

AGENDA ITEM #18: MODE CHOICES OF MILLENNIALS – HOW DIFFERENT? HOW ENDURING?: DRAFT

It has been noted that workers currently aged 15-33 in this study – known as the Millennial generation – tend to use cars less often, and use alternative modes more often than those of previous generations. It is important for decision-makers to know how different Millennials' current mode choice habits truly are and how likely such differences are to last as this generation ages. This information will help ensure that investments in transportation infrastructure are made according to future travel behavior, rather than temporary trends.

HRTPO staff has developed a model showing to what extent demographic characteristics like time period, age, and generation can predict alternative mode usage. The methodology and findings of this draft report will be presented. The draft report will be made available for public review following the TTAC meeting. The review period will run through Wednesday, July 15, 2015.

Dr. Robert Case, Principal Transportation Engineer, will brief TTAC on this item.

RECOMMENDED ACTION:

Review the draft report during the public comment period and submit comments to Seth Schipinski (sschipinski@hrtpo.org) by COB Wednesday, July 15, 2015.