

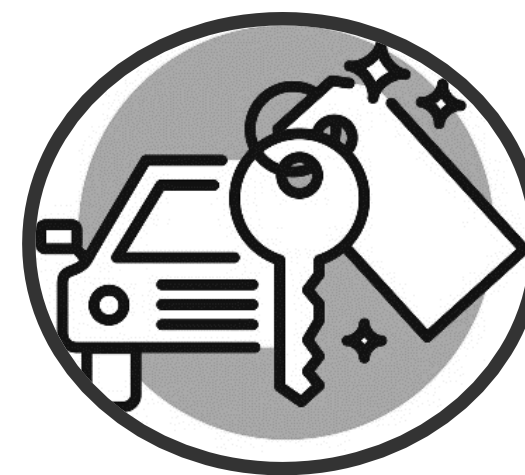
Lisa L. Losada-Rojas¹, Christos Gkartzonikas², Konstantina (Nadia) Gkritza³

1 = Ph.D. Student, Lyles School of Civil Engineering, 2 = Ph.D. Candidate, Lyles School of Civil Engineering 3 = Professor, Lyles School of Civil Engineering and Agricultural & Biological Engineering
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Research Motivation & Objective



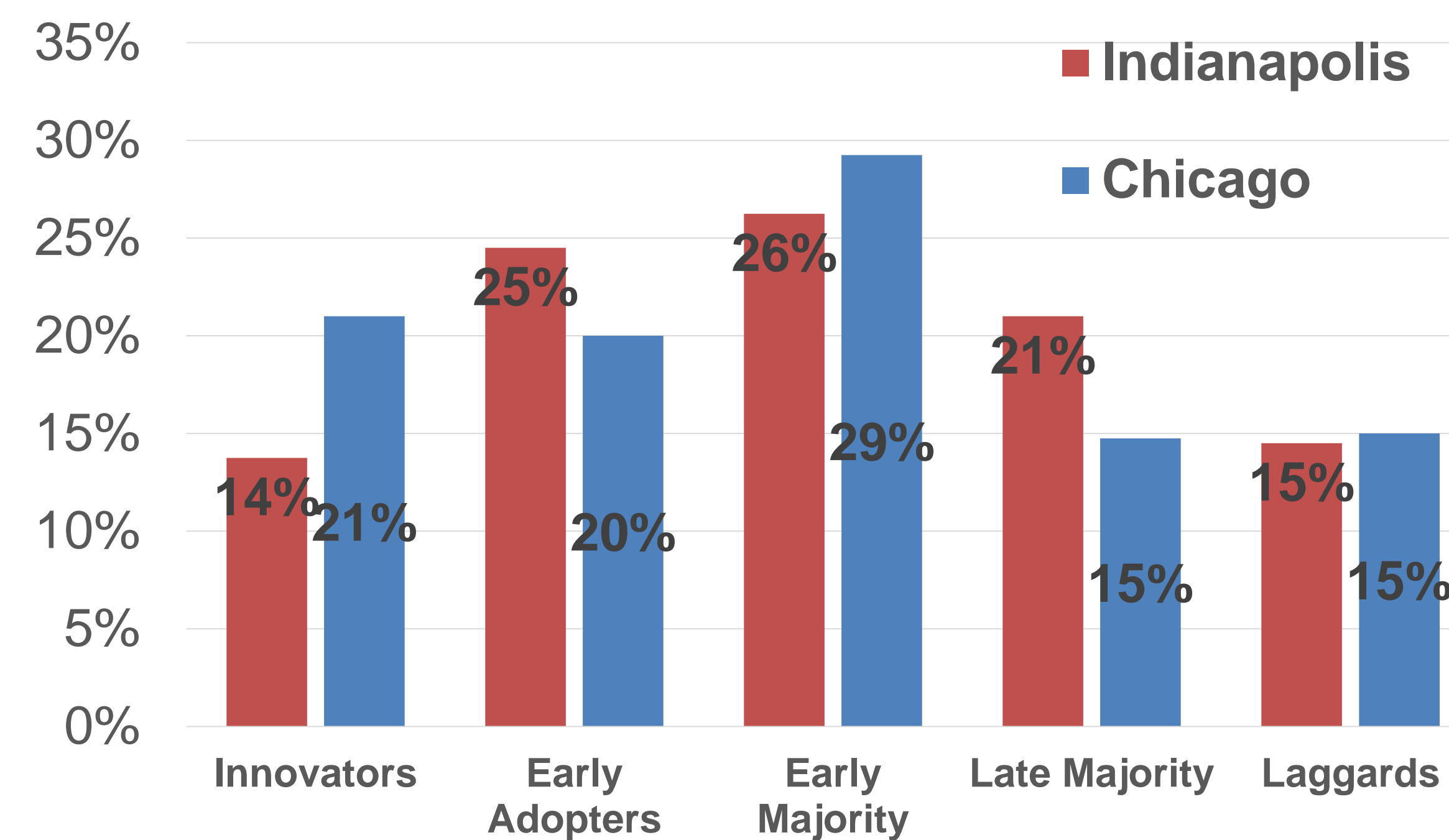
The emergence of shared autonomous vehicles (SAVs) is expected to alter transportation costs and patterns, thus affecting accessibility and mobility.



Assess the socio-economic implications related to SAVs, such as access to opportunities and flexible and affordable mobility.

Results

Market Segmentation Analysis (MSA)



Multi-spatial Perspective Approach and MSA



Accessibility
What are the opportunities close to the area?



Mobility
What are the demographics of the area?



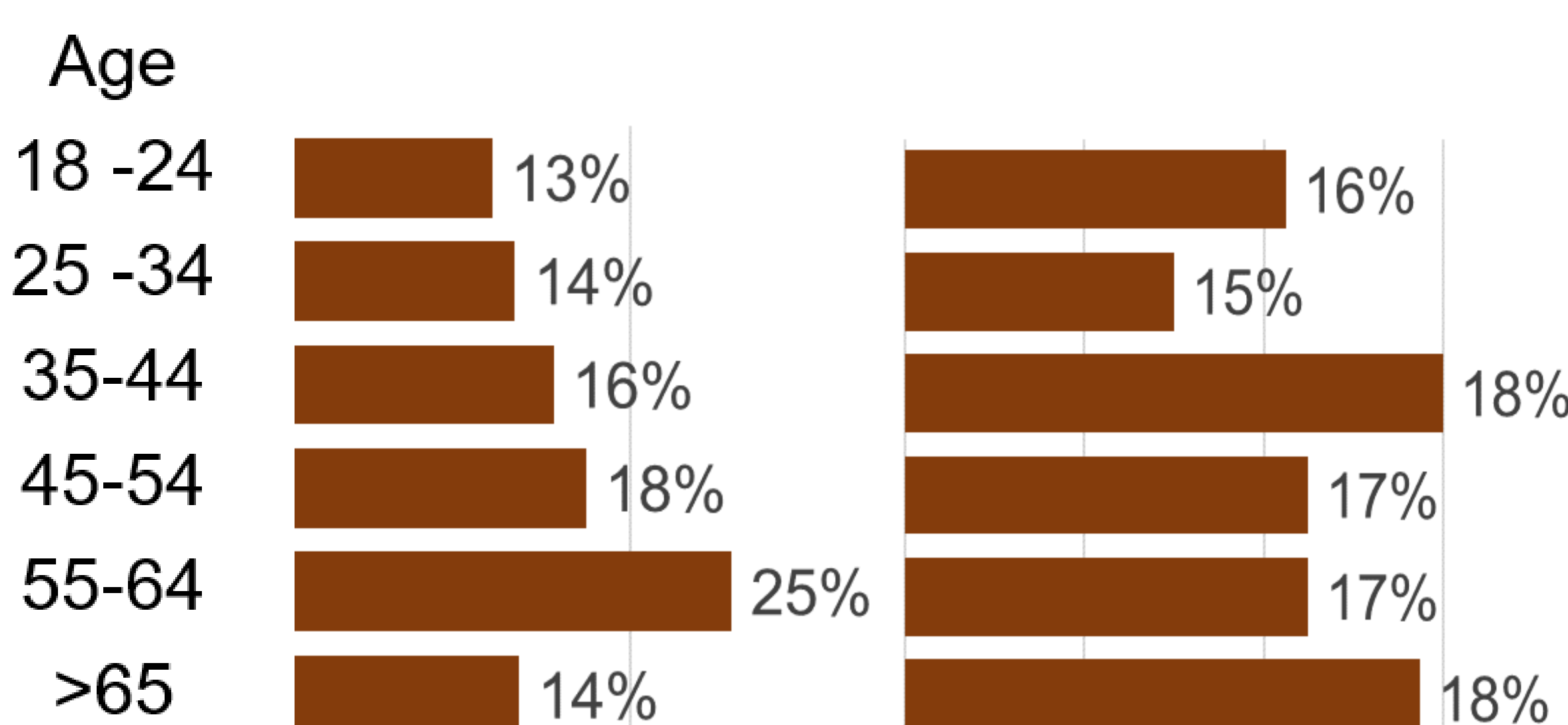
Outcome
How much does a person in an certain area drive daily?

Empirical Setting

Online Survey

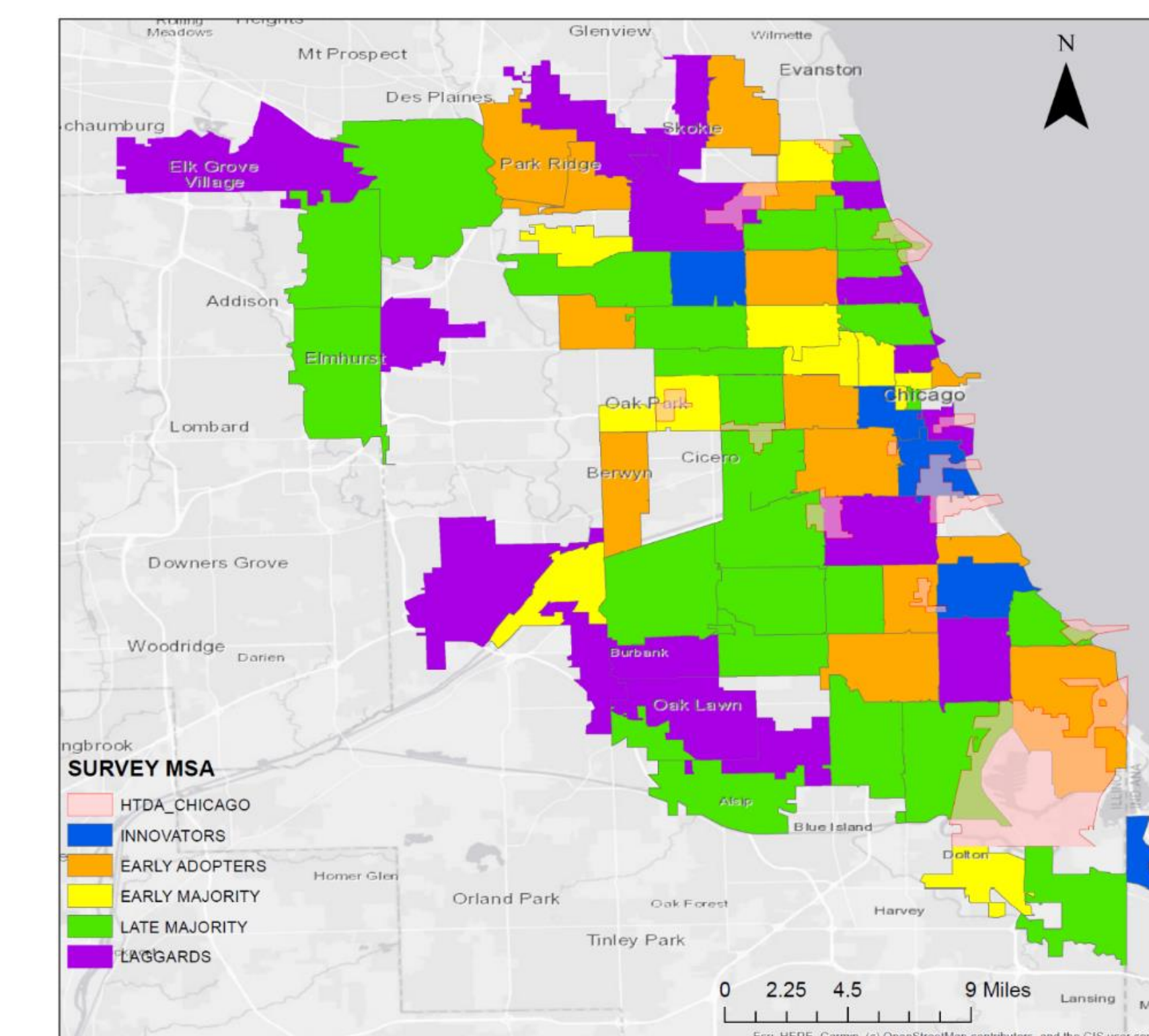
- 400 Completed responses (November 2017 (Chicago, IL), and May 2018 (Indianapolis, IN).
- Hard quotas on gender and age groups.
- Respondents over 18 years old.
- IRB Protocol # 1701018708 (IL) and 1801020160 (IN).

	CHICAGO	INDIANAPOLIS
Gender		
Male	47%	45%
Female	53%	55%
Modal Split		
Walking	12%	8%
Bicycling	3%	2%
Car	65%	81%
Public Transit	2%	-
Bus	15%	3%
Taxi	2%	6%

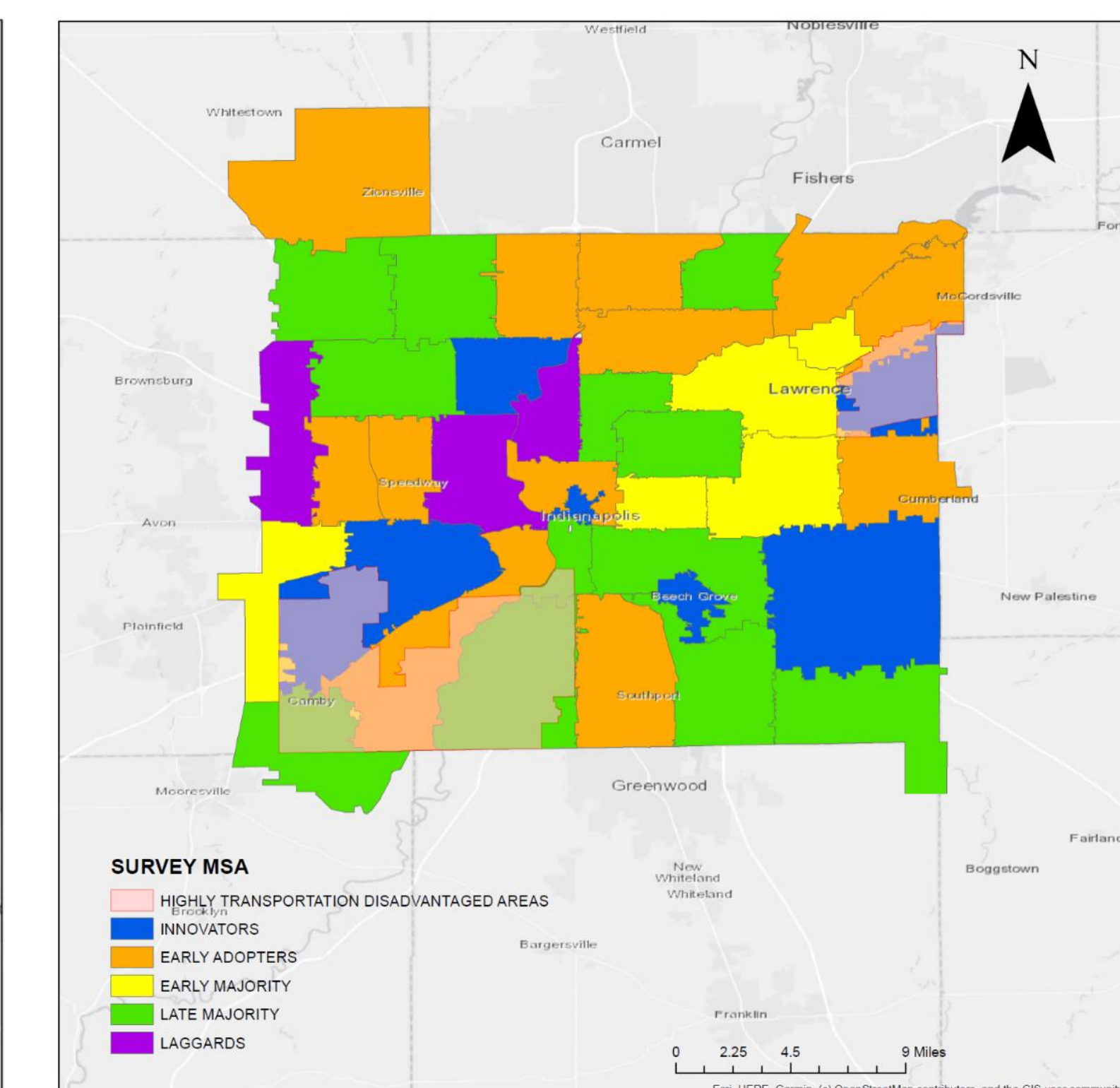


	CHICAGO		INDIANAPOLIS	
	Innovators	Laggards	Innovators	Laggards
%	21%	15%	13.7%	14.5%
Gender	Male	Male	Male	Male/Female
Commute Trips	Bus	Car	Bus/Walking	Car
Age	<34 years old	>55 years old	<34 years old	>55 years old
Income	\$\$\$	\$\$	\$\$\$\$	\$\$
Vehicle Ownership	Car	No Car	Car	Car
Household Size	3 people	No	3 people	2 people

CHICAGO



INDIANAPOLIS



Policy Implications

- Increase public acceptance of AVs by targeting location-specific needs.
- Conduct market campaigns that outweigh the perceived risk.
- Strategically deploy SAVs to address the gaps in transportation disadvantaged areas.
- Identify strategies to supplement traditional transit services with SAVs.
- Reduce service fees to be affordable for low-income riders.
- Provide different means to access the vehicle and service.

Acknowledgments

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