

The influence of key events on the acceptance of integrated mobility service packages as an alternative to car ownership.

The example of junior jobseekers and retirees.

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Project Background

The **private car** has become the central means of transport for the daily individual mobility and **its use still increases**. This increase causes a range of environmental, economic and social **problems** and thus contributes significantly to climate change. Some cities are trying therefore to implement incentives to encourage people to use sustainable mobility alternatives.

demands of a sustainable travel behavior

technological innovation

E.g. introducing an **integrated mobility service package** as an ecological, economic and social alternative to private car ownership (Beckmann/Chlond et al., 2006).

It is the extended idea of replacing car ownership by a public car, **combining several mobility services**: a monthly tram ticket, carsharing-membership, a long-term railway ticket, reduced fees on taxi-driving and on car rental.

In this study the **Hanover mobility service package** (HANNOVERmobil) is examined.



travel behavior changes

Individual travel behavior can be characterized by **habits** (Bamberg, 1996).

Habits are hindering the reception of new information and thus communication based **soft policies** often fail to change mobility behavior (Verplanken/Aarts/Van Knippenberg, 1997).

Key events during life course may weaken established mobility habits (Klößner, 2005)

In this study two **key events** in personal life time are examined in terms of their potential to significantly change travel behavior.

- transition from formation to the **first job**
- transition from working life into **retirement**

Research questions

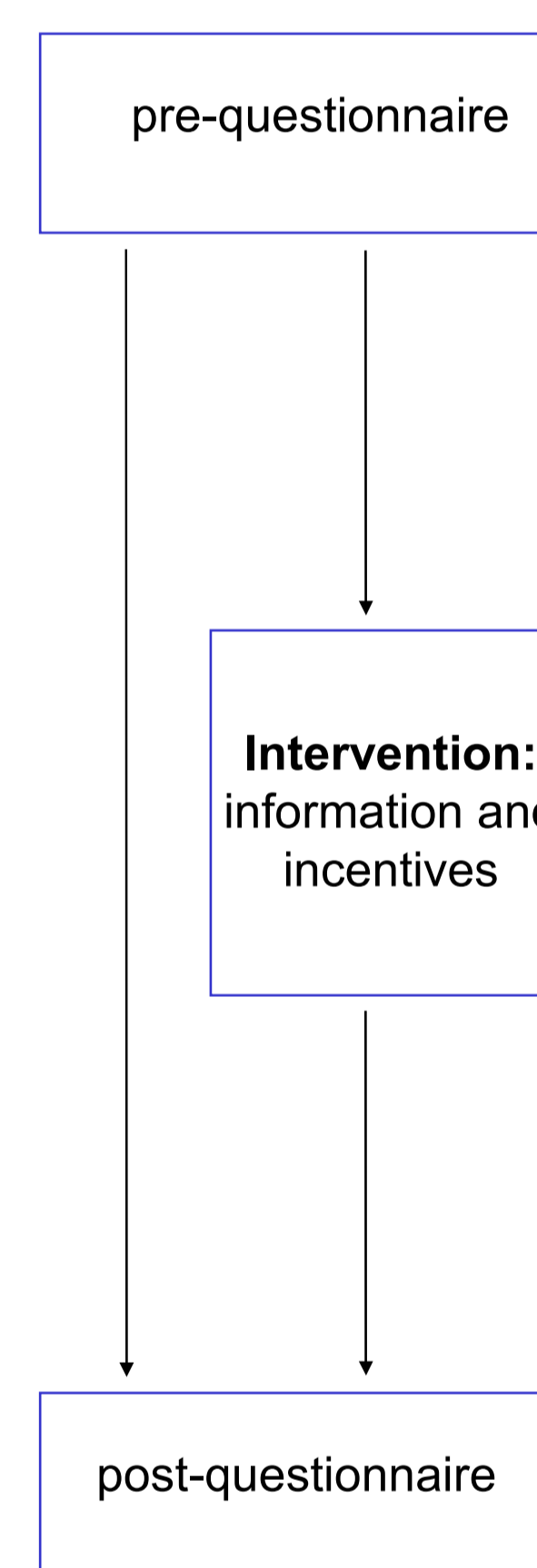
1. What are the specific individual and structural **characteristics** of the beginning of a job and the transition into retirement as **key events**?

2. Theory testing: Is the **adoption rate** of a **mobility innovation** higher in key events than in stable life situations?

3. What are the **requirements** for the composition and ease of use of an **integrated mobility service package** to be considered as an alternative to private car ownership?

Method

Controlled **field experiment** in Hanover:

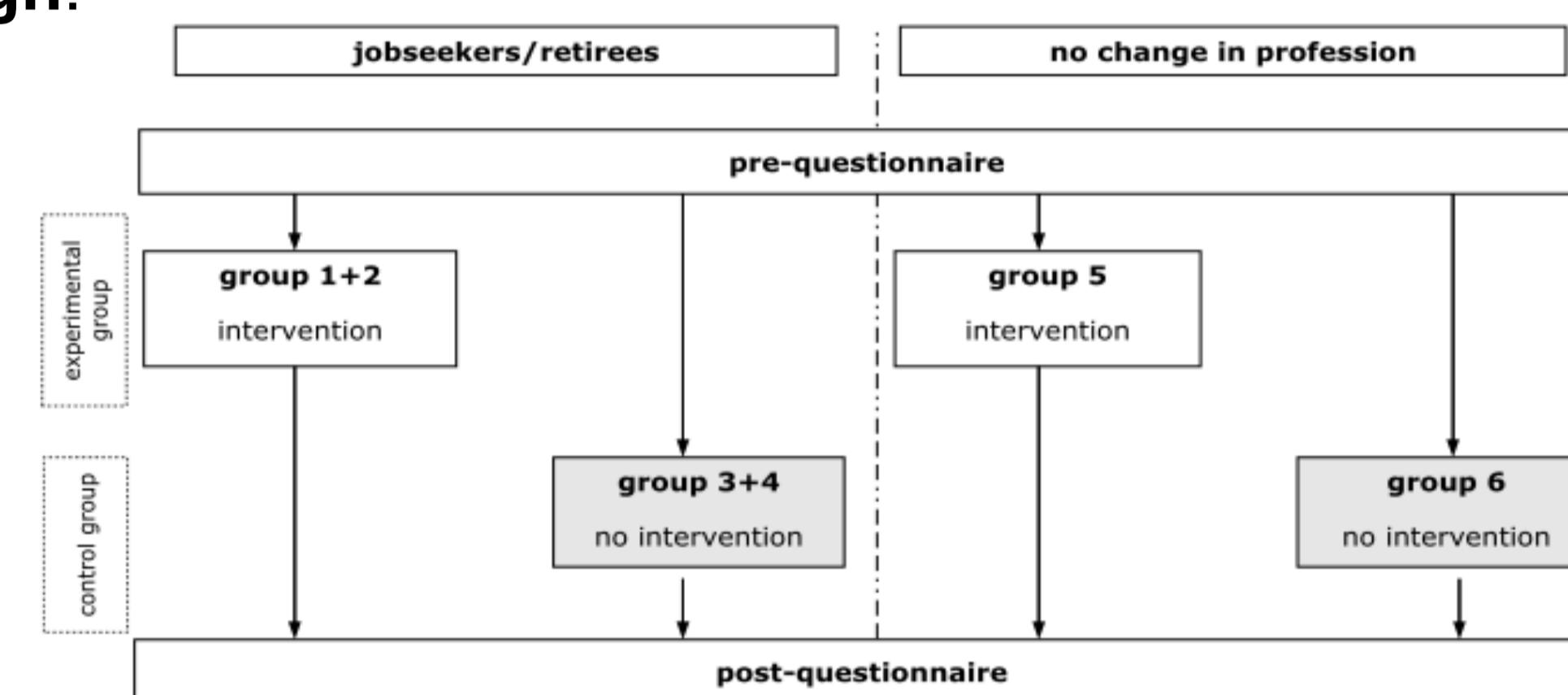


standardized questionnaire containing travel behavior, living situation, mobility management in enterprises, changing life situation, including variables of habit-concept (Theory of Planned Behavior) and perception of mobility innovations

intervention by giving information and incentives (free mobility package containing public transport, car sharing, taxi and rental car reductions)

sample: junior jobseekers, retirees and control group (no current change in profession) in different enterprises in Hanover

Study design:



State of the Research – General Findings

Well documented **effects among key events** – e.g. residential relocations (Stanbridge/Lyons/Farthing, 2004) or the transition from university to a job (Harms/Lanzendorf, 2007) and **travel behavior change**.

Implementation of **incentives** leads to travel behavior changes (Fujii/Kitamura, 2003).

Mobility service packages may **simplify the flexible** change between transportation modes (Canzler/ Hunsicker/Karl et al., 2007).

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