

The Future Isn't What It Used To Be

Changing Trends And Their Implications For Transport Planning

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Future transportation envisioned by Fred Strothman in 1900.

Abstract

This report investigates how demographic and economic trends will affect future transport demands (the amount and type of travel people would choose), and their implications. Motor vehicle travel grew steadily during the Twentieth Century but has started to peak in most developed countries. Aging population, rising fuel prices, increasing urbanization, improving travel options, increasing health and environmental concerns, and changing consumer preferences are reducing demand for automobile travel and increasing demand for alternatives. Automobile travel will not disappear but at the margin (compared with current travel patterns) many people would prefer to drive less and rely more on walking, cycling, public transport and telework, provided they are convenient, comfortable and affordable. This paper discusses ways that transport policies and planning practices can respond to these changing demands.

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Past Visions of Future Transportation



1939 Futurama



1949 ConvAIRCAR Flying Car



1958 Ford Firebird III, which included the "Autoglide" automated guidance system.



1961 Bell Rocket Belt

Introduction

According to predictions made a few decades ago, current travel should involve self-driving automobiles, jetpacks and flying cars, with space transport a common occurrence.¹ For example, General Motor's 1939 Worlds Fair *Futurama* display predicted that by the 1960s, uncongested, 100-mile-per-hour superhighways would provide seamless travel between suburban homes and towering cities in luxurious, streamlined cars. In 1961, *Weekend Magazine* predicted that by 2000, "Rocket belts will increase a man's stride to 30 feet, and bus-type helicopters will travel along crowded air skyways. There will be moving plastic-covered pavements, individual hoppicopters, and 200 mph monorail trains operating in all large cities. The family car will be soundless, vibrationless and self-propelled thermostatically. The engine will be smaller than a typewriter. Cars will travel overland on an 18 inch air cushion."² According to the 1969 Manhattan City Plan, "It is assumed that new technology will be enlisted in this improved transportation system, including transit powered by gravity and vacuum and mechanical aids to pedestrian movement, such as moving belts or quick-access shuttle vehicles. These devices almost surely will become available by the end of the century".

Figure 1 Segway Human Transporters



Segway is an example of a new motorized transport mode.

Although new transport technologies grew during the Twentieth Century, including automobile,³ airplane, and containerized freight, recent transport innovations have been more modest, and none have displaced existing modes. Neither Segways, MagLev trains nor supersonic air service have reduced the importance of walking, automobile or conventional public transport services.

Transportation professionals help create the future so it is important that we consider the overall context of long-term planning decisions. Good planning does not simply extrapolate trends, it investigate underlying factors that cause change. This report examines various demographic and economic factors that are likely to affect future travel demands, investigates evidence that travel demand is peaking, and their implications for transport planning.

¹ 2001 *A Space Odyssey* shows commercial moon travel. Also see Corn 1984; Cosgrove and Orrick 2004, *Retro Future* (www.retrofuture.com); *Flying Contraptions* (www.flying-contraptions.com).

² "Will Life Be Worth Living in 2,000 AD?" *Weekend Magazine*, 22 July (www.pixelmatic.com.au/2000).

³ In this report, *automobile* refers to all personal motor vehicles including cars, vans, light trucks, sport utility vehicles, and even motorcycles.

Factors Affecting Travel Demands

Travel demand refers to the amount and type of travel people would consume in a particular situation, considering factors such as the quality and price of available transport options. Various factors can affect travel demands, as summarized below (Goodwin 2012b). Some of these factors are well recognized in conventional travel demand analysis, but others are often overlooked or given little consideration in current planning.

Table 1 Factors Affecting Travel Demands

Factor	Consideration in Conventional Analysis
Economic factors of productivity, incomes and prices	
Demographics (age, school and work status, income, physical ability)	Generally considered
Area economic activity (productivity and types of industries)	Generally considered
Vehicle costs including vehicle fees, fuel prices, road tolls and parking fees	Fuel prices and tolls generally considered, other factors often ignored
Public transit fares	Generally considered
Company car policies and taxes	Only considered in special studies
Quality of available transport options	
Traffic congestion	Generally considered in traffic models
Public transport service quality	Speed considered, comfort often ignored
Walking and cycling conditions (sidewalks, bike lanes, etc.)	Only considered in special studies
Street planning and management, including complete streets policies	Only considered if they affect traffic speeds
Parking supply, management and prices	Only considered in special studies
Intercity travel conditions (road, rail and air travel)	Only considered in special studies
Mobility substitutes such as telecommunications and delivery services	Overlooked by models that extrapolate trends
Vehicle rental and sharing options	Only considered in special studies
Land Use Factors	
Land use development patterns (density, mix, etc.)	Considered in integrated models
Smart growth/New urbanist/transit-oriented development practices	Considered in some integrated models
Local neighborhood retail and service quality	Considered in integrated models
Roadway connectivity	Partly considered in traffic models
Emerging social patterns and preferences	
Vehicle ownership and travel time budget saturation	Overlooked by models that extrapolate trends
Transportation demand management programs	Only considered in special studies
Changing transport preferences (declining 'love affair with the car')	Overlooked by models that extrapolate trends
Reduced importance and greater barriers to young people's drivers licensing	Overlooked by models that extrapolate trends
Health and environmental concerns	Overlooked by models that extrapolate trends

Many factors can affect how and how much people want to travel. Conventional analysis tends to overlook or undervalue many of these factors.

Many of these factors are non-linear and interactive. For example, as household develop from low- to middle-incomes, vehicle ownership and travel rates often increase rapidly, but beyond middle-income levels, additional wealth cause little additional growth. Similarly, automobile travel tends to be more price sensitive in areas with better travel options and more accessible land use patterns, and many transport demand factors vary between demographic groups, by age cohort, employment status, and physical ability, so for example, a employed 25-year old probably has very different travel demands than a retired Baby Boomer.

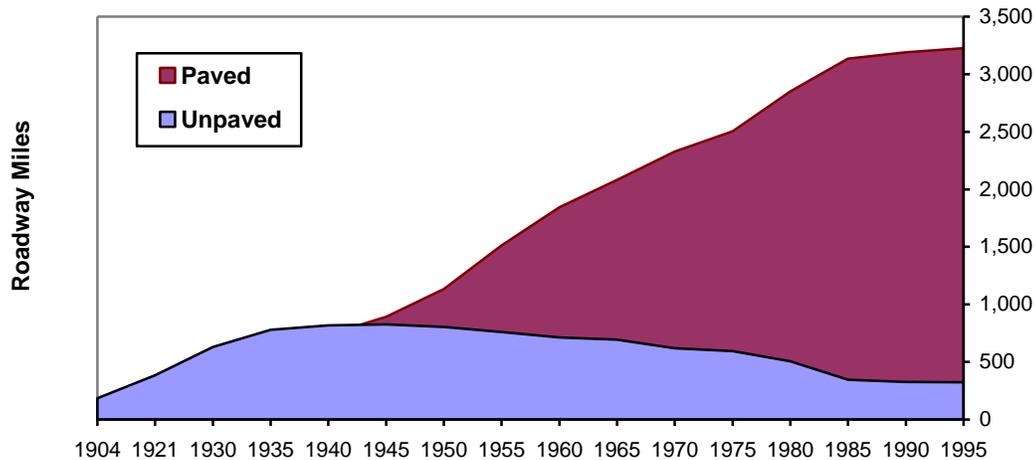
Twentieth Century Transport Trends

This section summarizes how transportation infrastructure, vehicle ownership and use developed during the Twentieth Century.⁴

Transportation Infrastructure

At the start of the Twentieth Century most roads were unpaved. Roadway mileage and quality increased tremendously during the Century, culminating in the Interstate Highway System. Since that system was virtually completed in the 1980s there has been little roadway expansion, as indicated in Figure 2. Similar patterns occurred in other developed countries.

Figure 2 US. Roadway Mileage (MVMA 1995, p. 69)



Roadway mileage grew significantly between 1900 and 1980. Little growth has occurred since.

Railroad mileage increased during the first half of the Twentieth Century and declined during the second half, but the decline has stopped, and Class 1 track mileage increased slightly between 2000 and 2002. Many major rail lines and terminals are now being upgraded to accommodate more rail traffic and container volume.

Airport and port infrastructure also expanded significantly during much of the Twentieth Century. Some expansion continues, particularly at major transfer hubs, but much of demand growth is being accommodated by incremental improvements and better management of existing facilities. Some airports and ports are inefficiently oversized.

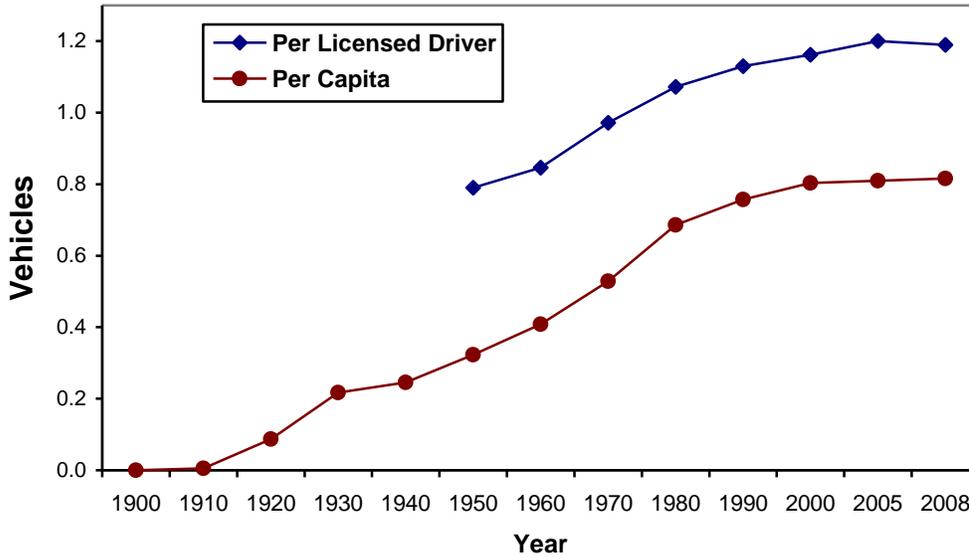
During the first two-thirds of the Twentieth Century public transit ridership service declined due to a spiral of declining investment, service quality and ridership, but this has been reversed as many cities reinvest in transit infrastructure and implement policies that increase service quality and encourage ridership. For example, between 1995 and 2002 bus route miles increased about 20% and rail transit track mileage by about 40%.

⁴ Some data are limited and unreliable, particularly for the early years of the Twentieth Century. The best data sets we could find are presented here.

Vehicle Ownership

Per capita motor vehicle ownership grew during most of the Twentieth Century, but leveled off about the year 2000, and declined slightly since then, as illustrated in Figure 3.

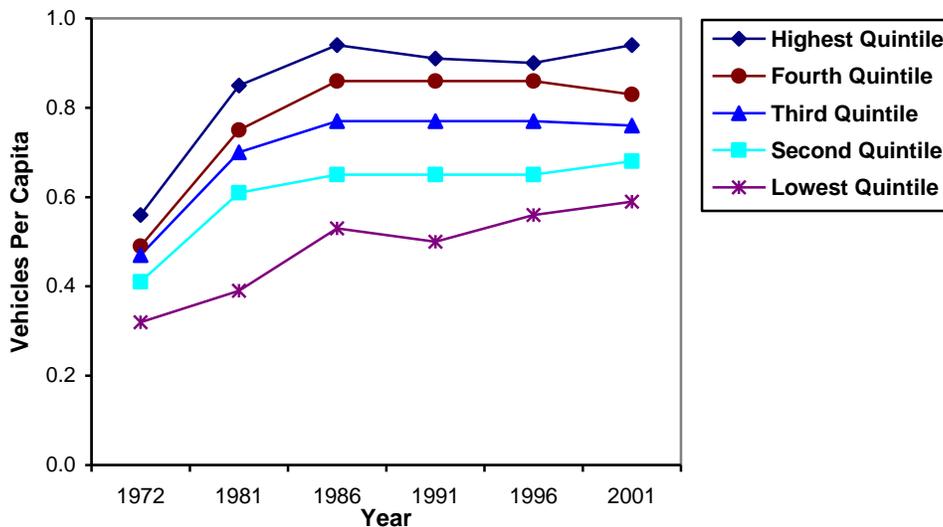
Figure 3 US. Vehicle Ownership Growth (FHWA, Various Years)



Per capita vehicle ownership grew during most of the Twentieth Century but peaked about 2000.

Figure 4 illustrates per capita automobile ownership trends by income class from 1973 to 2001.

Figure 4 Vehicles Per Capita By Income Class (BLS, Various Years)



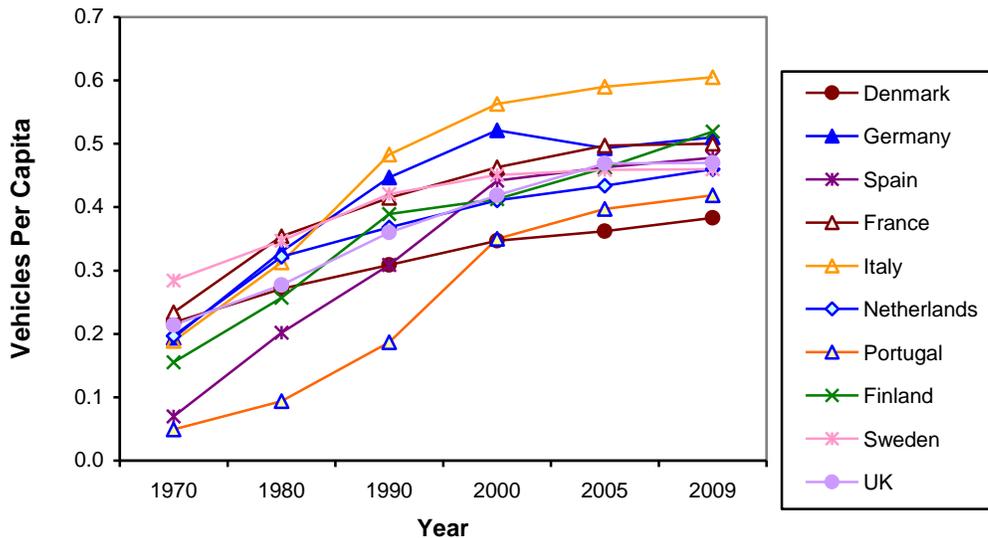
Vehicle ownership rates grew for all income classes until about 1985, but subsequently leveled off.

The period of vehicle ownership growth coincided with Baby Boomer's peak driving years, significant growth in women employment rates, rising wages, low fuel prices, cheap credit and suburbanization.⁵ Most of these factors have peaked and many are now reversing. Market experts predict that demographic and economic trends will reduce the size of the U.S. vehicle fleet and annual vehicle sales (Brown 2010). Rubin and Grauman (2009) explain,

“Both vehicles per licensed driver and vehicles per household have seen steady, almost uninterrupted growth since the last OPEC oil shock nearly thirty years ago. But both are likely to deteriorate markedly over the next five years, reversing the trend growth in vehicle ownership seen over much of the post-OPEC shock period. This fundamental change in the number of vehicles on American roads will be accomplished not only in the short-run by the broad deleveraging of consumer credit, but also by the prospect of consumers paying last Memorial Day weekend gasoline prices (\$4/gal) once economic growth gets back on track.

International data, illustrated in Figure 5, indicates that vehicle ownership growth rates started to decline after 1990 in most wealthy countries such as Denmark, Germany, France, Italy, Finland, Sweden and the U.K., and appear likely to level off at a point lower than the U.S. peak of 0.75 vehicles per capita. Millard-Ball and Schipper (2010) and Newman and Kenworthy (2011) found similar patterns in other industrialized countries (Australia, Canada, various European countries, and the U.S.).

Figure 5 International Vehicle Ownership (EC 2010)



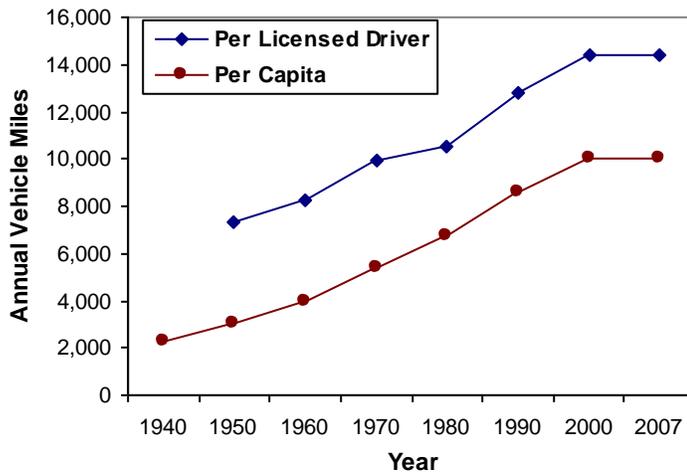
Vehicle ownership grew in most European countries between 1970 and 2000, but are starting to peak.

⁵ For more analysis of factors that contributed to vehicle travel demand growth from the 1960s through the 1990s see National Personal Transportation Survey analysis by Pisarski (1992), Hu and Young (1999), and Puentes 2012.

Vehicle Travel

Motor vehicle travel grew during the Twentieth Century, but peaked soon after 2000 in most developed countries (Pyper 2012; The Economist 2012; Tuttle 2012). The National Household Travel Survey (NHTS) indicates that per-capita U.S. vehicle travel peaked at 8,212 annual vehicle-miles in 2001 and declined to 7,940 vehicle-miles in 2009 (Santos, et al. 2011). Total U.S. fuel consumption peaked in 2006 (Fahey 2010) and VMT peaked in 2007 (Puentes 2008). These predated the 2008 fuel price spike, reflecting fundamental demand shifts (Silver 2009; Millard-Ball and Schipper 2010; Metz 2010).

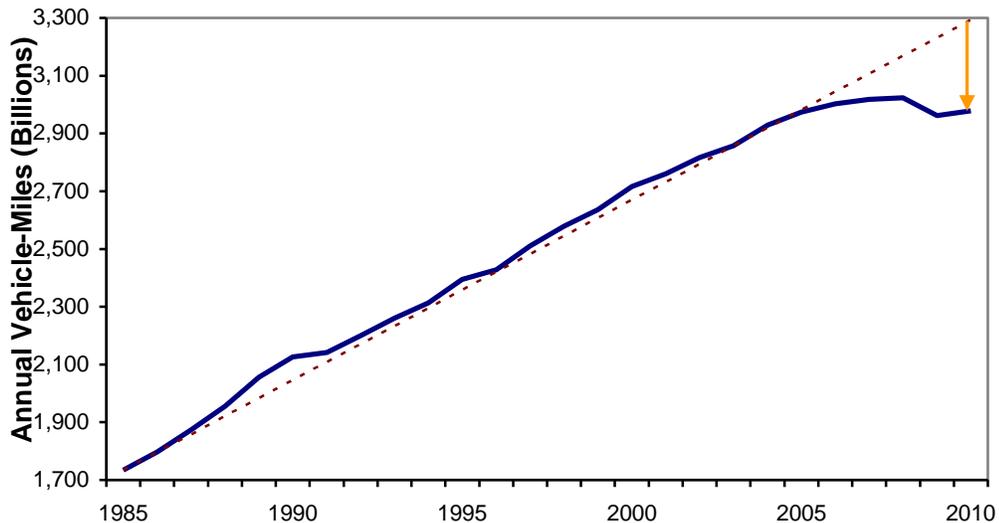
Figure 6 U.S. Average Annual Vehicles Mileage (FHWA, Various Years)



This figure shows average motor vehicle mileage per driver and per capita. These rates increased significantly though the 1990s, but peaked about 2000.

Figure 7 illustrates U.S. vehicle mileage trends. It grew steadily before 2000, but subsequently leveled off and declined somewhat, despite continued population and economic growth. By 2010 it was about 10% below the trend line.

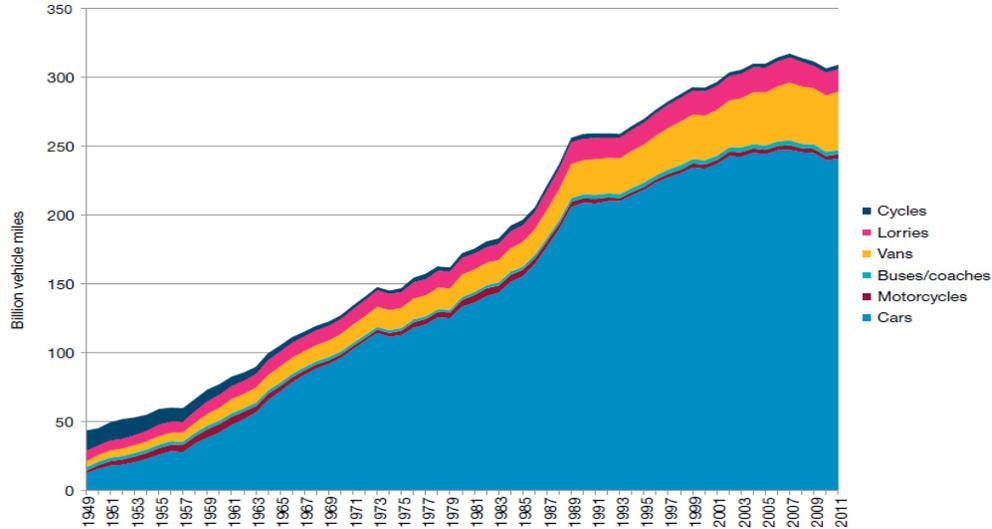
Figure 7 U.S. Annual Vehicles Mileage Trends (USDOT 2010)



US vehicle travel grew steadily during the Twentieth Century, but has since leveled off despite continued population and economic growth. By 2010 it was about 10% below the long-term trend.

Similar patterns occurred in peer countries, as illustrated in figures 8 and 9. Great Britain's vehicle travel trends are similar to those in the U.S., with steady growth until about 2000, followed by declining growth rates, and peaking about 2007.

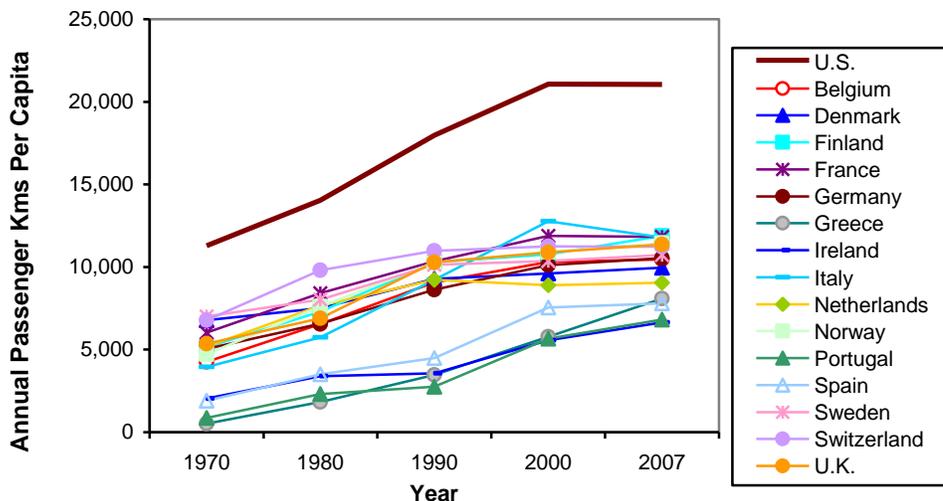
Figure 8 Great Britain Road Traffic, 1949–2011 (Le Vine and Jones 2012)



Great Britain vehicle travel grew steadily during the Twentieth Century, but peaked in 2007.

International travel data indicate that per capita vehicle travel has leveled off in most affluent countries and is far higher in the U.S. than elsewhere (Goodwin 2011; Kwon 2005; Le Vine and Jones 2012; Metz 2010; Millard-Ball and Schipper 2010).

Figure 9 International Vehicle Travel Trends (EC 2007; FHWA, Various Years)⁶



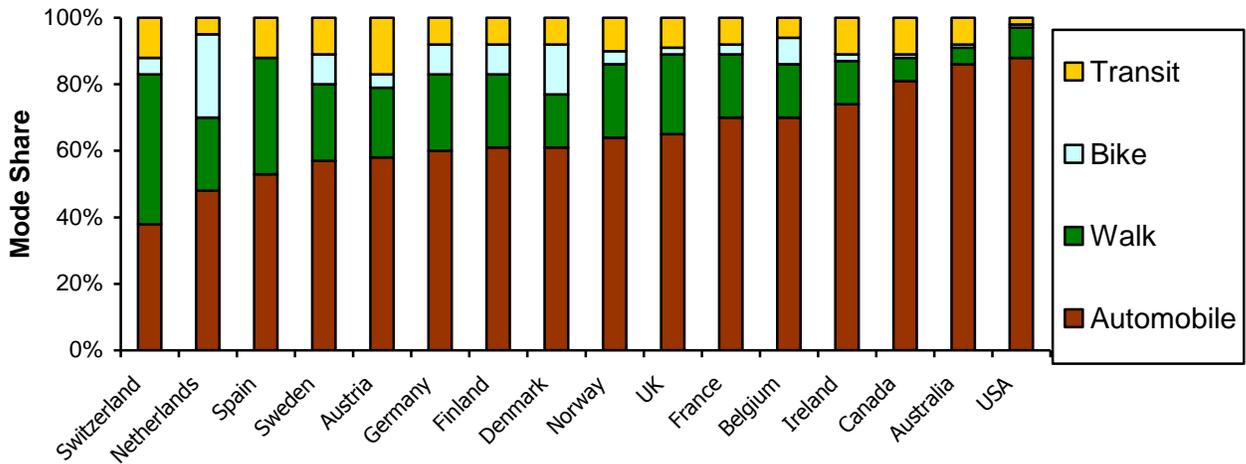
Per capita vehicle travel grew rapidly between 1970 and 1990, but has since leveled off and is much lower in European countries than in the U.S.

⁶ U.S. passenger-kms based on FHWA vehicle-miles x 1.67 (miles to kilometers) x 1.58 (vehicle-km to passenger-kms) x 0.8 (total vehicles to passenger vehicles).

This peaking of motor vehicle travel can be partly explained by the concept of Marchetti's Constant, which suggests that people's travel time budget is limited (Puentes 2012, p. 12). Growth in per capita travel during previous centuries can therefore be explained by the increases in travel speeds caused by changes from non-motorized modes to public transit and then to automobile. However, since the 1970s travel speeds have peaked or declined due to increased congestion, while mobility substitutes that eliminate the need for travel, such as telecommunications and delivery services, have improved.

International comparisons indicate that mode shares vary significantly between regions. Many wealthy countries, such as Denmark, Sweden and Switzerland, have relatively low automobile mode share, as indicated in Figure 10.

Figure 10 Personal Travel Mode Share By Peer Countries (Bassett, et al. 2008)

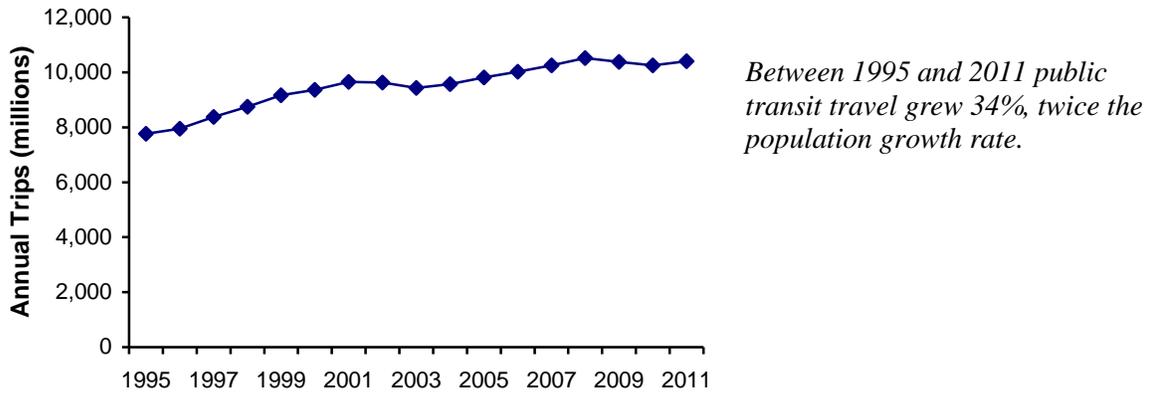


Transportation patterns vary significantly among peer countries.

These statistics tend to undercount non-motorized mode share because most travel surveys undercount short trips, non-commute trips, travel by children, and nonmotorized links of automobile and transit trips. If instead of asking, "What portion of trips only involve walking?" we ask, "What portion of trips involve some walking?" nonmotorized trips more than double (Litman 2003). Similarly, if instead of asking, "What portion of total trips are by public transit?" we ask, "What portion of peak-period trips on congested corridors are by transit?" or "What portion of residents use transit at least occasionally?" the numbers are much higher.

U.S. transit ridership declined during most of the Twentieth Century, but increased after 1995 (Figure 11). Between 1995 and 2011, U.S. population grew 17%, VMT grew 22%, and transit ridership grew 34%. Transit ridership grew more in communities that improve transit service, provide incentives, and implement transit-oriented development (TRL 2004).

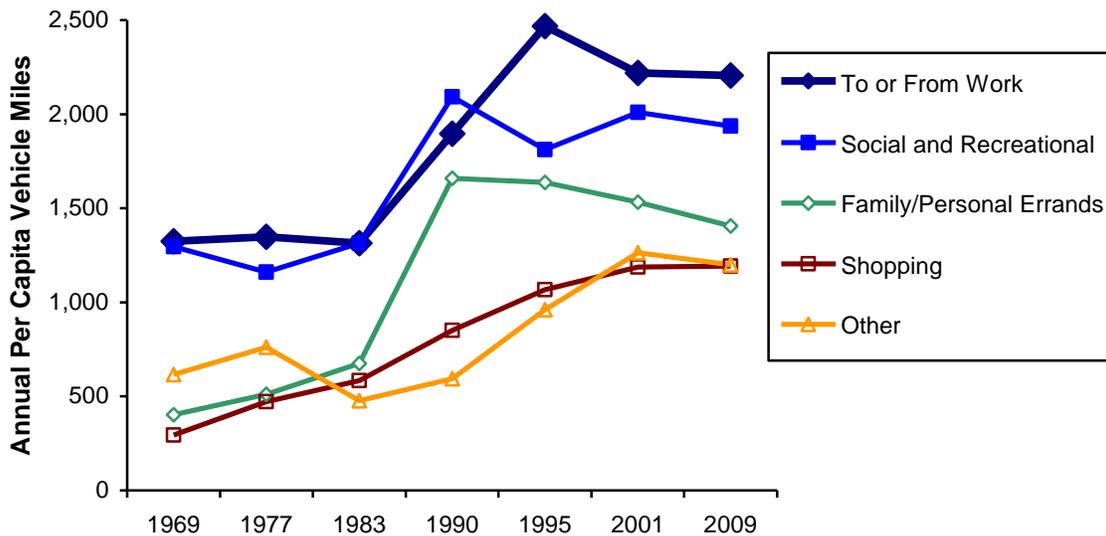
Figure 11 U.S. Public Transit Ridership (APTA Data)



Trip Purpose

During the Twentieth Century there were significant changes in the character of personal travel. Early in the century, most people worked, shopped and socialized close to their home. They might enjoy an occasional recreational bike ride or out-of-town train trip, but most travel was functional and local. As motor vehicle ownership grew, travel costs declined and households dispersed, people organized their lives around increased mobility. The greatest growth in motorized travel has involved non-commute personal trips, including shopping, social and recreational travel, and family/personal business, as indicated in Figure 12, which shows changes in vehicle mileage by trip purpose between 1969 and 2009. Virtually all types of trips have peaked, and both commuting and household errand trips declined during the last decade.

Figure 12 Vehicle Travel By Trip Purpose (Santos, et al. 2011, Tables 2 & 6)



This figure shows per capita vehicle mileage by trip purpose.

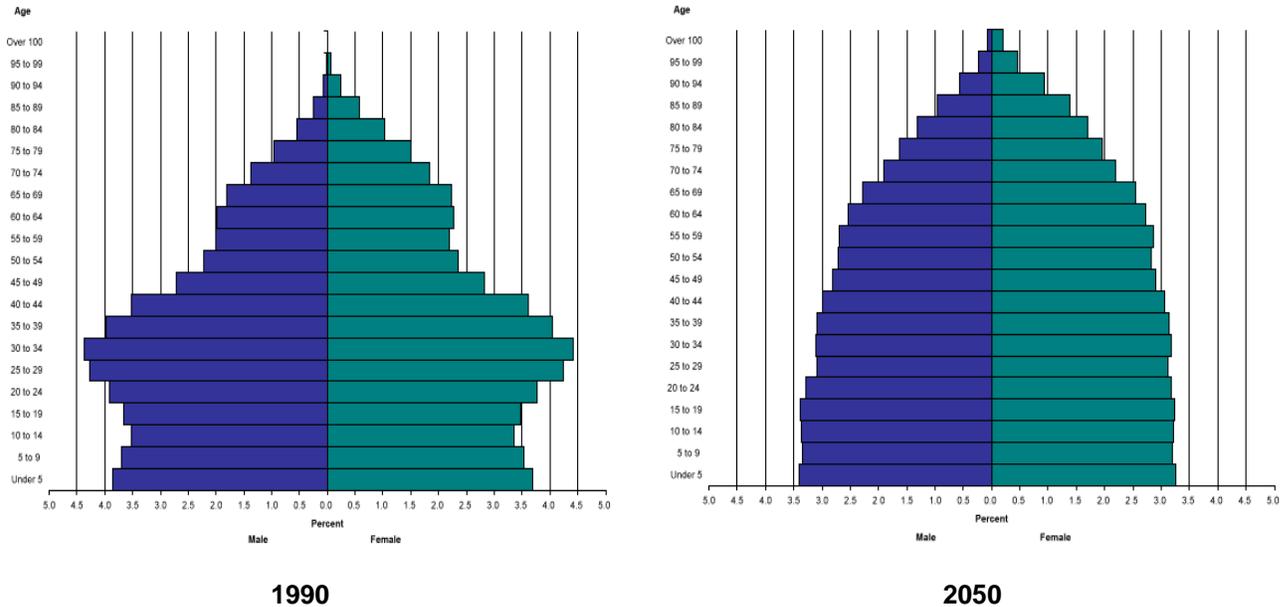
Factors Affecting Travel Demand

This section discusses demographic, geographic and economic trends that affect travel demands.

Demographics

The U.S. population is projected to grow to nearly 400 million residents by 2050, a large absolute increase but a lower growth rate than in the past (Cheeseman Day 2001). Figure 13 shows U.S. population pyramids for 1990 and 2050.

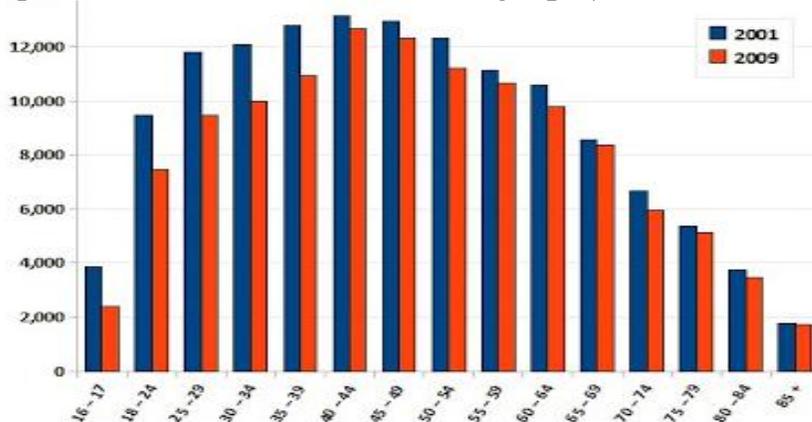
Figure 13 U.S. Population by Age and Gender (U.S. Census 2002)



The portion of people who are retired and elderly is increasing significantly in developed countries.

Age affects travel patterns in several ways. Vehicle travel tends to increase as adolescence become adults, peaks at 30-60-years when employment and childrearing responsibilities are greatest, and then declines as people retire and age, as illustrated in Figure 14 (for British data see Le Vine and Jones 2012). The portion of households raising young children declined from about half in 1950, to about a third now and only a quarter by 2030 (Nelson 2006).

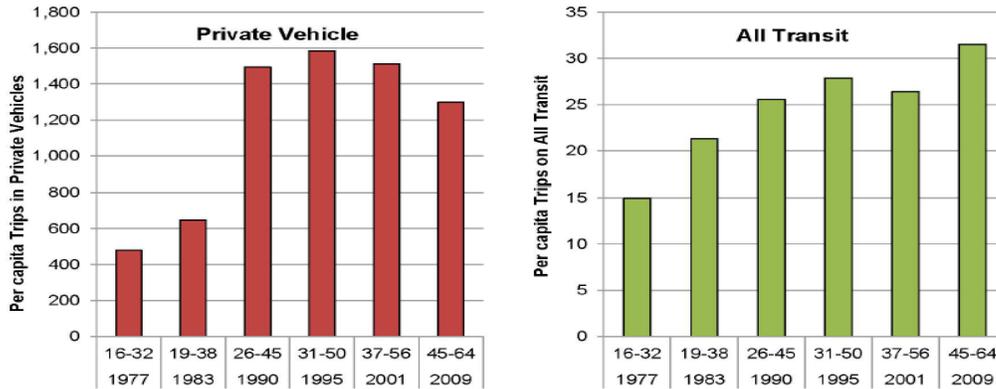
Figure 14 Annual Vehicle Miles By Age (National Household Travel Survey)



Annual vehicle travel tends to peak during the 30 to 60 age period, and then declines significantly.

Although Baby Boomer seniors tend to drive more than seniors of previous generations, they drive much less than during their peak driving years when they were employed and raising children, and use public transit more, as illustrated in Figure 15.

Figure 15 Baby Boomer Annual Vehicle Trips (McGuckin and Lynott 2012)

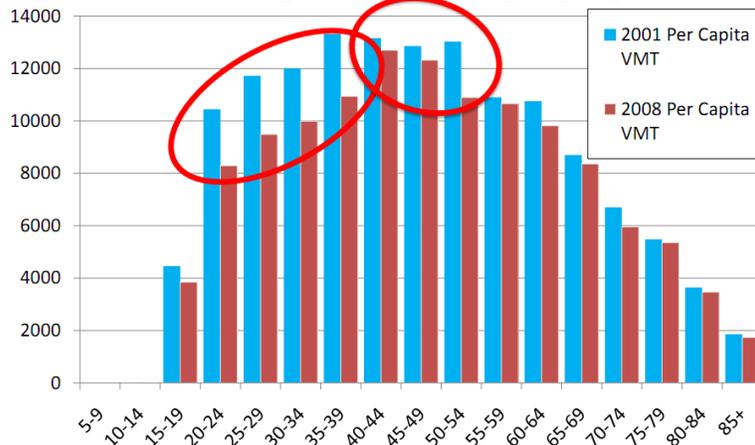


Source: National Household Travel Survey data series.

As Baby Boomers age they drive less and rely more on public transit.

There is evidence that future generations will drive somewhat less at each age level than Baby Boomers (Santos, et al. 2011). Average annual vehicle miles traveled (VMT) was about 20% less in 2008 than in 2001 for each under-40 age group, as illustrated in Figure 16.

Figure 16 Average Annual Mileage by Age (Polzin, Chu and McGuckin 2011)



Annual motor vehicle travel is significantly lower for people born between after 1978 than older cohorts at the same age. This indicates intergenerational changes in consumer preferences and lifestyles. Although younger people are likely to increase their vehicle travel as they earn more and become parents, they are unlikely to drive as much as the Baby Boom generation.

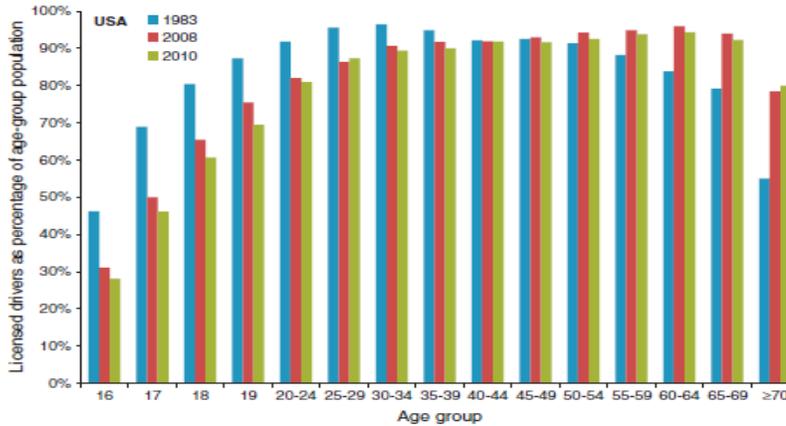
Similar trends are occurring in other developed countries (Le Vine and Jones 2012). Car ownership and travel declined, and use of other modes increased, among German and British 20-29 year olds (Kuhnimhof, Buehler, Dargay 2011). The younger generation appears to place less value on vehicle ownership and suburban living due a combination of high costs, improved travel options and changing preferences (Santos, et al. 2011). Sivak and Schoettle (2011) find that, controlling for other factors, increased Internet use is associated with reduced drivers' license rates, suggesting that telecommunications substitutes for physical travel.

Davis, Dutzik and Baxandall (2012) find that between 2001 and 2009, U.S. 16- to 34-year-olds:

- Reduced per capita vehicle-miles 23%, from 10,300 to 7,900 annual miles.
- Took 16% more walk trips and 24% more bike trips.
- Traveled 40% more annual passenger-miles on public transit.
- Reduced the share that has a driver's license from 79% to 74%.
- Have different transport and housing preferences.

The portion of young people with driver's licenses declined significantly in developed countries. In 1983, 87.3% of U.S. 19 year olds had a driver's licenses, but this declined to 69.5% in 2010, as illustrated in Figure 17. Although some non-drivers may eventually obtain licenses, their experience with multi-modal lifestyles will probably influence their future travel habits toward reduced vehicle travel.

Figure 17 Licensed Drivers Rates By Age Group (Sivak and Schoettle 2012)

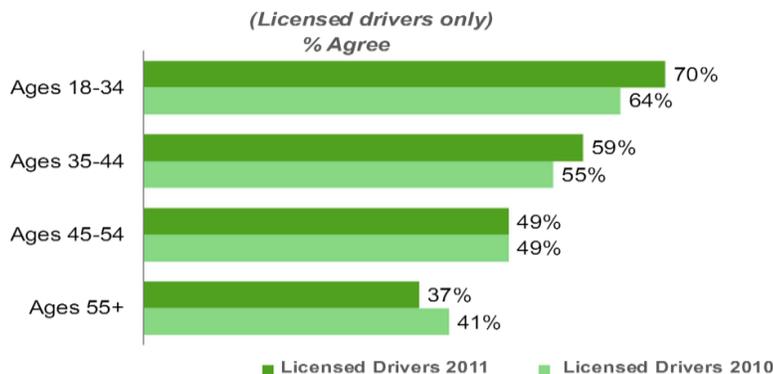


Driver's license rates are much lower for younger people now than for past generations.

A travel preference survey indicates that younger people are interested in reduced driving and relying on alternative modes than older age groups, as illustrated in Figure 18 (Zipcar 2011).

Figure 18 Willingness to Use Alternatives by Age Group (Zipcar 2011)

If there were more options in my area, such as public transportation, car sharing or convenient carpooling, I would drive less than I do now.



Consumer preference surveys indicate that younger people want to drive less and rely more on alternative modes than older people.

Carmakers' next problem: Generation Y

People in their teens and twenties are more interested in gadgets than cars

Allison Linn, *MicroSoft News*, 4 Nov 2010 (www.msnbc.msn.com/id/39970363/ns/business-autos).

Meet Natalie McVeigh, the auto industry's latest headache. At 25 years old, McVeigh lives in Denver and has two good jobs, as a research analyst and an adjunct professor of philosophy. What she doesn't have - or want - is a car. A confluence of events - environmental worries, a preference for gadgets over wheels and the years-long economic doldrums - is pushing some teens and twentysomethings to opt out of what has traditionally been considered an American rite of passage: Owning a car.

"There's kind of almost every force working against the young driver right now," said Karl Brauer, senior analyst and editor-at-large at Edmunds.com, an automotive research website.

A confluence of events - environmental worries, a preference for gadgets over wheels and economic doldrums - is pushing some to opt out of an American rite of passage: Owning a car.

That could be a problem for automakers, which are still reeling from the Great Recession that sorely damaged their industry. Now, they may find that their youngest generation of potential customers will either purchase fewer cars, put off buying cars until later in life — or they won't end up buying cars at all.

"That's definitely a concern," said George Peterson, president of AutoPacific, an automotive market research firm that has been tracking young car buyers for 20 years. "They are not as engaged with cars and trucks as Gen X or Boomers before them."

The percentage of new cars sold to 21- to 34-year-olds hit a high of nearly 38% in 1985 but stands at around 27% today, according to CNW research. Over that same period, the percentage of new car buyers who are 55 or older has generally been trending up, according to the vehicle research group. The prognosis isn't necessarily encouraging, either. In 2008, 82% of 20- to 24-year-olds had their driver's license, according to the Federal Highway Administration. Although that's gone up a tiny bit in the past few years, it's down from more than 87% in 1994. People in their late twenties and early thirties are also slightly less likely to have a driver's license than in 1994, and it appears that more people are at least delaying getting their license. Just 31% of 16-year-olds had their license in 2008, down from about 42% in 1994, according to government data.

Brauer said one issue is economic: A combination of high unemployment among young people and economic troubles for their parents is making it harder for younger people to afford to drive. But there are also other, longer-term issues at work, he said. For one thing, many young consumers care more about new technologies, such as the latest phone, than about the latest car. That may be for good reason - thanks to the Internet and social media, more people can connect with friends, work or even hand in schoolwork without ever leaving the house, potentially making them less dependent on cars but more dependent on gadgets.

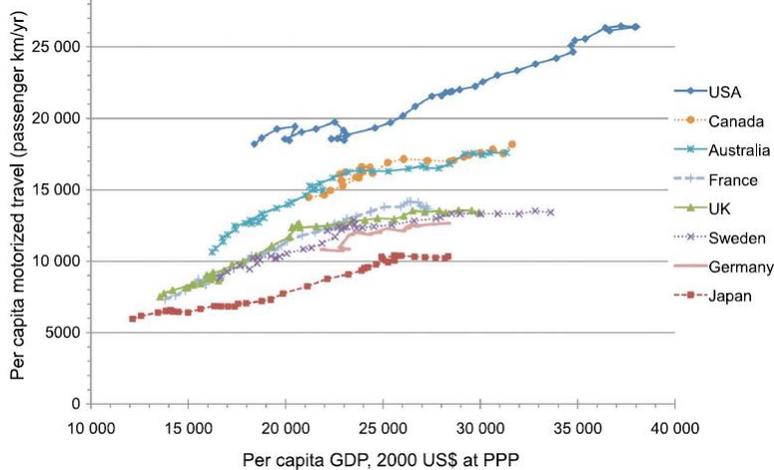
McVeigh didn't make a conscious plan not to drive. After living overseas as a teenager, she went to college in a small town and then moved to bigger cities for graduate school and work. At first, a car seemed both prohibitively expensive and unnecessary, because she could walk or take public transportation. Then, she just decided she didn't want one. "I just kind of came to the realization that I didn't need it," she said.

McVeigh uses public transport to get to work and likes that she can spend her commute time reading or grading papers. McVeigh also likes getting the extra exercise when she chooses to walk to work or to the grocery store, and is happy to be saving money and not polluting the planet.

Income

Motor vehicle ownership and travel tend to increase as household incomes rise from low to moderate levels, but plateaus at high incomes (Dargay, Gately and Sommer 2007; Luoma, Sivak and Zielinski 2010). Millard-Ball and Schipper (2010) find that per capita vehicle travel tends to plateau at about \$25k annual GDP in most countries, excepting the U.S. which peaks at about \$35k, as indicated in Figure 19. Most wealthy countries are approaching vehicle travel saturation (BITRE 2012).

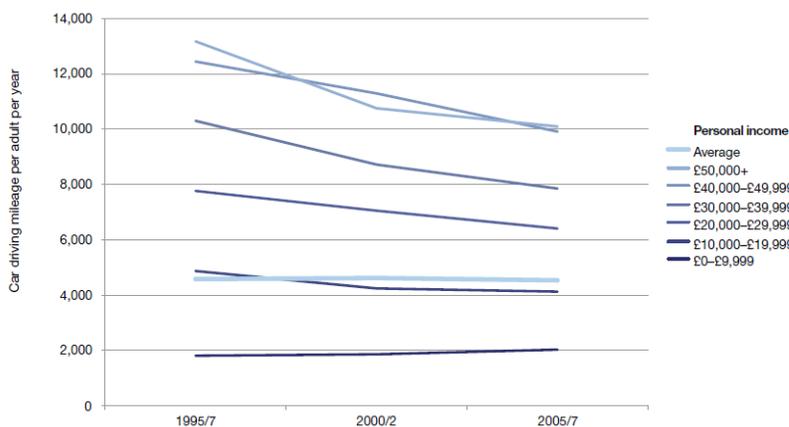
Figure 19 Vehicle Travel and National Productivity (Millard-Ball and Schipper 2010)



Per capita vehicle travel tends to increase with national productivity, but eventually plateaus.

Although per capita vehicle travel tends to increase with income in Britain, it declined significantly between 1995 and 2005, as illustrated in Figure 20. This probably reflects, in part, stricter limits on company car use (Le Vine and Jones 2012).

Figure 20 British Car Mileage By Income Class (Le Vine and Jones 2012)



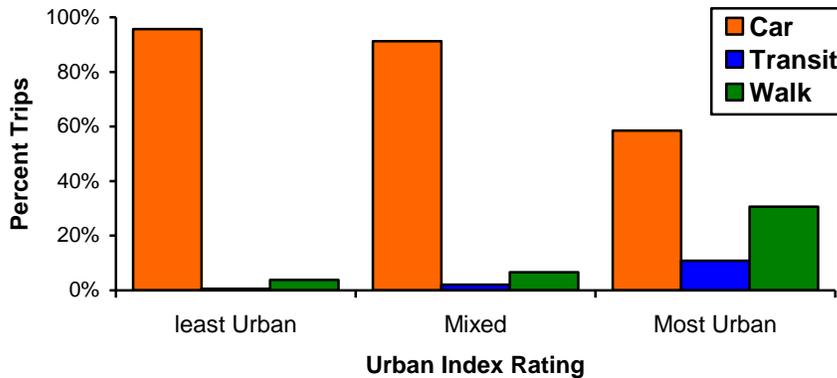
Although per capita annual vehicle travel increases with income, it declined significantly between 1995 and 2005 for higher income classes.

Air travel probably continues to increase at high incomes. Wealthier travelers tend to be less sensitive to price and more sensitive to service quality, which helps explain why public transit ridership is relatively high in some affluent cities which offer high quality but expensive public transit service (Hass-Klau and Crampton 2002; Litman 2004).

Geographic Location

Where people live and work significantly affects their travel activity (Figure 21). Residents of more compact, multi-modal urban communities tend to own fewer motor vehicles, drive less, and rely more on alternative modes than they would if located in automobile-dependent, suburban communities (Litman 2008). Residents of multi-modal communities tend typically drive 20-40% less than they would in automobile-dependent areas (Arrington and Sloop 2010).

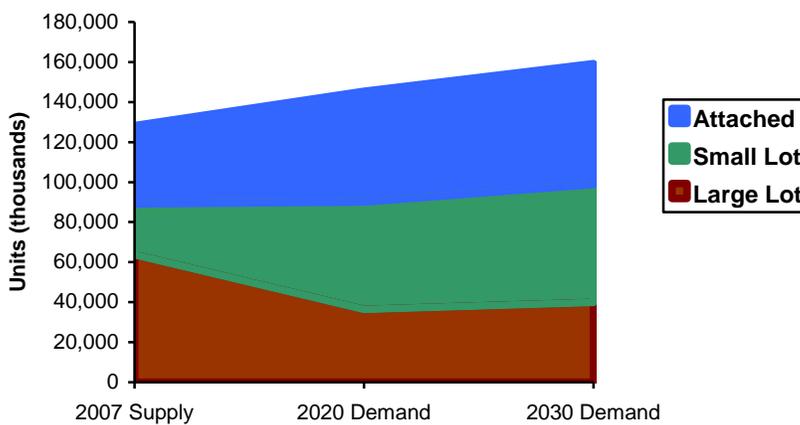
Figure 21 Urbanization Impact On Mode Share (Lawton 2001)



Public transit and walking transport increase as an area becomes more urbanized, that is, more compact and multi-modal.

Demographic and economic trends, including smaller households, rising fuel prices and changing consumer preferences are increasing demand for more accessible, multi-modal locations (Litman 2009; Reconnecting America 2004; Thomas 2009). In recent years an increasing portion of U.S. population growth has occurred in existing cities, and many suburbs are becoming more compact and multi-modal (Freemark 2012; Frey 2012; Newman and Kenworthy 2011; SGA 2012). Market surveys indicate that an increasing portion of households would choose smaller-lot, urban home locations if they provide suitable travel options (good walking, cycling and public transit), local services (nearby shops, schools and parks) and other amenities (ULI 2009; GWL 2010; Thomas 2009; Myers and Ryu 2008). In 1990 more than two-thirds of households preferred large-lot suburban housing, but demand for small lot and multi-family housing is projected to grow so by 2030 more than two thirds are likely to prefer more compact housing types and more urban locations, as illustrated below.

Figure 22 Demand For Housing By Type (Nelson 2006)



Housing market analysis based on demographic trends and consumer preference surveys project that demand for large-lot housing will decline and demand for small lot and attached housing will increase during the next two decades.

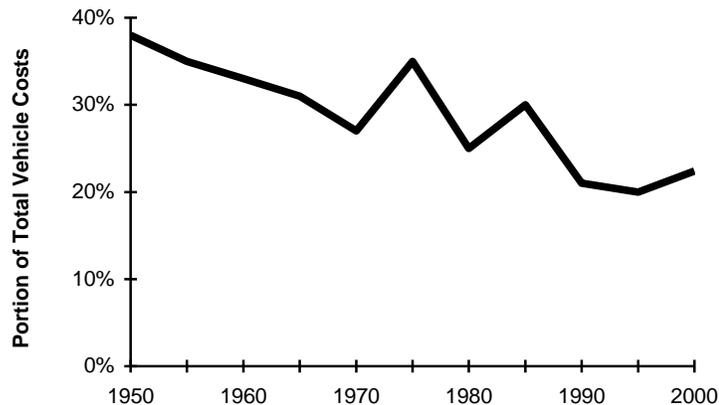
Vehicle Costs

During most of the Twentieth Century a middle-priced new vehicle generally cost 35% to 50% of average annual wages. For example, in 1914, a Ford Model T cost \$220, about 40% of average annual wages. In 1953 a Plymouth Cambridge could be purchased for \$1,618, about 48% of the \$3,387 average annual household income. In 1967, an average new car sold for \$3,212, 40% of \$7,933 average income; in 1977 the average car sold for \$5,814, 36% of \$16,009 average income; and in 1987 the average new car sold for \$13,657, 46% of \$29,744 average income.⁷

However, new car prices are a poor indicator of overall vehicle affordability because lower-income households tend to purchase less expensive used vehicles, because many vehicles include costly luxury features, and because vehicle ownership includes additional expenses such as registration and licensing fees, repairs, and insurance. For many lower-income motorists, insurance costs are a larger constraint on vehicle ownership than purchase costs. Ownership trends suggest that vehicles have become more affordable over time, as indicated by rising vehicle ownership rates among the lowest income quintile from 1970 through 2000.

Annual vehicle mileage is affected by the financial, time and discomfort costs of driving. Per-mile vehicle operating costs declined during most of the Twentieth Century, due to cheaper tires, increased vehicle reliability (and therefore less frequent repairs), increased vehicle fuel efficiency, and declining real fuel prices. Variable costs decreased relative to fixed vehicle costs, as indicated in Figure 23. This gives motorists an incentive to increase their mileage to earn a reasonable return on their fixed investment. Motorists think, “Since I spend so much on payments and insurance, I may as well drive.”

Figure 23 Vehicle Cost Trends (“Cost of Driving,” VTPI 2005)

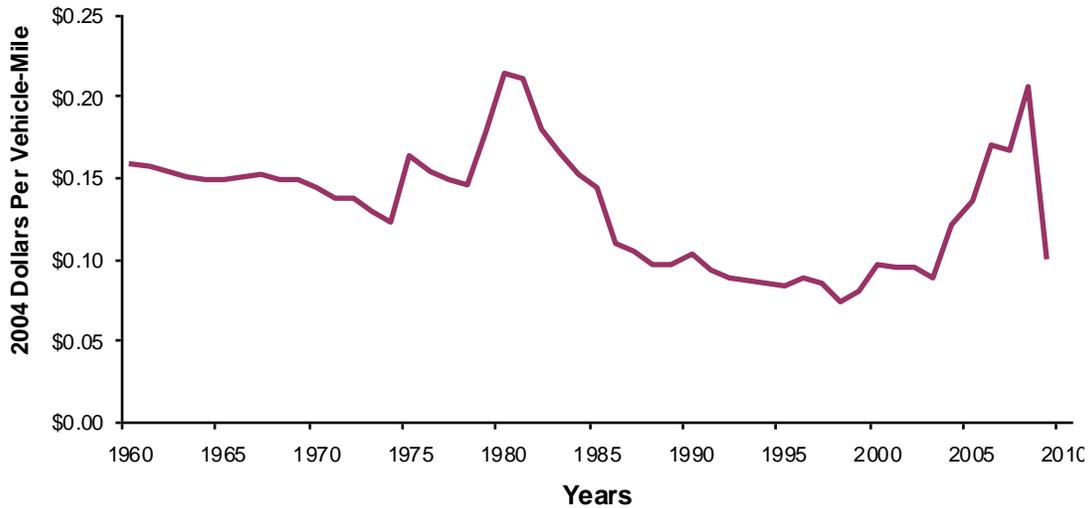


The variable portion of vehicle costs declined from about 40% in 1950 to 22% in 2000.

⁷ Model T price information from *Forbes Greatest Business Stories* (www.wiley.com/products/subject/business/forbes/ford.html). Wage information is from the U.S. Census Department (www.census.gov/hhes/income/histinc/p53.html). Plymouth prices are from (www.allpar.com/old/plymouth/plymouth-1953-54.html). Information on average new automobile retail prices relative to wages, 1967 to 1994 is in MVMA 1995, p. 60. For additional discussion of past transportation costs see the “Transportation Productivity Trends” section of Litman 2010.

Real fuel prices declined for most of the Twentieth Century, excepting spikes during the late 1970s and early 80s. In 1920 gasoline cost 30¢ a gallon, when wages averaged about 50¢ per hour. Fuel prices are predicted to increase during the Twenty-First Century as demand grows and production peaks (CERA 2006; Ramsey and Hughes 2009). Although substitute fuels are available, none is likely to be as cheap or convenient as petroleum was during the Twentieth Century.

Figure 24 Per Mile Fuel Costs (VTPI, 2004)



This graph shows fuel prices per vehicle-mile between 1960 and 2009. Real (inflation adjusted) fuel prices declined and fuel efficiency increased during much of this period, reducing per-mile costs.

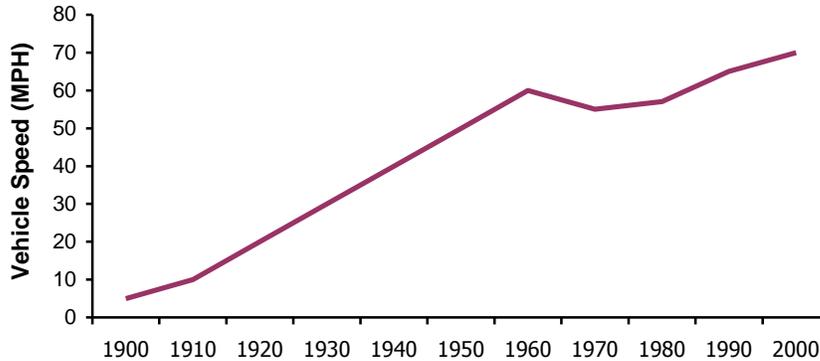
Rising energy prices will probably cause only modest mileage reductions during the foreseeable future. Taxes and distribution costs represent half or more of the retail price of fuel, so doubling wholesale petroleum costs only increases retail prices 50%. The long-run price elasticity of vehicle fuel is -0.3 to -0.7 , meaning that a 10% price increase causes consumption to decline by 3% to 7% over the long run, but about two thirds of this results from shifts to more fuel efficient vehicles and only about a third from reduced VMT (“Transport Elasticities,” VTPI 2005). The U.S. vehicle fleet is inefficient compared with its technical potential: vehicles currently average about 20 miles-per-gallon (mpg), while hybrid vehicles are now available with performance that could satisfy most trip requirements that average more than 60 mpg. As real fuel prices increase during the next few decades, motorists will probably trade in their gas guzzlers for fuel efficient vehicles and only reduce their per capita vehicle mileage by a modest amount.

During the Twentieth Century driving became significantly more convenient, comfortable and safer per mile of travel due to improved vehicle and road design. Incremental improvements will probably continue, with quieter operation, more comfort and safety features incorporated in lower-priced models, but future improvements will probably be modest compared with what occurred in the past.

Travel Speeds

Travel speed affects per capita mileage. People tend to devote an average of about 1.2 hours per day to travel (Metz 2010; Puentes 2012). Higher speeds allow more mileage within this time budget. Average travel speeds increased during most of the 20th Century due to vehicle and roadway improvements. Before 1950 few cars could exceed 60 miles per hour (mph), and few roads were suitable for such speeds, but in the last half-century virtually all cars and most new highways were designed to accommodate faster travel.

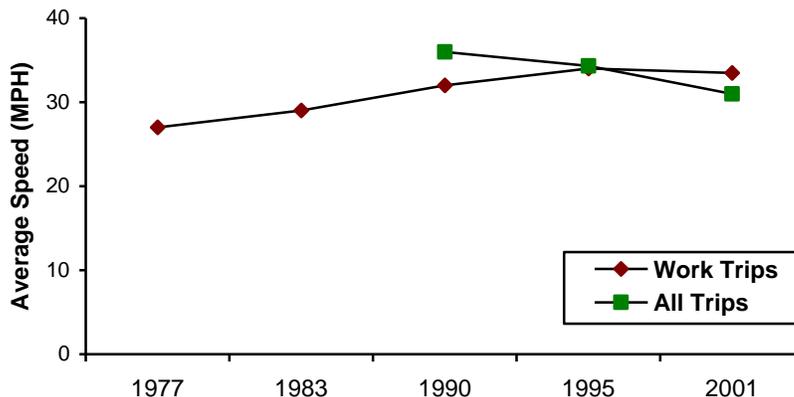
Figure 25 Estimated Feasible Vehicle Speeds



This figure shows how maximum feasible (safe and legal) vehicle speeds increased over the Twentieth Century, from walking and cycling speeds to 65 miles-per-hour on modern highways. Of course, not all travel occurs at these maximum speeds.

Interstate highway speed limits were reduced to 55 mph in the mid-1970s as a fuel saving strategy, raised to 65 mph in 1987, and since raised to 75 mph in a few areas (Figure 25), but overall average travel speeds are unlikely to increase significantly in the future. Although posted speed limits may increase on some highways, the effects will probably be offset by reduced speed limits elsewhere, improved speed enforcement, and increased congestion. Travel surveys indicate that average speeds increased during the 1970s and 80s, but declined during the 1990s (Figure 26). Average auto commute speeds peaked in 1995 at 35.2 miles-per-hour (mph), but subsequently declined to 28.9 mph in 2009 (Santos, et al, 2011, Table 27).

Figure 26 Average Travel Speeds (Polzin, Chu and Toole-Holt 2003, Figure 27)



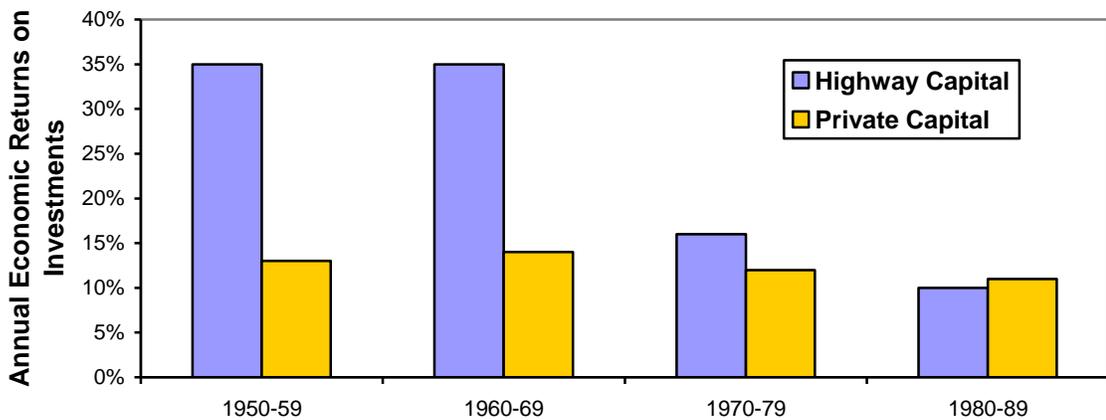
Average Travel Speeds increased during the 1970s and 80s, but started to decline in the 1990s.

Transportation Options

The quality of transport options available tend to affect travel activity: people who have good walking, cycling and public transit options tend use these modes more and drive less than they would in more automobile-dependent communities. In the last few decades, transport professionals, public officials and the general population have become more familiar with, and accepting of, more multi-modal transport strategies, as indicated by more multi-modal planning activities at federal, state, regional and local levels, and by the adoption of concepts such as intermodalism, context sensitive planning, transport systems management, transportation demand management, and more smart growth land use planning.

During most of the Twentieth Century transportation investments focused on roadway building, culminating in the development of the U.S. Interstate Highway System, and similar grade separated highway systems in other countries. This was probably quite rational. If inadequate roads constrain economic activity, highway investments can provide significant economic productivity benefits (Hodge, Weisbrod and Hart 2003). The incremental economic benefit of roadway expansion is declining in developed countries (Helling, 1997; Goodwin and Persson, 2001; Shirley and Winston, 2004). Figure 27 shows how highway investment economic returns exceeded those of private capital investments during the 1950s and 60s, but returns declined below private investments by the 1980s, and these trends are likely to continue, since the most cost-effective roadway investments have already been made.

Figure 27 Annual Highway Rate of Return (Nadri and Mamuneas 1996)



Highway investment economic returns were high during the 1950s and 60s when the U.S. Interstate was first developed, but have since declined, and are now probably below the returns on private capital, suggesting that highway expansion is generally a poor investment.

This adds evidence that it is economically efficient to shift funding previously dedicated to roadway expansion to improving alternative modes.

New Technologies

During the Twentieth Century, technological innovations significantly improved motor vehicle performance (power, speed, safety, reliability and comfort) which increased vehicle travel. Many newer transport innovations improve alternative modes⁸ or allow more efficient pricing. Table 2 categorizes technologies according to their vehicle travel impacts. More new technologies tend to reduce rather than increase vehicle travel.

Table 2 Travel Impacts Of New Transport Technologies

Increases Motorized Travel	Mixed Mobility Impacts	Reduces Motorized Travel
Increased fuel efficiency and cheaper alternative fuels.	Electronic vehicle navigation	Telework (electronic communication that substitutes for physical travel)
Increased vehicle comfort	Improved traffic signal control	Improved road and parking pricing
Automated driving		Transit and carshare service improvements
		Improved user information
		Improved delivery services

Some new technologies tend to increase vehicle travel, others tend to reduce it.

The mobility effects of specific new technologies are discussed below.

Telework

Telework refers to the use of electronic communication to substitutes for physical travel, including commuting, business activities and errands such as shopping and banking (“Telework,” VTPI 2005; van der Waard, Immers and Jorritsma 2012). Many jobs and errands involve information-related goods suitable for telecommuting, but the actual portion of trips it reduces tends to be modest. Many tasks require access to special materials and equipment, or face-to-face meetings, even if the primary output is information that can be transmitted electronically. Not all employees can or want to telework. Although it tends to reduce peak-period trips, telecommuting does not necessarily reduce total vehicle mileage unless implemented with other travel reduction strategies, for the following reasons:

- Teleworkers often make additional errand trips that would otherwise be made during commutes, and vehicles not used for commuting may be driven by other household members.
- Employees may use teleworking to move further from their worksite, for example, choosing a home or job in a rural area or another city because they know that they only need to commute two or three days a week. This may increase urban sprawl.
- Improved telecommunications may increase long-distance connections, increasing travel. For example, people may make new friends through the Internet and travel more to visit them.

Internet shopping appears to be reducing some physical travel. U.S. Households now purchase an average of three items per month online (Santos, et al. 2011, p. 58). Between 1995 and 2009 shopping trips declined sharply, from about 790 shopping trips per year to 650 for women, and from about 650 per year for men down to about 525 (McGucken 2011).

⁸ The *Innovative Transportation Technologies* (<http://faculty.washington.edu/jbs/itrans>) identifies many.

Clive Thompson to Texters: Park the Car, Take the Bus,” *Wired Magazine*,
(www.wired.com/magazine/2010/02/st_clive_thompson_texting)

Texting while driving is a huge problem in the US. We know it's insanely dangerous. Studies have found that each time you write or read a text message, you take your eyes off the road for almost five seconds and increase your risk of collision up to 23 times. The hazard is “off the charts,” says David Strayer, a University of Utah professor who has studied the practice.

That's why states are frantically trying to ban it. Nineteen already prohibit texting while driving, and plenty more will likely join the pack next year. But I'm not convinced the bans will work, particularly among young people. Why? Because texting is rapidly becoming their default means of connecting with one another, on a constant, pinging basis. From 2003 to 2008, the number of texts sent monthly by Americans surged from 2 billion to 110 billion. The urge to connect is primal, and even if you ban texting in the car, teens will try to get away with it.

So what can we do? We should change our focus to the other side of the equation and curtail not the texting but the driving. This may sound a bit facetious, but I'm serious. When we worry about driving and texting, we assume that the most important thing the person is doing is piloting the car. But what if the most important thing they're doing is texting? How do we free them up so they can text without needing to worry about driving?

The answer, of course, is public transit. In many parts of the world where texting has become ingrained in daily life — like Japan and Europe — public transit is so plentiful that there hasn't been a major texting-while-driving crisis. You don't endanger anyone's life while quietly tapping out messages during your train ride to work in Tokyo or Berlin.

Rich Ling, a sociologist who studies the culture of texting, grew up near Denver but now lives in Oslo with his family. He told me that Denmark has so many buses and streetcars that teenagers often don't bother getting their driver's license until later in life. “My daughter is 18, and she's only sort of starting to think about driving,” he says. As a result, texting while driving “isn't as big a deal.”

In contrast, US cities and suburbs have completely neglected their public transit. With very few exceptions — New York and Boston are two — buses and trains are either nonexistent or wretchedly inadequate. People desperately need cars to shop, work, and meet up with friends. Which is precisely why we're in a crisis: Two activities that are both central to our lives are colliding.

Of course, you could argue that texting shouldn't be so culturally central to people and that they should just cool it in the car. You may well be right, but good luck convincing them, my friend. And anyway, there are other benefits to making the streets safe for texters: Dramatically increasing public transit would also decrease our carbon footprint, improve local economies, and curtail drunk driving. (Plus, we'd waste less time in spiritually draining bumper-to-bumper traffic.)

Texting while driving is, in essence, a wake-up call to America. It illustrates our real, and bigger, predicament: The country is currently better suited to cars than to communication. This is completely bonkers.

By all means, we should ban texting while driving, or at least try. But we need to work urgently on making driving less necessary in the first place. Let's get our hands off the wheel and onto the keypad — where they belong.

Intelligent Transportation Systems

Intelligent Transportation Systems (ITS) apply computers and electronic communication to improve transport services. Although ITS research initially focused on automated driving, which probably would increase vehicle travel, implementation of this strategy has been slow. It seems unlikely that driverless cars will become widely available during the foreseeable future. So far, ITS successes consist primarily of driver information and navigation services, transit user information, transit priority systems, and better road and parking pricing, which tend to reduce rather than increase motor vehicle travel.

New Modes

Some new modes could develop during the next century, such as Personal Rapid Transit (PRT), Magnetic Levitation (Maglev) trains, flying cars, Segways, and their variants. There may also be new transport services, such as commercial space travel and more underwater tunnels replacing ferry travel. Their overall impacts are likely to be modest since they only serve a small portion of trips. For example, even if Maglev technology is perfected, it is only suitable for medium-distance (30-300 mile) trips on heavy traffic corridors. It may increase long-distance commuting in a few areas but have little effect on other travel. Only if Maglev systems stimulate transit oriented development (compact communities designed around transit stations) is overall travel likely to change, and this will result from land use changes, not the technology itself. Similarly, Segways are unlikely to affect overall travel unless implemented with urban design and traffic management changes to favor local, slower-speed modes over automobile traffic.

Alternative Fuels

Various alternatives may replace petroleum as the primary vehicle fuel, but virtually all currently being developed will be more expensive than what petroleum cost in the past, and most impose their own problems. From a motorists' perspective the primary change will be a gradual increase in costs over the century, regardless of which fuel is used.

Consumer Preferences

For many people, automobile travel is more than just a mode of travel, it is also a symbol of success and freedom. Because of this status and symbolic value many consumers purchase more vehicles, more expensive vehicles, drive more, and avoid using alternatives.

As described earlier, travel data and consumer preference surveys indicate significant differences in attitude and behavior between older and younger generations (McGuckin and Lynott 2012; Pearce 2011). People born before 1980 (i.e., Baby Boomers), grew up during the period of automobile ascendancy, when vehicle design and roadway improvements provided direct user benefits, and many of the indirect costs of automobile dependency were less visible. Driving was considered exciting and fun. Most members of that generation aspired to live in automobile-oriented suburbs.

People born after 1980 tend to drive significantly less, rely more on alternative modes, and many prefer to live in more compact, multi-modal urban environments (Davis, Dutzik and Baxandall 2012; Florida 2010). Much of the money, time and excitement that previous generations directed at their cars younger people direct at electronic devices, including mobile telephones, computers and sound systems (Sivak and Schoettle 2012). The lifestyles portrayed in popular cultural, such as popular television shows such as *Seinfeld* and *Friends*, are urban and multi-modal (Hymas 2011).

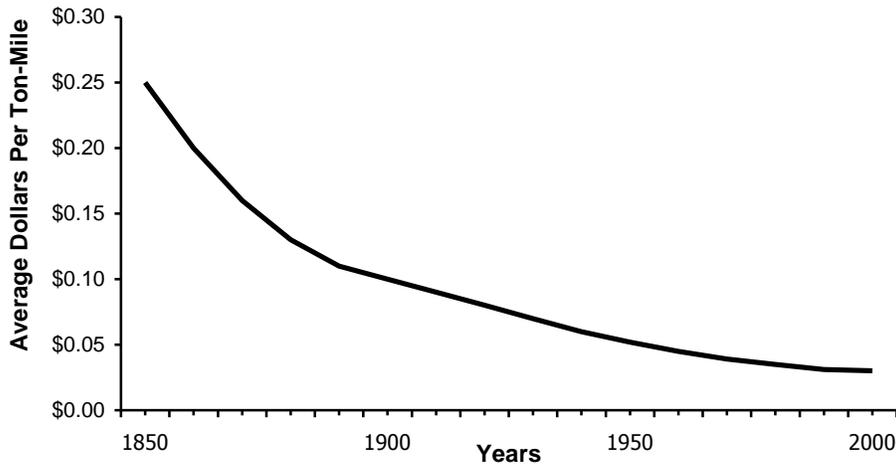
During the Twentieth Century, walking, cycling and riding public transit travel were stigmatized, but in recent years alternative modes have become more socially acceptable. Public health officials now promote walking and cycling, bicycle commuting is considered prestigious, and transit travel is increasingly accepted as urban living becomes more popular and transit services are improved. Similarly, urban living has become more convenient, secure and socially acceptable, attracting more households to live in more accessible, multi-modal neighborhoods where walking, cycling and public transit are common forms of travel (Litman 2009; Nelson 2006).

Consumer preferences can be difficult to measure and these trends are not universal. Certainly, many young people love their cars and are reluctant to use alternative modes, and some young people who currently drive little will probably drive more as they become more economically successful and have children. However, available evidence indicates that consumer preferences are changing in ways that support more urban, multi-modal lifestyles, particularly for younger people, which is likely to reduce automobile travel demand and increase demand for alternative modes.

Freight Transport

Freight transport volumes grew significantly during the Twentieth Century due to declining shipping costs, increased trade and industrial growth. At the start of the century freight was transported by horse-drawn wagon, railroad and sail or steam ships. This was expensive, slow and unreliable. Containerization, intermodalism, deregulation, and various technical and logistical improvements significantly reduce shipping costs and increased speeds. Unit costs often declined by an order of magnitude (Figure 28). Although information technologies are expected to automate and optimize freight transport, future cost reductions will probably be more modest, and may be offset by increased fuel prices, particularly for truck transport.

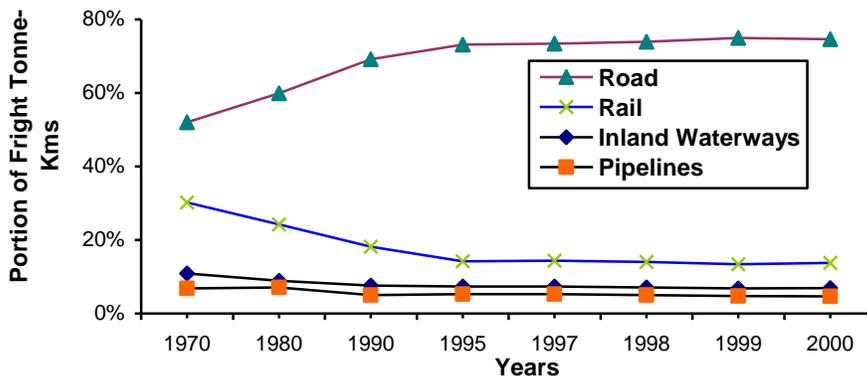
Figure 28 Railroad Freight Costs (Garrison & Levinson 2006, p. 290)



Shipping costs per ton-mile declined significantly during the last 150 years.

Truck transport grew as a portion of total freight during most of the Twentieth Century, but this leveled off and declined a little toward the end of the Century, as containerization and improved intermodalism made rail and marine transport more competitive, as illustrated in Figure 29. Freight volumes are likely to continue growing on major international routes, but other corridors are likely to experience little or negative growth.

Figure 29 European Freight Mode Share (EC 2002, Table 3.4.3)



Road transport grew as a portion of total freight tonne-kilometers during most of the Twentieth Century, but the growth rate has leveled off and declined a little in 2000.

Trend Summary

The Twentieth Century was a period of tremendous growth in motor vehicle travel. During this period motor vehicle travel generalized costs (time and money) declined by an order of magnitude, resulting in order of magnitude increases in personal and freight transport. In 1900 most people lived and worked on farms and a typical urban commute was a one-mile walk or a three-mile trolley ride. In the 1920s and 30s only wealthy people could afford daily automobile commuting. Now, most people drive ten to twenty miles to commute, and even more for other types of trips. Many of the factors that contributed to vehicle travel growth are changing, as summarized in Table 3. It is unlikely that per capita vehicle ownership, automobile mode share, vehicle travel affordability, or vehicle traffic speeds will increase significantly in the future.

Table 3 Factors Affecting Future Vehicle Travel Demands

Factor	Impacts on Travel Demands
Demographics	Significant declines likely due to population retiring and aging, and fewer households with children
Income	Mixed. Increased mileage likely among groups that shift from low- to medium-income, but little growth likely among middle- and higher-income groups
Geography	Declines likely as more households locate in more compact, multi-modal areas
Operating costs	Moderate declines likely due to rising fuel prices and possibly more road tolls
Travel speeds	No change expected – average travel speeds will probably be similar in the future
Transport options	Declines possible due to improvements to alternative modes, depending on transport policy and planning practices
New technologies	Some declines likely due to improved alternative modes (particularly more telework and public transit user information), and traffic management (better road and parking pricing systems allow more deployment of user fees)
Consumer preferences	Some declines likely due to increased preference for alternative modes, urban living and walkable communities
Health concerns	Increased demand for walking and cycling, for both transport and recreation
Environmental concerns	Some declines likely due to energy conservation and emission reduction programs
Freight transport	Further growth concentrated on high volume corridors

This table summarized various factors expected to affect future vehicle travel.

This analysis indicates that in higher-income countries, reductions in per capita vehicle travel should approximately offset population growth for the next few decades, resulting in little or no growth in total vehicle travel demands. Automobile travel demand will probably grow in some areas and among some demographic groups, particularly those transitioning from low- to middle-incomes (Luoma, Sivak and Zielinski 2010), but will decline among other groups, such as aging Baby Boomers and residents of communities that implement mobility management and smart growth policies.

Official Predictions

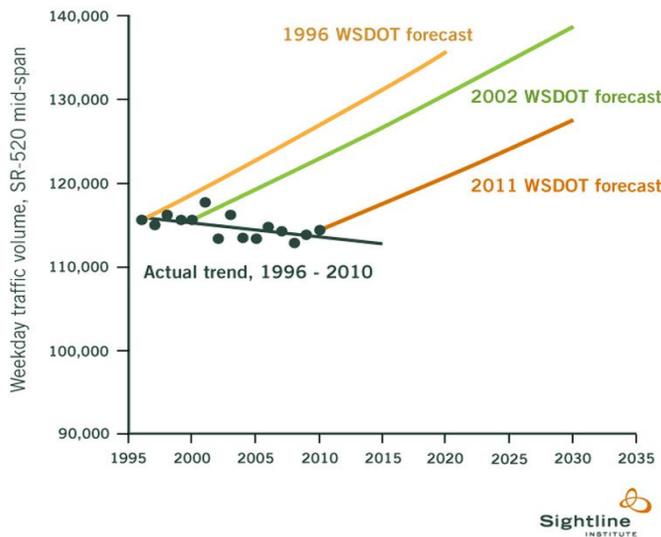
Various organizations publish long-term travel projections for policy and planning analysis. Such projections are often little more than extrapolations of past trends with little consideration of demographic or economic factors that may affect future travel demands. These models assume that recent vehicle travel declines are temporary, caused by recent fuel price spikes and the global financial crisis, so in the near future VMT will grow at similar rates as in the past. Such projections are proving to be inaccurate, yet the models are often not corrected to reflect underlying factors that affect travel demands.

As described by analyst Clark Williams-Derry (2012) in , *How Not To Forecast Traffic: How A Washington State Transportation Council Misuses Statistics*,

“Running a linear regression, with no other information for context, is a nonsensical way to make a forecast of the future. Instead, a *real* estimate of future traffic would look at macro-economic forecasts, land use projections, future gas prices and fleet mpg, population growth, population age structure, recent trends by age and demographic groups, and a host of other factors. Even with all of that baked in, of course, a forecast will almost certainly be wrong; very few predictions, even the most sophisticated and thoughtful, hit their mark.”

He presents an example of Washington State Department of Transportation projections of traffic growth on State Route 520, a major connector between Seattle and suburban cities to the east. Although actual traffic volumes declined between 1996 and 2010, the planners continued to forecast growth, based on older trends, as illustrated in Figure 30.

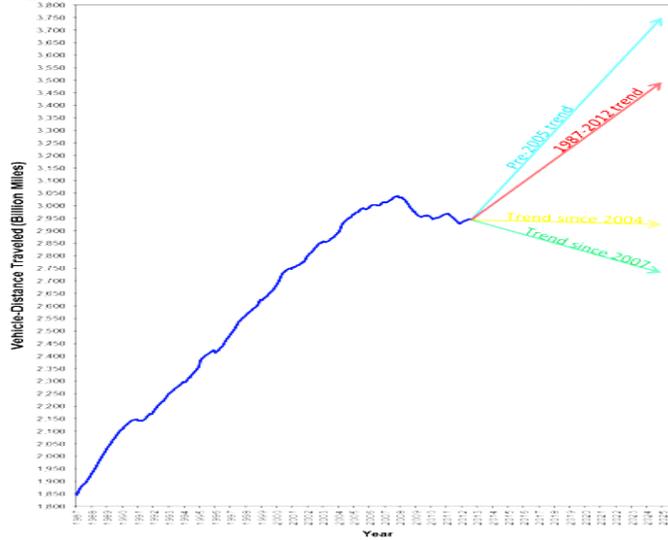
Figure 30 Actual Versus Projected Traffic (Williams-Derry 2012)



Although actual weekday traffic volumes declined between 1996 and 2010, the Washington State Department of Transportation continued to forecast growth based on extrapolation of older trends.

Since vehicle travel grew steadily during most of the Twentieth Century, but subsequently peaked in most developed countries, the analysis period significantly affects projections, as illustrated by researcher Phineas Baxandall in Figure 31. Analysis based on pre-2005 trends show high growth rates, based on the 1987-2012 period shows moderate growth rates, based on 2004-2012 shows no change, and based on 2007-2012 shows declining trends.

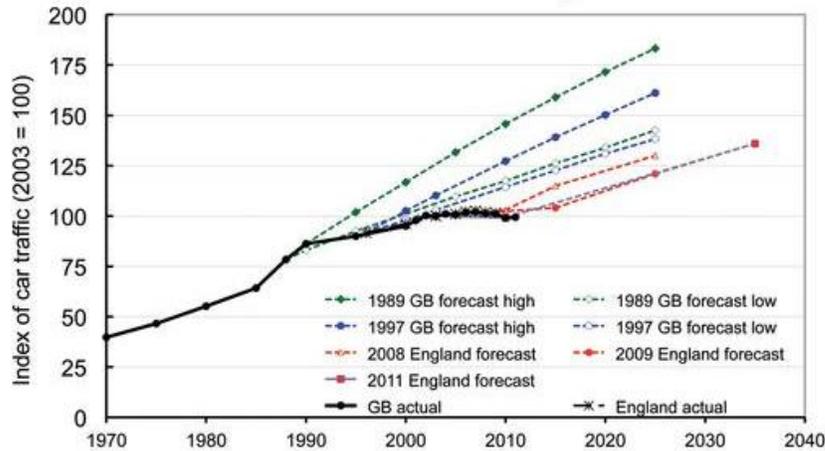
Figure 31 U.S. Vehicle Miles Traveled (Baxandall 2012)



Travel projections based on pre-2005 trends show high growth rates. Based on the 1987-2012 period show moderate growth rates. Based on 2004-2012 shows no change. Based on 2007-2012 shows declining trends.

Forecasters in other countries face similar challenges. For example, after 1990 Great Britain vehicle travel growth rates slowed, peaked in 2007, and subsequently declined slightly, yet official forecasts continue to predict growth based on pre-1990 rates as illustrated in Figure 32.

Figure 32 British Travel Forecasts and Actual Traffic Growth (Goodwin 2012)



Great Britain (GB) vehicle travel growth rates slowed after 1990, peaked in 2007, and subsequently declined, but official travel forecasts continued to predict steady growth based on pre-1990 trends.

Studies for the National Surface Transportation Policy and Revenue Study Commission (NSTPRSC 2007) predicted that continued growth in GDP, household income and suburbanization, in conjunction with relatively low fuel prices will result in 2.3% annual VMT growth. However, the analysis was speculative and did not account for many of the factors discussed in this report, including declining demand by younger people, rising long-term fuel prices, and increasing urbanization.

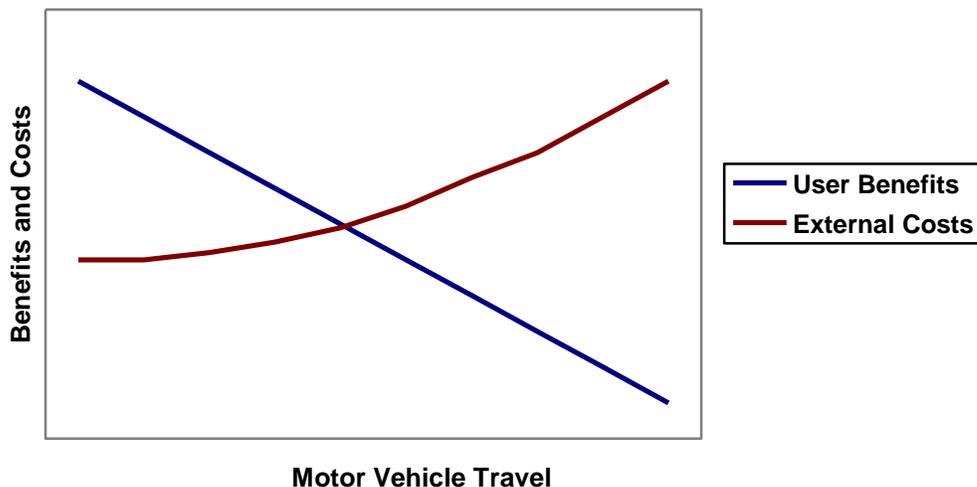
Changing Community Demands

In addition to the changes in consumer travel demands there are changes in the types of transport systems considered optimal from a community's perspective.

Automobile-oriented transport planning was justified when vehicle traffic was growing, the road network was underdeveloped and there were economies of scale in vehicle and road production (McShane 1994). During that period, policies that stimulated vehicle travel tended to reduce unit costs (the costs to you of purchasing vehicles and the unit costs of developing roadway networks declined as your neighbors purchased more vehicles and drove more miles). During that period there was little risk of overbuilding since any excess capacity would eventually be used. For example, in 1960 planners might assume that if a roadway's current traffic volumes required four traffic lanes, it would be prudent to build six lanes in anticipation of future growth. At that time, automobile-oriented planning received broad public support. People who grew up between 1900 and 1970 personally experienced the benefits of expanding and improving automobile travel. During that period each new model year provided significant performance, efficiency and safety improvements, and new highways helped expand people's economic and social opportunities. Driving was considered exciting and fun.

However, like most goods, automobile travel experiences declining marginal benefits: as people drive more the benefits they gain from additional vehicle travel declines, for the simple reason that they are smart enough to choose higher value trips before lower value trips. Automobile travel imposes significant external costs, including traffic and parking congestion, accident risk, pollution and barriers to non-motorized travel. Figure 33 illustrates motor vehicle travel marginal benefit and cost curves. As a result, as per capita motor vehicle travel increases and a community becomes automobile dependent, an increasing portion of vehicle travel has costs that exceed benefits. This is economically inefficient. As a result of declining marginal benefits, increasing external costs, and growing demand by residents for alternative modes, communities increasingly demand more diverse and efficient transport systems.

Figure 33 Automobile Travel Marginal Benefits and Costs



As motor vehicle travel increases marginal user benefits tend to decline, while external costs increase. As a result, at high levels of vehicle travel an increasing portion has costs that exceed user benefits.

Implications For Planning

This analysis concerns travel *demands*, which refers to the amount and type of travel people would choose in particular conditions considering factors such as available transport options and prices. Changes in travel *demands* do not necessarily translate into changes in travel *behavior* without supportive planning. For example, rising fuel prices and increasing health concerns might motivate more people to walk and bicycle rather than drive for local trips, but they will only do so with suitable infrastructure such as better sidewalks, crosswalks, bike lanes and bike parking. As a result of these changing demands, traffic congestion problems will be less severe, roadway expansion benefits will be smaller, pricing reforms will have greater impacts on travel, and potential road toll revenues will be smaller than most models predict (Prozzi, et al. 2009).

Various transport policy and planning reforms are needed to respond to these changing demands (Katz and Puentes 2006; Meyer 2007). This includes more comprehensive and multi-modal planning, less emphasis on roadway expansion and more implementation of transportation demand management solutions. This represent a *paradigm shift*, a fundamental change in the way a problem is defined and solutions evaluated. Table 4 compares the old and new planning paradigms.

Table 4 Old and New Planning Paradigms (Litman 2012)

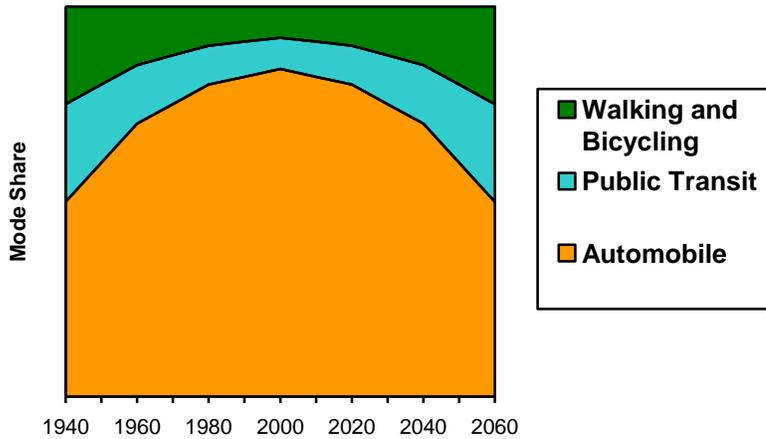
	Old Paradigm	New Paradigm
Definition of transportation	<i>Mobility</i> – physical travel (primarily motor vehicle travel)	<i>Accessibility</i> – peoples’ ability to reach desired services and activities
Transport planning goal	Maximize travel speeds	Maximize overall accessibility
Transport system performance indicators	Roadway level-of-service (LOS), average traffic speed, congestion delay	Multi-modal LOS, time and money required by various people to access services and activities
Transport affordability analysis	Focuses on minimizing vehicle costs (fuel, parking and insurance), and transit fares	Minimizes total transport costs by supporting affordable modes (walking, cycling, carsharing and public transit) and affordable-accessible housing
Analysis methods	Focuses on quantitative factors such as speed	Considers qualitative factors such as convenience and comfort
Modes considered	Primarily automobile	Multiple modes (walking, cycling, public transport, carsharing, telework, etc.)
Solutions favored	Roadway expansion whenever possible	Transport demand management whenever justified
Consideration of land use	Supports sprawl	Supports smart growth policies that increase land use accessibility
Transport funding	Dedicated funds for roads and parking facilities	Least cost planning allocates funds to the most cost-effective and beneficial option

Conventional transport planning focuses on motor vehicle travel and so favors roadway design that maximizes vehicle traffic volumes and speeds. Accessibility-based planning recognizes other factors that affect accessibility and so justifies a wider range of transport system improvements.

Because there is uncertainty concerning future travel demands, the new planning paradigm should support diverse and flexible solutions, such as implementation of transportation demand management strategies instead of roadway expansion to address traffic congestion.

Figure 33 illustrate mode share trends implied by this analysis. During the last century, automobile mode share increased, while walking, cycling and public transit mode share declined. These changes were rapid between 1940 and 1990, but have started to reverse. Further growth in alternative modes is likely due to the factors discussed in this report.

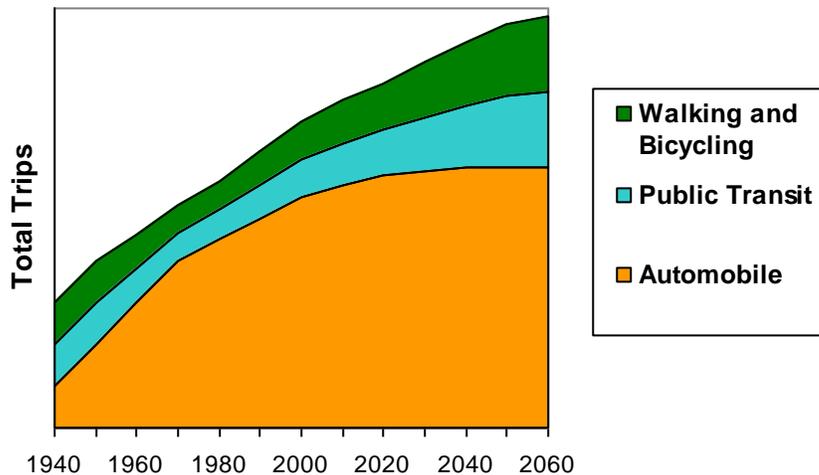
Figure 33 Typical Mode Share Trends



This graph illustrates typical mode share trends. The portion of total trips by automobile increased steadily during the last century but this peaked about the year 2000. Use of alternative modes is likely to increase in the future due to various factors described in this report.

Although automobiles are likely to continue to be the dominant mode into the foreseeable future, demand for other modes is likely to grow. For example, if automobile currently has 90% mode share, a 10-point shift to alternative modes reduces automobile travel 9% but doubles use of alternatives. Many communities have underinvested in alternative modes. This suggests that large investments in alternative modes are justified to meet future demands.

Figure 34 Typical Travel Growth Trends



Automobile travel grew steadily during the Twentieth Century, but growth rates are declining. Although total motor vehicle travel is likely to increase somewhat in the future due to population and economic growth, the rate of increase is expected to decline and eventually stop due to various factors described in this report. Travel by alternative modes is likely to increase.

These reforms are justified in developing as well as developed countries (Madre, et al. 2012). By learning from the mistakes made in developed countries they can avoid the problems that result from excessively automobile-dependent transport planning and create more efficient transport systems.

Benefits of Responding To Changing Travel Demands

Planning reforms that respond to these changing demands can provide various direct and indirect benefits. In most developed countries it is possible to drive from most origins to most destinations with reasonable convenience, comfort and safety, although traffic speeds may be reduced by congestion under urban-peak conditions. In contrast, it is often difficult to travel without a car due to poor walking and cycling conditions and inadequate and public transit services, due in part to transport planning practices that favor automobile-oriented improvements over other types of transport improvements. To the degree there is latent demand for walking, cycling and public transport, improving these travel options supports consumer sovereignty, it allows transport system users to choose the travel options that best meet their needs and preferences. This directly benefits consumers.

Since walking, cycling, public transit and telework tend to impose less external costs than automobile travel, planning reforms that allow travelers to shift from automobile to alternative modes tend to provide external benefits. Even people who never use these modes benefit from reduced traffic congestion, road and parking subsidy costs, accident risk and air pollution. Since physically, economically and socially disadvantaged people tend to rely on these modes, improving them helps achieve social equity objectives.

Table 5 lists these benefits. Conventional planning tends to overlook and undervalue many of these impacts, and so tends to undervalue improvements to alternative modes. For example, commonly-used transport project economic evaluation models, which evaluate transport system performance based primarily on motor vehicle travel speeds, recognize the benefits of alternative mode improvements if that will reduce traffic congestion and vehicle operating costs, but overlooks the potential value of vehicle ownership cost savings (if improvement to alternative modes reduce household vehicle ownership requirements), parking cost savings, health benefits from more physical activity, or many environmental benefits. Conventional evaluation assumes that travelers always prefer faster options, and so places no value on transport system improvements that provide qualitative benefits such as improved convenience, comfort and enjoyment, for example, by being able to walk or bicycle rather than drive. New evaluation tools are needed to measure some of these benefits.

Table 5 Benefits of Responding to Changing Demands

Direct User Benefits	External Community Benefits
Financial savings	Congestion reduction
Reduced chauffeuring burdens to drivers	Road and parking facility cost savings
Health (from increased physical activity and fitness)	Reduced accident risk imposed on other road users
Enjoyment	Energy conservation
	Air, noise and air pollution emission reductions
	Supports strategic land use development objectives (reduced sprawl)
	Improved opportunities for disadvantaged people

Serving the latent demand for use of alternative modes can provide direct user and external community benefits. Many of these benefits are overlooked or undervalued by conventional transport planning.

Conclusions

Motor vehicle travel grew tremendously during the Twentieth Century due to favorable technical, demographic and economic trends. This growth is unlikely to continue. Current demographic and economic trends are causing motor vehicle travel to peak in most developed countries. Although automobile transport will continue to be an important mode, saturation of vehicle ownership and travel, aging population, rising fuel prices, increasing urbanization, improved mobility and accessibility options, growing health and environmental concerns, changing consumer preferences (particularly among younger people), and changing transport policies are all contributing to reduce automobile travel and increase demand for alternative modes. An increasing portion of travelers prefer to drive less and rely more on alternative modes, provided they are comfortable, convenient and affordable.

The degree changes in travel *demands* translates into changes in travel *activity* depends on the responsiveness of planning. Current transport planning often fails to account for changing travel demands. As a result, it tends to exaggerate future congestion problems, leading to overinvestment in roadway expansion and less support for other modes than overall optimal. Continuing automobile-oriented policies and planning practices will result in more automobile travel and less mode shifting than is optimal. Planning that better responds to changing travel demands can directly benefit travelers who prefer alternative modes, and because these modes tend to impose smaller external costs than automobile travel virtually everybody benefits, including motorists. Since physically, economically and socially disadvantaged people tend to rely on alternative modes, improving them helps achieve social equity objectives.

Various planning reforms are needed to respond to changing demands including better demand models that account for demographic and economic factors that affect travel demands, and more comprehensive and multi-modal planning that accounts for objectives, impacts and options that are often overlooked or undervalued in conventional planning. Planners must become more skilled at evaluating and improving transport options, and more articulate at communicating the full benefits of a more diverse and efficient transport system which responds to changing consumer demands. Declining vehicle travel demand will reduce the justification for roadway expansion projects, and will reduce fuel tax and toll road revenues, so new revenues sources will be needed to finance improvements to alternative modes.

It is not possible to predict future travel demands with precision, so transport planning should be flexible and responsive. For example, instead of responding to traffic congestion by expanding roadways communities should implement flexible transportation demand management programs that can be expanded as needed if travel demands growth.

Although this report investigates transport patterns in wealthier, developed countries, the analysis has important implications for lower-income, developing countries. It indicates that even wealthy people benefit from transport system efficiency and diversity. Such benefits are even greater in countries with more limited resources. Developing country decision-makers have an opportunity to create efficient and diverse transport systems directly, and avoid the mistake of overemphasizing automobile transport.

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