

Grant Deliverables and Reporting Requirements for UTC Grants

UTC Project Information	
Project Title	Active transportation and the emotion-stress-health link: virtual reality for assessing perceptual responses by pedestrians and bicyclists to the built environment
University	Cornell University
Principal Investigator	Ricardo Daziano So-Yeon Yoon
PI Contact Information	daziano@cornell.edu 607-255-2018 sy492@cornell.edu 607-255-8467
Funding Source(s) and Amounts Provided (by each agency or organization)	USDOT: \$68,224 Cornell: \$34,112
Total Project Cost	\$102,336
Agency ID or Contract Number	Sponsor Source: Federal Government CFDA #: 20.701 Agreement ID: 69A3551747119
Start and End Dates	Start date: 10/01/2018 End date: 12/31/2019
Brief Description of Research Project	Active transportation has been recognized to promote environmental and physical wellbeing of people. However, demand for active modes (walking and bicycling) – which require physical effort, take longer, but may be free to use – is insufficiently understood. This project aims at building a high-fidelity virtual-reality simulator that will allow for running experiments with controlled dynamic (traffic composition and flow, pedestrian density and flow) and static (infrastructure) conditions to analyze the emotional response to active transportation. In a follow up study we expect to identify factors associated with positive feelings that can be used to encourage adoption of active transportation as well as stress-inducing conditions that deter potential users.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	In a follow-up CTECH-sponsored project the virtual scenarios were used in an online survey, using a panel of New York City residents (N = 801).
Impacts/Benefits of Implementation (actual, not anticipated)	Estimates of the follow-up study show that people with stated good physical health tend to have preference parameters similar

	to those of experienced cyclists.
Web Links • Reports • Project website	http://ctech.cce.cornell.edu/final-project-reports/