1. Introduction

Solutions of traffic problems in the town, which are formatted by the influence of strong inter-zone relations and other development intentions, are necessary to be carried out complexly in a general context in order to ensure sustainable regional development. This can be ensured also by creation of a traffic model. The correctly defined traffic model allows evaluating new development activities impact on the road infrastructure loading and allows evaluating alternative solutions of increased traffic problems, too. We can monitor, in addition, the impact of individual phases of highways and highway feeder construction on the urban network loading. The transport analysis and transport prediction models are generally solved by using the Four-step model that was for the first time implemented in Detroit at the Metropolitan Area Traffic Study in 1950. In spite of the time span, the model has still been unchallenged [1].

2. Four-step model

Trip Generation is the first step in the conventional four-step transportation forecasting process, followed by Trip distribution, Modal Split (Mode Choice), and Route Assignment (Fig. 1). Trip generation predicts the number of trips originating in a particular traffic analysis zone. For the residential side of things, trip generation is thought of as a function of the social and economic attributes of households. Households and housing units are very similar measures but sometimes housing units have no households, and sometimes they contain multiple households. Clearly, housing units are easier to measure, and thus are often used in model. Clear definition of the used parameter is very important for an exact model creation. The second step of four-step model - Trip distribution (or destination choice or zonal interchange analysis) - matches trip makers’ origins and destinations to develop a “trip table”. The trip table is described by the O-D Matrix (Origin – Destination matrix) that express the number of trips between start and final zones. Historically,
trip distribution has been the least developed component of the transportation planning model [2].

The trip distribution’s zonal interchange analysis yields a set of origin-destination matrices that inform where the trips will be made. The mode choice (Modal split) is a third step of the model, which determines the transport mode using [3].

To determine facility needs, costs, and benefits, the number of trips on each route and link of the network is necessary to determine. The route like a simple chain of links between origin and destination zones is assigned to the network of highways and transit systems. The first required information is the present pattern of travel times and flows, followed by determination of the activity [2].

3.1. Input data

There are several ways to define basic transport relations in the studied area. Generally, the values must represent relevant and real situation. The quality of data sources of transport behaviours of inhabitants is the determining factor of transport forecast quality. It is possible to use several sources to fill the database in Slovakia [3]. The first useful source is the Statistical Office of the Slovak Republic (SO SR).

The system of demographic statistics in Slovakia based on monthly processing of data on demographic events drawn from the exhaustive population survey, regularly performed censuses of population and housing and supplementary population surveys (microcensuses); provides the decisive bulk of information on population as a whole, its spatial distribution, number, structures, and characteristics in the specific period of time.

Labour Market Statistics provide information on present situation and trends in employment, unemployment, job vacancies, wages, labour costs and strikes. Primary source of this information consists of regular statistical surveys carried out in enterprises and households. Labour Force Survey (LFS) quarterly monitors labour force supply focusing on economic activity of population, employment and unemployment.

Social statistics aims at obtaining relevant and comparable statistical information on social protection, income and living conditions of households, labour and wages, education and learning, health, culture and criminality. This information is needed for making and monitoring policy on each level of public administration management including international organisations and for meeting users’ requirements on national and international level.

The system of quarterly and annual enterprise surveys represents the key instrument of data collection in the labour and wages statistics. It provides information on the number of employees, hours worked, job vacancies, average nominal and real wage (classified by branches, size of enterprises, regions) for operative measures of central bodies as well as for experts and for general public. Information on a level of average monthly nominal wage of employees published by the SO SR is a basis for calculation of other significant social indicators (e.g. basis of pension assessment, earnings of institutional representatives, limit of deposit protection etc.). For the purpose of a regional overview, the employment and wages have been surveyed in annual periodicity referring to work place. Furthermore, a total...
employment balance has been compiled for the national economy along with regional breakdowns.

3.2. Data gathering process

The first step in data gathering process is a sharing the sophisticated data system DATAcube. Database DATAcube contains multidimensional tables for indicators of economic and socio-economic development. The classification system of individual tables is based on maintaining the structure of domains and fields similarly as in the web Portal. Data from various statistical fields are presented in the form of multidimensional tables in monthly, quarterly or yearly time series and allow to create specific own selections. The outputs can be exported to the select format.

Despite of data foundation the demand characteristics for a demand model are not possible to obtain from available sources. The mobility information is to be determined by a classic questionnaire system, where inhabitants are requested for daily transport activities with determination of number of trips, modal choice, traffic chains, and range of the trips.

The next required data contain information about infrastructure for the network model. The source of data is available in the sources of the Road databank (RDB) that is a branch of the Slovak Road Administration. Through its own facilities, in close cooperation with road owners and administrators, it executes:

• collection and processing of technical data of roads,
• pavement diagnostics,
• development and building of the GIS (Geographical Information System),
• information service of databank.

In addition, RDB operates the application system for assessment and determination of routes for the transport of excessive and oversized cargo. The RDB also offers the summary data of the road network SR, selected data of objects in the road network, length of the roads since 1995 and the basic and thematic maps of the road network (road sections with toll, international road E, TEM, TEN-T), maps of regions, districts, map sheets and maps of intersections. Other urban streets are not included in RDB.

4. Parameter setting

The transport demand model is based on a large base of evaluated data which are processed into the mathematical function. The most popular functions are: BoxCox, Logit, Kirchhoff function. Mentioned functions are used in trip distribution, mode choice and assignment process (Fig. 2).

Table 1 presents the example of data evaluation from mobility survey and application to the demand model parameters. Restraint functions were used for trips distribution. The parameters adjust the shape of the logit function.

| Group | town | work | school | shop | private |
|-------|------|------|--------|------|---------|
| Student | <5000 | 0.056 | -0.0756 | -0.0619 |
|        | 5000-50000 | -0.086 | -0.075 |
|        | >50000 | -0.106 | -0.075 |
| Employed with car | <5000 | -0.059 | -0.070 | -0.044 |
|        | 5000-50000 | -0.062 | -0.087 | -0.049 |
|        | >50000 | -0.072 | -0.082 | -0.046 |

4.1. Volume delay function

The key element of the road assignment process using equilibrium method is the volume-delay function (VDF). There are several different formulas for description of VDF (from a simple linear with the breakpoint to much more complicated).

In most traffic assignment methods, the effect of road capacity on travel times is specified by means of volume-delay functions \( t(v) \) which expressed the travel time (or cost) on a road link as a function of the traffic volume (V). Usually these functions are expressed as the product of the free flow time multiplied by a normalised congestion function.

\[
t_f = t_s \cdot f\left(\frac{V}{q}\right),
\]

where

- \( t_s \) - free flow time,
- \( V \) - traffic volume,
- \( q \) - capacity (it may be full capacity, capacity on the level or saturation flow).

The function should have several conditions. For the formulation of VDF the conditions can be divided into two groups - mathematical and behavioural [7].

Mathematical

From the mathematical point of view, having in mind the system optimal principle, the function should be [8]:

• continuous,
\[ P_{gij}(m) = \frac{e^{U_{gij}(m)}}{\sum_{k=1}^{m} e^{U_{gij}(k)}} \] (2)

where
- \( i, j \) indices of origin and destination zones,
- \( P_{gij}(m) \) choice probability for mode \( m \) by person group \( g \),
- \( U_{gij}(m) \) objective utility value of mode \( m \) for person group \( g \),
- \( m \) number of alternative modes.

The structure of the utility function is of special importance in this respect. The following utility function from [8] illustrates possible components of the function for the mode choice:

\[ U_{gij}(m) = p_{1gm} T_{ijm} + p_{2gm} Z_{ijm} + p_{3gm} \ln\left(\frac{D_{ij}}{p_{4gm}}\right) \] (3)

with the parameters per group \( g \) and mode \( m \):
- \( p_{1gm} \) marginal utility of one-minute ride time,
- \( p_{2gm} \) marginal utility of one-minute access/egress time,
- \( p_{3gm} \) marginal utility of logarithmic relative distance increases (impact of distance advantage),
- \( p_{4gm} \) advantage distance of mode \( m \),
- \( p_{5gm} \) marginal utility of one monetary unit of a ticket price,
- \( p_{6gm} \) constant utility of mode \( m \),
- and the mode dependent attributes:
  - \( T_{ijm} \) ride time from \( i \) to \( j \) with mode \( m \),
  - \( Z_{ijm} \) sum of access time at \( i \) and egress time at \( j \) for mode \( m \),
  - \( C_{ijm} \) costs of trip from \( i \) to \( j \) with mode \( m \),
  - \( D_{ij} \) distance from \( i \) to \( j \).

The parameters \( p_1, p_2 \) and \( p_5 \) have a negative utility, so they have a negative sign. The parameter \( p_4 \) (advantage distance) indicates from what distance a particular mode of transport is considered to be useful by travellers of a specific group. Only when the distance \( d_i \) exceeds the advantage distance \( p_4(d_i > p_4) \) the quotient \( d_i / p_4 \) is greater than 1 and the logarithmical term \( \ln(d_i / p_4) \) turns positive. As a consequence, distances below the advantage distance result in a negative utility. The distance relevant parameters \( p_3 \) and \( p_4 \) are important to give preference to the modes walking and cycling on short distances, as their \( p_4 \) is defined smaller than for the modes of transport car und PrT and their \( p_3 \) is negative compared to the others.

4.2. The impedance

One of the most difficult steps - mode choice - calculates a discrete distribution model. The trip of each route is calculated for a person group first, and one from transport modes is chosen. The modes are divided into two groups: exchangeable modes (generally walk, passenger and public transport), and non-exchangeable modes (car, bike). Changing the mode during the same trip creates a trip chain. If the first mode is a non-exchangeable mode, the entire trip chain is maintained independent of its attributes. If an exchangeable mode was selected for the first trip, mode choice is carried out for the remaining chain trips, however, only within the exchangeable modes.
The parameters of utility function were calibrated by results from mobility survey. The final modal split was evaluated according to many parameters. Figure 4 presents the evaluation according to the length of trips. Fig. 5 presents the observed modal split by the groups of inhabitants defined for Zilina.

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