Propensity for Voluntary Travel Behavior Changes: An Experimental Analysis

In this paper we analyze individual propensity to voluntary travel behavior change combining concepts from theory of change with the methodologies deriving from behavioral models. In particular, following the theory of voluntary changes, we set up a two-week panel survey including soft measure implementation, which consisted of providing car users with a personalized travel plan after the first week of observation (before) and using the second week to monitoring the post-behavior (after). These data have then been used to estimate a Mixed Logit for the choice to use a personal vehicle or a light metro; and a Multinomial Logit for the decision to change behavior. Results from both models show the relevance of providing information about available alternatives to individuals while promoting voluntary travel behavioral change.

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