UTC Project Information	
Project Title	Information and Transportation choice, Long- and Short-Term, that Link Sustainability and Livability - Phase II 159
University	Purdue University
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Funding Source(s) and Amounts Provided (by each agency or organization)	$100,000: NEXTRANS Center/USDOT $100,000: Chongqing University of Posts and Telecommunications, Chongqing, China
Total Project Cost	$200,000
Agency ID or Contract Number	DTRT12-G-UTC05
Start and End Dates	01/01/2015 - 5/31/2017
Brief Description of Research Project	Travelers' decisions regarding transportation can be conceived of along a long-term to short-term spectrum. Decisions of residential locations, vehicle ownership, and work destination are usually established over the scale of years. Over a shorter time period of perhaps months, people make decisions regarding parking purchase and non-work destinations. Despite this broad range of time frames, current strategies for the dissemination of transportation information concentrate at the short-term end of the spectrum. To foster more sustainable transportation choice behavior, an effective information strategy should be ideally designed to work along the full time-scale range, particularly since longer-term decisions frequently constrain the shorter-term options. However, the insights on the sensitivity of choices at varying time scales to information interventions, or the impact of long-term choices on those made over the shorter terms are limited. This project will develop practical approaches to the delivery of accessibility related information and new decision-making models in the full time-scale range that are

	informed by multiple disciplines including cognitive science, behavioral economics, marketing, transportation, and urban planning. It will design information interventions intended for the full range of transportation-relevant decisions and test their impacts on people moving to the Greater Lafayette area, Indiana. The research is designed to test the sensitivity of: (i) long-term decision of residential location choice to information, and (ii) the sensitivity of short-term travel characteristics to long-term residential location choice.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	
Impacts/Benefits of Implementation (actual, not anticipated)	

Web Links • Reports • Project website	