TrafiQ

Teresa Uggla Kerrou

Uppsala municipality
Modal split in the urban part of Uppsala

<table>
<thead>
<tr>
<th></th>
<th>Year 2005</th>
<th>Year 2010</th>
<th>Year 2015</th>
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</thead>
<tbody>
<tr>
<td>Car</td>
<td>29</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td>Bus</td>
<td>20</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>Bicycle</td>
<td>10</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Walking</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
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</tr>
</tbody>
</table>

Car
Bus
Bicycle
Walking
Other
Mobility management and traffic safety go hand in hand
Challenge – the culture in traffic

"Everybody is making mistakes – except me!"

Discord between different modes of transport

We know the rules but violate or discards them
Challenge – the culture in traffic

"Everybody is making mistakes – except me!"

- See their own responsibilities
- Reflect upon their behaviour before blaming others.

Discord between different modes of transport

- No one should be singled out as the felon.
- Everyone is doing right and wrong.
- Everyone is needed in traffic.

We know the rules but violate or discards them

- No lectures
- New approach
- An experience to remember – that leaves a feeling in your gut.
TrafiQ (traffic- IQ)
Steps in the project

Knowledge
- Raise the issue
- Reflect upon one's behaviour
- Learn the rules

Approval/Intention
- Learn the rules
- Get guidance to make the right choice

Practice/Advocacy
- The aim is to get the issue on the agenda often and for a long time, until it affects the norm.
- The concept is evaluated and constantly developed

TrafiQ part 1
the autumn of 2017

TrafiQ part 2
the spring of 2018

TrafiQ part 1 +2+? +?
the autumn of 2018 ....
TrafiQ part 1

Primary target groups
• Teens from 13 years old
• Young adult

Approach
• VR-experiences
• Traffic-quiz
• Dialogue

Testa ditt TrafiQ på www.uppsala.se/trafiq
VR experience

Makes one

Feel
Self-reflect
Think
Understand

Gives a greater impact than traditional media/communication
Two movies - three perspectives

• Car driver
• Cyclist
• Pedestrians
Unexpected details to raise questions
about what you (don't) have time to see
Results
Quality before quantity

90% It influenced me/influenced me partly. I will reflect upon my own behavior in traffic and I want to learn more.

8% It didn’t influence me.

I was hitting the brakes the entire movie. (female, 56-75 years, car driver)

VR incredibly cool, educational (male 21 years, cyclist)

22 143 views (Youtube, Facebook)
15 409 shares, comments and other interactions

Good initiative and educational!

Good to see both perspectives, Interesting to see how little the car driver has time to see (female, 22 years, cyclist)
How is your TrafiQ?
Quiz in social media

- Facebook
- Instagram
- Digital advertising

- crossing points
- cycling in the dark
- mixed traffic
- speeding
- talk on the phone while driving
Lessons learned

VR- experience and Quiz

- Gives great impact
- Good way to show two/three perspectives
- Reaches many, great way to create awareness
- Buzz in social media since people want to share the results
- Requires IT knowledge
- Quality instead of quantity at the event
- Difficult to target a specific target group
- It can get expensive if you don’t check your options carefully
TrafiQ part 2

Primary target group
• People that need a nudge to act correctly in traffic

Approach
• Dialogue
• Nudging by decals with pictures and calls
• Co-operation with the police and parking company
Dialogue with the citizens

“Give a call to your fellow road users, that will make it easier for them to act correctly in traffic.”

832 calls in two weeks
- 501 targeting car-drivers
- 228 targeting cyclists
- 103 targeting pedestrians
• 16 calls: "Slow down and pay attention!"

• 13 calls: "Please, don’t bike here!"

• 4 calls: "Please, don’t park here!"

• 10 calls: "Don’t drive here!"

• 6 calls: "Don’t park here!"
Dialogue and co-operation

- Event to present the result and talk about traffic safety.

- Co-operation with the police, parking company about violations of traffic rules.
Evaluation

Observational study to check the behaviour before and after the nudge.
Lessons learned

Dialogue and decals

- Reaches many, great way to involve the citizens
- You get many good ideas
- A nudge that creates awareness at the place where the wrongdoing is taking place

- Pointing fingers
- A lot of data to analyze
- Difficult to measure the long term effect
PARKERA GÄRNA MEN INTE HÄR!
Summary

Knowledge
- Raise the issue
- Reflect upon one's behaviour
- Learn the rules

Approval/Intention
- Learn the rules
- Get guidance to make the right choice

Practice/Advocacy
- The aim is to get the issue on the agenda often and for a long time, until it affects the norm.
- The concept is evaluated and constantly developed

Each step takes time

TrafiQ part 1
the autumn of 2017

TrafiQ part 2
the spring of 2018

TrafiQ part 1 +2+?
the autumn of 2018 ....
Thank you!

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www.uppsala.se/trafiq