



# CiViTAS FORUM 2016

CIVITAS ANNUAL CONFERENCE | 28-30 SEPTEMBER | GDYNIA

ITS Solutions in Urban Area's

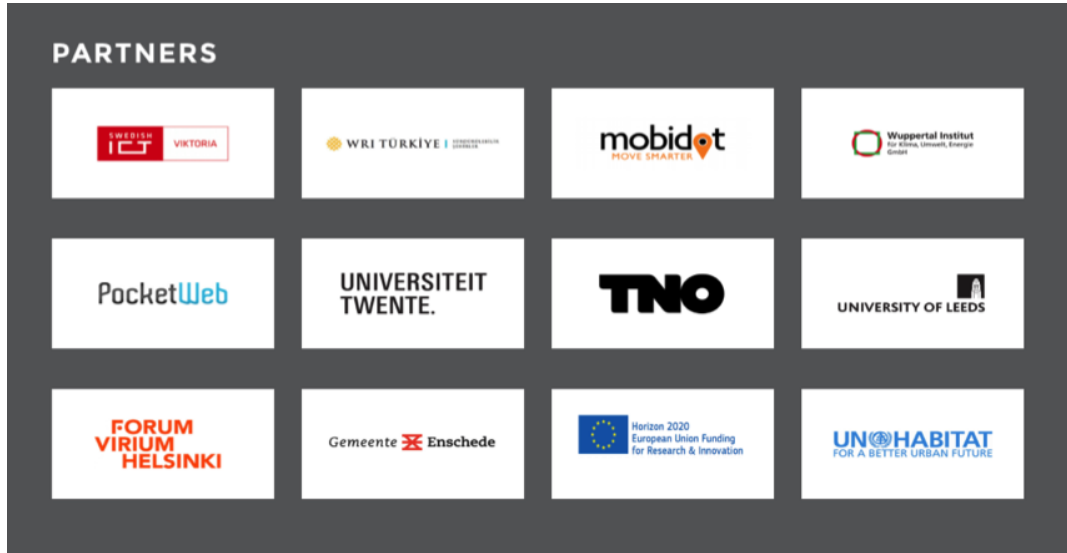
29 September 2016

Gdynia, room G

Marcel Meeuwissen, EMPOWER project/city of Enschede



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# THE EFFECT OF INCENTIVES AND SMART SERVICES ON CHANGING BEHAVIOUR



## Positive incentives through technology



## Smarter transport choices

- Mode
- Time
- Share
- Stay
- Adapt



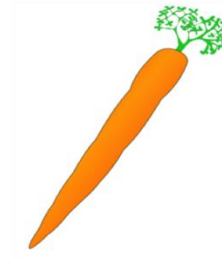
## Reduced use of CFV enabling carbon and energy benefits



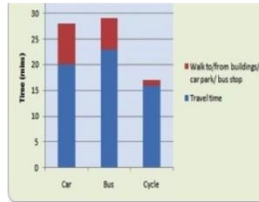


Rewards

=



Recognition



Reflector

**Commute greener**

- Commuting focused in Facebook
- Organiser bound to commuting
- Semi IT configuration needed

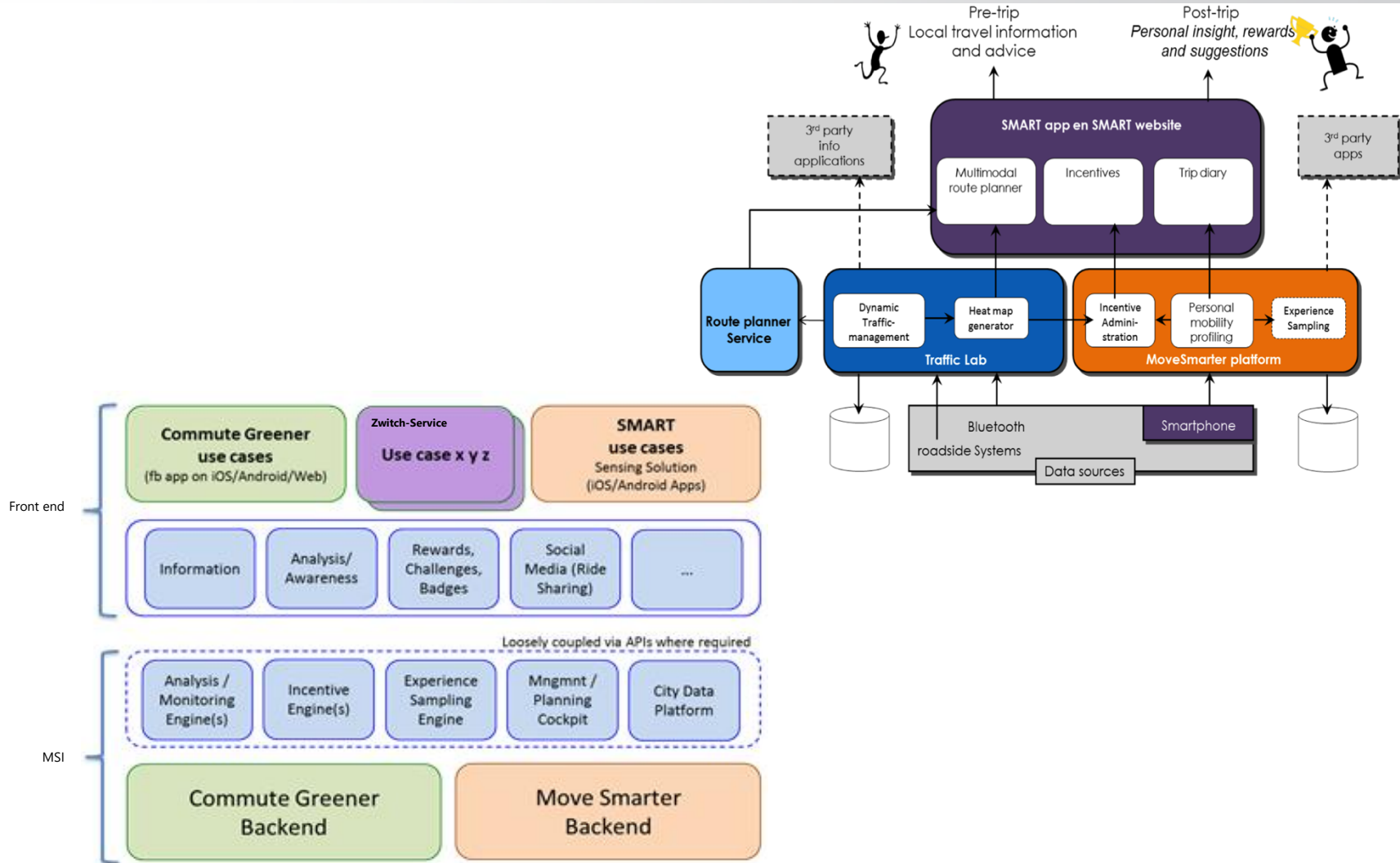
**\*Zwitch**

- Simple for user
- Quick start for organiser
- Minimal IT configuration (=fast)

**SMART**

- Flexible and rich
- Largest organiser engagement
- Most rich IT configuration







## Commute greener

- Commuting focused in Facebook
- Organiser bound to commuting
- Semi IT configuration needed
- *Target: Focused set-up*
- *Think 'train' = go along fixed line*



## \*Zwitch

- Simple for user
- Quick start for organiser
- Minimal IT configuration (=fast)
- *Target: TUC, mini-experiment and campaign set-up*
- *Think 'Victorynox' = do what You want*



## SMART

- Flexible and rich
- Largest organiser engagement
- Most rich IT configuration
- *Target: Focused and tailored set-up*
- *Think 'versatility' = need skills to steer*

## • Literature study

- Free transport cards, especially in combination with agreement and employees
- Gifts, rewards, points and discounts have strong (short term) effect on changing behaviour, especially for first-time users
- Social comparison, information about others approval is not much used
- The more personal the better

## • Experiments

- Incentives & ICT tools
- -> more experiments

## • Living Labs and Take-Up Cities

- Next implementation phase in real life conditions

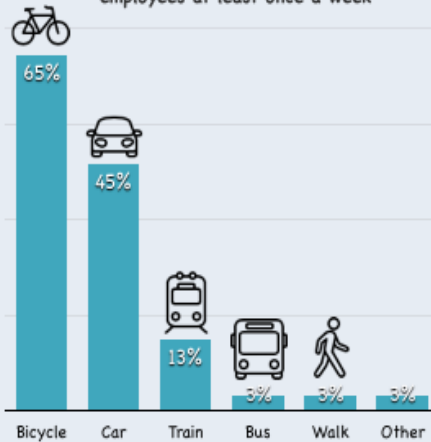


## UNIVERSITY OF TWENTE.

## Survey Highlights on Smart Commuting

407 UT employees wherein  
221 (54%) male and 186 (46%) female

The means of transport chosen by the UT employees at least once a week



**Saving travel time** is the most important reason for choosing a specific mean of transport



79% of respondents take **less than 30 minutes** to travel to the UT

The general feeling about cycling



Unpleasant weather conditions are the major deterrent to cycling to the UT



Most respondents consider cycling **pleasant, refreshing and healthy**



**Cyclists**

- 7Km is their average commuting distance
- 57% are male
- 69% travel more than 4 workdays to the UT
- 85% live less than 30min from the UT
- 46% are younger than 34 years old
- 48% earn less than €3.000 gross/month
- 59% live alone or with friends/partner

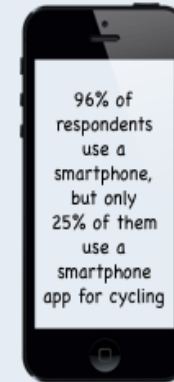
versus



**Automobilists**

- 26Km is their average commuting distance
- 56% are female
- 66% travel less than 3 workdays to the UT
- 45% live more than 30min from the UT
- 75% are older than 35 years old
- 43% earn more than €3.000 gross/month
- 48% live with partner and kids at home

**Having fun and enjoyment** is considered by both the most important aspect in life



The preferred reward to stimulate cycling to the UT





- 5%-20% reduction in trips during peak
- 22% reduction in trips during peak
- 7% reduction in trips during peak (PT)



- 22% reduction in car trips
- 0% reduction in car trips

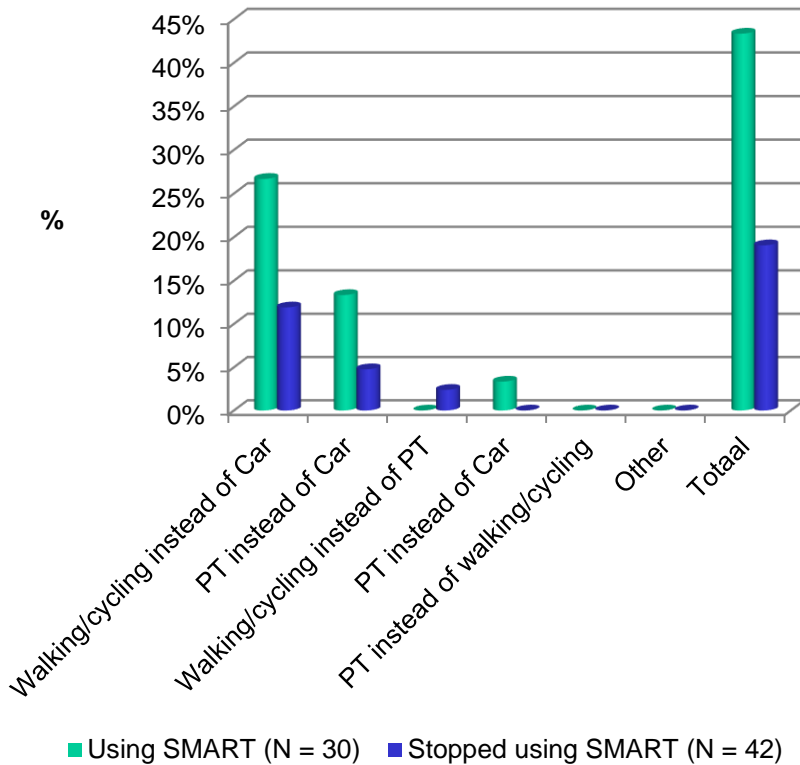


- 3.5 times higher bicycle share
- 5% increase in bike trips

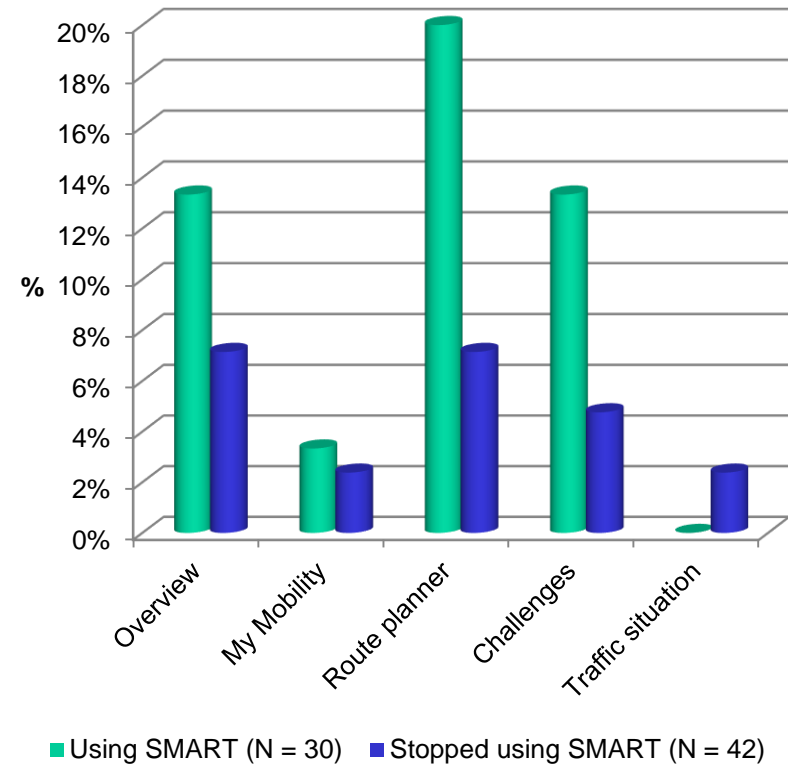
### PEOPLE CHANGE BEHAVIOUR

- But information and incentives need to be highly personalised
- Reward level may be less important than reward per se
- People need time to adjust

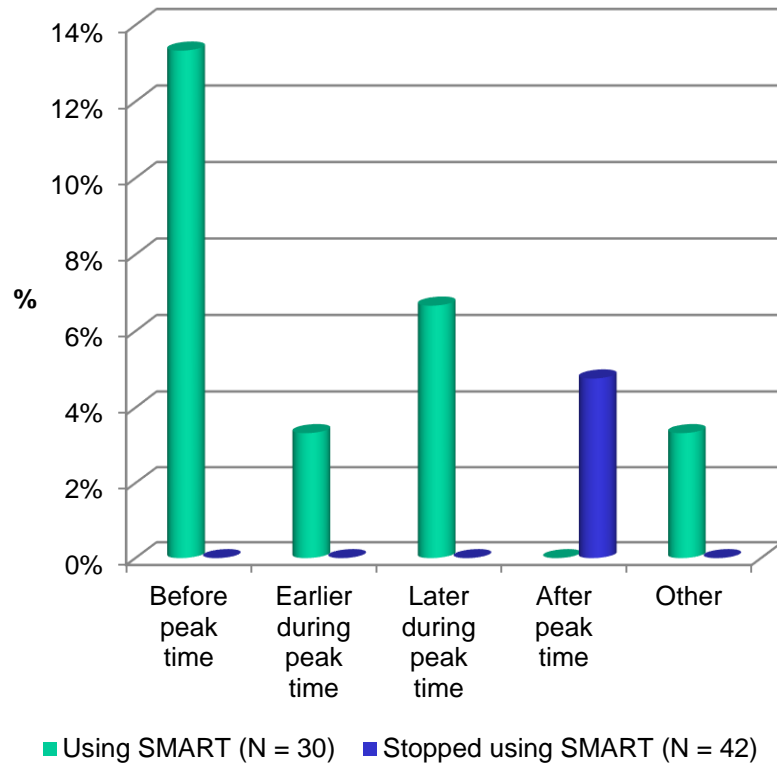
### Effect SMART on modality choice



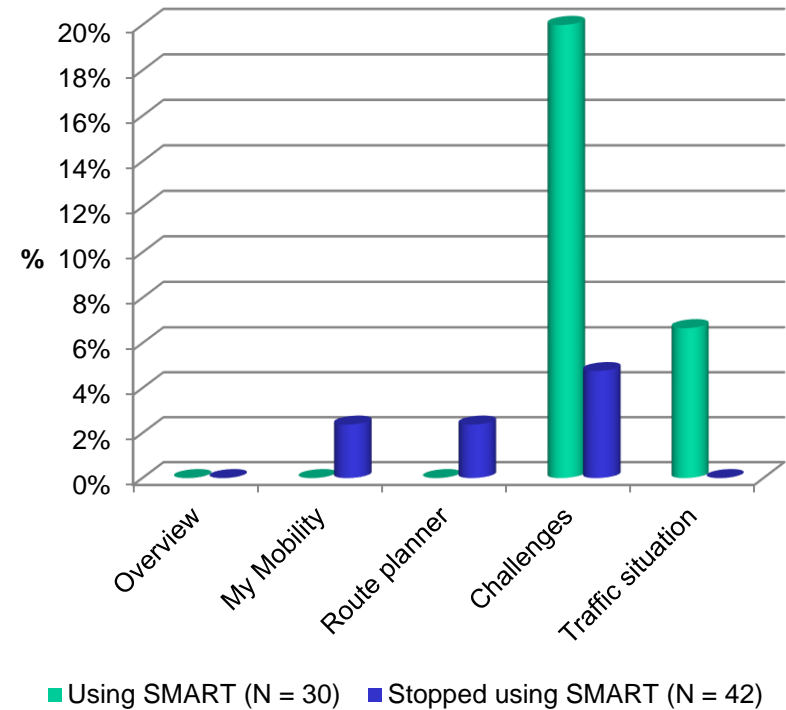
### Effect SMART functionalities on travel choice



### Effect SMART on moment of travel/avoiding peak hour

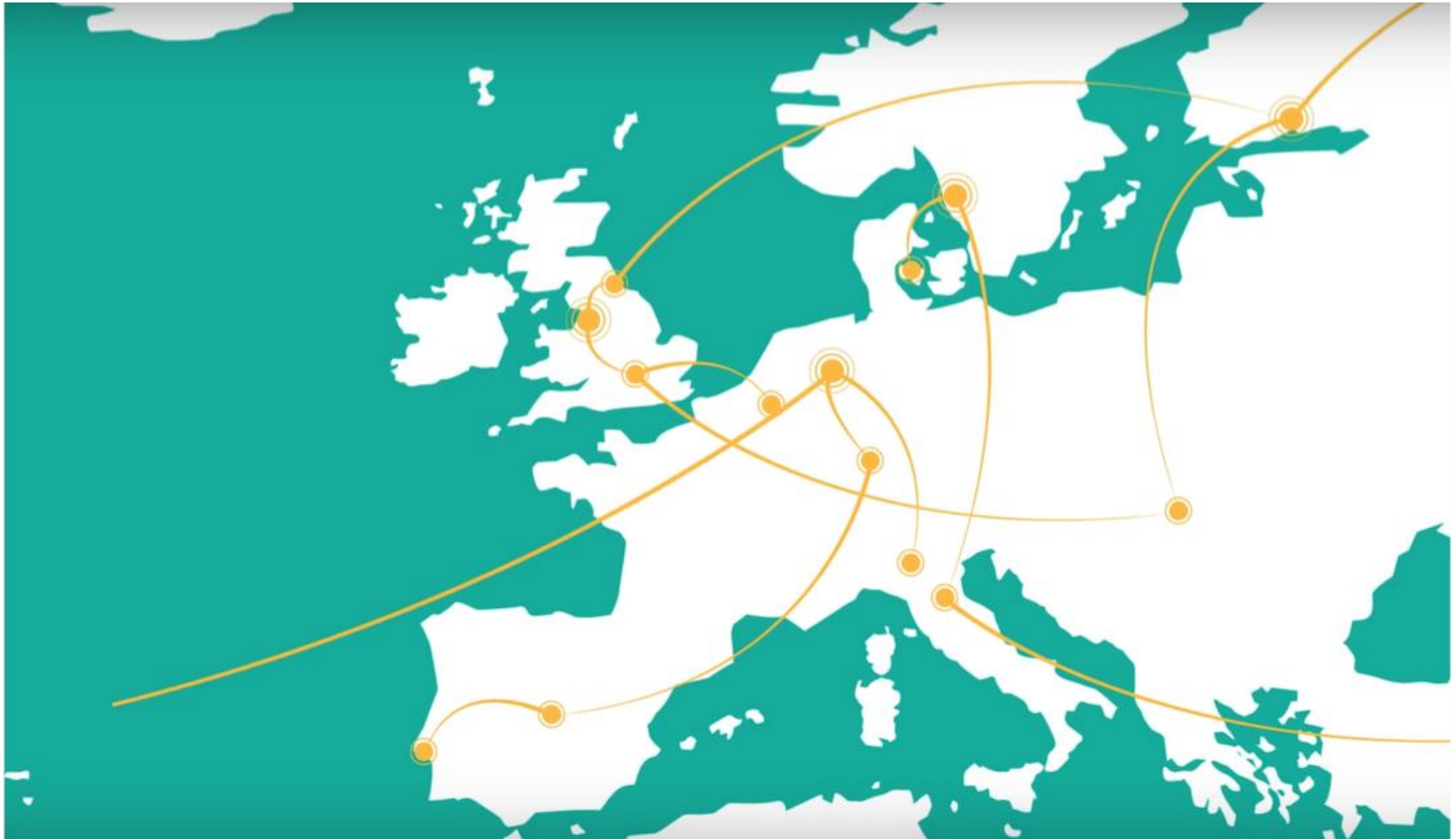


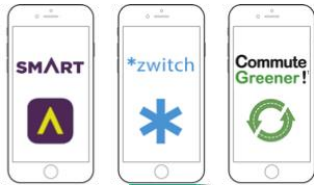
### Effect SMART functionalities on moment of travel/avoiding peak hour





# EMPOWER further implementation and upscaling!





- **Mid 2016:** Three apps and mobility platform as interim deliverable
- **Ongoing:** Usage and enhancements in EMPOWER LL & TUCs
- **Autumn 2016:** Further global promotion via website & potential cross leverage in other EU projects
- **May 2017:** Launch of EMPOWER tool-kit including ICT tools

## • Try for 3 months

- To get used to ICT as well as designing positive incentives
- Easy or more complex

## • Get supported

- From the EMPOWER team

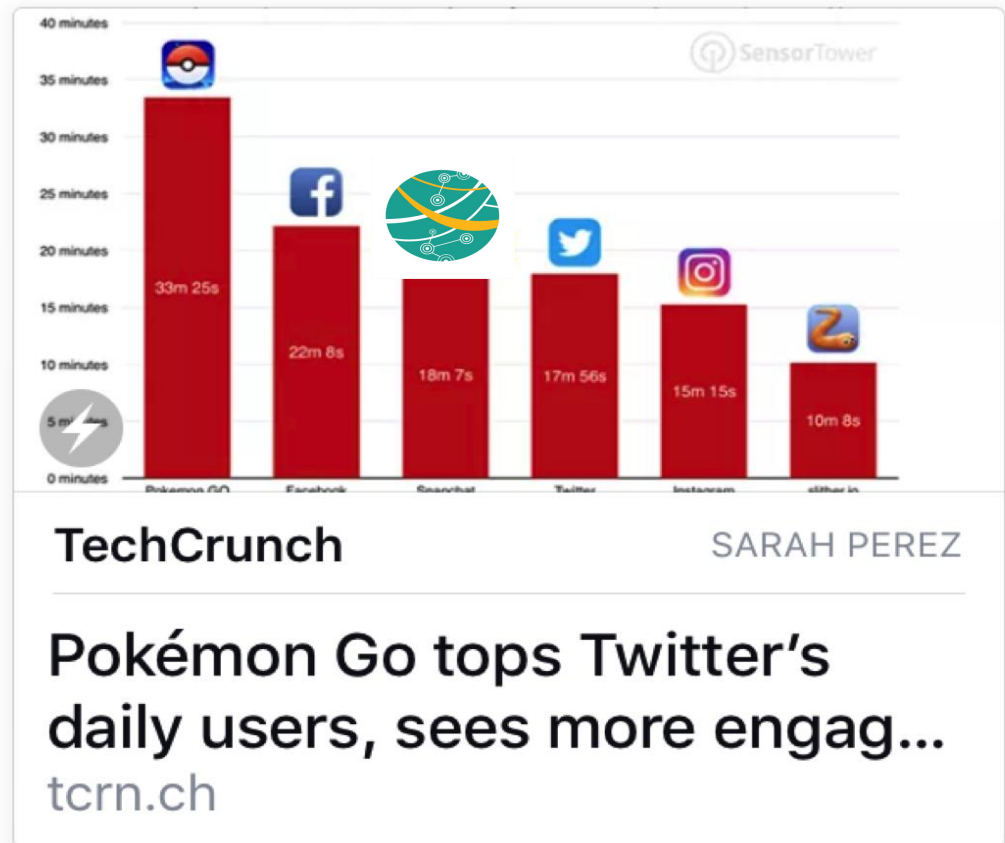
## • Share data

- On effect as well as usage

# Let's EMPOWER!!

**Building ICT and ITS is easy**

**Getting real people to use it and create impact is where things get complicated**



**Thank you!**

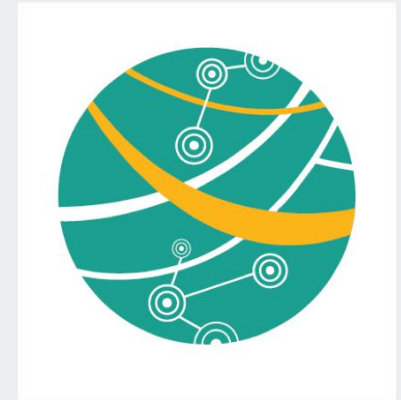
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