

Title	"Can we leave the car at home?"
Workshop	2c - Incentives
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Background

The Mobility Week and the Car Free Day has attracted a good deal of attention from the public authorities in Denmark. In 2001 the City of Copenhagen achieved a lot of press coverage immediately before the Mobility Week from an experimental project dealing with families that should try not to use their cars for a week.

The City of Copenhagen wished to carry out a similar experimental project in 2002 in order to raise public awareness about the Mobility Week 16-22 September 2002. Among the ideas considered was a campaign directed towards businesses and their employees aiming at reducing car use for commuting to work.

The Greater Copenhagen Authority (abbreviated HUR) was at the same time considering various activities for the Mobility Week. Moreover, HUR had shortly before decided to set up a unit dealing with mobility management and travel plans for businesses.

It was found worthwhile by the City of Copenhagen and HUR to join forces with a project aiming at obtaining a change of the travel habits to and from work for the employees at a number of different businesses. The businesses should compete on achieving the biggest reduction in single occupancy car use.

The Greater Copenhagen Authority (HUR) is a politically-governed regional organisation covering the Greater Copenhagen Region set up in July 2000 and dealing with public transport, regional planning, traffic planning, Øresund co-ordination and development, industrial policy, tourism and culture. There are 1,815,000 inhabitants in the region that covers 2,871 sq. km. The City of Copenhagen is in terms of its 501,000 inhabitants the biggest municipality in the region. The area of the municipality is 88 sq. km.

Project aim

The project had two aims:

- ? to test mobility management activities directed towards businesses and their employees
- ? to achieve public attention on the Mobility Week in general and on the possibilities of a shift from car to alternative modes in particular.

The project had to be carried out within a few months and was organised as a campaign.

Campaign planning

A campaign secretariat was set up between HUR and the City of Copenhagen and a consultant was hired to carry out a significant part of the work involved.

The campaign was entitled "Can we leave the car at home?" and the general outline of the campaign was described in order to find interested businesses to take part.

The general outline of the campaign was as shown in the table:

<i>When</i>	<i>What</i>	<i>Who</i>
Week 33 (12-18 August)	Information of the employees, e.g. at an information meeting.	The campaign secretariat informs about the campaign at a meeting with the employees.
	Registration of usual transport to work and elucidation of the interest in changing habits.	Questionnaire about usual transport, to be filled out by the employees and collected as soon as possible.
Week 34 (19-25 August)	Registration of actual choice of means of transport to work in a normal week.	Questionnaire on means used day for day. To be filled out each day and sent in Monday in the following week..
Week 35 (26-30 August)	Information and advice on alternative means of transport, bringing about concrete aid.	The campaign secretariat develops proposals based on the first questionnaire and informs about the results to the employees. Gimmicks are distributed by the end of the week.
Week 36-37 (1-15 September)	Experimental weeks with registration of transport means used and lottery.	The employees try out alternatives and leave the car at home and fill out questionnaires on the transport each day during the two weeks. Employees are drawn each day and gifts given to those who did not go to work in a single occupancy car. Questionnaires to be sent in by Friday 13.9.
Week 38 (16-22 September)	Mobility Week, final meeting where results and winners are published.	The campaign secretariat plans the meeting, managers and employees of the businesses are invited.
	Thanks sent to all participants.	All the employees get a short description of the results.
Week 39-46 (23 September - 15 November)	Evaluation and elaboration of final report.	Evaluation among contact persons and participants. Final report is written and sent out by the campaign secretariat.

The challenge was two-fold:

1. To find interested employers
2. To carry out activities and obtain a change in travel behaviour among the employees.

Financing

The campaign was financed by HUR and the City of Copenhagen. Sponsors were successfully asked to contribute rewards to a lottery. Moreover, support to the campaign was obtained from a fund for the Mobility Week at the Ministry of Transport.

Looking for employers

The campaign secretariat wished that 3-5 businesses representing public as well as private employers should take part.

The search for employers was initiated in the end of June, leaving a rather short time for the businesses to decide, especially as only a little is happening in the month of July due to summer holidays.

Round 40 different employers were asked, and just in time three had decided to take part:

- ? Boligselskabet AKB, a cooperative housing society with 340 employees, of which 90 are working in the central administration
- ? The Danish Medicines Agency, an agency under the Ministry of the Interior and Health having 280 employees
- ? Copenhagen University Hospital having 7.000 employees, out of which 35 with a central position in management and the central cooperation body were offered to take part in the campaign.

The minimum of three employers was thus reached. Boligselskabet AKB may not be a typical representative of the private business sector but is on the other hand not - as the other two - a 100% public employer.

A contact person was nominated by each of the employers.

Introduction of the campaign to the employees

In total 655 employees were invited to take part in the campaign.

Meetings where the campaign was introduced and discussed were held at Boligselskabet AKB and Copenhagen University Hospital, while the employees at the Danish Medicines Agency were introduced to the campaign only by e-mail.

3 questionnaires

The employees taking part in the campaign were asked to fill out 3 questionnaires:

1. A questionnaire on usual travel habits to work and interest in alternative modes
2. A questionnaire on transport to work in a normal week
3. A questionnaire on transport to work in the two experimental weeks

In connection with any of the questionnaire-rounds four times three bottles of red wine were staked in a lottery between those that sent in their responses in due time.

The first questionnaire served in practice as enrolment for the campaign. Those who did not react were not presented to other questionnaires. The number of participants enrolled was as follows:

Employer	Participants	Employees	Share
Danish Medicines Agency	89	280	32%
AKB, central administration	50	90	56%
AKB, departmens	29	250	12%
Copenhagen University Hospital	18	34	53%
Total	186	654	28%

In general there were:

- ? 186 who registered for the campaign
- ? 179 who sent in the first questionnaire (a few enrolled later)
- ? 170 who sent in the second questionnaire for the normal week, of these 125 who sent in the questionnaire on time
- ? 137 who had sent in the third questionnaire for the experimental weeks on Monday the 16th (a few came later but were not included).

Number of responses received versus time is shown on the graph.



Information on alternatives and offers of aid

Alternative travel plans with public transport and/or bicycle routes were elaborated for 75 of the 186 enrolled. They were, where appropriate, offered:

- ? tickets for the public transport and/or
- ? practical help in form of bicycles and/or
- ? bicycle trailers on loan,
- ? foldable bicycle baskets or
- ? bicycle computers.

59 accepted one or more of these offers.

Carpooling

41 respondents offered a seat in their car for colleagues. In 15 instances matching colleagues were found.

Competition during experimental weeks

In order to create a material incentive to change travel habits a lottery was carried out during the experimental weeks. Each day participants were drawn and contacted until one was found that had not driven to work in a single occupancy car. The rewards won were a mixture of sponsored goods and articles bought on the campaign budget.

Analysing the results

Knowledge about the travel behaviour was achieved by questionnaire 2 and 3. Responses were carefully grouped according to means of transport and weighed according to the number of days at work in each of the periods (the normal week versus the two experimental weeks). Respondents that had not sent in both questionnaires 2 and 3 on Monday the 16th September were ignored.

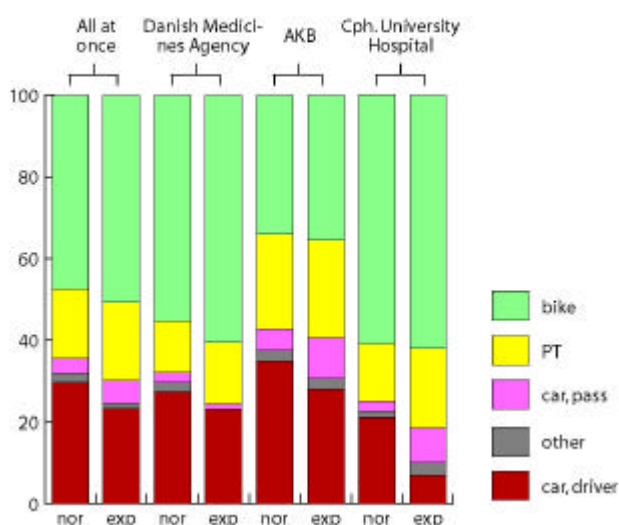
137 of the 186 participants managed to send in both questionnaires. Some were absent in one of the periods leaving 128 to be part of the analysis.

22% decrease in car traffic

The 128 participants in the analysis were distributed as follows when the behaviour in the two experimental weeks was compared with the behaviour during the normal week:

29 (23%) reduced the use of car as a driver
13 (10%) did not change the amount of car use as a driver
19 (15%) did increase their use of car as a driver
67 (52%) did not at all use car as a driver

Choice of transport means in normal and experimental weeks of "Can we leave the car at home?"



Overall there was a decrease of the use of car as a driver from 30 to 23% corresponding to a 22% decrease of the car traffic to the employers involved. In absolute percentages there are 6,4% less using car (and 1% less of the category "other") while carpooling has increased by 2%, use of public transport by 2.2% and use of bicycles by 3.2%.

At any of the employers involved a decrease in car use was obtained.

Publishing the results

The results were published at a press meeting the 18th September. Two bicycles were handed over to the winning employer. Press releases were sent out afterwards.

Point of view of participants

The project got a lot of attention among the employees. Many of those, who did not from the first place take part, took notice of the activities and the transport discussion. Many comments, positive as well as critical towards the transport possibilities, were received.

40 days after the end of the campaign the contact persons and the employees were asked about their experiences and points of view on a number of issues.

Two of the contact persons stated they used 2-3 days work for the campaign, the last one considerably less. The time expenditure is found acceptable.

136 - of them 29 non-participants - responded to a questionnaire about the campaign.

Support for the purpose of the campaign was given as the main reason to take part, with the chance of winning in the lottery as the second most important reason.

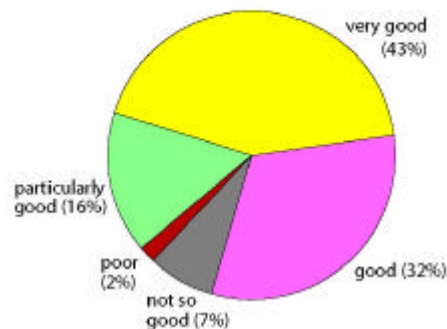
A majority of those who changed their travel habits found the change more or less troublesome. As many however also found that positive experiences were associated with the change.

The participants were very satisfied with the rewards.

More than half of the participants found that the aid had some or a big influence for the new travel habits.

In general the participants were very happy with the campaign - 91% found it "good", "very good" or "particularly good".

Participants' evaluation of the campaign



Medium term effects

About half of those, who changed their travel habits during the campaign, said they sustained part of the changes also after the campaign.

The medium term effect of the campaign on the participants will be investigated during spring 2003.

Press coverage

One press release was sent out at the start of the campaign and one when the result was found. 11 articles in newspapers or features in radio and TV were identified. The press coverage must be said to be moderate and less than expected.

Lessons learned

The campaign demonstrates that it is possible to achieve a notable reduction of single occupancy car use over a short timescale.

The reduction was achieved by a shift to cycling, carpooling and public transport. Only a few accepted the offer of a commuting bike (to reduce the time and effort to get to and from the public transport terminal) and nobody wished to loan a bicycle trailer or make use of other technical solutions to children carriage on bicycles. It seems that longer time and/or more effective communication of the benefits of such solutions is needed to obtain that they are tested out.

The major part of the responses to the questionnaires was communicated by e-mail. Some technical problems were associated and a more easy to use solution should be employed another time.

From the number of participants at the different employers it seems that it has a better impact to meet the target group in person than only to communicate by e-mail.

More attention on getting messages to the press should be paid. At an earlier campaign in 2001 a very good connection from the City of Copenhagen to the national radio (DR) brought about a very efficient and powerful communication. In 2002 the DR-journalists, however, were on strike, and alternative channels to the press were not built up in due time.

It would probably make the task of finding employers willing to take part in the campaign considerably easier if some more months were provided prior to the campaign.

Overall results

The campaign was a success in terms of obtaining a change in travel behaviour and getting experiences on how to bring about such changes. The participants were moreover very happy with the campaign. The press coverage was however less than expected.