

Exhibit D – Research Project Requirement Template

Future Travel Foresight Catalyst - Phase 3

Recipient/Grant (Contract) Number: The University of Texas at Austin; Arizona State University/Grant # 69A3552344815 and 69A3552348320

Center Name: National Center for Understanding Future Travel Behavior and Demand (TBD)

Research Priority: Improving Mobility of People and Goods

Principal Investigator(s): Andrew Maynard

Project Partners: N/A

Research Project Funding: \$75,000

Project Start and End Date: 6/1/25 – 5/31/26

Project Description: The Future Travel Foresight Catalyst project combines research, public engagement, and knowledge mobilization to explore and shape the future of travel behavior and demand. Leveraging and building on methodologies and approaches developed and used in the ASU Future of Being Human initiative, the project responds to an urgent need for integrated, transdisciplinary approaches to understand the future of transportation that transcend traditional research silos. It harnesses innovative media platforms – such as podcasts and substacks – to engage broad audiences, stimulate thought leadership, and provoke transformative thinking. It also leverages novel methodologies using advanced AI to provide new insights into the future of travel behavior and demand. Phase three expands the project’s reach through a variety of public-facing outputs, fostering dialogue and discovery at the intersection of emerging technologies, social change, and transportation. By emphasizing socially responsive, evidence-informed futures thinking, the project not only sets out to elevate public awareness but also equip researchers, students, and decision-makers to navigate a rapidly evolving transportation landscape.

US DOT Priorities: The Foresight Catalyst project brings an innovative approach to technology transfer and deployment that builds on a foundation of scholarship around socially responsible and successful innovation within a socially and technologically complex and evolving landscape, and that aligns closely with the DOT T2 program. It draws on scholarship that strongly indicates transdisciplinary approaches to knowledge mobilization are needed that account for public trust, societal value, agile governance, novel risks, and effective public engagement.

The project directly addresses the DOT T2 need to “ensure that ... R&D results are made widely available to other scientists, to the public to facilitate understanding and decisions, and to innovators and entrepreneurs who can translate them into the businesses and products that will improve all of our lives.” Through its public facing model it “advances the deployment of people-centered technology solutions...”

Outputs: The Future Travel Foresight Catalyst project is focused on producing public outputs that catalyze thinking and action around the future of travel behavior and demand. These will include:

- A web-based platform for output dissemination (hosted by the ASU Future of being Human initiative: [Transportation Perspectives web page](#)).
- A minimum of 10 project-related posts on the [Future of Being Human Substack](#) and the [Tech Skeptic Goes Electric Substack](#).
- A minimum of 5 project-related podcast episodes on the [Modem Futura podcast](#).
- Earned media (including interviews on transportation-related topics with local media).

- A minimum of 10 project-specific briefing reports (A unique series of AI-assisted briefing papers on the intersection between society, behavior, travel, and the future published on the Future of Being Human initiative website).
- On-campus engagement with students and researchers (including project-specific topics included undergraduate discussion classes).

Outcomes/Impacts: Anticipated outcomes:

- Elevated public awareness of emerging research and thinking around the future of travel behavior and demand.
- Public dialogue around new and emerging research, concepts, and ideas.
- New and transformative thinking and ideas amongst researchers within TBD around knowledge production and mobilization
- New and transformative thinking and ideas amongst a broader research and practice community

Final Research Report: A URL link to the final report will be provided upon completion of the project.