



UTC Project Information – Cooperative Mobility for Competitive Megaregions (CM²)

Project Title	Pedestrians’ and cyclists’ perceptions of and behavioral responses to driverless cars
University	University of Pennsylvania
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Funding Source(s) and Amounts Provided (by each agency or organization)	U.S. Department of Transportation: \$70,000 University of Pennsylvania (match): \$35,000
Total Project Cost	\$105,00
Agency ID or Contract Number	UTDOT Grant number: 69A3551747135
Start and End Dates	10/1/2021-07/31/2023
Brief Description of Research Project	This research aims to investigate pedestrians’ and cyclists’ perceptions of and behavioral responses to driverless cars. We will conduct a survey that collects individuals demographic and socio-economic characteristics, their frequency of walking and biking, and their current perceptions of walking or biking safety. We will then ask the individuals to answer a series of stated preference questions that are intended to gauge whether their perceptions of safety and walking and biking behavior will change in the presence of driverless cars (see below for potential stated preference questions). We will design the online survey on Qualtrics’ platform and purchase a sample from Qualtrics. Survey respondents will be de-identified so the survey study will qualify for IRB exemption. We will analyze survey responses using multinomial logistic regression with respondents’ preferences as the dependent variables and their socio-economic characteristics, frequency of walking and biking, and current perceptions of walking and biking safety as the independent variables.
Describe Implementation of Research Outcomes (or why not implemented)	Nothing to report
Impacts/Benefits of Implementation (actual, not anticipated)	Nothing to report
Web Links (to reports, project website, etc.)	