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Presented By:

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Transportation Seminar

Tuesday, May 1st, 2018

Calit2 2:00 pm– 3:30 pm

Co-sponsored by USDOT PSR UTC, and UC ITS Mobility Research Program

Adoption of Shared Mobility

This seminar presents results from the Panel Study of Emerging Transportation Technologies and Trends in California, a travel behavior study that investigates the impacts of evolving lifestyles, new mobility services and adoption of technology among millennials and members of the preceding Generation X. The study provides insights into millennials' choices and the impact of lifecycle, period and generational effects on future travel that can be useful for planners and policy-makers in addressing current and future transportation needs at a time of rapidly-occurring disruptions in transportation. Among other topics, the research explores the use of various types of shared mobility services, focusing in particular on ride-hailing services such as Uber and Lyft. Through the estimation of discrete choice models and latent-class models, the research provides a better understanding of the impact that socio-demographics, residential location and land use features, individual attitudes and lifestyles have on the adoption and frequency of use of these services, and the impacts that their use has on public transit and other components of travel behavior.



Giovanni Circella is the Director of the 3 Revolutions Future Mobility Program at the Institute of Transportation Studies of the University of California, Davis. He currently shares his time between Davis, CA, and Atlanta, GA, where he is a Senior Research Engineer in the School of Civil and Environmental Engineering of the Georgia Institute of Technology. Dr. Circella's research interests include travel behavior, travel demand modeling, travel survey methods, emerging transportation services, autonomous vehicles and policy analysis. His recent research has focused on the impacts of individual attitudes, land use features, information and communication technology (ICT), shared mobility and ride-hailing (e.g. Lyft and Uber) on travel behavior and auto ownership, and the mobility patterns of specific population segments (e.g. "millennials") in various regions of the U.S., Europe, South America and the Middle East. He speaks English, Spanish and Italian fluently. Dr. Circella is the Chair of the TRB Committee on ICT and Transportation (ADB20), and a member of the Traveler Behavior and Values (ADB10) and the Transportation and Sustainability (ADD40) Committees. He serves on the National Cooperative Highway Research Program (NCHRP) 20-102, 20-102(01), 20-102(09) and 20-102(19) panels on the impacts of connected and automated vehicles, and regularly cooperates with metropolitan planning organizations, other agencies and non-profit organizations in the U.S., Europe and South America.