

Transportation Center Seminar Series presents.....

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“IF TELECOMMUNICATION IS SUCH A GOOD SUBSTITUTE FOR TRAVEL, WHY DOES CONGESTION CONTINUE TO GET WORSE?”

Thursday – Nov. 19, 2009
4:00 - 5:00 pm

Refreshments available at 3:30 pm

Location:
Transportation Center –Lower level
Northwestern University
Chambers Hall - 600 Foster
Evanston, IL

ABSTRACT: Saving travel has always been a motivation for the creation and use of information and communication technologies (ICT). So with the ongoing spread of ever-improving technologies, why do travel and congestion continue to increase? Drawing on several decades of conceptual and empirical analysis of relationships between ICT and travel, twelve reasons for this paradoxical result are presented, as well as four reasons why some substitution can be expected.

Bio: Patricia Mokhtarian is a professor of Civil and Environmental Engineering, Chair of the interdisciplinary Transportation Technology and Policy MS/PhD program, and Associate Director for Education of the Institute of Transportation Studies at the University of California, Davis. She joined UC Davis in 1990, after nine years in regional planning and consulting in Southern California. Dr. Mokhtarian has specialized in the study of travel behavior for more than 30 years. A key research interest has been the impact of telecommunications technology on travel behavior, with additional interests in attitudes toward mobility, congestion-response behavior, land use and transportation interactions, adoption of new transportation technologies, and the transportation/air quality impacts of transportation demand management measures. She has directed or participated in several dozen projects related to these and other areas, and has authored or co-authored more than 200 refereed journal articles, technical reports, and other publications. Dr. Mokhtarian was the founding chair of the Transportation Research Board Committee on Telecommunications and Travel Behavior, and is now an emeritus member of that committee and the one on Traveler Behavior and Values. She is a North American editor of *Transportation*, and serves on the editorial boards of *Transportation Research Part A*, *Transport Policy*, and *Transportation Letters*. She obtained her MS in 1977 and her PhD in 1981, both in Industrial Engineering/Management Science at Northwestern University. Frank Koppelman was her major professor.