

TEXAS TRANSPORTATION



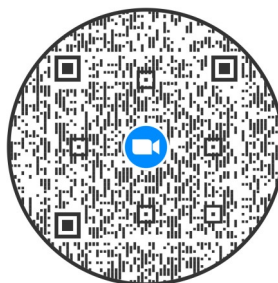
MODELING MOBILITY BEHAVIOR OF CALIFORNIANS IN A SHIFTING POLICY LANDSCAPE

Researchers at the UC Davis Institute of Transportation Studies have a long history of conducting qualitative and quantitative research on the transportation-related behavior of Californians to support policy makers in Sacramento. These efforts are aligned with the State's goals to reduce energy consumption, air pollution, and greenhouse gas emissions. Over the years, California has focused on improving vehicle efficiency through emissions standards and the promotion of vehicle electrification, even as energy prices and national policy priorities shift. Recently, the policy landscape has been further disrupted by advancements in information technologies and the global pandemic. This talk reviews the research centers and activities at ITS Davis, highlighting mobility-related behavioral modeling from the ongoing California Mobility Panel Survey. In collaboration with students, post-docs, and researchers at the 3 Revolutions Future Mobility (3RFM) research center, the work explores mode choice, work patterns, vehicle usage, and latent attitudes, all while considering personal, environmental, and policy factors.

WHEN:
Fri, Oct 25, 2024
1:00pm - 2:00pm

LOCATION:
ECJ 3.122

**LUNCH
PROVIDED!**



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GET TO KNOW OUR GUEST SPEAKER



**DAVID
BUNCH, PH.D.**

**RESEARCH PROFESSOR,
ITS UC DAVIS**

David S. Bunch is Professor Emeritus and Research Professor at the Institute of Transportation Studies at the University of California, Davis since retiring from UCD's Graduate School of Management in 2021. He is an internationally recognized expert in discrete choice modeling, with research interests in travel behavior, vehicle choice, and alternative fuel vehicles. He has consulted for state and federal agencies, public utilities, and the airline industry on transportation policy. He serves on the editorial boards of Transportation Research (Parts A and B) and the Journal of Choice Modelling. He earned his PhD in Mathematical Sciences from Rice University and has taught courses in marketing and management science for over three decades.