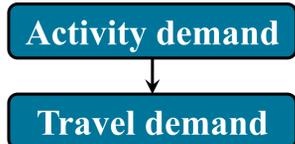


Exploring the Positive Utility of Travel

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1 Background

Motivations



- Maslow's hierarchy of needs
- Intrinsic motivations
- Subjective well-being

Research questions

1. What is the positive utility of travel (PUT), both **conceptually** and **empirically**?
2. What are **potential determinants** of PUT?
3. How does PUT **affect behavior (mode choice)**?

Implications

- More accurate **values of travel time savings** (VTTS) for major project cost-benefit analyses.
 - Designing **interventions** to promote walking, bicycling, transit.
 - Anticipating travel behavior impacts of ubiquitous **shared mobility and autonomous vehicles**.



What is the positive utility of travel?

The positive utility of travel (PUT) includes **any benefits accrued to the traveler through the act of traveling.**

(Mokhtarian & Salomon's "tripartite nature of the affinity for travel")

Destination activities

Benefits from reaching a destination with activity potential.

Travel is a means to a productive end.

Travel activities

Benefits from travel-based multitasking & physical activity.

Travel is the setting for other activities.

Travel experiences

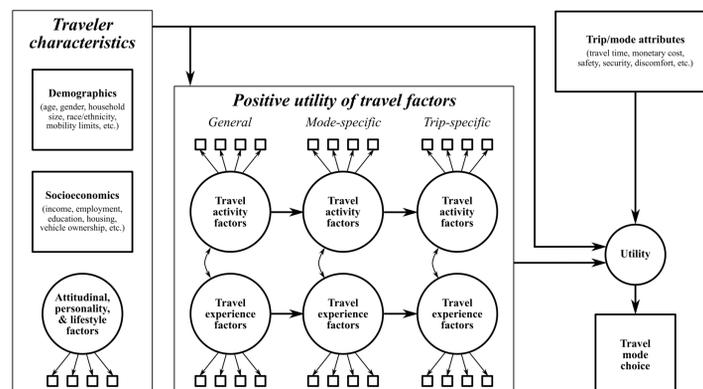
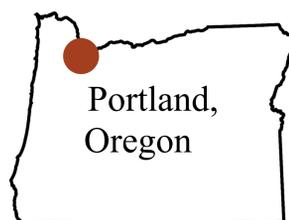
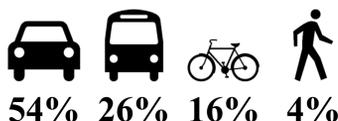
Benefits from emotional or symbolic enjoyment, fulfillment, expression.

Travel is the setting for positive and fulfilling experiences.



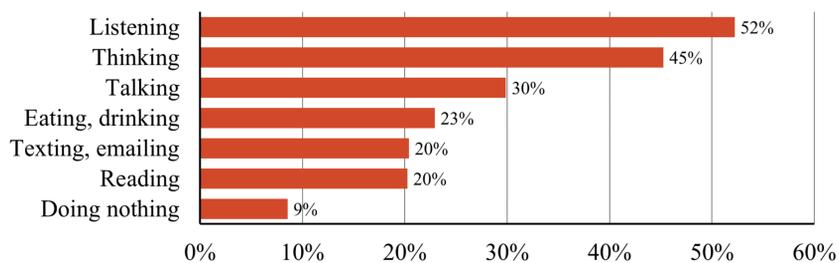
2 Data collection & methods

- Online questionnaire and travel diary survey
 - Typical & most recent commute info
 - Travel activities & travel experiences
- Open mid-October to mid-December, 2016
- ~ **650 commuters & commutes to work**

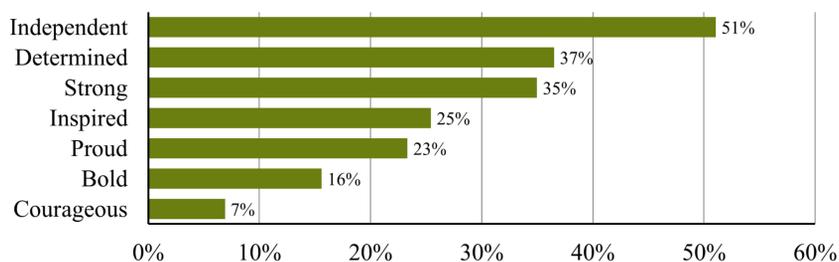


3 Preliminary results

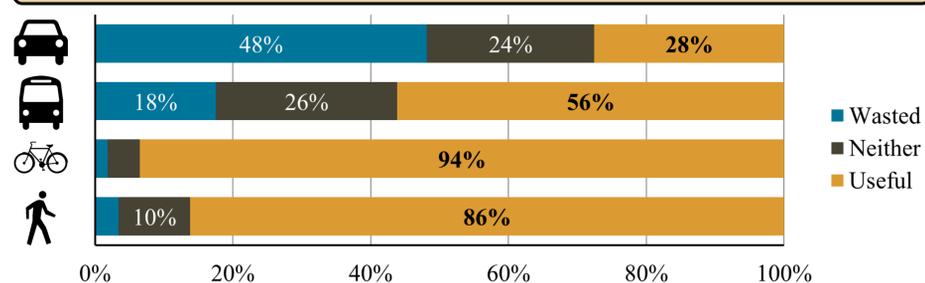
What people did



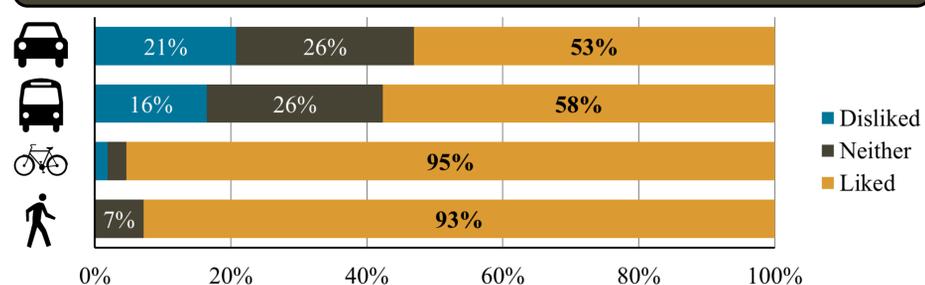
How people felt



How useful was the time you spent commuting?



How much did you like your most recent commute?



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