

---

## Smart traveller – ESS Sweden

---

**Summary:** In less than 200 words provide a summary of your project....

A lot of people commute to work using their car without even thinking about it. As a consequence, many unnecessary trips that contribute to CO<sub>2</sub> emissions are made each day. The project Smart traveler targeted inveterate car drivers in order to make them travel in a more sustainable way to and from their work place.

In order to succeed with this, employees that commute by car were offered to become Health cyclists, Test travelers on public transports; start car-pools or take courses in Eco Driving.

A travel habit survey (THS) was made in the beginning and at the end of the project. The aim of the first THS was to choose right offers to right target groups. The second THS aimed at measuring the effects and the awareness of the project.

The survey analyzed approximately 3700 peoples' travel habits. The share of car drivers decreased from 58 % to 54 %. The transport mode that has seen the biggest increase is cycling, from 18 % to 21 %. People who travel with public transports to work did not increase but the awareness of public transport and Eco driving increased slightly.

The project ran from April 2006 until June 2008.

Target Audience				Actions			
	Children		Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
	Teenagers		Car sales people	X	Cycling	X	Car Pooling
	Students	X	Private companies	X	Transport Demand Management		Transport for People with reduced mobility
X	Adults		Other		Flexible mobility services	X	Eco Driving
	Old Age Pensioners				Travel Awareness Event(s)		Walking
X	Decision makers			X	Mobility management		Other
X	Local and regional authorities			X	Public Passenger Transport		

---

## Implementation Process

---

**Fill out this step by step process of implementation for your project:**

1. Meetings with stakeholders (Public Transport Authorities, Swedish Road Administration, Regional Councils) in order to get their commitment
2. Selection of work places together with the Public Transport Authorities
3. Sales process in order to make the companies join the project
4. Travel habit survey I at the companies that decided to join the project
5. Selection of target groups at the work places based on the first Travel Habit Survey
6. Exhibitions at the work places
7. Carry out the four subprojects: Health cyclist, Test traveller, Car pooling and Eco driving
8. Carry out Travel habit survey II
9. Collect and analyze data from travel habit surveys
10. Present results to the stakeholders and companies that participated in the project.

---

## Barriers, Pitfalls or Unexpected Successes

---

No unexpected events were discovered during the course of the project, but the sales process with the companies was much tougher and longer than expected. This means that some of the companies joined the project late and instead of measuring the effects six months after the action, we were forced to do it four months after the action in some cases.

**PI 1 Target:** No of people reached by the offer to try a new transport mode should be 60-80 % of the target group.

**Result:** The target has been reached at 5 of the 8 participating work places i.e. Finnveden Power Train, Faurecia Exhaust Systems, The Regional Council in South Småland, Energy Agency for Southeast Sweden, Volvo Construction Equipment. The results at the three remaining companies are slightly lower and vary between 46 and 56 % of the target group.

**PI 2 Target:** No of people who have tried a new transport mode should be 40-50 % of those who have received the offer.

Due to the limitations set by the Public Transport Authorities concerning the number of free bus tickets (10 tickets per work place), the PI 2 has been calculated as “number of individuals that have participated in the offers (SUMO level F) divided by the number of individuals that have shown interest for participating in the offers (SUMO level E)”.

**Result:** The target has been reached in all participating companies except at one (the County hospital in Kalmar) concerning the Health cyclist and Test traveller projects. Concerning the Car pooling and Eco Driving projects the results are not as good. Car pooling is generally considered as difficult to realize in Sweden which was clearly demonstrated even in this project. When the project started 10% of the employees used carpooling for commuting to and from their work places. The percentage was the same even after the project. Eco Driving is generally considered as an expensive measure. Only two companies offered this option for their employees. The action was realized by giving information to the employees rather than proper training.

**PI 3 Target:** 40-50 % of those who have tried are satisfied with the offer.

**Result:** The target has been reached in all work places where 82 % is the lowest figure. Since the number of people who have participated is very low between 5 and 18 individuals per work place, the percentage is somewhat misleading.

**PI 4 Target:** No of people who have changed their behaviour after six months should be 30 % of the satisfied people.

**Result:** Since the companies joined the project at different periods of time, also the surveys have been made at different times. The results are as follow:

At 3 work places where the THS was made six months after the test period, 100 % of the Health cyclists stated that they will continue to go by bicycle to work and 63-67 % of the Test travellers have continued to go by bus.

According to the survey made four months after the test period, all Health cyclists, except at one work place (Volvo) say that they will continue to go to work by bicycle. The percentages of the Test travellers that say that they will continue to go by bus after the test period vary between 44 and 100 % in 6 companies. Only at Faurecia the share was very low, 17 % whereas IKEA decided to only carry out the Health cyclist project.

## Some reflections

Generally one can say that those who participated in the project were most satisfied with two of the travel options offered, Health Cyclist and Test Traveller. Almost all Health Cyclists continue to go by bicycle to work after the project period and seem thus to be most satisfied with their new travel option. If you look at the gender of the participants in the Smart Traveller project the share of male participants is about 70 % and female participants approximately 30 % which might have had an impact on the project results.

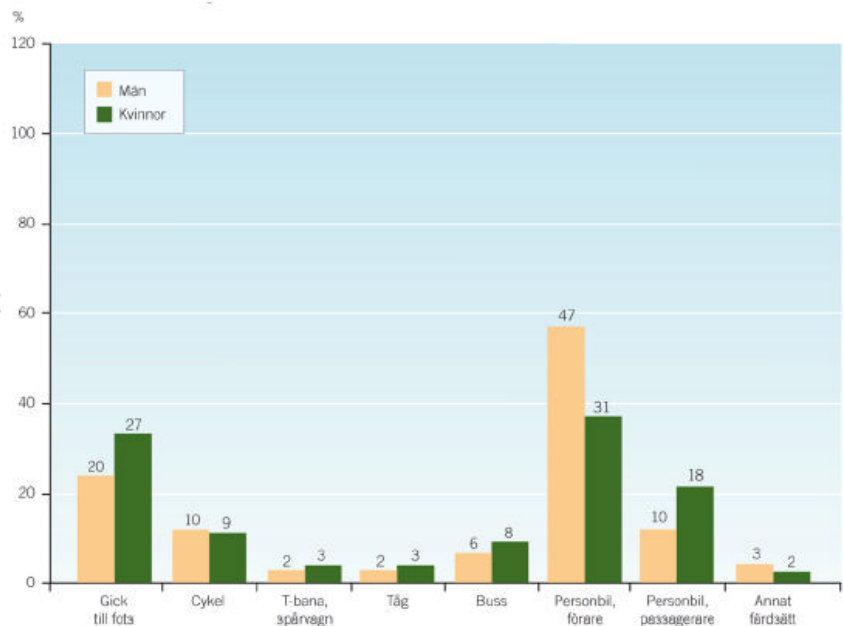
According to a national travel habit survey made by SIKÅ, Swedish Institute for Transport and Communications Analysis, in 2005/2006 men choose private car and bicycle more often than women. See figure below. When it comes to public transports (bus, train and underground) women are in majority. The third option where men are in majority is called "Other".

## Färdsätt

### kapitel 4.1.1 figur 4.2

Andel av antalet resor efter färdssätt uppdelat på kön

Källa: Resvaneundersökningen 2005/06, SIKÅ



The Swedish Environmental Protection Agency and the Swedish Road Administration have decided to finance a new period of the Smart traveller project which means that we will scale up the project using the experiences gained at the MOVE project as input. At least two of the companies have said that they can think about continuing to work with these issues in a new project.

Also the Public Transport Authority in the County of Kronoberg thinks that this is a good method for gaining more passengers and has already started a new project with the Municipality of Växjö where 47 employees have signed for the Test Traveller project.