Towards sustainable mobility with step wise behavioral change approach

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ECOMM 2016, Athens Greece

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Content

- Programme: scope and goals

- Stepwise behavioral change approach

- Results so far

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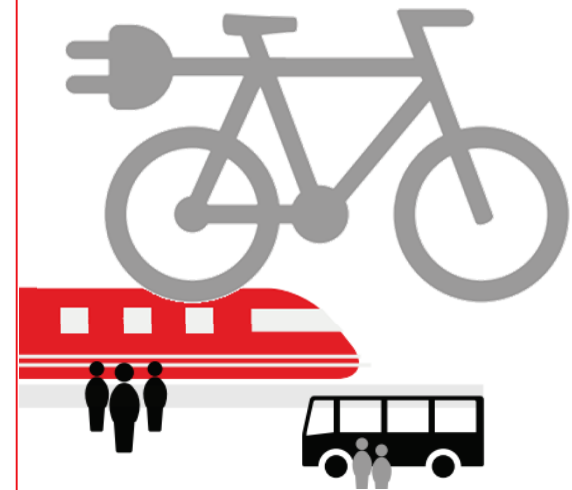# Scope of the programme (2010-2017)

Reconstruction A2 Maastricht

Traffic crossing the Meuse and Reconstruction Noorderbrug

Stimulating structural change to smart and sustainable mobility

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Programme goals

- Reduce congestion and travel times

- Compensate for autonomous car-use growth

- Stimulate smart and sustainable mobility

Translation into monitoring goals

- 3.000 cars less during morning rush hours

- 2.000 on Meuse-crossings in 2017

- Measurable effects in the region of South Limburg

SITTARD-GELEEN

MAASTRICHT

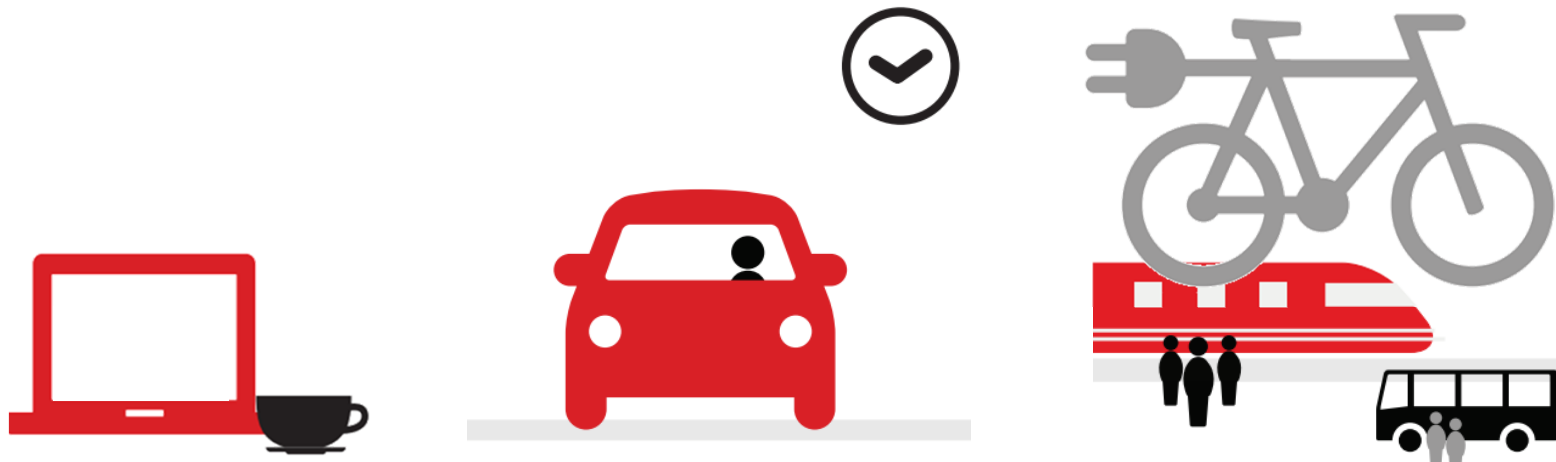PARKSTAD

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Fundamentals for achieving goals

- Step-wise behaviour change approach

- Permanent public-private collaboration

- Innovation (software and hardware)

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Step-wise behaviour change approach

- How to achieve that people
  - don't make the trip
  - make the trip at different time (not during rush hour)
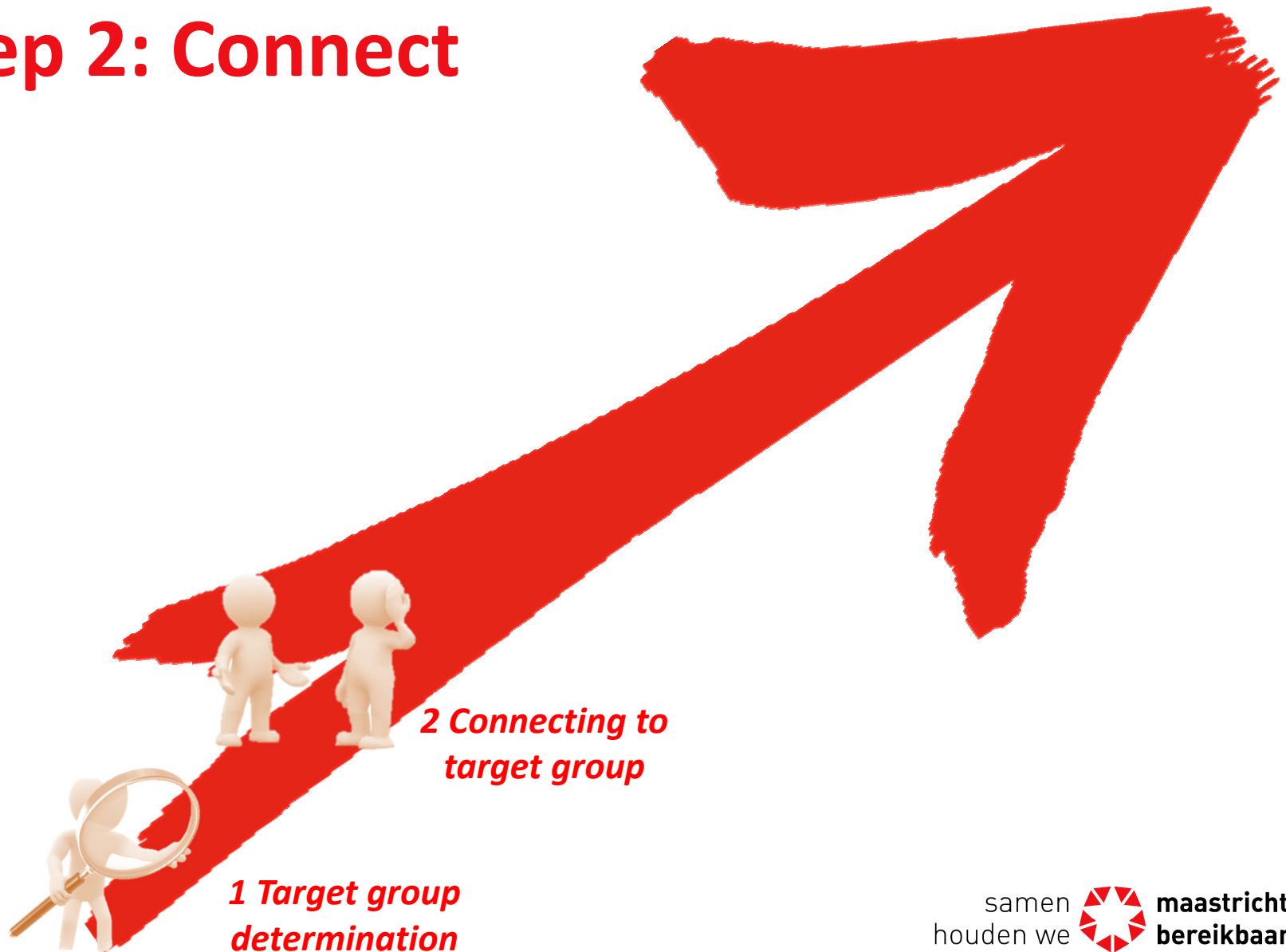 - use other transportmode instead of car

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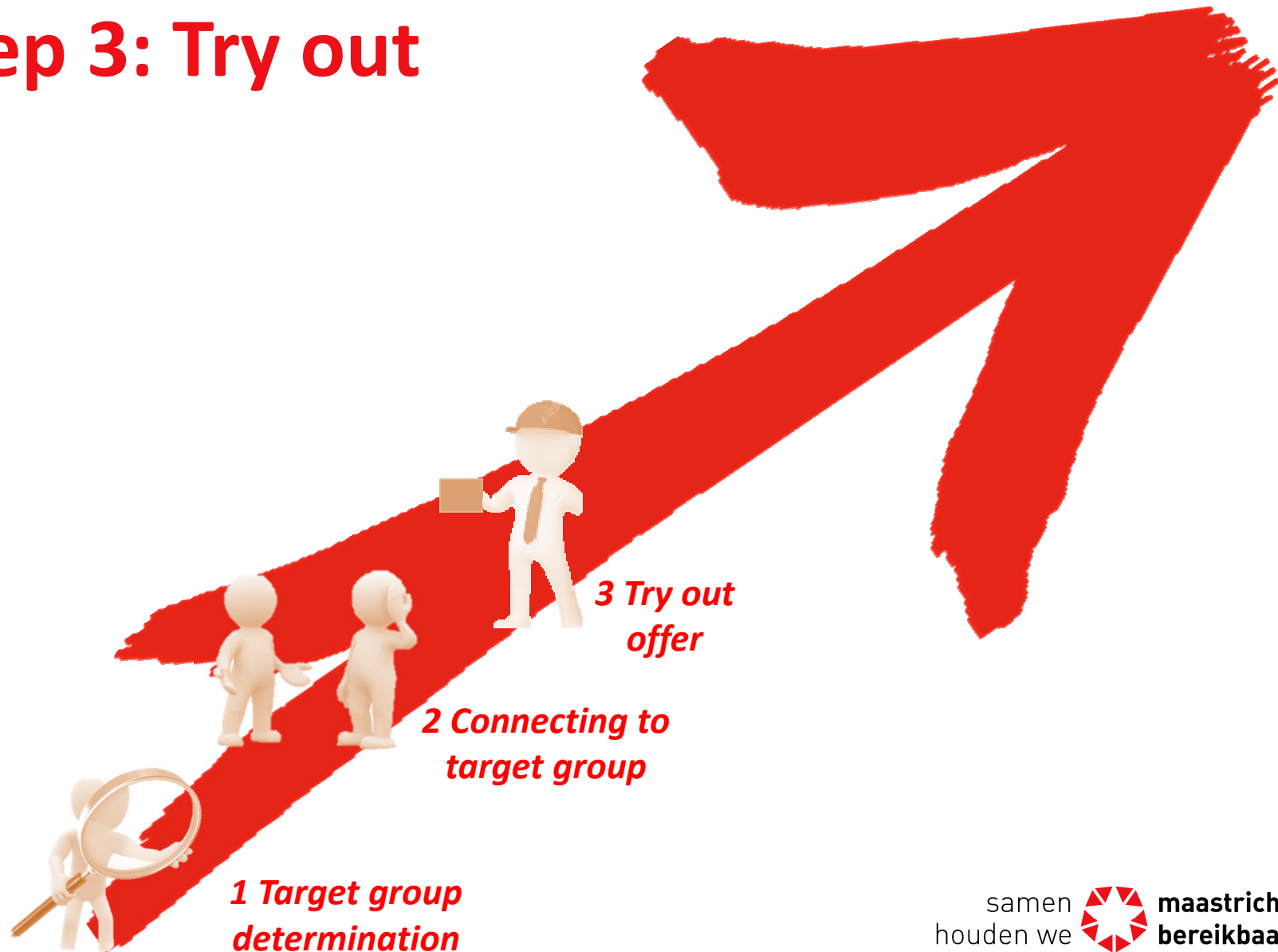
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Step 1: Target Group

1 Target group determination

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Step 2: Connect

2 Connecting to target group

1 Target group determination

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Step 3: Try out

3 Try out offer

2 Connecting to target group

1 Target group determination

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Step 4: Follow up

4 Tailor made follow up

3 Try out offer

2 Connecting to target group

1 Target group determination

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Step 5: Accompany

5 *accompany structural change*

4 *Tailor made follow up*

3 *Try out offer*

2 *Connecting to target group*

1 *Target group determination*

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Five preconditions

8 Use ambassadors

7 Cooperation Partners

5 accompany structural change

6 Choose right moment

4 Tailor made follow up

3 Try out offer

10 monitoring and evaluation

2 Connecting to target group

9 Continuous support

1 Target group determination

13

Legend
▶ Steps with the target group
▶ Preconditions for success

Result per step

Connect to 25% of our Target Groep

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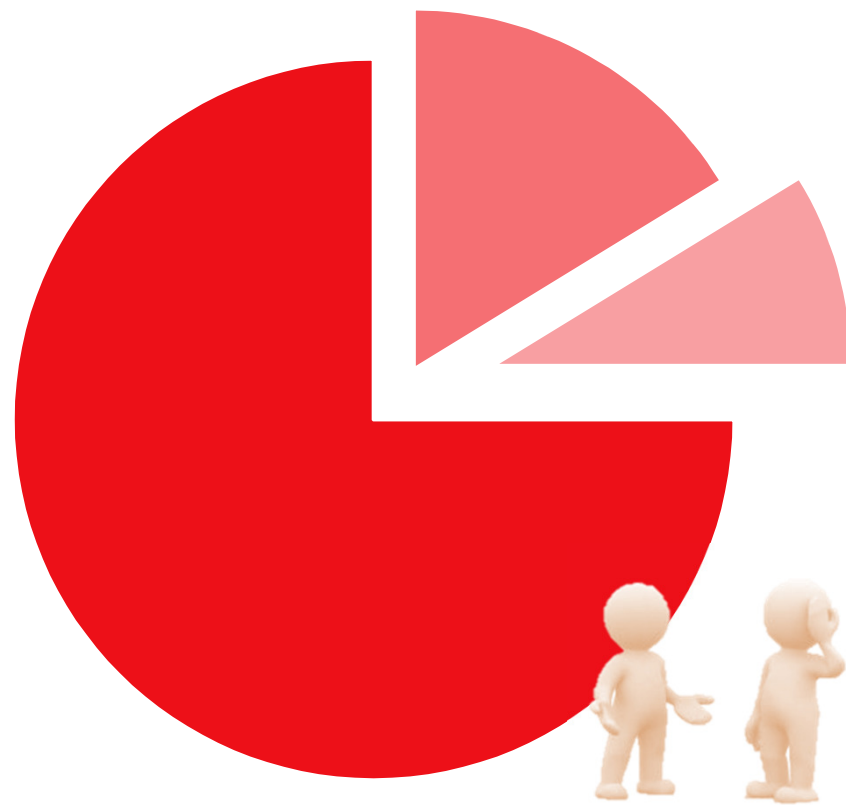
Result per step

35% know about the project

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Result per step

60% did take part of the project

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Result per step

Try-out   Follow-up   Structural Result

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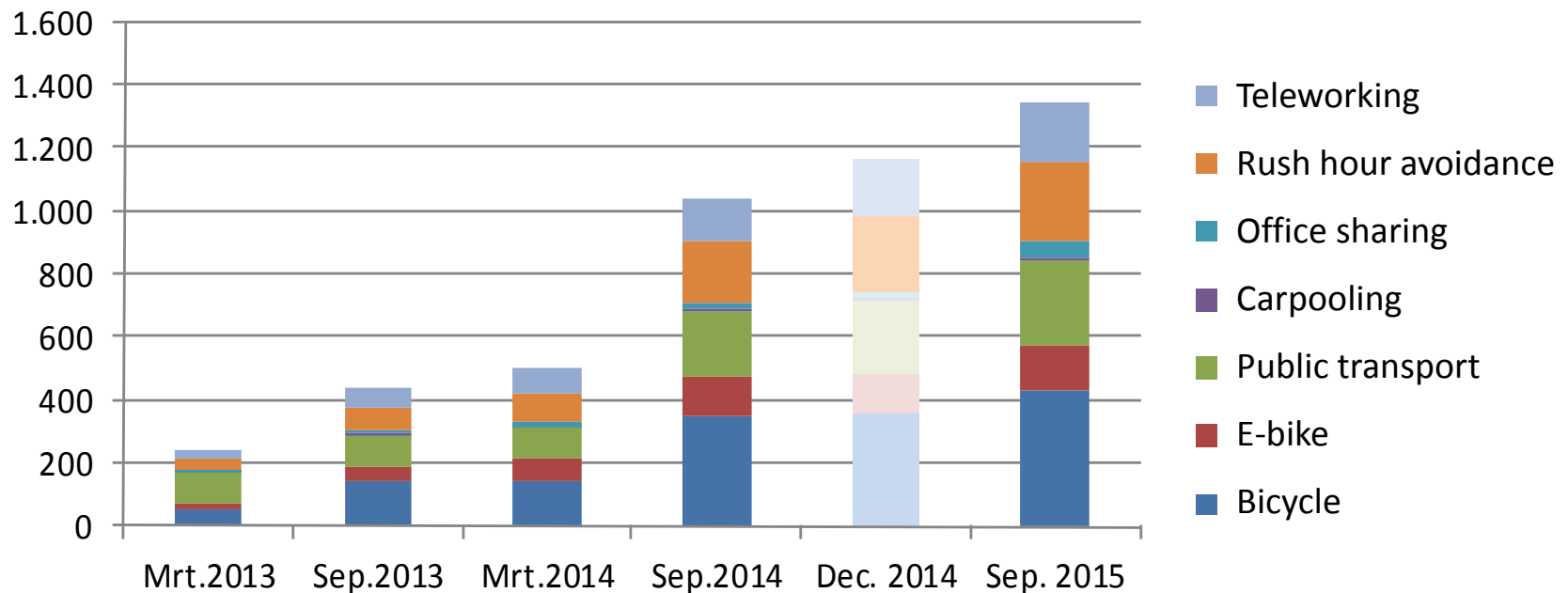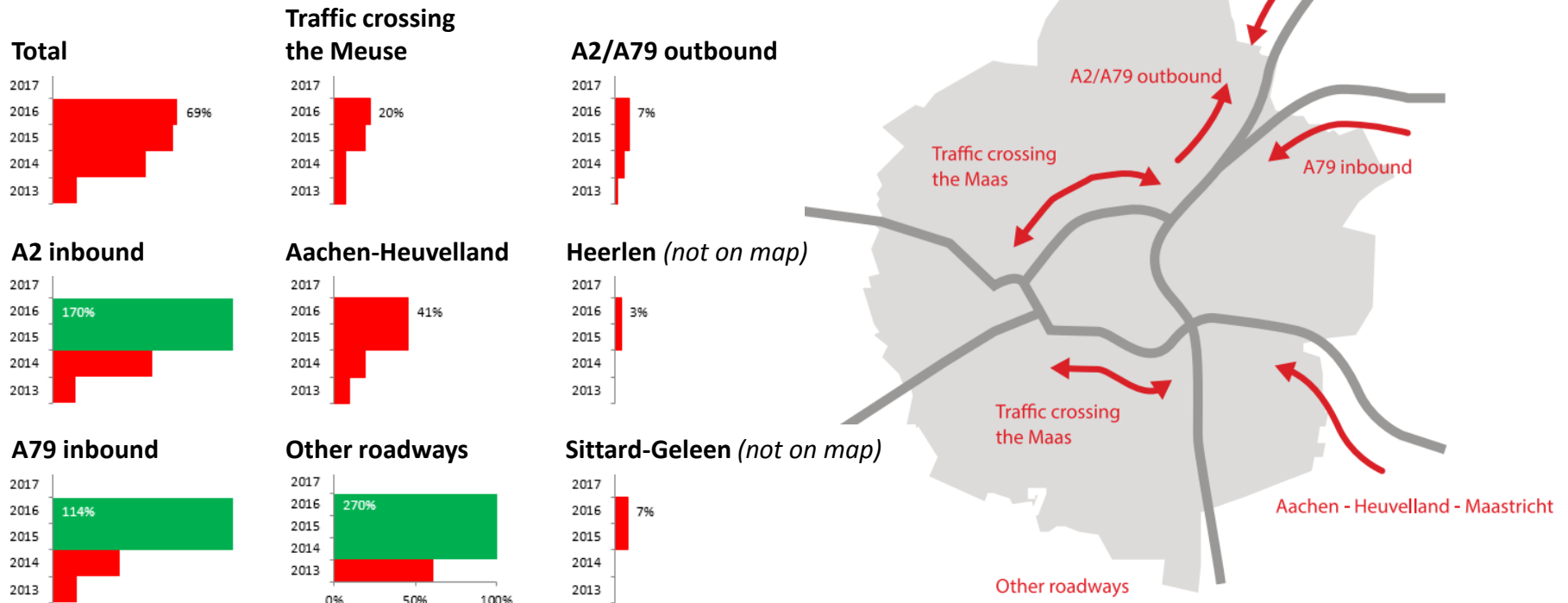
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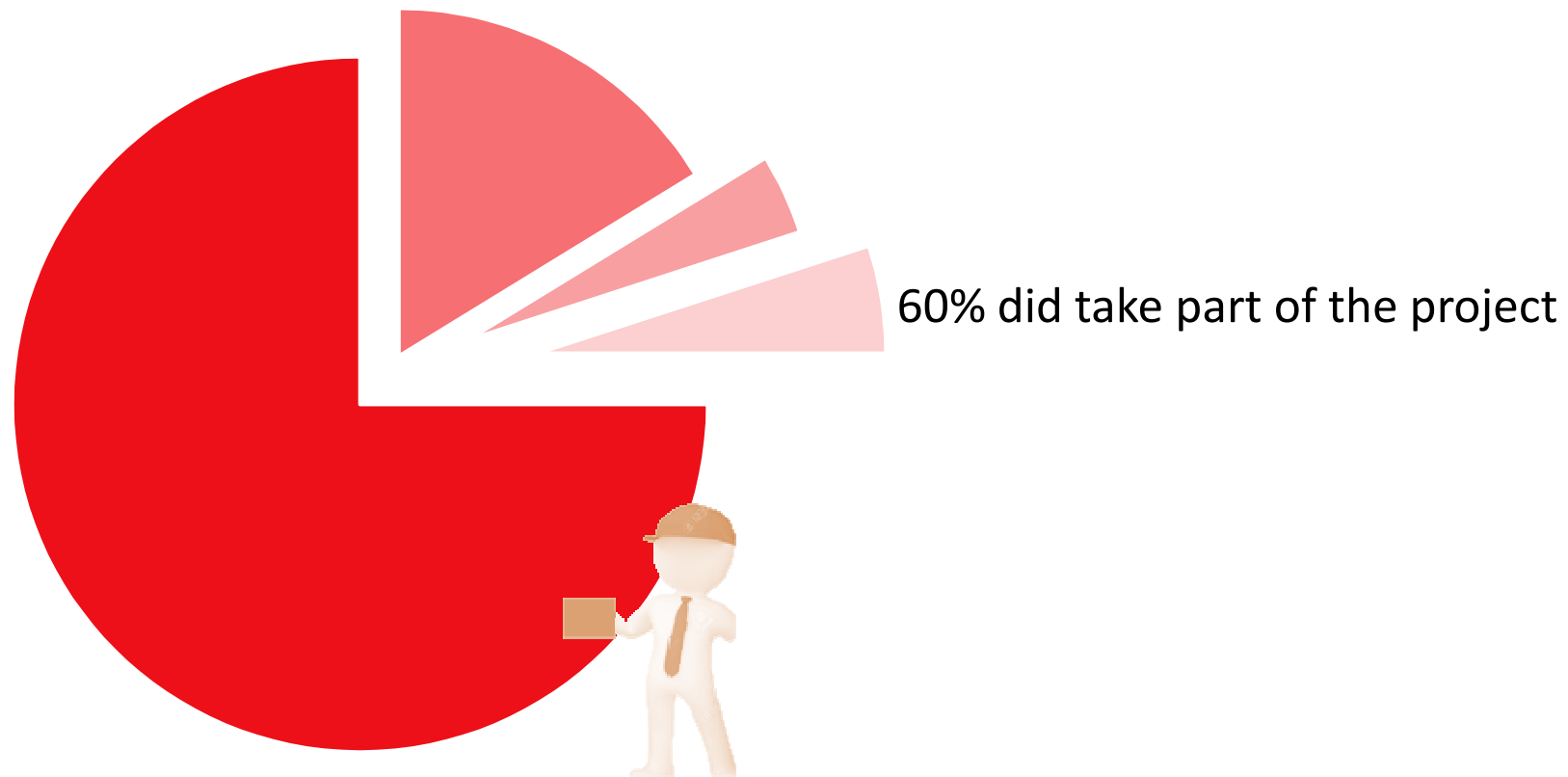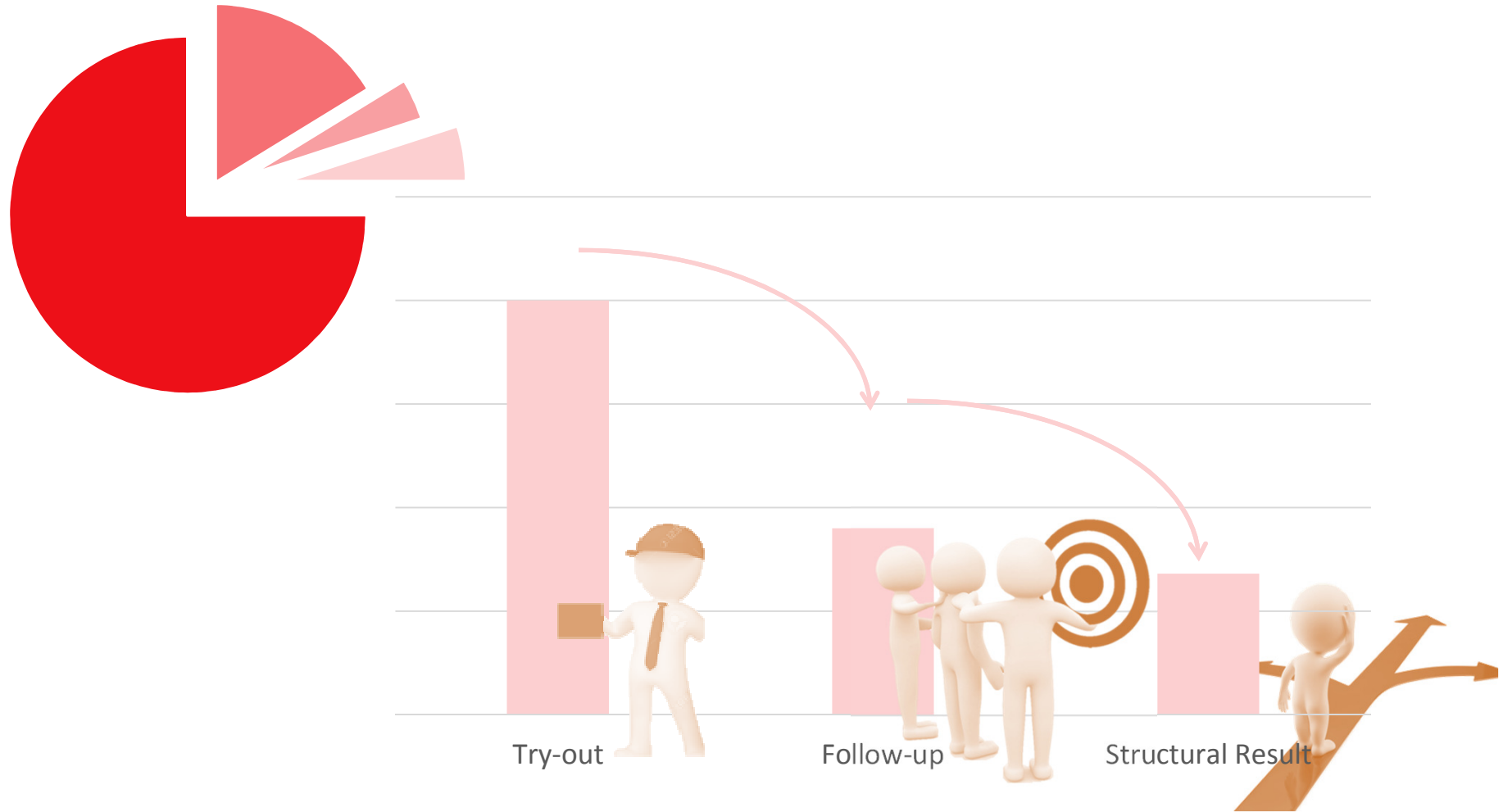
Results so far (1/3)

- Number of car trips avoided since start
  - Providing different good alternatives is the key

Results so far (2/3)
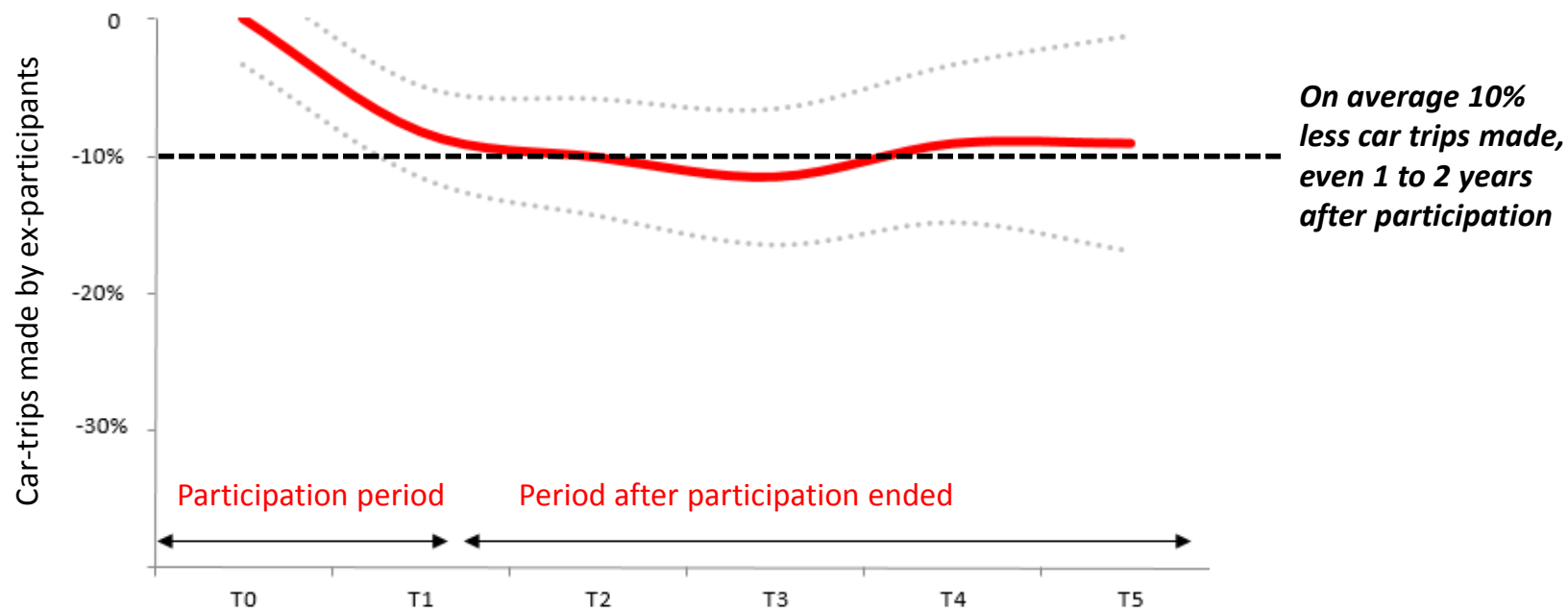
- Measurable effects on the road
  - Some of the corridors demand different approach

Total

2017
2016 — 69%
2015
2014
2013

Traffic crossing the Meuse

2017
2016 — 20%
2015
2014
2013

A2/A79 outbound

2017
2016 — 7%
2015
2014
2013

A2 inbound

2017
2016 — 170%
2015
2014
2013

Aachen-Heuvelland

2017
2016 — 41%
2015
2014
2013

Heerlen *(not on map)*

2017
2016 — 3%
2015
2014
2013

A79 inbound

2017
2016 — 114%
2015
2014
2013

Other roadways

2017
2016 — 270%
2015
2014
2013
0%   50%   100%

Sittard-Geleen *(not on map)*

2017
2016 — 7%
2015
2014
2013

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Results so far (3/3)

- Behaviour change is long-lasting until now
  - Based on 25.000 questionnaires gathered over a period of 3 years.

On average 10% less car trips made, even 1 to 2 years after participation

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Forecast for MB in 2016

- Successfully implementing ITS services in the Maastricht and South-Limburg region

- Realization of a large part of the monitoring goals, especially on Meuse-crossings

- Gathering of insights for realizing structural public-private collaboration in the region, also on other fields than mobility

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