

## IVT - Seminar

# “Modeling the Response to Parking Policy” by Prof. Yoram Shiftan

Wednesday, June 24<sup>th</sup>, 2015, 15:45-16:30hr  
HIL F36.1; ETH Hönggerberg, Zürich

### Abstract:

Parking policy is one of the most powerful means urban planners and policy makers can use to manage travel demand and traffic in city centers. Since urban access is considered crucial to the economic success of a downtown area, certain constituencies, such as business and retail, have historically been opposed to any parking-restriction policies. To address these concerns and create appropriate parking policies, that on one hand will shift travelers from car to more sustainable modes, but on the other hand will not harm the city activity, it is important to understand how travelers will respond to various new parking policies.

This presentation will discuss the difficulties in modeling the response to parking policies taking into account both supply and demand. It will discuss the advantage of activity-based modeling to analyze the response to parking policies, as well as the use of stated preference surveys. It will demonstrate the approach on a case study of the city in Tel-Aviv, show some modeling results, and their policy implications.

### Presenter's bio:

Yoram Shiftan is a Professor of Civil and Environmental Engineering in the Technion, where he teaches and conducts research in travel behavior with a focus on activity-based modeling and response to policies, the complex relationships between transport, the environment and land use, transport economics and project evaluation. Prof. Shiftan is the editor of *Transport Policy* and the chair of the International Association of Travel Behavior Research (IATBR). He is the co-chair of the Network on European Communications and Transport Activities Research (NECTAR) cluster on Environment and Policy, member of the World Conference Transportation Research (WCTR) scientific committee, and chair of its Transport Security Special Interest Group. Prof. Shiftan received his Ph.D. from MIT and since then has published dozens of papers and co-edited the books "Transportation Planning" in the series of Classics in Planning, "Transition towards Sustainable Mobility, The Role of Instruments, Individuals and Institutions", and the forthcoming "Aspects of Sustainable Urban Transport" and "Securing Transportation Systems".

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No reservation is required.



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