TABLE 3B15 AGGREGATE TRAVEL COST ELASTICITIES IN RESPONSE TO A COST INCREASE IN THE DRIVE ALONE MODE DURING PM PEAK - SAN FRANCISCO BAY AREA

Effect on joint choice alternative	*Model type*			
	MNL	*MMNL-T*	*MMNL-M*	*MMNL-MT*
Drive alone alternatives				
Early morning	0.0146	0.0202	0.0290	0.0392
am peak	0.0125	0.0166	0.0259	0.0334
am offpeak	0.0121	0.0155	0.0250	0.0317
pm offpeak	0.0123	0.0136	0.0254	0.0265
pm peak	–0.1733	–0.1536	–0.2355	–0.2192
Evening	0.0146	0.0088	0.0293	0.0204
Transit alternatives				
Early morning	0.0197	0.0260	0.0280	0.0371
am peak	0.0188	0.0237	0.0283	0.0358
am offpeak	0.0163	0.0195	0.0236	0.0291
pm offpeak	0.0168	0.0175	0.0246	0.0251
pm peak	0.0218	0.0393	0.0333	0.0485
Evening	0.0205	0.0102	0.0299	0.0203

Notes MNL = multinomial logit model.

MMNL-T = mixed multinomial logit model which accommodates shared unobserved random utility attributes along the departure time dimension only.

MMNL-M = mixed multinomial logit model which accommodates shared unobserved random utility attributes along the mode dimension only.

MMNL-MT = mixed multinomial logit model which accommodates shared unobserved random utility attributes along both the dimensions of mode and departure time.

Source Bhat (1998a, table 2, p. 80).