

Main lessons within surveys on  
mobility patterns and behaviour  
and mobility needs and wishes

**Thurles**

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- **For each survey on mobility :**
  - ✍ Objectives
  - ✍ Target groups
  - ✍ Sites
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# Survey on mobility patterns and behaviour

- **14 partners**
- **At 12 applications sites and 2 regions**

# Objectives

- **Main objectives :**
  - to provide, before and after the application, a comprehensive picture of mobility patterns and behaviour of target groups,
  - to design a tailored application: suitable application to its site and target group(s),
  - to monitor results and impacts of its application in terms of mobility and impacts on energy consumption and greenhouse gases (GHG).

- **Main goal appropriated by Partners :**
  - For most of partners, the main goal was to better understand the mobility uses of their target group and get a picture of mobility.
- **Particular objectives :**
  - One survey (IAR) is focused on parking use.
  - Two surveys (ARENE and ARPE) aimed to identify the knowledge on mobility patterns by local authority in LA21.

- **Other goals :**
  - to design a tailor-targeted application : to confirm/enrich the suitability of target group(s) and the objectives of applications,
  - to monitor results and impacts : impacts or potential savings on mobility and energy consumption and greenhouse gases (GHG) were only apprehended by 4 Partners.

- **Lack of monitoring impacts or potential savings on mobility and energy consumption and GHG**
  - Reminder : the guideline gives general advices or example to build specific tool targeted at each application.
  - Reasons :
    - Lack of time to build a suitable tools and gather the data ? lack of data on mobility and energy ? lack of reliability of calculations ? needs more time
  - Questions / lessons :
    - Take into account the real needed time for the survey at the end of application
    - Identify needs to improve the savings/impacts calculations : advices, tools, indicators, emission/energy factors...?
    - A question : Lack of training or tool on impacts/savings (energy or CO<sub>2</sub>) calculations ?

## Target groups

- **Types :**
  - Most of surveys (9/14) took « inhabitants » as target group
  - For the 5 others partners, target groups are :
    - economically active population (EAP, AGEAS),
    - car drivers as parking users (IAR),
    - public authorities involved in LA21 (ARENE and ARPE).
- **Very different investigated samples :**
  - from twenty to more than three thousands respondents,
  - according to the types of target group and of site (density and scale for i.e.).

## Sites

- **Scale :**
  - mainly (more than 50%) on neighbourhood scale
  - Four surveys concerned city scale and three a supra-communitie scale (region or province)
- **Most of the surveys (12/14) concerned the application sites:**
  - only ARENE and ARPE implement their inquiries on regional scale (elections period)

## Implementation

- **In coherence with guideline, Partners used different ways of administering their questionnaire :**
  - 3 used phone interviews
  - 5 led face to face interviews
  - 4 used self-completion
  - 2 mixed self-completion and face to face interviews
  - 1 used counting and photos to better understand the parking use

## Lessons

- **The surveys confirmed the suitability of all the target groups that were pre-defined :**
  - For most of them, target group is inhabitants or working population.
  - For some of them, it permitted to identify sub-groups such as children or employees.

- **For most of Partners, the survey provided**
  - a better knowledge of mobility pattern
  - and useful information
- to check the relevance, the suitability or the design of their application (depend on their level of progress) : all the surveys confirm/enrich the relevance of target groups

- **For instance :**

- identify the start and destination of trips and number of passengers per car are useful data to apprehend the relevance and the design of a car-pooling system (AGEAS, EAP, CRANA/NASURSA);
- learn the purpose and the habits of trips for a new or an extension of neighbourhood (MENDES, WOLF),
- know the level of bike ownership, behaviour cyclists and “non-cyclists” to develop a suitable plan of actions for a development of cycling (RIGA)

- **Identify potential in modal shift and, if possible, define objectives in terms of energy savings and GHG reduction.**
- For instance:
  - Győr and DGH defined priorities in modal shift according to the type of trips,
  - DGH estimate the corresponding savings in energy and GHG.
  - SIRNERGIJA established mobility pattern and behaviour in showing the levers of improvement.
  - TRNAVA identify the modal choice for “work” as a priority in its plan of actions to increase to PT use and cycling.

- **Links to supplies of means of transport to identify lacks and thus levers and field of improvement to increase alternative modes use.**
- **For instance :**
  - CRANA/NASURSA to increase cycling and PT use,
  - MARTIN to develop mobility services and increase all alternative modes use,
  - RIGA to identify lack in cycling infrastructures & connections, and increase cycling use

- **For both surveys on LA 21 communities (ARENE and ARPE), the inquiries confirmed the relevance of working on integration of mobility within LA21, in particular on :**
  - The integration of mobility within LA21 diagnosis and monitoring,
  - The knowledge and awareness on mobility patterns by local authorities involved in LA21.

- **Several axis of improvement and lessons for applications and materials :**
  - Build, test and disseminate (training and communication) a method of diagnosis on mobility targeted to LA21 : at least one of the applications on LA21 process should include a diagnosis on mobility
  - define a method to identify the potential of modal shift,
  - help communities to define tailored plan of actions and monitor it (collective training workshops)
  - Set up working groups to enrich the guidebook of recommendations

# Survey on mobility needs and wishes

- **10 partners**
- **On 10 applications sites**

## Objectives

- **Main goal : better understand the mobility needs and wishes of the target groups applications to define tailored actions or plans of actions.**
- **It was indeed a good opportunity to involve target groups in the definition and design of the applications.**

- **To identify determinant factors on modal choice**
- **To identify effective brakes and relevant levers, or motivation of target groups in habits changes :**
  - using a new service or change of behaviour,
  - combining different alternative modes
  - identified barriers to new services development and incentives to overcome them, mainly on the conditions to implement a carpooling system, or to improve the modal share of bicycle or PT.

## Specific objectives

- **identify preferences between different services or actions :**
  - to confirm the relevance and the suitability of new actions or services,
  - to establish priority in plan of actions
  
- **estimate the potential of participation to the application:**
  - either to know the level of interest of the population for PRO.MOTION Project,
  - either to involve them directly in project as future users of a new service of carpooling,
  - either to integrate the inhabitants into a process of urban planning.

## Target groups

- **Most of surveys (8/10) took « inhabitants » as target group except AGEAS and IAR which respectively choose working population and car drivers as parking users.**
- **The investigated samples are very different, from five to more than five hundreds respondents.**

## Sites

- **All the surveys were related to application sites.**
- **The sites are mainly on neighbourhood scale (7/10) except two surveys which concerned city scale (3/10).**

## Implementation

- Pro.Motion partners used different ways of administering their inquiry :
  - 5 led face to face interviews
  - 2 used phone interviews
  - 2 mixed self-completion and face to face interviews
  - 1 used self-completion
  - 1 used counting and photos to better understand the parking use

# Overview of lessons

- **Lessons for target groups**

- **Main topics**

- needs and wishes in terms of Public Transport and carpooling ;
    - needs and wishes in terms of cycling and walking networks;
    - habits in terms of energy efficient transport;
    - current level of integration and awareness of the target groups concerning sustainable mobility;
    - habits of car users, to propose a parking supply more environmental friendly.

## Lessons for target groups

- **Perception of alternatives modes** : barriers and levers to develop new services (PT, carpooling/liftsharing, informations)
- **Identification of priorities** : main group of mobility users (car owners, car drivers, PT users, bike owner...) or type of use (daily bike use,...) or kind of trip (short trips,...).
- **Suggestions from target groups to improve current situation** : Improvement of the PT, walking and cycling supplies, or car accessibility
- **Participation of the target group in future application** : in participating in a service of carpooling or in the design process of urban project

## Lessons for applications

- The surveys played their role : they helped Partners to choose the more suitable activities and tailor their contents while integrating the 3 levels of actions of Pro.Motion :
  - Improvement on the objective conditions of transport (measures on infrastructural planning or organizational measures)
  - Raising awareness and correcting the perception of energy efficient transport (creating personal benefits)
  - Motivation and information of existing and potential users (such as testing/information tools to start changes in mobility behaviour of inhabitants).

## Conclusions on the relevance of surveying mobility needs and wishes

- **For a large part of applications** : improving transport system is a central action,
  - on all modes or on a specific mode of transport (like cycling network or the PT network)
- **For some partners, the application will develop new mobility related services or other services (urban functional mixity)** in order to reduce mobility needs or to get a more energy efficient organisation of trips.
  - identify the kind of services that are expected/needed and define how to implement them.

- **Over all surveys, a very large panel of services were proposed to target groups, for instance:**
  - Carpooling
  - CarSharing
  - Mobility services package
  - Night buses
  - Self-service bikes
  - Delivery services
  - Joint shopping trips
  - Walking buddies

- **Surveying needs and wishes allowed to :**
  - confirm the suitability of a service that was already identified (for instance Carpooling in Salerno),
  - identify the key-factors and the best conditions to implement successfully those new services (for instance application of MENDES)
  - identify preferences of target group on a list of mobility services (for instance applications of WOLF and MENDES).
  - identify new mobility related services coming from suggestions from target groups (for instance applications of WOLF and CRANA/NASURSA).



- **Partners took into account the perception, motivation or preferences of their target group to tailor their plan of actions.**
  - In this meanings, they mainly combined service or action and awareness campaigns or information/communication tools
  - to create good and objective conditions to travel by alternative modes
  - to increase the use of existing or new supplies.

**Thank you for your attention!**

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