**Two case studies of activity-travel behavior, space, and place**

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**Who is he ?**

Konstadinos (Kostas) Goulias is a professor of transportation in the Geography Department at the University of California Santa Barbara and co-director of the GeoTrans laboratory.  From 1991 to 2004, he was a professor of transportation in the Department of Civil Engineering at PennState where he was also director of different research units. He served as chair of the Traveler Behavior and Values Committee (now serving as emeritus member) and chair of the Task Force on Moving Activity-based Approaches to Practice both of the Transportation Research Board of the National Academies in the United States.  He edited three books, authored and co-authored more than 270 papers and reports to sponsor, and serves on a variety of editorial and research boards, peer review panels, and committees. He is also co-founding editor (with Kouros Mohammadian) of the journal *Transportation Letters*. Kostas has a Laurea in Engineering degree (5 years and a thesis) from University of Calabria in Italy (1986), MS in Engineering from University of Michigan, Ann Arbor (1987), and Ph.D. from University of California at Davis (1991).   Most of his research is in travel behaviour dynamics and microsimulation.

**Subject of the conference**

In this presentation I will review two case studies relating activity-travel patterns, space, and place. The first case study is from a recently developed large scale spatio-temporal simulator of activities and travel for Southern California (Los Angeles Metropolis). The simulator includes population synthesis that recreates the entire resident population in this region, provides locations for residences, workplaces, and schools for each person, estimates car ownership and type, and provides other key personal and household characteristics. A synthetic schedule generator recreates for each resident person in the simulated region a daily schedule of activities and travel that reflects intra-household activity coordination for a day. Key informant of these spatiotemporal patterns is accessibility at a fine spatial and temporal resolution. Accessibility here is used to capture the affordances (i.e., possibilities for action) of different locations. In this presentation I review the accessibility indicators and the role they play in determining patterns of behavior. The second case study, from Santa Barbara in California, is about place perception and its measurement using an online survey with ultimate objective building spatial choice models. This case study moves us away from just space representation and closer to a place representation (i.e., a representation that combines affordances with meanings) in behavioral models. One way to represent place is by measuring the attitudes and preferences of people about locations to tease out some of the unobserved variation in behavior. In this research, we examine place attitudes and the possible importance that such attitudes can have on destination choices. Using latent class cluster analysis we find groups of people with substantial differences in perception and preference as expected. In the conclusion of my presentation I discuss differences between the two approaches to include space and place in behavioral models and hint on some ideas we are exploring as next steps.