

# Alternative travel mode choice as a tool for transportation planning

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Ghana Infrastructure Conference 2018

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- Objective
- Stakeholder involvement in transport planning
- Travel mode choice
- Preliminary Results
- Conclusions and Recommendations



# Background

- *Transportation affects economic activities. Safe and timely accessibility to places of work, shopping centers as well as mobility of commercial transportation all contribute to economic growth and stability.*
- *Transportation affects social activities. Reliable, comfortable and secure access to friends, recreational centers, places of worship, etc. are essential to livability.*
- *Transportation affects environmental quality. Air pollution, noise pollution, roadway runoff, etc. are all potentially negative impacts of the development and operations of transportation infrastructure.*



To use transport users' preferred alternative mode choice to plan future transport systems



# Introduction

- Life events (e.g. change in life stage) disrupt habitual behaviors such as change in transport mode choices.
- Many societies have been built around cars, making choice of other modes difficult
- Car has many advantages such as high comfort and flexibility
- Car satisfies other needs such as social status, prestige, and feeling of control of one's journey.



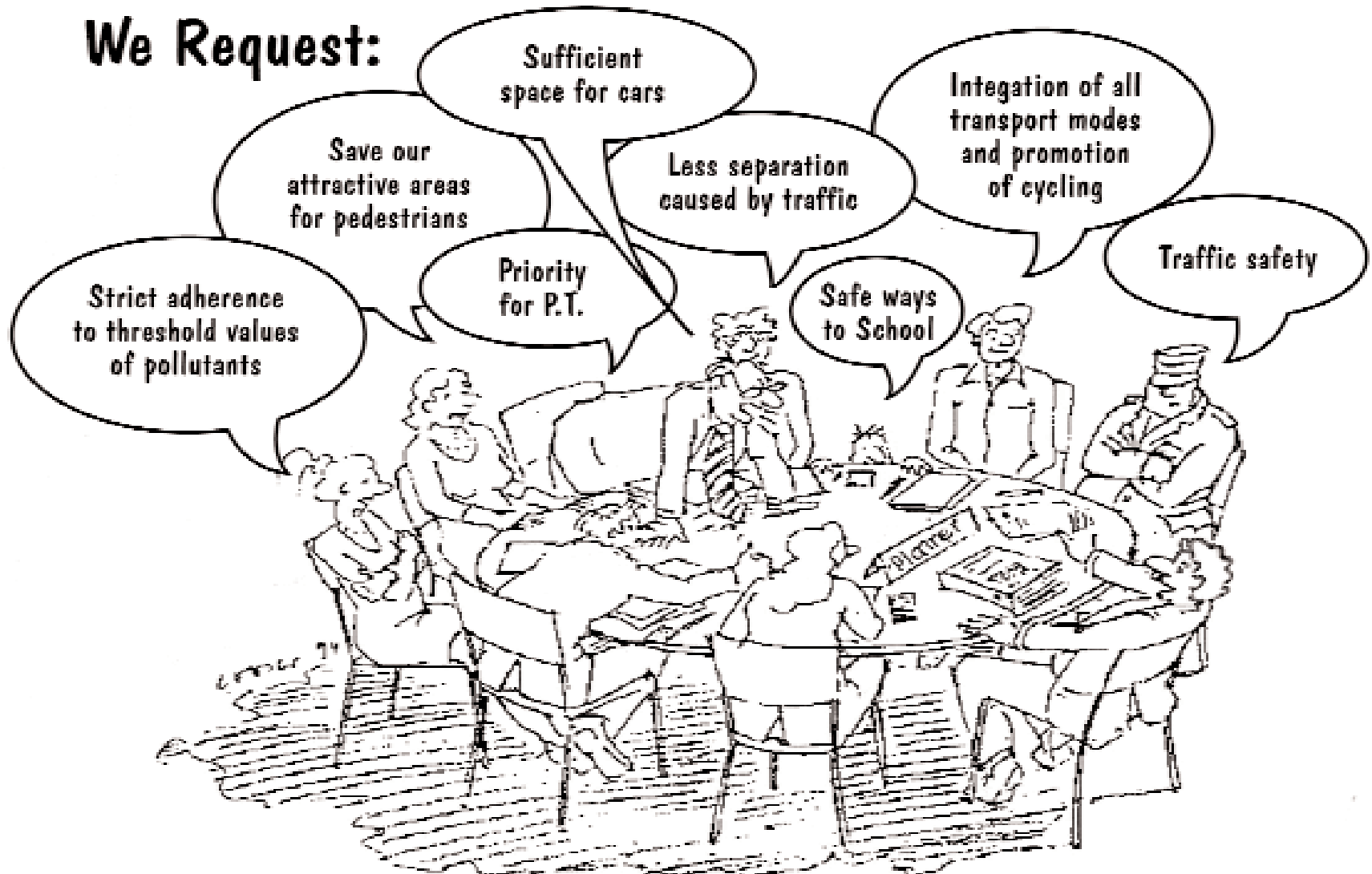
# Stakeholders and Transport planning

- Transportation planning is a complex decision making process involving many stakeholders (system users and system providers).
- Individual systems users have various needs, expectations and priorities that define how they interact with a transportation system.
- System providers have the technical and experiential understanding of what types of transportation projects best address user needs.



# Stakeholder Involvement in Transportation decision making

## We Request:



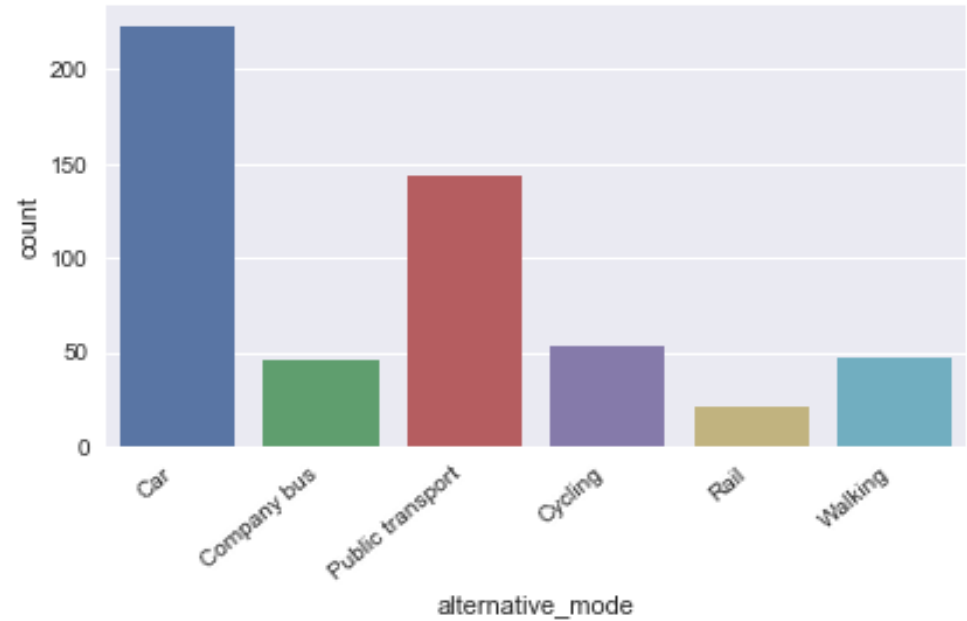
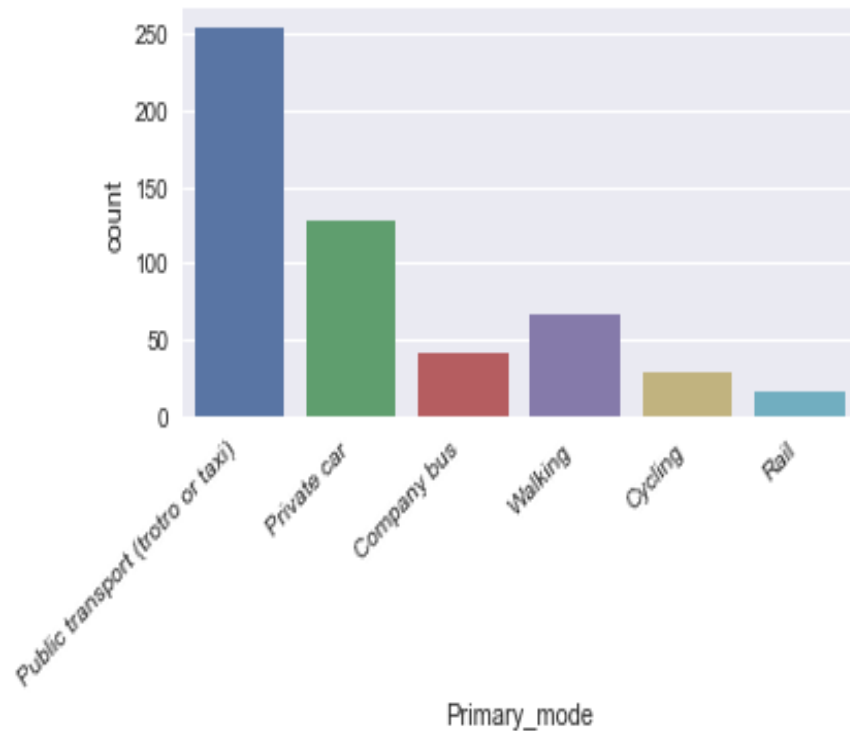
# Factors that influence travel mode choice

- Availability of modes
- Land use planning
- Socioeconomic factors
- Cultural factors
- Safety concerns
- Individual characteristics



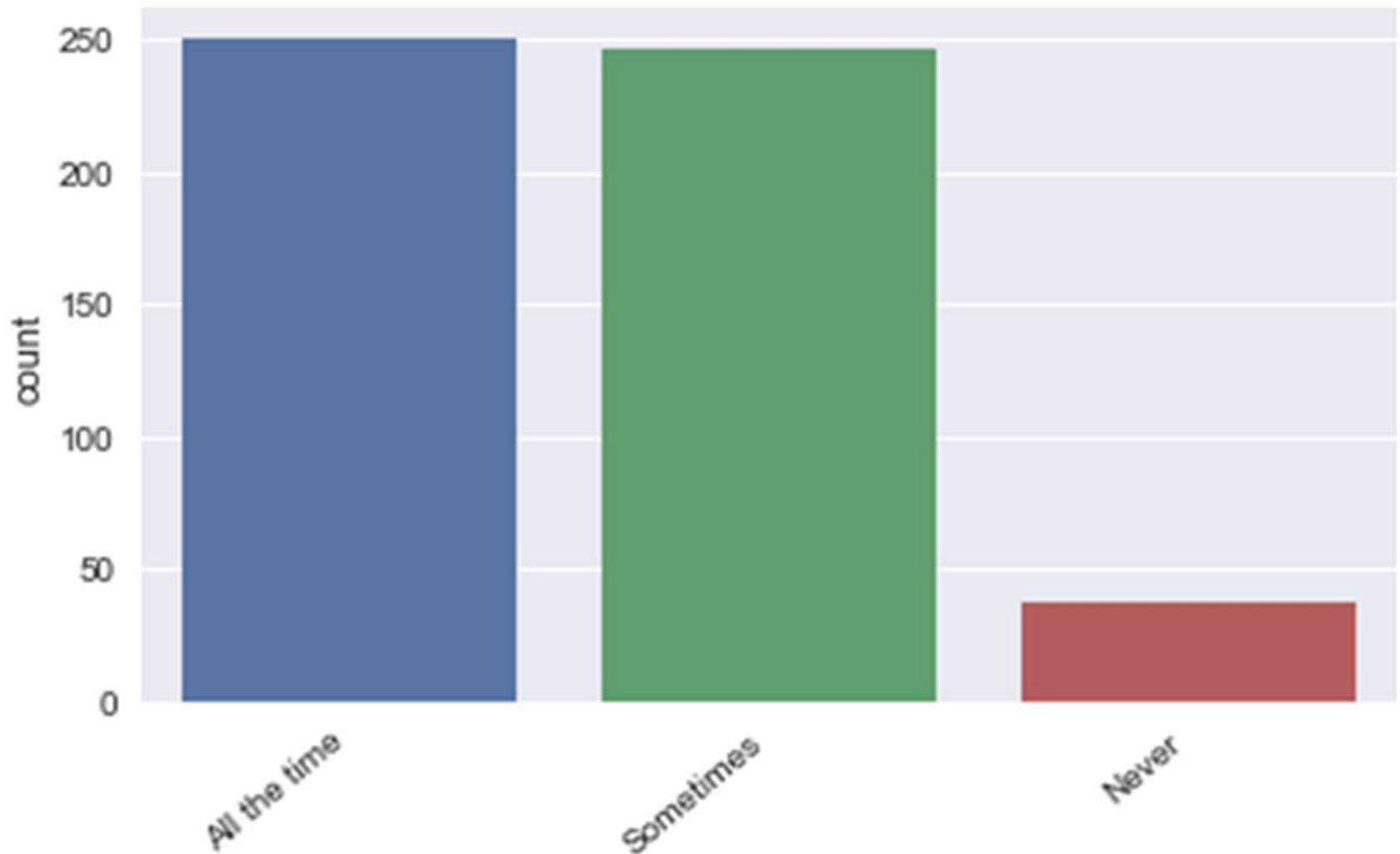


# Preliminary Results



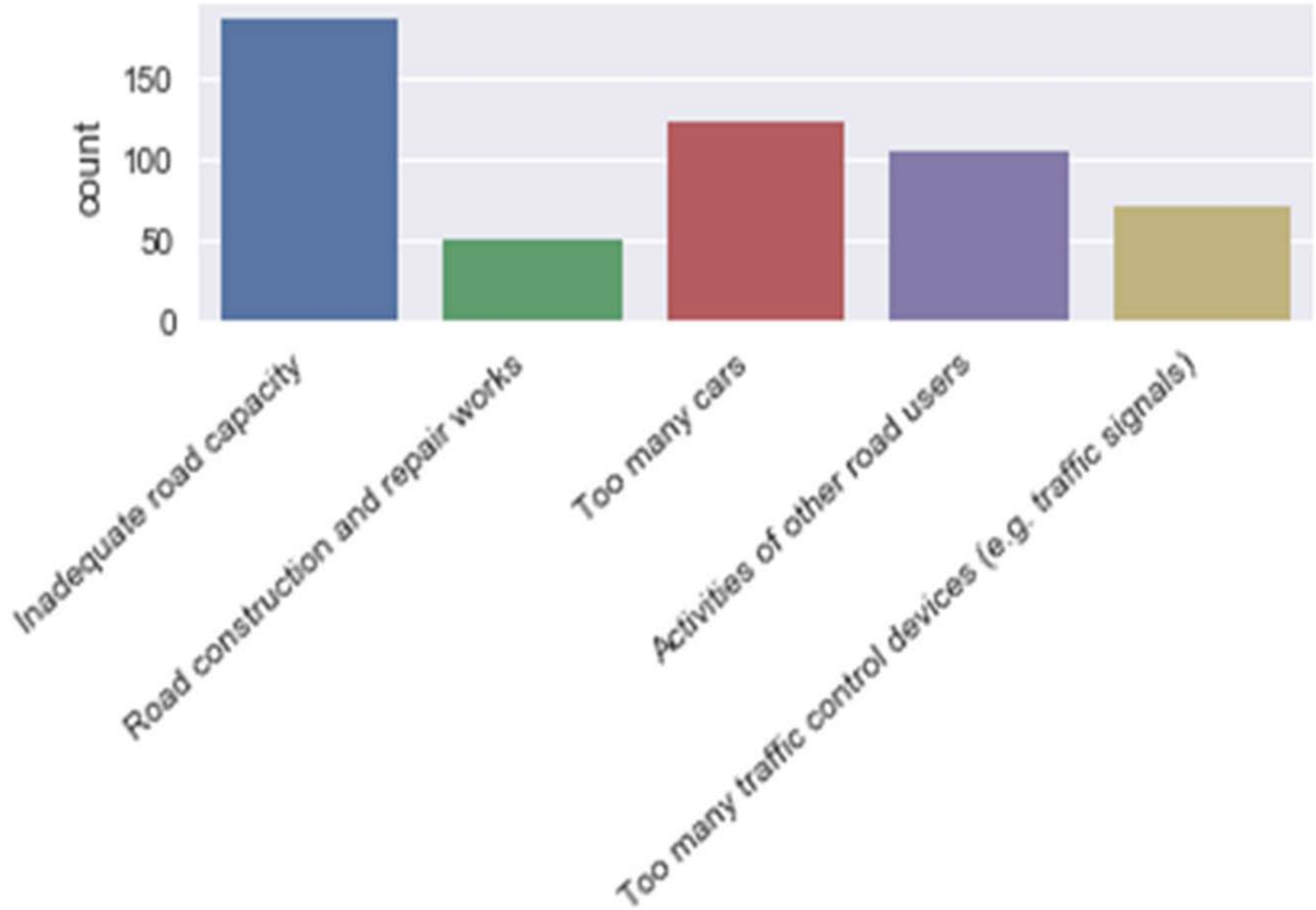
Primary vs. Alternative mode choice

# Preliminary Results



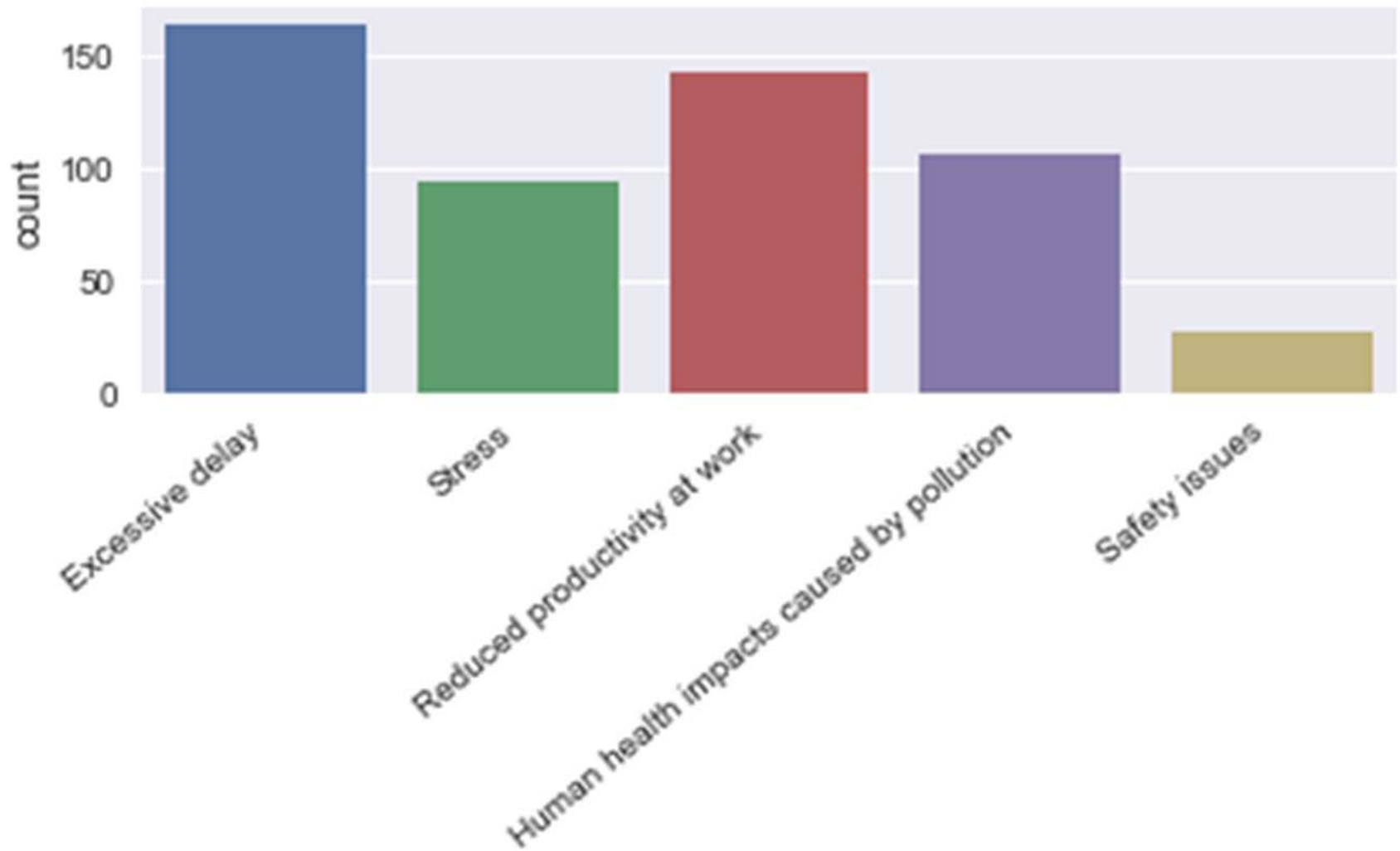
How often do you encounter traffic congestion?

# Preliminary Results



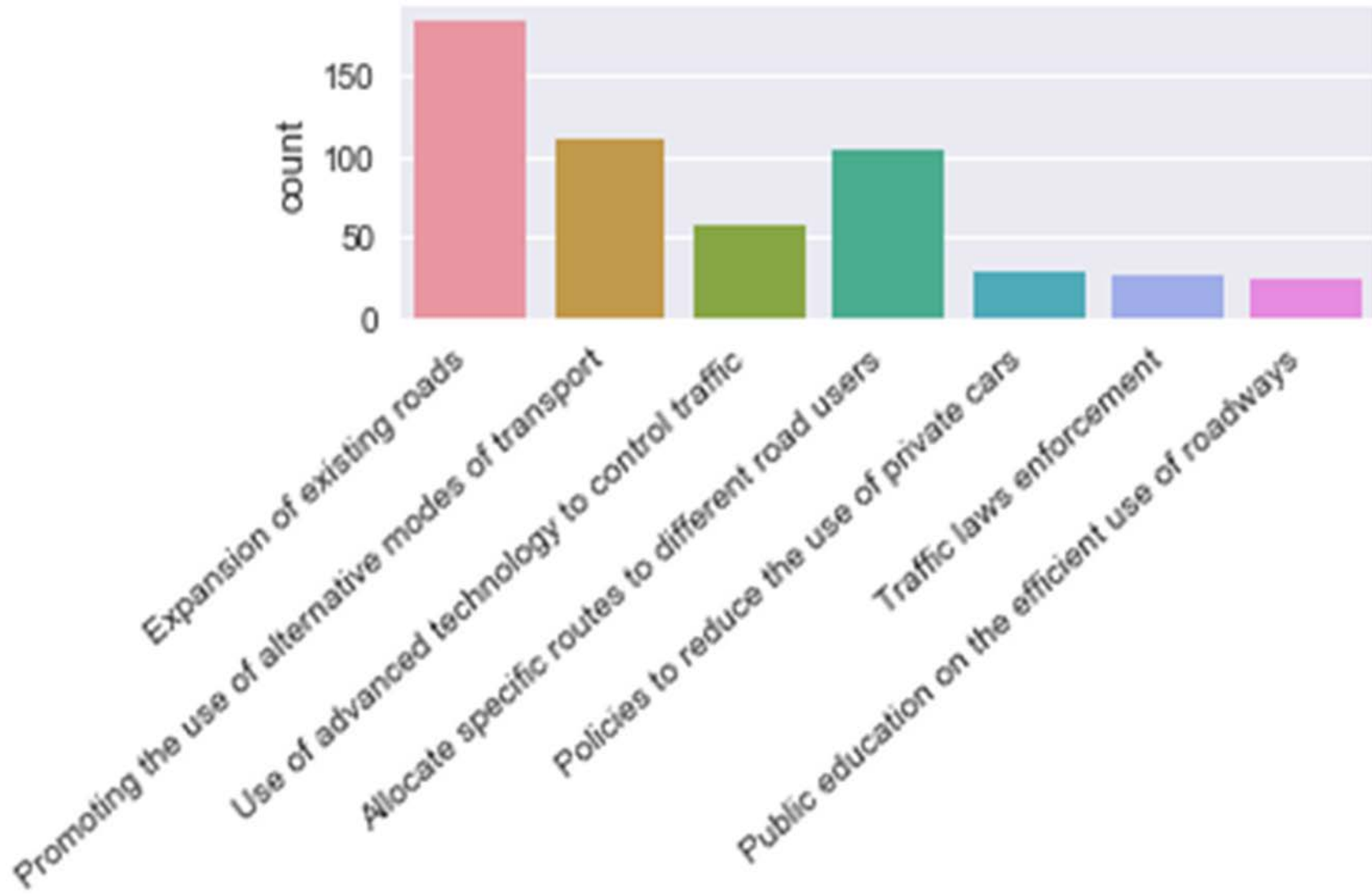
Thoughts on the causes of traffic congestion

# Preliminary Results



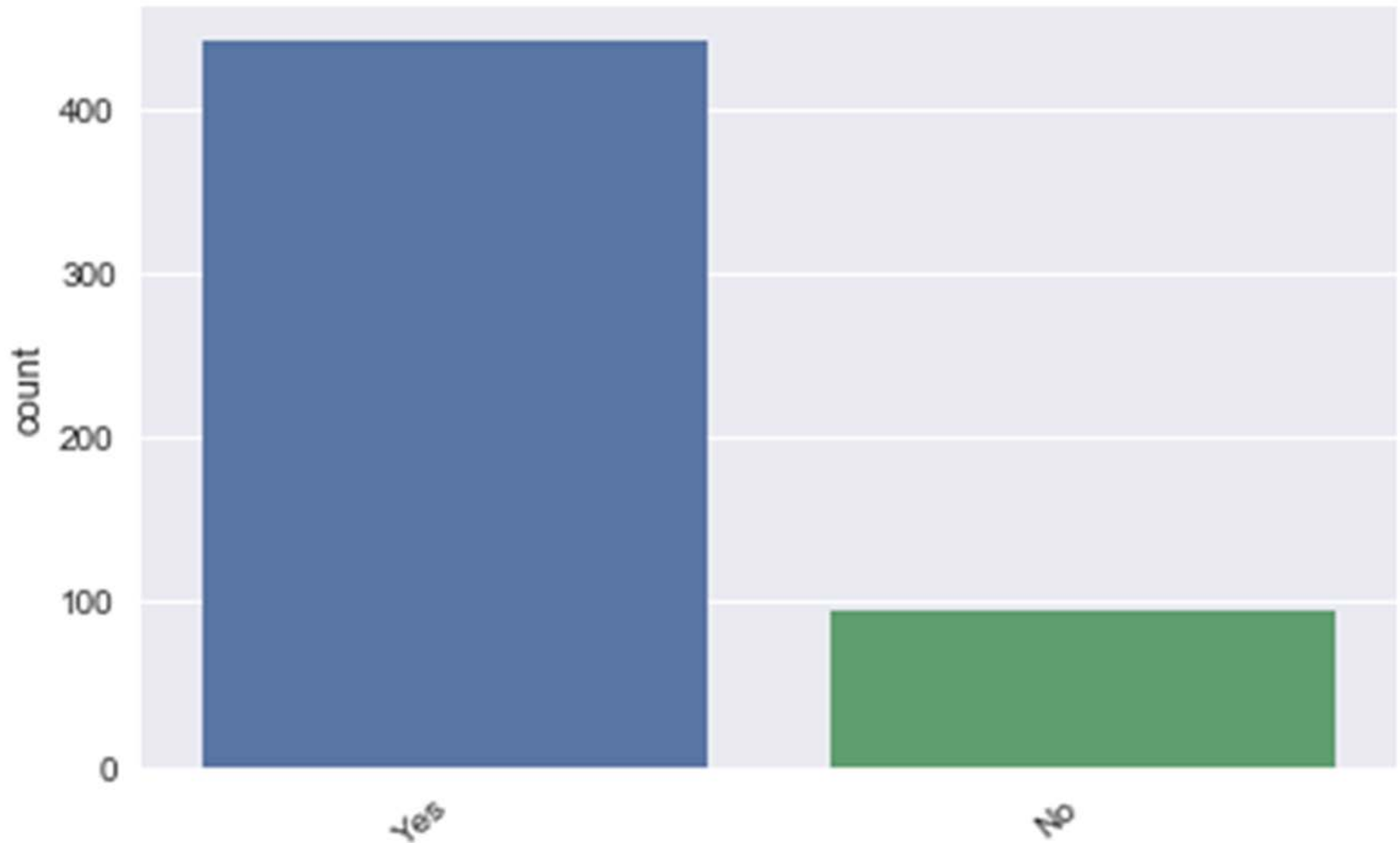
Effects of traffic congestion

# Preliminary Results



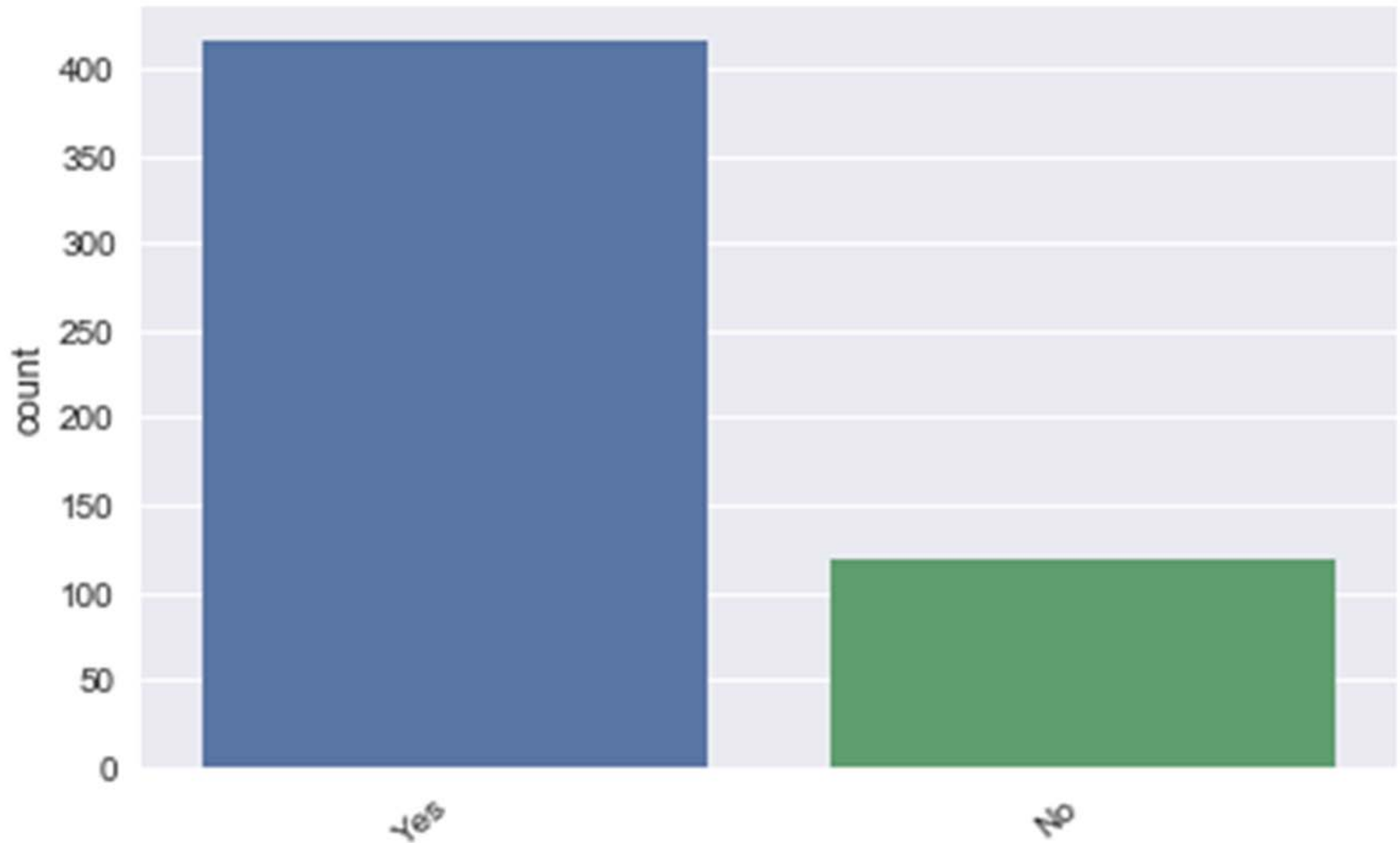
Traffic congestion mitigation

# Preliminary Results



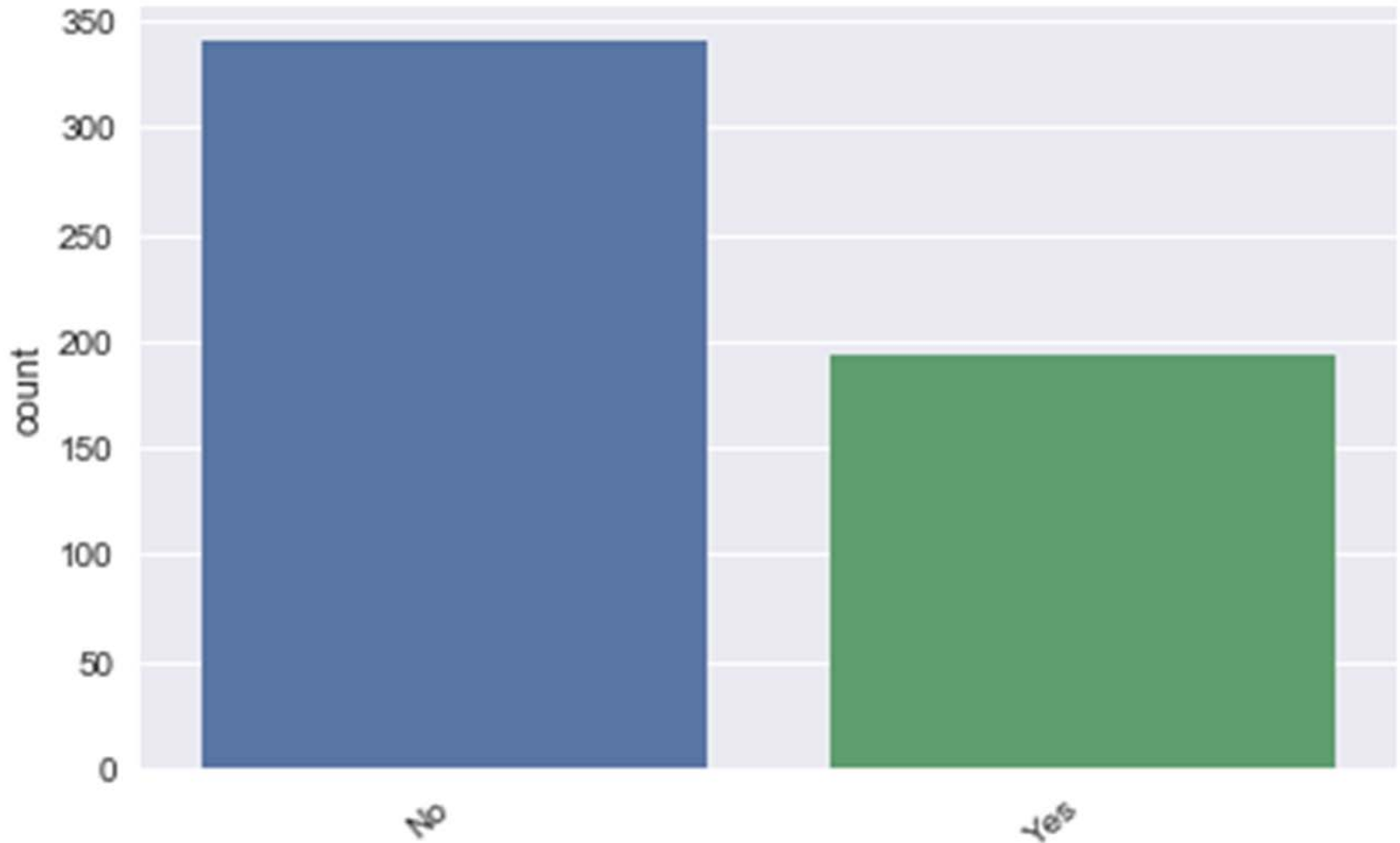
Do you wish to change travel time to avoid traffic congestion?

# Preliminary Results



Choice of improved public transport system

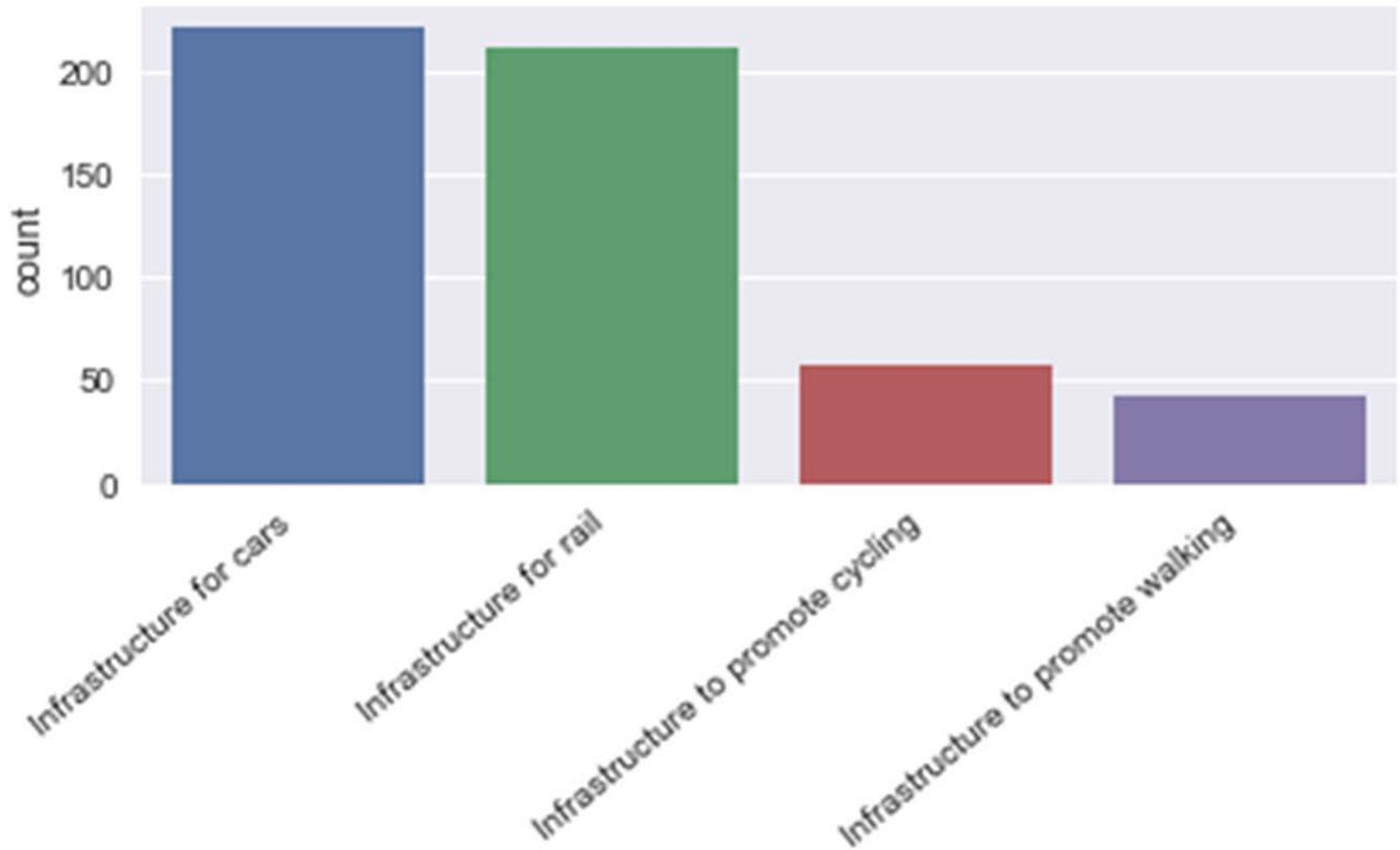
# Preliminary Results



Choice of improved public transport system over personal car



# Preliminary Results



Proposal to decision makers

# Conclusions and Recommendations

- Transportation planning and decision making is a complex process
- Involving stakeholders further complicates the process but can be rewarding
- Transport user needs have to be identified in planning future transport systems
- Alternative travel mode choices can be used to plan future transport systems



- If you fail to plan, you plan to fail
- Plan before development, not after development

