

# **Innovation in transport modes and services in urban areas and their potential to fight congestion**

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In the fight against congestion in urban areas, repeated appeals have been made by public authorities for car drivers to shift to public transport. This has found little success in most cases, as those drivers have made long-term decisions (namely housing location, schools of their children and even work / leisure lifestyle) which were based on the assumption of regular use of their private car and would imply very high adaptation costs in case of a shift to public transport, given the need for multiple transfers and limitations of the operating times with good frequency of service. The purpose of this project is to research to what extent new services and transport modes - largely based on existing vehicles but with different organization models and much stronger use of real time information - can be attractive enough to the former car driver. These could include collective taxis, real time dispatch of passengers and regular buses, one-way car rentals, park-and-ride systems with a tutored delivery of children to their schools, variable price congestion pricing, etc. The expectation is that a combination of these new solutions, combined with the right price signals, could attract an interesting proportion of solo drivers into formulas of higher efficiency in the use of road space, so providing good congestion relief. The project is currently in the empirical research phase, with the execution of stated choice experiments, being administered through the Web and through interviewers, by phone and in person.

**Keywords:** innovation; transport modes; urban congestion.