

Corporate Behavior in Regional Transportation Planning

This project examines the ties between Metropolitan Planning Organizations (MPOs) and corporate actors. The research will address how much corporations act out of Corporate Social Responsibility (CSR) as a reaction to their societal interdependence. In terms of transportation, corporations may address societal issues by reducing miles traveled through incentives for public transportation or telecommuting. Corporations may use these strategies to connect with MPOs and help meet regional Transportation Demand Management and air quality goals.

The project will include a statistical analysis of data from a survey conducted by the General Accountability Office of the MPOs, a listing of all corporations involved in the Chittenden County MPO, and information from in-depth interviews of these corporations. This will result in a typology of corporations' characteristics and a measurement CSR that will tie into an agent-based model of regional planning networks. The project will aid policy makers and corporations in understanding how they are able to influence the creation of social policies that meet their own performance needs.