

8³⁰ Check-In and Coffee

9⁰⁰ Innovative methods for land-use and travel demand modeling

Session chair: **Martin Lanzendorf**,
Goethe-Universität Frankfurt am Main, Germany

- Modeling the relationship between urban environment and travel behavior: Policy and indicators
Lissy La Paix; Andrés Monzón,
Universidad Politécnica de Madrid, Spain
- Developing an Integrated Land Use, Transportation and Activity Based simulation Model (LUTASM) for Cairo-Egypt
Ahmed Mosa; Ibrahim Ahmed El-Dimeery,
The German University in Cairo, Egypt
- Meta-analysis of long-term trip generation modeling
Johannes Hartwig; André Kühn; Florian Senger; Michael Krail; Wolfgang Schade,
Fraunhofer Institute, Germany
- Interactive stated choice survey with tablets: A survey of route choice behavior
Thomas Reiter; Martin Fellendorf,
Graz University of Technology, Austria

- Clean, Safe and Healthy Mobility through Non-Technical Measures – Linking Individual and Public Decision Levels
Claus Doll, Fraunhofer- Institut ISI, Germany

15⁰⁰ Coffee Break

15³⁰ Panel Discussion:
Towards sustainable mobility solutions

Session Chair: **Gebhard Wulforst**,
Technische Universität München, Germany
Irene Feige, Institute for mobility research, BMW Group
Gunnar Heipp, MVG
Magnus Lamp, TÜV
Stephan Reiß-Schmidt, City of Munich
Huschke Diekmann, Siemens AG

17⁰⁰ Closing Ceremony

17³⁰ Farewell

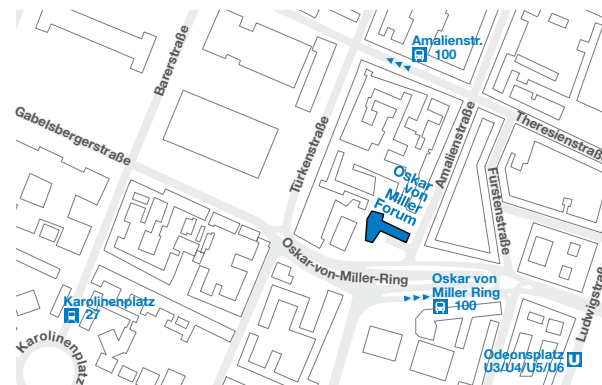
11⁰⁰ Poster Session

12⁰⁰ Lunch Break

13⁰⁰ Modeling for sustainable mobility decisions

Session chair: **Yves Crozet**, Laboratoire d'Economie des Transport, Lyon, France

- Multi-agent transportation numerical model and planner „fine-tuning“ as a tool for developing a sustainable city-scenario
Rachel Katoshevski-Cavari; Harry Timmermans; Theo Arentze, Eindhoven University of Technology, Netherlands
- Modeling impacts of local policies to optimize the development of electric vehicles
Benjamin Mousseau; Anne Sophie Fulda, EIFER, Germany; **Guenter Emberger; Anna Mayerthaler**, University of Technology Vienna, Austria



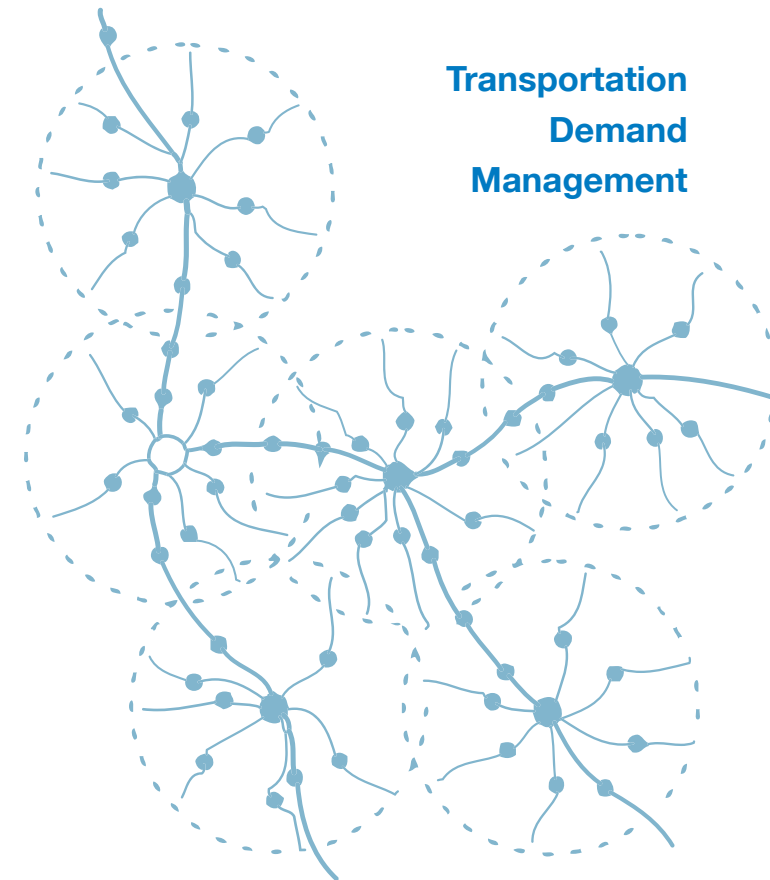
Oskar von Miller Forum
Oskar-von-Miller-Ring 25
80333 Munich

Conference fee: 270,- Euro
Reduced fee: 180,- Euro

mobil.TUM 2012

International Scientific Conference on Mobility and Transport

Transportation Demand Management



19th/20th March 2012, Munich

- subject to changes -

Information and Registration:
www.mobil-tum2012.de
mobil-tum2012@sv.bv.tum.de



Welcome!

Yes, it's good to meet you. Together we are able to innovate and improve our mobility systems.

Regarding the crucial challenges of sustainable development, we can no longer take travel demand as a given. The task is to pro-actively design, model and implement our transport supply options, to transform the spatial structure of our cities and regions and to create mobility management measures so that our individual daily mobility behavior matches better the global long-term needs.

We are very happy to invite you to exchange ideas on these issues at mobil.TUM 2012 on Transportation Demand Management.

Welcome to Munich on behalf of the organizers.



Gebhard Wulfhorst

Department of Urban Structure and Transport Planning
Institute for Transportation
Technische Universität München

Scientific Committee:

Udo Becker
Marco te Brömmelstroet
Fritz Busch
Yves Crozet
Regine Gerike
Karst Geurs
Jeff Kenworthy
Martin Lanzendorf
Todd Litman
Michael Wegener
Gebhard Wulfhorst

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Benjamin Büttner, TUM
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Gebhard Wulfhorst, TUM

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Monday, 19th March 2012

8³⁰ Check-In and Coffee

9⁰⁰ Welcome Address

- Opening Address
Werner Lang, Director of the Oskar von Miller Forum
Regine Keller, TUM Vice-President
- Introduction to the mobil.TUM 2012 conference
Gebhard Wulfhorst, Technische Universität München, Germany
- Transportation Demand Management: Win-win solutions to transport problems
Todd Litman, Victoria Transport Policy Institute, Canada

10⁰⁰ Coffee Break

10³⁰ The revival of urban mobility by walking and cycling

Session chair: **Marco te Brömmelstroet**, University of Amsterdam, the Netherlands

- If you build it, they will come: Travel Behavior change in Response to Walking and Cycling Interventions
Lucy Mahoney, Oxford University, England
- Accessibility analysis with space syntax: The pedestrian movement network in the city centre of Munich
Christian Schwander; **Stephen Law**, Space Syntax, England
- Focus on walking: Land-use and mobility on a human scale: a review of The Hague's policy on walking
Sietske Voorn, European Metropolitan Network Institute, Netherlands
- From international experience to French case studies PORT-VERT: a French research project investigating various possibilities of bicycle-transit intermodality
Claude Soulas; **Sylvie Abours**; **Francis Papon**, Université Paris-Est, France

12³⁰ Lunch Break

13³⁰ Pro-active development of transport supply

Session chair: **Todd Litman**, Victoria Transport Policy Institute, Canada

- How and why planners make plans that, if implemented, cause growth in traffic volumes
Aud Tennøy, Transportøkonomisk Institutt, Norway
- Transportation demand management practices in East Asian Cities
David Wang, Nanyang Technological University, Singapore
- Tramway renaissance in Munich - Effects of the new tram 23 on urban structure and mobility behavior
Roland Priester; **Benjamin Büttner**, Technische Universität München, Germany
- Evaluating the impact of environmental constraints in dynamic traffic management: formulation and analysis on simple networks
Xin Lin; **Ben Immers**; **Francesco Viti**; **Chris Tampère**, Katholieke Universiteit Leuven, Belgium

15³⁰ Coffee Break

16⁰⁰ Accessibility as a key to sustainable mobility

Session chair: **Karst Geurs**, University of Twente, Enschede, the Netherlands

- The Sustainable Accessibility Concept Applied to Strategic Planning of Urban Mobility Networks
Camila Garcia; **Rosário Macário**, Technical University of Lisbon, Portugal
- The Evolution of Accessibility within the Lyon Metropolitan Area
Yves Crozet; **Aurelie Mercier**; **Nicolas Ovtracht**, University of Lyon, France
- Spatial structure and commute energy consumption: shaping sustainable travel behaviors across different density thresholds
Sebastien Dujardin; **Jean-Marc Lambotte**; **Jacques Teller**, University of Liège, Belgium
- Calibration of the impact of road pricing for a more sustainable development of the transport system
Oliver Roider; **Christoph Link**, University of Natural Resources and Life Sciences, Austria

1h break

19⁰⁰ Exclusive tram ride to evening event
- Departure: Karolinenplatz

19⁴⁵ Traditional Bavarian Dinner at St. Emmeramsmühle