Methods for Mobility Management in new housing areas

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Introduction
In the spring of 2001 the City of Malmö initiated its work with Mobility Management. Since then the new housing area in the Western Harbour with 600 dwellings, has been a specific target area for the work with Mobility Management. The aim for the district is to be an internationally leading example of environmental adaptation of a densely built urban environment. The area is typical of urban redundant industrial land with contamination and affected environment. The area has, at the same time, many positive aspects in its location by the sea and next to the beach and the city centre. A fundamental ecological approach to planning, building and construction is a key tool in the creation of the district. Innovative ideas and new techniques have enhanced the environmental standard of the area. The area is planned to minimise future transport needs and car dependency.

A Mobility Centre was located in the Western harbour in the summer of 2001. The first target group was the visitors at the international housing expo Bo01, which was held in the area. After the housing expo the centre provided the people moving into the area as well as the companies situated here with information and guidance on sustainable transportation. The focus of this paper is the Mobility Management activities directed to the residents in the Western Harbour.

Bicycle campaign
In may 2002 the Mobility Centre carried out a campaign with the aim of bringing about a modal shift, from the use of personal cars towards more bicycling among the residents. A total of 200 residents were contacted by mail, and got detailed information about the campaign.
25 persons registered for the campaign, mostly people who already use their bicycle frequently. A personal meeting were carried out and they got further information about the campaign and what was expected from them. An agreement was made with them saying that they during six months had to use their bicycles instead of their cars as much as possible. They also got a travel diary to document their travel behaviour. As a trigger and reward they got equipment to use when the campaign started: a raincoat, lights for the bicycle, helmet and a computer for the bicycle. During the meeting they also had to complete a questionnaire concerning their travel behaviour.

After three months the participants in the campaign were contacted by phone in order to give feedback. The questions were about their experiences using the bicycle as means of transportation. What advantages and disadvantages had they experienced?

After six months the campaign came to an end. An individual and concluding meeting were carried out with the participants. Here they could express their opinion and give further feedback about the campaign. They also had to complete the same questionnaire as they did at the first meeting, to document their travel behaviour once more. After this the two questionnaires were matched.

The result of the campaign is very convincing. 18 of the participants had a sharp increase in using the bicycle for shorter transportation. They also thought that this behaviour would continue in the same extent after the campaign.

One year after the cycling campaign more then 50% of the people living in the area at the time of the campaign, still remembered the cycling campaign.
Marketing campaign to all households

In November 2003 a new campaign concerning travel behaviour was carried out in the Western Harbour. The first step was to send out an information brochure to all households (at the time 300), with specific information about the possibilities to travel in a sustainable way to and from the area. The brochure also contained a competition with questions about climate change and the environmental effects from transportation.

The second step was to send out a letter with the right answers to the questions in the competition. The letter also contained information about that the letter would be followed up in a few days with a telephone call.

The third step was to contact all households by telephone and interview them about their travel habits and give them information about sustainable ways to travel. Except information during the phone call they were also offered to get information sent home to them, i.e. timetables for public transports, cycling map, brochures about car sharing, clean vehicles and ecodriving. The respondents driving to and from work, or other activities were also offered a personal travel plan specifying all possible alternatives for sustainable commuting to and from work, or for leisure travels, with information about time and cost aspects.

85% of all households were reached by telephone. 75% of them wanted to take part in the interview. 72 % of the households that were interviewed had noticed the campaign, and 83 % of them considered it to be relevant. 68% of the households that took part in the interview wanted to have more information sent home to them. 21 % of the respondents driving to and from work, or other activities accepted the offer to have a personal travel plan with their possibilities to travel sustainable. A majority of the respondents, 66 %, showed an interest in taking part in a campaign similar to the Bicycle campaign.
Experiences and reflections:
The examples above show how you can communicate directly to the residents using different information channels. It is very important to use information that is detailed and adapted directly to the target group. And it is important to come very close to the target group and use both eye-to-eye and mouth-to-mouth communication. People that have newly moved are an important target group as they are in a sort of change of their life habits. They are very interested in their new neighbourhood and because of that are more open to try new habits. This has been very obvious when working with the two campaigns in the Western harbour. A follow up survey will be done during 2004 to evaluate the longer effects of the campaigns. The campaigns will then be developed further and used in other areas of Malmö.

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