



UTC Project Information	
Project Title	Public Acceptance and Socio-Economic Analysis of Shared Autonomous Vehicles: Implications for Policy and Planning
University	Purdue University
Principal Investigator	K. Gkritza
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Funding Source(s) and Amounts Provided (by each agency or organization)	INDOT/JTRP \$70,000 10% AY \$21,494
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Agency ID or Contract Number	69A3551747105
Start and End Dates	1/1/2018 - 12/31/2019
Brief Abstract of Research Project	Shared autonomous vehicles (SAVs) are emerging as an alternative mode of transportation that could impact mobility and accessibility. The objective of the proposed work is twofold: i) investigate the public acceptance towards SAVs by assessing the intention to switch from public transportation in favor of ride-sharing services operated by autonomous vehicles (SAVs) using data from two cities in the Midwest (Indianapolis, IN and Chicago, IL) and ii) conduct a socio-economic analysis, using the results of market segmentation analysis for the two study areas, to inform policy and planning decisions. The results of this study could convincingly answer key questions on the value proposition, market adoption on SAVs and characteristics of distinct market segments; thereby providing a deployment pathway for SAVs adoption.

Most Relevant CCAT Research Thrusts	Planning and Policy
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	
Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links <ul style="list-style-type: none">• Reports• Project website	ccat.umtri.umich.edu