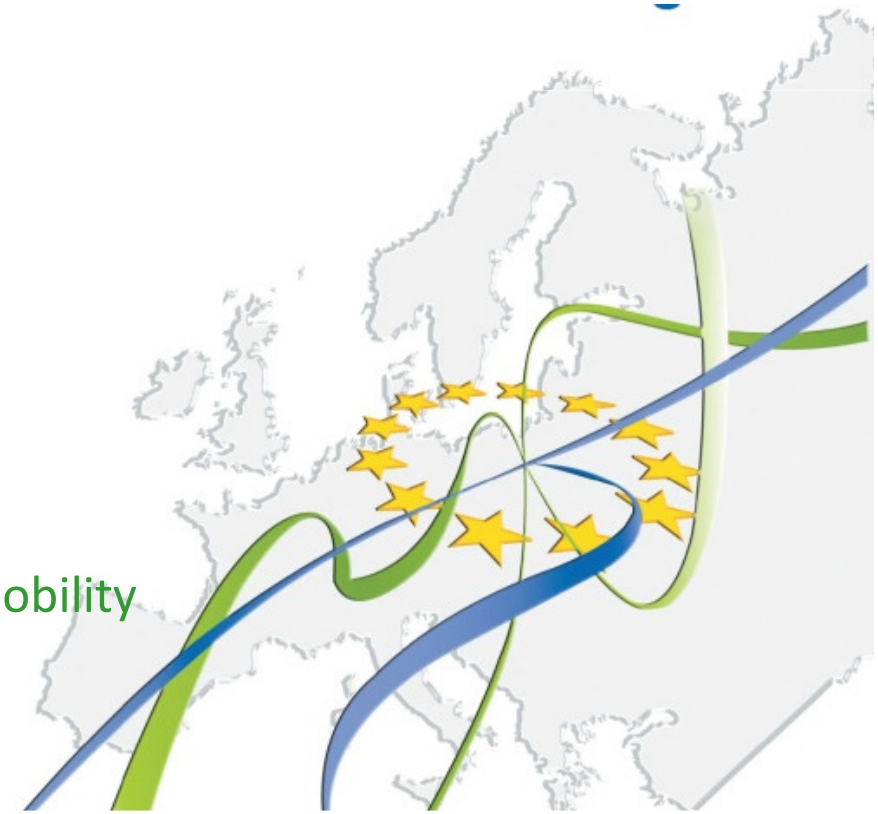
ERTRAC ROADMAP

Road User Behaviour and Expectations

Prof. Andrés Monzón
TRANSyT
Co-leader ERTRAC WG on urban mobility



Guiding Objectives

Grand societal challenges addressed by ERTRAC SRA 2010 - Towards a 50% more efficient road transport system by 2030:

- **Decarbonization**
- **Reliability**
- **Safety and Security**

The guiding objectives of European Roadmap Road User Behaviour and Expectations are:

- To build an improved road transport environment for passengers
- To address long distance sustainable road based mobility
- To achieve optimal co-modality

Vision: user needs, preferences and future expectations

Research Topics of Roadmaps

ERTRAC
EUROPEAN ROAD TRANSPORT RESEARCH ADVISORY COUNCIL

Road User Behaviour and Expectations with respect to:

Travel Demand Estimation

- Aggregate & disaggregate travel survey
- Macro/micro demand model estimation
- Sensitivity analysis
- Identify impacts from different categories of road users

Co-modality

- Behaviour & expectations analysis of users of intermodal services and multimodal transport
- Door to door service and information
- Accessibility to interchanges

Environment

- Calculation of individual footprint
- Energy consuming per person. per trip option
- Healthy concerns: obesity, stroke etc.
- Social costs estimation: externalities, etc.

Transport Demand Management (TDM)

- Pricing policies and their acceptability
- Evaluate past policy actions and criteria
- Public transport services: transit, parking, etc.

Milestones

4 Research Domain:

- **Travel Demand Estimation**
- **Environment**
- **Co-modality**
- **TDM Measures**

Milestone 1 (2015) Understanding Road User Behaviour and Expectations
Defining the socio-economic and psycho-social variables behind the drivers´ behaviours and expectations

Milestone 2 (2020) RUB Influencing & Convincing (mid term)
Explore transport strategy and policy actions to influence road user behaviours at mid term.

Milestone 3 (2030) RUB Changing (long term)
Policies to achieve changes, to measure impacts of technologies, reduce impacts,…

2010 — 2015 — 2020 — 2030