



SELECT MOVEMENT MODE

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Abstract: *The article provides a comprehensive analysis of the factors influencing the choice of mode of movement in the modern urban transport system. The advantages of various social groups over vehicles in the context of urbanization, environmental problems, and technological progress are studied. Factors influencing the choice of mode of transport are assessed by such criteria as personal and travel characteristics, the state of infrastructure, comfort, and safety. The article also emphasizes the importance of developing sustainable and environmentally friendly modes of movement, including hybrid routes and digital integration. Proposals will be put forward to reduce dependence on personal vehicles and prioritize public transport through a competitive approach.*

Keywords: *urbanization, transport system, mode of movement, transport choice, sustainable mobility, public transport, ecological transport, micromobility, transport infrastructure, hybrid routes, Mobility as a Service (MaaS).*

Introduction. Today, the practice of urban development in the world demonstrates a growing interdependence between the subsystems of private and public transport. Urbanization, population growth, and changes in consumer habits require a comprehensive approach to the formation of the transport system. One of the most important aspects of this process is the correct understanding of the factors influencing the choice of movement method.

Urban mobility includes various modes of transport: pedestrian, bicycle, public transport, personal car, taxi, carsharing, rail and air transport, as well as micro-mobility (electric scooter, electric bicycle, etc.). The choice between these vehicles depends on a number of factors: the user's personal characteristics, the

purpose and conditions of the trip, the availability of transport infrastructure, the level of comfort and safety, and environmental aspects.

In the context of technological progress and climate change, the choice of mode of movement has become one of the main problems of modern society. The increasing number of vehicles, environmental pollution, and the need to optimize traffic flows require consumers to make informed choices.

The purpose of this article is to study the typical patterns of transport choice among various social groups, highlight modern trends in transport policy, and put forward proposals for the development of sustainable, environmentally friendly modes of transportation.

Main Part. The practice of modern urban development shows an increasing interdependence between the subsystems of private and public transport on a global scale. Therefore, one of the main parameters in the construction of models of urban transport systems is the distribution of passenger flows by modes of transport.

Main types of movement:

1. Walking
2. Cycling
3. Public transport (bus, subway, tram, etc.)
4. Personal car
5. Taxi & Carsharing
6. Railway transport
7. Air transport
8. Micro-mobility (electric scooters, electric bicycles, etc.) [1].

Especially in recent years, the importance of walking and cycling in cities has been increasing. The share of use of personal vehicles varies depending on the geographical region, and this indicator depends on the social and professional composition of the population, the average travel distance, the availability of parking lots, and other factors.

The main factors, especially those affecting the choice between private and public transport, are the following:

1. Characteristics of the traveling person:

- own a car;
- availability of a driver's license;
- family composition;
- income level;
- the need for a car for 0 days.

2. Features of the trip:

- purpose and type of trip;
- Travel time (morning, evening, etc.).

3. Features of transport services:

- travel time;
- cost of travel;
- availability of parking lots;
- convenience and comfort in transport;
- reliability and regularity;
- security and security level [1].

The main factors influencing the choice of mode of transport:

Factor	Description
Travel time	In large cities, traffic speed is an important factor.
Price (expenses)	The choice depends on the price and availability of the vehicle.
Convenience	Transport comfort level (air conditioning, seats, traffic congestion, etc.).
Access to transport	Availability of routes, stops, parking lots, and ease of exchange.
Safety	Private and public transport will be assessed based on the level of risk.
Environmental cleanliness	More and more people are choosing environmentally friendly options (walking, cycling).
Trip Goal	Business trips, vacations, children's trips, or luggage trips require a variety of transport options.

Physical state	Special vehicles are necessary for the elderly, disabled, or children.
Time of day and weather	Affects the convenience and safety of various modes of transport.

In a simplified form, the population's preferences in choosing a mode of transport (percentage of public transport use) are determined based on the ratio of travel time in public and private transport.

Examples of typical choices:

- *School student*: often uses pedestrian walkways or public transport.
- *Working adults*: make a choice between automobile and public transport.
- *Elderly people*: choose more affordable and safe modes of transport, such as routines or taxis.
- *Rural residents*: limited choice and often use private cars or rural routes.

Modern trends:

- Development of sustainable mobility: priority is given to environmentally friendly and public transport.
- Carsharing, electric scooters, and bicycle rental are becoming increasingly popular.
- Integration of various modes of transport through mobile applications and transport cards.
- Hybrid routes are increasing, for example, "pedestrian + metro + bicycle" [3].

The choice of mode of movement in everyday life, on vacation, or on a business trip can be environmentally friendly or vice versa, depending on the chosen mode of transport and how it is used.

For example, public transport, cycling, or walking are considered environmentally friendly modes of transportation because they do not use fossil fuels and do not release harmful substances into the air.

However, using a personal car or airplane is environmentally harmful because they use fossil fuels and emit harmful substances into the air.

Therefore, to choose an environmentally friendly mode of transportation, it is recommended to prefer public transport, cycling, or walking, while using a car is advisable only when necessary and, if possible, combining several modes of transport [2].

Conclusion. Analysis of the factors influencing the choice of mode of movement shows that the transport behavior of the population depends on a combination of complex socio-economic, spatial, and ecological characteristics. In the context of urbanization and climate change, priority is given to sustainable and environmentally friendly modes of transport: public transport, bicycle, pedestrian roads, and micromobility.

Of particular importance is the development of "hybrid routes" and the integration of all modes of transport within digital ecosystems - mobile applications, transport cards, and MaaS (Mobility as a Service) services. Supporting sustainable mobility and reducing dependence on personal vehicles are key areas of transport policy in modern cities. To increase the environmental awareness of the population and ensure the transition to a rational choice of modes of transportation, it is necessary to develop infrastructure, introduce digital services, and conduct awareness campaigns about the benefits of environmentally friendly transport.

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