# Survey Design of Stated Preference Method to Model Modal Shift to MRT Line 7

Kelvin Ryan S. MARCELO<sup>a</sup>, Karl B. N. VERGEL<sup>b</sup>

 <sup>a</sup> Student, M.S. Civil Engineering Program, Institute of Civil Engineering, University of the Philippines Diliman
 <sup>a</sup> E-mail: marcelo\_kelvin@yahoo.com
 <sup>b</sup> Professor, Institute of Civil Engineering and Research and Extension Fellow,

National Center for Transportation Studies, University of the Philippines Diliman <sup>b</sup>E-mail: karl.vergel@up.edu.ph

**Abstract**: The Philippine government is focused in developing transit systems as an answer to the worsening traffic conditions in the urban citys, but the success of these new transportation mode depends on mode shift. The examination of passenger choice is critical in evaluating modal shift. One of the best method of predicting mode choice is the stated preference (SP) method of survey design being analyzed using multinomial logit (MNL) modeling. This study centers on the creation of a SP survey that will predict passenger choice upon introducing MRT Line 7 transportation mode alternative in Metro Manila. Among the alternatives that have been studied along the MRT Line 7 are the private car, bus, jeepney, van, motorcycle, taxi, and ride-hailing transport service (e.g. Grab) with cost and time as their main attributes with the addition of seat availability for some of the public modes. The resulted SP survey was a fractional factorial orthogonally designed questionnaire which upon MNL modeling could be used predict mode choice with statistical significance.

Keywords: MRT, Stated Preference Method, Mode Choice, Modal Shift, Prediction Model

#### **1. INTRODUCTION**

The traffic situation in the Philippines had reached its limit capacity particularly the National Capital Region and other highly urbanized areas. The one reason for the traffic congestion is the constant increase in private car ownership. According to a Japan International Cooperation (JICA) study in 2012, there had been an accumulated increase of 41% of private car trips in Metro Manila from 1996, with an average annual average of 2.2% increase. In consonance, another reason the study observed was a drop in jeepney occupancy from 15.1 to 10, in bus occupancy from 46.5 to 35.3, and in private vehicles occupancy from 2.5 to 1.7 (JICA and NEDA, 2014). Another reason for the congestion is the increase in popularity of ride-hailing transport service such as Grab. According to a 2017 study in Manhattan conducted by Schaller Consulting, from 2013 to 2017 raid-hailing and taxi services passenger trips had an increase of 15% while the average number of their vehicles on the road had increase of 59%. More importantly, the study found that the average occupancy of these services are only at 55% and the unoccupied vehicle hours had massive increase of 81% (Schaller Consulting, 2017). The Philippine government had been trying different efforts to solve this traffic problem such as implementation of new traffic schemes and policy for a short-term solution and construction of new bus rapid transit (BRT) and metro rail transit (MRT) infrastructures for a long-term solution. In 2016, the Philippine government reported that it will use a budget of 1 trillion pesos to be used for 14 rail projects all over the country as an answer for the ongoing crisis (Vera and Camus, 2016). For this long term traffic solution to be effective, a modal shift of both private and public transportation passengers to the new transit modes must be stimulated or all this investment would have gone to waste.

This study focused on the mode choice of passengers upon the completion of MRT Line 7 (an ongoing rail project by the Philippine government that started construction in 2016). The study created survey forms using the SP method that will properly assess passenger behavior and choice. While previous studies using the SP method in the Philippines only tackled at the maximum of three mode choices, this study will show how to apply the SP method that deals with a wide range of public mode choices common in the Philippines. The results and methodology in this study may be used as a basis for developing and improving both new and old public modes of transport such as BRT and MRT.

The research problem is "How will the new MRT Line 7 affect passenger mode choice?" The objectives of the study are to provide a standard SP method survey procedure that manages wide variety modes choices and to determine the relevant factors for each mode to stimulate a modal shift to MRT Line 7. Figure 1 shows the study area MRT Line 7, an on-going-construction rail project located within Metro Manila.



# **PROJECT ALIGNMENT**

Figure 1. Location of the Study Area Source:DoTR

# 2. REVIEW OF RELATED LITERATURE

#### **2.1 Factors of Mode Choice**

A study on mode choice by Nurdden *et al.* (2007) found that age, gender, car ownership, travel time, travel cost household size and income are the important factors that affect travel mode choice in Malaysia. Moreover, reduction in travel time and fare and more accessibility are the main motivation to drive a modal change from private to public transportation.

Another study by Kamba et al. (2007) found that factors that may encourage car use are efficiency, comfort, safety, and accessibility in Malaysia. The factors that discouraged a shift

to public transport are risk, congestion, cost, and parking maneuver. The factors the encouraged a shift to public transport are efficiency, low-cost, not crowded, clean, and accessibility.

The study by Derek Halden Consultancy (2003) suggested that mode choice factors can be classified into three branches which are the hard, soft, and complementary factors. The hard factors are the most significant attribute of the direct travel. The hard factors include time, cost, availability, and reliability. The soft factors are the attributes of the travel experience. The soft factors include comfort, convenience, safety, control, effort, privacy, and so forth. Lastly, the complementary factors are the attributes of the travel context. The complementary factors include social, weather, carrying loads, children, internet connection, health or disability, and so forth.

## **2.2 Preference Methods**

There are two preference methods namely the revealed and stated preference method. The revealed preference method is used for representing the current market equilibrium and comparing existing alternatives; it yields one observation per respondent. The stated preference method is used for representing hypothetical scenarios and comparing both existing and proposed alternatives; it yields multiple observations per respondent.

## **2.3 Stated Preference Method**

The SP method is a technique of evaluating a set of different factors that constitute a function. It uses a customized survey that will examine three or more factors in a question. The result of this survey method may be in the form of a linear or higher-termed function that will represent the interrelationship of the different factors of each mode (Kroes and Sheldon, 1988).

The four types of choice modeling design are the discrete choice, contingent ranking, contingent rating, and paired comparisons (Accent, 2010).

In discrete choice design, the respondent is to choose the preferred alternative among two or more alternatives with different levels of attributes. This design may include a base line alternative scenario or an option not to select an alternative. The data collected from the discrete choice is only about the selected alternative and does not consider alternatives that are not chosen, consequently it is weakly ordered. Additionally, the discrete choice design is in line with the theory of rational, probabilistic choice.

In the contingent ranking design, the respondent is to rank all the alternatives from most to least preferred. This design may include an option not to rank an alternative after the top choice. The data collected from contingent ranking is strongly ordered due to the ranking of most of the alternatives

In the contingent rating design, the respondent is to rate an alternative with the given attributes one at a time. This design may use a numeric scale of one to ten or a semantic scale. The data collected from contingent rating is completely indifferent between alternatives due to not comparing alternatives directly.

Lastly the pairwise comparison design, the respondent is to choose the degree of preference for compared alternative. This design is a combination of discrete choice and rating and is limited to comparing two alternatives.

Among these choice modeling designs, the best and least complex for the respondent is the discrete choice. This is the only method that replicates the real life where a person is to choose one alternative among the given alternative.

## 2.3.1 Methods of Analysis of the Stated Preference Method

The analytical methods the maybe used for SP method design are the graphical method, nonmetric scaling, regression, and logit and probit. The tested to be the best of the methods is logit and probit (Sanko, 2001).

### **2.3.2 Methods of Lowering the Scenarios**

Methods of lower the number of scenarios from the full factorial design of SP method are fractional factorial design, removing trivial games, contextual constraint, block design, common attribute, base alternative, showing design differently, and random selection (Sanko, 2001).

Factional factorial design is selecting some scenarios from the full factorial design. Removing trivial games is removing scenarios that are assumed dominant then inserting the removed scenarios during data processing. Contextual constraint is removing scenarios that are deemed unrealistic or improbable in a realistic situation. Block design is dividing the scenarios into group which results to different sets of scenarios for data collecting. Common attribute is making an attribute constant and assuming it is a common attribute, therefor reducing the design size. Base alternative is having a baseline alternative which all the other alternatives will be reference from. Showing design differently is applying the foldover sequential choice set method randomly. Random selection is randomly choosing the scenarios.

## 3. Framework of the Study

Figure 2 shows the framework of the research. There will be 4 main stages for this study. Stage 1 is the supplementary data collection which has 3 parts namely, travel time and delay survey, MRT line 7 specs data, and revealed preference survey. Stage 2 is the Survey creation that unifies all the data from Stage 1. Stage 3 is the survey conduction. Stage 4 is the model creation. These stages will be discussed in detail the in the methodology section of this study.

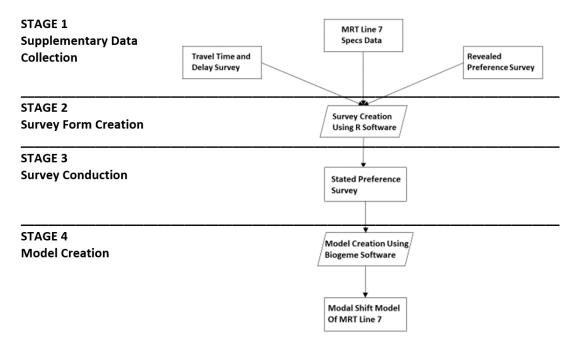


Figure 2. Study Flow

# 4. METHODOLOGY

# 4.1 Stated Preference Survey

The SP method is a technique of evaluating a set of different attributes(factors) that constitute a function of an alternative(mode). It uses a customized survey that will examine three or more attributes for each alternative in a question with a realistic scenario. Table 1 shows an example of a question with cost of travel, time of travel, and comfort level as variables.

#### **Table 1. Sample Survey Question**

	Car	Bus	Jeep	MRT
Cost of Travel	Low	Medium	High	Medium
Time of Travel	High	Medium	High	Low
Comfort Level	Medium	Low	Low	High

# 4.2 Utility and Prediction Model

Utility is used to describe user satisfaction. Utils is the numerical representation that represents utility. Utils by itself can not represent user satisfaction, it can only be used upon comparison of other alternative utils. The stated preference data will be used to get the utility functions of the different alternatives. The deterministic utility function  $V_i$  which excludes the unobservable variables of utility used for this study is given by (Hensher *et al.*, 2005):

$$V_i = \beta_i + \beta_{1i} \cdot X_{1i} + \beta_{2i} \cdot X_{2i} + \cdots + \beta_{Ki} \cdot X_{Ki}$$
(1)

where,

$V_i$	: marginal utility of the i alternative,
$\beta_i$	: the alternative specific constant- all unobserved sources of utility of the i
	alternative,
$X_{Ki}$	: an attribute of the i alternative that was observed in the experiment, and

 $\beta_{Ki}$  : weight of attribute  $X_{Ki}$  of the i alternative.

With probability function of these utility is given by:

(2) 
$$P_{i} = \frac{e^{V_{i}}}{e^{V_{i}} + e^{V_{j}} + \dots + e^{V_{N-1}} + e^{V_{N}}}$$

where,

$P_i$	: probability of people choosing the i alternative,
$V_i$	: marginal utility of the i alternative, and
N	: the number of alternatives.

These deterministic utility functions are used for multinomial logit modeling (MNL). A more complex form of MNL is the nested logit modeling to be used as a solution to the IID condition (independently and identically distributed) of MNL models (Hensher *et al.*, 2005). New variables such as branch utility, scale factor, scale parameter, and index of expected maximum utility are introduced. For this particular study, the nested logit models will be limited to two levels. Figure 3 below shows model 1 as an example of a 2-level model. In this example, there are two branches namely private and public mode. Under the private mode are car and motorcycle alternatives and under the public mode are bus, jeepney, MRT, and van transport (e.g. UV Express).

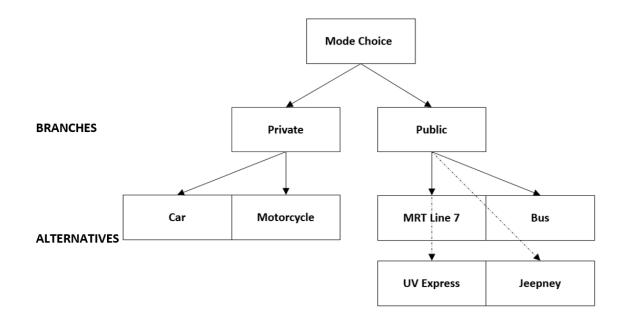


Figure 3. Example of a Nested Logit Model

According to Hensher *et al.* (2005), the branch utilities for nested logit model (NL) is given by:

$$V_J = \frac{\lambda_J \cdot I V_J}{\mu_J}$$

where,

(3)

$V_i$	: marginal utility of the J branch,
$\lambda_I$	: scale factor of the J branch,
IV	: index of expected maximum utility of the j branch,
$\mu_J$	: scale parameter of the J branch which is normalized to 1.0.

The index of expected maximum utility is computed by:

$$IV_{J} = \ln(e^{\mu_{J} \cdot v_{i}} + e^{\mu_{J} \cdot v_{j}} + \cdots + e^{\mu_{J} \cdot v_{n-1}} + e^{\mu_{J} \cdot v_{n}})$$
(4)

where,

 $\begin{array}{ll} IV_J & : \text{ index of expected maximum utility of the J branch,} \\ v_i & : \text{ marginal utility of the i alternative,} \\ \mu_J & : \text{ scale parameter of the J branch which is normalized to 1.0.} \end{array}$ 

For probability function, the nested logit model has 3 types of probability: the branch probability, the conditional probability, and the alternative probability. The branch probability is the probability of choosing a branch. The conditional probability is the probability of choosing an alternative after already choosing a branch. The alternative probability is the probability is the probability of choosing an alternative. Below are the equations to calculate these probabilities. For the branch probability:

(5) 
$$P_{J} = \frac{e^{V_{J}}}{e^{V_{J}} + e^{V_{K}} + \dots + e^{V_{N-1}} + e^{V_{N}}}$$

where,

$V_i$	: marginal utility of the i alternative,
$P_J$	: probability of choosing the J branch,
$V_J$	: marginal utility of the J branch,
Ň	: the number of branches.

For the conditional probability of an alternative:

(6) 
$$P_{(i|J)} = \frac{e^{v_i}}{e^{v_i} + e^{v_j} + \dots + e^{v_{n-1}} + e^{v_n}}$$

where,

 $P_{(i|I)}$  : probability of people choosing the i alternative given J branch was chosen,

 $v_i$  : marginal utility of the i alternative,

*n* : the number of alternatives.

For the probability of an alternative:

$$P_i = P_{(i|J)} \cdot P_J$$

where,

(7)

*P<sub>i</sub>* : probability of people choosing the i alternative,

 $P_{(i|I)}$  : probability of people choosing the i alternative given J branch was chosen,

 $P_I$  : probability of choosing the J branch.

## **4.3 Design Process of Choice Survey Creation**

The design process of SP method is discussed in studies by Louviere *et al.* (2000), Sanko (2001), Hensher *et al.* (2005), Accent (2010), among others. Among these, the comprehensive survey design process suggested by Hensher *et al.* (2005) will be followed in this study to creating the most efficient design given budget and time constraints.

# **4.3.1 Problem Refinement**

The first step of SP method survey creation is the problem refinement. This step involves breaking down the main research problem into more specific questions that will help eliminate any ambiguity to the study goal. For this study, the problem refinement resulted to the three questions namely:

- 1) What are the relevant attributes of MRT line 7 that will affect the user's mode choice?
- 2) What are the relevant attributes of each mode within the MRT Line 7 route and their weights that affects the mode choice of the user?
- 3) How to create a model that could predict future transport modal shift given the introduction of a new mode or the manipulation of a relevant attribute of a mode?

#### 4.3.2 Stimuli Refinement

After problem refinement, the next step of SP method is the stimuli refinement. This step involves properly selecting the scenario, alternatives, attributes, and level of attribute parameters which are the "stimuli" of the survey. Because it is impossible to completely represent or model all the parameters observed in the real world, parameters are selected within the limit of budget, time, and reality. Additionally, the selected parameters should still sufficiently model the target choice analysis.

The scenario includes the length of the trip and the number of mode transfers. The length of the trip will be average of how long the passenger uses the section in kilometers, while the number of mode transfers is the typical number of transfers from origin to destination.

Alternatives are the different passenger modes available in the route. When there many available modes, the alternatives chosen should be reduced if possible.

Attributes are factors that make people choose an alternative. Cost and time attributes are typical for all modes. Additional attributes such as comfort, safety, environment friendly,

accessibility, etc. may be added if deemed necessary. A way to determine additional attributes are through secondary data or, in this case, a survey to assess other relevant attributes.

Level of attribute is chosen within the goals of the study while considering time and budget. Logically, the higher the levels are, the more detailed the results are along with higher cost of implementation. The levels could vary between attributes, but, in this case, the level is made constant for all the parameters due to making an orthogonally designed survey (see 4.3.4 Experiment Design Consideration).

For this study, the hypothetical mode introduced is the MRT Line 7. The current possible transportation alternatives selected are:

Private Car
 Bus
 Jeepney
 UV Express
 Motorcycle
 Taxi
 TVNS
 The possible attribute selected are:
 Cost

- 2) Time
- 3) Comfort
- 4) Security
- 5) Safety
- 6) Environment-friendliness
- 7) Cleanliness

The attribute level selected are:

- 1) Low
- 2) Medium
- 3) High

Supplementary data will be used to identify the actual figures for each attribute and attribute level. Supplementary surveys will be necessary if the data needed not available. Among the data and supplementary surveys needed for this study are:

- 1) MUCEP Data
- 2) Travel Time and Delay Survey
- 2) Revealed Preference Survey
- 4) MRT Line 7 Specifications

## 4.3.2.1 MUCEP Data

From the MUCEP data, the primary usage of the route is accessed and typical modes is derived.

MUCEP data will be used to analyze passenger behavior along the MRT Line 7 route. More importantly, it will be used to assess the origin and destination and typical length of travel for

users of that route.

#### **4.3.2.2 Revealed Preference Survey**

The revealed preference survey was conducted on the month of February to March 2019 in situ along the stretch of the MRT Line 7. Among the 719 responses, 440 of the responses were deemed complete and usable upon examination after the survey. The descriptive statistics from the revealed preference survey conducted are shown in Table 2.

Gender								
	Ν	Percentage						
Male	236	53.6%						
Female	204	46.4%						
Monthly Income/Allowance								
	Ν	Percentage						
₱20,832 and below	92	20.9%						
₱20,833 to ₱33,332	238	54.1%						
₱33,333 to ₱66,666	78	17.7%						
₱66,667 to ₱166,666	28	6.4%						
₱166,667 to ₱666,666	4	0.9%						
₱666,667 and above	0	0.0%						
Occupation								
	Ν	Percentage						
Executive	2	0.5%						
Professional/ Office	58	13.2%						
Laborer	32	7.3%						
Government Employee	17	3.9%						
Housewife	48	10.9%						
Clerical	8	1.8%						
Sales and Service	136	30.9%						
Farmer/ Fisherman	0	0.0%						
Student	109	24.8%						
Jobless	24	5.5%						
Retired	6	1.4%						
Car Ow	ner							
Yes	84	19.1%						
No	356	80.9%						
Driver's Li	cense							
Yes	104	23.6%						
No	336	76.4%						
Trip purp	ose							
Work-Home Trips	184	41.8%						
School-Home Trips	93	21.1%						
Social-Home Trips	78	17.7%						
Others	85	19.3%						

## Table 2. Descriptive Statistics

Trips per We	eek	
1	94	21.4%
2	55	12.5%
3	24	5.5%
4	25	5.7%
5	164	37.3%
6	63	14.3%
7	14	3.2%
Trips Transf	ers	
0	41	9.3%
1	79	18.0%
2	195	44.3%
3	79	18.0%
4	39	8.9%
5	5	1.1%
6	2	0.5%

The age distribution and household size distribution are shown in Figures 1 and 2 respectively.

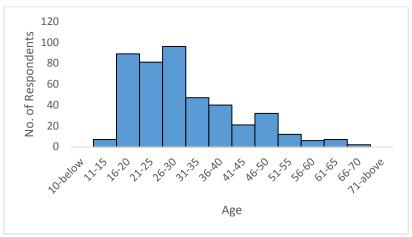


Figure 1. Age Distribution of the Respondents

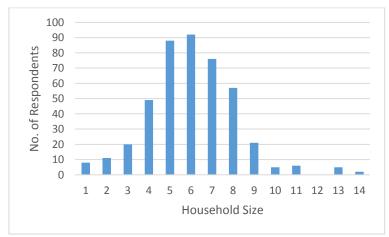
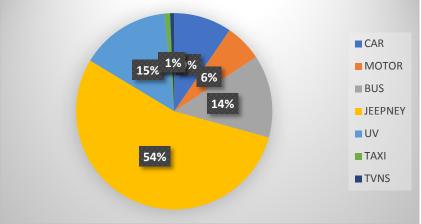
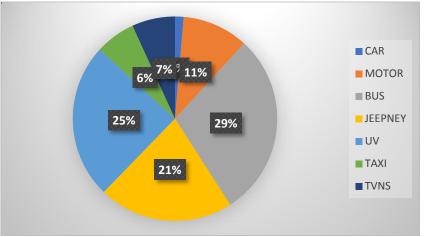


Figure 2. Household Size Distribution of the Respondents

The respondents were asked for their mode choice for four scenarios. The four scenarios in the survey were their first choice of transport along the route, their mode choice if the first choice was unavailable, their mode choice if they were in a rush, and their mode choice if the weather was rainy. Figures 3 to 6 show respondent mode choice for the four scenarios.



**Figure 3. First Choice** 



**Figure 4. Second Choice** 

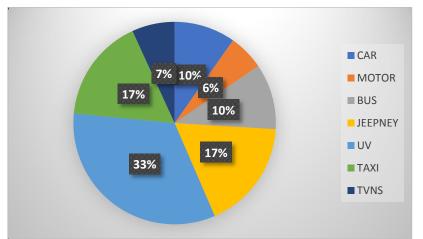


Figure 5. In-a-rush Choice

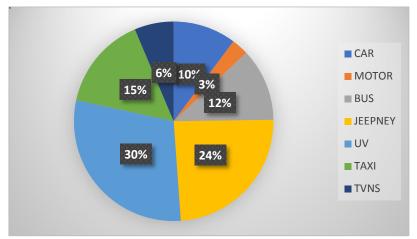


Figure 6. Rainy Weather Choice

The dominant mode choice for first-choice scenario is jeepneys, while for the second-choice scenario is bus. For both in-a-rush and rainy-weather scenario, the dominant mode is utility vans. It was observed that for the car choice most of the respondents that choose car for the first-choice will also chose car for the third and fourth scenario.

The study modeled mode choice using MNL, but it did not yield significant results. This is due to generally the low sample size and the insufficiency of respondents choosing a specific mode of transport. Additionally, the number of parameters modeled was very large.

From this revealed preference survey, the study have observed that that the average trip transfer was 2.04. Neglecting similar origin to destination points, the average distance traversed along the MRT Line 7 was 5.997 kilometers. The average unique choice for the four scenarios was 2.41. All these data will be useful for the creation of a SP method survey.

# 4.3.2.3 Travel Time and Delay Survey

Travel time and delay survey was done to know the average speed and cost of travel using an existing mode. The travel time and delay survey is accomplished manually by the surveyor using the form in the appendix. At the start of the survey, the surveyor shall ride the mode as designated. He/she should sit at the front seat of the vehicle or a seat with a clear vantage of the traffic delay. As the survey begins, the surveyor starts the first stopwatch to record the total trips time. Important stops and intersections are recorded by the surveyor on the map. The second stop watch is used to record delay times for intersections or midblocks. The type of delays such as loading and unloading, stoplight, congestion, etc. are to be indicated and marked on the map by the surveyor. At the end stop of the survey, the last trip time is recorded as the total travel time of the survey.

The items that will be needed for this survey are survey forms, map of route, clipboard, pencil, eraser, and 2 stop watches.

For this study, a maximum of 6 of the prominent existing modes was surveyed. For each mode, the survey was done 3 times, morning peak- 6 to 8 am, evening peak- 5 to 7 pm, and noon- 11 am to 1pm. Each survey will be done twice, one for north to south direction and another for south to north direction.

Table 3 is the result of the travel time and delay survey. The medium value is the average travel time and cost for the respective modes in a situation where the travel distance is 10 kilometers. High and low are plus and minus thirty percent of the medium value

# respectively.

Car         UV           TIME         COST         TIME         COST           LOW         20.67         ₱30.51         LOW         20.02         ₱19.14           MID         29.53         ₱43.58         MID         28.59         ₱27.34           HIGH         38.39         ₱56.66         HIGH         37.17         ₱35.55           Motorcycle         TIME         COST         TIME         COST           LOW         15.22         ₱7.99         LOW         16.48         ₱93.08           MID         21.74         ₱11.42         MID         23.55         ₱132.97           HIGH         28.26         ₱14.85         HIGH         30.61         ₱172.87           Bus         MRT Line 7         IMD         23.55         ₱132.97           HIGH         28.26         ₱14.85         HIGH         30.61         ₱172.87           Bus         MID         20.88         ₱14.29         LOW         10.50         ₱16.76           MID         29.83         ₱20.41         MID         15.00         ₱23.94           HIGH         38.77         ₱26.54         HIGH         19.50         ₱31.12           Jee							
LOW       20.67       ₱30.51       LOW       20.02       ₱19.14         MID       29.53       ₱43.58       MID       28.59       ₱27.34         HIGH       38.39       ₱56.66       HIGH       37.17       ₱35.55         Motorcycle       Time       COST         MID       21.74       ₱11.42       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       HIGH       30.61       ₱172.87         Bus       MRT Line 7         IOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       MID       15.00       ₱23.94         Jeepney       TIME       COST       COST       ICW       10.33         MID       30.50       ₱10.33       MID       15.00       ₱31.12	Car			UV			
MID       29.53       ₱43.58       MID       28.59       ₱27.34         HIGH       38.39       ₱56.66       HIGH       37.17       ₱35.55         Motorcycle       Taxi/ Grab       TIME       COST       TIME       COST         LOW       15.22       ₱7.99       LOW       16.48       ₱93.08         MID       21.74       ₱11.42       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       MID       23.55       ₱132.97         Bus       TIME       COST       TIME       COST         LOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       MID       15.00       ₱31.12         Jeepney         LOW       21.35       ₱10.33         MID       30.50       ₱14.76		TIME	COST		TIME	COST	
HIGH       38.39       ₱56.66       HIGH       37.17       ₱35.55         Motorcycle       TIME       COST       LOW       16.48       ₱93.08         LOW       15.22       ₱7.99       LOW       16.48       ₱93.08         MID       21.74       ₱11.42       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       HIGH       30.61       ₱172.87         Bus       TIME       COST       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       MID       19.50       ₱31.12         Jeepney         LOW       21.35       ₱10.33         MID       30.50       ₱14.76       MID       19.50       ₱31.12	LOW	20.67	₱30.51	LOW	20.02	₱19.14	
Motorcycle         Taxi/ Grab           TIME         COST         TIME         COST           LOW         15.22         ₱7.99         LOW         16.48         ₱93.08           MID         21.74         ₱11.42         MID         23.55         ₱132.97           HIGH         28.26         ₱14.85         HIGH         30.61         ₱172.87           Bus         MRT Line 7         MID         COST         MID         23.94           LOW         20.88         ₱14.29         LOW         10.50         ₱16.76           MID         29.83         ₱20.41         MID         15.00         ₱23.94           HIGH         38.77         ₱26.54         HIGH         19.50         ₱31.12           Jeepney           ILOW         21.35         ₱10.33         MID         30.50         ₱14.76	MID	29.53	₱43.58	MID	28.59	₱27.34	
TIME       COST       TIME       COST         LOW       15.22       ₱7.99       LOW       16.48       ₱93.08         MID       21.74       ₱11.42       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       HIGH       30.61       ₱172.87         Bus       MRT Line 7         IOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         TIME       COST         LOW       21.35       ₱10.33         MID       30.50       ₱14.76	HIGH	38.39	₱56.66	HIGH	37.17	₱35.55	
TIME       COST       TIME       COST         LOW       15.22       ₱7.99       LOW       16.48       ₱93.08         MID       21.74       ₱11.42       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       HIGH       30.61       ₱172.87         Bus       MRT Line 7         IOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         TIME       COST         LOW       21.35       ₱10.33         MID       30.50       ₱14.76							
LOW       15.22       ₱7.99       LOW       16.48       ₱93.08         MID       21.74       ₱11.42       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       HIGH       30.61       ₱172.87 <b>Bus</b> MRT Line 7         LOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       MID       19.50       ₱31.12         Jeepney         TIME       COST         LOW       21.35       ₱10.33         MID       30.50       ₱14.76	Motorcy	cle		Taxi/ Gra	ab		
MID       21.74       ₱11.42       MID       23.55       ₱132.97         HIGH       28.26       ₱14.85       HIGH       30.61       ₱172.87         Bus       MRT Line 7       MRT Line 7         LOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         IOW       21.35       ₱10.33         MID       30.50       ₱14.76       Image: Figure 7		TIME	COST		TIME	COST	
HIGH       28.26       ₱14.85       HIGH       30.61       ₱172.87         Bus       MRT Line 7         LOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         IOW       21.35       ₱10.33         MID       30.50       ₱14.76	LOW	15.22	₱7.99	LOW	16.48	₱93.08	
Bus         MRT Line 7           TIME         COST         TIME         COST           LOW         20.88         ₱14.29         LOW         10.50         ₱16.76           MID         29.83         ₱20.41         MID         15.00         ₱23.94           HIGH         38.77         ₱26.54         HIGH         19.50         ₱31.12           Jeepney           TIME         COST           LOW         21.35         ₱10.33           MID         30.50         ₱14.76	MID	21.74	₱11.42	MID	23.55	₱132.97	
TIME       COST       TIME       COST         LOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         TIME       COST         LOW       21.35       ₱10.33         MID       30.50       ₱14.76	HIGH	28.26	₱14.85	HIGH	30.61	₱172.87	
TIME       COST       TIME       COST         LOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         TIME       COST         LOW       21.35       ₱10.33         MID       30.50       ₱14.76							
LOW       20.88       ₱14.29       LOW       10.50       ₱16.76         MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         TIME       COST         LOW       21.35       ₱10.33         MID       30.50       ₱14.76	Bus			MRT Line	e 7		
MID       29.83       ₱20.41       MID       15.00       ₱23.94         HIGH       38.77       ₱26.54       HIGH       19.50       ₱31.12         Jeepney         Jeepney       TIME       COST         LOW       21.35       ₱10.33       ₱14.76       Image: Figure 10.000		TIME	COST		TIME	COST	
HIGH     38.77     ₱26.54     HIGH     19.50     ₱31.12       Jeepney     TIME     COST       LOW     21.35     ₱10.33       MID     30.50     ₱14.76	LOW	20.88	₱14.29	LOW	10.50	₱16.76	
Jeepney       TIME     COST       LOW     21.35     ₱10.33       MID     30.50     ₱14.76	MID	29.83	₱20.41	MID	15.00	₱23.94	
TIME     COST       LOW     21.35     ₱10.33       MID     30.50     ₱14.76	HIGH	38.77	₱26.54	HIGH	19.50	₱31.12	
TIME     COST       LOW     21.35     ₱10.33       MID     30.50     ₱14.76							
LOW 21.35 ₱10.33 MID 30.50 ₱14.76	Jeepney						
MID 30.50 ₱14.76		TIME	COST				
	LOW	21.35	₱10.33				
HIGH 39.65 ₱19.18	MID	30.50	₱14.76				
	нісн	39.65	₽19 18				

# Table 3. Levels of Time and Cost

# 4.3.2.4 MRT Line 7 Specifications

The MRT Line 7 specifications was done to know the average speed and cost of travel of the future mode. The government inquiry resulted to a fare matrix given by the Department of Transportation. The design speed of the train was 90 kph and max operating speed at 80 kph. Average speed for this train is similar to the previous transits in the Metro Manila which ranges from 60 to 40 kph. These average speed and fare were incorporated in the design of the levels of cost and time as seen in Table 3. Final station locations were also given in Figure 1.

# **4.3.4 Experiment Design Consideration**

Using a design of 7 alternatives with 18 attributes and 3 level of attribute from the refinement model, a full factorial design would require 387,420,489 treatment combinations (choice questions) for each respondent. This full factorial design will be impossible to do and to further reiterate, good survey is one that have the minimum possible question given limited time and resources without compromising the target goal. Three typical methods that can be used to reduce the treatment combinations are:

1) Unlabeled Experiment Design

- 2) Fractional Factorial Design
- 3) Block Design

## 4.3.4.1 Unlabeled Experiment Design

Unlabeled experiment design is a design that does not reveal the specific alternative name. It is normally for "willingness to pay" models. Though the unlabeled experiment design will reduce greatly reduce the treatment combinations, for this study, label experiment design was used because the main objective is more on prediction and forecasting.

#### **4.3.4.2** Fractional Factorial Orthogonal Design (FFOD)

Fractional factorial design is a design that uses only a part of the treatment combinations. It is used to lower the scenarios needed without significantly compromising the statistical viability of the results. Orthogonal design is an example of fractional factorial design. Fractional factorial designs are used to lower the scenarios needed without significantly compromising the statistical viability of the results. An orthogonal design has all levels of each attributes appearing at equal frequency. This design results in a zero correlation with the attributes analyzed. This effect may affect higher order statistical analysis but this bias will only affect the variance by as much as 10% (Accent, 2010). FFODs are typically done using computer programs. For this study, the freeware R software was used to design the minimum fractional factorial design that is still orthogonal. After using this method, the required treatment combinations for the study to be answered by the respondent was reduced to 54.

#### 4.3.4.3 Block Design

Block design is a design to further reduce the fractional factorial orthogonal design. Essentially, the block design distributes the fractional factorial systematically to more than one respondent. The result is the experiment will have different sets with the number depending on the design. After using this method, the required treatment combinations for the design to be answered by the respondent was further reduced to 9 questions with 6 sets of questionnaires. After the block design, the SP method survey is finalized.

#### **4.3.5 Administration of the Survey Instrument**

The following steps outline typical survey administration:

- a) the survey may be conducted by using survey forms or online survey;
- b) each respondent will be given sequentially one of the sets of survey form;
- c) the respondent will be shown explanatory pictures (the location of the stations) that will aid him/her in properly answering the questions;
- d) the surveyor will entertain any questions or clarifications the respondents ask

# 4.3.5.1 Length of the Survey Forms

A typical choice experiment can be answered in 20 minutes. Longer questionnaires may be done for household interview, while for situ interview, in the case of this study, roadside survey, shorter questionnaires that take not more than 10 minutes is advised (Accent, 2010).

#### 4.3.5.2 Data Points Needed

Taking into account the cost without sacrificing the experiment's precision, a discrete choice experiment will require a minimum of 400 survey respondents. The requirement of each alternative to have at least 75 choice answers (Accent, 2010).

## **5. RESULTS**

The designed set of the SP method forms are in the appendix. Part 1 of the survey for is for the socio-economic characteristics of the respondent. Among these are gender, age, income, ownership of car, and income. Part 2 of the survey form is the SP method questionnaire. The sample incorporates the supplementary data into the situation and the final level (low, mid, and high) values.

The BIOGEME is a recommended free program used for data processing of the SP method survey. It will be useful for the creation and analysis of the MNL achieved from the data of the survey.

#### ACKNOWLEDGEMENTS

The authors thank the Department of Science and Technology (DOST) for funding this research through their Engineering Research for Development and Technology (ERDT) program.

#### APPENDICES

Scenario 1						SET	A
Tria Description	MADT		CAR	DUC	111/	TUDIC	MOTOR
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	10	20	40	40	40	30	30
Fuel or Fare Cost	₱15.00	₱10.00	₱55.00	₱25.00	₱35.00	₱175.00	₱15.00
Seat Availability	LOW	HIGH	-	HIGH	HIGH	-	-
If I had to I would choose	А	В	С	D	E	F	G
Scenario 2							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	15	30	40	40	20	15	20
Fuel or Fare Cost	₽25.00	₱15.00	₱55.00	₱25.00	₽20.00	₱130.00	₱10.00
Seat Availability	MID	HIGH	-	LOW	LOW	-	-
						-	
If I had to I would choose	A	В	С	D	E	F	G
Scenario 3							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	15	30	30	30	40	30	15
Fuel or Fare Cost	₱25.00	₱15.00	₱45.00	₱20.00	₱35.00	₱95.00	₱5.00
Seat Availability	MID	MID	-	HIGH	HIGH	-	-
If I had to I would choose	А	В	С	D	E	F	G
Scenario 4							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	20	40	20	20	40	30	20
Fuel or Fare Cost	₱30.00	₱20.00	₱30.00	₱15.00	₱35.00	₱130.00	₱10.00
Seat Availability	HIGH	LOW	-	HIGH	HIGH	-	-
If I had to I would choose	Α	В	С	D	E	F	G
Scenario 5							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	10	20	30	30	30	25	20
Fuel or Fare Cost	₱15.00	₱10.00	₱45.00	₱20.00	₱30.00	₱130.00	₱10.00
Seat Availability	LOW	MID	-	MID	MID	-	-
If I had to I would choose	А	В	С	D	E	F	G

Scenario 6							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	20	40	30	30	20	15	30
Fuel or Fare Cost	₱30.00	₱20.00	₱45.00	₱20.00	₱20.00	₱175.00	₱15.00
Seat Availability	HIGH	MID	-	LOW	LOW	-	-
If I had to I would choose	A	В	С	D	E	F	G
Scenario 7							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	10	20	20	20	20	15	15
Fuel or Fare Cost	₱15.00	₱10.00	₱30.00	₱15.00	₱20.00	₱95.00	₱5.00
Seat Availability	LOW	LOW	-	LOW	LOW	-	-
If I had to I would choose	Α	В	С	D	E	F	G
Scenario 8							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	20	40	40	40	30	25	15
Fuel or Fare Cost	₱30.00	₱20.00	₱55.00	₱25.00	₱30.00	₱95.00	₱5.00
Seat Availability	HIGH	HIGH	-	MID	MID	-	-
If I had to I would choose	A	В	С	D	E	F	G
Scenario 9							
Trip Description	MRT	JEEPNEY	CAR	BUS	UV	TVNS	MOTOR
Travel Time and Waiting Time (min)	15	30	20	20	30	25	30
Fuel or Fare Cost	₱25.00	₱15.00	₱30.00	₱15.00	₱30.00	₱175.00	₱15.00
Seat Availability	MID	LOW	-	MID	MID	-	-
If I had to I would choose	А	В	С	D	E	F	G

## REFERENCES

Accent (April 2010) Review of Stated Preference and Willingess to Pay Methods.

- Bacero, R., Rosario, A., Roxas, C., Fillone, A. (2018) Mode Choise Analysis of Commuters in Intramuros.
- Derek Halden Consultancy (2003) *Barriers to modal shift*. Edinburgh: Scottish Executive, Social Research.
- Dilay, G., Fillone, A. (2014) Mode Shift Behavior of Bus Passengers to Rail System Under Improved Rail Operations.
- Hensher, D. A., Rose, J. M., Greene, W. H. (2005) *Applied Choice Analysis: A Primer*. Cambridge: Cambridge University Press.
- Japan International Cooperation Agency (JICA) National Economic and Development Authority (NEDA) (March 2014) *Roadmap for Transport Infrastructure Development for Metro Manila and Its Surrounding Areas*.
- Kamba, A. N., Rahmat, R. A. O., Ismail, A. (Jan. 2007) Why Do People Use Their Cars: A Case Study In Malaysia. *Journal of Social Sciences*, vol. 3, no. 3, pp. 117–122.
- Kroes, E, Sheldon, R. (January 1988) Stated Preference Methods: An Introduction. *Journal of Transport Economics and Policy*, pp. 11-25.
- Louviere, J. J., Hensher, D. A., Swait, J. D., Adamowicz, W. (2000) *Stated Choice Methods: Analysis and Applications.* Cambridge: Cambridge University Press.
- Nurdden, A., Atiq, R., Rahmat, O.K., Ismail, A. (Jan. 2007) Effect of Transportation Policies on Modal Shift from Private Car to Public Transport in Malaysia. *Journal of Applied Sciences*, vol. 7, no. 7, pp. 1013–1018.
- Rivera, R., Habana, R., Estoce, Y., Lagasca, J., Manatad, M., Magcale, R., Kimpo, A. (2018) Examining Factors of Modal Shift to P2P: The Case of SM Masinag-Greenbelt 5 Route.
- Roquel, K., Fillone, R. (2013) Mode Choice Analysis of Inter-Island Passenger Travel from Iloilo to Negros Occidental, Philippines.
- Santos, G., Maoh, H., Potoglou, D, T. von Brunn (2013) Factors influencing modal split of commuting journeys in medium-size European cities. *Journal of Transport Geography*, Vol. 30, pp. 127-137.
- Sanko, N. (November 2001) *Guidelines for Stated Preference Experiment Design*. School of International Management
- Vera, B., Camus, M. (September 2016) Gov't readies P1-T railway projects, Available at:<u>http://business.inquirer.net/214682/govt-readies-p1-t-railway-projects</u> (Accessed: May 2017).
- Yang, L., Choudhury, C., Ben-Akiva, M. (March 2009) Stated Preference Survey for New Smart Transport Modes and Services:Design, Pilot Study and New Revision. Massachusetts Institute of Technology.
- Zhang, Z., Guan, H., Qin, H., Xue, Y. (2013). A Traffic Mode Choice Model for the Bus User Groups based on SP and RP Data. *Proceedia - Social and Behavioral Sciences*, 96, 382-389.