GAUGING SCOPE FOR SUSTAINABLE TRAVEL

A comparative study of travel attitudes in Berlin and London

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with Phlipp Rode, LSE Cities · Christian Hoffman, InnoZ · Andreas Graff, InnoZ · Duncan Smith, UCL

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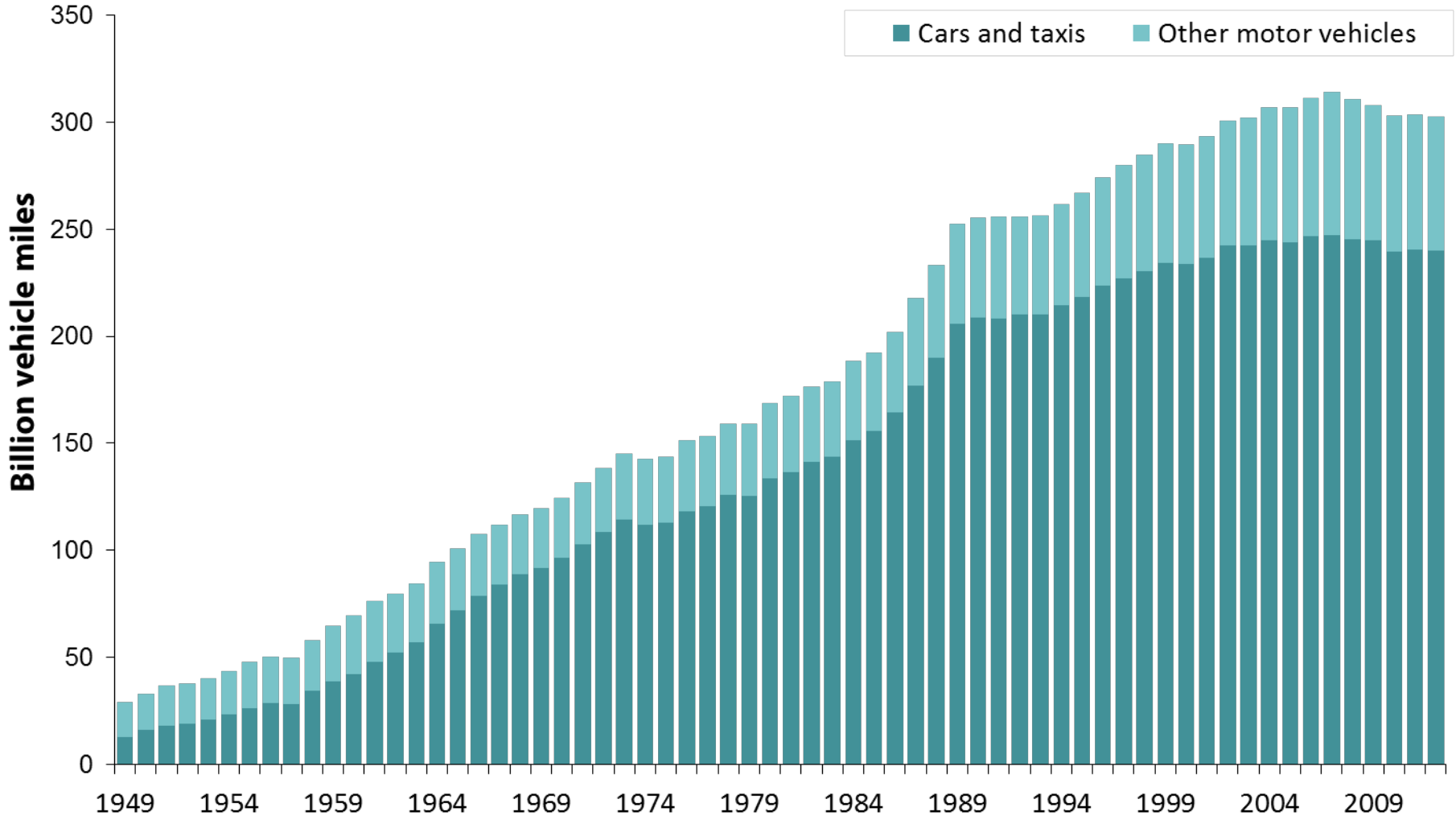
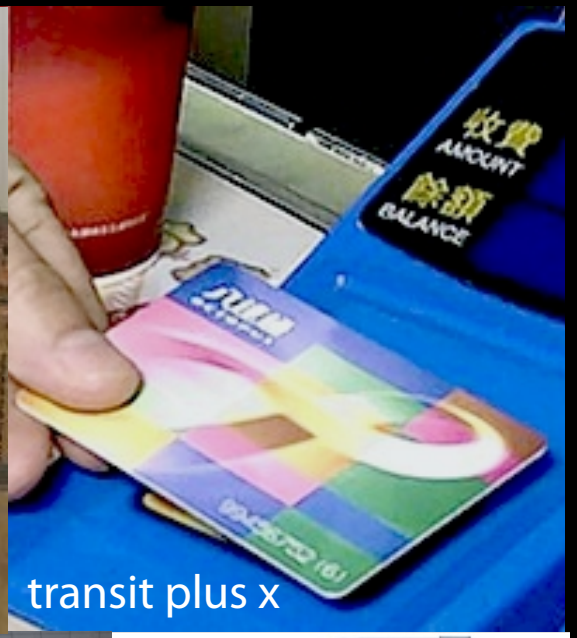
MOTOR VEHICLE TRAFFIC IN GREAT BRITAIN



Source: National Road Traffic Survey, Dept for Transport

NEW URBAN MOBILITY



NEW URBAN MOBILITY

study objective

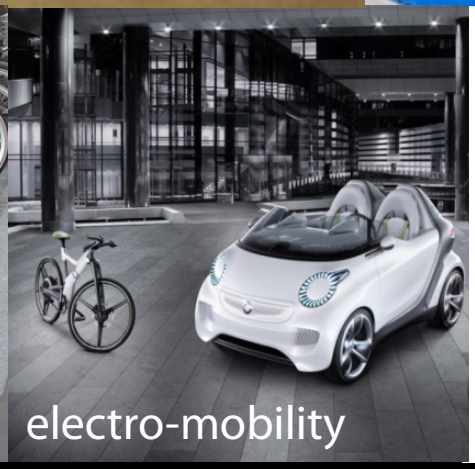
- better understand mobility behaviours and attitudes
- gauge scope for promoting sustainable travel
- develop policy options

accessibility

transit plus x

cycling

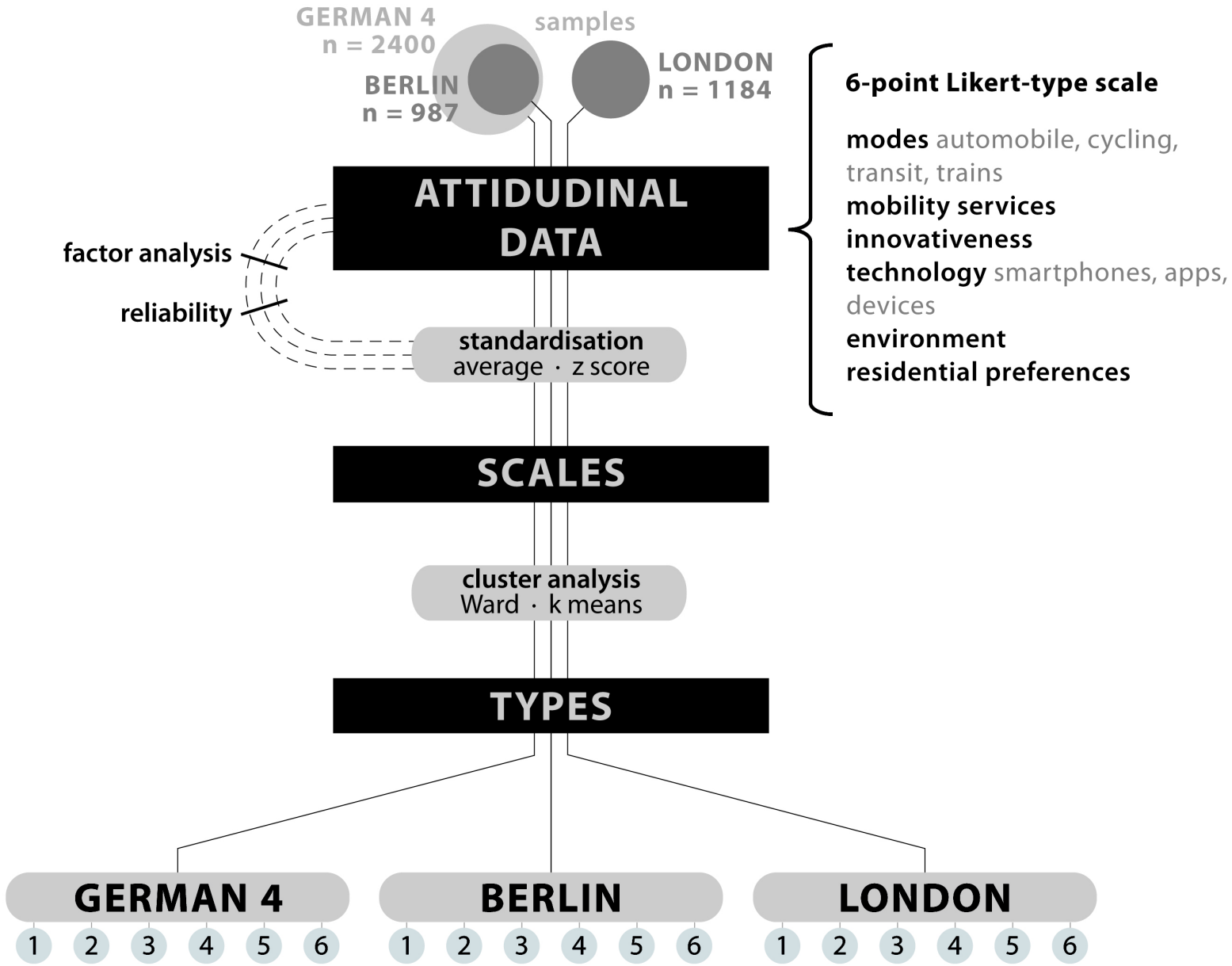
sharing



electro-mobility

multi-modality

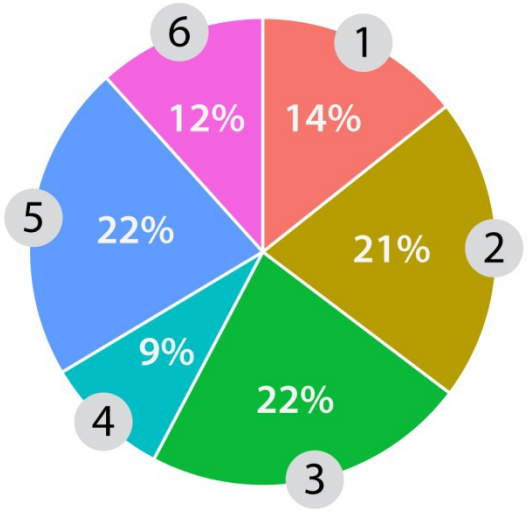
STUDY DESIGN



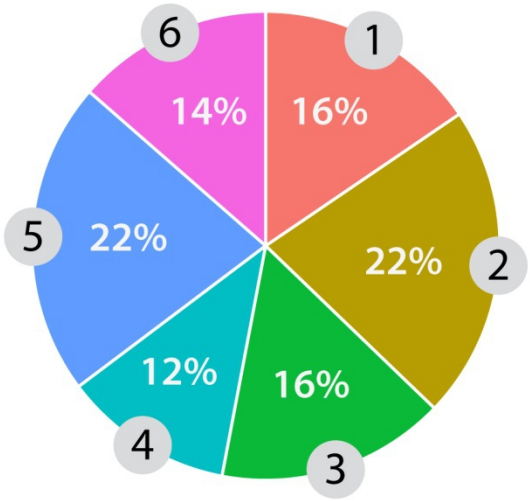
THE TYPOLOGIES

TYPES

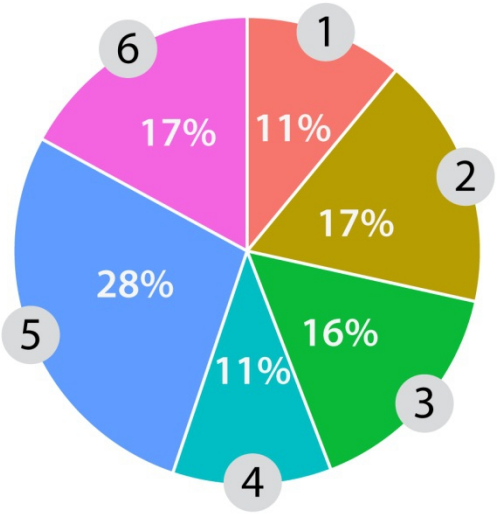
GERMAN 4



BERLIN

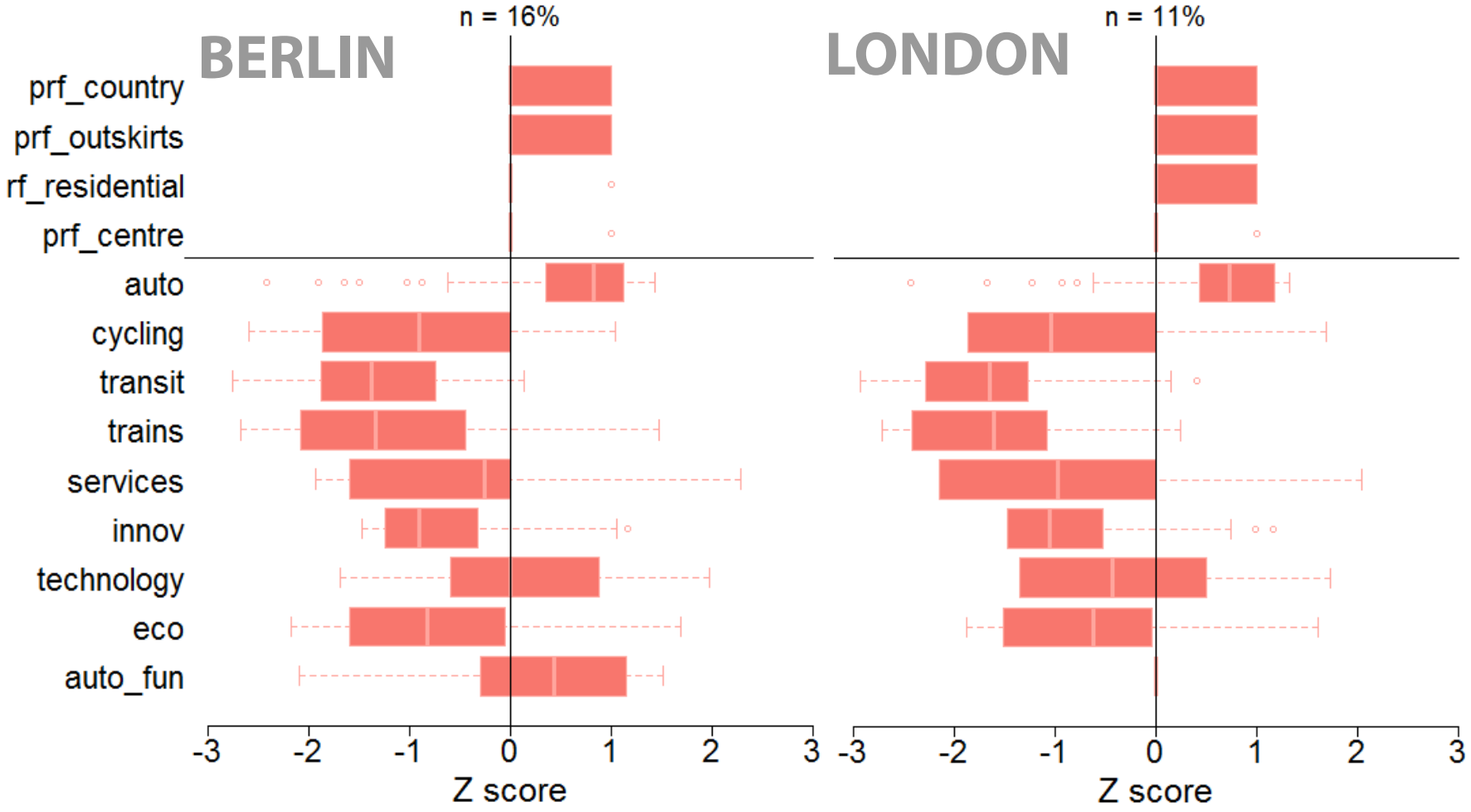


LONDON



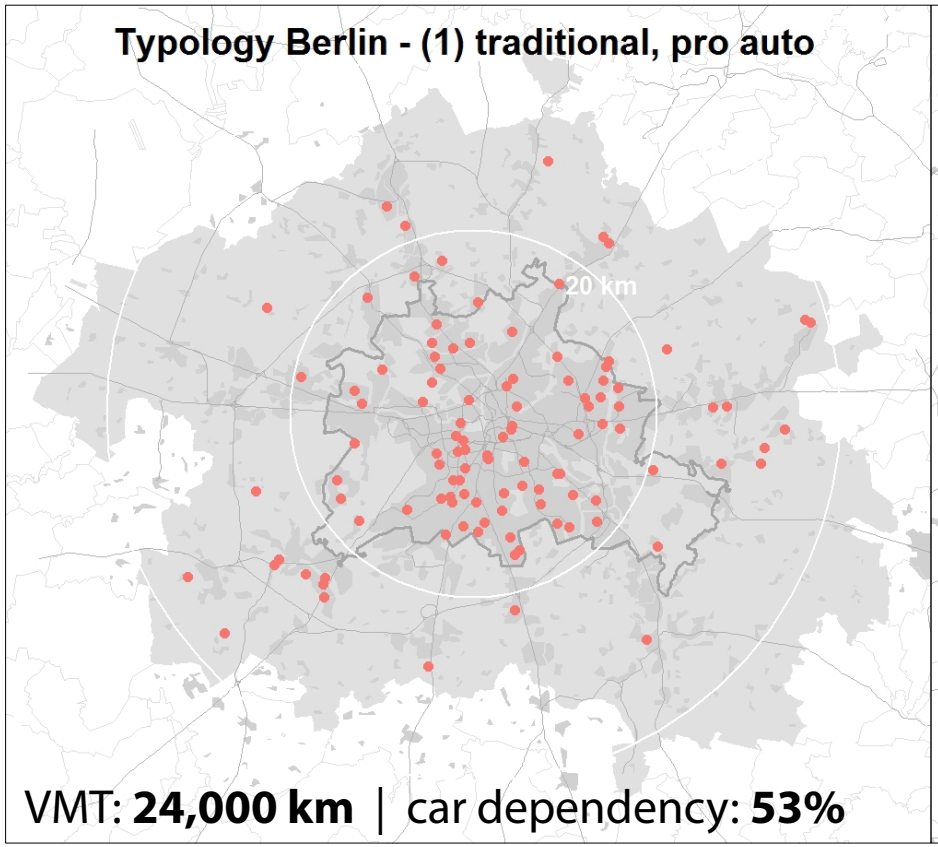
1 Traditional, pro automobile
2 Traditional, pro private modes
3 Environment, pro transit
4 Traditional, pro collective modes
5 Technology, pro private modes
6 Innovative, flexible

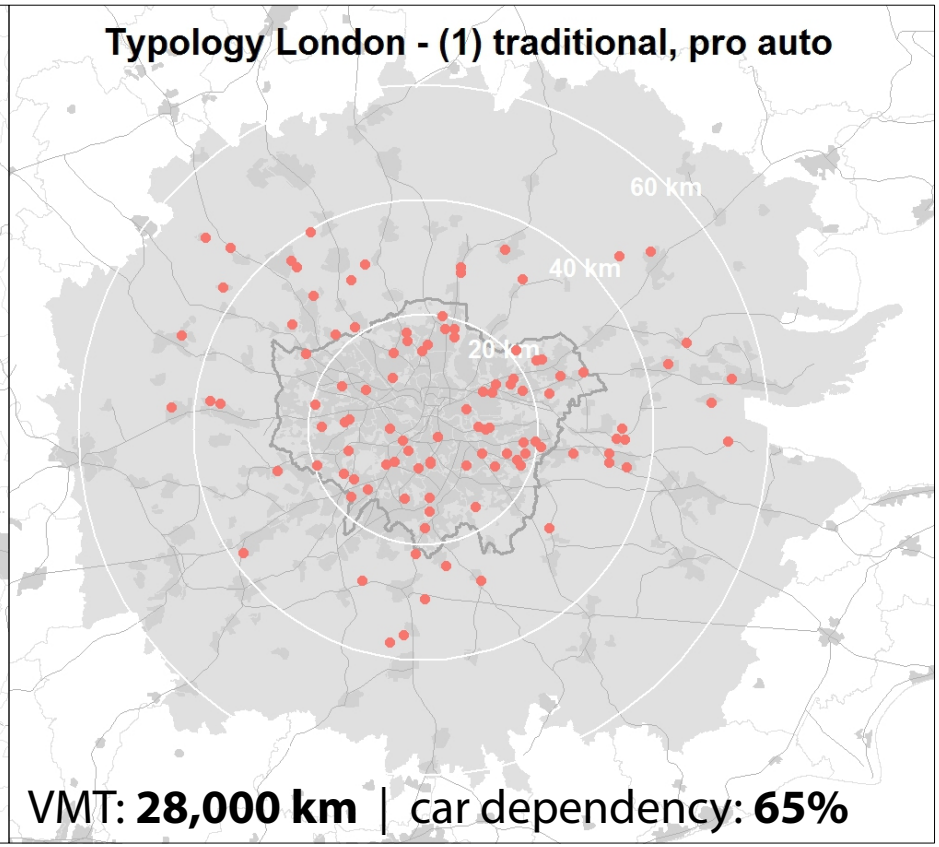
TYPE 1: TRADITIONAL, PRO AUTOMOBILE



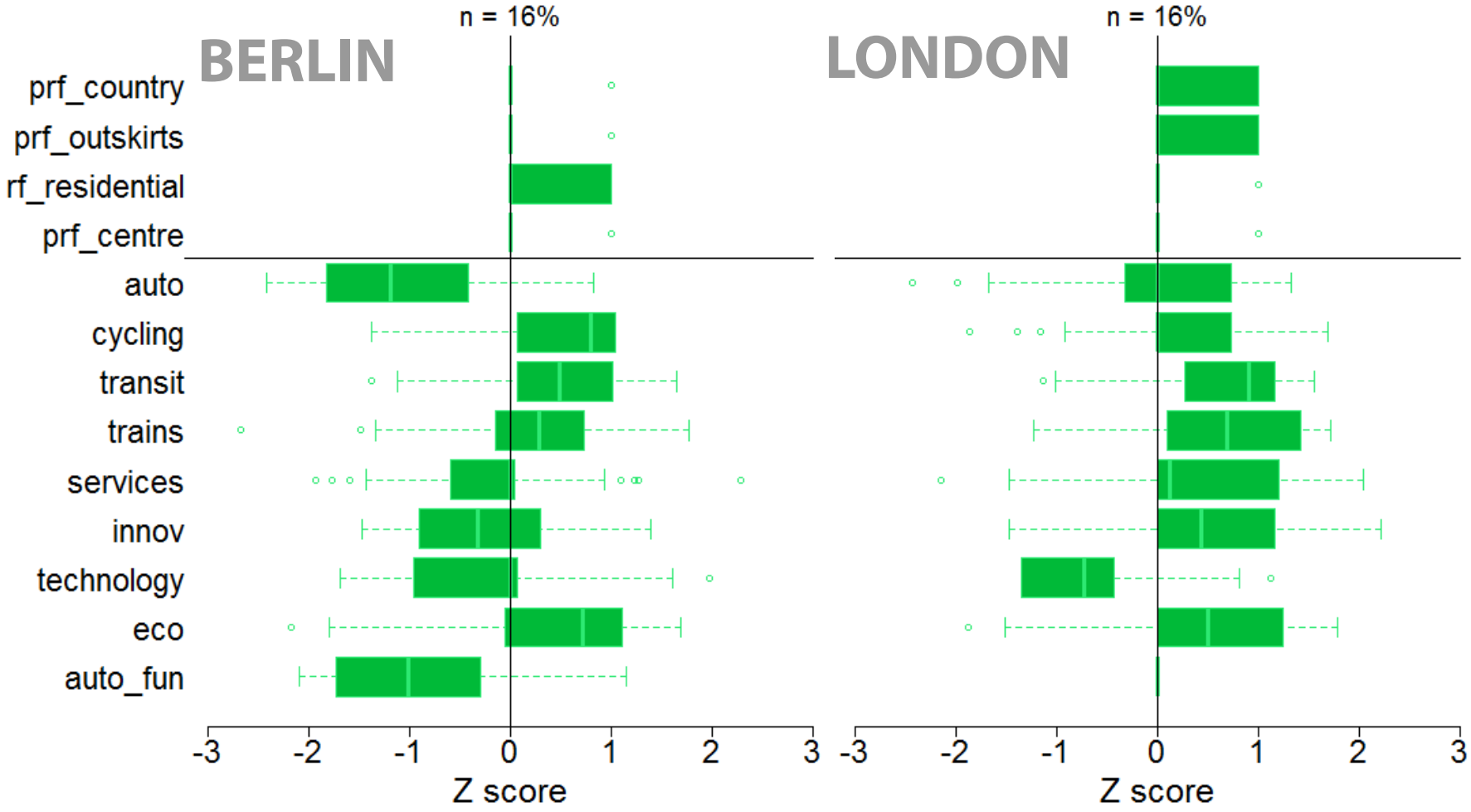
medium age | medium-higher income | larger households
highest car ownership | main mode: car

TYPE 1: TRADITIONAL, PRO AUTOMOBILE



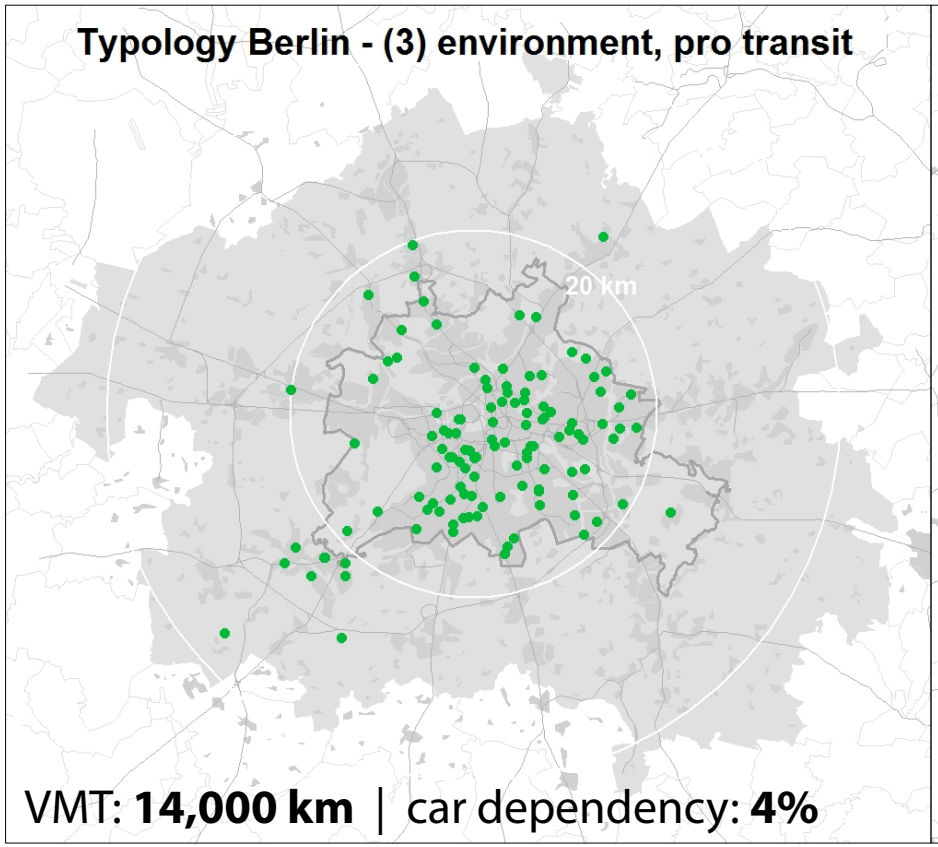


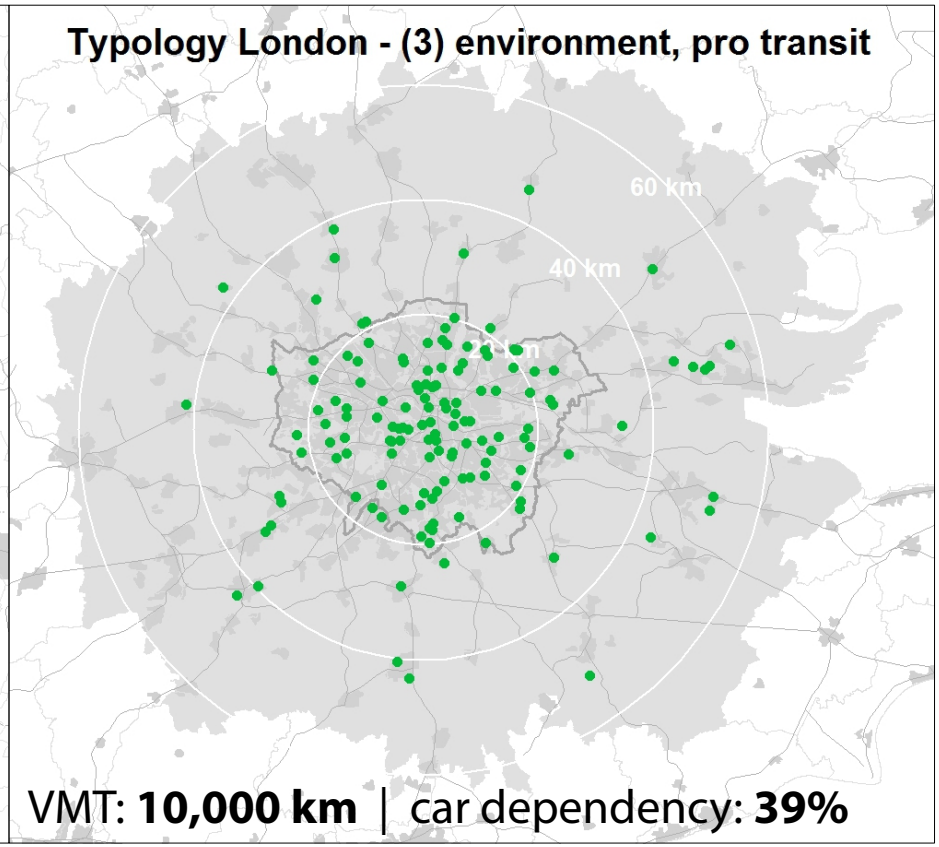
TYPE 3: ENVIRONMENT-ORIENTED, PRO TRANSIT



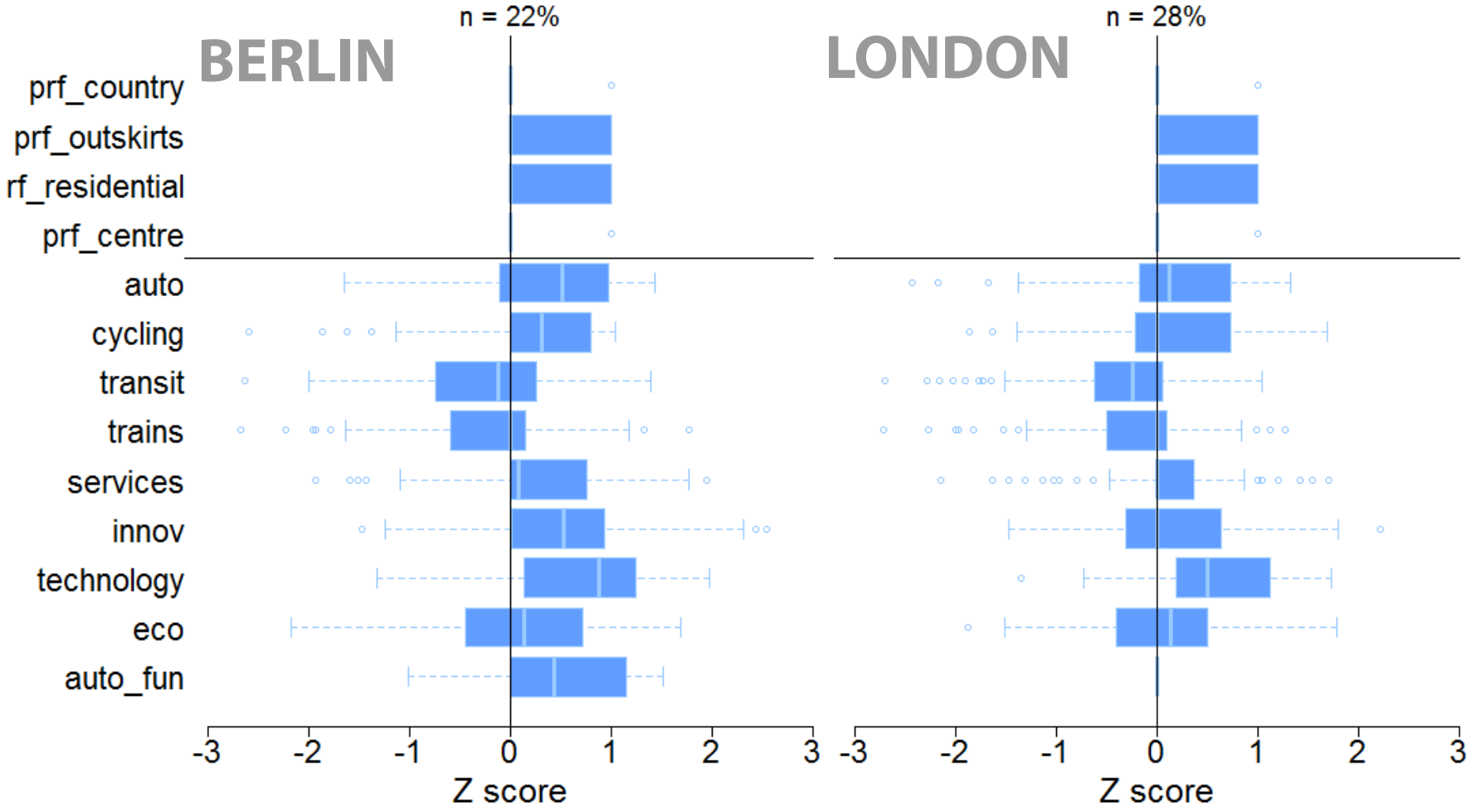
medium age | medium-lower income
low car ownership | main mode: transit

TYPE 3: ENVIRONMENT-ORIENTED, PRO TRANSIT



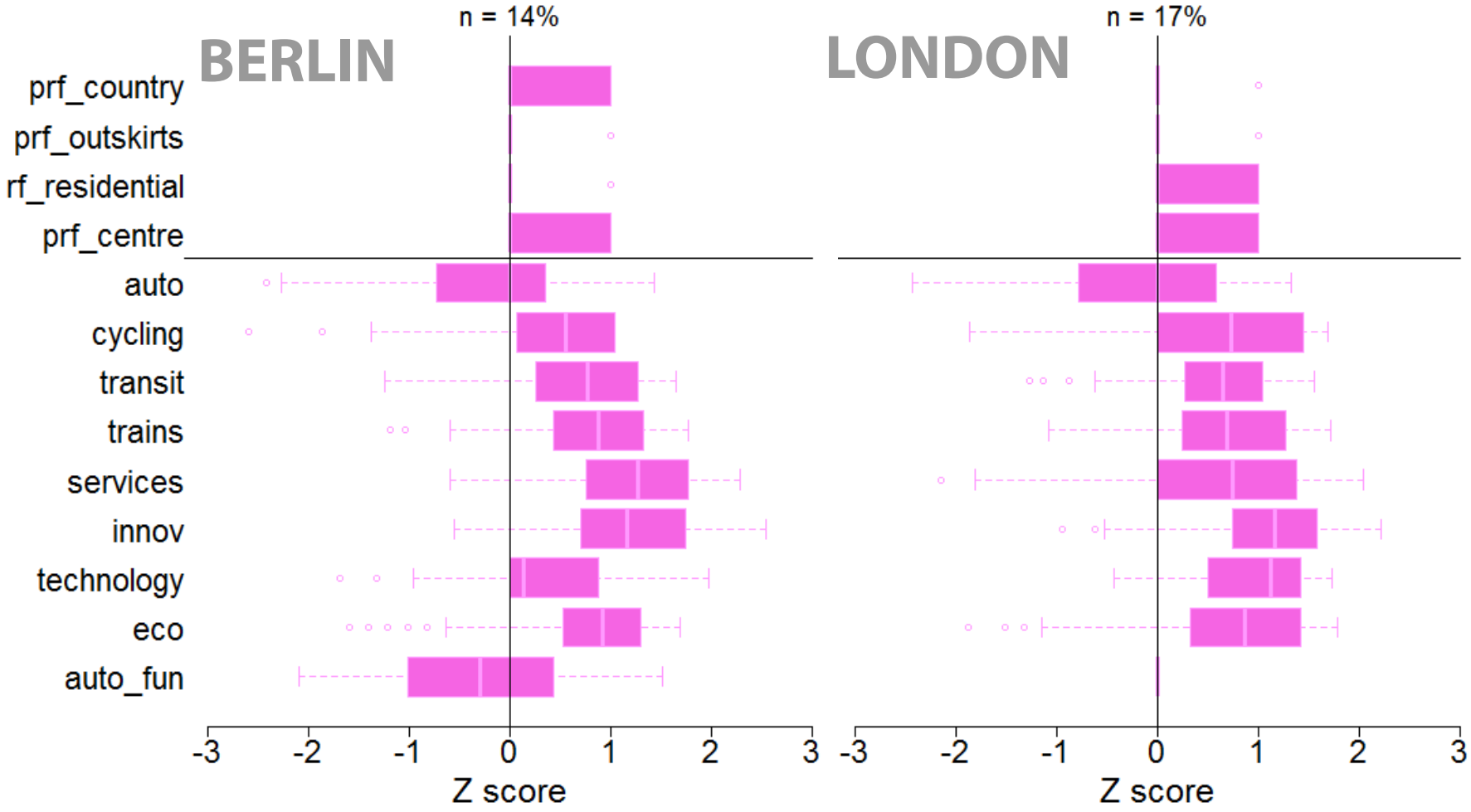


TYPE 5: TECHNOLOGY, PRO PRIVATE TRAVEL



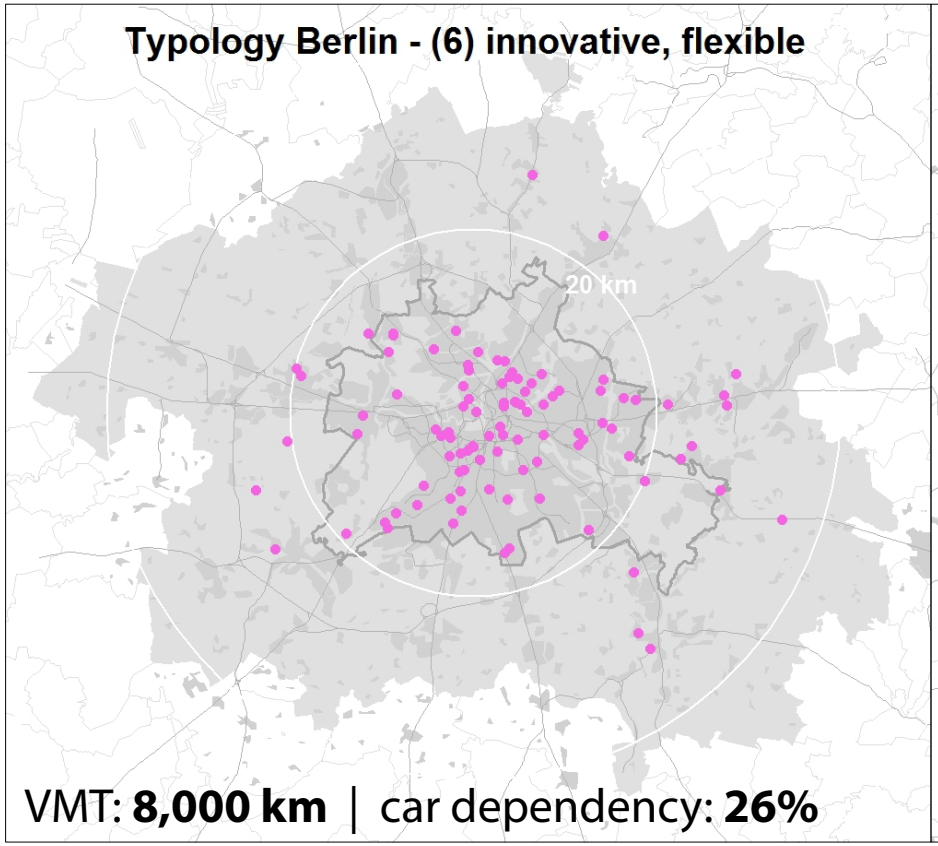
youngest (Berlin) | highest incomes | larger households | with children
high car ownership | main mode: car

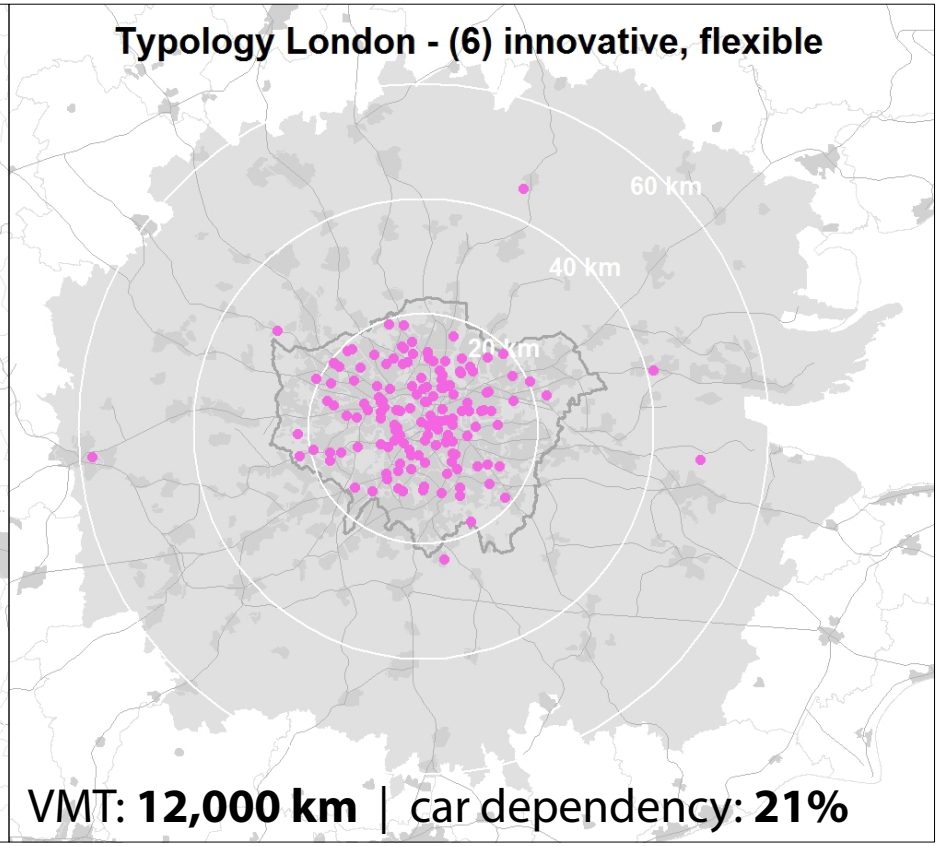
TYPE 6: INNOVATIVE, FLEXIBLE



youngest (London) | medium-higher income | larger households | children (London) || lower car ownership | main mode: transit

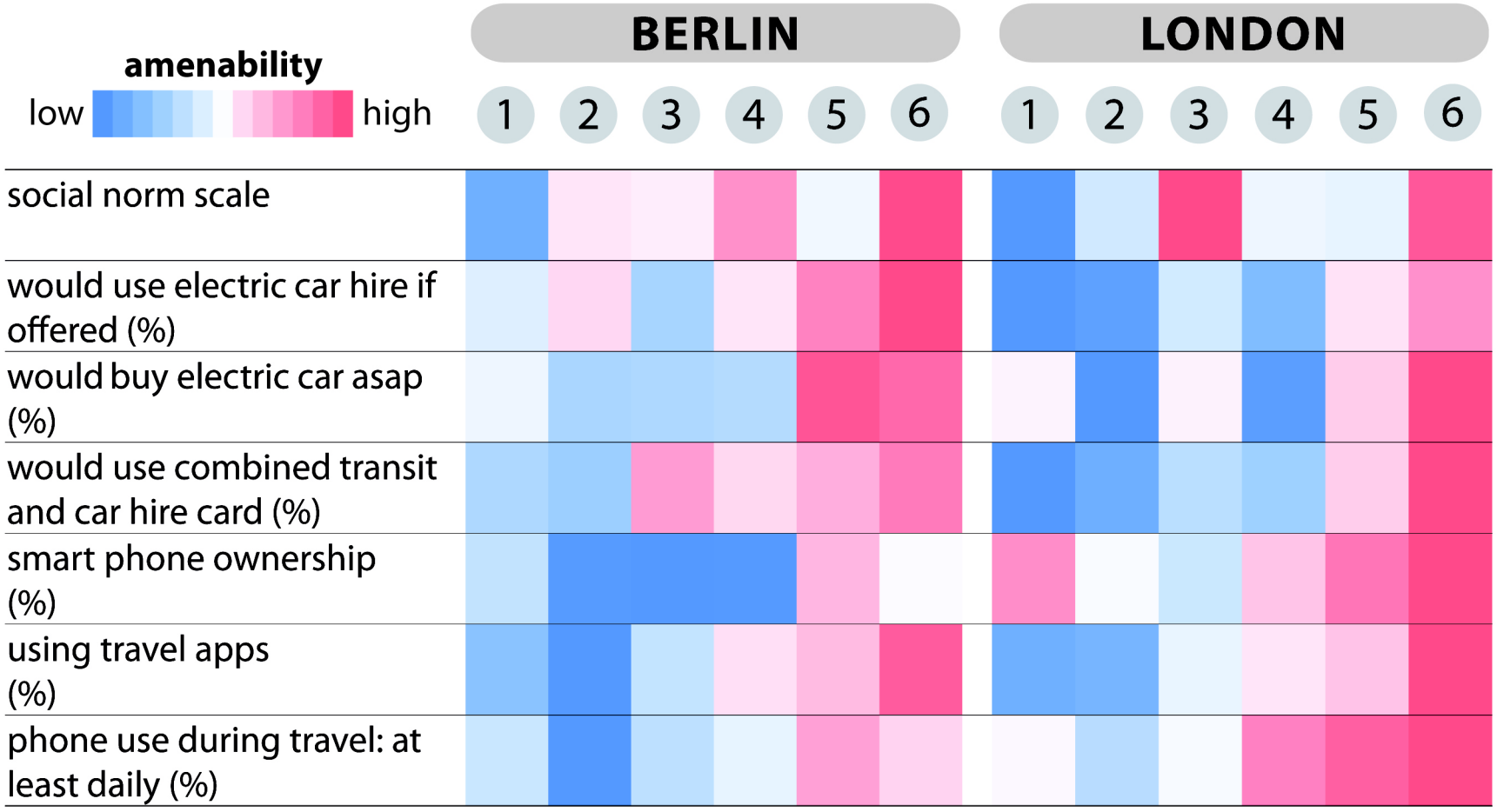
TYPE 6: INNOVATIVE, FLEXIBLE





PROMOTING SUSTAINABLE TRAVEL

AMENABILITY TO NEW FORMS OF TRAVEL



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GROUP AND CONTEXT-SENSITIVE INTERVENTIONS

1 Traditional, pro auto

goal: reduce impact

target modes

car sharing, electric cars

interventions

flexible car sharing schemes

promote convenience of car sharing

expand network of electric cars

2 Traditional, pro private modes

goal: reduce impact

target modes

car sharing, cycling (B), transit (L)

interventions

flexible car sharing schemes

stress negative impacts of driving

expand network of electric cars

promote cycling (B), special fares (L)

3 Environment, pro transit

goal: affirm & expand

target modes

walking, cycling, transit

interventions

promote mobility services

special offers to test new services

GROUP AND CONTEXT-SENSITIVE INTERVENTIONS

4 Traditional, pro collective modes

goal: affirm & encourage

target modes

transit, cycling P+R

interventions

promote transit through traditional channels

specific offers to test new services

5 Technology, pro private modes

goal: reduce driving & switch

target modes

cycling, electric cars, car sharing

interventions

promote autonomy and fun aspects of alternatives

highlight role of technology

target through ICT

stress fitness and fun in cycling campaigns

6 Innovative, flexible

goal: inform & encourage

target modes

walking, cycling, transit

electric car hire

interventions

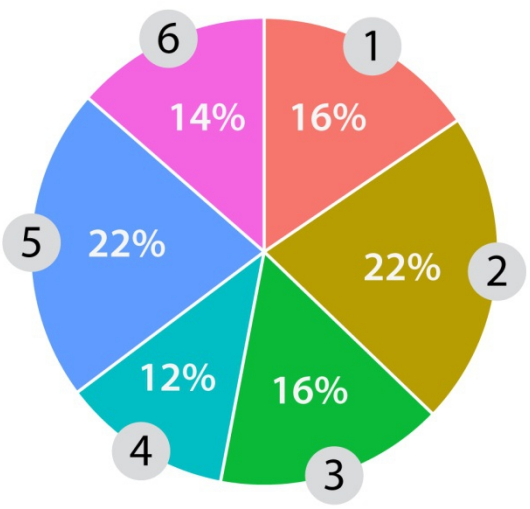
promote mobility services

inform instantly about new options and services

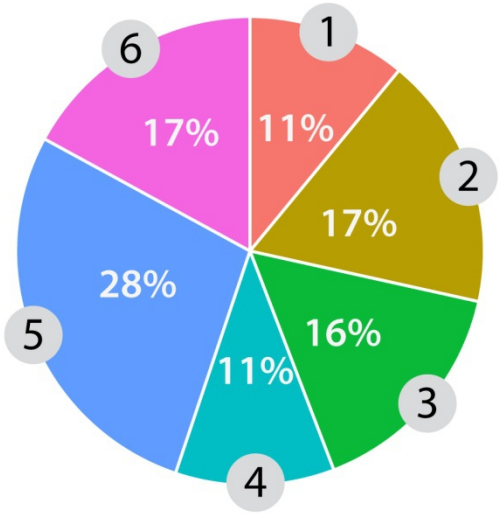
CONCLUSIONS

CONCLUSIONS 1/2: GROUP DIFFERENTIATION

BERLIN



LONDON



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- high share of auto-affines
- two clusters with firm habits of car use (> 35%)
- one auto-affine type with potential for change (20-30%)
- one innovative and flexible cluster (~15%)
- high correlation between attitudes, preference and behaviour
- specific contextual needs and constraints

CONCLUSIONS 2/2: TARGET GROUPS AND POLICY

ICT as channel

enabling new connection between mobility services and advanced usability

target group specific approach

improving chances for transformative changes of travel patterns

innovation-oriented target groups

scaling new urban mobility

policy to provide 'hard' framework

parking, cost, simple permissions, networks, communication

Thank you.

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