EC2B - MAAS AND BEHAVIOURAL CHANGE IN NEW HOUSING DEVELOPMENT

Caroline Ljungberg Toulson, Trivector
A SWEDISH CAR IS USED 3 % OF TIME
PARKING – SO EXPENSIVE, NOONE IS EXPECTED TO PAY THE FULL COST

**Multi-storey parking**
- 10-20,000 €/lot
- 150-200 €/month

**Garage**
- 20-50,000 €/lot
- 250-450 €/month

**Customer pays**
- 70-80 €/month
Demand for car travel

Owning a car

Big investment, low marginal cost for each trip

Sharing a car

Small investment, higher marginal cost for each trip
OWN LESS STUFF. ENJOY MORE FREEDOM. IT REALLY IS THAT SIMPLE.
Municipalities have started working with flexible parking norms.
Possible to reduce the amount of parking lots in exchange for other mobility measures:
- Car sharing
- Trial period on public transport
Good deal for property developers, expensive to build parking spaces.
There is a new market for mobility measures in developing new properties.
BETTER THAN CAR MOBILITY
“EASY TO BE” & “EASY TO B”
EC2B OFFERS THROUGH ACCOMMODATION:

PACKAGES OF MOBILITY SERVICES

MOBILITY COACHING

COMMUNITY
BIKE SHARING
CAR SHARING
PUBLIC TRANSPORT
EC2B COMMUNITY – PEER-TO PEER
PACKAGES OF MOBILITY SERVICES

MOBILITY COACHING

COMMUNITY
MOBILITY COACHING

- Information throughout the process of moving into a new flat
- Personal travel planning
- Mobility management campaigns
- Nudging features in digital platform
MOBILITY COACHING

Built upon research about behavioural economics and knowledge about mobility management:

- We often choose the standard alternative – we are lazy
- Social norms – we like to be as everyone else and we rather act like everyone else does, or what we think others will appreciate us doing
- We rather get smaller rewards directly than wait for something “bigger” in the future
- Cognitive dissonance – ”we think what we do is good” – test projects will be important
What could life look like in the new apartment?

What would my life be like in the new apartment?

What changes would I like to do?

How does EC2B work in real life?

How can EC2B become better?
PERSONAL TRAVEL PLANNING

▶ Test – what kind of mobility type are you? SEGMENT model
PERSONAL TRAVEL PLANNING

- Test – what kind of mobility type are you? SEGMENT model
- Interview – what are you mobility needs
- Mobility calculator
# MOBILITY CALCULATOR

[Excel spreadsheet image]

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### Generella data
- BB 1
- BB 2
- BB 3

### Användning av Diesel
- Användning av Diesel
- Användning av Biofuel och HMBAI
- Användning av Elektrotraktor

### Åtgärds kostnader
- Åtgärds kostnader BB 1
- Åtgärds kostnader BB 2
- Åtgärds kostnader BB 3
PERSONAL TRAVEL PLANNING

- Test – what kind of mobility type are you? SEGMENT model
- Interview – what are you mobility needs
- Mobility calculator
- Introduction to service – car sharing/bike sharing/public transport etc.
- What alternatives are interesting for you?
PACKAGES OF MOBILITY SERVICES

MOBILITY COACHING

COMMUNITY
Brf Viva, Riksbyggen Gothenburg
- 132 apartments
- Occupation from October 2018

Xplorion, LKF Lund
- 55 apartments
- Occupation from 2020
WHAT WE WOULD LIKE TO ACHIEVE

► For travellers
  – Alternative to owning a car, enabling more sustainable life-style

► For property developers
  – Sustainable mobility concept, alternative to providing expensive car parking

► For transport operators
  – Bigger market, opportunity to attract new customers

► For cities
  – Sustainable development. Fewer cars and more sustainable land use
THANK YOU!

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