

Moving to De Rotterdam building

A compelling event to change commuting habits

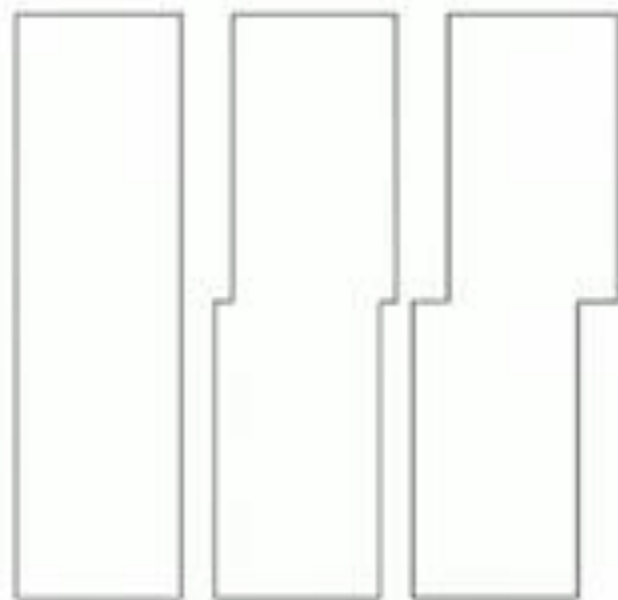


*Juliët van Drumpt | MuConsult
Gert Jan Polhuijs | Municipality of Rotterdam*





De Rotterdam building



DE ROTTERDAM VERTICAL CITY

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The Verkeersonderneming & partners



A15
MaVa



Verkeersmarinier
K Gemeente Krimpen aan den IJssel

Demand-driven approach

Employers



Employees



Inhabitants



Visitors



Customer approach in 10 different areas to:

- Create a 'buzz' (in search of intrinsic motivation)
- Find interactive platforms for crowdsourcing and communication
- Facilitate networks of employers
- Give mobility service providers access to customer groups

Marketplace for Mobility

 Calendar42 Calendar42	 Collectief Vervoer	 Pas op voor de Spits	 Gadering Express	 Weg van de Spits	 Fietsen verleer je nooit werkgevers
 Fietsen verleer je nooit Ommoord, Zevenkamp, Nesselanda	 Forensz voor bedrijven	 ForenZo	 ikBespaar	 Slim reizen	 Mobiliteitsbudget 2.0
 Mobiliteitsloket	 Slim Vervoerplan	 myJINI	 Nationale Fietsleaseplan	 SpitsSporten	 De Tenderpendel
 TimesUpp	 Spitsradar 010	SAMEN MAKEN WE ROTTERDAM BEREIKBAAR		 Slim op Weg Arrangement bedrijven	 Reisbalans
 Slim op Weg Wilhelminapier	 TimesUpp Zakelijk	 Trappen naar je baas	 Marconistraat - Heijplaat	 WoonWerkZuid	 Zoeff
 Voor Deel Fiets	 Van5Naar4	 Tripmanager	 Tripmanager	 U-connect	 PlaatsOnafhankelijk Werken (POW)
 persoonlijke reisplanner	 Check je werkplek	 Botlek Expres	 Schaardijk - Stormpolder	 Forensz voor particulieren	 Korting op e-scooter

Over 30 mobility services provide alternatives for traffic jam during peak hours, e.g.:

- Bicycles, e-bikes, e-scooters
- Cars, bus shuttles, boats
- Traffic information apps
- Mobility cost reduction
- Public transport cards
- Flexible work spaces
- Vitality and gaming
- Logistic solutions

WWW.MARKTPLAATSVOORMOBILITEIT.NL

Starting point: new work location



Project objectives

- Creating awareness among employees
- Providing insight into (changes in) commuting behaviour
- Identifying barriers and motivators to change
- Generating ideas for solutions
- Bringing together stakeholders within the municipality



Process



- Web-based questionnaire
- Travel story contest
- Workshops (employees)
- Ambassadors
- Communication & publicity

Behaviour change theory

- travel choices based on habit and preconceptions



**'FIETSEN?
EN ME
ZEKER
ZEIKNAT
LATEN
REGENEN.'**

**WEES GEEN FILEDIER
DE FIETS IS OOK EEN MANIER**

Kijk op filedier.nl voor meer alternatieven

**'SCHAT,
IK MOET GAAN.
ANDERS BEN
IK TE LAAT
VOOR DE FILE.'**



**WEES GEEN FILEDIER
DOE HET OP JOUW MANIER**

Kijk op filedier.nl

Behaviour change theory

- travel choices based on habit and preconceptions



Cycling?
To get soaked in
the rain?

**WEES GEEN FILEDIER
DE FIETS IS OOK EEN MANIER**
Kijk op filedier.nl voor meer alternatieven

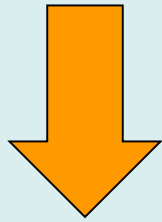


Honey, I have to go.
Otherwise I will be
too late for the traffic
jam.

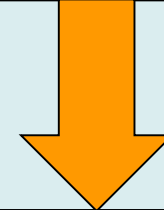
**WEES GEEN FILEDIER
DOE HET OP JOUW MANIER**
Kijk op filedier.nl

Compelling event

- travel choices based on habit and preconceptions



- A change of work location provides a compelling event to change commuting habits



Using social norms

- Publishing travel stories to show alternative ways of commuting
- Using ambassadors



“I can recommend cycling to everybody. I’m looking forward to the shower facilities and locker room in De Rotterdam.”

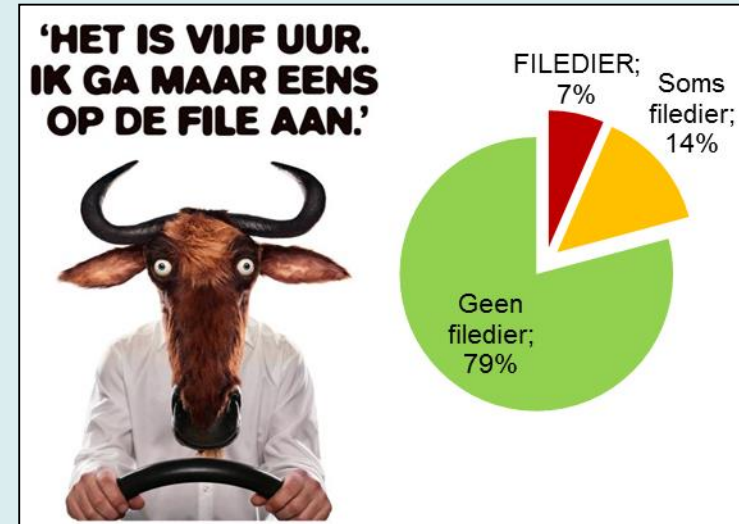
Rewarding desired behaviour

- The top 5 writers of the travel story contest were put in the limelight
- Winner: one night stay in De Rotterdam NHOW Hotel

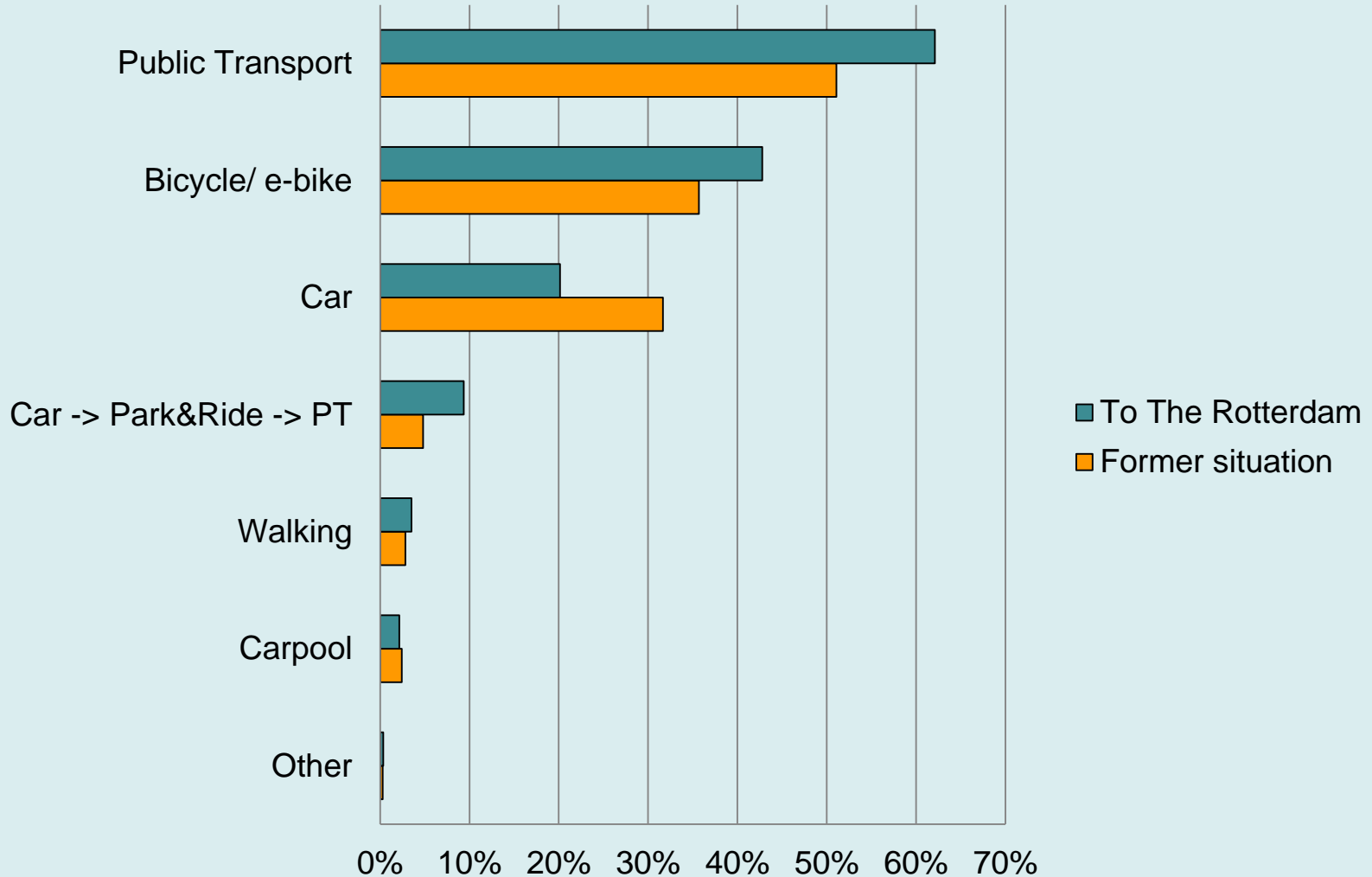


Web-based questionnaire

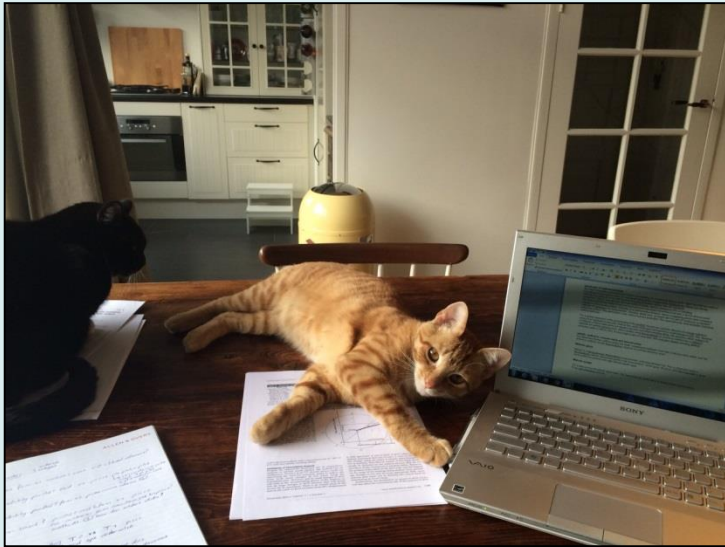
- 1.730 completes
- We asked employees about:
 - current travel behaviour
 - intentions to change behaviour
 - what's important in daily commute
 - barriers & motivators to change commuting behaviour
 - ideas for improvements that can be initiated by:
 - employees themselves
 - the employer
 - companies (mobility service providers)



Travel mode choice for commuting



Identifying barriers for change (in general)



Identifying barriers for change (specific) ...



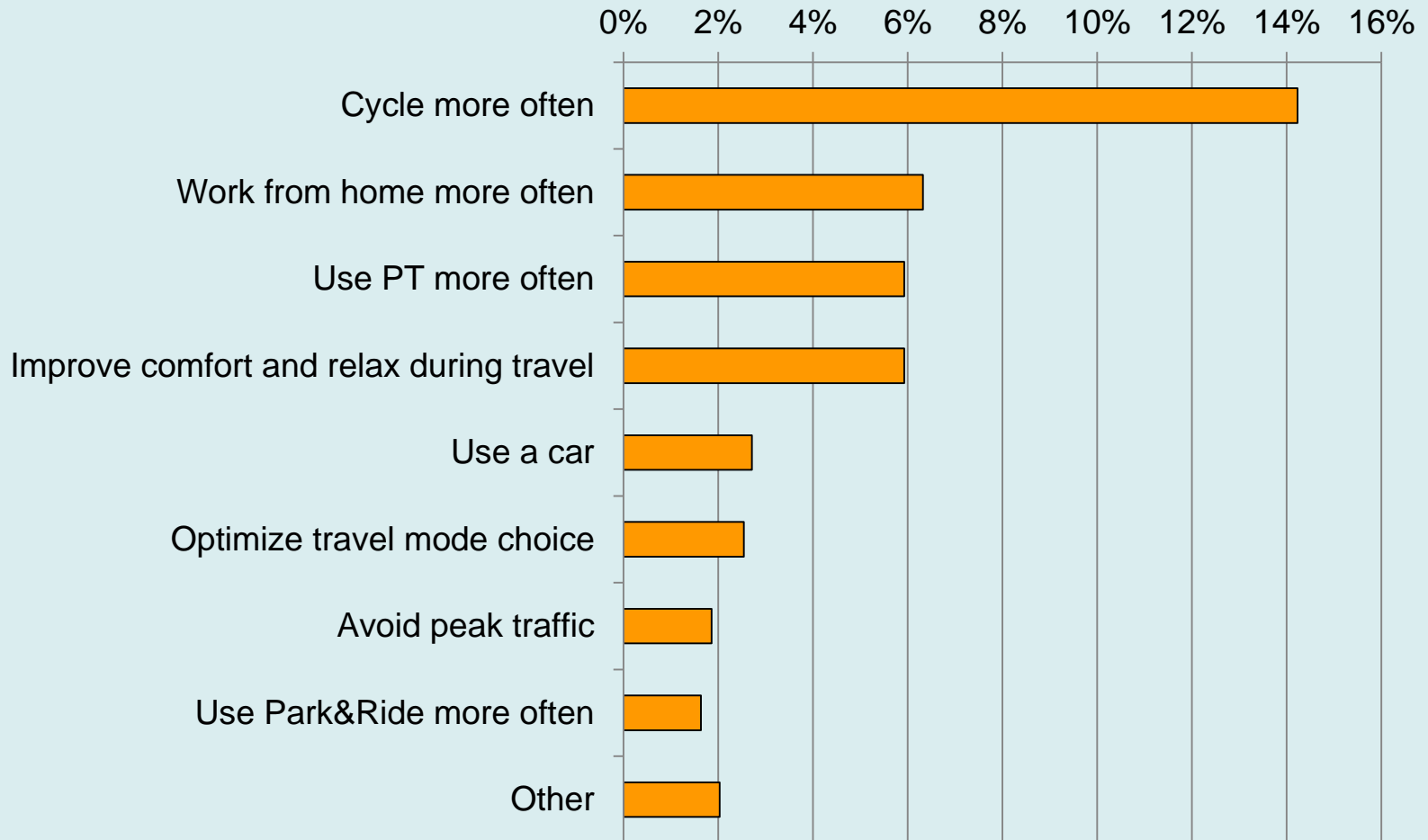
Identifying distinctions between target groups

- Even some 'car addicts' are prepared to reduce their car use



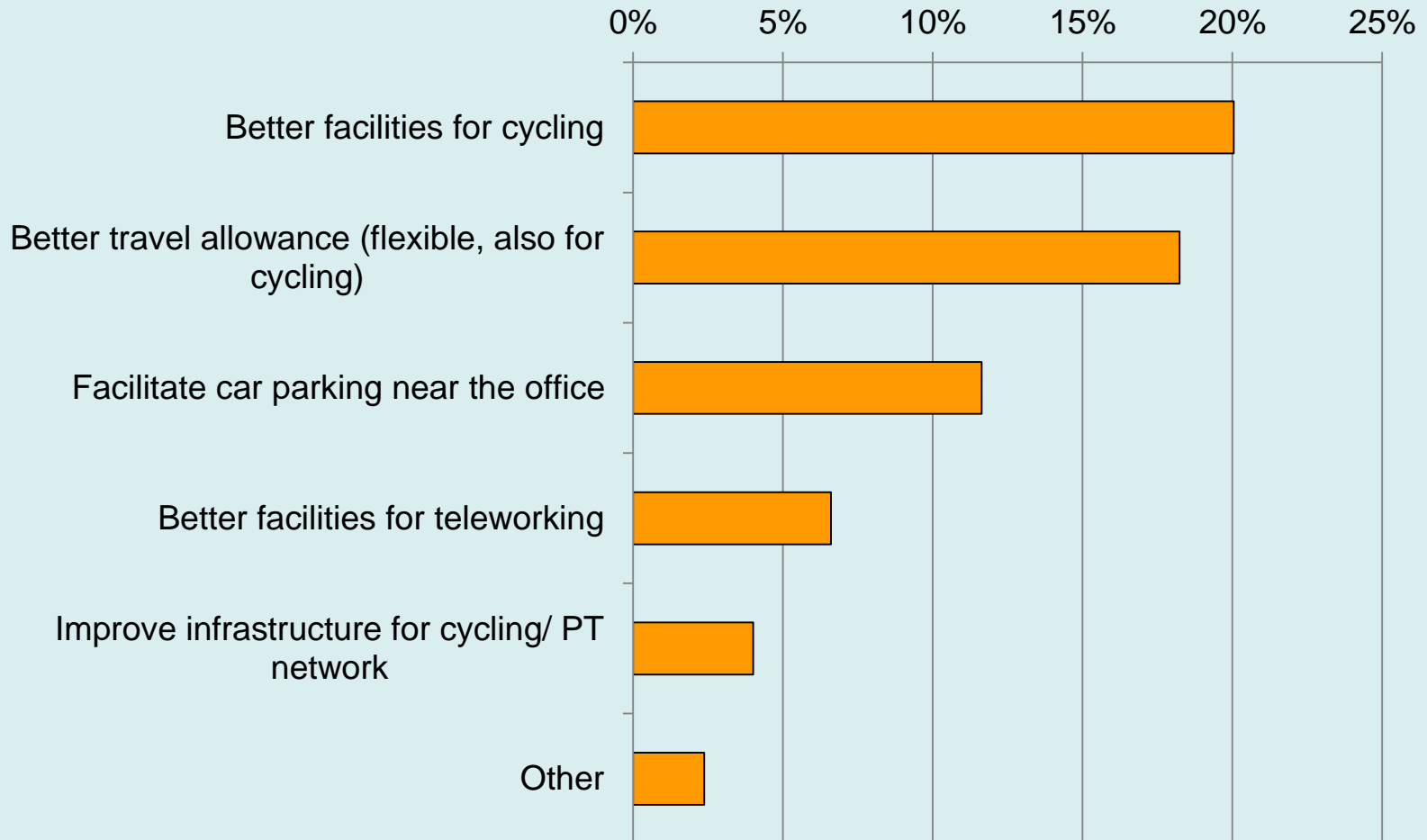
Generating ideas for solutions

What can you do to improve your commute?



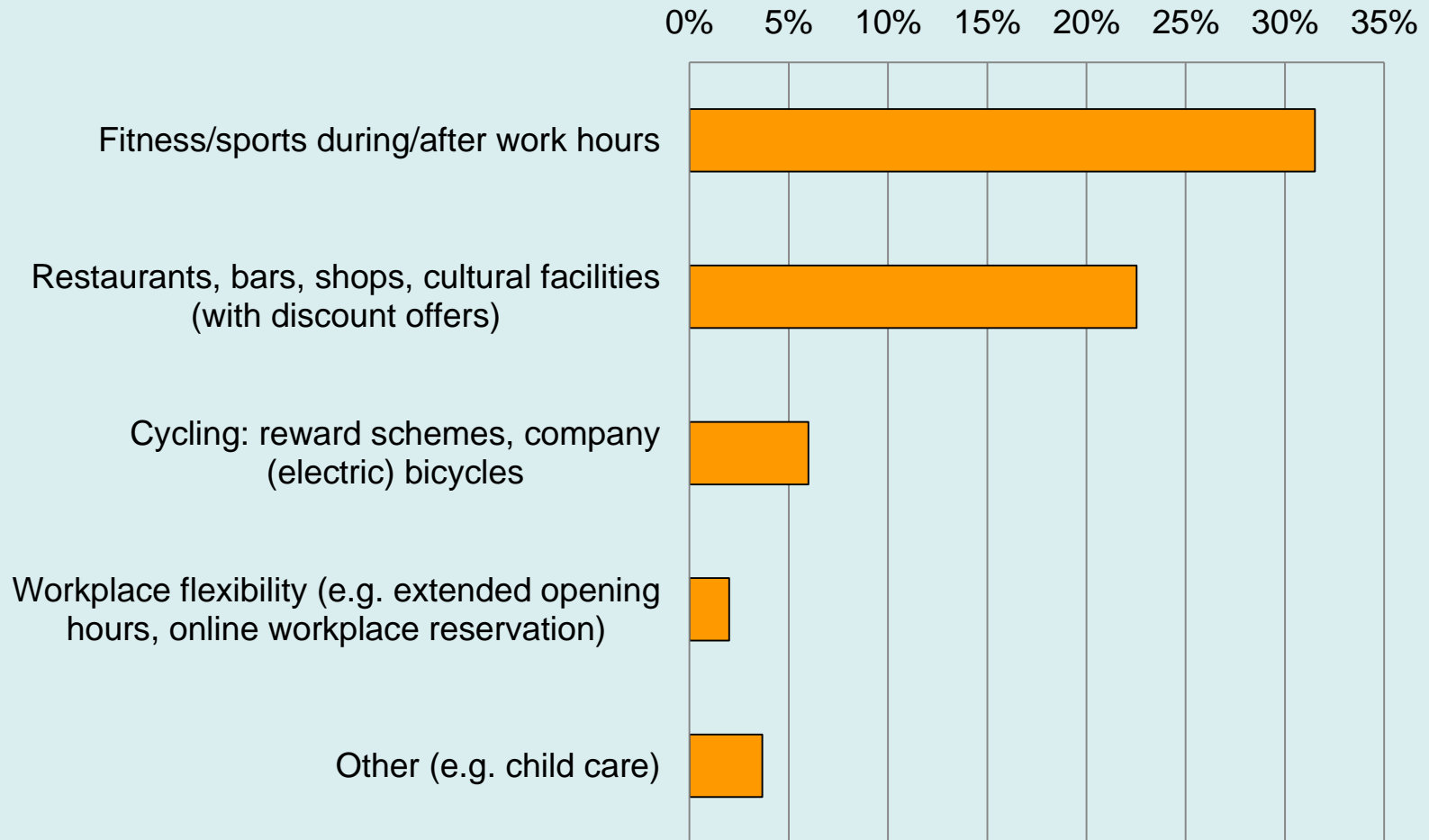
Generating ideas for solutions

What can your employer do to improve your commute?



Generating ideas for solutions

Which services would you like to use?

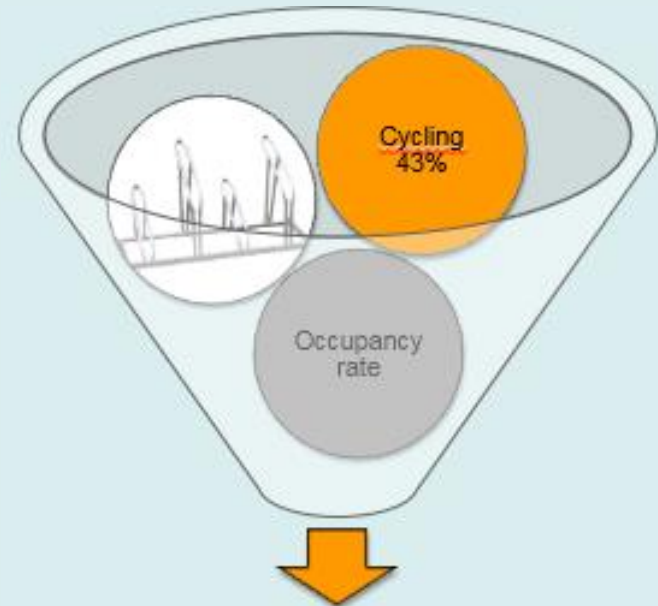


In summary...

- The project applied behaviour change theory by:
 - Using a compelling event to change commuting habits
 - Using social norms
 - Rewarding desired behaviour
 - Identifying barriers and motivators for change
 - Identifying distinctions between target groups

Follow up

- Results are used to facilitate alternatives to car use
- Action to reduce shortage of bicycle parking spaces
- Some needs can be met by suppliers of mobility services
- Suppliers ‘pitch’ their propositions for HR
- Employees receive offers personalized on their demands
- Municipality participates in ‘R10’-network of employers
- Ambition to copy this process to the Port Authority of Rotterdam



More bicycle racks !!!

Thank you!

Questions?



Juliët van Drumpt | MuConsult
Gert Jan Polhuijs | Municipality of Rotterdam

