

MARS - Metropolitan Activity Relocation Simulator

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1. PLANNING CONTEXT

Geographical Scale	Supra-National National Supra-Municipal Municipal
Status:	Implemented as part of the urban/ transport planning process Functioning as a research tool
Planning Process:	Formal and informal Planning Processes

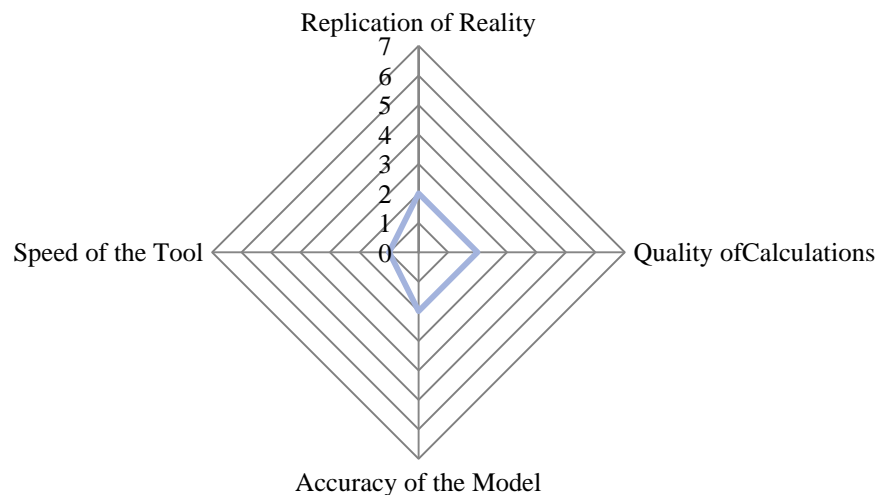
2. PLANNING GOALS

Public Stakeholder Goals:	How to decide on the location of residences /activities / services
Private Investors Concerns:	Where to locate business Where to invest in real estate Where and how to develop public transport services (private operators)
Main Individual Goals:	Choosing household location; Choosing the best route to (a) particular activity(ies); Choosing the best mode(s) for (a) particular route(s); Choosing the nearest activity(ies)

3. CHARACTERISTICS OF THE INSTRUMENT

Decision Support Task:	Cooperative decision support; Used in the ex-post evaluation of the decision impact
Accessibility Measure Tradition:	Gravity Measures
Components:	The instrument takes into consideration all accessibility components
Level of Spatial Disaggregation:	NUTS 1 to NUTS 5 / LAU 2 level
Level of Socio-economic Disaggregation:	Work / Non-Work and income; Car ownership
Level of Temporal Disaggregation:	Peak / Off peak / Day / Year
Transport Modes:	Any mode
Purposes/ Opportunities:	Work / Other

How the Instrument Replicate Reality

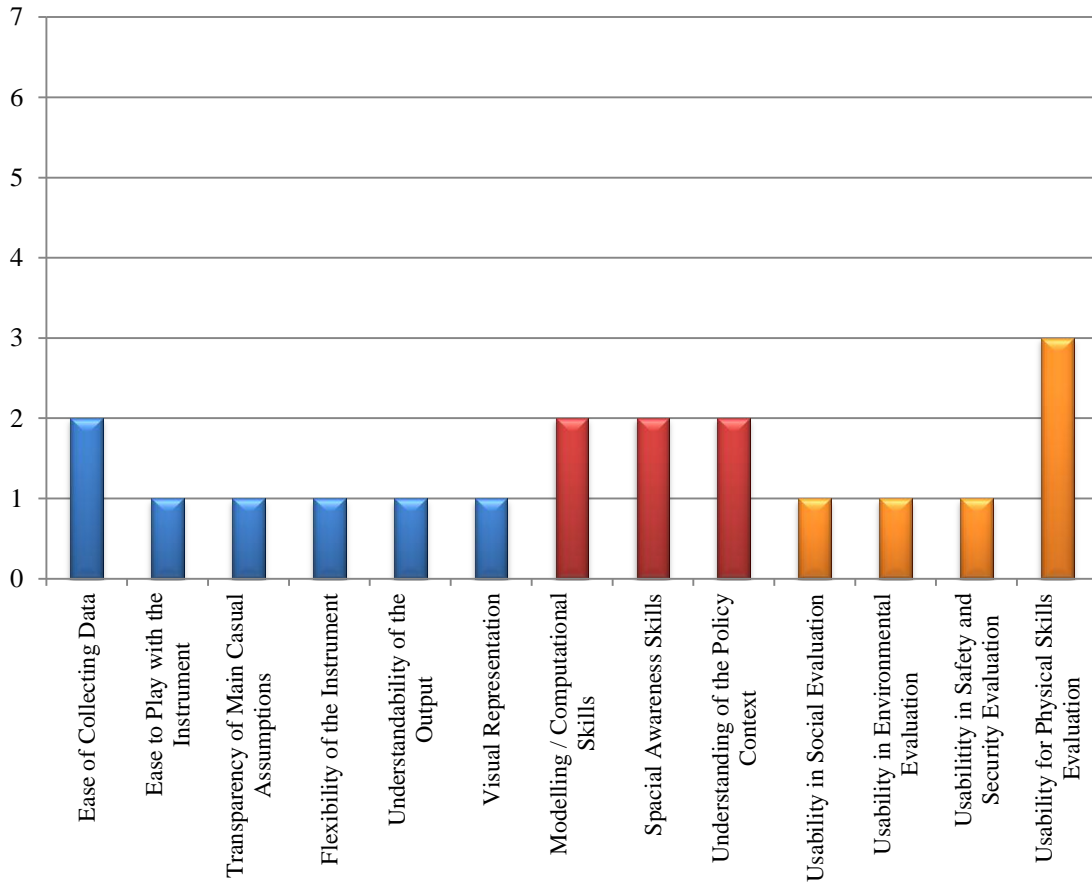


Legend: Rating from 1 (low) to 7 (high)

4. END-USERS AND HOW THEY USE THE TOOL

■ Ease for Practitioners to Use the Instrument
 ■ Knowledge and Skills Required
 ■ Usability to Understand the Quality and Experience of Travel

Legend: Rating from 1 (low) to 7 (high)



Potential Users:	Spatial / Urban planners Transport planners Politicians
Interpretable Units Used:	Yes
Intended Use to Connect Service Users and Providers:	Not Applicable
Intended Role in Urban Planning:	To create new insights; To justify decisions / positions already taken; To support strategy/ option generation; To support integration of urban planning perspectives
Institutional Issues Blocking Effectiveness :	Separate urban and transport planning institutions; Formal processes; Data availability; Staff technical skills; Political commitment