



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

Project Title	Generational Patterns of Modal Shares Across Megaregions
University	University of Texas at Austin
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Funding Source(s) and Amounts Provided (by each agency or organization)	U.S. Department of Transportation: \$10,000
Total Project Cost	\$10,000
Agency ID or Contract Number	UTDOT Grant number: 69A3551747135
Start and End Dates	1/1/2021 - 7/31/2022
Brief Description of Research Project	Millennials are the largest generation in the current U.S. population. Their travel preferences and choices have profound implications for travel industry and transportation policy-making. The existing literature, however, has presented mixed findings on whether Millennials differ from their preceding generations in vehicle usage, walking or biking, and transit riding. This study examines individuals' modal shares of daily travel by Millennials, Generation X, and Baby Boomers across megaregions. Results of the study show the varying trends of modal shares in different life stages between generations. The study's quantification of megaregional and generational variations on modal shares provides useful information for modal split analysis and other transportation planning practices at the level between states and metropolitan areas.
Describe Implementation of Research Outcomes (or why not implemented)	Project has not begun yet, so no impacts have been realized.
Impacts/Benefits of Implementation (actual, not anticipated)	Project has not begun yet, so no impacts have been realized.
Web Links (to reports, project website, etc.)	