

Modal choice in a multimodal transport system

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Smarter Travel Technology Review for Investment DEcisions

Marcus Jones, TRL

#CEDR_Multimodal



Funding & partners

STTRIDE is a 225k € project,
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The logo for TRL, consisting of the letters 'TRL' in a bold, sans-serif font. The 'T' is orange, and the 'R' and 'L' are grey.The logo for VTT, featuring a blue stylized graphic of a road or path leading to the letters 'VTT' in a bold, blue, italicized sans-serif font.The logo for RISE, consisting of the letters 'RISE' in a bold, black, sans-serif font, stacked vertically, set against a solid yellow-green square background.

User needs, technology and travel behaviour

- CEDR call “User Needs in a Multi-Modal context”
 - Impact of new technologies on modal choice
- How might technology affect modal choice?
 - Awareness of alternatives
 - Better information, less uncertainty and risk
 - Improved operation of services and networks
 - New mobility business models
 - New ways of travelling

Hierarchy of traveller needs



How might emerging technologies increase access to better mobility options that enable more sustainable lifestyles?

How might emerging technologies engage travellers to consider better mobility options?

How might emerging technologies improve mobility options and remove pain-points'?

Transport Systems Catapult 'Traveller Needs & UK Capability Study' (2015)

Technology - thematic focus

Vehicle automation



Information



Journey efficiency

Mobility as a Service (MaaS)

Safety

STTRIDE topics

- What new technologies are emerging that could influence use of singly-occupied cars?
- How can technological advances deliver changes in mode use to reduce trips in singly-occupied cars?
- How can these changes be captured and understood through a monitoring & evaluation approach?
- What further guidance or tools do national road authorities need to implement technologies to bring about these changes in mode use?

Project Contact

Marcus Jones

TRL Ltd

mjones@trl.co.uk

<http://sttride.trl.co.uk/>

