Sustainable mobility has become a key topic in modern day cities. To define sustainable transport policies it is crucial to understand what drives individuals toward environmental friendly modes and what role does the environment play in their decisions. It is now recognized that individuals make choices based on a mixture of strategies that involves trade-offs between current characteristics of the alternatives (as in the typical neoclassical economic theory) and several bounded rational effects (specific context, previous choices, individual attitudes and so on). However, understanding under what circumstances and/or to what extent individuals behave under perfect rather than bounded rationality and which specific type of bounded rational strategy is playing a role represents still one of the major challenges that research in the demand modeling field needs to face. Making choices that involve environmental issues pose additional challenges.

In the presentation I will discuss two of these challenges. The first refers to the formation of preferences and attitudes in the context of choice of electric vehicles. Environmental friendly alternatives often involve products that people do not know, and/or new technology or products that people have never experienced (either directly or indirectly). Lack of knowledge and experience affect individual choices (preferences and attitudes) and our estimates of them. Preferences and attitudes might change as the market for new products expands and individuals acquire experience with the new technology and how it affects their lives.

The second refers to assessing the role of the environment in individual decisions for sustainable mobility. Many studies related with sustainable mobility have attempted to incorporate the role of environment in individual choices through latent constructs that measure individual attitudes toward the environment. But to estimate the willingness-to-pay for environmental issues, it is necessary to measure the preferences for specific environmental aspects differently and in a more direct way. This case study relates to the environmental requalification of urban areas.