

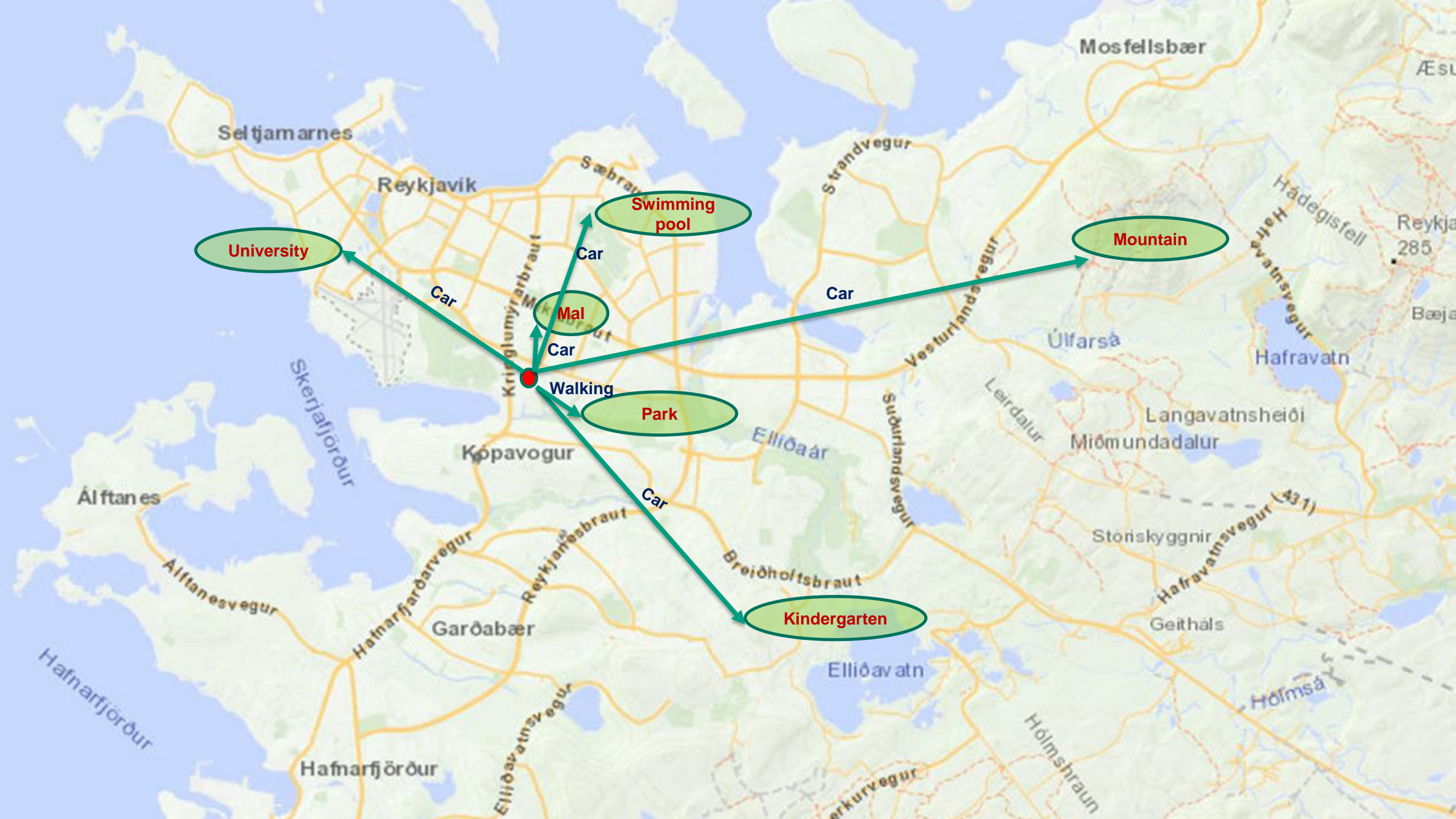
# Linking transport rationales and urban structure in Reykjavik

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Travel behavior and planning of the Reykjavik capital region  
SEMINAR IN THE NORDIC HOUSE 3. JUNE 2019



University

Mal

Swimming  
pool

Mountain

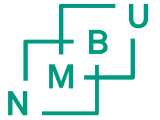
Park

Kindergarten

# Main RQs

- What are residents' transport rationals and how are they interrelated in everyday life?
  - How does urban structure interplay with these rationales?
-

# Theoretical grounding

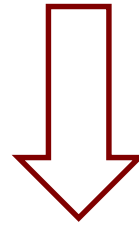


# **Point of departure**

*Statistics can't show causality*



**Point of departure**  
*Statistics can't show causality*



***Theoretical*** reasoning and ***qualitative empirical research*** are necessary to identify causal mechanisms through which the built environment influences travel behavior

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# “Transport rationales”



a term referring to the **basic backgrounds, motives and justifications** influencing travel behavior

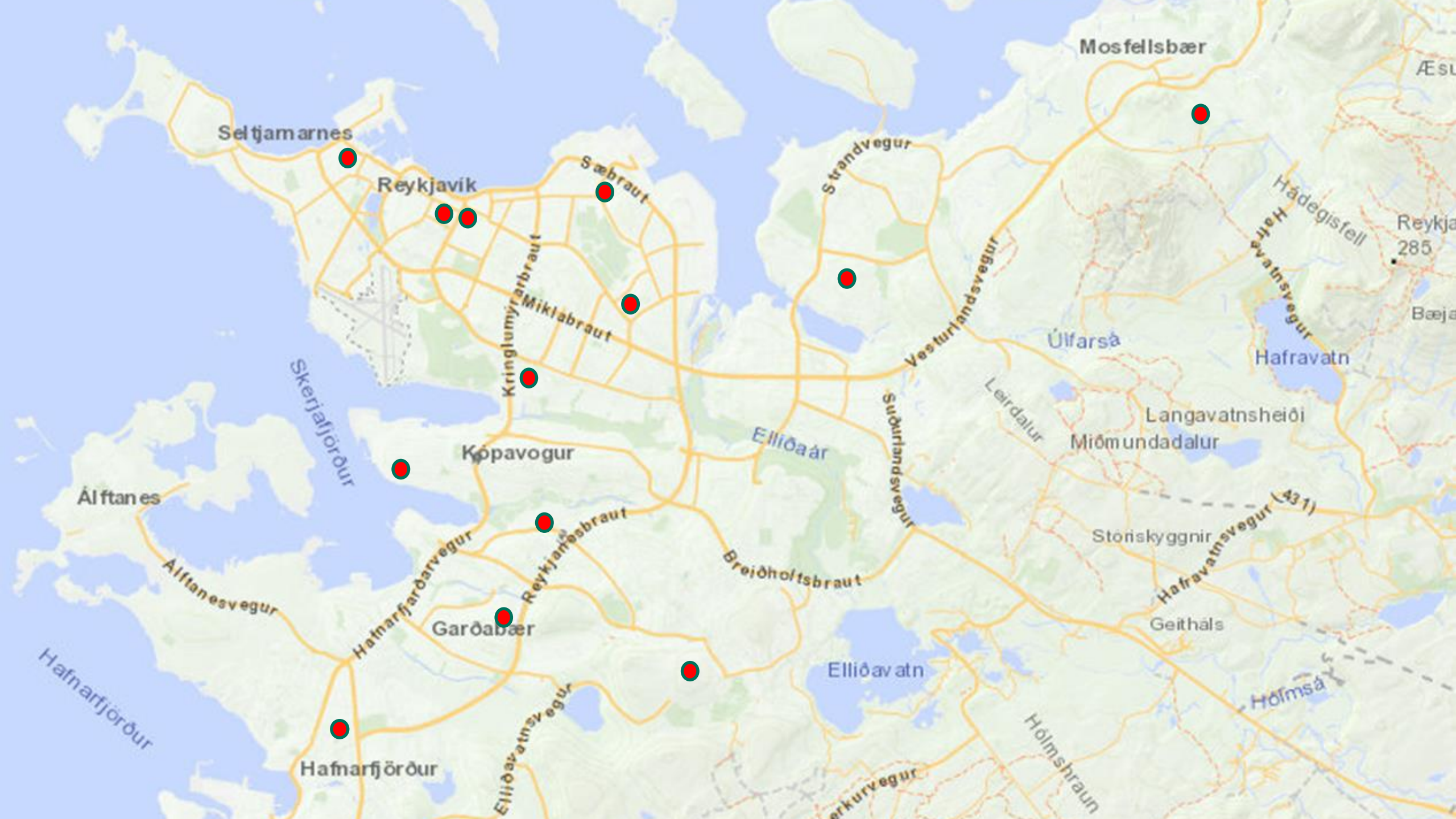
## Rationales for

- activity participation
- location of activities
- **choice of travel mode**
- route choice



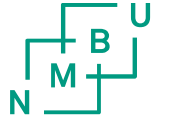
# Methods





# Findings

# Rationales for travel mode choice



## Primary rationales

- Convenience and comfort
- Frustration aversion
- Time saving

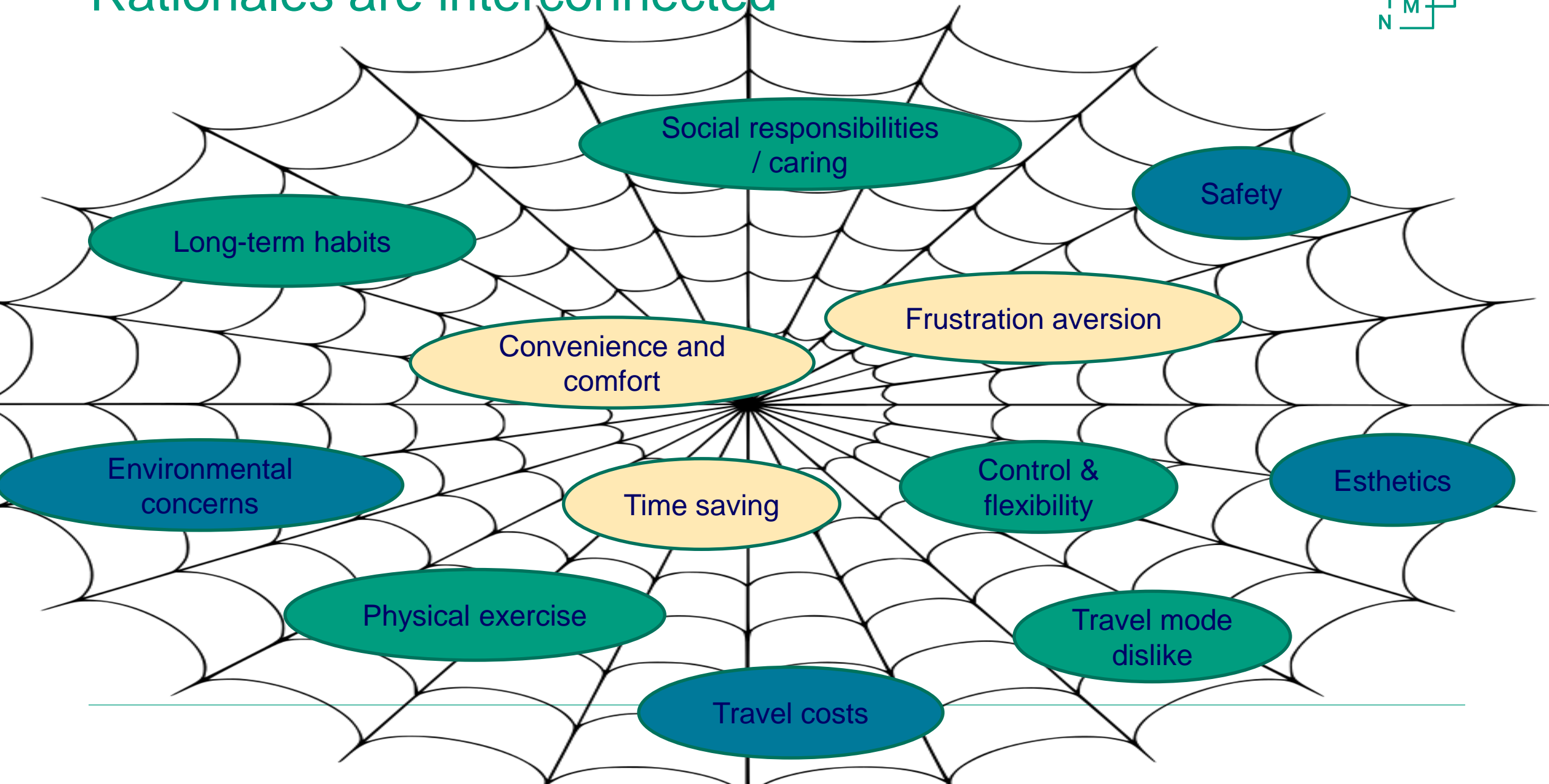


Minimizing the  
'friction' of distance

## Secondary rationales

- Social responsibilities/caring
- Control & flexibility
- Long-term habits
- Physical exercise
- Dislike of travel modes
- Travel costs
- Safety
- Esthetics
- Environmental concerns

# Rationales are interconnected







**Social responsibilities/caring**

University

**Convenience/comfort  
Time saving**

Swimming  
pool

**Convenience and comfort  
Time saving**

Mal

Mountain

**Convenience  
Time saving**

**Social responsibilities/caring  
Physical exercise**

Park

Kindergarten

**Social responsibilities/caring  
Time saving  
Control & flexibility  
Travel costs**

- Convenience and comfort
- Frustration aversion
- Time saving
- Social responsibilities/caring
- Control & flexibility
- Long-term habits
- Physical exercise
- Travel mode dislike
- Travel costs
- Safety
- Esthetics
- Environmental concerns



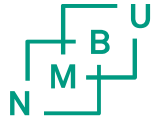


# Rationales and travel mode choices



	Travel modes encouraged for inner city residents	Travel modes encouraged for suburban residents
Convenience and comfort	Walk / Bike	Car / Transit
Frustration aversion	Bike	Car
Time saving	Bike	Car
Social responsibilities/caring	Car	Car
Control & flexibility	Varying	Car
Long-term habits	Walk / Bike	Car
Physical exercise	Walk / Bike	Walk / Bike
Social contact	Varying	Varying
Travel costs	Walk / Bike	Car
Safety (implicit)	Motorized	Motorized
Esthetics / recreation	Walk / Bike	Walk / Bike
Environmental concerns	Walk / Bike	Transit / Alt. car
Dislike of travel mode	Varying	Varying

# Conclusions



- Transport rationales are **always interlinked** and influence each other.
  - Travel mode choice seems **rarely** to be caused by rationales **alone**. Urban structure plays a key role, too.
  - There is a **clear link** between urban structure of Reykjavik and rationales in all interviews.
  - Inner city dwellers' rationales tend to result in non-motorized travel (this counts partly also for dwellers close to second order center's).
  - These findings are very similar to findings for other countries. (similar rationales & similar urban structure influence). Nothing special about Icelandic transport behaviour???
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Takk fyrir

