



TRACT

Shared Mobility Hub Trials in Dublin Suburban Region – TRACT Project

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Expected Outcomes

- **A shared-car that replaces 10-16 private cars** on road which is beneficial for Ireland's decarbonization mission
- Research Highlights the need for **holistic functioning of mobility service operators** which are currently operating individually
- Develop TRACT **smartphone app** that will **merge Yuko/Toyota (shared car) and Bleeper (shared bike)** app platform
- Record **user's choice** and analyse **perceived barriers** using a questionnaire survey
- **Learn nudging techniques** that will encourage users adopting shared mobility services

Policy Making

- Inform policy makers **the benefit of shared mobility options** in car-centric areas
- Provide **success-fail matrix** of **nudging techniques** while encouraging behaviour **shift** towards shared cars/bikes
- Suggest **possible locations** where successful nudging techniques can be implemented
- Evaluate **emission savings** with active travel modes and shared cars
- Help **disseminating the awareness** among private car users such as reduced car ownership and carbon emissions due to shared cars/bike
- Suggest whether **provision of subsidies** would change **perception** towards shared mobility

Vision

- To encourage private car-users to **shift** towards multi-modal and shared transportation systems through reliability and evidence-based analysis

