



Innovative carpooling promotion The "Arc jurassien" case

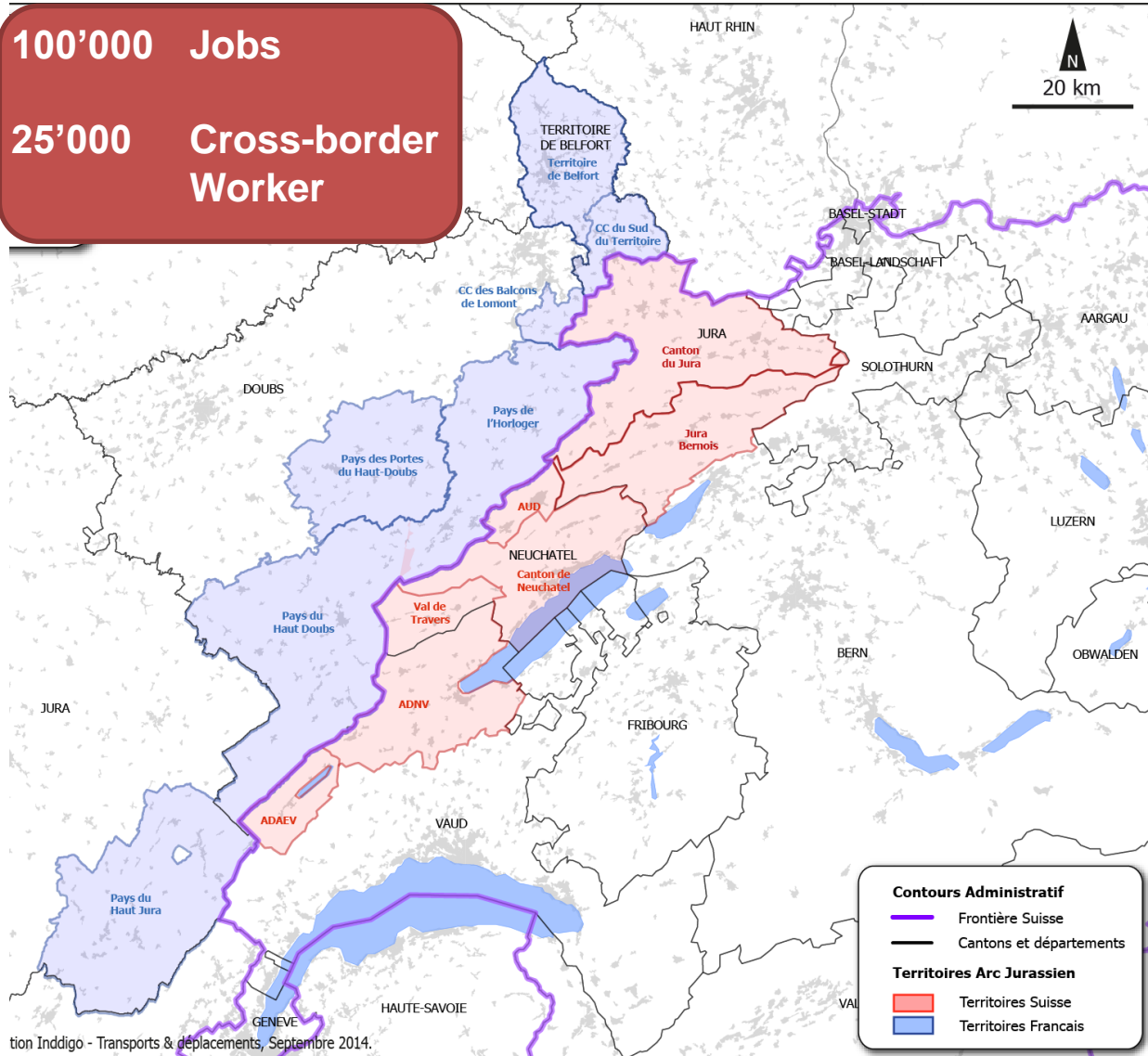
ECOMM 2016 - Athens

A territory : the « arc jurassien »



100'000 Jobs

25'000 Cross-border Worker



tion Inddigo - Transports & déplacements, Septembre 2014.

4 Swiss cantons

Vaud
Neuchâtel
Jura
Berne

3 French departments

Jura
Doubs
Territoire de Belfort

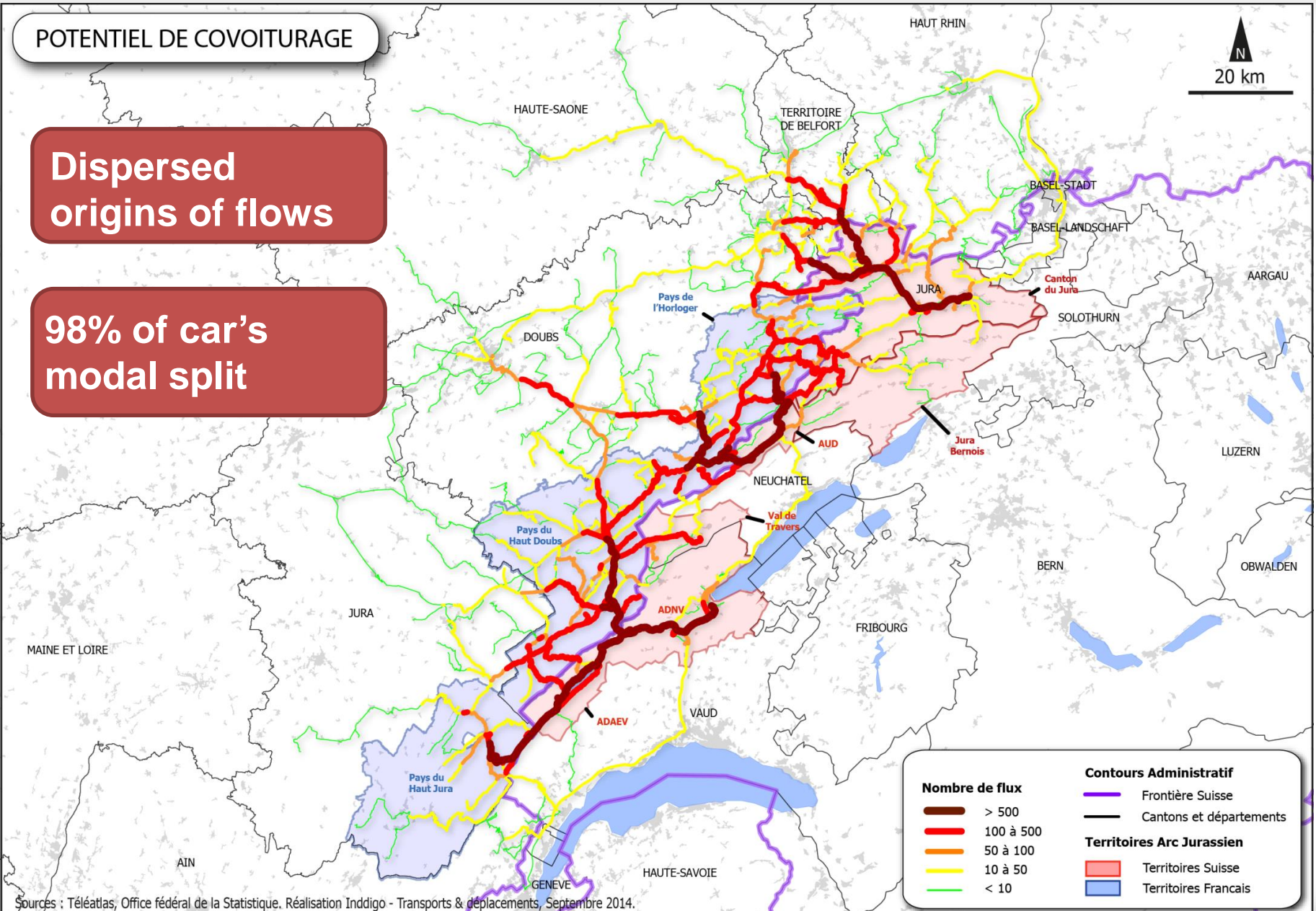
An accessibility problem



POTENTIEL DE COVOITURAGE

Dispersed origins of flows

98% of car's modal split



17 partners for a common project



Switzerland



Holder CH



France

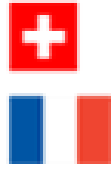


Holder FR





Interreg
France - Suisse



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

The project is receiving financial support under the European Territorial Cooperation Programme INTERREG France-Switzerland

Phase 1 2011 – 2013

Phase 2 2014 – 2015

Phase 3 2016 - 2018



Carpooling modal share increased from 12% to **25%*** !

*Within the 93 participating companies totaling to 25,000 employees.



Carpooling modal share from 12% to **25%** !



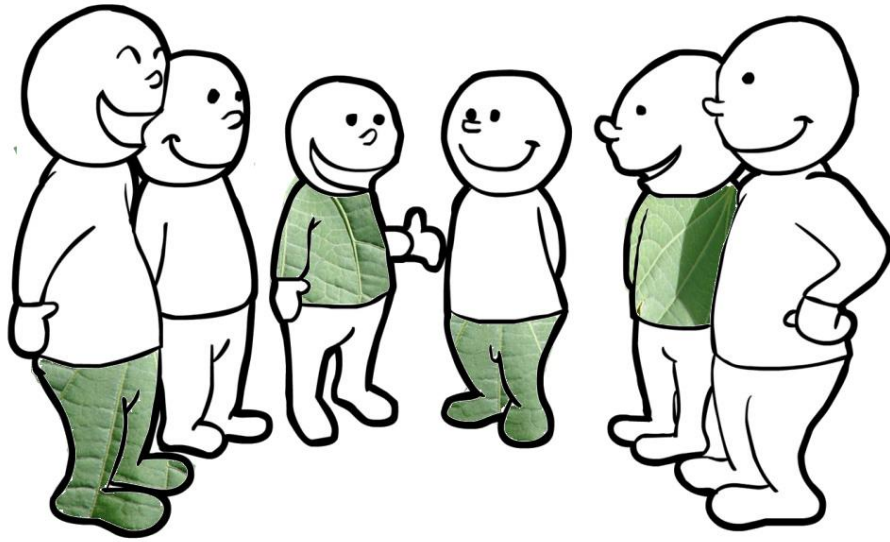
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- » + 3'000 carpoolers, ie 6'000 in total !
- » Annual saved Km : 17'000'000
- » Preserved purchasing power : EUR 6'000'000.-
- » Cost per new carpooler : EUR 350.-

Findings: Behavior Change



Findings: Sociability of carpooling





» Enterprise Adhesion



» Humanization of communication and linking



» Technical solution = secondary

4 implementation pillars

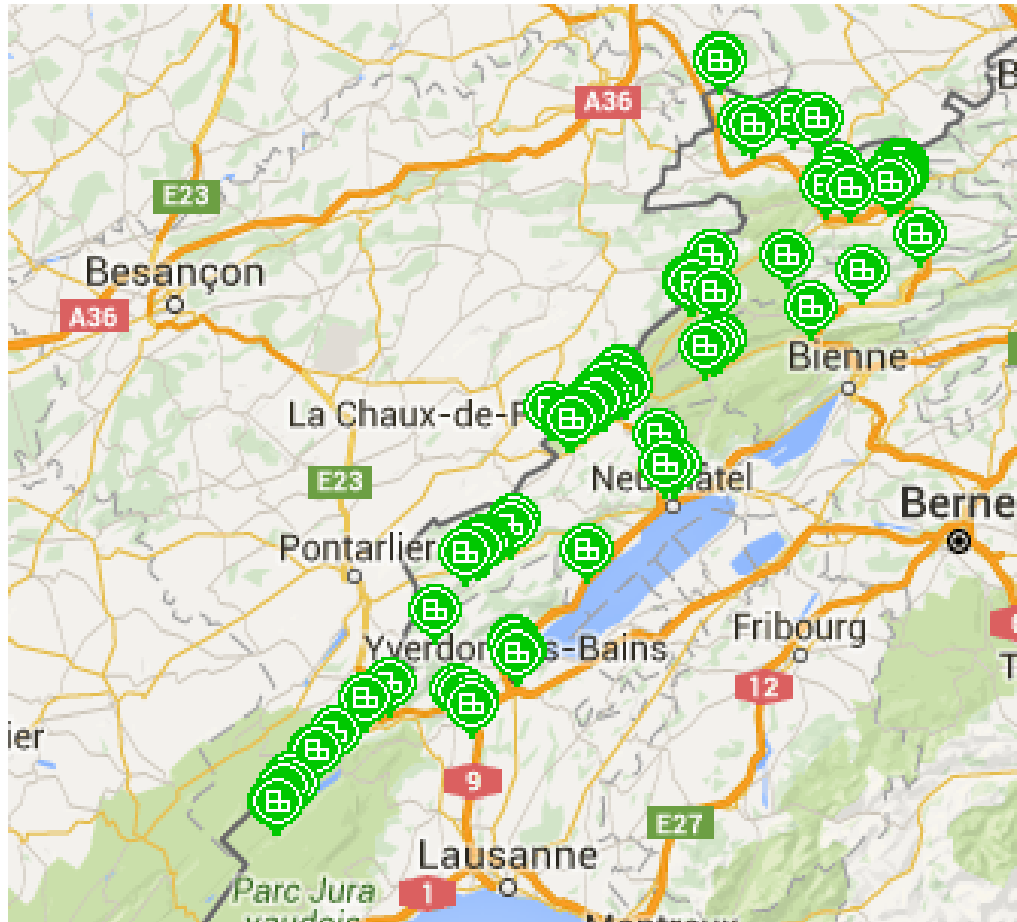


Enterprise
Adhesion

Sensitization
Information
Communication
Animation
Recurrent benefits

Humanized
linking system

Carpooling
parking
network



- » 93 participating companies
- » 25'000 employees
- » Designation of a mobility referent for each enterprise
- » Committee of mobility referents 2 times a year



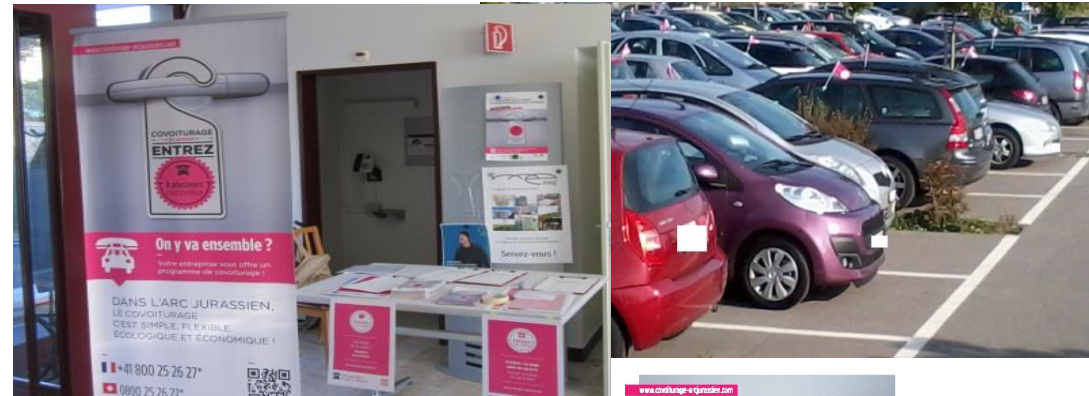
» **Communication Kit**

Livrets explicatifs, affiches, flyers, sets de table, email, signature électronique, présentation

» **Information booth**

» **Parking operation**

» **Carpooling Challenge** (3 editions)



» **Mobility Check-up**

» **Individual marketing**

» **Public informations sessions**

» **Organization tool « Share to move »**



Humanized linking system



- » Linking service by phone
- » Free call 0800 25 26 27
- » 5/7 from 7h00 to 19h00

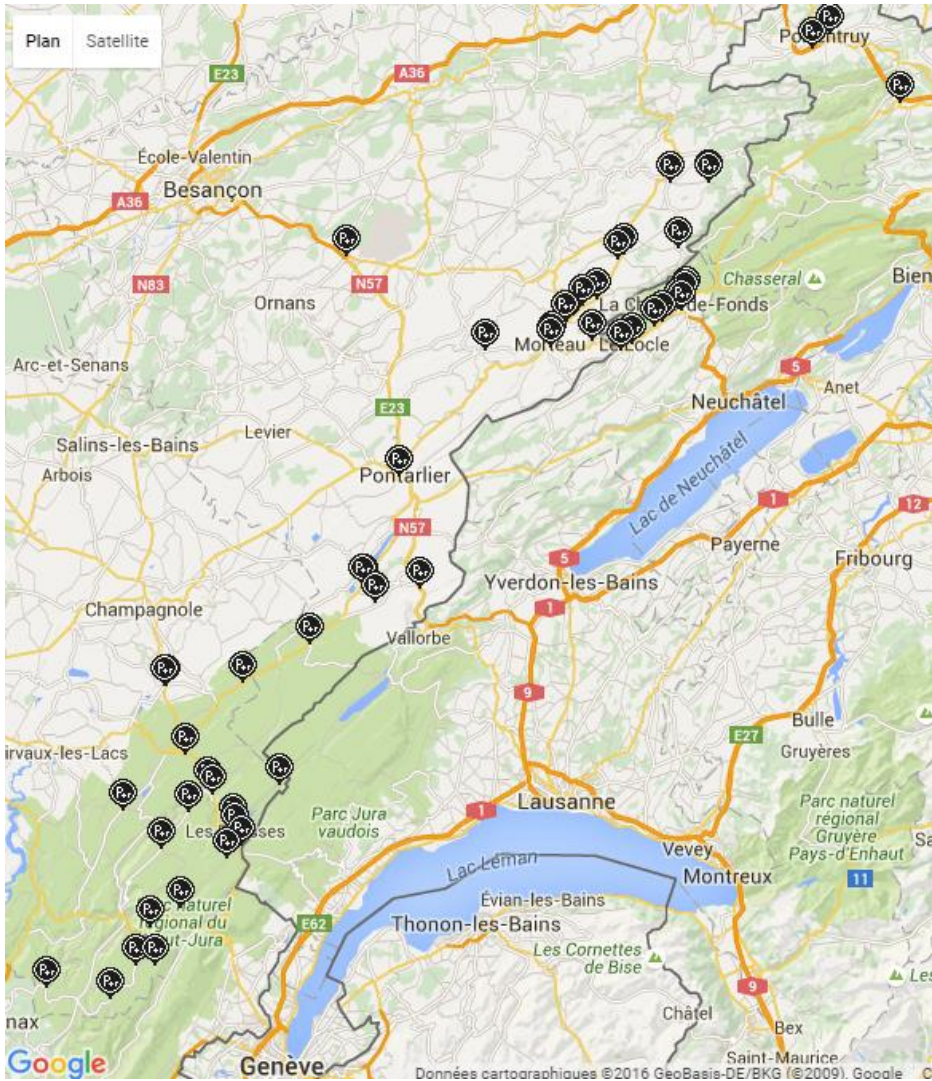
» Information Website

» Visualisation of carpooling parking

» Possible pre-registration

A screenshot of the carpooling website's user interface. The page features a navigation bar with links for 'Mon compte', 'Fonctionnement', 'Partenaires', 'Contact', and 'FAQ'. A prominent banner displays '75% DES PERSONNES INTERROGÉES estiment que le covoiturage est une solution PERFORMANTE POUR AMÉLIORER LES CONDITIONS DE CIRCULATION !'. Other sections include 'BIENVENUE ! Le site de covoiturage de l'Arc Jurassien', 'CALCULATEUR' for estimating savings, 'ASSURANCE' information, and 'REJOIGNEZ-NOUS ! Un service de covoiturage dynamique et gratuit !'. A 'CARTE INTERACTIVE' section shows a map with location markers. The website uses a color palette of white, black, and red.

Carpooling parking network



» 63 parkings

» 3'200 available spots



Identified and unique target

- Commuters
- Enterprises (> 50 employees)





Main allocation of resources to create / support behavior change

- Recurring and innovative COM
- Humanization of linking





Audacious, involved and close to businesses project partners





On y va ensemble ?

Le covoiturage c'est simple, flexible, écologique et économique !



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Confederaziun svizra

Ce projet bénéficie d'un soutien financier dans le cadre du programme de coopération territoriale européen INTERREG V A France-Suisse



Thanks for your attention !

www.covoiturage-arcjurassien.com

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