

DEPARTMENT OF CIVIL ENGINEERING SEMINAR JOINTLY ORGANIZED WITH HONG KONG SOCIETY FOR TRANSPORTATION STUDIES INSTITUTE OF TRANSPORT STUDIES, HKU

The impact of occasional activities on travellers' preferences for mobility-as-a-service bundles and mode choice behaviour

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Date: January 23, 2025 (Thursday)
Time: 5:30 pm - 6:30 pm
Venue: Room 612B, 6/F Haking Wong Building, The University of Hong Kong

Abstract

Mobility-as-a-Service (MaaS) is a promising solution for sustainable mobility, and can offer mobility options at low ownership costs. However, people have complicated travel diaries and are likely to change travel plans. This study investigates the impact of non-mandatory trips on MaaS subscription preferences and mode choice. We designed stated choice experiments to collect potential MaaS users' choice behaviour, and developed mixed logit models that incorporate risks associated with activities and the response of travelers to the scale of such uncertainty on mode shift decisions. The results reveal that respondents tend to be more multimodal after subscribing to a MaaS bundle, and the use of a taxi is greatly encouraged after subscription. In terms of users' risk preference, we find that more risk-averse individuals tend to be reluctant to subscribe to MaaS bundles when the level of uncertainty increases. Moreover, our findings demonstrate that travelers are more willing to pay for flexible travel options and have a higher value of time when facing uncertainties (i.e., in the presence of occasional activities).

About the Speaker

Prof. Chenyang Wu is an Associate Professor at School of Aviation, Northwestern Polytechnical University. She holds a PhD degree from Imperial College London in 2020, an M.S. degree from Stanford University in 2015, and a bachelor's degree from Tongji University in 2013. Prof. Chenyang Wu's research focuses on travel behaviour, urban air mobility, shared mobility and multimodal transport system. She has published extensively in reputable journals such as Transportation Research Part C, and presented her work at prestigious conferences like Transportation Research Record. She currently leads two NSFC (National Science Foundations of China) project and participates in two China National Key R&D programs. She won the Young technology star of Shaanxi Province in 2024 and the Young Elite Scientists Sponsorship Program from the China Association for Science and Technology in 2022.

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