FACTSHEET

Inclusion of travel behavior research and potential user response analyses

Synopsis of results

InnovaSUMP facilitates the take-up of Sustainable Urban Mobility Plans with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions.

Citizens and mobility

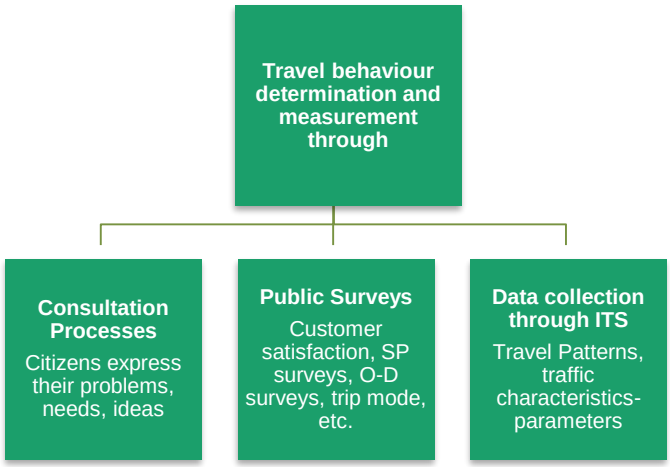
Integration of travel behavior research and analysis in the SUMP process should take into account the following:

- Efficient mobility management influences the mobility behavior of traffic participants by information, advice and a well-coordinated range of services. Encouraging modal shift and physical activity by offering various types of incentives (e.g. travel discounts, passes), support (e.g. cycle training), useful information (e.g. maps, timetables), education and motivation
- Offer solutions and inspire to new travel behavior in everyday life for both individuals and business. Examples include encouraging school, workplace, community and individualized travel planning; improving public transport (including improvements to information provision and ticketing); promotional / marketing activity such as travel awareness campaigns; supporting and promoting cycling and walking (including infrastructure improvements and cycle training for both adults and children); setting up websites for car share schemes; establishing car clubs and encouraging various forms of tele-working.
- Travel behaviour and traffic development through travel surveys and traffic calculations for all modes of transport after the implementation of a SUMP should always be monitored in an attempt to measure how many users, due to the policy and measures being implemented, adopted new attitudes and changed the way they travel. The analysis of the evolving travel behaviour can help the process of monitoring and evaluation of the implementation of a SUMP.
- Behavioral indicators can be the modal split, the number and percentage of people that use the bus.

Overall goal in mobility projects is typically to change individuals' travel behavior to more sustainable transport modes

Potential measures for a change in travel behaviour:

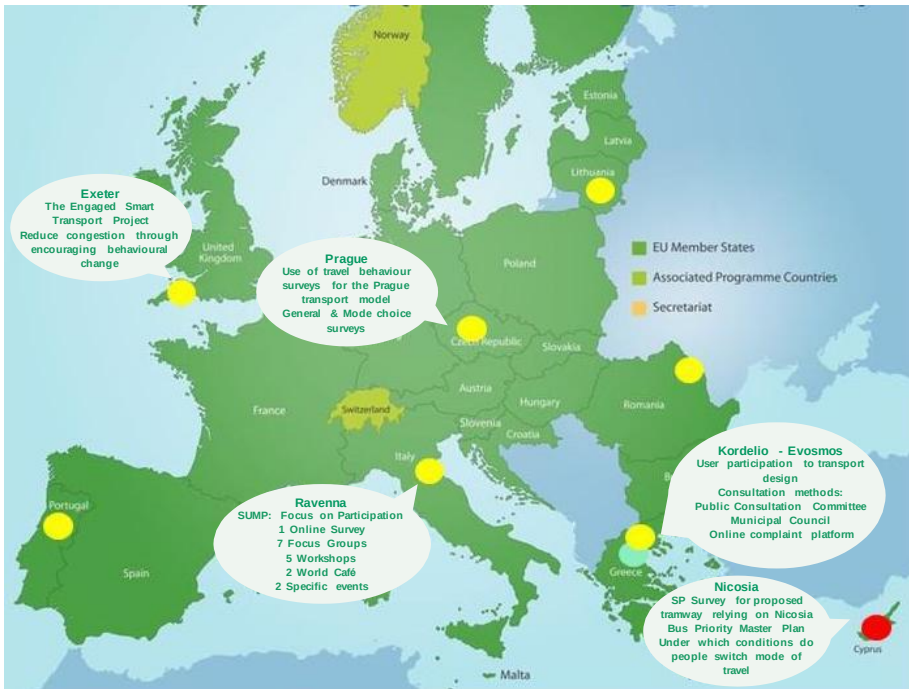
- Push measures: mostly coercive, regulatory instruments pushing people away from car use, such as car-free zones, parking control, fuel taxation and other fiscal disincentives (congestion charging, road pricing)
- Pull measures: instruments attracting people to sustainable modes, such as PT/cycling/ pedestrian infrastructure improvements, improved PT service quality, campaigns for awareness, personal travel planning



Barriers to inclusion of travel behavior research to the SUMP process	
Consultation Processes	• Lack of consultation culture • Limited experience in the organization of consultation workshops • Red tape issues • Citizens are not fully aware of their capabilities in the preparation stage
Public Surveys	• Limited resources • Non periodical measurements • Lack of specialized personnel

EXISTING GOOD PRACTICES IN THE REGIONS:

Implementation of travel behavior research in the partner cities of InnovaSUMP.



Recommendations

- Although surveys and behavioral analyses of commuters have been already implemented in transport planning, in the form of SP surveys, travel behavior of commuters has not been included in the SUMP process.
- The project will attempt to integrate travel behavior research and analysis to the improved SUMP methodology with appropriate methods and tools.
- The aim is to incorporate analysis of potential users for new and emerging systems, technologies, policies and measures in the SUMP methodology.

Conclusions

Mobility projects generally try to influence travel behavior and make people switch to, e.g. a shift from the use of car to the use of walking, cycling or public transport, a shift from owning a private car to using a car belonging to a car-sharing association, a shift from driving to work four days a week instead of five days a week.

The most important question to be answered when seeking a change in travel behaviour is how people shift to sustainable modes. Most of the time travel decisions are made based on individual's cost optimization while comparing trip-related characteristics amongst different means of transport.

Additionally, a necessary precondition of a behavioural change is the physical ability of individuals such as holding a driving license, owning a car, parking space availability and most of all the willingness to change based on the individual's personal characteristics.

Personal characteristics like age, sex, occupation, income, etc., may affect user's decision and transport-related preferences.

The need to address user's needs is also stressed in SUMP's during the phases of:

- planning stakeholders and citizen involvement,
- actively informing the public regarding the goals of a SUMP and
- informing and engaging citizens during the implementation of the final plan.

THE PROJECT PARTNERS

Δήμος Λευκωσίας Nicosia Municipality · PRAHA PRAGUE PRAGA PRAG · Devon County Council · Comune di Ravenna · ΔΗΜΟΣ ΚΟΡΔΕΛΙΟΥ ΕΥΟΣΜΟΥ · MUNICÍPIO DE VISEU · SUSISIEKIMO PASLAUGOS · Primăria Municipiului Iași · ARISTOTLE UNIVERSITY OF THESSALONIKI

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