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The Transportation Center

Transportation Center Seminar……..

"Place Perception, Attractiveness, Meaning, and Relationship to Activity and Travel: Three case studies of different scales from Santa Barbara, California"

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Thursday –April 23, 2015
4:00 - 5:00 pm

Location: (New Venue)
ITW Room 1350
Ford Design Center
2133 Sheridan Rd, EV

Abstract: Spatial choice models are increasingly becoming the focus of research for transportation applications. Adding components of attitudes and perceptions to spatial discrete choice models allows building simulated agents that are more realistically heterogeneous. One latent construct that can be quantified using attitudinal analysis and used in discrete choice models is *Sense of Place* (SOP) that we can define as a person's affective ties with the material environment. Attitudinal analysis of SOP treats it as a multi-dimensional construct that includes place identity that is a person's identity with relation to the physical environment, place attachment that is the positive bond that develops between a person and the environment, place dependence that is defined as the strength of association between a person and a place, and a set of more focused attitudes that are application specific. In this presentation we will explore SOP and its measurement in different contexts and different scales to also show its relationship to activity participation and travel. The presentation will also illustrate a few related ideas in place familiarity, perception of opportunities available, perception of dangerous places, and attractiveness for the entire South Santa Barbara County and their relationship with objectively measured spatial attributes such as network centrality, number of business opportunities for activity participation, and remotely sensed land uses. The final portion of the presentation is dedicated to the relationship between SOP and subjective well-being.

Biosketch Konstadinos G. Goulias is a professor of transportation at the University of California Santa Barbara Department of Geography and director of the GeoTrans laboratory. He served as professor of transportation in the Civil and Environmental Engineering Department of the Pennsylvania State University from 1991 to 2004 where he also directed transportation research centers and programs. He chaired the Travel Behavior and Values Committee and the Task Force on Moving Activity-based Approaches to Practice for the Transportation Research Board (TRB) and served in many other organizations and task forces including the Institute of Transportation Engineers and the American Society of Civil Engineers. Goulias edited two books (*Transportation Systems Planning: Methods and Applications* published by CRC Press and Transport Science and Technology published by Elsevier) and published more than 270 research reports and papers. He is the co-founder and co-editor in-chief of the journal *Transportation Letters,* he is also member of the Editorial Advisory Board of *Transportation Research Part B* and the *Journal of Intelligent Transportation Systems*. Goulias worked in *Australia*, *Germany, Greece, Italy, Japan, the Netherlands, Portugal, and the United States* developing new household survey methods and other data collection techniques as well as statistical and spatial modeling techniques, simulation frameworks, and expert reviews of technologies and engineering practice and policies. He holds a Ph.D. in Engineering from the University of California-Davis (1991), an MS in Engineering from University of Michigan-Ann Arbor (1987), and a Laurea (5 years and a thesis) degree in Engineering from the University of Calabria in Italy (1986).