

Mark Horner

Professor
Department of
Geography

- Areas of Expertise:
 - Geographic Information Systems (GIS)
 - Transportation
 - Built Environment, Land Use, and Urban Geography
 - Disadvantaged Populations, Social Equity, (e.g. Aging Populations)
 - Optimization and Modeling

- How I might be Involved in a Smart Cities Project:
 - Knowledge of optimization strategies for siting infrastructure
 - Knowledge of GPS monitoring technologies for mobility analysis
 - Knowledge of social media analytics
 - Knowledge of resilience approaches for disaster preparedness
 - Knowledge of disadvantaged population needs
 - Knowledge of AV/CV transportation technology

Selected Publications

Related Work:

- **Mark W. Horner** and Amanda Richard. 2016. Social data mining for understanding public perceptions of autonomous vehicles: National trends and the case of Florida. Paper presented at the 2017 Transportation Research Board Annual Meeting.
- **Mark W. Horner**, Michael Duncan, Brittany Wood, Yazmin Valdez-Torres, and Chris Stansbury. 2015. Do Aging Populations Have Differential Accessibility to Activities? Analyzing the Spatial Structure of Social, Professional, and Business Opportunities. *Travel Behavior and Society* 2(3), 182-191.
- **Mark W. Horner**, Eren Ozguven, Jean-Michael Marcelin, and Ayberk Kocatepe. 2018. Spatial Network Optimization Modeling for Special Needs Hurricane Shelter Placement Serving the Aging Population. In press in *Disasters*.
- **Mark W. Horner** and Brittany S. Wood. 2014. Capturing individuals' food environments using flexible space-time accessibility measures. *Applied Geography*, 51, 99-107.
- **Mark W. Horner** and Joni A. Downs. 2014. Integrating people and place: A density-based measure for assessing accessibility to opportunities. *Journal of Transportation and Land Use* 5(2), 23-40.