**ABE30 TRB Committee on Transportation Issues in Major Cities: Call for Paper Ideas**

Call Title

**Driving and Measuring Mode Shift: What Will it Take to Achieve our Mode Share Targets?**

Sponsoring Committee

**ABE30**

Possible Co-Sponsors

**ADB20 Standing Committee on Effects of Information and Communication Technologies (ICT) on Travel Choices**

**ABC30 Standing Committee on Performance Measurement**

Call Description

Many major cities have ambitious mode share targets that will require significant shifts from private vehicle use to walking, cycling and transit use. These cities are also undertaking a range of initiatives to achieve this mode shift, from building cycling infrastructure to limiting parking and investing in marketing campaigns. However, cities do not always have a good sense of their progress towards mode share targets. Mode share data is collected infrequently and inconsistently. Furthermore, it is difficult to connect observed mode shifts to city initiatives. It is therefore nearly impossible to determine the degree and type of initiatives that will be required to achieve mode share targets.

The Major Cities Committee is looking for papers that:

* Explore best practices in measuring mode shift;
* Connect observed mode shifts to city initiatives; or
* Model the degree and type of activities that will be required to achieve mode share targets in major cities.

*Topic 1B: Dynamic Transportation System Management*

This is a linked topic that would be a separate call for papers. It would address the question, How are major cities managing transportation behaviours in real-time? This would include: real-time variable pricing; real-time alerts about road-closures, transit disruptions and traffic patterns; and/or the use of incentives for shifting travel time, travel mode or route used.

Call Title

**Raising the Bar on Communication and Customer Service – What do Citizens Need and Want from Transportation Agencies?**

Sponsoring Committee

**ABE30**

Possible Co-Sponsors

**ADA60 Standing Committee on Public Involvement in Transportation**

Call Description

As technology evolves and urban lifestyles become more fast-paced, citizens have increasingly high expectations of government. We expect to have useful, timely and accessible information at our fingertips. We expect services to be efficient and user-friendly. And we expect our complaints to be acknowledged and addressed quickly. In response to these citizen expectations, transportation agencies in major cities are working to enhance their communication and customer service initiatives. They are developing smartphone apps, twitter feeds and open data programs to share information more effectively. They are also revisiting their approaches to engaging citizens, understanding user needs, addressing concerns and responding to complaints.

The Major Cities Committee is looking for papers that advance and share these emerging practices in communication and customer service.

Call Title

**Working Across Boundaries: Next Generation Collaboration for Effective City Transportation**

Sponsoring Committee

**ABE30**

Possible Co-Sponsors

**ABC10 Standing Committee on Strategic Management**

Call Description

People want to travel safely and efficiently, and they don’t care which department or organization is responsible for making it happen. They are also impartial to public vs. private transportation services; they will use transit, Uber, car share and bike share systems if and when they make sense. City governments, on the other hand, are aware of the divisions between governments, between departments and between public and private on a daily basis. City transportation agencies are also aware of the increasing need for collaboration between departments, between levels of government and between neighbouring municipalities. Finally, transportation agencies are aware of the opportunities to work with external organizations to collect and analyze new types of data, to fund initiatives and/or to deliver programs and services. Hackathons, design competitions and research partnerships are among the many tools being used to harness innovation from outside government.

The Major Cities Committee is looking for papers that describe innovative projects, programs or approaches for collaboration across government and/or with external organizations.

Call Title

**Millennials and Baby Boomers: Transportation Needs and Behaviours**

Sponsoring Committee

**ABE30**

Possible Co-Sponsors

**ADD20 Standing Committee on Social and Economic Factors of Transportation**

Call Description

In major cities, the proliferation of sensors, mobile devices and related applications is changing the way we live, work and travel. Two large population groups are particularly significant drivers of changes in transportation behaviours and expectations: millennials and baby boomers.

The Major Cities Committee is looking for papers on the transportation needs and behaviours of millennials and baby boomers – and how cities are responding to these needs and behaviours.

Call Title

**Truck Safety in Urban Areas**

Sponsoring Committee

**ABE30**

Call Description

Our urban and metropolitan areas are changing. More than 80% of people in the US live or work in metropolitan areas and 65% of goods originate or terminate in these areas. Increasing populations and rapidly growing e-commerce lead to greater demand for goods and services and the vast majority of these will be delivered by truck. However, as the urban areas change to reflect increased pedestrian and cycling activity and transit options, there exists potential for increased collisions involving trucks. Unfortunately, incidents involving vulnerable road users and trucks are likely to be more severe and result in fatalities. This call seeks to identify both domestic and international perspectives and how authorities and the private sector are working towards improving safer truck operations in metropolitan areas. This would include topics such as truck crash data and collection, statistics and analysis, vehicle design and educational programs such as the NYSMTA/NYCDOT “Truck Blind Spot Training Program. The objective is to identify and research various initiatives and how city authorities can implement truck safety into an overall safety program.

Call Title

**An Evidence-Based Approach to Vision Zero**

Sponsoring Committee

**ABE30**

Possible Co‐Sponsors

ANF10 Pedestrians

ANF20 Bicycle Transportation

ANB70 Truck and Bus Safety

ABC30 Performance Measurement

ANB20 Safety Data, Analysis and Evaluation

ADB10 Traveler Behavior and Values

ADD20 Social and Economic Factors of Transportation

Call Description

The TRB Committee on Transportation Issues in Major U.S. Cities (ABE30) invites papers on “An Evidence-Based Approach to Vision Zero”

Vision Zero – the idea that we should no longer accept fatalities in our transportation system – was initiated in Sweden in late 1997. Various conceptualizations of this movement as well as policies designed to help achieve this noteworthy goal have since gained momentum across the globe including in the Netherlands, the United Kingdom, and a number of U.S. cities. More recently, this group now includes the Federal Highway Administration with a strategy they call Toward Zero Deaths (TZD).

Major cities are in need of evidence-based research that helps them determine the most effective strategies in attempting to implement Vision Zero. For instance, one of the fundamental principles behind Vision Zero centers on the need to slow traffic; however, policies intended to help achieve such an objective vary greatly. Moreover, the link between such policies and the goal of reducing overall traffic fatalities is not well established. This paper call seeks to fulfill this need for evidence-based research regarding Vision Zero and better inform cities in their effort toward a safer transportation system where fatalities are a thing of the past.