



Regulating Vehicle Access  
for improved Livability

## User needs and public acceptance



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 815008



# What are user needs and public acceptance?





## User needs

- The degree to which users' mobility needs (e.g., access to shops, work, deliveries, etc.) are met
- And the *necessary* transportation of people and goods (although not necessarily all wished for trips in the desired mode)





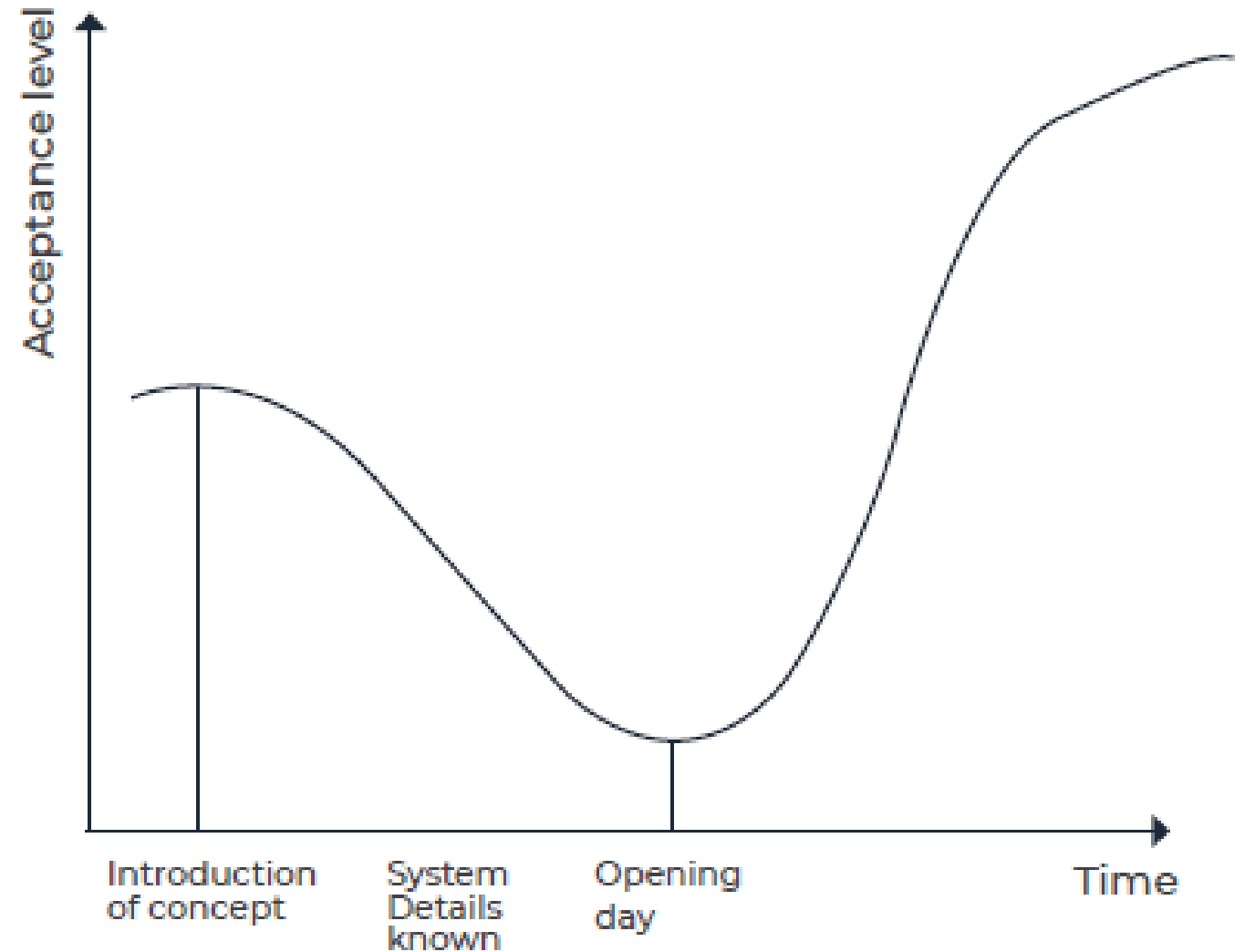
## Public acceptance

- The demonstrable willingness to use a system or measure for the task for which it was designed.



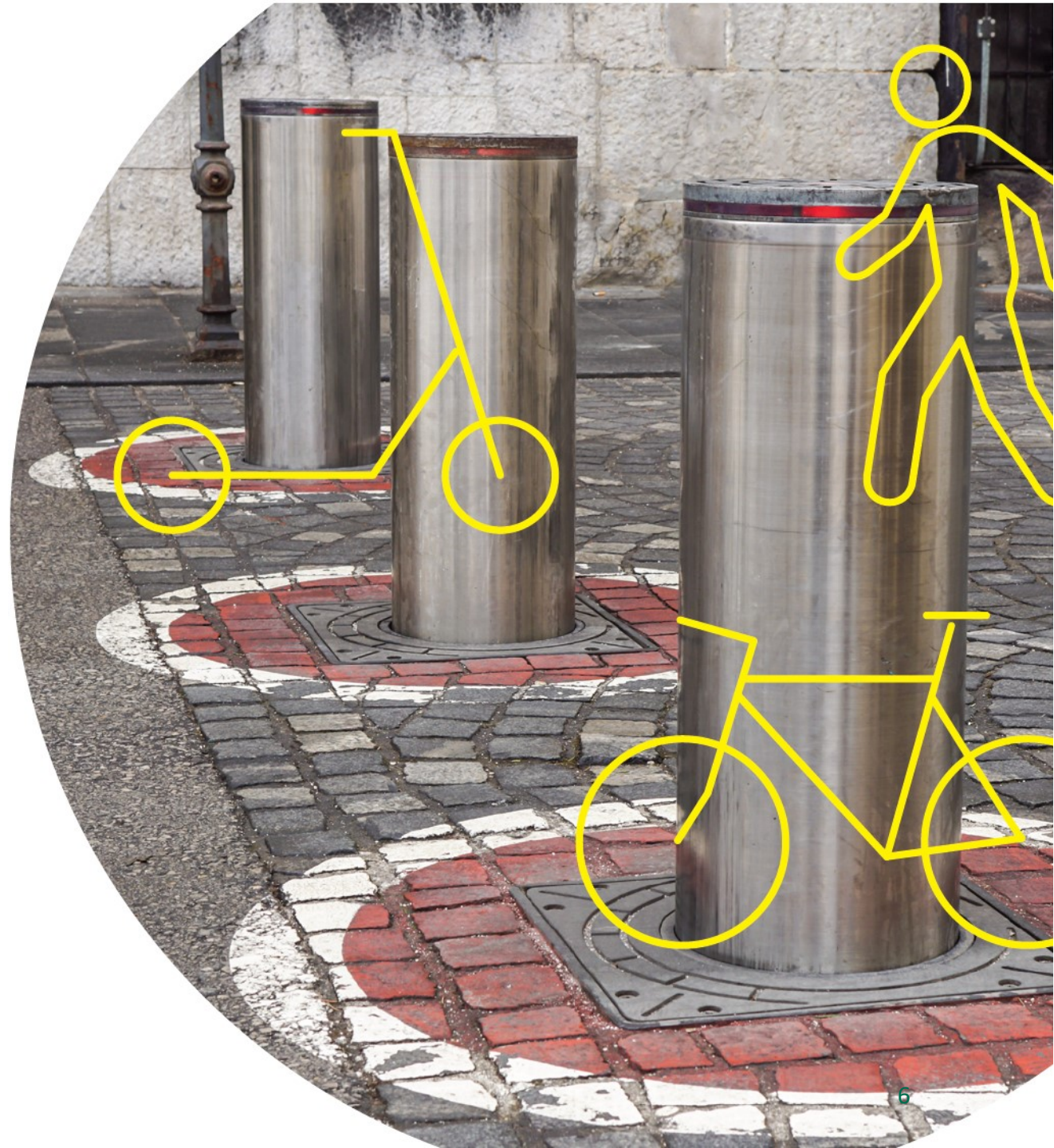


# The acceptance curve





## Why is this important?





## Key aspects and principles

- **Transparency**
- **Diversity of users**
- **Different UVARs, different solutions**
- **Communicating the UVAR**
- **Fairness and equity**





# Transparency





## Diversity and UVARs





# Different UVARs different roads to acceptance



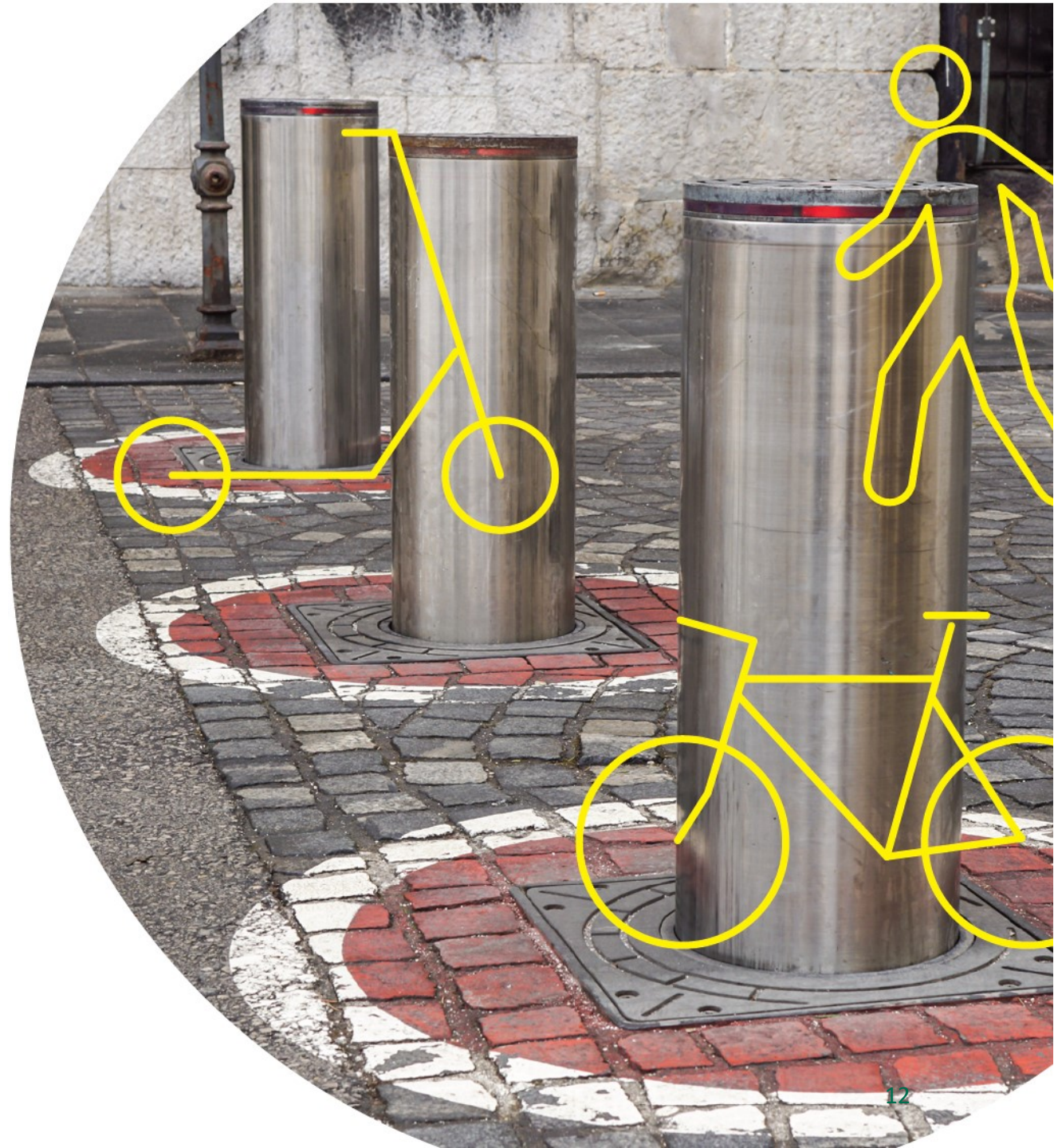


# Communicating the UVAR





# Fairness and equity





## Things to keep in mind

- Tackle a known problem
- Design your UVAR well
- Know your users
- Involve your stakeholders
- Understand the impacts
- Monitor and assess



## More details in the related ReVeAL Guidance Documents

[www.civitas-reveal.eu/resources-overview/publications/guidances](http://www.civitas-reveal.eu/resources-overview/publications/guidances)

## Thank you for your attention

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