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## *Information, Co-modality and Drivers Choices*

Stefan Trommer & Barbara Lenz

DLR - Institute of Transport Research, Berlin-Adlershof (Germany)



# *Convenience of mobility information services*

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## **On the micro level - individual**

- Support decision making behavior (e.g. mode, route)
- Enhance planning ability (access to detailed information)
- Enhance comfort (e.g. can 'shorten' waiting times)

## **On the macro level - transport system**

- Increase efficiency of transport system (e.g. support balancing network)
- Increase safety (e.g. information about accidents)
- Reduce environmental impact of mobility (e.g. increased public transport use)



## *Mode choice - brack up routines*

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- **Information = missing link** for transition from traditional travel behaviour to a co-madal mobility behaviour - using a variety of transport modes
- **Mode choice = based on routines**
  - built up on the use of one specific well-experienced mode
  - car drivers not only stick to their mode, but also to the way they use the car -> route choice & choice of departure times based on experiences
- **Windows of opportunities** to break up routines
  - mid-term: situations of change between life phases (relocation, new job, marriage etc.)
  - short-term: information

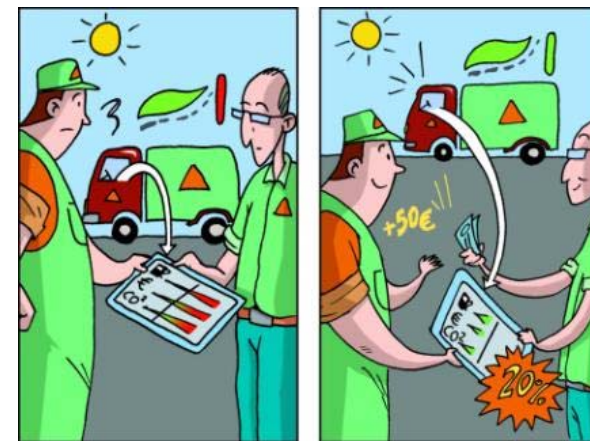
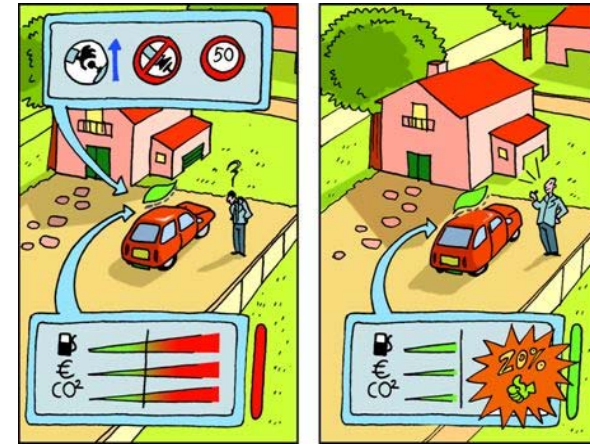
## *Potential of increased PT use due to information*

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- Shift to co-modal behaviour needs **improved information** about PT & combination of modes
  - **High potential of public transport use** due to availability of multimodal travel information:
    - 9,4% of the German population agree to use PT more often (survey: ICT panel by DLR, n=3.500 p)
  - What would it mean for the PT demand in Germany?
    - Basis modal split: walking: 24%, cycling 9%, car: 58%, PT: 9%
    - Assumption: replacing every 3rd car trip by PT
      - ↪ increase of 4.5 Mio. PT trips/d
      - ↪ Modal split for PT would rise from 9% to 11% - a relative increase of more than 20!
    - ?
- Can such an increase in demand be handled? ?

## Potential of specific information for car drivers

- Eco driving is promoted as way to reduce fuel consumption - potential has been demonstrated (accelerating/decelerating behaviour): 10-30% reduction
- Support trip planning & routing on trip
- **BUT: Drivers need to benefit from applications and realize added value**
  - Travel time reduction
  - Less fuel - less costs!
  - Reward compliance of advises (rerouting)



eCoMove, EC funded IP

## *Co-modality is on the way!*

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- **Appealing supplementary (individual!) transport services are needed to promote co-modality:**
  - **CarSharing schemes can significantly reduce the number of vehicles in cities**
    - Less used vehicles (<5,000km/year) and 2<sup>nd</sup> or third household vehicles could be replaced in the mid term
    - Can be supported by free parking or exception from congestion charge
  - **Bike sharing schemes**
    - Specifically used in the evening hours with lower PT service, last mile and short trips
    - More than 300 bike sharing systems worldwide from China-Europe-America



Source: Auto-Medienportal.Net/Daimler



Source: deutschebahn.com

## *Conclusions*

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- There is certain willingness for behavioural change
- Mobility, especially in big cities is changing - besides PT supplementary individual modes are needed
- New services need to be integrated in the established transport system - trip planning services have to integrate combinations of modes - information is the link!
- Research needed:
  - Who are the users and what trips are done with new services such as bike sharing and CarSharing?
  - How to support the movement?
  - What about smaller cities and rural areas?