

TABLE 5B08 DISAGGREGATE TRAVEL COST ELASTICITIES IN RESPONSE TO A COST INCREASE IN THE DRIVE ALONE MODE DURING PM PEAK - FOR URBAN SHOPPING TRIPS IN THE SAN FRANCISCO BAY AREA

<i>Effect on joint choice alternative</i>	<i>MNL model</i>	<i>Nested logit model</i>	<i>MNL-OGEV model</i>
Drive alone - am peak	0.055	0.071	0.060
Drive alone - am off-peak	0.055	0.071	0.060
Drive alone - pm off-peak	0.055	0.071	0.122
Drive alone - pm peak	-0.225	-0.259	-0.332
Drive alone- evening	0.055	0.071	0.106
All other joint alternatives	0.055	0.046	0.046

*Notes* MNL denotes multinomial logit formulation.

MNL-OGEV denotes multinomial logit formulation for the higher-level mode choice decision and the standard ordered generalised extreme-value formulation for the lower-level departure-time choice decision.

*Source* Bhat (1998b, table 4, p. 368).