



**Dr. Jean Wolf** is the president and co-founder of GeoStats, a company specializing in the application of GPS and GIS technologies for the collection, analysis, visualization, and reporting of transportation data. Since the launch of GeoStats in 2000, Dr. Wolf has led all GPS-enhanced travel surveys and physical activity studies conducted by the firm (with more than 20 studies to date). Dr. Wolf has extensive project management, technology, and logistics experience, including 10 years at UPS as an industrial and systems engineer, which makes her uniquely qualified to run complex GPS studies that depend upon the integration of numerous processes and data flows to produce highly detailed and accurate GPS deliverables. Dr. Wolf is a member of the TRB Travel Survey Methods Committee, which serves to keep her on the leading edge of travel survey methodologies and technologies. Her doctorate degree is in Civil Engineering from Georgia Tech.

**Measuring Travel and Physical Activity Using GPS and Accelerometry: Applications for Transportation and Health.** GPS use in travel behavior studies has seen increasing acceptance over the past decade, with more than 15 travel surveys conducted since 2000 including a GPS subcomponent. Similarly, accelerometers have become the gold standard for collecting objective physical activity data in health studies. Since 2003, GeoStats has been involved in studies that have deployed both devices in tandem to collect second-by-second travel and physical activity data never before available. This seminar will cover the use of these technologies to address key research questions facing transportation and health professionals.