

## Professional Profile



### AREAS OF EXPERTISE

Opinion and Behavior Measurement  
Survey Methods Research  
Communication Research  
Travel Survey Design and Analysis  
Public Transit Markets

### YEARS OF EXPERIENCE

With NuStats: 21 Years  
With Other Firms: 7 Years

### EDUCATION

PhD / 1992 / Communication Research, Annenberg School for Communication, University of Southern California  
MS / 1984 / Education Research, University of Maryland  
BS / 1976 / German, Spanish, Teaching Credential, East Carolina University

### OVERVIEW

Dr. Zmud is president of NuStats, a survey science consultancy, specializing in transportation studies. As president, she directs corporate operations, guides business development, and provides leadership in client services and project delivery. She has 22 years of experience in survey design, implementation, and statistical analysis. She is an active project manager, typically for large-scale travel behavior surveys. In total, she has managed more than 30 household travel surveys. All have been two-stage (recruitment and retrieval) surveys, and many have been multi-modal, using telephone, mail, Internet, in-person and / or GPS. She has managed 100+ other surveys, including: visitor surveys, external station surveys, on-board surveys, and tolling and road pricing surveys. Significant non-transportation projects include survey support to the National Institute for Standards and Technology (NIST) in its investigation of the World Trade Center Disaster.

### CURRENT PROJECTS (SELECTED)

Director, Metropolitan Washington Household Travel Behavior Survey  
Director, Baltimore Region Household Travel Behavior Survey  
Principal Investigator, Synthesis of Public Opinion Data on Tolling and Road Pricing. National Cooperative Highway Research Program (NCHRP 20-78)  
Principal Investigator, Guidebook on Communicating the Value of Research (NCHRP 38-03)

### PUBLICATIONS AND PRESENTATIONS (SELECTED)

*Instrument Design: Decisions and Procedures.* In Travel Survey Methods: Quality and Future Directions, 2006.  
*Transportation Information Assets and Impacts: An Assessment of Needs.* Transportation Research Circular E-C109, 2006. (with Schofer, Lomax, Palmerlee)  
*Data Requirements for Road Pricing.* Invited White Paper for the Expert Forum on Travel Demand Modeling and Road Pricing, Washington, 2005.  
*Commodity Flow Survey: Improving Methods to Enhance Data Quality and Usefulness.* Commodity Flow Survey Conference, Boston, 2005.  
*Validating Willingness to Pay Estimates for Tolled Facilities through Panel Survey Methods.* 12<sup>th</sup> International Conference on Travel Behavior Research, Kyoto, 2006 (with Bradley)

### PROFESSIONAL / COMMUNITY SERVICE (SELECTED)

Chair, TRB Data and Information Systems Section (ABJ00)  
Chair, TRB NCHRP Panel 08-57, Forecasting the Impacts of Pricing on Travel and Congestion  
Co-Chair, International Steering Committee of Travel Survey Conferences  
Chair, TRB Committee on Travel Survey Methods (1997-2006)  
Board Member, Central Texas Regional Mobility Authority (2003-2006)

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