

IVT - Seminar

“Developing Behavioral Models of Licensed Motor Carriers” by Dr. Anne Goodchild

Friday, November 30th, 2012, 10:00-11:00hr

HIL F 36.1

ETH Hönggerberg, Zürich

Abstract:

In this talk, Dr. Goodchild will present the results from, and discuss the analytical complexities inherent in developing behavioral models of licensed motor carriers. These outcomes are the result of multiple data collection and analysis efforts by Dr. Goodchild and her research group over the last 2 years in the US States of Oregon and Washington. She will focus on two specific studies – one which attempts to categorize carriers based on their routing behavior, and another, which attempts to categorize shippers on a much broader set of transportation characteristics. Both of these studies use Latent Class Analysis for clustering based on the primarily categorical data collected in the surveys. Correlations between transportation and supply chain characteristics are also presented. The results provide insight into the behavior of licensed motor carriers, as well as specific recommendations for integrating this knowledge into regional freight models.

Presenter's bio:

Professor Goodchild's interests lie in the analysis of freight and logistic systems. She has played a leading role in the development of methods and models for understanding and modeling the freight transportation system, and the role of incentives and regulation in the management of these systems. More recently, she has also considered the sustainability of urban pick-up and delivery systems and the impact of substitution of freight trips for personal trips. Additional research experience includes consideration of policy and technology implementations to improve intermodal interfaces and the relationship between freight activity and the economy. She worked in consulting for 5 years in Europe and North America, for PricewaterhouseCoopers LLP and Applied Decision Analysis Inc., modeling business problems such as airline fleet maintenance scheduling. She holds a PhD and MS in Civil and Environmental Engineering from the UC at Berkeley, and a BS (with High Honors) in Mathematics from the UC at Davis. Dr. Goodchild serves on the City of Seattle's Freight Advisory Committee, which advises the city on urban freight issues. She is also currently working with the Washington State Department of Transportation to develop the State Freight Mobility plan. Dr. Goodchild is a member of the Transportation Research Board's Standing Committees on Intermodal Freight Transportation and Freight Transportation Planning and Logistics.

Organizer: Dr. Monica Menendez (monica.menendez@ivt.baug.ethz.ch)

No reservation is required.