Research Project Statement

Fiscal Year: 2005

Project Number: 0-5027

Project Statement Date: July 15, 2003

Title: Increasing Mode Shift Away From Driving – Policy and Institutional Actions

RMC Number: 2

Developed By: TAP

<table>
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<tr>
<th>TxDOT Project Personnel</th>
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<th>Fax Number</th>
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<tbody>
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Duration (# of years): 

Total Budget: $ 

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<th>FY</th>
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<td>First Year</td>
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<td>Additional FYs</td>
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Project Description: This research will result in the development of a guidebook for TxDOT and local transportation agencies to achieve mode shifts away from driving personal vehicles.

As transportation infrastructure operation and maintenance consumes a larger percentage of the total budget, less funding is available for investments in new capacity. Since WWII, the United States public has been in a one-way shift toward driving personal vehicles – alone. Today, nearly all non-work trips in Texas are made in personal vehicles and the vast majority are made in single occupant vehicles (SOV). While it is expected that the traveling public will continue to use the personal vehicle extensively for the foreseeable future, major increases in efficiency of use of the Texas transportation system, especially in urban areas, could be achieved by attracting travelers into non-driving modes. While extensive work has been done in this area, much of it has been associated with what are now rather standard approaches to ridesharing, use of transit, etc. Most of these methods have been oriented to changing travel choices by offering minor incentives and disincentives. These have been only marginally effective, primarily with work trips.

This project will build on previous TxDOT research (e.g., “0-4238 Smart Growth Texas Style”, “0-4420 Techniques for Mitigating Urban Sprawl”, and 0-4013 “Competitiveness of Alternative Transportation Modes”), as well as national and international research in examining new ways to incentivize mode shifts away from driving. All trip purposes are to be examined. Emphasis is to be placed on urban travel since that is where the greatest capacity deficiencies exist. Evidence of past success, failure, and public perceptions will be demonstrated through data collected during this project.

This project will examine two types of scenarios: (1) normal travel conditions on an area-wide basis, and (2) travel in a corridor affected by major maintenance or construction projects. The researchers will examine areas that have demonstrated sustained success in achieving mode shift, as well as areas that have made concerted efforts to achieve a shift without success. Research should focus on causative factors and transferable findings.

Relevant findings will be used to develop a guidebook that will serve as a comprehensive source of information about innovative management approaches, techniques, and policies that encourage mode shifts. The guidebook will provide a range of innovative, practical, and cost effective tools/strategies that can be utilized by TxDOT and local officials in a variety of scenarios.
### Deliverable Products and Reports:
- **P1**: A summary document that identifies each technique/method for encouraging mode shift, how it would work in Texas, where it has been used, its degree of success, and a discussion of its feasibility.
- **P2**: A guidebook containing a full range of possible tools and strategies for facilitating mode shift.
- **R1**: Research report.
- **Project Summary Report**.

### Implementation:
This project will provide information from which a guidebook can be developed for use by TxDOT and local agencies to develop and implement programs to achieve mode shifts away from driving.

### Pre-proposal Meeting:
- Yes
- No

February 20, 1:00 pm at the San Jacinto Room, Bldg 1, TxDOT Camp Hubbard Complex, 4000 Jackson St., Austin, TX. Tele-conferencing will be available.

### Sole Source Justification, if applicable:

### Additional Information:

#### Proposal Submission:
- Proposals are required to be submitted in both hard copy (4 copies) and PDF format (1 PDF file per proposal). Both formats are used within TxDOT for evaluating the proposals and **must** contain identical information.
- The “Background and Significance” portion of the proposal should be limited to 10 pages.
- All proposals from researchers should be sent directly to your university’s Research Liaison for submission to RTI. The Research Liaison is TxDOT’s official contact with the university.

#### Deadlines (for RTI use only):
1. All individuals interested in proposing are encouraged to contact the PC or PD by February 12, 2004.
2. Proposals are due to RTI by 4:00 p.m. CST on March 24, 2004.