

UTC Project Information	
Project Title	Information and Transportation Choices, Long- and Short-Term, that Link Sustainability and Livability
University	University of Michigan
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Funding Source(s) and Amounts Provided (by each agency or organization)	\$185,134: NEXTRANS Center/USDOT \$92,692: University of Michigan \$92,442: Purdue University
Total Project Cost	\$370,268
Agency ID or Contract Number	DTRT12-G-UTC05
Start and End Dates	1/1/2013 -
Brief Description of Research Project	<p>The research is designed to test:</p> <ul style="list-style-type: none"> a. The sensitivity of the long-term decision of residential location choice to information; b. The sensitivity of short-term travel behavior to long-term residential location choice. <p>Rare among policy investigations, information-related questions can be researched through true experimental designs. This project proposes to assign movers in the two cities randomly to control and experimental groups. Experimental groups in Ann Arbor,</p>

	<p>MI and Lafayette, IN will be exposed to an information-delivery strategy designed to address transportation-relevant decision-making over a range of time scales. Control and experimental groups will be surveyed for transportation-related outcomes, and intergroup differences will be analyzed with standard statistical models to determine treatment effects.</p> <p>This project proposes to study how travelers’ long- and short-term transportation-related decisions are affected by information interventions, providing potentially new perspectives to fostering sustainable transportation choices and bridging methodological gaps in holistically approaching the notion of livability.</p> <p>Current strategies for the dissemination of transportation information concentrate at the short-term end of the spectrum. Not enough is known about the sensitivity of choices at varying time scales to information interventions or about the “downstream” impact of longer-term choices on those made over the shorter term. This project will develop new decision-making models informed by multiple disciplines, including cognitive science, behavioral economics, marketing, transportation, and urban planning. The project will design information interventions intended for the full range of transportation-relevant decisions and test their impacts on people moving to Ann Arbor, Michigan, and West Lafayette, Indiana, as well as consumers in the market for a vehicle.</p>
<p>Describe Implementation of Research Outcomes (or why not implemented)</p> <p>Place Any Photos Here</p>	

Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links <ul style="list-style-type: none">• Reports• Project website	