

TABLE 5B09 AGGREGATE 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>Nested Logit model</i>	<i>MNL-OGEV model</i>
Drive alone alternatives		
am peak	0.042	0.035
am off-peak	0.037	0.030
pm off-peak	0.039	0.069
pm peak	-0.234	-0.293
Evening	0.051	0.092
Transit alternatives		
am peak	0.049	0.047
am off-peak	0.033	0.032
pm off-peak	0.036	0.035
pm peak	0.046	0.046
Evening	0.041	0.040

*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 5, p. 368).