



# SARA1: Services with Shared Automated Vehicles - Research & Assessment in a 1st pilot

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Project founded by:



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# Agenda

- Context / transition to self driving
- SARA1 team
- Project focus and aim
- Overarching Areas
- Takeaways



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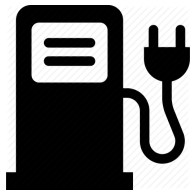


# Transport History & Today





# Transition to self driving buses





# SARA1 Team



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## SARA1 focus and aim

- Assessment of Kista pilot from behavioural and systemic perspectives
- Creating knowledge of valuable socio-economic factors in transition to autonomous



DRIVE SWEDEN



Nobina

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# Overarching Areas



## AV and the behavior

- Factors of willingness to use & pay for AV services



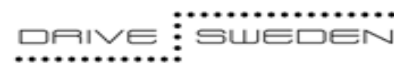
## AV and the service

- System level effect of pilot AV on existing public transport systems



## Who & Where

- human perspective, people reaction to SAVs
  - Understand the demand side
  - Characteristics and attitudes
  - Perception & behaviour
- Design a system which fits peoples perspectives
  - Effects on transport systems
  - Systemic: Costs, frequencies, Serving demand, Design aspects





# Takeaways

- Learnings for future pilot projects
- Guide future business models innovations
- Inform policy & regulations





# Thank you for your attention!



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