



# The 2<sup>nd</sup> International Neurotrauma Congress & the 4<sup>th</sup> International Roads Safety Congress

Shefa Neuroscience Research Center, Tehran, Iran, 18-20 February, 2015

*The Neuroscience Journal of Shefaye Khatam*

Volume 2, No. 4, Suppl. 3

## Poster Presentation

### Investigation of Sustainability in Road Transportation: A Case Study in Isfahan, Iran

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**Published: 18 February, 2015**

#### **Abstract**

Sustainable road transportation requires integration with economic, social and environmental aspects of transportation. It depends on term and condition of each society. In the recent decades, transportation is growing fast in Iran and Isfahan follows this scenario. The aim of this study is to study the traffic, parking road properties of Isfahan Metropolitan Area who are actively implementing TDM Plans. Isfahan is the third city in Iranian population and one of Iran metropolis Isfahan contains different types of transportation including airport, metro, intercity public transportation and railroad transport. In the case of transportation in Isfahan is currently under heavy expansion which began during the last decade. Its lengthy construction is due to concerns of possible destruction of valuable historical buildings. Outside the city, Isfahan is connected by modern highways to Tehran. The highways also service satellite cities surrounding the metropolitan area. In this paper firstly try to analyze the definition of road transportation and relationship with transportation demand management TDM. Secondly discuss briefly theory of SWOT analysis for assessment of strengths, weaknesses, opportunities and threats of road transportation.

**Keywords:** Sustainable Development, TDM, Road Transportation, SWOT.

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