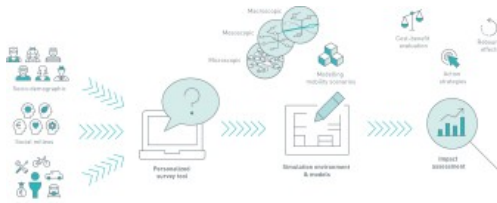
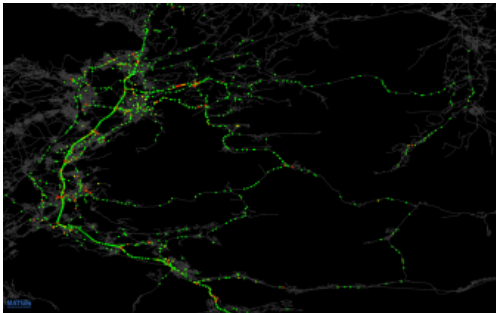


## Redesign multimodal mobility systems more efficiently



How IMPACT works



Visualization of a simulation

IMPACT analyzes the effects of various measures in the transport sector on the mobility behaviour of humans, who usually act emotionally and not rationally. The willingness to change from the usual decision-making habits is examined on the basis of social milieus, using the newly developed SP-off-RP survey tool. This allows a much more realistic view of all factors that cause a change in the transport system – pricing, parking space management, shared mobility, new public transport lines, road construction and new technologies such as automated driving – than with conventional approaches. By means of simulation environments and models, realistic scenarios are developed. Thus, a sound basis for decision-making is created for the selection of suitable measures, which contribute to the optimization and increase in efficiency of the overall traffic system.

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