

Why do people switch to environmentally friendly modes of transport?



USEmobility: Understanding Social behaviour for Eco-friendly multimodal mobility



- 7 project partners from 5 European countries: Austria, Belgium, Croatia, Germany, Hungary.
- The project is funded by the European Union's Seventh Framework Programme (FP7).

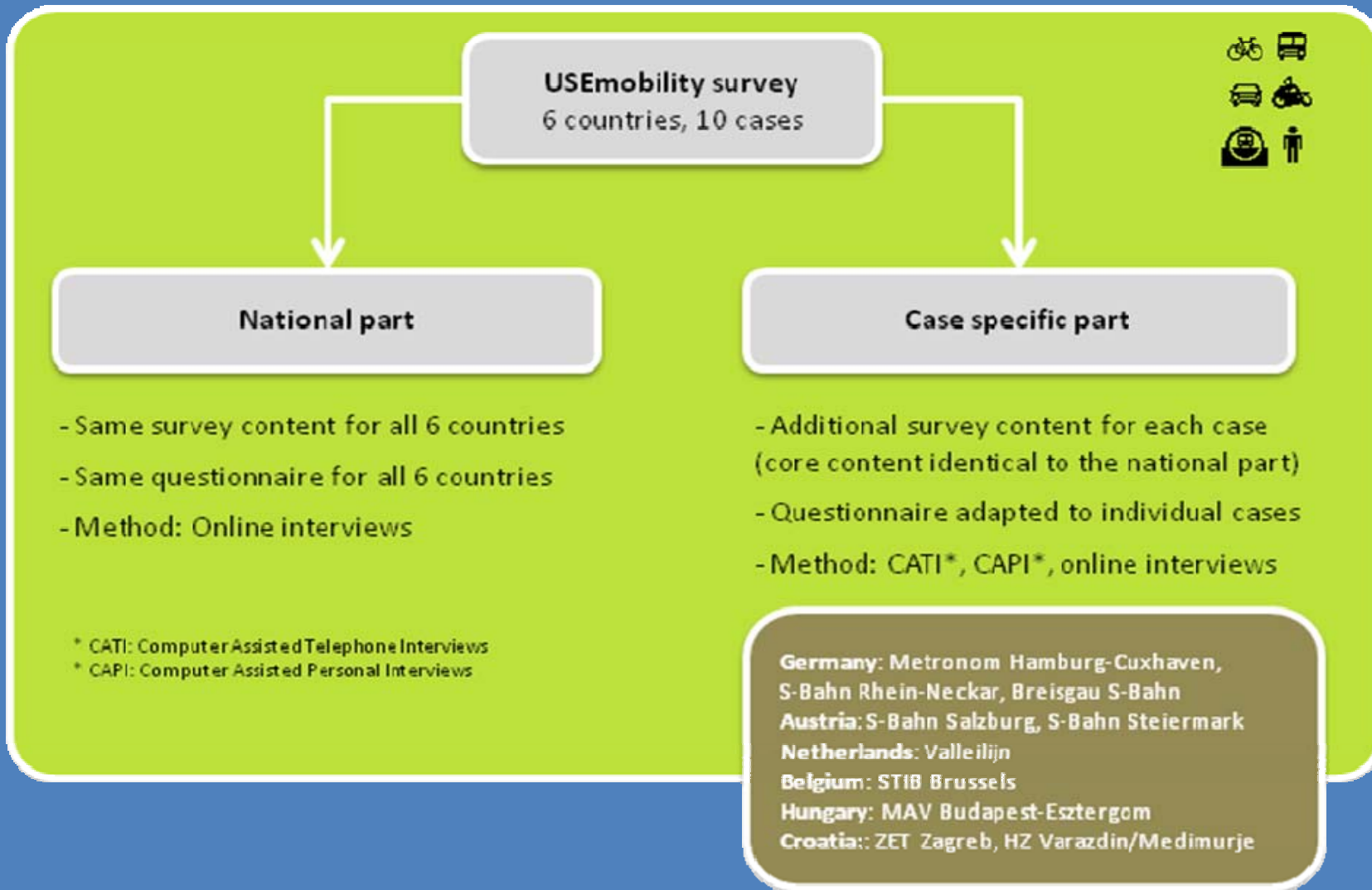


➤ Project Design

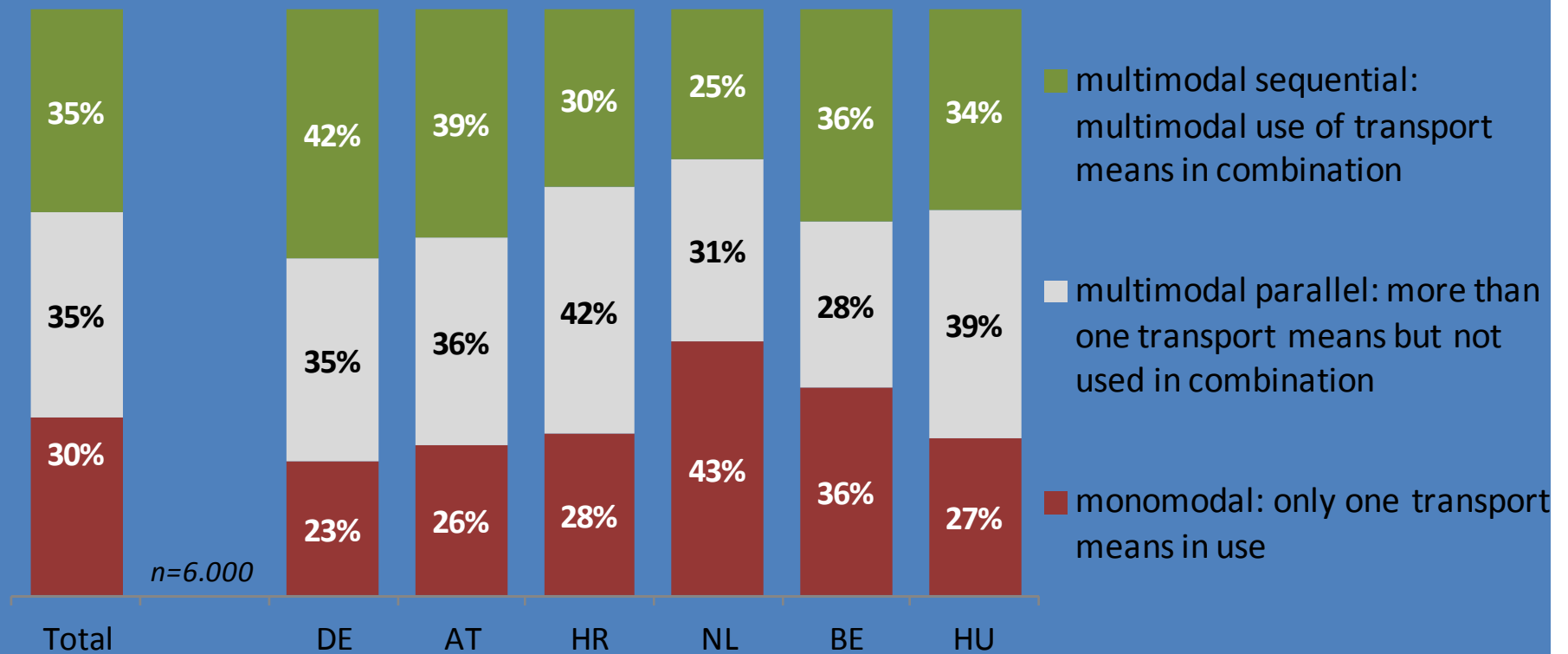
- Ex-post survey of transport users. More than 10.000 European citizens interviewed:
 - citizens who have already changed their mode of transport, shifting from the monomodal car to multimodal transport chain, particularly public transport,
 - citizens who have increased the share of public transport in their own individual mobility mix,
 - citizens who have turned their backs on multi-modal transport chains.
- Focus on regional transport. Rail is the backbone of the transport system.



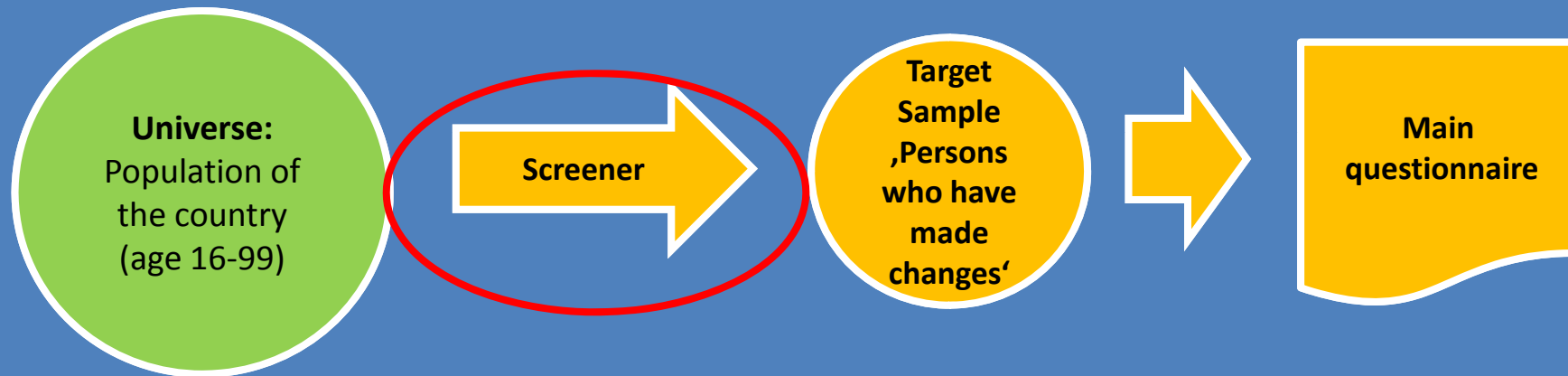
> Survey Design



➤ Multitmodal mobility is a reality today

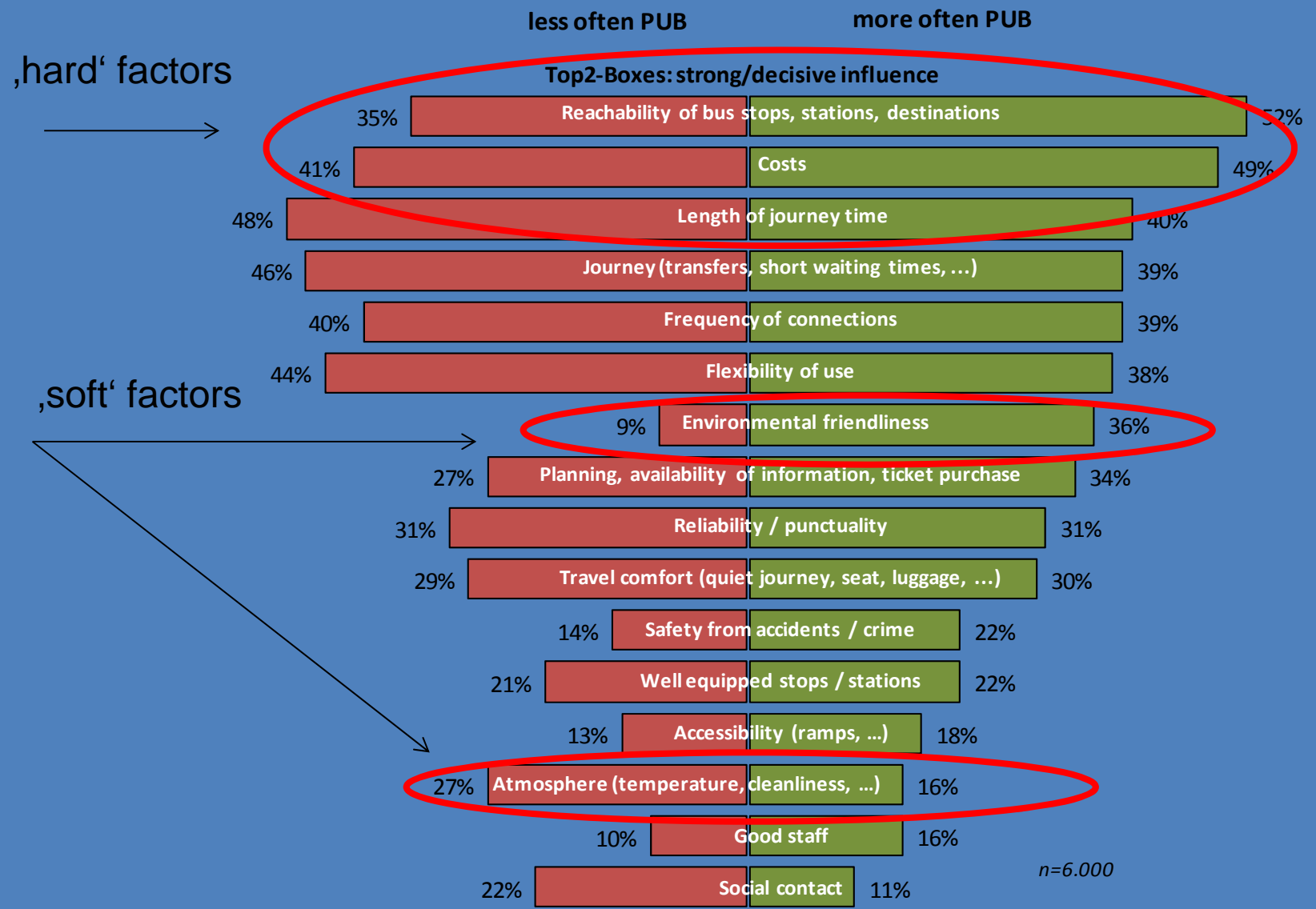


› Selection of „swing users“

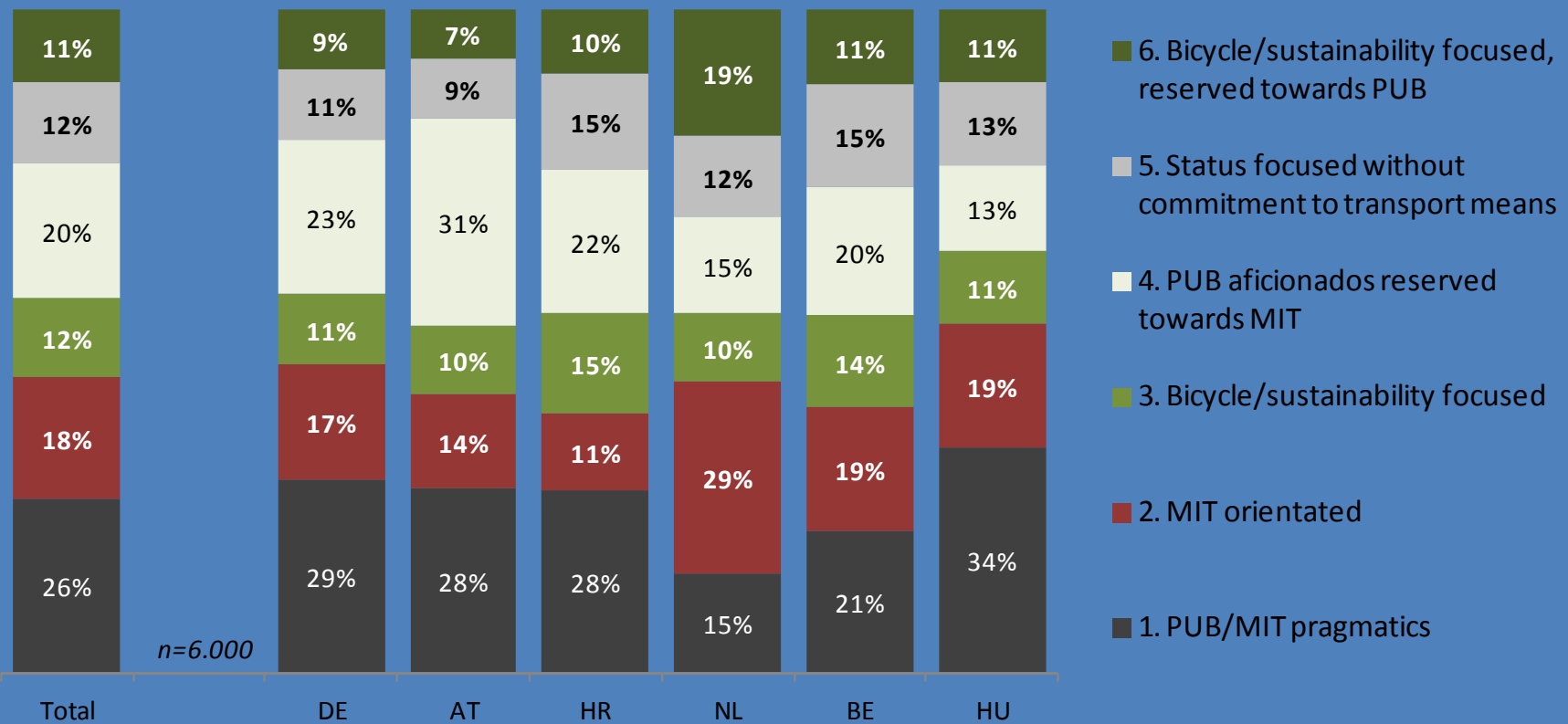


- Only persons who have changed transport modes within the last five years were interviewed for the main part of the survey.
- Therefore we can only make conclusions regarding the target group 'persons who have made changes to the transport mode'.
- We are not able to make conclusions regarding the entire population or all the users of public transport in the countries.

Decisive influence on PUB: Pull-in and Push-Out factors



> Users' attitudes, : >50% open to PUB (segments 1, 3, 4)



> Conclusions



- People are very open to using multimodal transport chains. **Multimodal mobility is a reality today.**
- There is a lot of **dynamics** in choosing transport mode (more ‚swing users‘ than expected, towards PUB, but also away from PUB).
- Peoples' behaviour concerning the choice of transport mode is attitude-based. There is a lot of **pragmatism** involved.
- Half of the interviewed persons reported that a **new life situation** was the main reason for the transport mode change.

➤ Recommendations for civil society organisations

Make the users needs heard

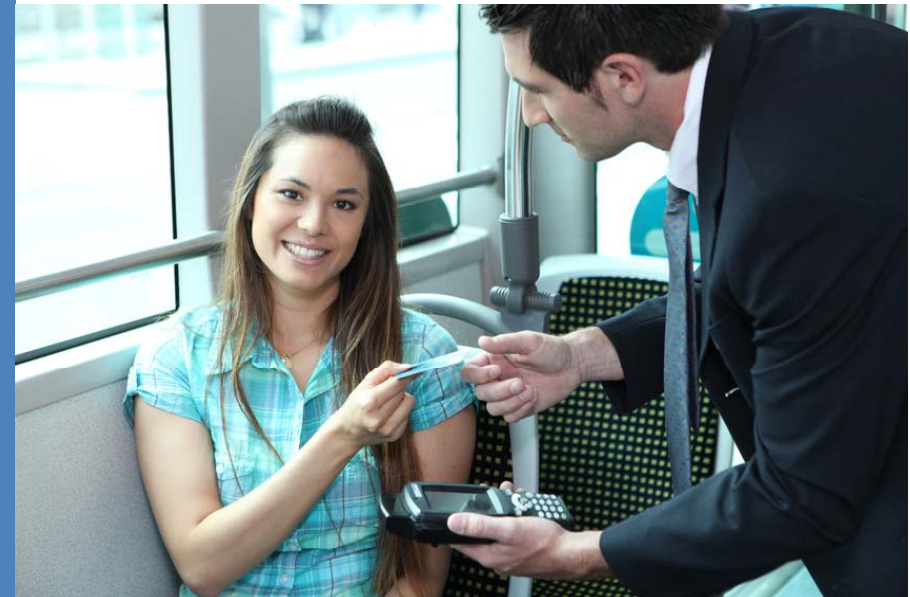
- civil society organisations are willing to take action in the field of sustainable Transport
- they must develop their own strategy, one which is most suitable to the organisation's focus, size and capabilities and which enables them to be present and visible in the public debate
- civil society organisations can contribute to bridge the gap between users and decision makers in politics as well as in transportation companies

“The USEmobility recommendations gave us important hints for discussion on the future development of our federation.” Josef Schneider, Member of the Administrative Council, Secretary, European Passengers' Federation.



➤ Recommendations for civil society organisations

- CSOs can **sensitise providers of transportation services and public transport authorities to the users' needs and concerns.**
- CSOs can support improvements in the public transport system by making concrete proposals on how to eliminate the practical problems that users are confronted with
- By establishing institutionalised cooperation with transport policy and transportation companies (e.g. advisory boards), the expertise of civil society organisations can be integrated more intensively and regularly.



➤ Recommendations for providers of transportation services

The areas of action most relevant to providers of transportation services are the characteristics of the services offered and taking into account the travellers' personal background.

- Attracting new passengers by strengthening pull in factors
- minimising push-out factors
- Well coordinated services (intra- and intermodal).
- Greater consideration and individual attention shown towards potential customers' personal situation.
- Satisfying 'hard' factors, as well as 'soft' factors.



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➤ Recommendations for providers of transportation services

- tap the potential that lies in directly addressing people in situations of change systematic assistance to people whose personal situation is changing
- short travel times, attractive tariffs, the availability of direct connections, frequency of connections, extended times of operation and flexibility are highly relevant for users' decision
- common tickets which allow passengers to use different public transport services with only one ticket regardless of the providing company
- better integration with other modes of transport (park & ride and bike & ride, as well as integration of car-sharing or bike rental services)



➤ EPF's view on European projects



EPF is often asked as a partner in different projects. This is linked to two main reasons:

- on a European level, consumers are well recognized and commission wants them to be represented in research project
- EPF is perceived as a reliable partner

For further projects we need to evaluate carefully our needs:

- Projects need to reference on our goal to represent passengers in their overall requirement
- Projects must fit in our limited resources, in special on our personal capacity
- Projects have to give us a financial benefit which allows us to strengthen our voice in long terms
- we need to keep the link to the TTB-secretariat balanced

➤ Thank you for your attention!



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