

How much the multimodal real time information are effective on travel behaviour change ? *A case study in Europe – the OPTICITIES project*



Cristina Pronello

Politecnico di Torino

Interuniversity Department of Regional and Urban Studies and Planning



MULTIMODAL CALCULATOR

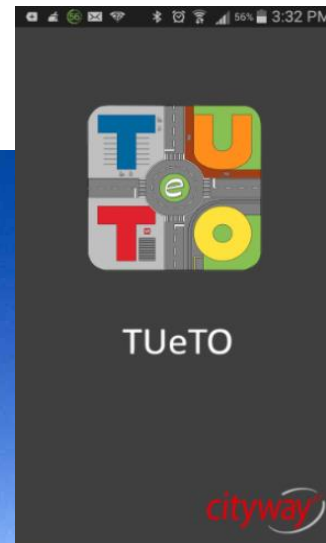
TUeTO

NEI PRESSI DI
Dove mi trovo

DESTINAZIONE
Punto d arrivo

Partenza oggi Ora

Vai!



Itinerari

ORA TRA 15 MIN

Da Fermata 1831 - PORTA NUOVA EST
a Fermata 1300 - PORTA SUS (TORINO)

16:04 4'

M1 4'

16:03 14'

2,0km (0,7€) 7'

16:00 24' 16:24

229m 3' 2,2km 8' 199m 3' STT ST2 7'

16:03 11' 16:14

229m 1,7km 41m

Itinerario

Da Fermata 1831 - PORTA NUOVA EST
a Fermata 1300 - PORTA SUS (TORINO)

18:18 11' 18:29

A piedi 229m
Alla stazione delle biciclette Porta Nuova 2 (TORINO) 3'

15 18:21
Stazione biciclette Porta Nuova 2

TO BIKE 18:21
In bicicletta 1,7km
Alla stazione delle biciclette Bolzano (TORINO) 8'

9 18:29
Stazione biciclette Bolzano

A piedi 41m
Alla fermata 0'

Seguimi in questo viaggio (informazioni in tempo reale) No

< Prima Dopo >

Profilo personale

PROFILO PERSONALE
(Indirizzo non compilato)

MY PHONE NUMBER
(Phone number not filled)

I MIEI SERVIZI

Abbonamento ai trasporti pubblici ☒

Registrato a servizi di bikesharing ☒

Ho una bicicletta ☐

PREFERITI PERSONALI

Io e la macchina
Una necessità

Io e la bicicletta
Per risolvere i problemi

Io e le passeggiate
Me lo consiglia il medico

PERCORSI PERSONALI

Nessuna elaborazione attiva al momento

MULTIMODAL GPS

Mappa

2,0km (0,7€) 18:21
Guidando 2,0km
Alla fermata

18:29

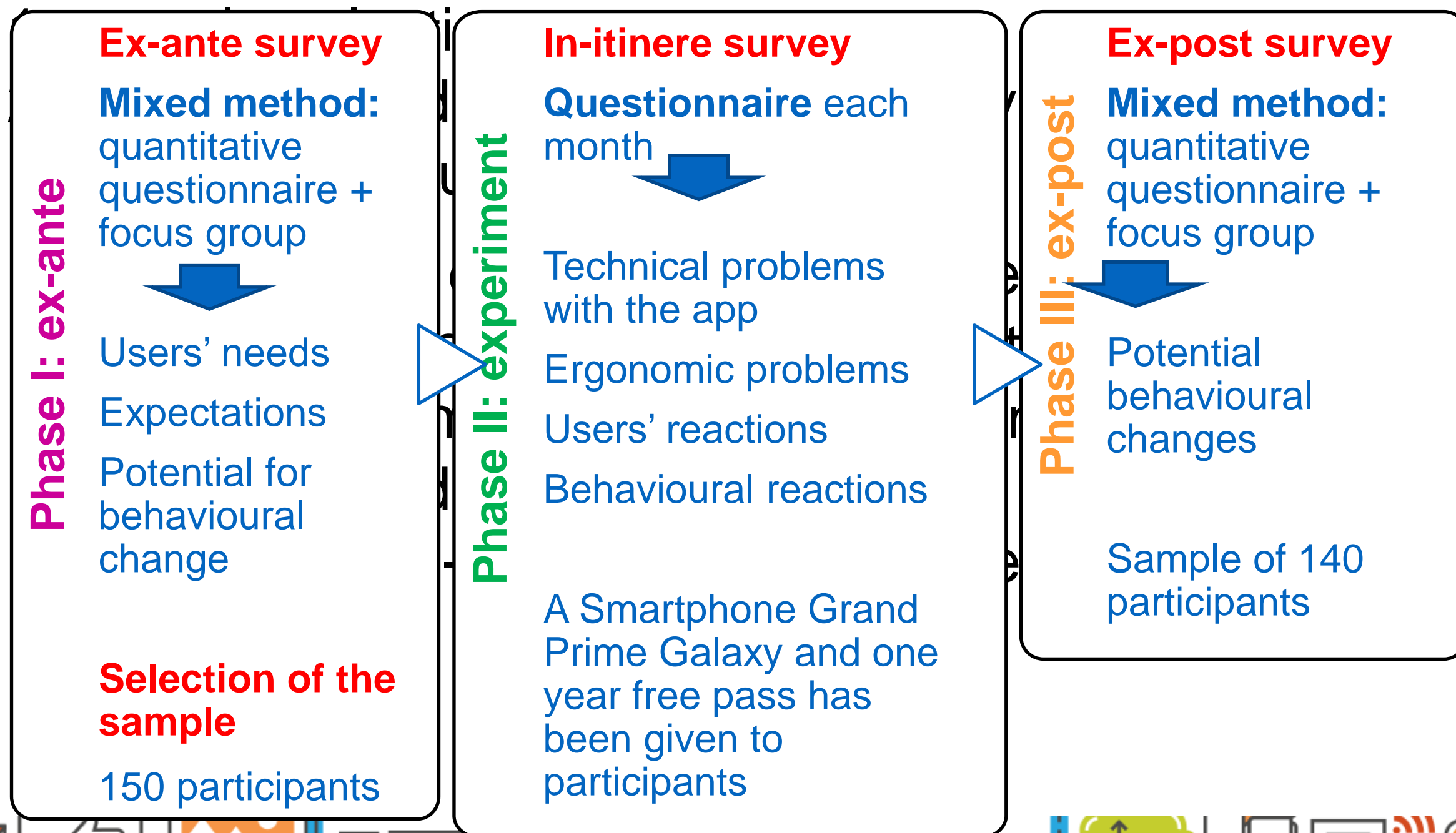
Successivo >

Methodology

Oct-Dec 2014

Feb-June 2016

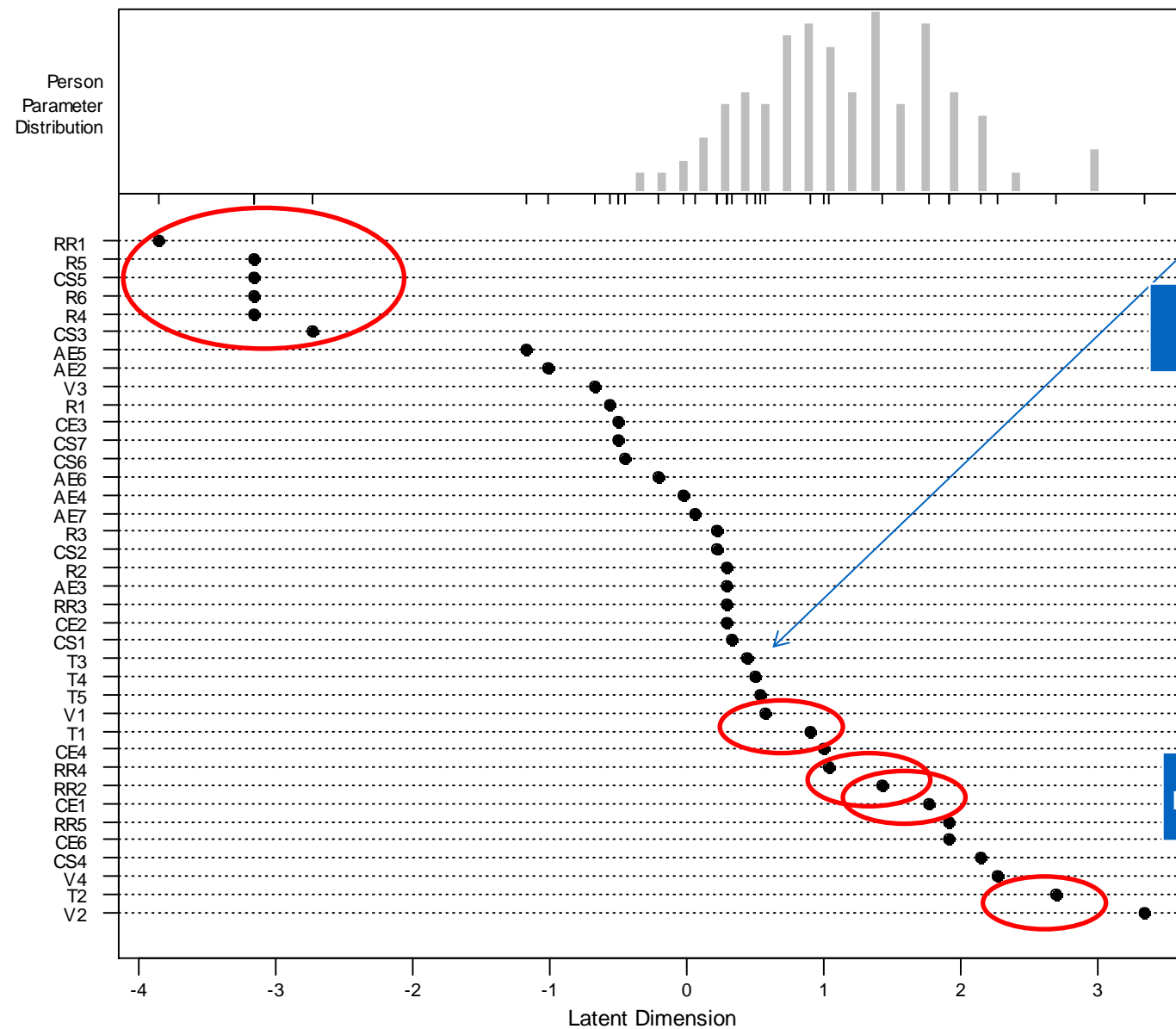
July-Sept 2016



Results

From the easier-to-engage item to the most difficult one

The eight easiest items are too easy, not targeting anyone, and so they are not very useful for the GEB measurement



When possible, I do not use a car for distance lower than 30km.

T3

If possible, I do not insist on my right of way and make the traffic stop before entering crossroads.

T4

I walk, ride or take public transport to go to work/university

T5

I often talk with friends about problems related to the environment.

V1

Usually, I do not drive my automobile in the city.

T1

For shopping, I prefer paper bag to plastic ones.

RR4

I sometimes buy beverage in cans.

RR2 (-)

I use fabric softener with my laundry.

CE1 (-)

Usually, I buy water with returnable bottles.

RR5

I always look to buy vegetables from biological agriculture.

CE6

If I were an employer, I would not hesitate hiring a person previously convicted of crime.

CS4

I usually drive on freeways at speeds lower than 100km/h.

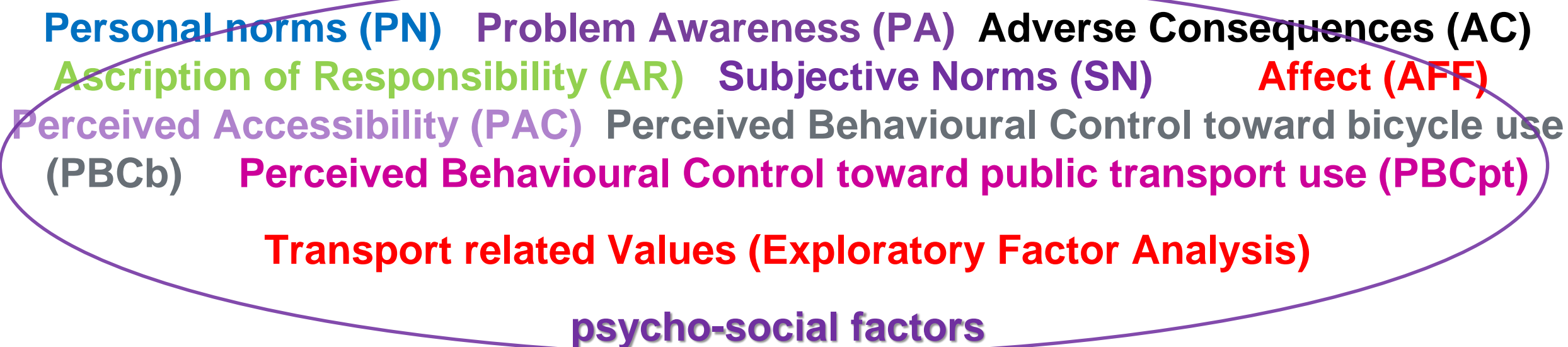
T2

I am a member of an environmental organization.

V2



Results



5-point Likert scale → the level of importance of choosing their mode of transport for their most frequent trip, according to:

“Cost”, “Speed”, “Comfort”, “Pleasure (I like this mode of transport)”, “Flexibility and independence”, “Respect towards the environment” and “Reliability of travel time”.



Two factors

Utilitarian (U) (Speed, Flexibility and independence, Reliability of the travel time, Comfort
Convenience (C) (Cost, Pleasure [I like this mode of transport], Respect towards the environment)



Home localisation (Home), divided into: Urban (U), SubUrban (SU), Rural (R)



Results

THREE CLUSTERS

Neo-Luddites Opportunists:

they value whatever they can benefit from

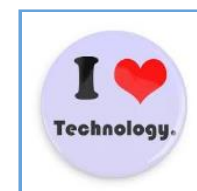
Neo-Luddism identifies people that follows a desire for a simple life where technological tools are restrained to their minimum → *No use of TUE TO*



Hedonic Techy Ecologists

in favour of technological use higher score on the Convenience than on the Utilitarian transport value they prefer cheap and pleasant trips than fast and efficient ones

They expect that technology will solve many problems, including transport-related ones, and are aware of the need to pay to benefit from a service such as the multimodal navigator. They can represent the main source of revenue in a business model assessment



Neoclassical Agents

Higher score on the utilitarian over the convenience transport related value low score on the measure of attitude toward the environment →

homo economicus: an agent who will tend to maximize its own short-term utility without consideration for the others or the environment

Even if they may benefit from the multimodal navigator, it is unlikely that they'll will shift from their most favoured mode until economical constraints will force them to do so



THANKS FOR YOUR ATTENTION



CONTACT:

Cristina Pronello

Politecnico di Torino - Interuniversity Department of Regional
and Urban Studies and Planning
Viale Mattioli 39, 10125 Torino – ITALY
cristina.pronello@polito.it

