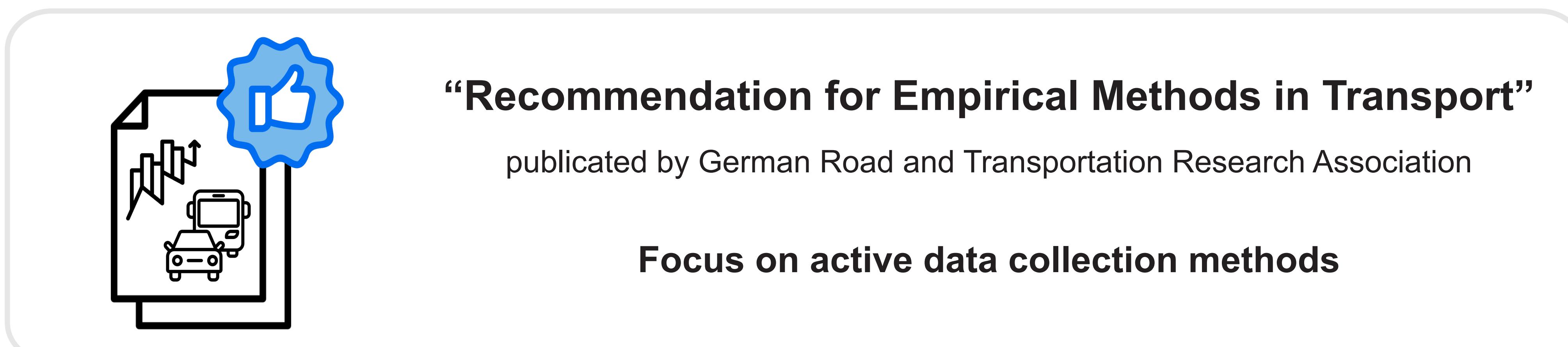


# Generating recommendations on empirical methods for transport planning practice and administration: The German Approach

Christine Eisenmann, Matthias Kowald, Ilka Dubernet

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## Empirical methods in transport

**Traffic counts**  
(e.g. moving motorized vehicles)

**Traffic measurements**  
(e.g. speed of motor vehicles, parking durations)

**Traffic observations**  
(e.g. traffic situation analysis, aerial photographs)

**Travel surveys**  
(e.g. in the household context, in the transport system)

**Capturing behavioural responses in hypothetical situations**

**Qualitative methods**  
(e.g. expert interviews, focus group discussion)

## Current revision: key challenges



### Integration of new data sources and methods

New digital sources (e.g. apps, mobile data) offer insights but pose challenges in accuracy, representativeness & data integration.



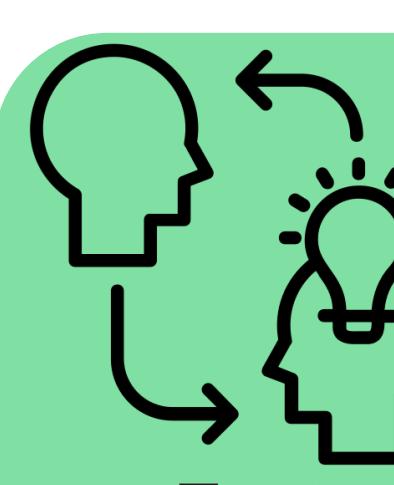
### Data protection, open data, and ethical considerations

Digital data raises GDPR, ethics & transparency issues - clear guidelines for anonymization and open access are essential.



### Ensuring data quality and reliability

New methods risk bias & gaps - robust validation is key for reliable models and informed decisions.



### Facilitating knowledge transfer and practical application

Fast-evolving methods demand guidance, training & real-world examples to support informed practice.



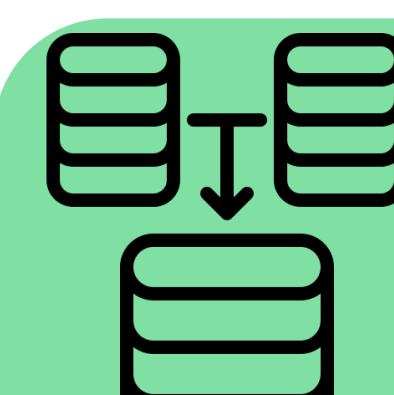
### Balancing traditional and innovative approaches

Merging traditional and new survey approaches is key to ensure data continuity and long-term comparability.



### Longevity and future-proofing the guidelines

Evolving methods require adaptable, update-ready frameworks that remain relevant over time.



### Defining the scope and limits of data fusion approaches

Clear boundaries are needed for integrating advanced tools like digital twins into standard survey frameworks.

## International perspective

How does a knowledge exchange on travel surveys between transport research and transport practice and administration generally take place in different countries?

Are there written recommendations or guidelines for practice?

Are there any other active transfer paths besides guidelines (e.g., seminars,...)?

If there are any, how will these guidelines be created (who is involved, how often are they updated, etc.)?

How are those challenges dealt with when revising the guideline in the individual countries?