

The Transport Planning Group of the Institute of Transport and Territory (ITRAT) of Universitat Politècnica de València is a multidisciplinary group of researchers that currently includes civil engineers, geographers and a psychologist, which is led by Associate Professor Tomás Ruiz.

Our main research activity is focused on developing travel behavior studies with an emphasis on sustainable mobility. We usually collect data by means of innovative travel survey methods, and the information is analyzed using statistical tools and mathematical models. The results of our research are disseminated in national and international conferences and published in peer-reviewed journals.

We study the activity-travel scheduling process, which is underlying the activities and travels people performed every day. Results of these studies are related to the identification of the characteristics of the activity-travel agenda of individuals, for example to what extent one activity is more or less flexible than other in terms of where, when and for how long it is carried out. The analysis of the activity-travel scheduling process is important to design and implement more effective sustainable transport policies.

The willingness to change of motorized travel users to walking and cycling is investigated as well in our group. The objective of these studies is to detect which factors are important for drivers to change their travel behavior and substitute some or all of her car travels by walking or driving. We have found that some factors are associated to the characteristics of cycle lanes and pedestrian itineraries.

We design and implement Travel Behavior Changes Programs. Psychological principles of persuasion are used to elaborate personalized journey plans, talks about travel behavior and health given by physicians and sport trainers, and video sessions of testimonies of people who recently reduced the use of their cars. The TBCP are cost-effective measures to achieve more sustainable mobility in urban areas.

The influence of new transport solutions (e.g, car sharing, e-scooters, etc) are also considered in our research, as well as the relationship between new technologies adoption and sustainable mobility.

The influence of psychological factors and social networks on the travel behavior of people is one of our current areas of interest. We study how social interactions, characteristics of the built environment (including transport supply) and sociodemographics, affects the values, attitudes, perceptions and intentions of people related to their travel habits. How the use of different travel modes and the characteristics of the built environment influence on the wellbeing of travelers is the objective of the on-going research project Travelwell, funded by the Spanish Ministry of Science and Innovation.

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