

MODELLING THE IMPACT OF TRAVEL CHOICES, CO-MODALITY AND ICT WITH OPTIMISM ...



Fundamental shifts in the approach to road and traffic management are required to ensure Europe's roads can stay open for business. Research must be driven by the need to satisfy the predicted levels of personal mobility and freight transport. Additional benefits result from the fundamental redistribution and reshaping of the growth in demand for transport, and FEHRL's Mobility, Transport & Infrastructure (MTI) Research Area focuses on dealing with such changes in transport patterns that are likely to occur. FEHRL is involved in many projects within MTI, which is jointly led by Franziska Schmidt (IFSTTAR) and Åsa Aretun (VTI). Here we profile two current ones - OPTIMISM and RAIDER. While OPTIMISM deals with optimising passenger transport systems, RAIDER is all about realising advanced incident detection on European roads.

OPTIMISM TO CULMINATE WITH FINAL CONFERENCE ON 16TH SEPTEMBER 2013

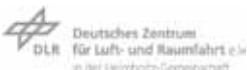
FEHRL is a key partner in the EC-funded OPTIMISM FP7 project that models the impact of travel choices, co-modality and ICT and produces insights into the future of sustainable travel. Coordinated by Coventry University Enterprises Limited in the UK, OPTIMISM brings together partners from Belgium, Germany, Ireland, Italy, the Netherlands, Poland, Portugal, Spain and Switzerland. The project started in October 2011 and is now in the final six months of a two-year work programme. Following a report on future transport and mobility scenarios, OPTIMISM will shortly produce recommendations on the harmonisation of travel statistics, best practices for decarbonisation and principles for sustainable mobility. In March 2013, the project staged a successful workshop examining the opportunities for harmonising travel data across Europe, with the active participation of EC Eurostat, Directorate-General for Mobility and Transport (DG MOVE), Research and Innovation (DG RTD) and Regional Policy (DG REGIO).

In addition, the OPTIMISM project is developing simulation models for future trends in mobility, examining best practice for encouraging a shift to low carbon transport and producing strategies for optimising passenger transport systems. OPTIMISM is expected to provide a more scientific and comprehensive set of tools to help decision-makers focus their policies on the measures that will have a greater impact, based on the changing patterns of mobility behaviour.

FEHRL (UCD) has led work to gather data on National Transport Surveys and analyse the gaps and commonalities between the differing national approaches. We have also been actively involved in identifying 'megatrends' influencing transportation systems and mobility behaviour. In addition, FEHRL is the lead partner for the dissemination and awareness raising activities, working with TML and SIGNOSIS.

SIGNOSIS is now organising the final event entitled "Towards sustainable mobility with OPTIMISM". This free of charge final conference, to be held on Monday 16th September 2013 at Universitaire Stichting in Brussels, is of interest to policy-makers at a national and European level, as well as public and private sector mobility providers and research organisations interested in the future of sustainable travel.

PARTNERS



▶ See www.optimismtransport.eu, the Linked In group and Twitter (twitter.com/OPTIMISMFP7) for more details or contact Sunil Maher at smaher@coventry.ac.uk

