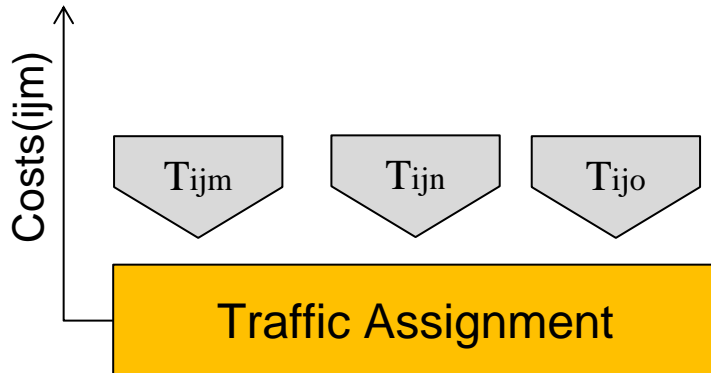
# From the TA

---



# From the TA to the DTA

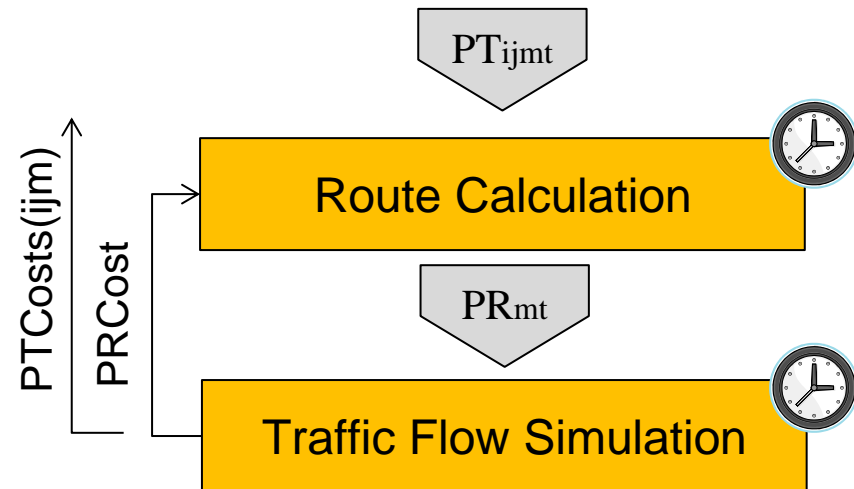
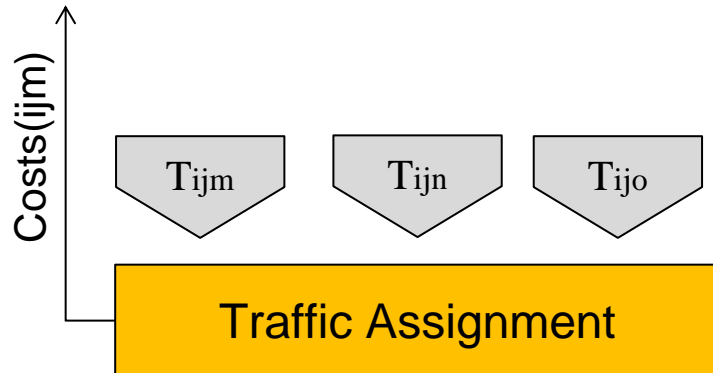
---





# From the TA to the DTA to the Traffic Flow Simulation

---



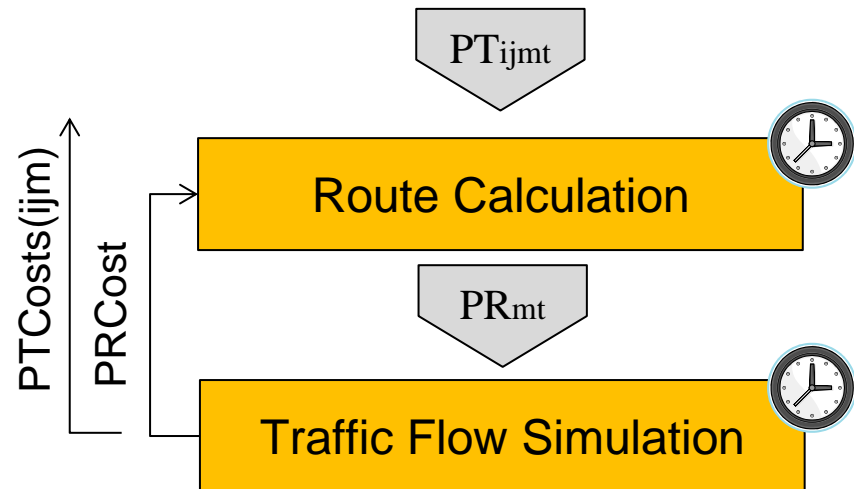
# From the TA to the DTA to the Traffic Flow Simulation

---

- Separate route calculation and simulation
- Iterate until the system relaxes

Features:

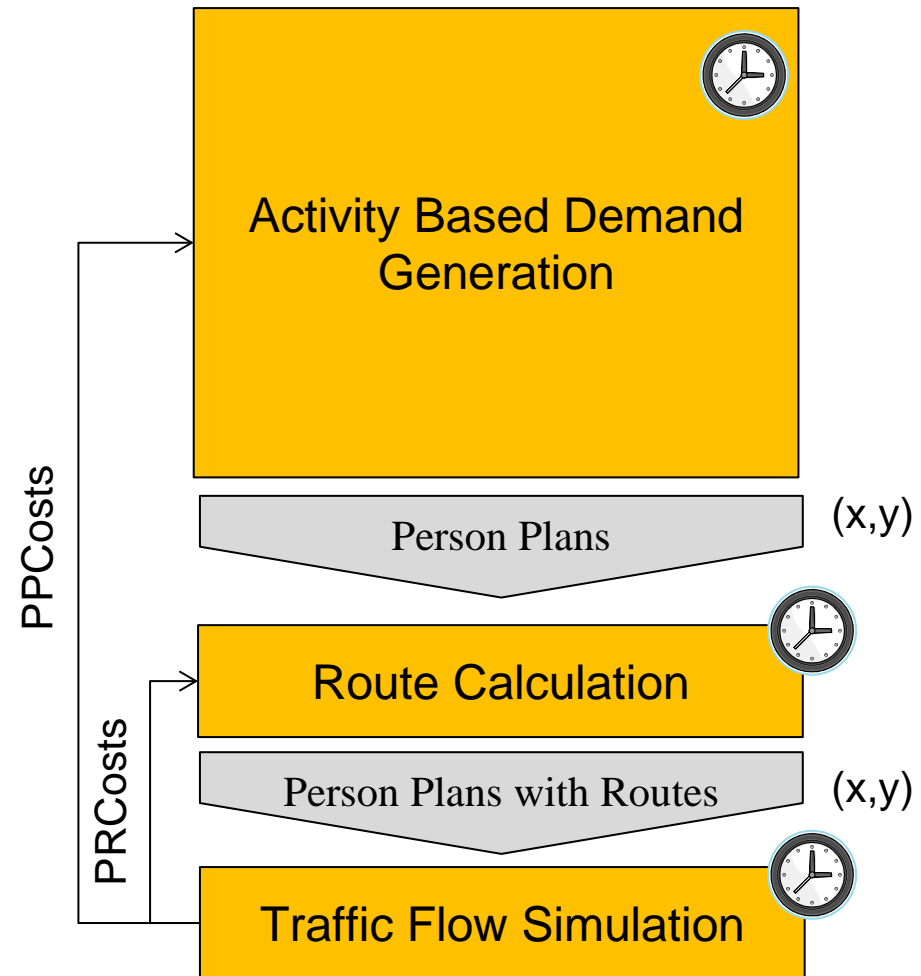
- Each single trip is routed separately and simulated synchronously
  - Each single trip defines its specific departure time
  - Each single trip belongs to a person
- Deliver a persons schedule (“plan”) instead of single trips
- In other words: Deliver activity based demand



# From the TA to the DTA to the Traffic Flow Simulation

## More Features:

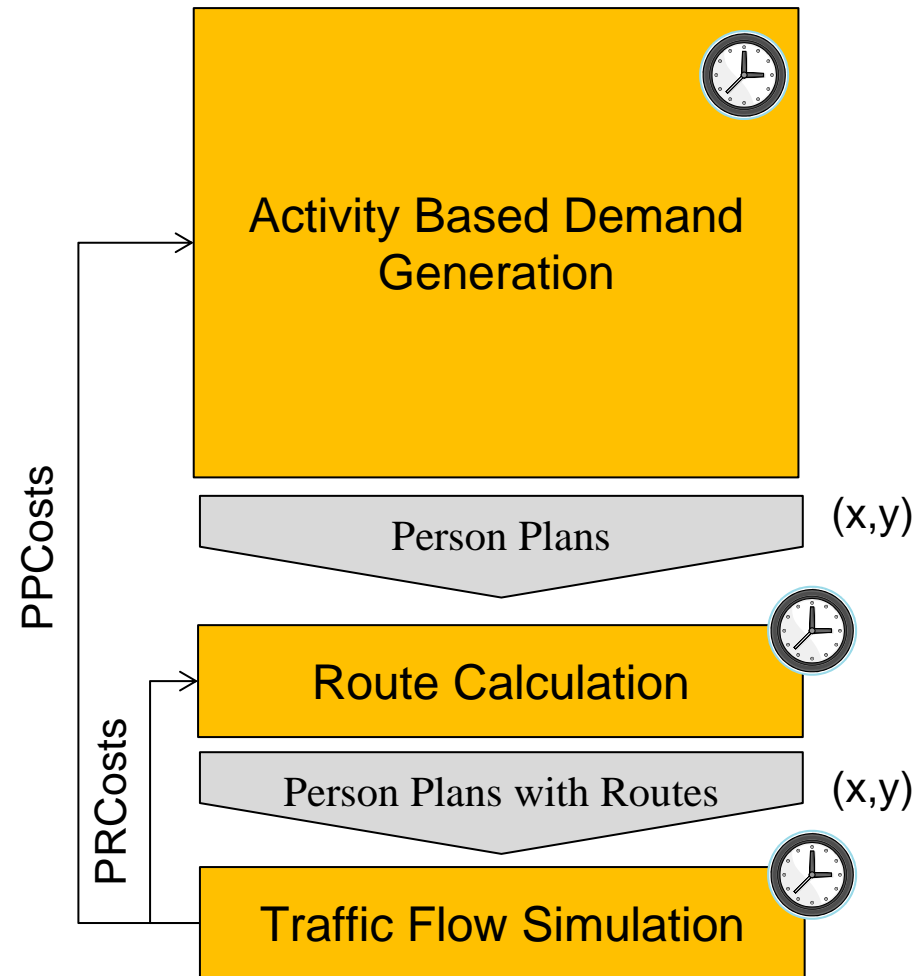
- Trip chains instead of trips
  - Activity Locations can be assigned to a single Coordinate (no performance loss in computation)
  - Activities and their durations can be modeled explicitly
  - No matrices, no connectors
  - Detailed, differentiated and personalized cost elements for the ABDG
- ➔ The persons plans are the “natural” interface to the ABDG



# From the TA to the DTA to the Traffic Flow Simulation

## Even More Features:

- The model is (per definition) fully dynamic
- The model is fully schedule based for public transit
- The model is multimodal and fully integrated (i.e. busses can get stuck in congestion)
- Capacity constraints for all modes
- Accessibility and reachability can be modeled in high spatial and temporal resolution (i.e. important for car sharing)
- ...



# Implications

---

No zones, no connectors

→ Supply can be modeled completely independent from the land use, population and demand (and vice versa).

Microscopic supply side modeling

→ The network resolution defines the level of detail

→ Transit: stop POINTS only

→ Busses, trams, etc. stop exactly where they stop in reality

→ Aggregated statistics and key values accessible on various level of detail (transit stops, transit stop regions, etc...)

→ Transit line switch connections based on its geographic location. No line switch relations necessary

Transport model of a part of the region

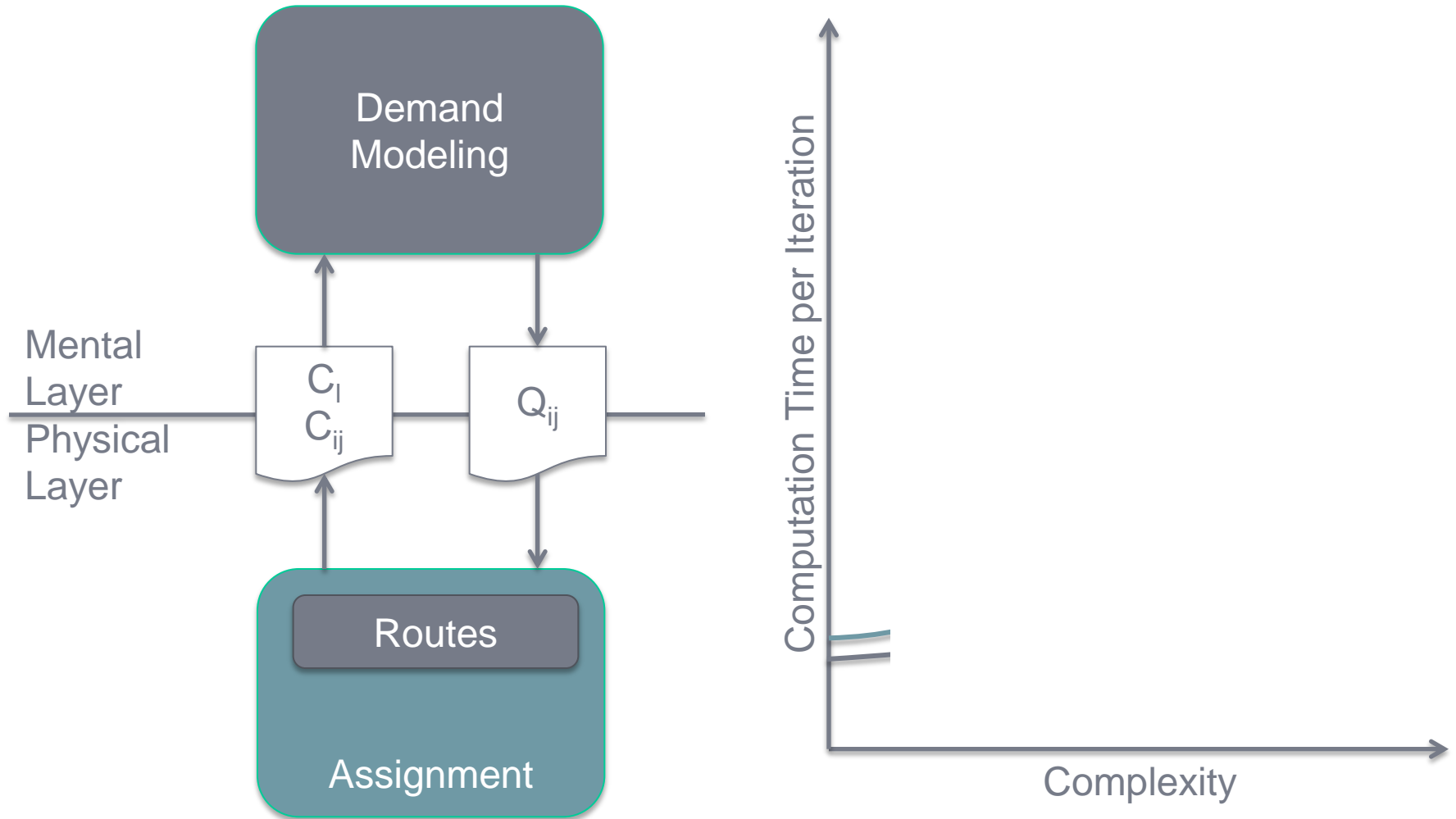
→ Every arbitrary part of the region is modeled completely

Performance Issues...?

Senozon @ PB

# Demand and Assignment:

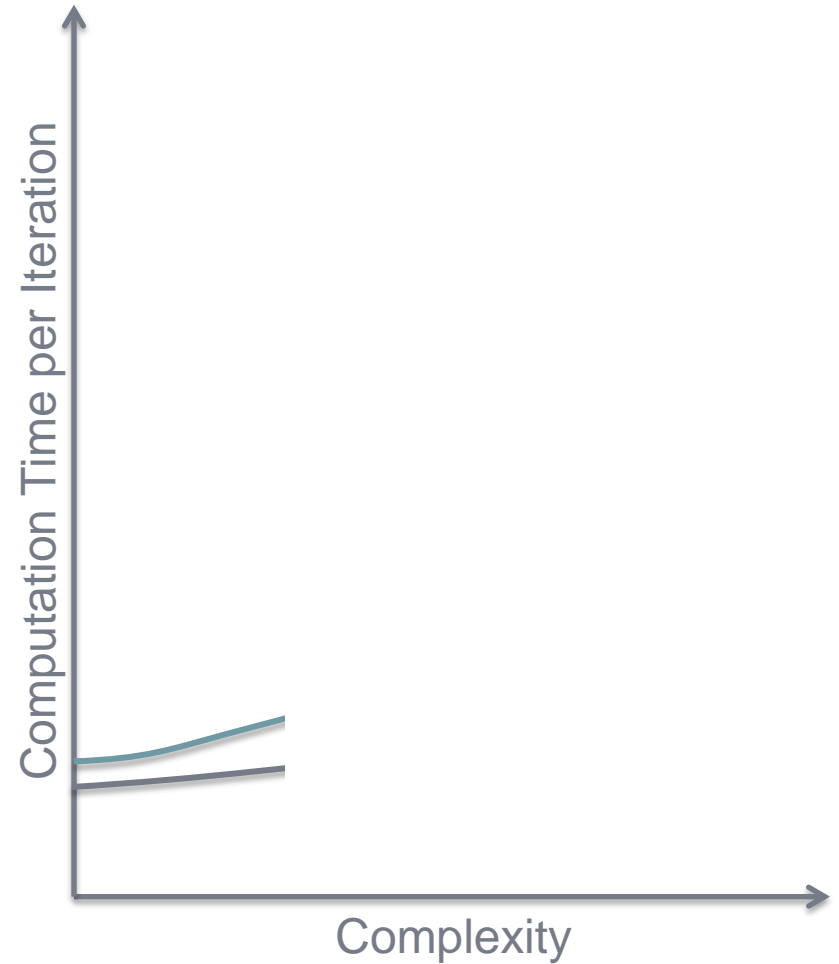
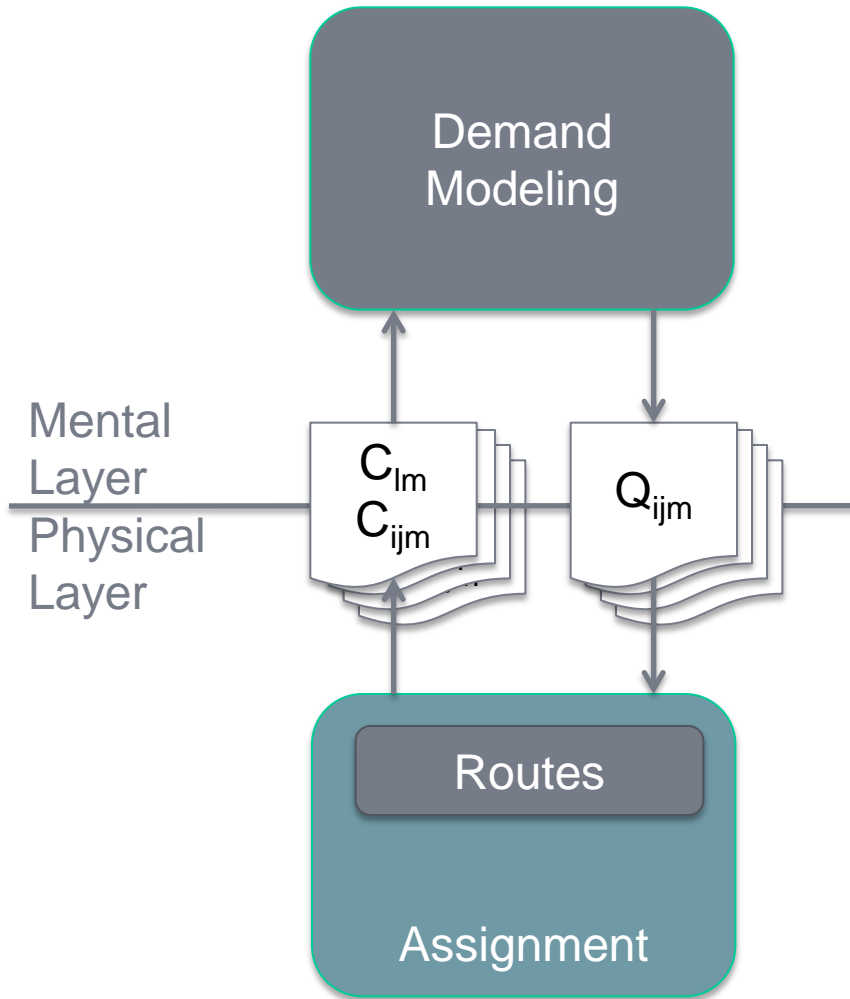
## 1 Mode, 1 Group, Static



# Demand and Assignment :

## 4 Modes, 1 Group, Static

---

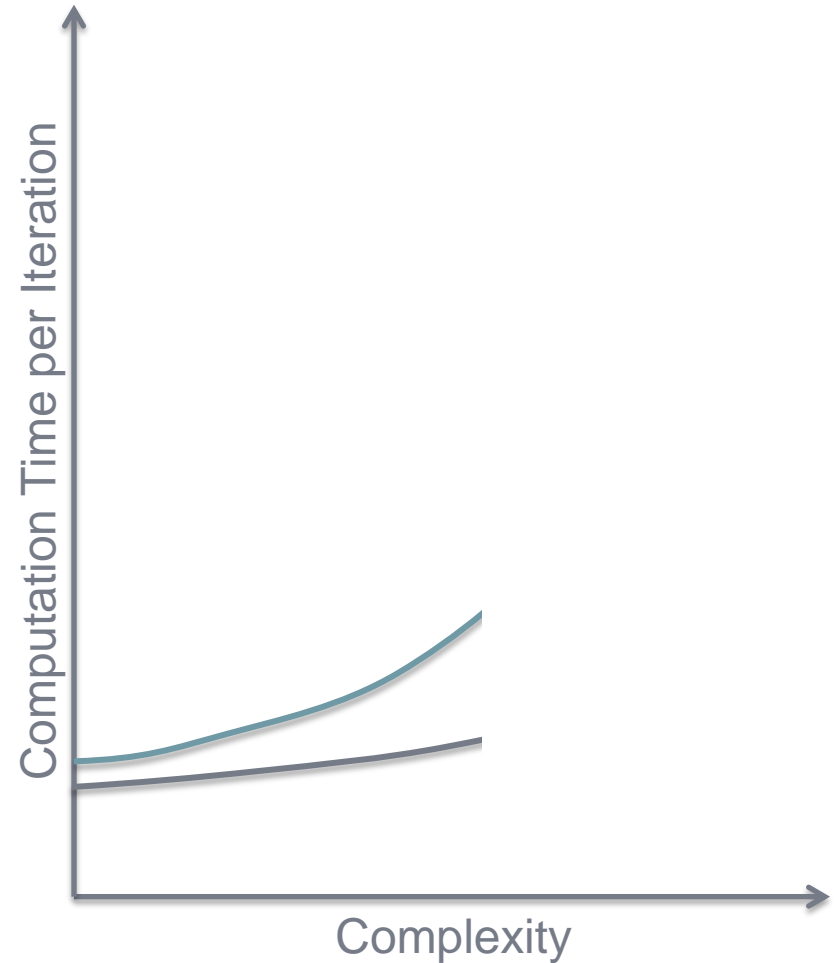
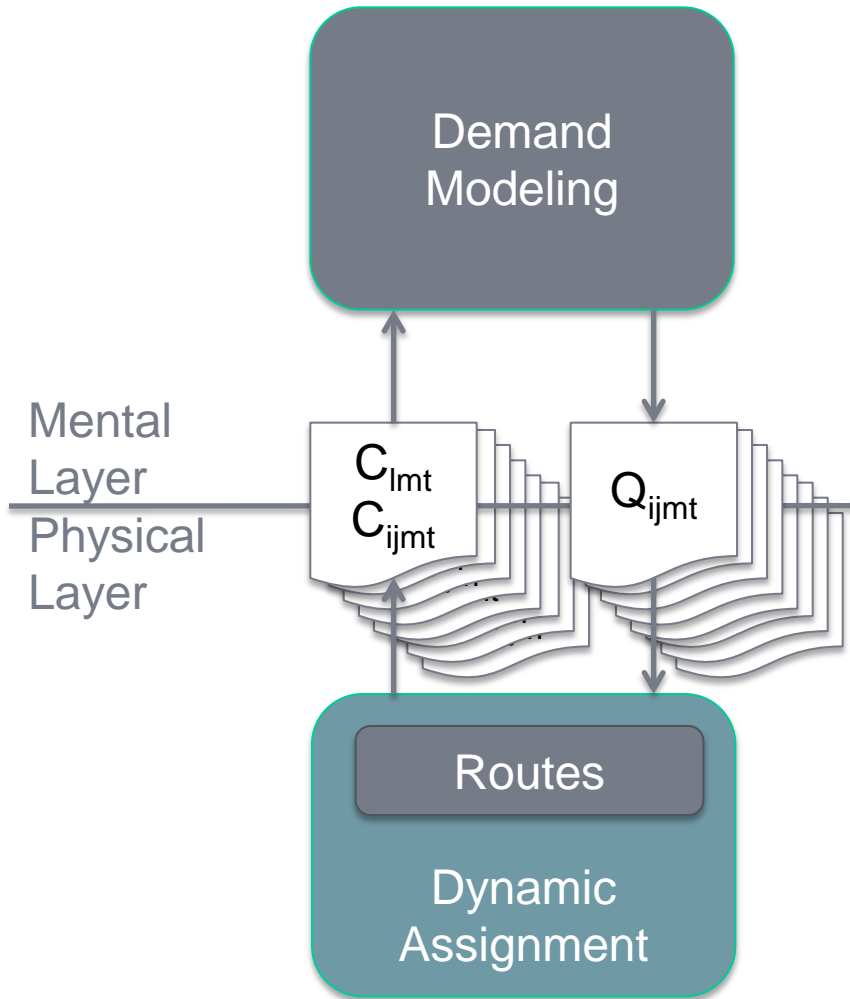




# Demand and Assignment :

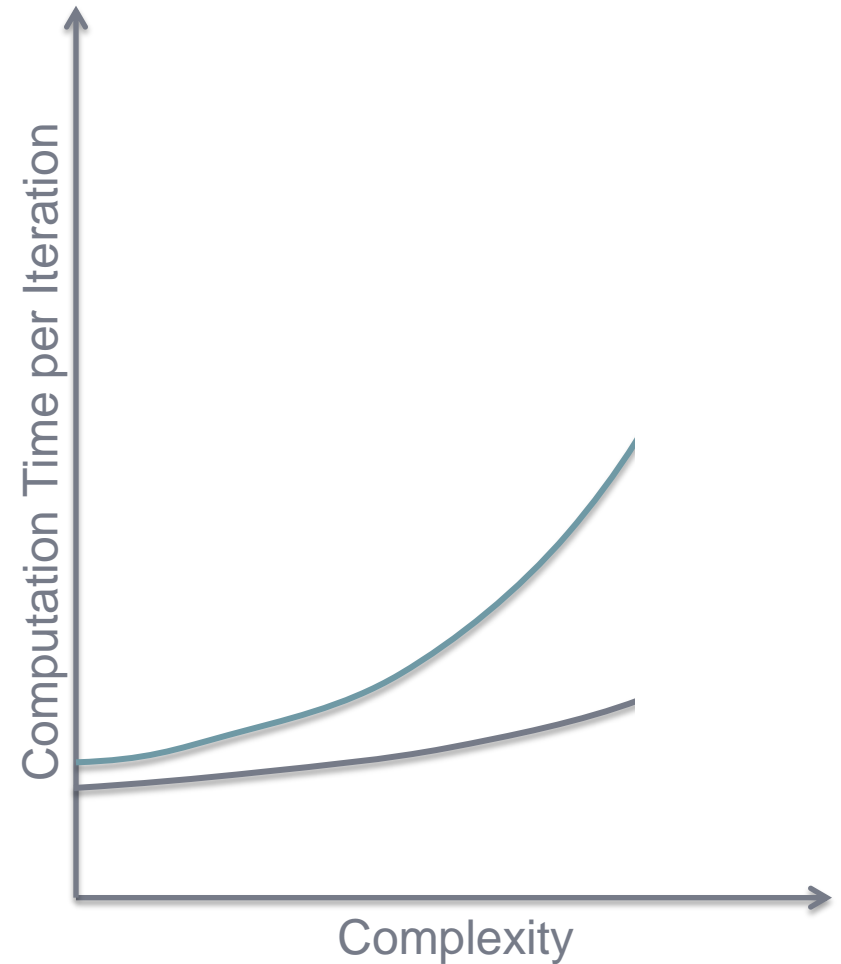
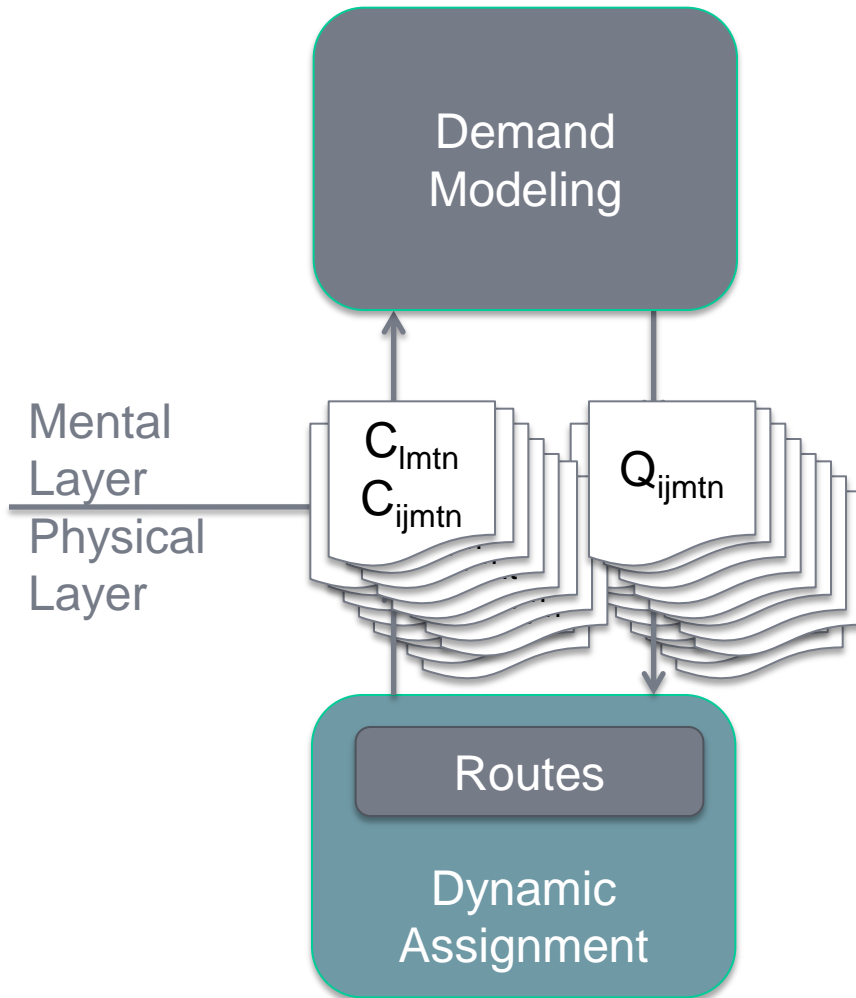
## 4 Modes, 1 Group, dynamic

---



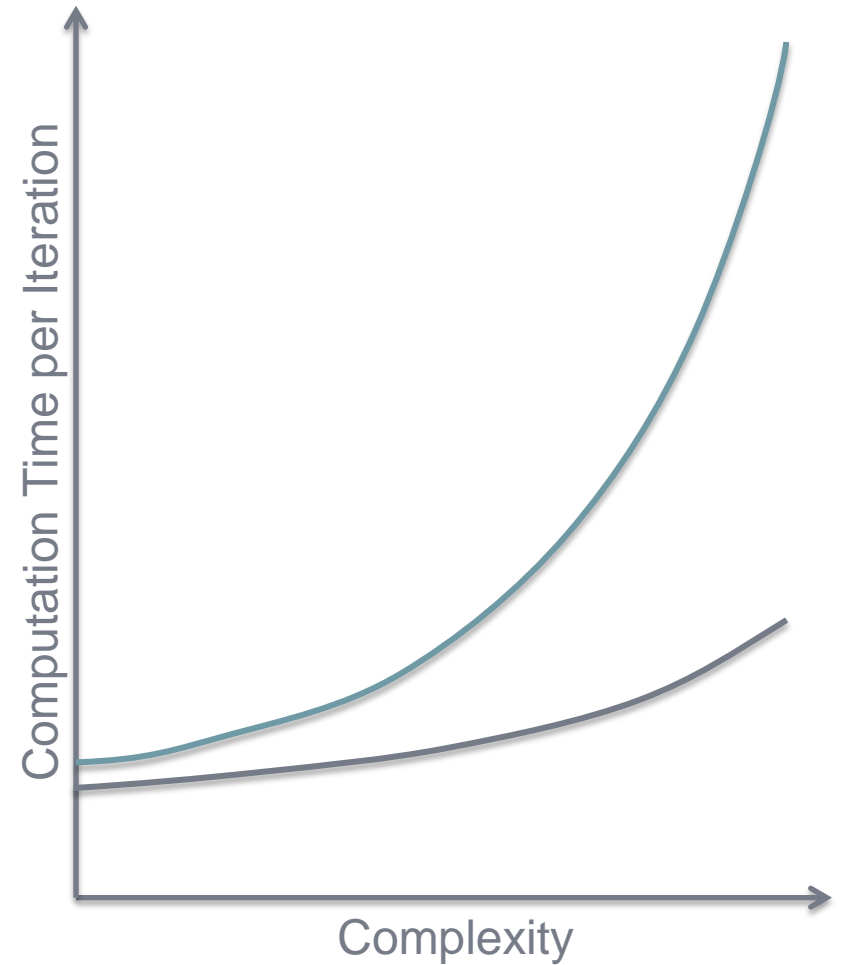
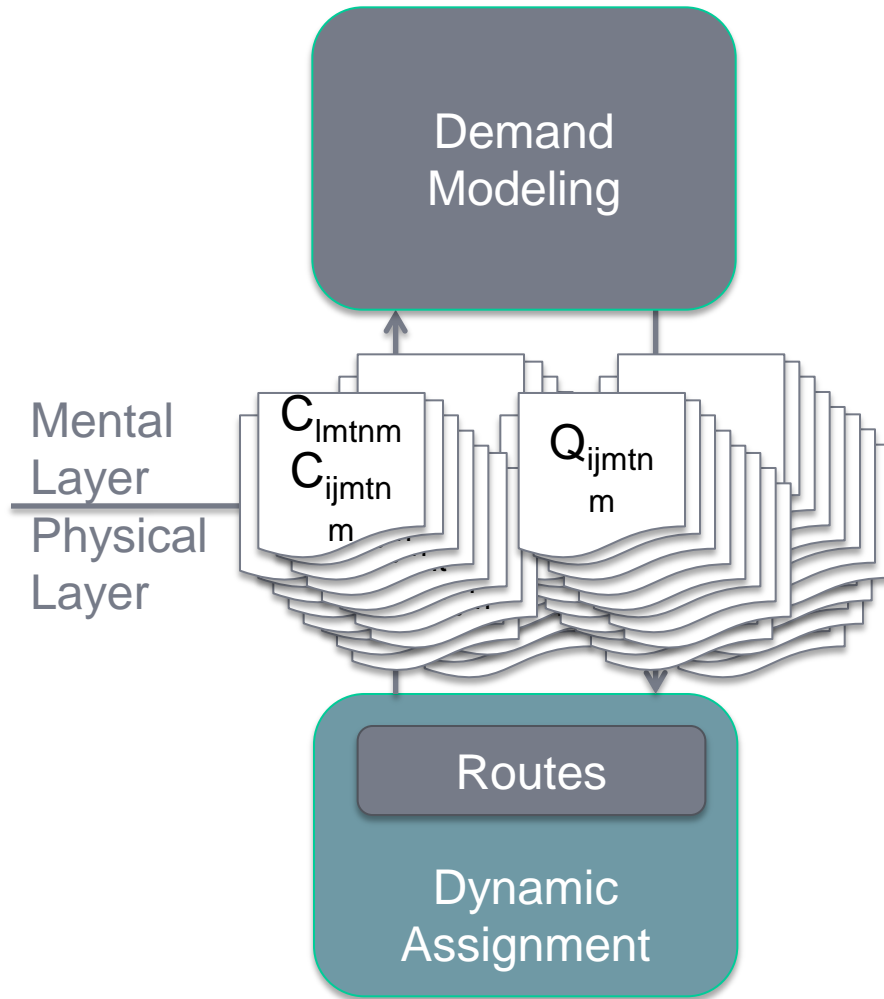
# Demand and Assignment :

4 modes,  $n$  OD-Groups, dynamic

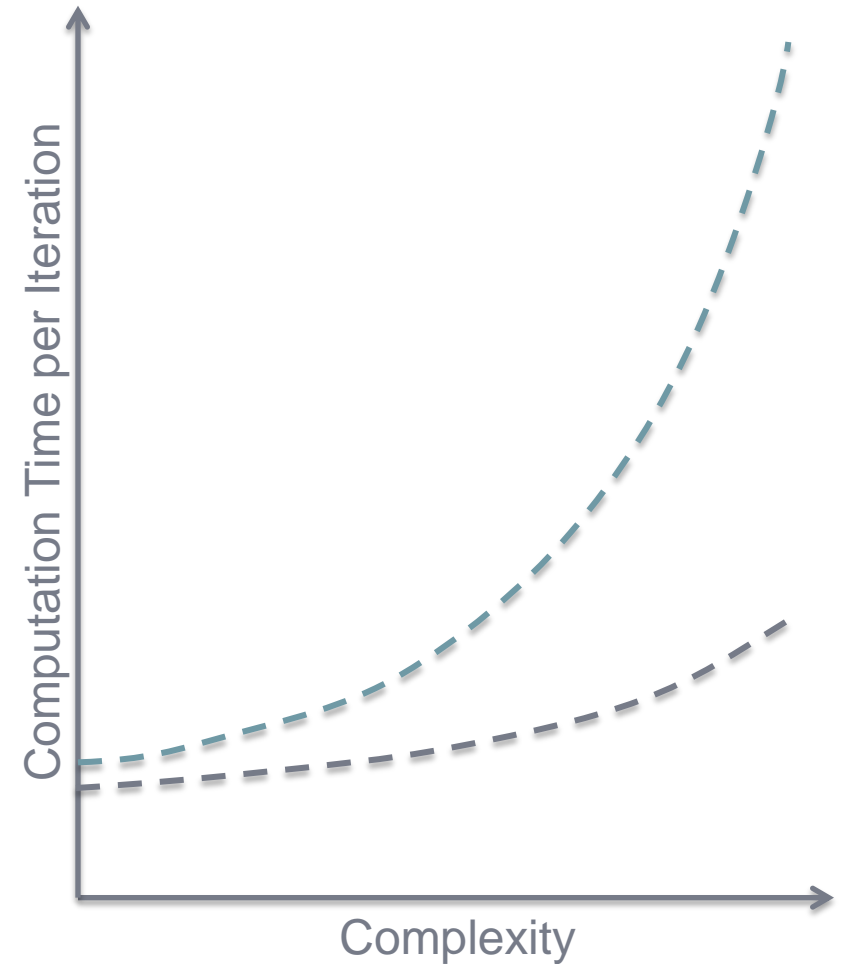
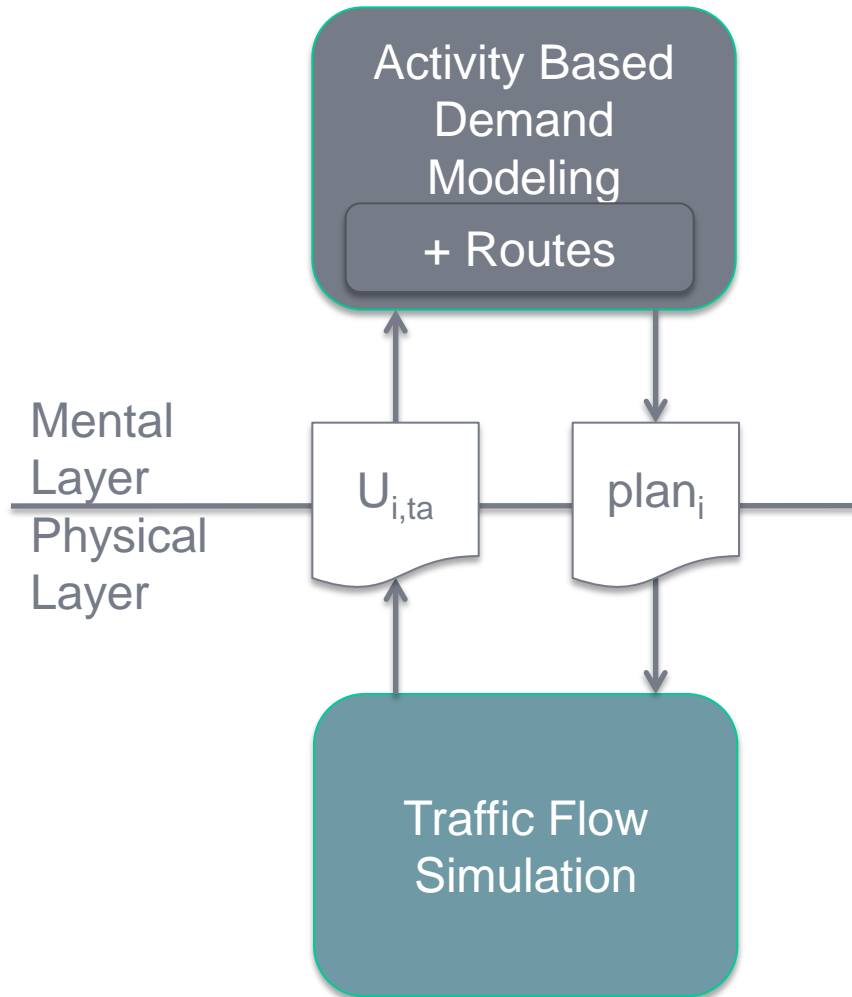


# Demand and Assignment :

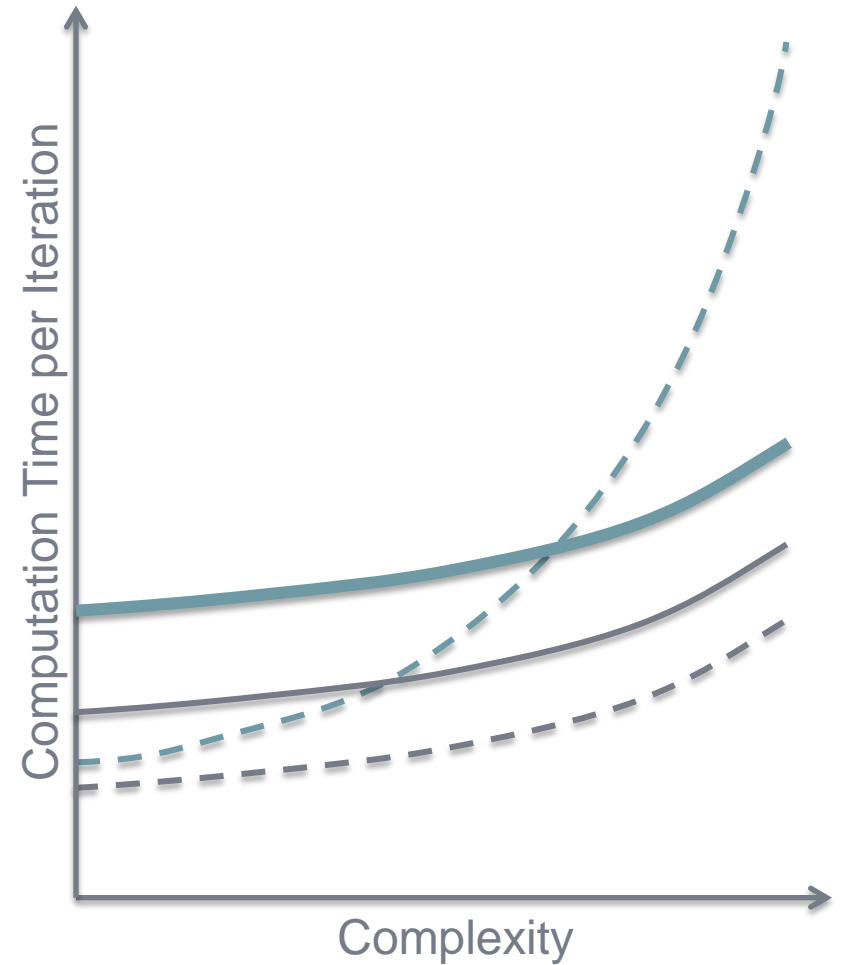
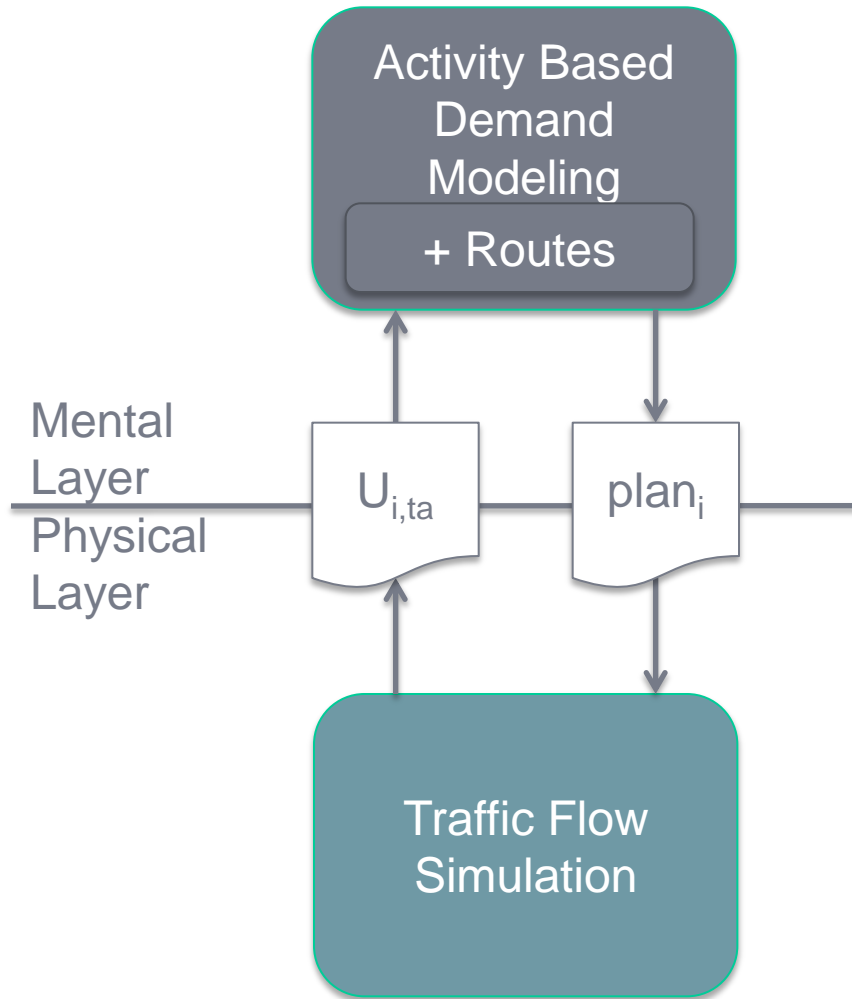
4 modes,  $n$  OD-Groups,  $m$  homogeneous Groups, dynamic



# ABDG & Simulation



# ABDG & Simulation

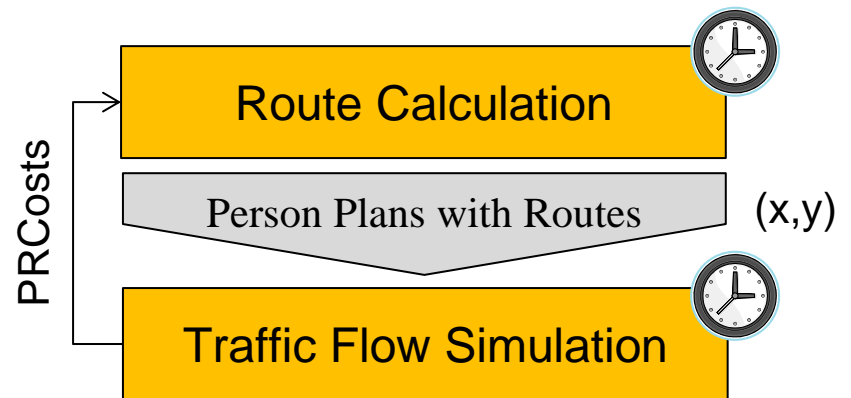
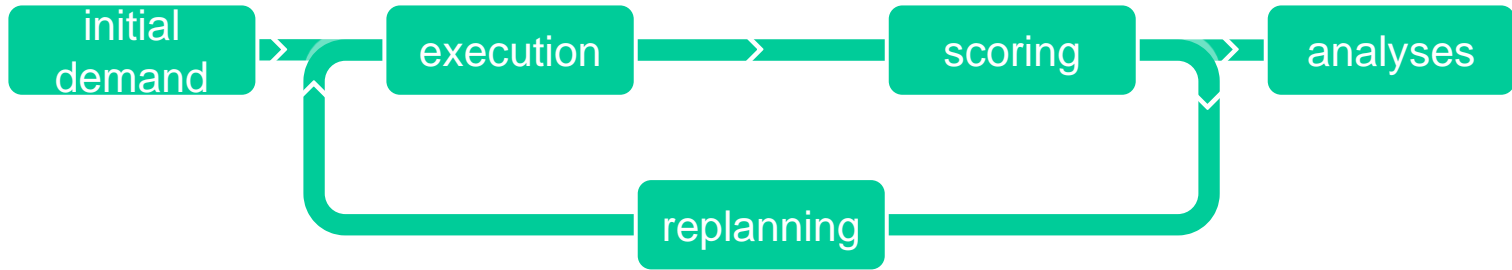


# MATSim Demand Relaxation Process: IT'S MODULAR

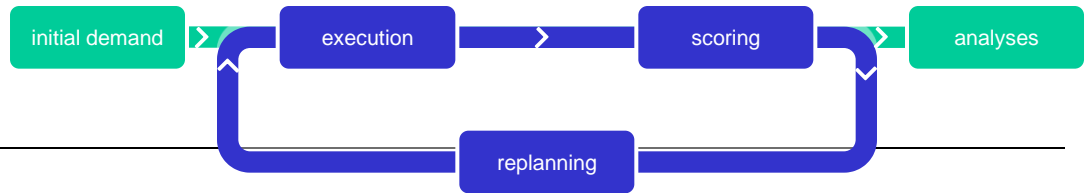
Senozon @ PB

# Calculation Cycle

---

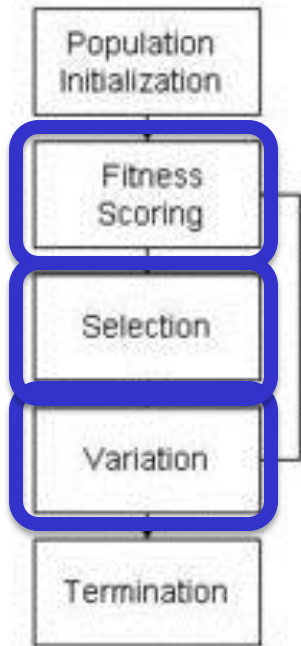


# Optimization

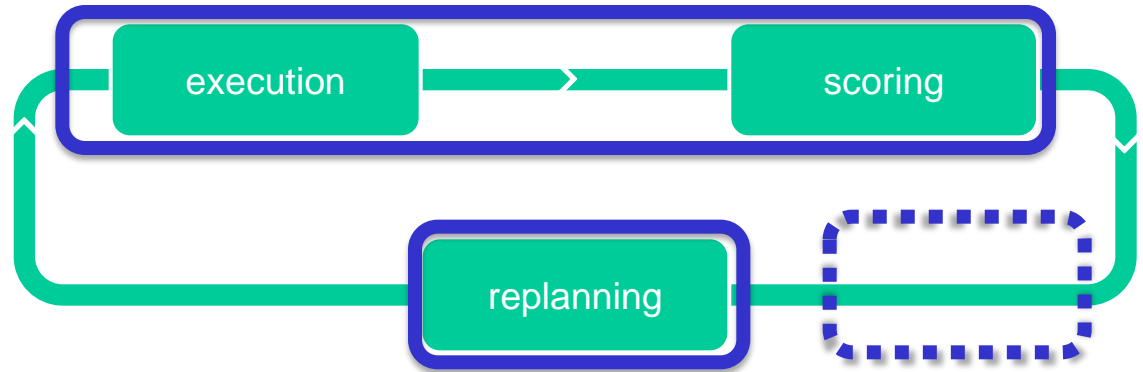


## Evolutionary Algorithm

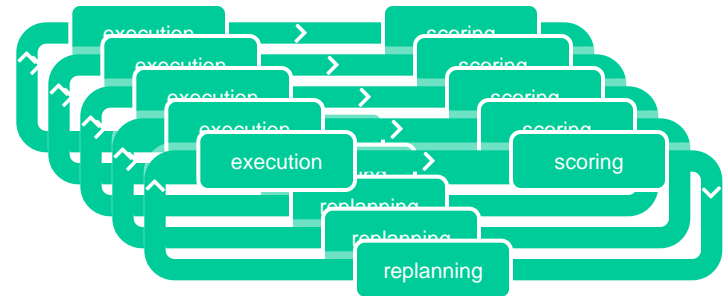
“Population of individuals”



“Population of Plans”



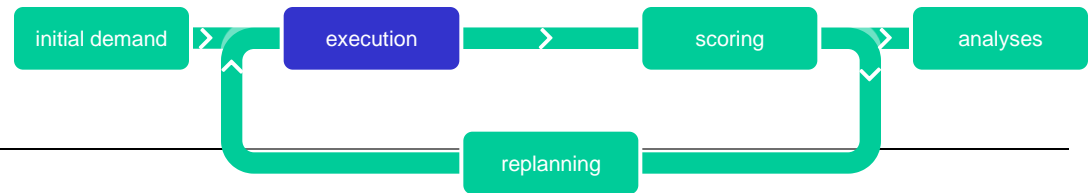
Co-Evolutionary Algorithm





# Optimization

---



## Execution:

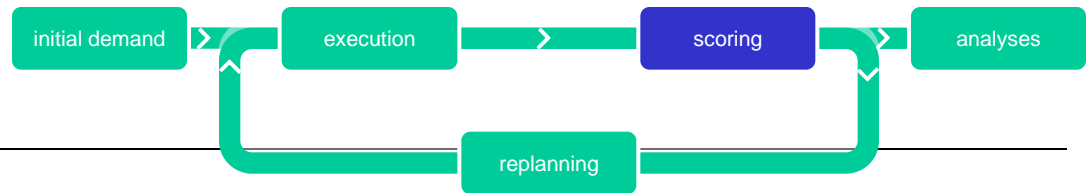
- Simultaneous execution of all persons with their selected plan
- Implementation: Queue model

## Task:

- Traffic flow calculation
- Basis for calculation of the score of the plans

# Optimization

---



## Scoring:

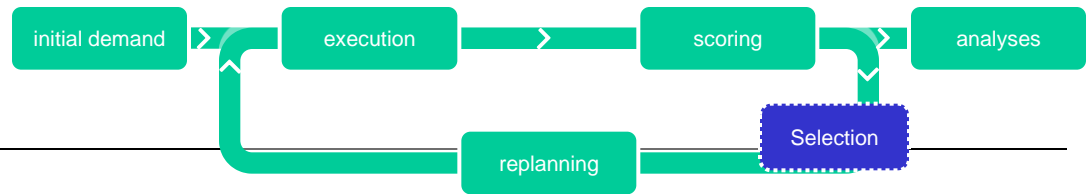
- Calculation of the “fitness” (Utility, Score, generalized (negative) costs)
- Implementation: Charypar und Nagel (2006) and many different extensions of that

## Task:

- Scoring of an executed plan
- Basis for the plan’s likelihood to “survive”

# Optimization

---



Selection:

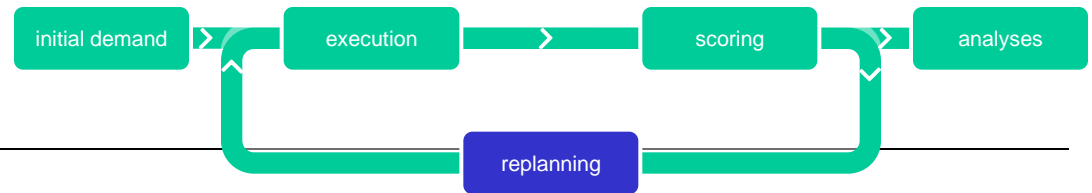
- Defines how plans are generated, selected or deleted

Task:

- Selection process of the evolutionary algorithm

# Optimization

---



## Replanning:

- The way how plans are mutated/changed/adapted (for creation of a ne plan)

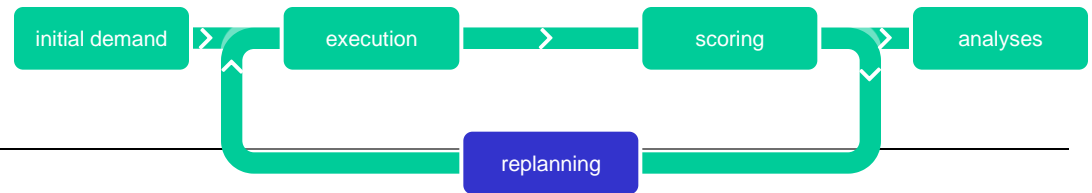
## Task:

- Searching in the search space

➔ The replanning modules define the search space!

# Optimization

---



## Routes

- Typically variations of the dynamic Dijkstra Routing algorithm  
→ “Best respond module”

## Times

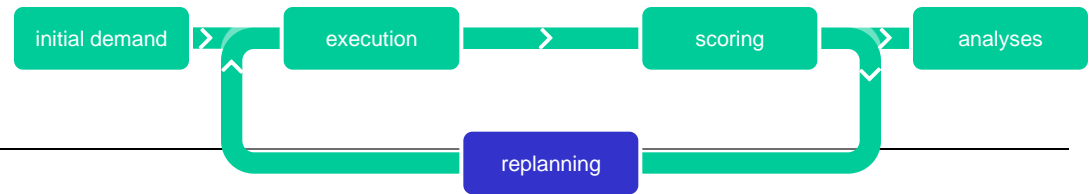
- “Time Allocator Mutator”: random variation of departure times and durations of activities  
→ “Random mutation module”

## Modes

- “Mode Mutator”: Random mode choice on trip, sub-tour or Plan basis → “Random mutation module”

# Optimization

---



## Locations

- Secondary Location Choice Module:
  - Random location choice from a given set of possibilities  
→ “Random mutation module”
  - selection via Space-Time prism  
→ ~ “Best respond module”

# Summary

---

- Replanning: Searching in the search space
- Simulation & Utility Function: Calculation of the success of a plan
- Utility Function: It describes the mobility behavior
- Plan pruning: „Survival of the fittest“, resp. “none survival of the none fittest”
- The final plan set per person: The result of the (plan) choice set generation per person

# IT'S MODULAR

---

## Possibilities:

- Simulation: Replace the Queue Model by your own one (e.g. a CA Model)
- Utility Function: Adapt/Extend/Replace the utility function by your own needs

## For the New York show case:

- Using the activity based demand generation process of NY (chains, activity types, modes and times per person group and home location)
- Replanning: Only MATSim route replanning (switching off the other replanning modules)



# New York Modeling Process

Senozon @ PB

# Coupling PB ABDG with MATSim

ABD is

- Individual chain based
- Zonal based
- Time distribution based

Conversion Process

- Distribute in space (according to land use and buildings)
- Distribute in time (according to time distribution of ABD)

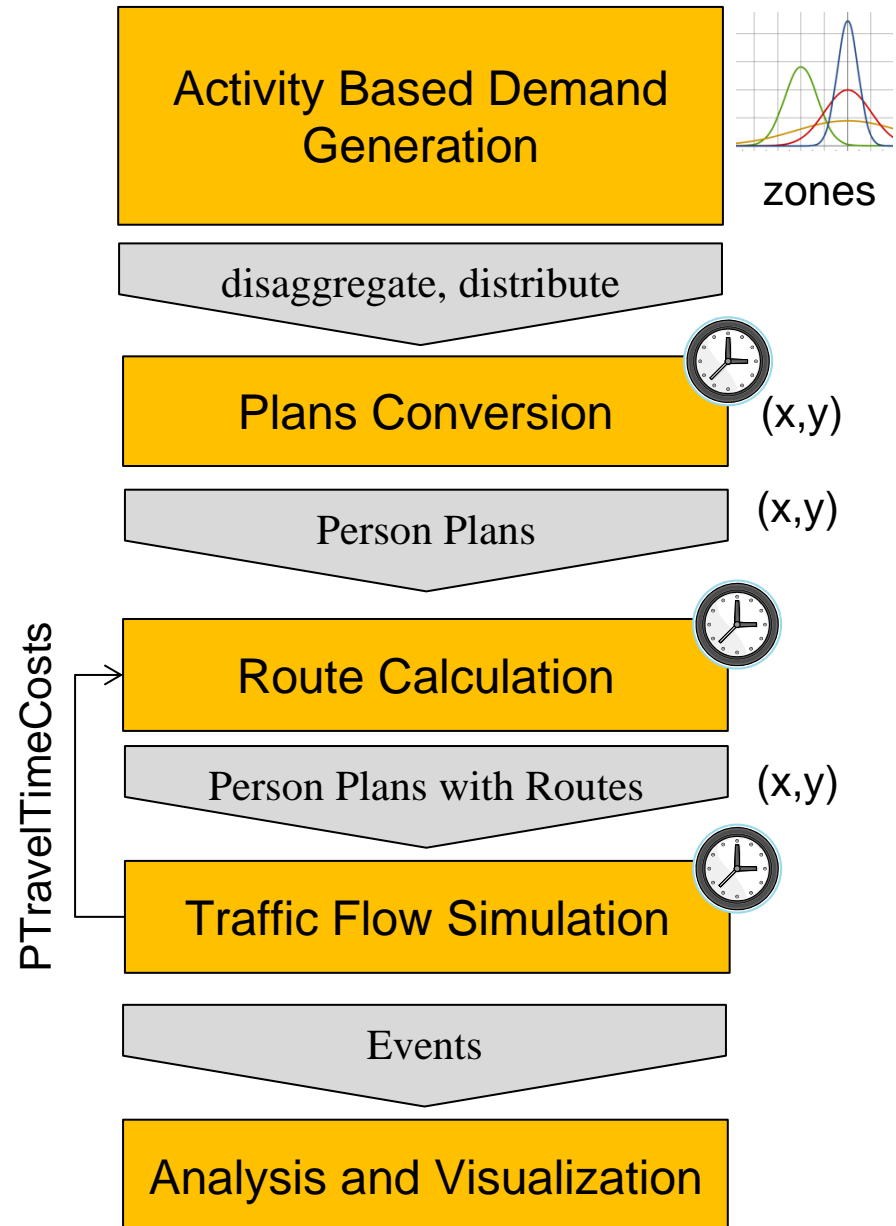
→ MATSim initial Plans

Route assignment

- Based on travel time costs

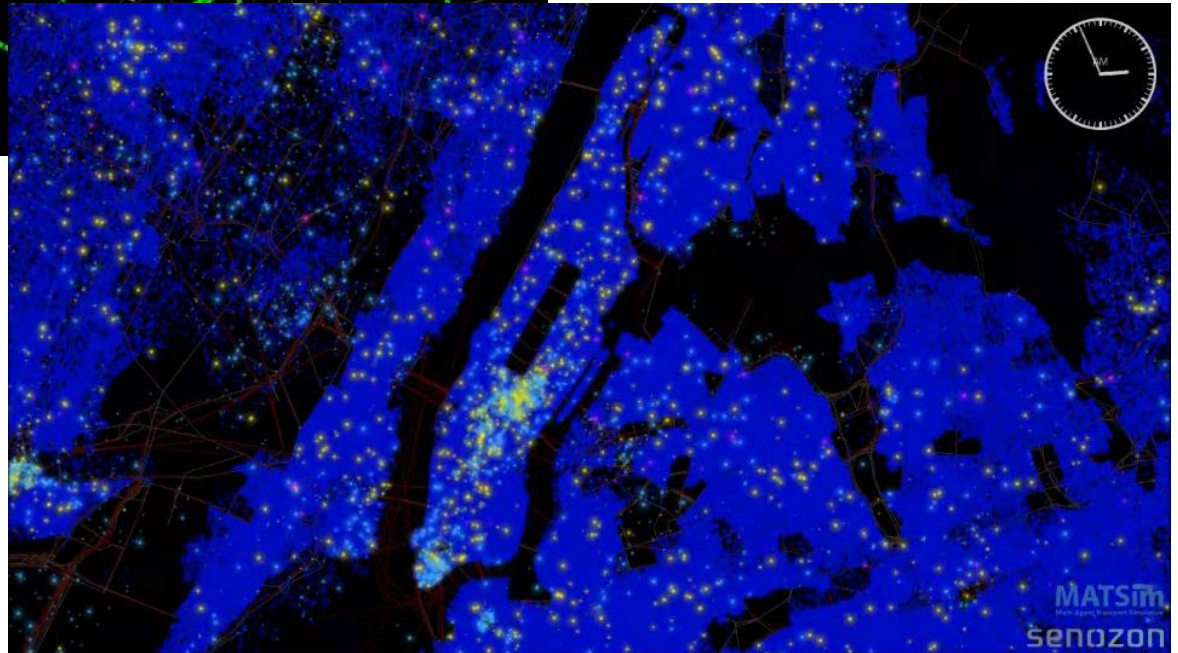
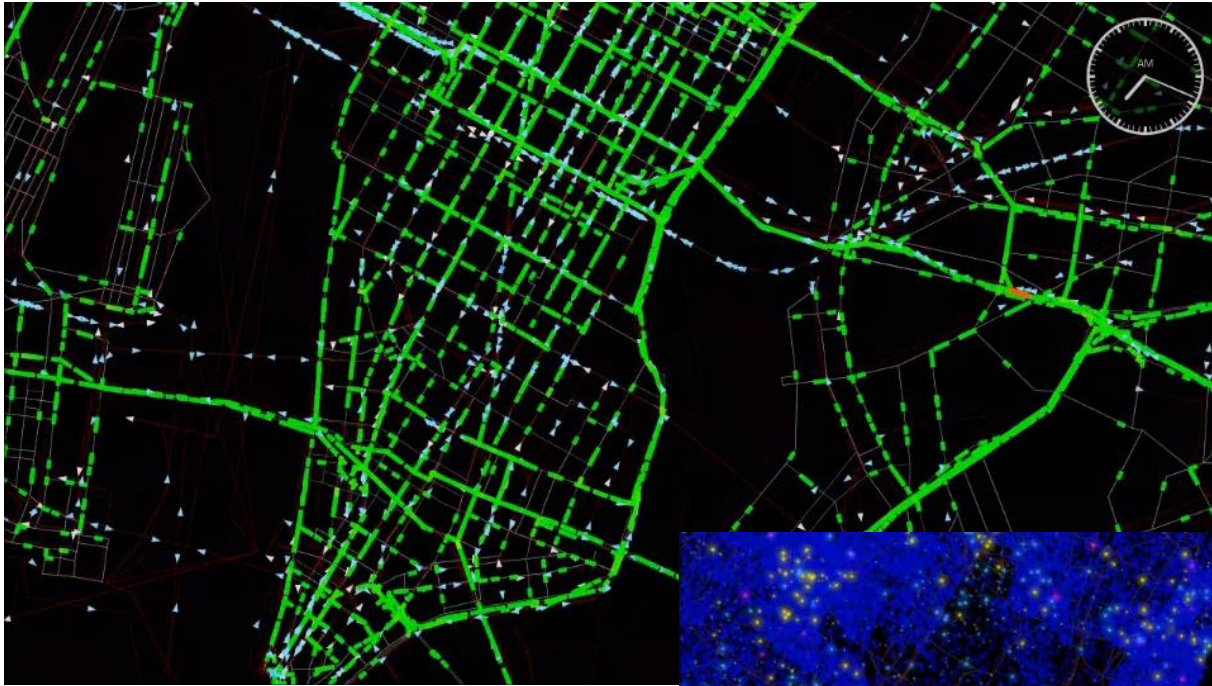
Analysis and Visualization

- Aggregate in time, space, modes and/or person groups (and much more...)



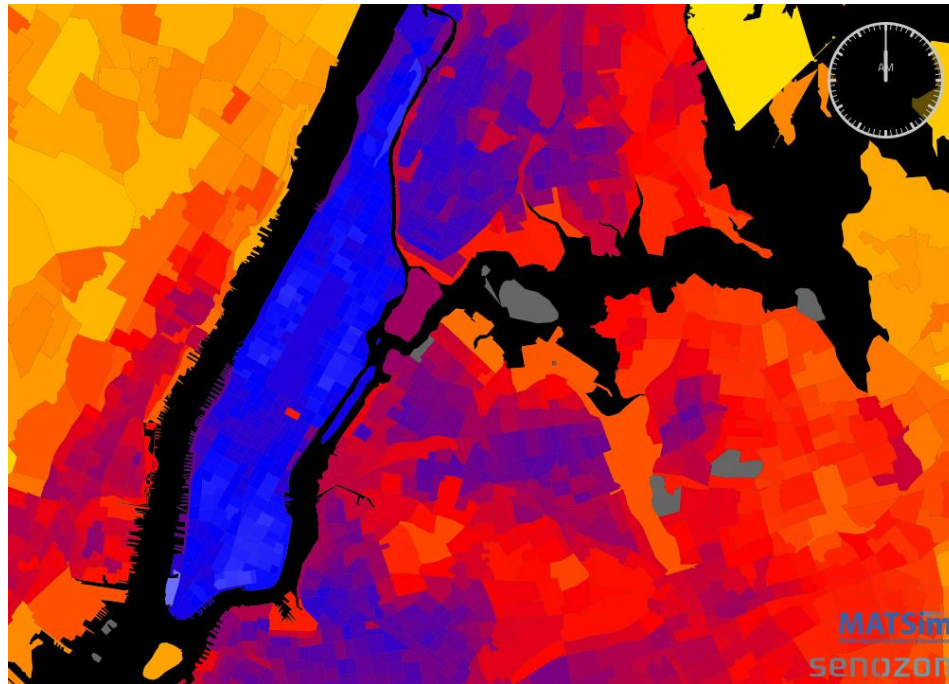
# Example Analysis: Visualization

---

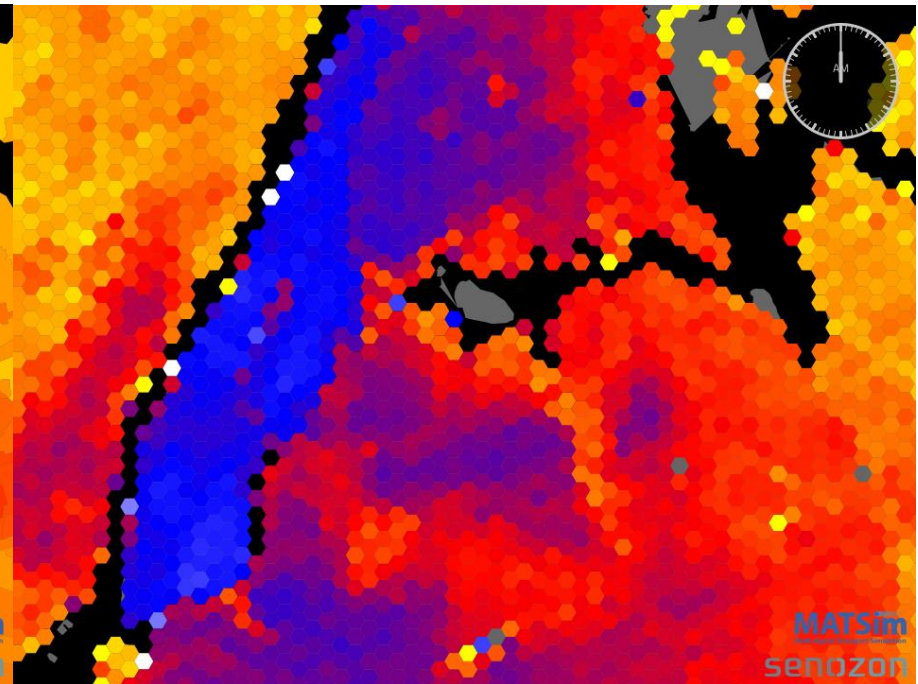


# Example Analysis: Mode Shares

Car mode shares on different spatial aggregation level



Based on TAZ

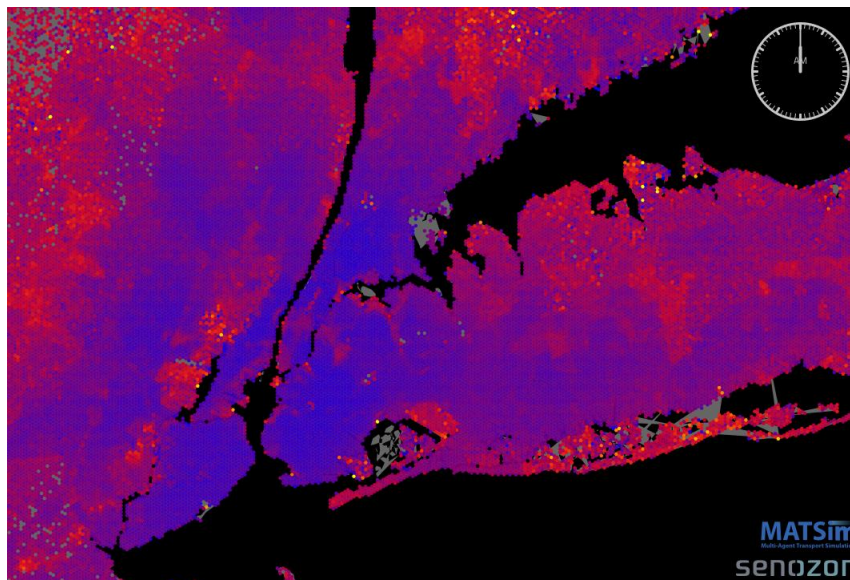


Based on hexagons

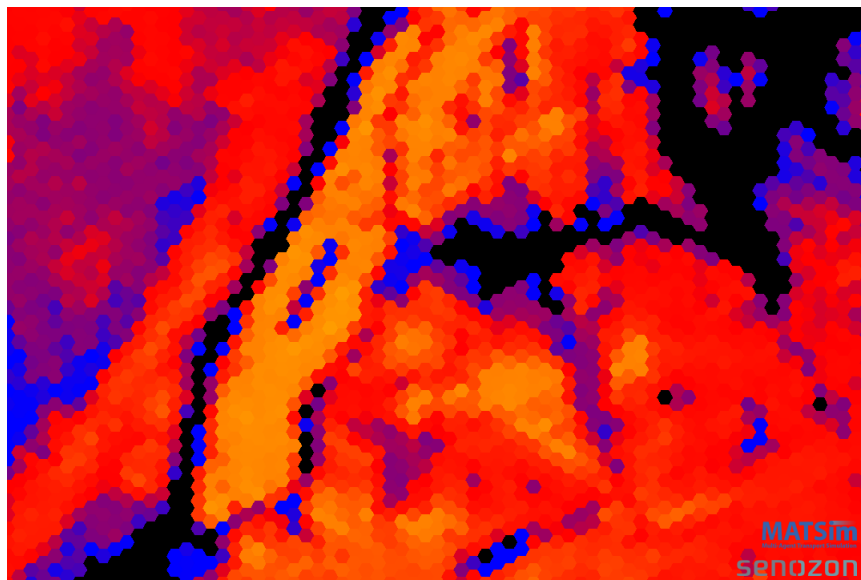
➔ The aggregation level can be arbitrary

# Example Analysis: Trip Statistics

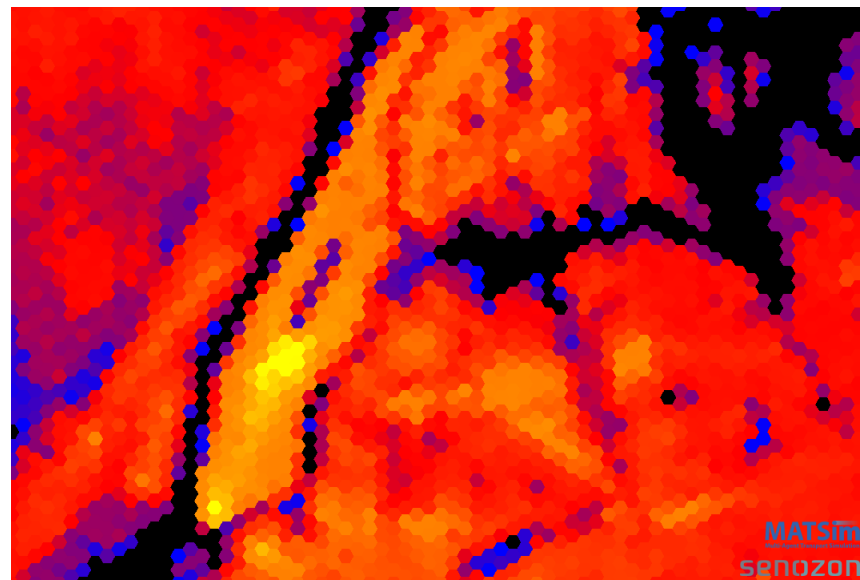
Average trip distance per hexagon



#trips before 10am



#trips after 3pm



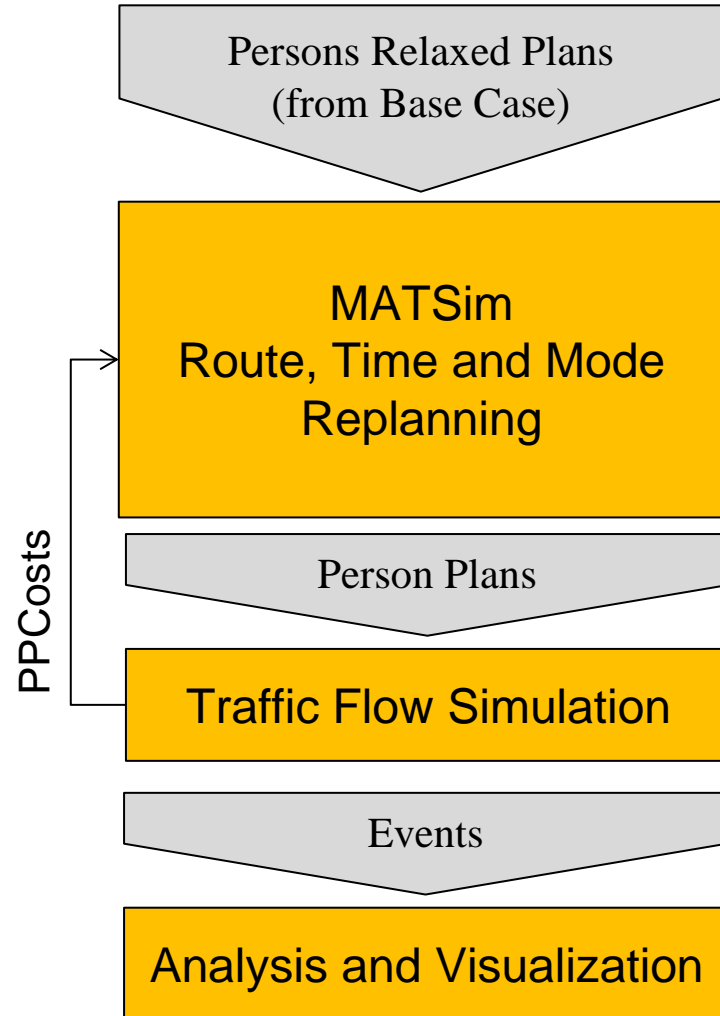
# New York Policy Study

Senozon @ PB

# What if...

---

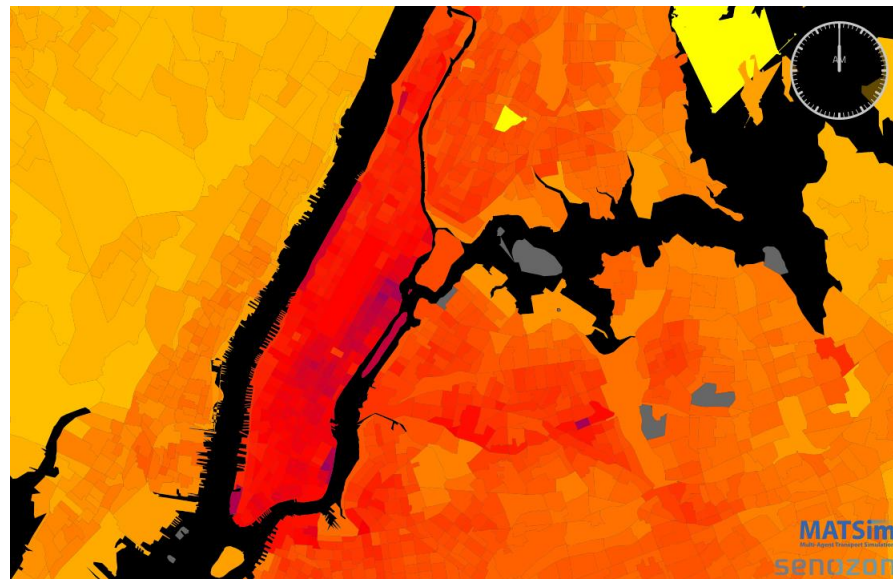
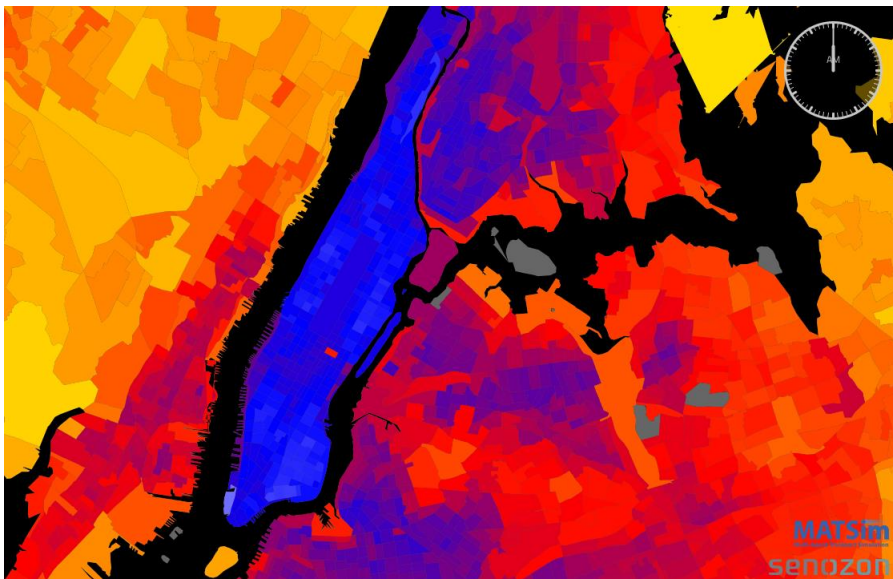
Mobility is completely free of costs (no car costs, no public transit costs, no fuel cost, etc.) and there is unlimited parking space (no constraints, no costs)



# Comparisons

Car share  
Base case

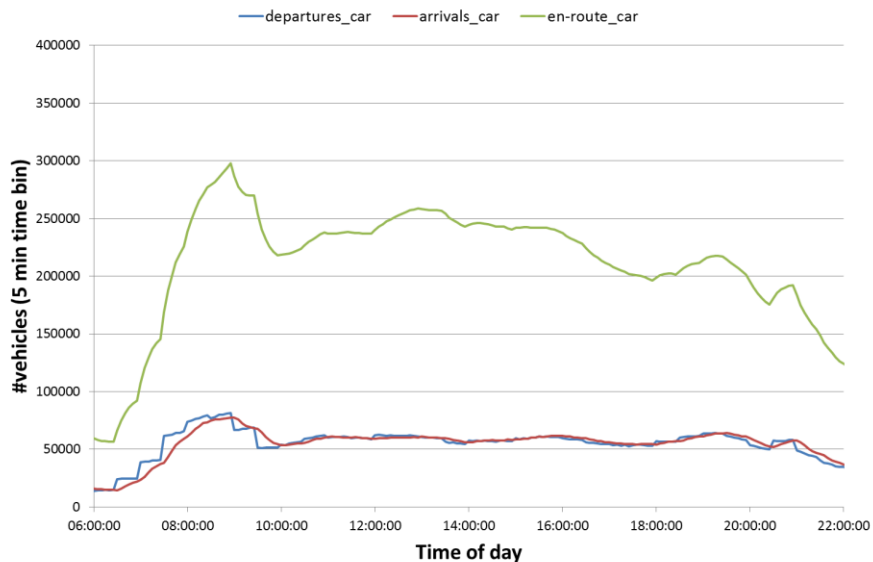
Car share  
Policy study



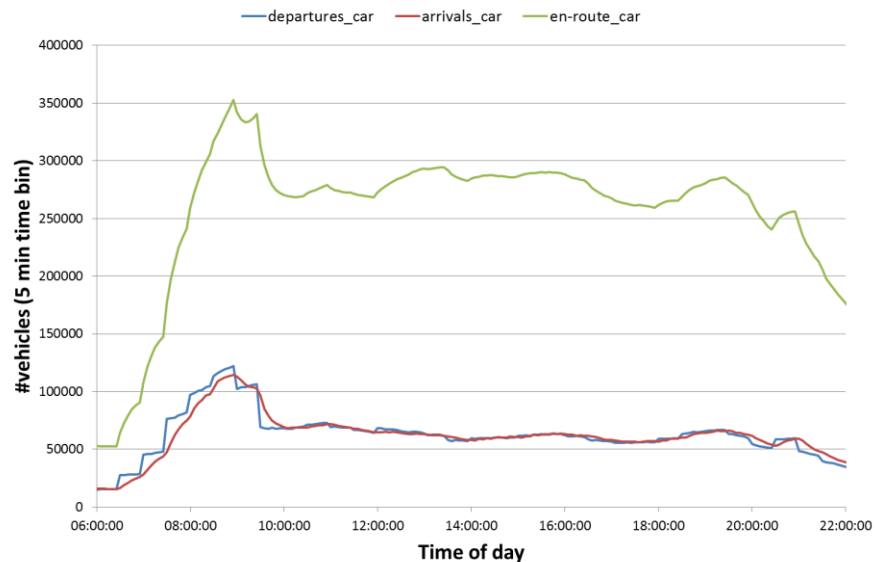


# Comparisons

## Car trip time distribution Base case



## Car trip time distribution Policy study



# Examples of MATSim Model Analysis

Senozon @ PB

# Site Assessment: Pedestrian Frequencies

---

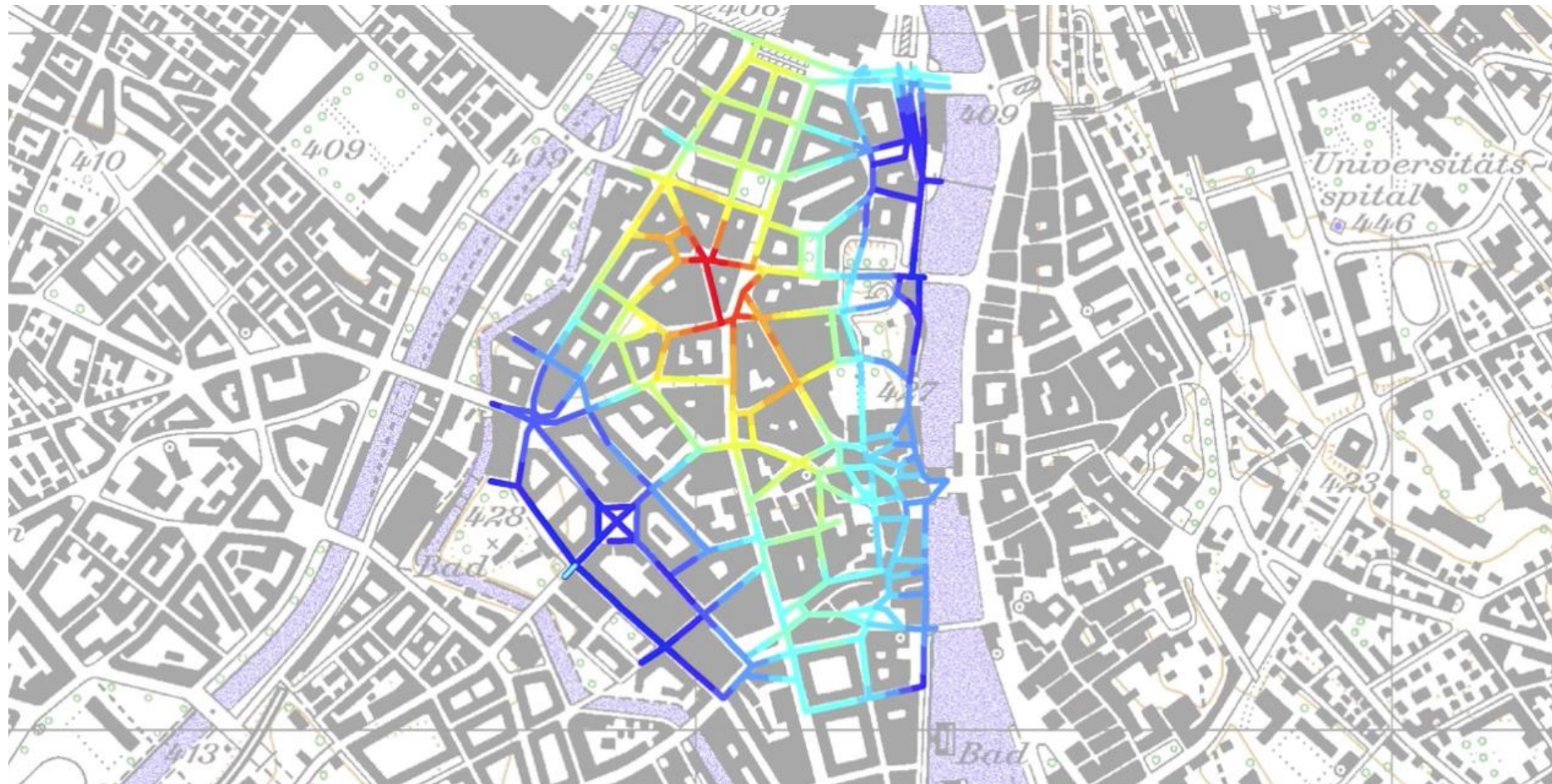
Number of individual agents per day



# Site Assessment: Pedestrian Frequencies

---

Number of individual agents per day going shopping

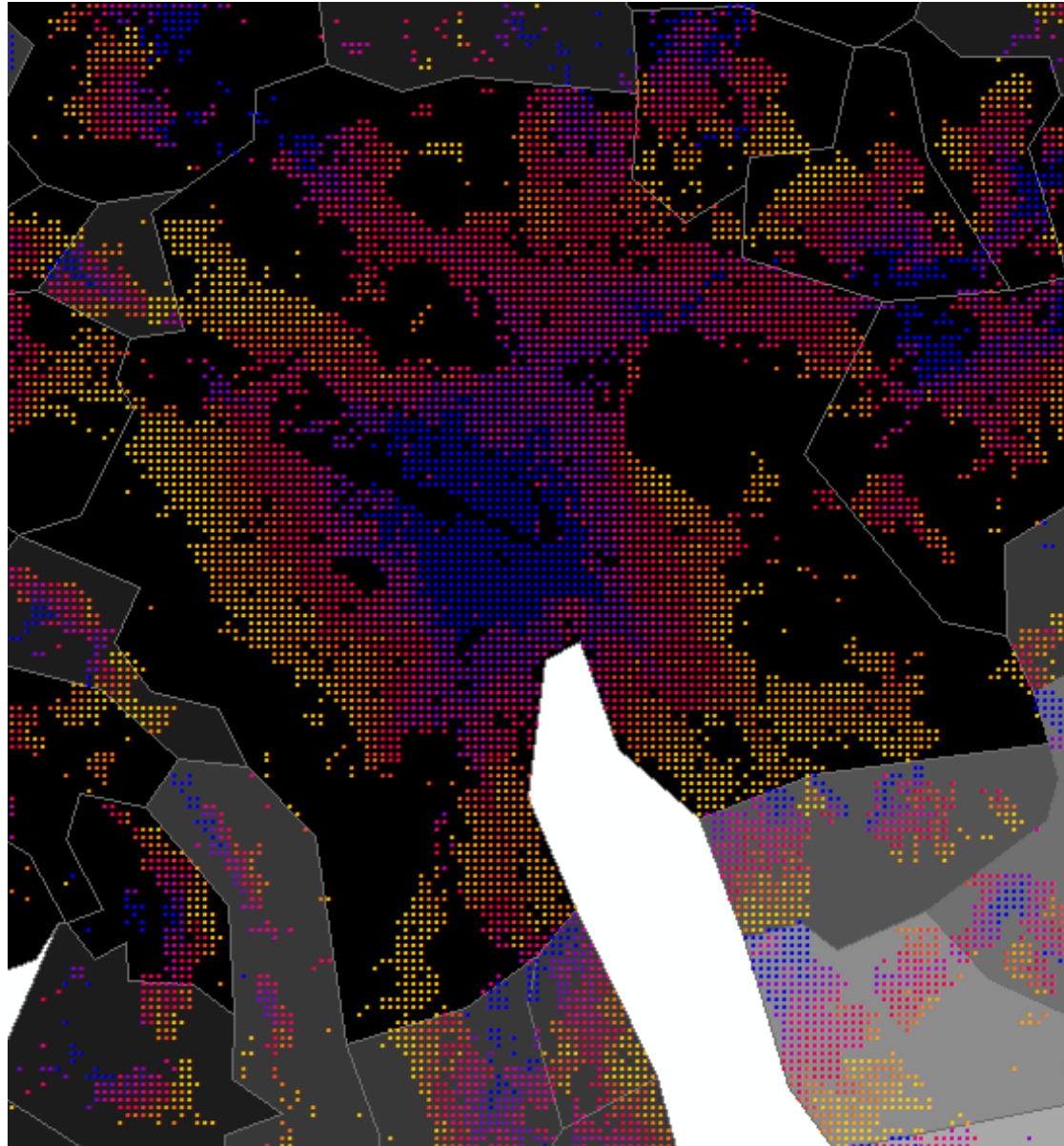


# Site Assessment: Pedestrian Frequencies

---



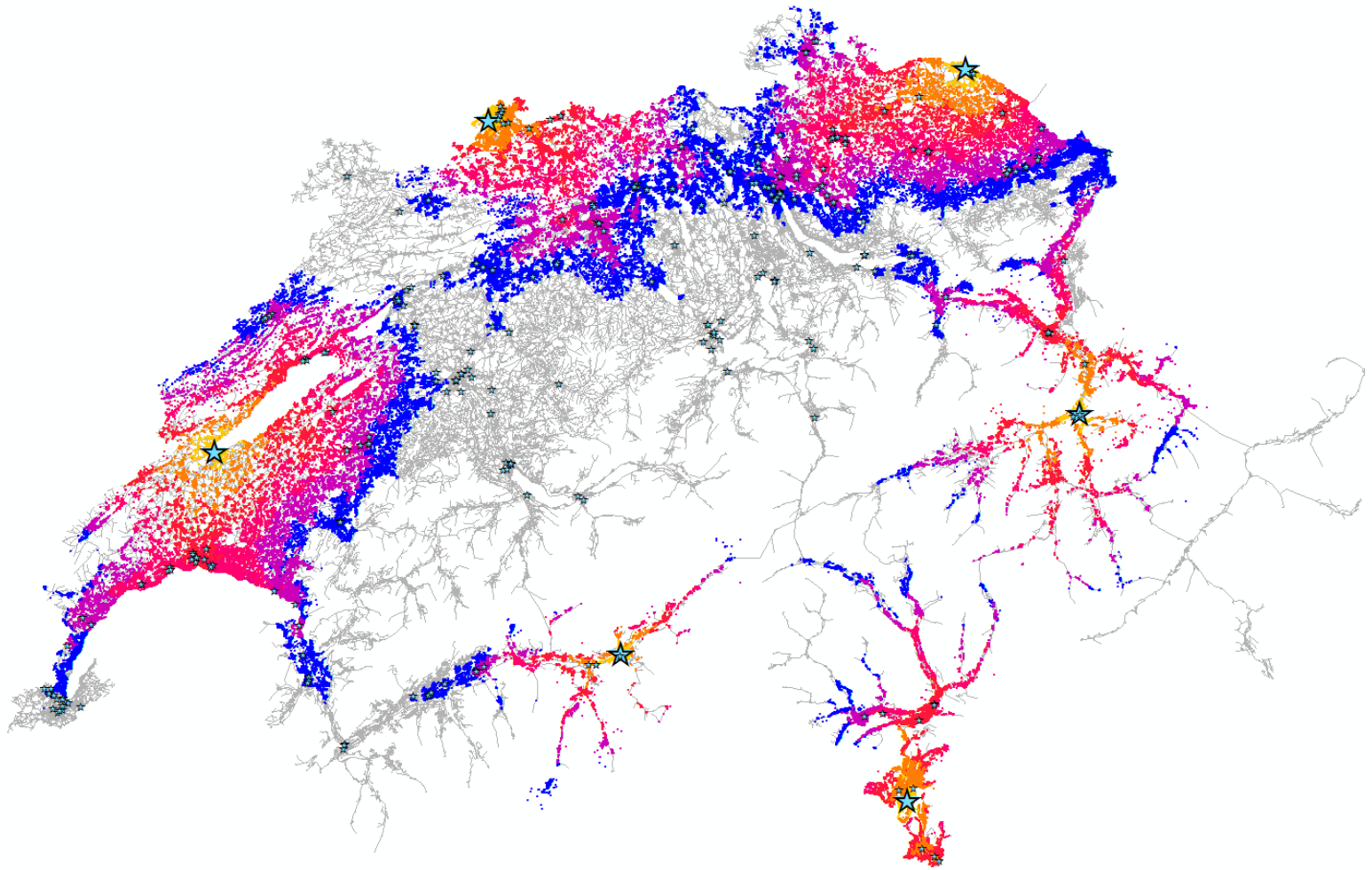
# Example: accessibility of workers





# Example: time accessibility

---

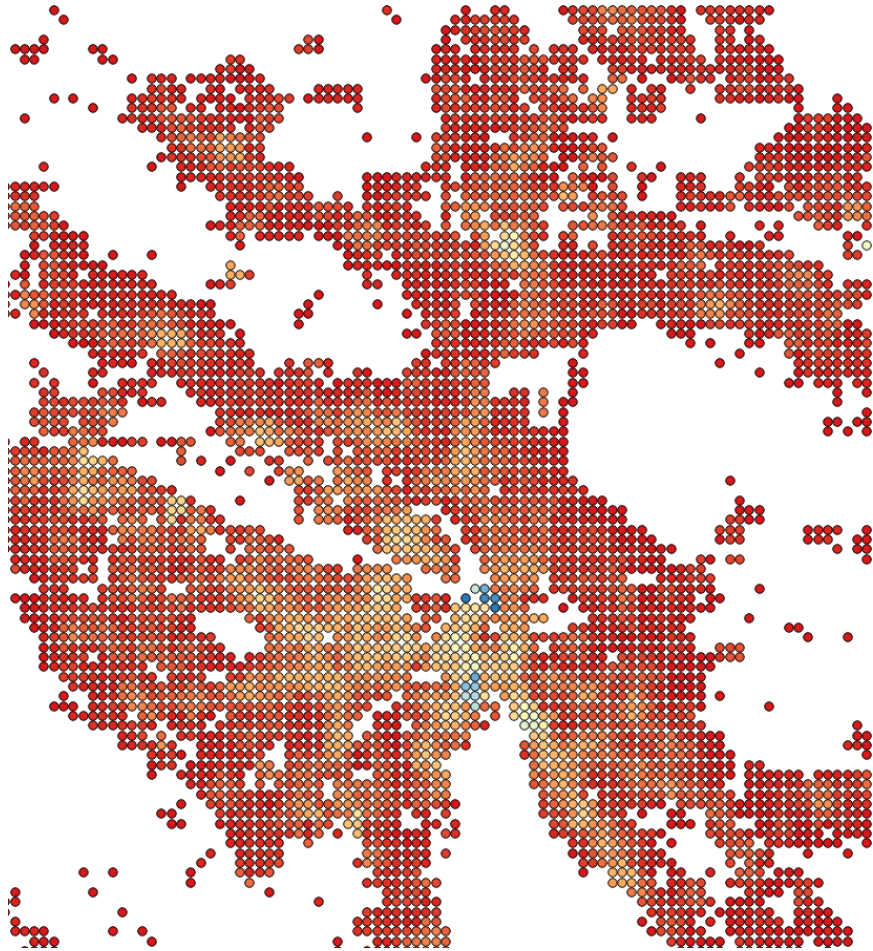


# Site Assessment: Estimating Potential

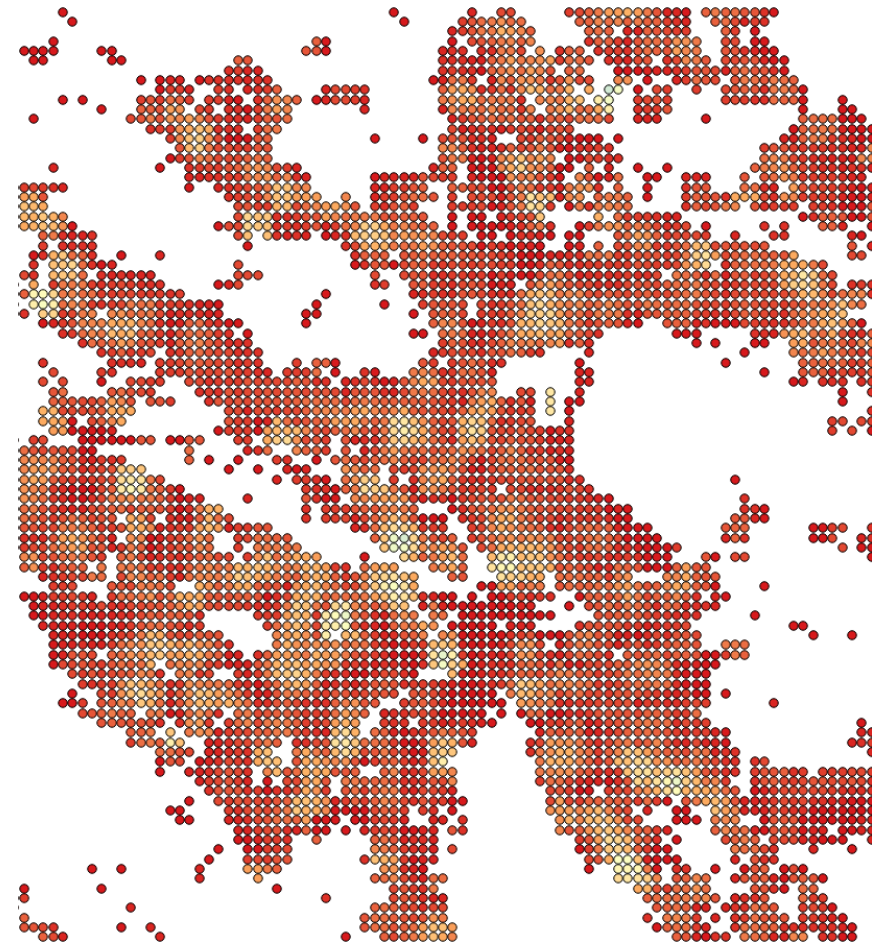
---

## Total potentials

# persons with an activity in region



**Restricted potentials** — only count persons that match some criteria

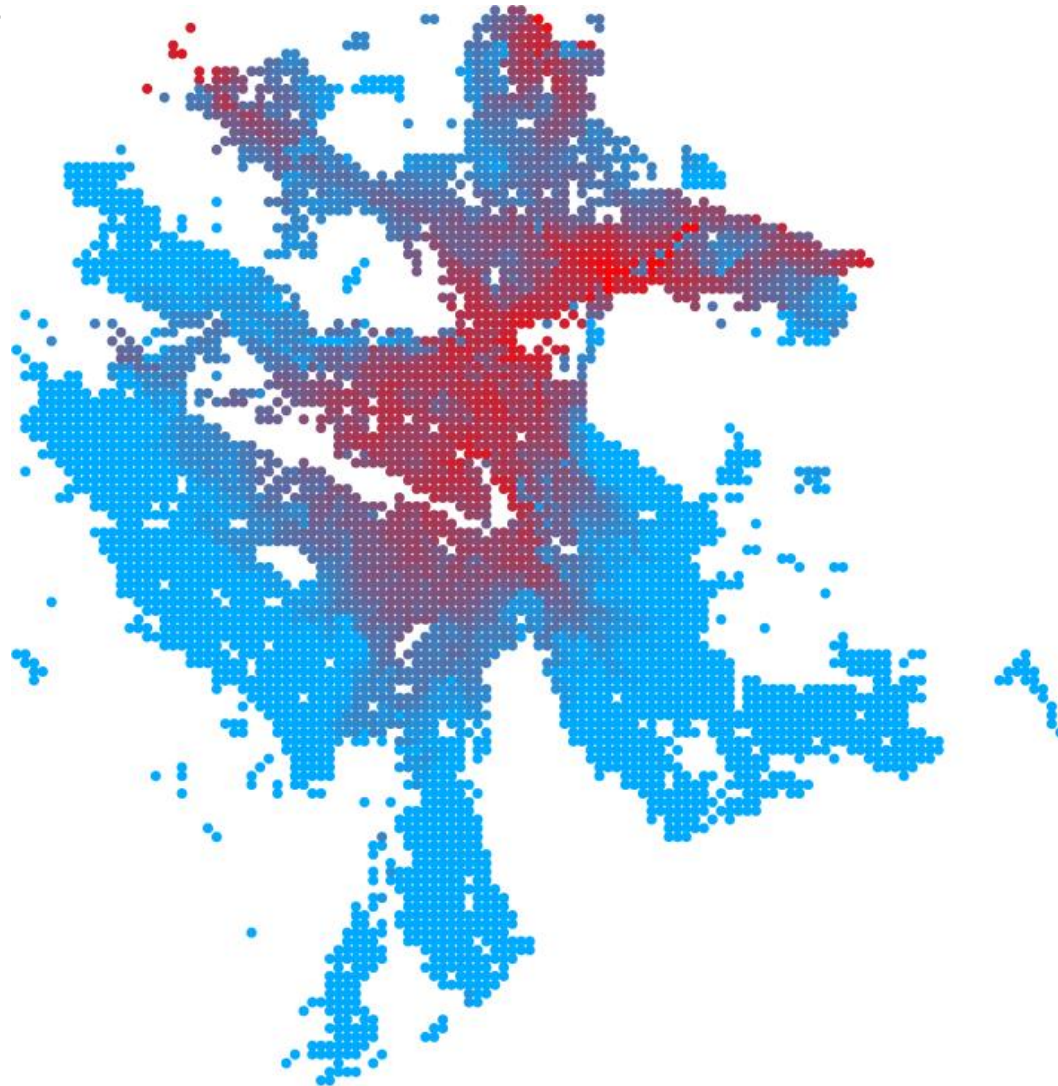




# Site Assessment: Reachability

---

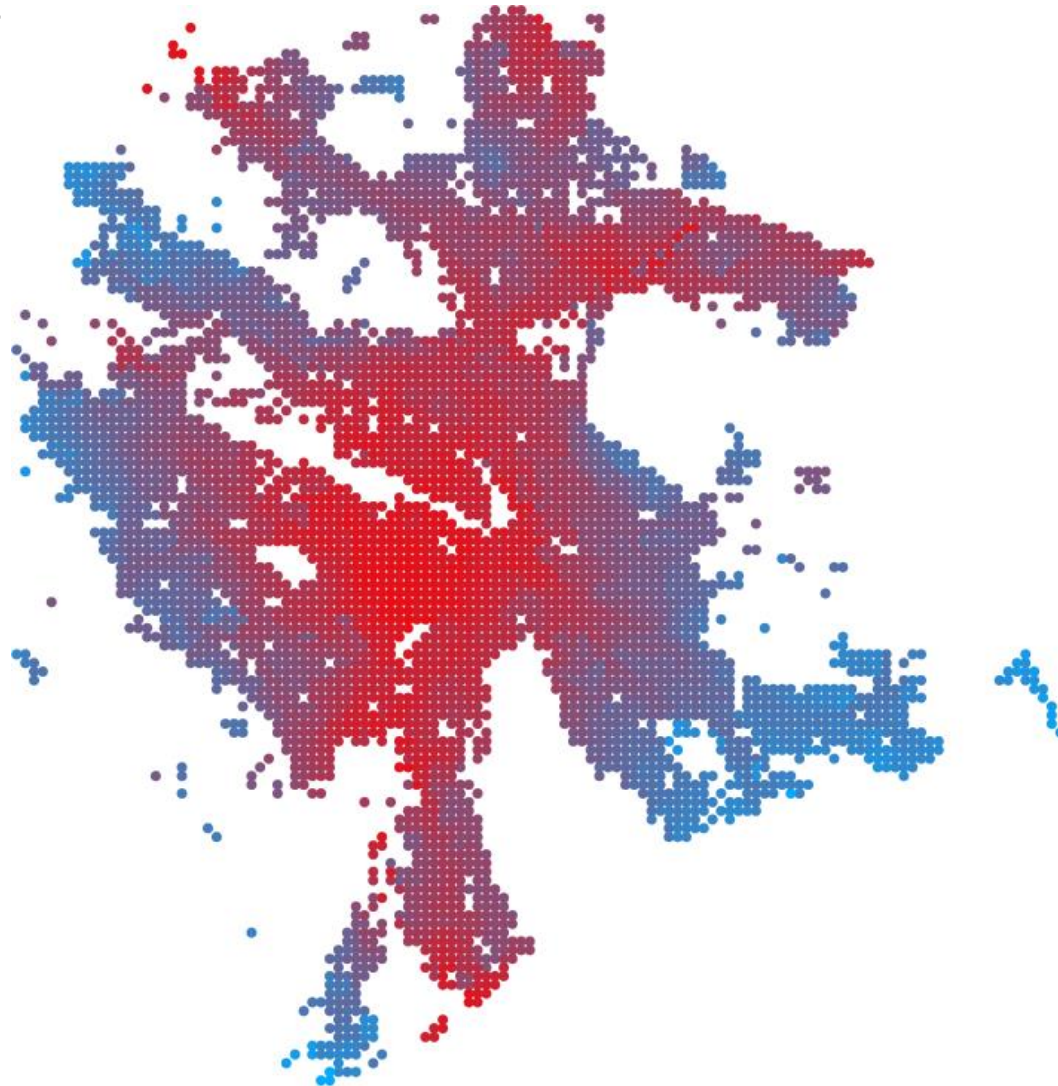
How many persons can reach a cell within 20 minutes with their private car?



# Site Assessment: Reachability

---

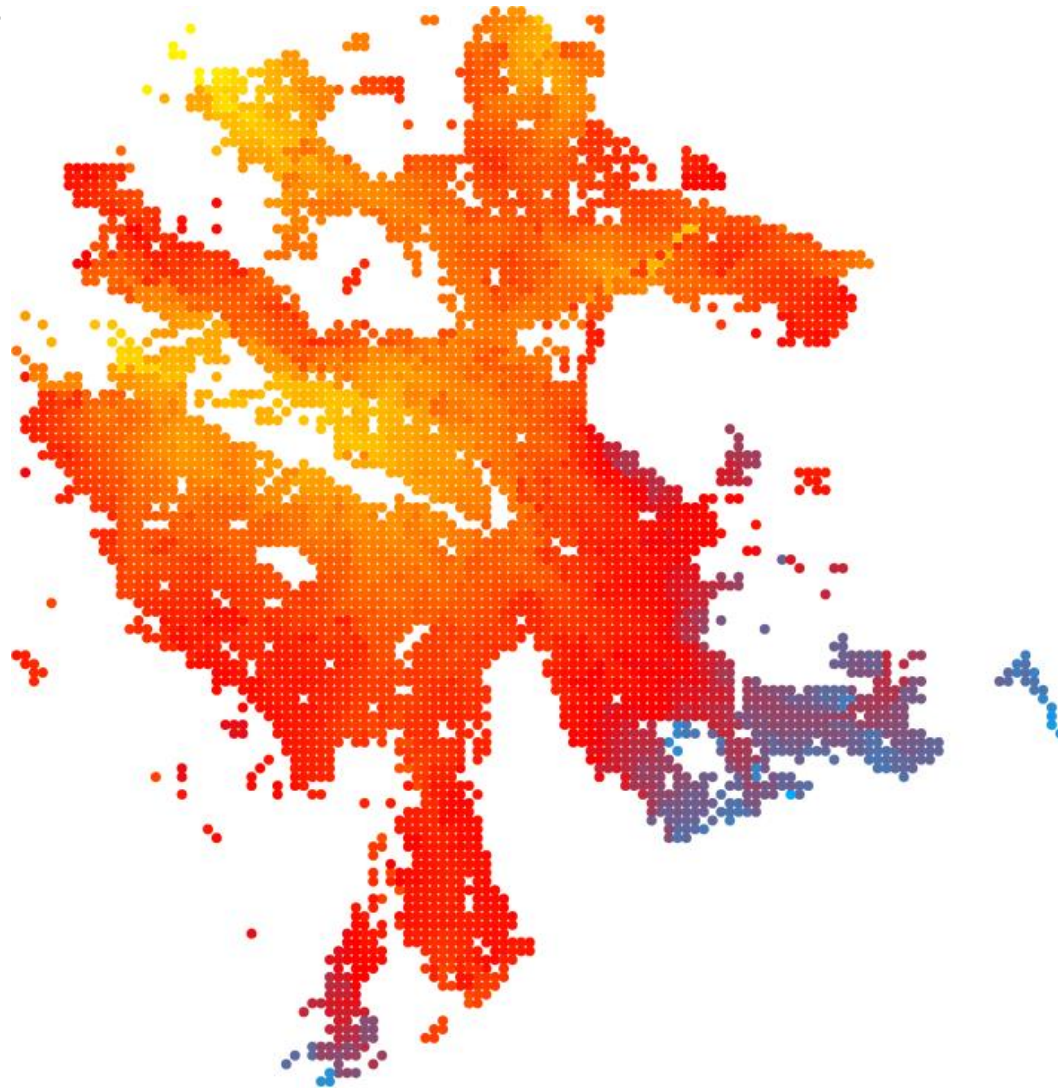
How many persons can reach a cell within 40 minutes with their private car?



# Site Assessment: Reachability

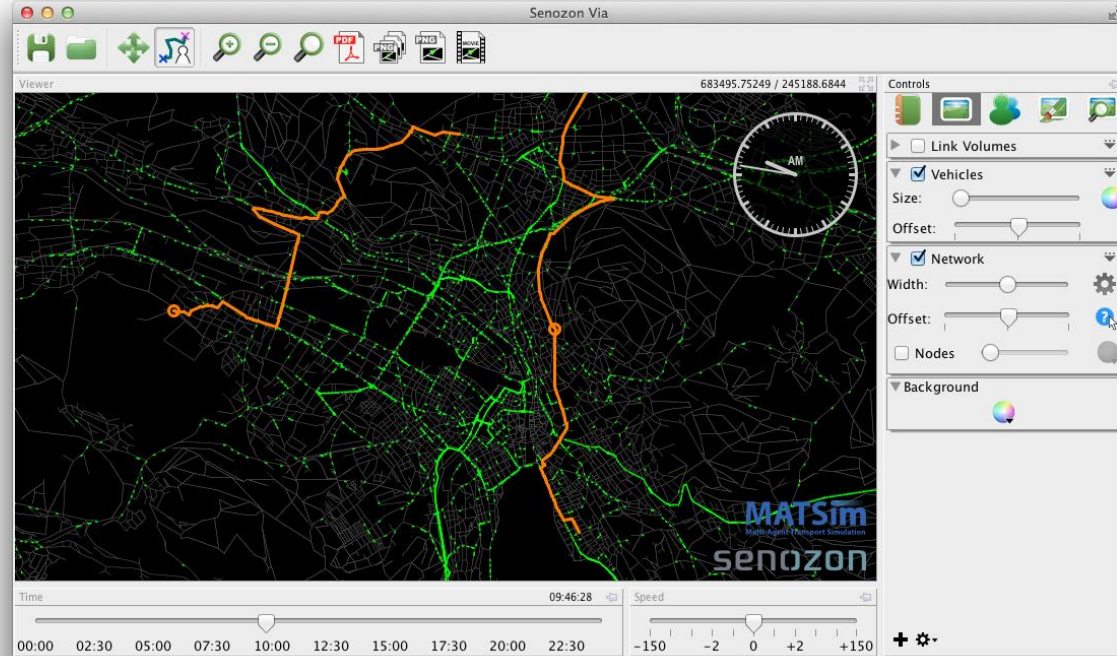
---

How many persons can reach a cell within 60 minutes with their private car?



# Analysis of traffic dynamic with VIA

- Dynamic visualization of traffic streams
- Dynamic visualization of activities
- Tracking single agents
- Dynamic representation of traffic volumes
- Dynamic «select link analysis»



- Dynamic visualization of trips, including public transit vehicles (including waiting time and delays due to boarding / alighting)
- Passenger statistics (boarding / alighting) at stops
- Path-time diagram comparing transit schedules with actual trips
- Raster statistics
- Visualization and analysis of single socio-demographic groups
- Films, Screenshots, etc....

# Online Analysis

Spider Analysis

svn.senozon.com/services/ch2012/spider.xhtml

Reader

Statistics

Activities Analysis

**Spider Analysis**

Time

From: 06:00 To: 10:00

Person

Age: from 0 to 0

Select gender Select license

apply filter

# events	572311 (21731.04 ms)
average age	43.28
female	500
male	1010
with license	1371
without license	139

Age distribution

Age Group	Count
0-19	~50
20-39	~500
40-59	~650
60-79	~200
> 80	~20

+ show network

Google

Imagery ©2013 TerraMetrics - Terms of Use Report a map error

# Online Analysis: Location Assessment

The screenshot displays the Senozon Locations web application. The browser address bar shows the URL <http://locations.senozon.com/locations>. The application header includes the Senozon logo, navigation tabs for 'Standorte' and 'Berichte', and user information for 'Administration' and 'balmer@senozon.com'.

**Standorte**

X	Y	Name	Aktionen
8.5465325	47.4079982	Senozon	
9.5299263	46.8524717	Chur	

[Alle Standorte löschen](#)

**Kriterien**

Alter: 30 - 55

Haushalts-einkommen: niedrig - hoch

Tageszeiten: 09:00 - 18:30 Uhr   
 00:00 - 24:00 Uhr

Aktivitäten:  Zu Hause  Arbeit  Ausbildung

**Bericht** [Jetzt Bericht erstellen](#)

**Map**

Auswertung: Passantenfrequenzen

Adresse

The map shows a heatmap of pedestrian frequencies in the Senozon area, with colors ranging from blue (low) to red (high). A blue location pin is placed on the map. The map includes street names and a search bar.

Leaflet | Tiles Courtesy of MapQuest, Data © Open Street Map and contributors

**senozon**  
understanding mobility

## Discussion

Michael Balmer

Senozon AG  
Schaffhauserstrasse 331  
8050 Zurich, Switzerland

<http://senozon.com>  
[balmer@senozon.com](mailto:balmer@senozon.com)

**senozon**  
understanding mobility

Appendix

Senozon @ PB



One Word about “Micro Simulation”

Senozon @ PB

# What is a Microsimulation?

---

## General (econometrics):

A modeling technique that operates at the level of individual units

## Traffic:

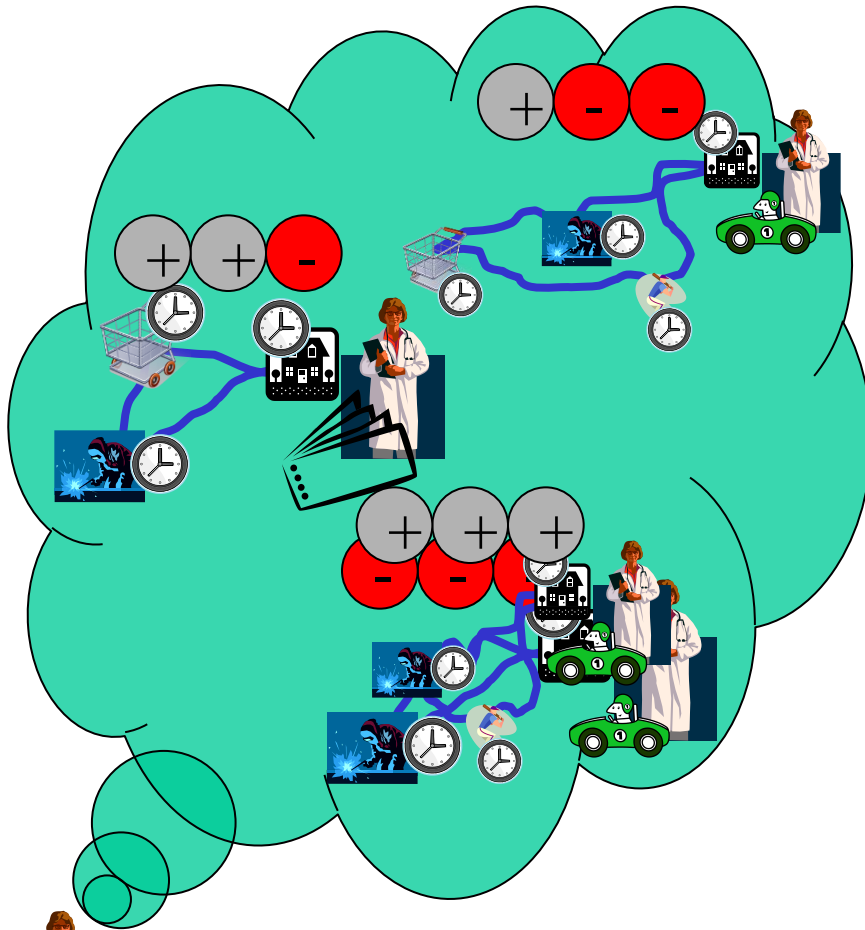
Models simulating the behavior of individual vehicles within a predefined road network

- MATSim's "Queue model" for traffic flow simulation is microscopic in the sense of persons, vehicles, time and space.
- MATSim is not (or only to a very limited extent) a traffic micro simulation.

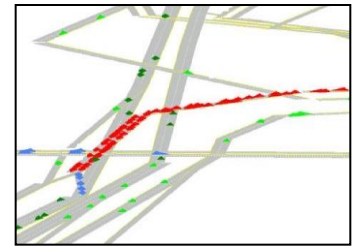
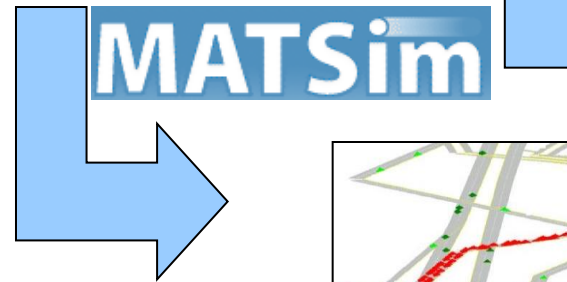
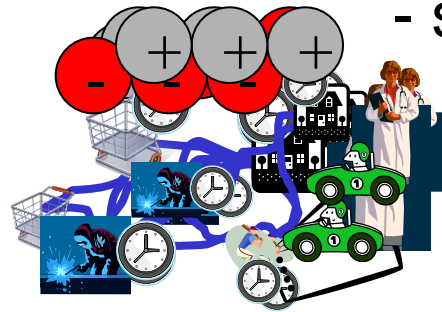
# MATSim Relaxation Process

Senozon @ PB

# Optimization on the viewpoint of an Agent

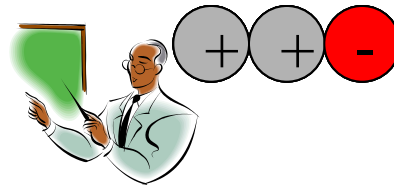
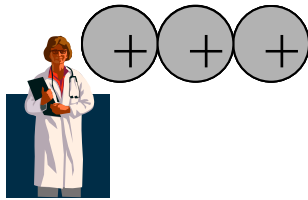


- +sports
- congestion
- shop closed

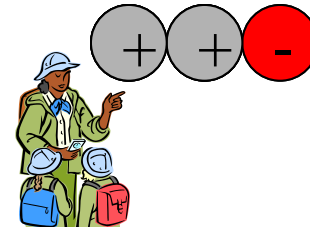
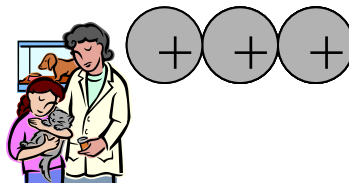


# Co-evolutionary algorithm

Iteration n



etc.



➔ Stable state

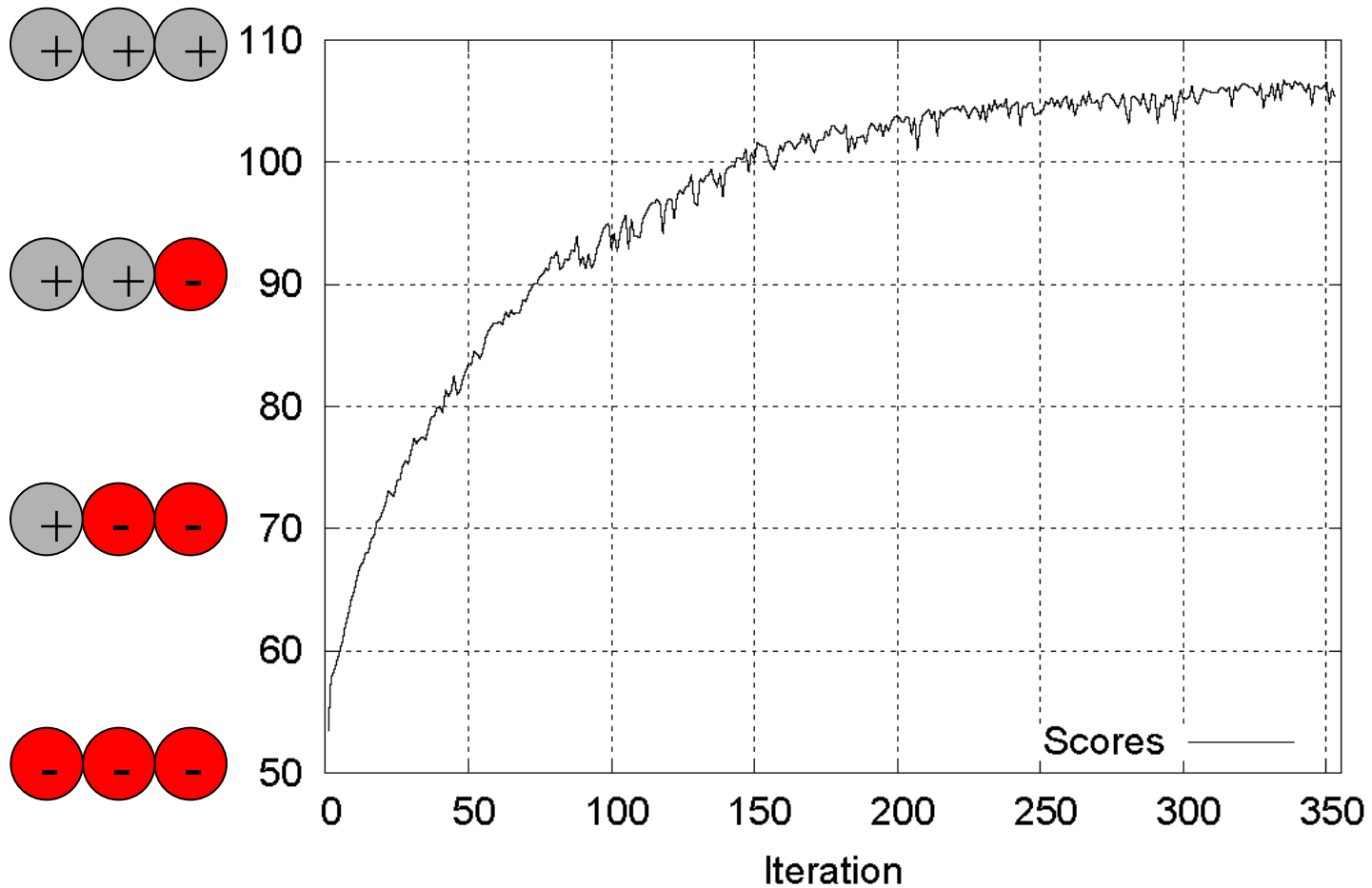
# Example

Scenario:

- Switzerland
- 260'000 Agents
- chain: h – w – h



# Optimization of the whole System



Utility Function

Senozon @ PB



# Utility Function

---

Die Utility Function (Scoring Function, „negative costs“) describes the success of a plan.

It measures:

Utility of traveling

Utility of performing activities

Utility of waiting

etc...

# Example

---

Duration: 24 hours

Agent Smith:

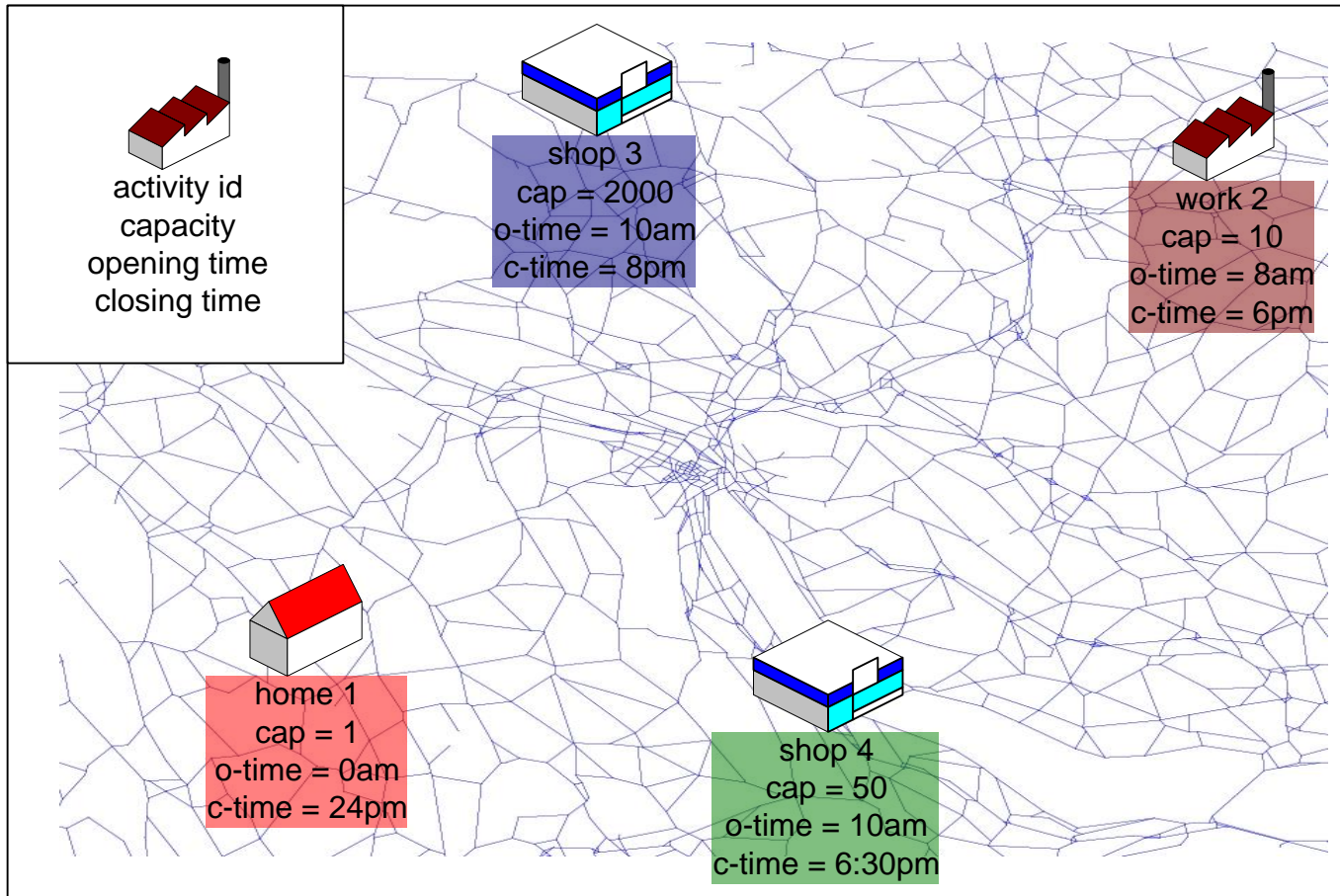
- age = 31 years
- sex = male
- driver's license = yes
- car availability = always
- employed = yes
- etc...

Activity calendar of agent Smith:

- h: 16 hours at home
- w: 8 hours at work
- s: 1 hour for shopping
- l: 4 hours playing pool
- l: 2 hours for sports
- l: 8 hours beer drinking
- etc...

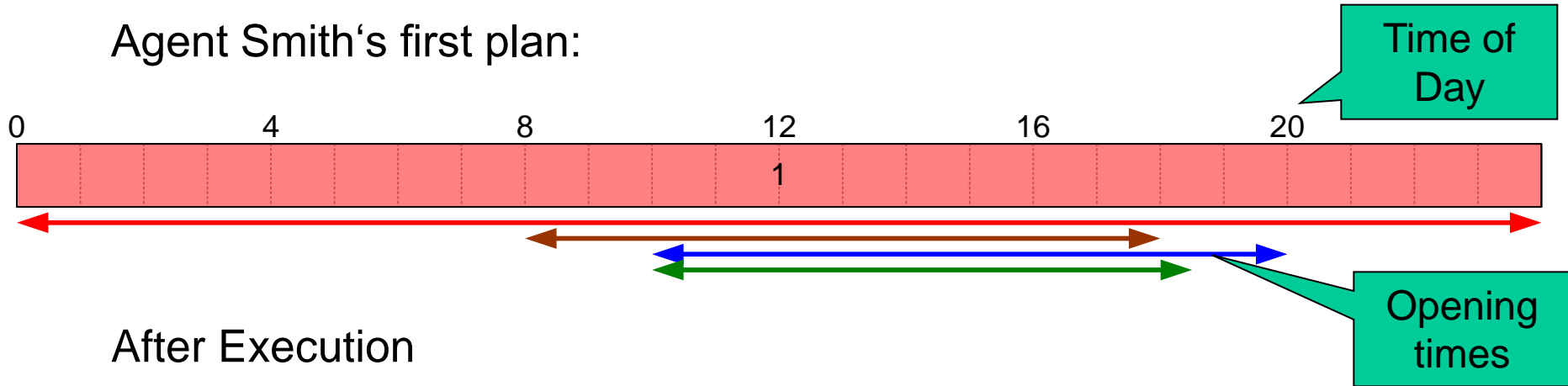
# Initial Situation

The mental map of Agent Smith:

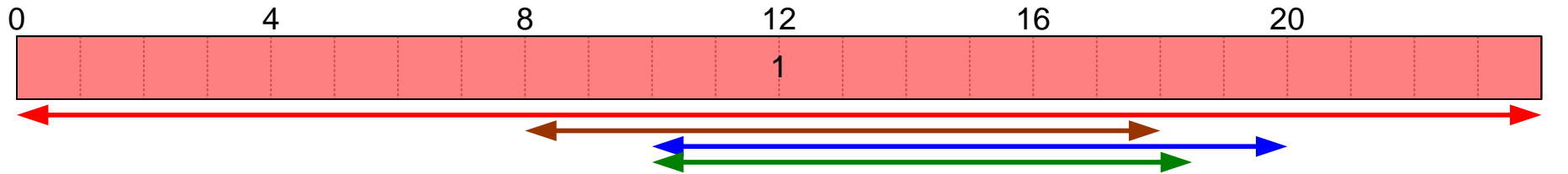


# Matsim Iteration

Agent Smith's first plan:



After Execution



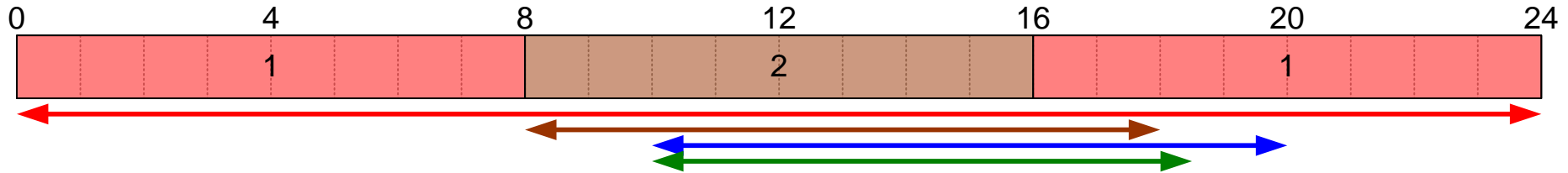
Rating:

This plan is ok, but the agent does not do a lot...

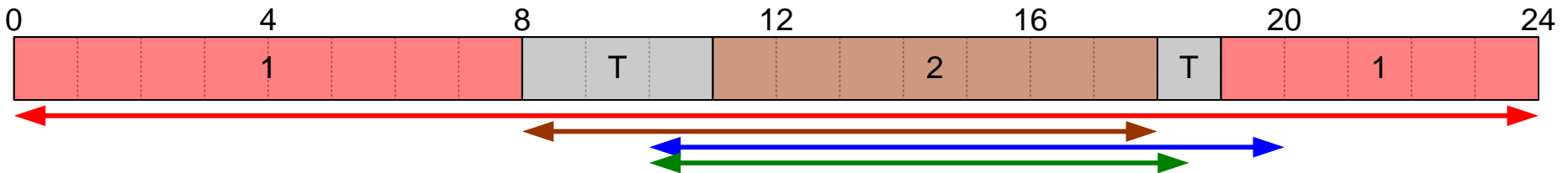
# Matsim Iteration

---

Agent Smith's second choice:



After execution:



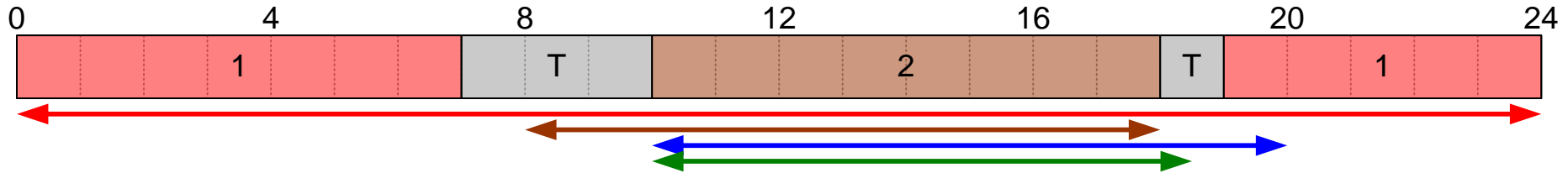
Rating:

Surely, it is better to work a bit, but unfortunately not long enough.  
Also the time spent on travel is too much.

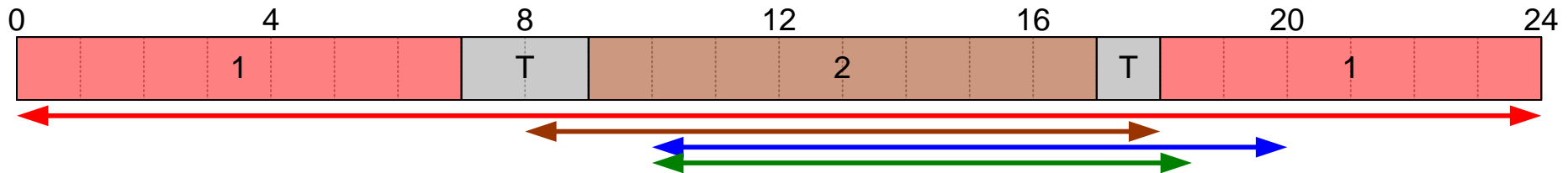
# Matsim Iteration

---

Agent Smith's third try:



After execution:

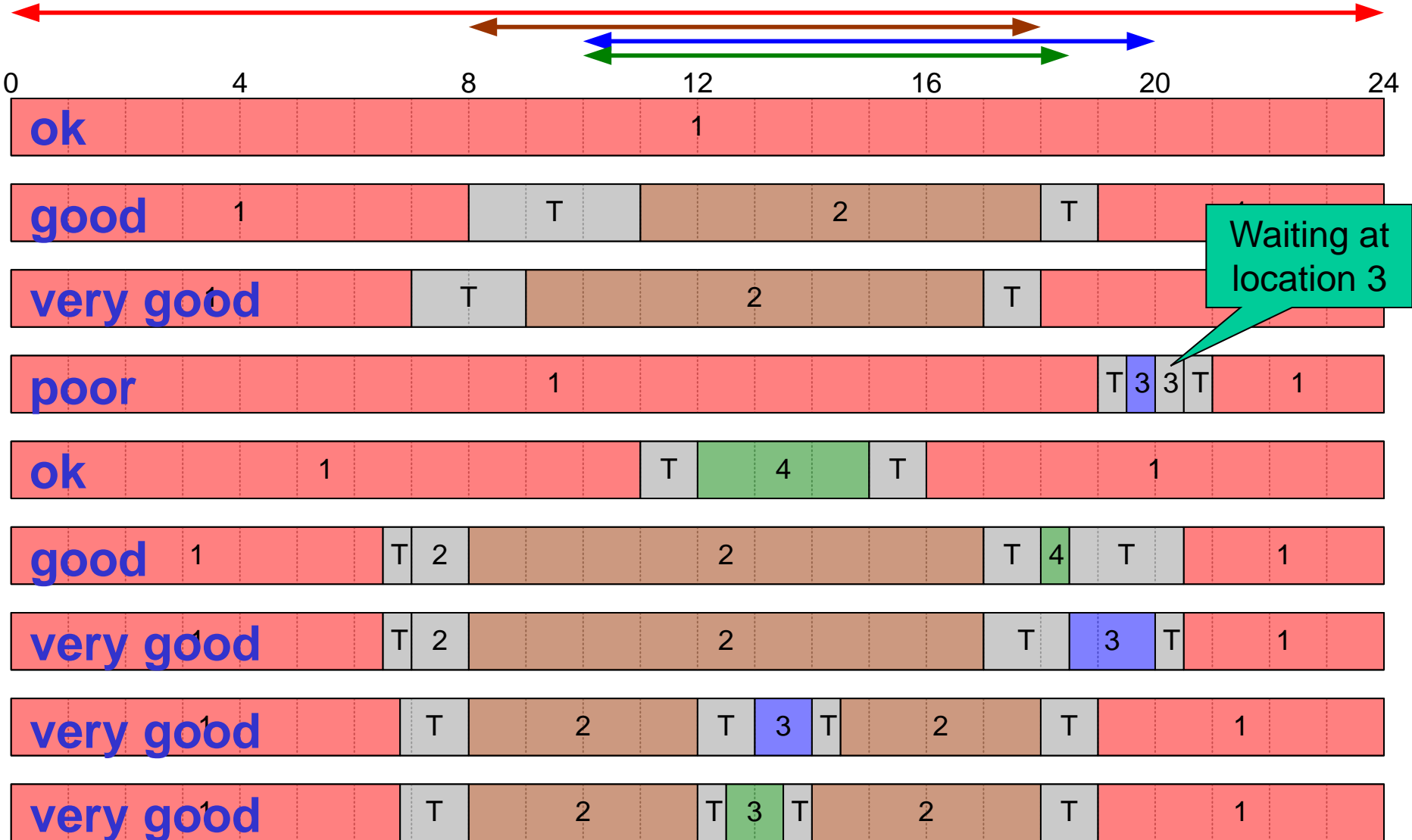


Rating:

This already looks quite nice. Less traveling and therefore more time to perform activities.

Agent Smith could also try to add a shopping activity to his day.

# Bewertung



## Rating → MATSim Utility Function

---

$$U_{plan} = \sum_{i=1}^n U_{act,i} + \sum_{i=2}^n U_{trav,i-1,i}$$

$$U_{act,i} = U_{dur,i} + U_{wait,i} + U_{late.ar,i} + U_{early.dp,i} + U_{short.dur,i}$$

---



# Matsim Utility Function – Utility of Travel

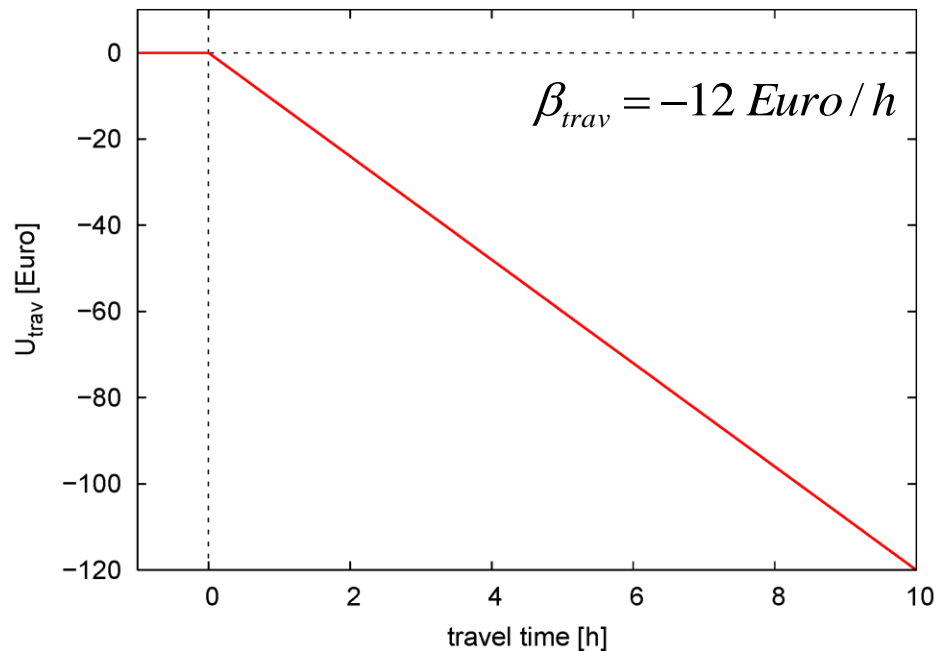
---

$$U_{plan} = \sum_{i=1}^n U_{act,i} + \sum_{i=2}^n U_{trav,i-1,i}$$

$$U_{act,i} = U_{dur,i} + U_{wait,i} + U_{late.ar,i} + U_{early.dp,i} + U_{short.dur,i}$$

---

$$U_{trav,i-1,i} = \begin{cases} \beta_{trav} \cdot t_{trav,i-1,i} & \text{if } t_{trav,i-1,i} \geq 0 \\ 0 & \text{else} \end{cases}$$



# Matsim Utility Function – Utility of Waiting

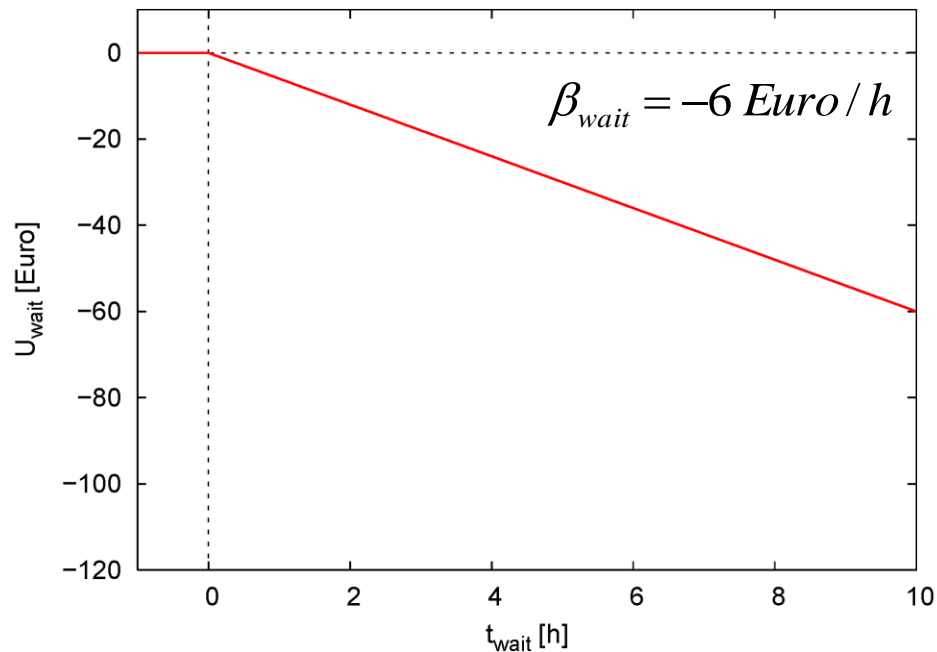
---

$$U_{plan} = \sum_{i=1}^n U_{act,i} + \sum_{i=2}^n U_{trav,i-1,i}$$

$$U_{act,i} = U_{dur,i} + U_{wait,i} + U_{late.ar,i} + U_{early.dp,i} + U_{short.dur,i}$$

---

$$U_{wait,i} = \begin{cases} \beta_{wait} \cdot t_{wait,i} & \text{if } t_{wait,i} \geq 0 \\ 0 & \text{else} \end{cases}$$



# Matsim Utility Function – Utility of Arriving Late

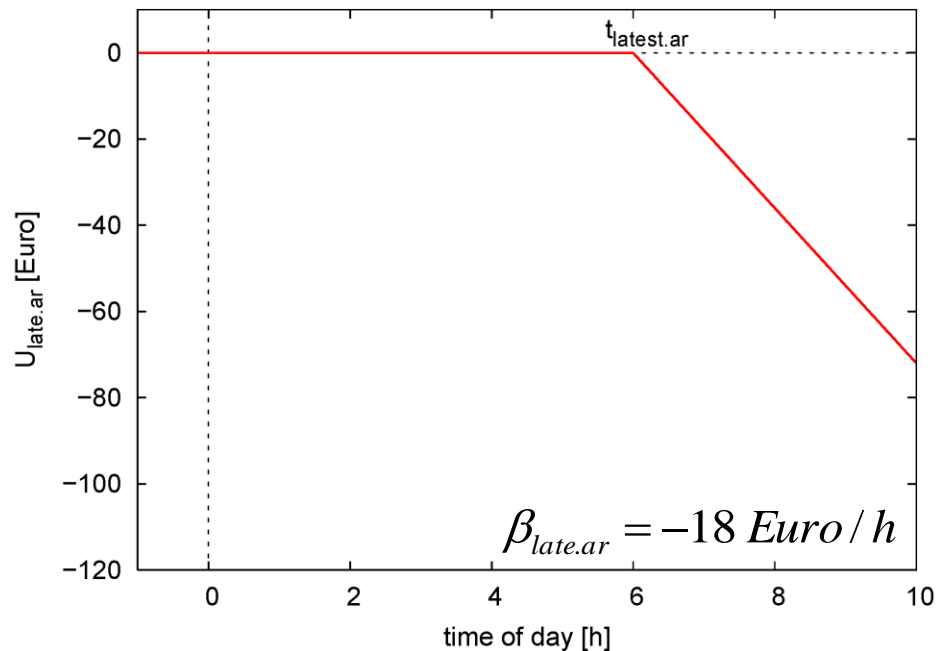
---

$$U_{plan} = \sum_{i=1}^n U_{act,i} + \sum_{i=2}^n U_{trav,i-1,i}$$

$$U_{act,i} = U_{dur,i} + U_{wait,i} + U_{late.ar,i} + U_{early.dp,i} + U_{short.dur,i}$$

---

$$U_{late.ar,i} = \begin{cases} \beta_{late.ar} \cdot (t_{start,i} - t_{latest.ar,i}) & \text{if } t_{start,i} \geq t_{latest.ar,i} \\ 0 & \text{else} \end{cases}$$



# Matsim Utility Function – Utility of Departing Early

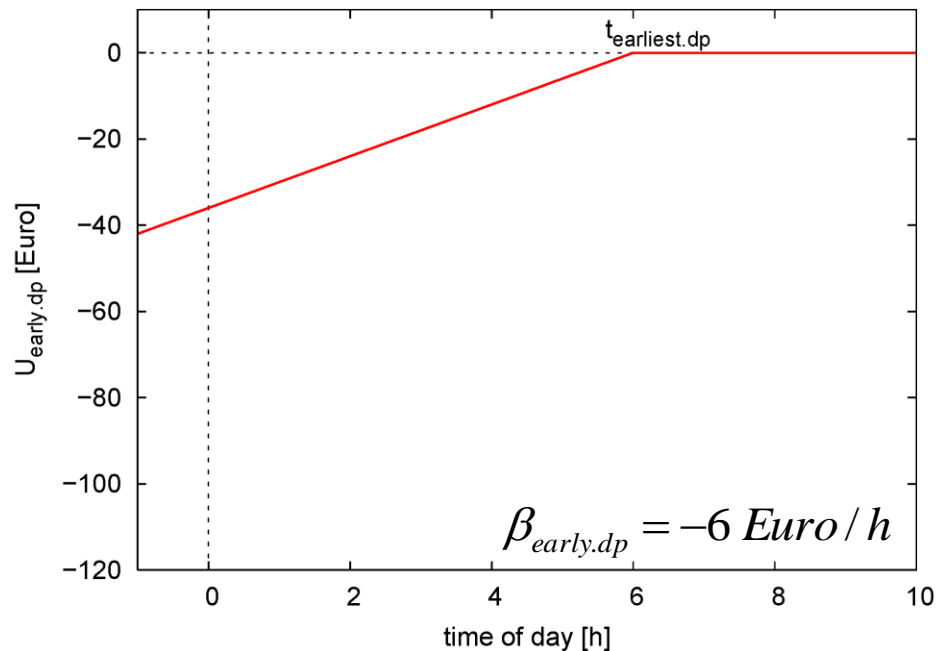
---

$$U_{plan} = \sum_{i=1}^n U_{act,i} + \sum_{i=2}^n U_{trav,i-1,i}$$

$$U_{act,i} = U_{dur,i} + U_{wait,i} + U_{late.ar,i} + U_{early.dp,i} + U_{short.dur,i}$$

---

$$U_{early.dp,i} = \begin{cases} \beta_{early.dp} \cdot (t_{earliest.dp,i} - t_{end,i}) & \text{if } t_{end,i} \leq t_{earliest.dp,i} \\ 0 & \text{else} \end{cases}$$



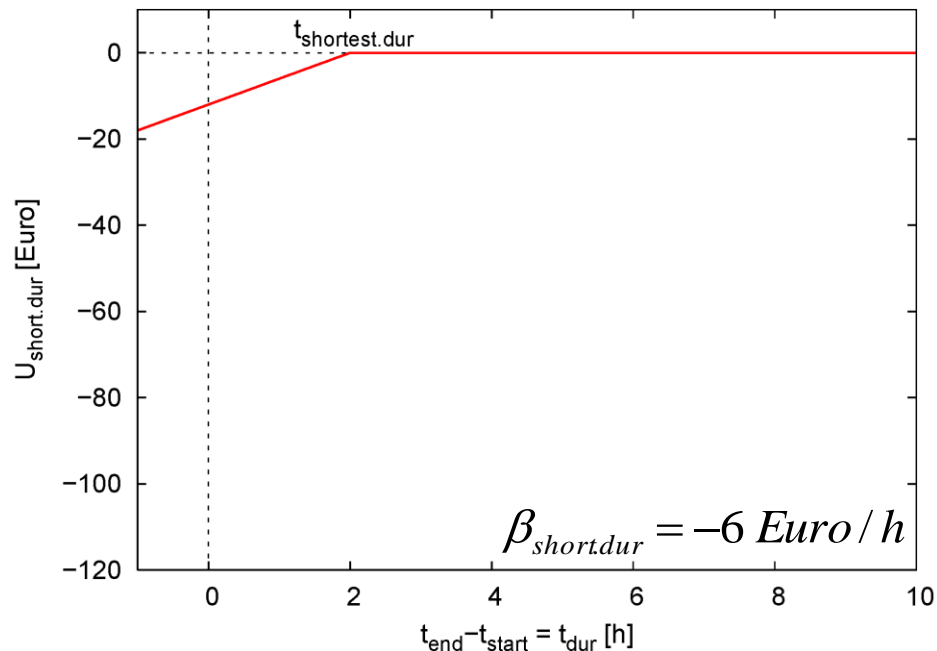
# Matsim Utility Function – Utility of Performing an Activity

---

$$U_{plan} = \sum_{i=1}^n U_{act,i} + \sum_{i=2}^n U_{trav,i-1,i}$$

$$U_{act,i} = U_{dur,i} + U_{wait,i} + U_{late.ar,i} + U_{early.dp,i} + U_{short.dur,i}$$

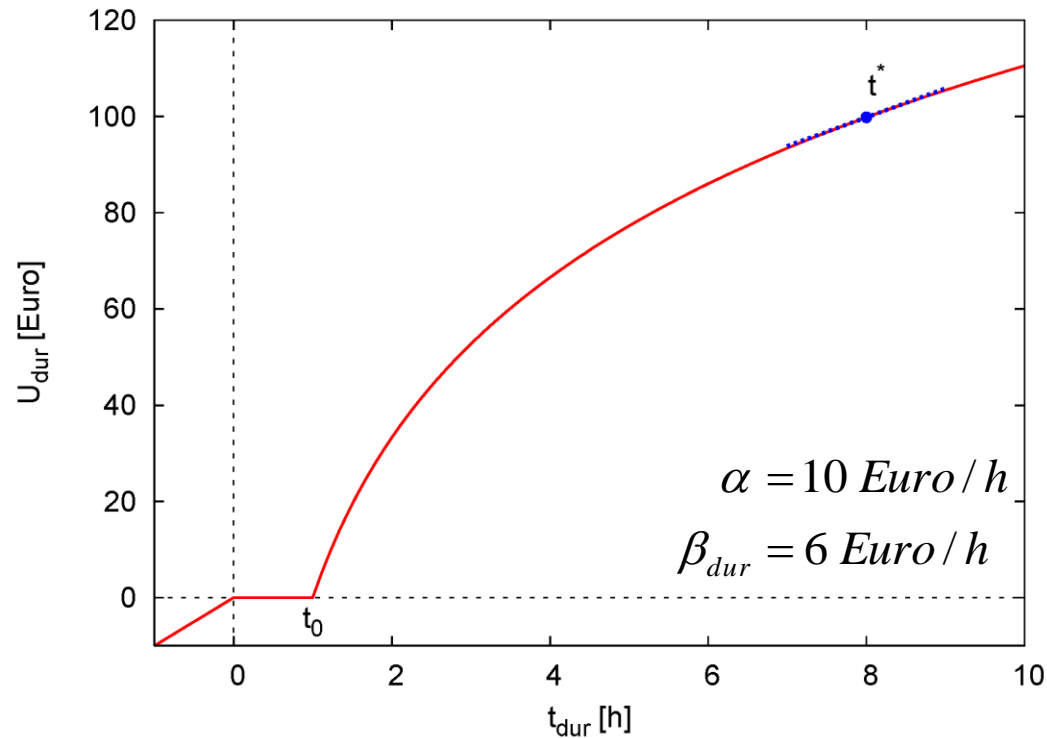
$$U_{short.dur,i} = \begin{cases} \beta_{short.dur} \cdot (t_{shortest.dur,i} - (t_{end,i} - t_{start,i})) & \text{if } t_{end,i} - t_{start,i} \leq t_{shortest.dur,i} \\ 0 & \text{else} \end{cases}$$



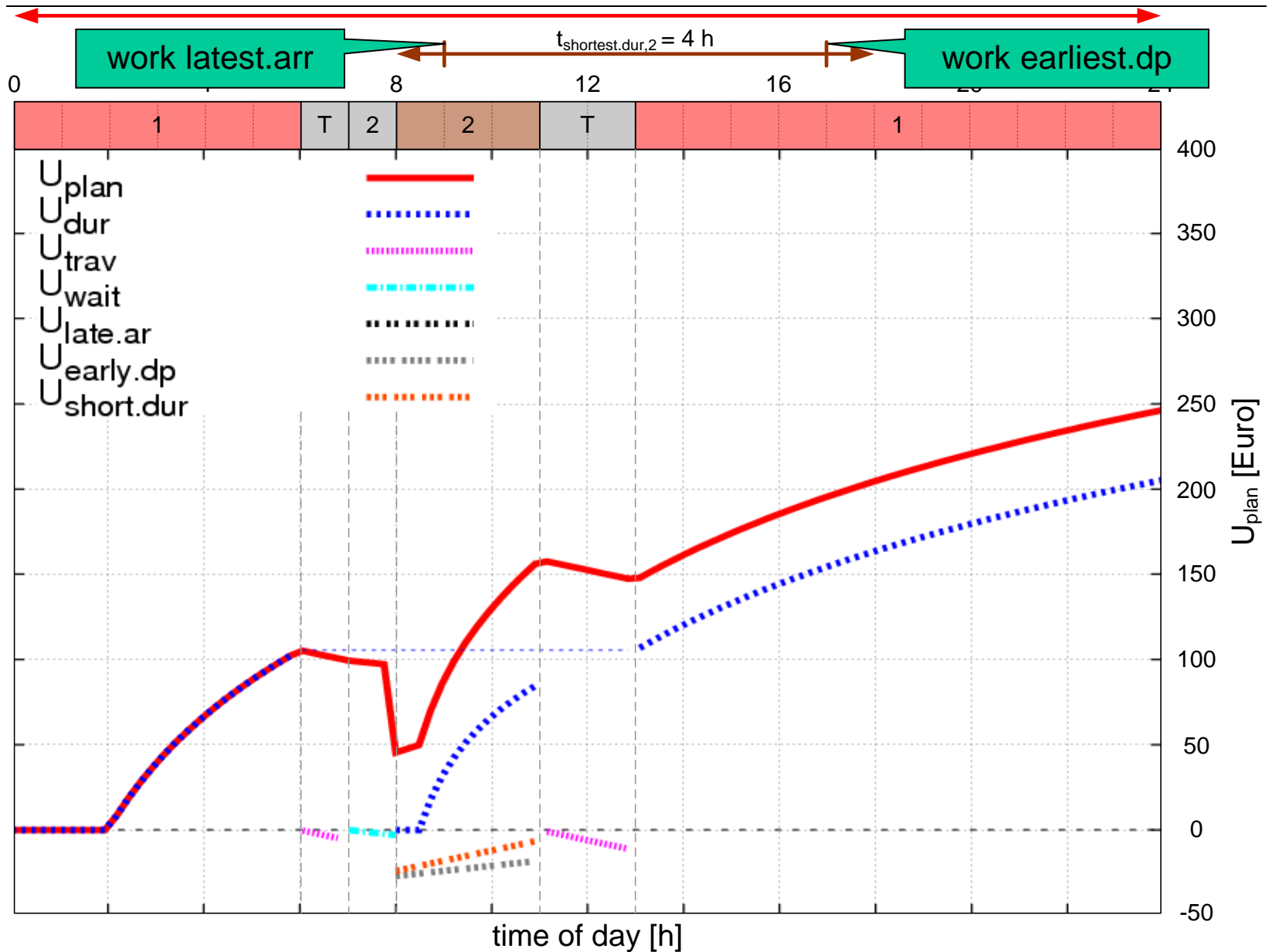
# Matsim Utility Function – Utility of Performing an Activity

---

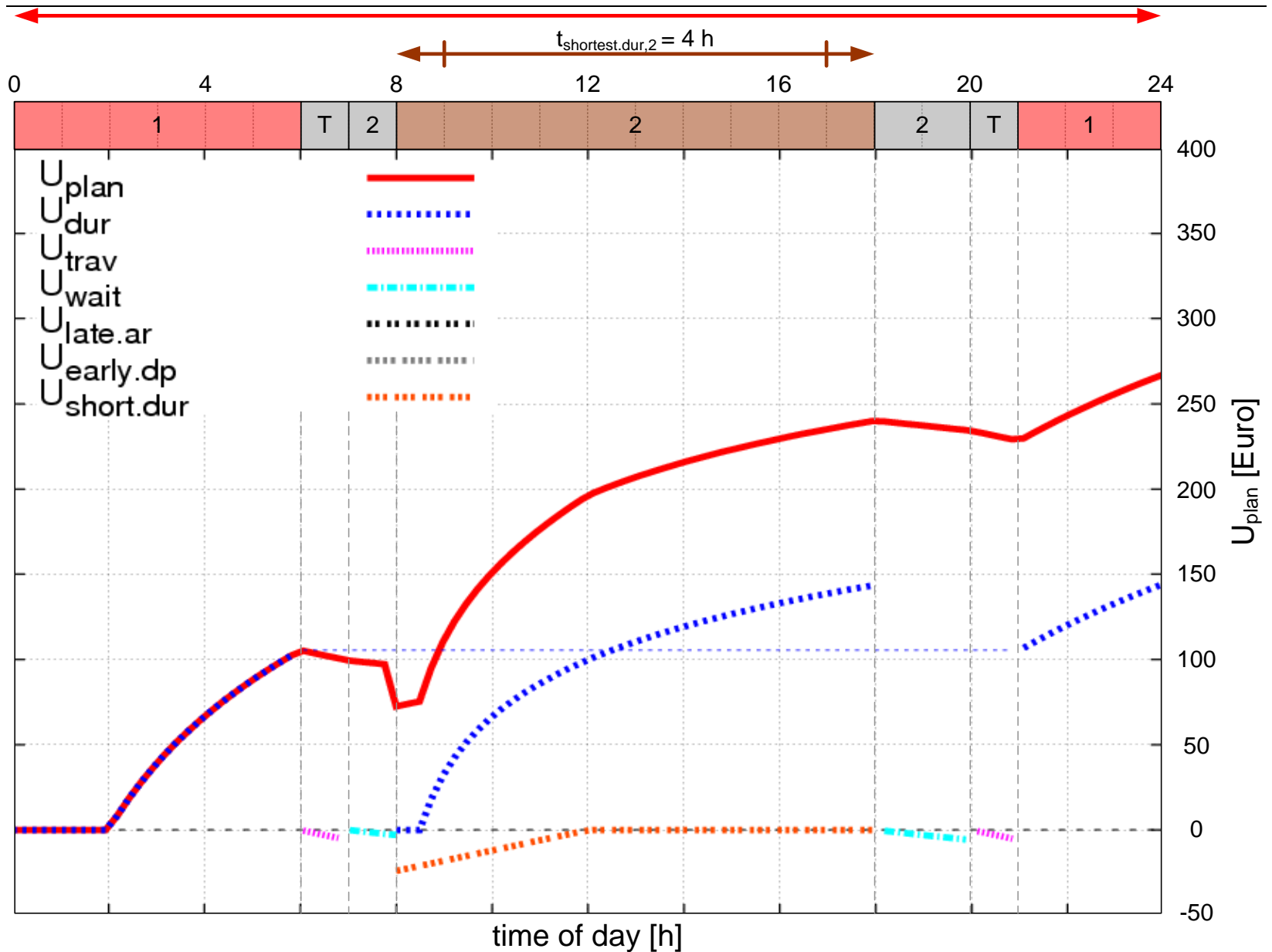
$$U_{dur,i} = \begin{cases} \beta_{dur} \cdot t^* \cdot \ln(t_{dur,i}/t_{0,i}) & \text{if } t_{0,i} \leq t_{dur,i} \\ 0 & \text{if } 0 \leq t_{dur,i} < t_{0,i} \\ \alpha \cdot t_{dur,i} & \text{else } (\alpha > 0) \end{cases}$$



# Matsim Utility Function – Example (Home-Work-Home)

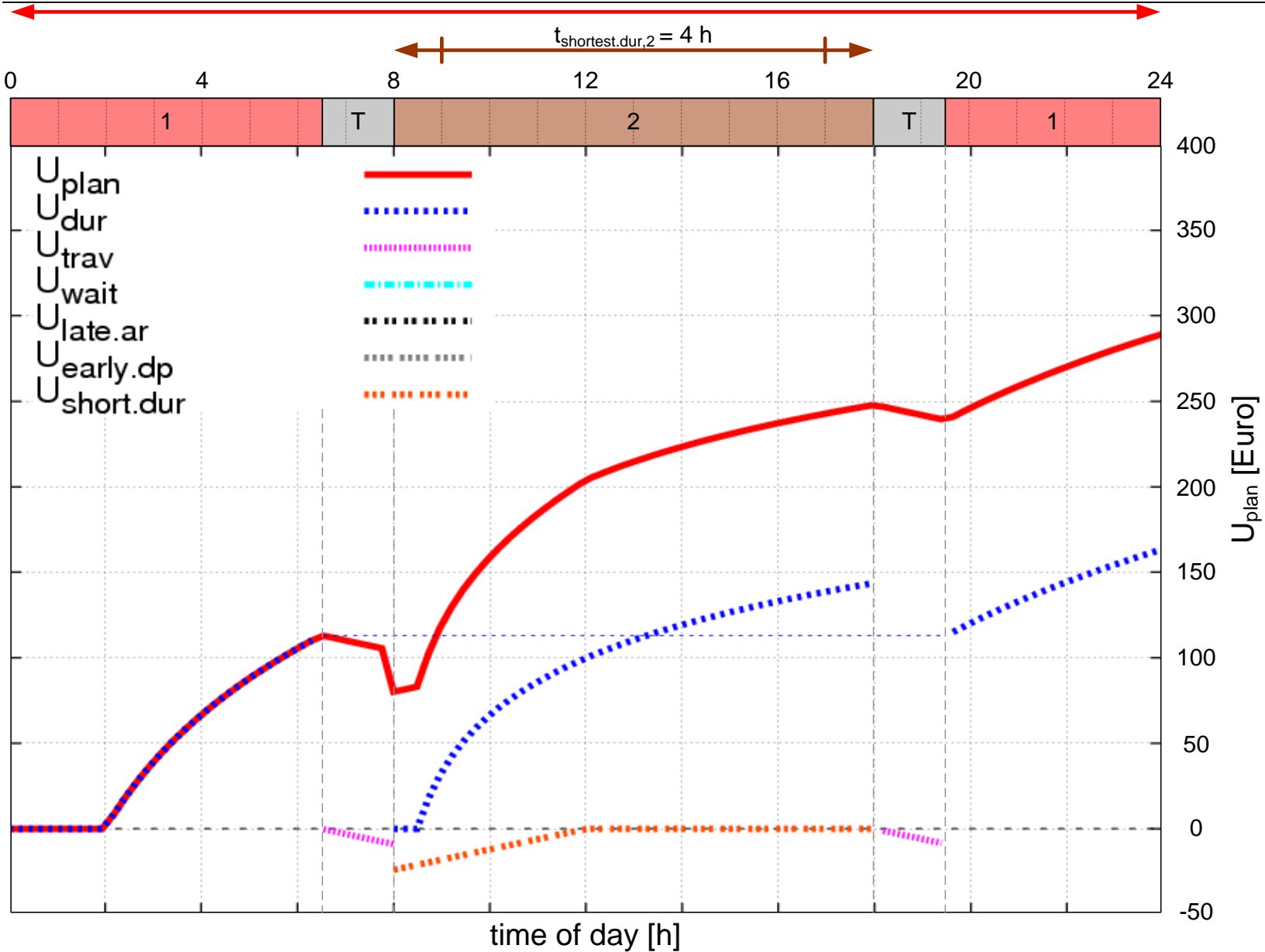


# Matsim Utility Function – Example (Home-Work-Home)

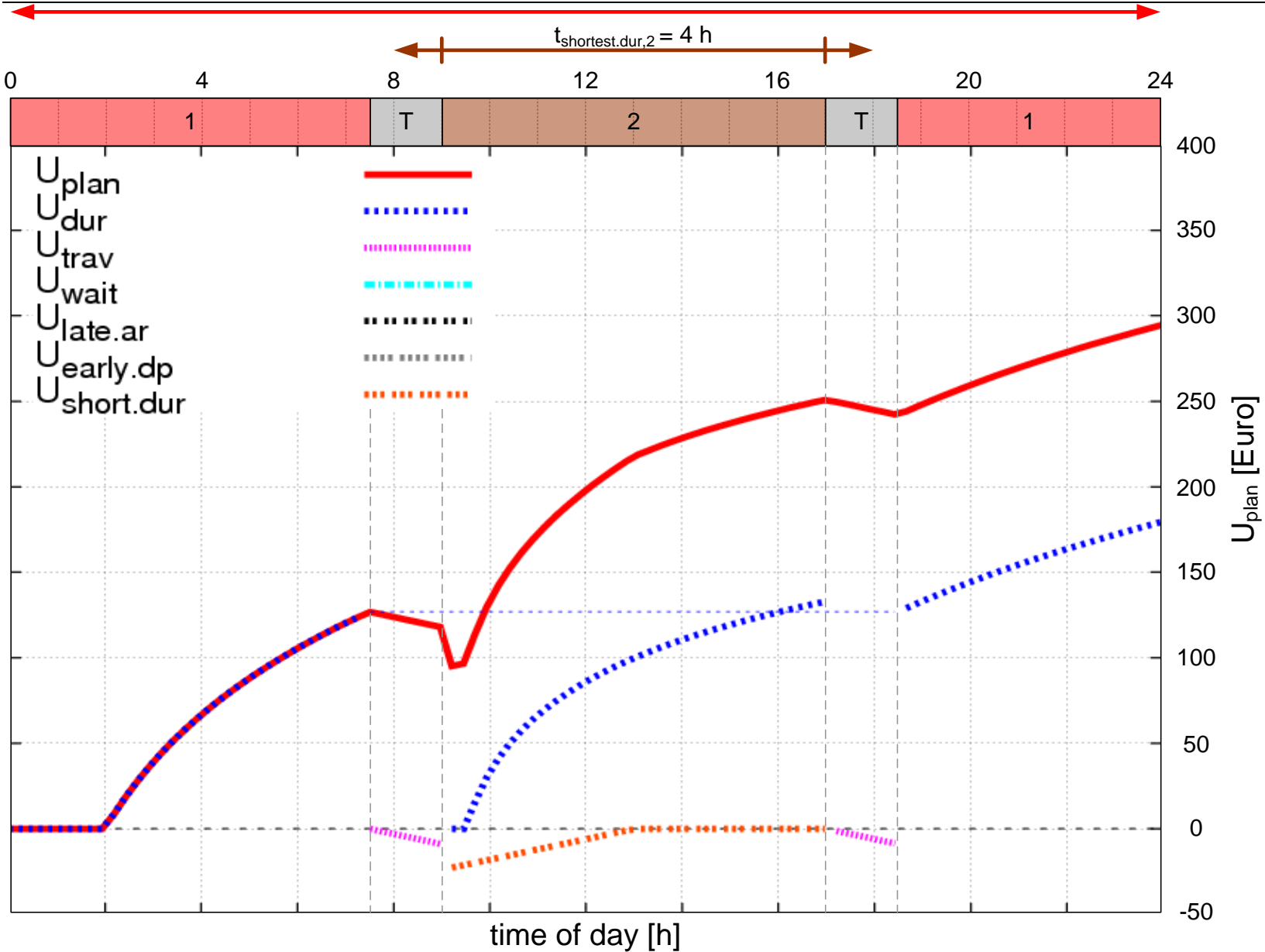




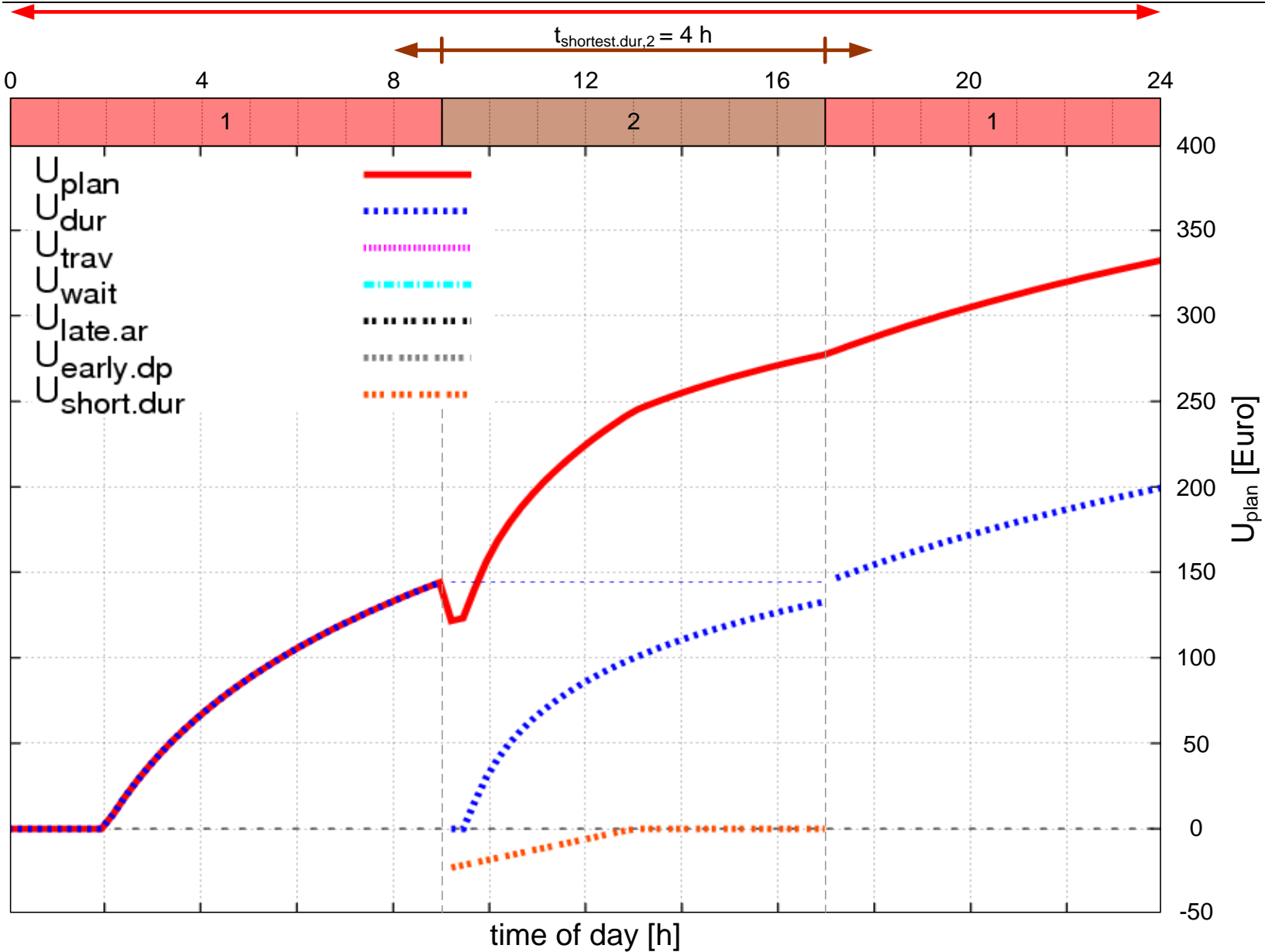
# Matsim Utility Function – Example (Home-Work-Home)



# Matsim Utility Function – Example (Home-Work-Home)



# Matsim Utility Function – Example (Home-Work-Home)



# Utility Function: Discussion

---

- Simple description (sum terms)
- Rating of the whole day (not only parts of it)
- Here:  
 $U = f(\text{time})$
- But in general also extended to:  
 $U = f(\text{time, money, distance, road pricing, «emotional» costs, etc...})$
- General: (generalized negative costs := generalized utility)
- personalized!!!