

**Breaking the habitualisation in choice of transport-mode:
traff/Q[®] as a new brand for mobility-information/counselling
- using the right moments and be present at the right place**

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? Workshop 2:

Implementation of mobility management in the spatial planning process

? Marketing:

Key factors in achieving sustainable change in attitudes and behaviour

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Abstract

The choice of transport mode is an every-day operation with strong habitualisation, which explains that a lot of "classic" marketing strategies have failed, when they were used in public transport.

Traff/Q, the local public transport organisation Frankfurt has been starting and carrying through a lot of measures and projects with several partners from traffic sciences, service agencies and public administration, aiming at increasing the share of number of all covered distances by public transport.

The results show that all communication efforts (information, mobility counselling, advertising) not only lead to the aimed direction but also achieve an efficient cost-benefit calculation.

All evaluated concepts (mobility centre, individual mobility counselling, dynamic individual customers dialog, additional mobility services as carsharing, shopping-/delivery services, ...) which are accompanied by introducing advertising campaigns and important simplifications in sales

and distribution (electronic-ticketing) now are offered permanent under the innovative new brand traff/Q[®].

I. Introduction and objectives

Although parts of traffic sciences are traditionally regarded as cross-section discipline, questions and problems concerning traffic have been treated with methods and concepts of other scientific disciplines even stronger during the last years. In addition to the well-known economic-scientific approach one can find more often social-scientific as well as social-psychological approaches (see f. e. Bamberg&Bien, 1995) in these days.

Out of that interdisciplinary coaction a lot of traffic-scientific research results have been developed showing that using a mean of transport really is not the result of a well considered choice process but that this everyday procedure is a highly habitualised pattern of behaviour.

Regarding public transport (PT) one must consider that a lot of the (potential) customers have to struggle with the collection of information (offer of busses and trains) concerning costs of time and costs of comfort.

Therefore, changes in personal attitudes, changes in basic conditions of traffic (f.e. increase of gas costs, more traffic jams and more problems with parking places, improved offer of public transport) as well as influences on the social environment affect individual traffic behaviour hardly or only with great delay.

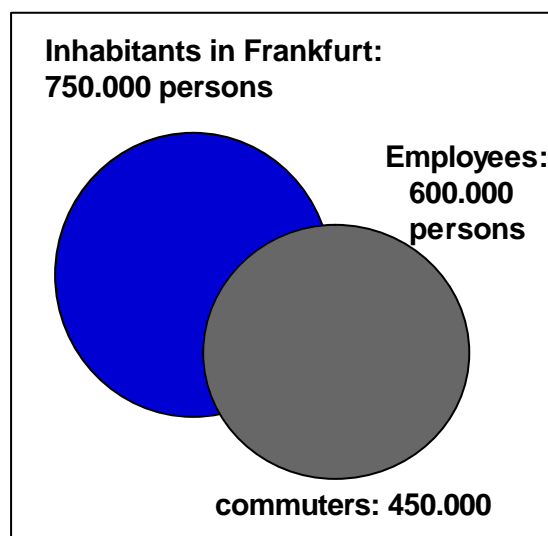


Figure 1: Some facts about Frankfurt

At the same time a more sustainable, i.e. a more environment-friendly choice of transport mode of the individual (gained through an extensive information- and advertising effort) can only be assured if the new behaviour can be practised very often and for a long time – that means in a “trained” way.

This implies already main reasons for the failure resp. a very small success of a lot of classic marketing measures of public transport in Germany (and see EU-countries) subtending nothing to the “victory” of the private car since the end of the 40s of the 20th century.

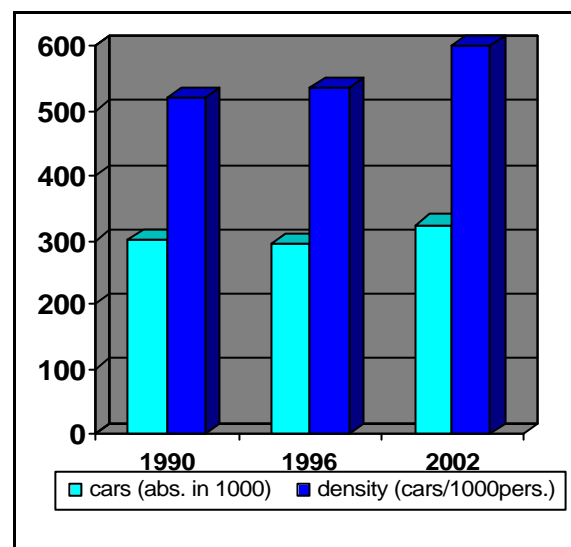


Figure 2: number of cars in Frankfurt

Aim of some partly scientifically supported resp. attended cooperation projects in the high density area Frankfurt / Rhein-Main was to develop and evaluate new effective marketing instruments for public transport. Especially communication measures were and are developed to break through the mentioned habitualisation in favour of MIV and reduce effectively main usage barriers of public transport as for example insufficient information on offer and usage.

Second aim of these projects was an exact estimation of economical aspects of all measures developed and tested and a durable financial basis of these projects, anchoring them in the traffic policy of the communities and regions.

The third aim is to implement some more information / counselling offers in addition to the multimodal acting Frankfurt Mobility Centre TRAFFIC ISLAND (established end of 1997) including the introduction of Customer Relationship Management (CRM) in the sector of public transport & mobility services.

These three aims result in one main aim to assure mobility of people in Frankfurt which means to implement an all-in-all sustainable traffic system, in which the absolute number of private car drives doesn't exceed today's estate.

Regarding an increasing number of inhabitants, tourists, jobs, fairgoers etc. it is obviously that the number of pedestrians, bikers and users of public transport should increase accordingly.



Figure 3: **traffiQ**[®] – the new mobility-brand

This is one of the principal tasks of **traffiQ** in its function as a company as well as in its function as being the new innovative brand which offers all kinds of mobility services (busses, trains, car-sharing, shopping services, biking tips, freetime activities including arrival and departure etc.).

I. Description

Directed by **traffiQ** i. e. its preceding organisation (public transport organisation Frankfurt, VGF) since 1998 several projects and measures have been applicated / were started in order to achieve the above mentioned aims:

- ? **Questioning of TRAFFIC-ISLAND customers**, 1998 and 1999, face-to-face interviews with customers and passer-bys, totally about 1.000 questioned people, subjects: knowledge, satisfaction and influence of the information/counselling concerning individual transport choice,
- ? **COLUMBUS-1** (2/1999 – 1/2001), development and evaluation of individual mobility-counselling for singles, households, schools, companies, ...), education and training of 5 mobility-counsellors, counselling and three-times questioning – after 6 weeks i. e. after 6 months, with about 230 persons from about 140 households representative questioning (600 questioned people) concerning their interest in carsharing offers
- ? **CARSHARING-cooperation** (since 01/2000) between CS-organisation Stadtmobil Rhein-Main and the local public transport organisation **traffiQ**, pt-association RMV as well as VGF
- ? **COLUMBUS-2** (2/2001 – 1/2003), development and evaluation of papers giving impulses for a sustainable choice of transport mode and according information regarding the individual initial position, test of different information packages, 3-wave-panel with about 1.300, 950 and 750 questioned participants in the three waves,
- ? **DYNALOG** (12/99 – 6/2000), active offer of individual customer information, including information wishes by telephone and by letter, direct contact with about 11.000 (taken from 15.000) households in peripher regions of Frankfurt, reason: introduction of a new concept for bus lines, collecting dates about

III. Results and Conclusions

a) TRAFFIC ISLAND



Figure 5: mobility-center „TRAFFIC-Island“

Nearly everybody in Frankfurt knows TRAFFIC ISLAND – without special advertising efforts - because it is situated extremely striking in the centre of the Frankfurt pedestrian area.

Running over 5 years by now more than 250.000 customer contacts have been established, and they have been evaluated as “highly satisfying” by the customers. However, more than 90 % were ticket selling contacts for public transport. Unfortunately, only one of four Frankfurt citizens knows that TRAFFIC ISLAND offers more than public transport subjects. Therefore, only very few “real” mobility counsellings are carried through, introducing the alternative of different transport modes. Two out of three of these counsellings lead to a decision for public transport.

In order to exhaust this potential of changes in future times much better the multimodal offer of TRAFFIC ISLAND must be focussed much stronger through advertising and information.

Being tied into the tasks of the municipal organisation, traffIQ financing of TRAFFIC ISLAND is assured.

b) COLUMBUS-1

With its new service “Individual mobility counselling” *traffIQ* actively addresses potential customers in order to analyse their mobility needs and to look for alternative possibilities, especially possibilities beside the “private car”.

Individuell mobility needs and desires of the potential customer are focussed. For these specific needs (f.e. way to job, way to shops, ways within freetime) optimum individuell must be listed which the customers like to test.

The according counselling takes place at home or in the rooms of *traffIQ*.

The competency of the counsellors is a very important requirement for the efficiency of the new service “individuell mobility counselling.

An excellent knowledge of all mobility offers existing in Frankfurt are as important as social competency, resp. the ability to recognise and to satisfy desires and needs of potential customers.

Within COLUMBUS-1, supported by FGM-AMOR from Graz, a trainee program for mobility counsellors has been developed especially styled for the conditions in Frankfurt and 5 persons have accordingly been trained.

The extensive scientific accompanying study aimed at verifying the effectivity of the active individual mobility counselling and to increase it if necessary.

Besides an evaluation of the developed trainee programme it was intended to measure the effectivity of behaviour as exactly as possible. Main question is the average number of public transport rides caused by individual mobility counselling.

130 Frankfurt households took part in the extensive experimental field study including 225 persons, who were divided by chance into an experimental group (they got counselling) and a control group (no counselling)

Before the counsellings and 6 weeks after the counsellings as well as 6 months after the counsellings in both groups participants draw up the minutes (recorded) of all ways and rides taken (which mode of transport) within 7 days.

This extensive collection of data has made it possible to measure changes in the choice of transport mode very exactly and when comparing the control group one can verify if behavioural changes within the experimental group have been caused by the mobility counselling. The measurement 6 months later was carried through to test a long-term efficiency of the action.

Taking busses and trains had been increasing within 6 weeks from 12.9 to 18.2 % of all ways regarding those participants who had individually and in detail been informed by the mobility counsellors.

Half a year after the measure counselling still had some strong effect: 16.2 % of all ways were taken by public transport. The choice of transport mode of the control group had not changed in favour of busses and trains.

TraffIQ is now implementing and offering individual mobility counselling with privat persons, privat households, schools, companies and other organisations.

These results do not only show the successful individual mobility counselling, convincing potential customers of the quality of public transport but for the first time we have reliable statements on the strength of this effect. A positive estimation of the rentability of this concept can definitely be made now.

c) CARSHARING-Cooperation

Within central Frankfurt a network of carsharing stations has been established, including more than 50 cars which are used by more than 1000 customers. One third of these CS-customers has got a public transport subscription, more

than 75 % use public transport regularly with their season tickets.

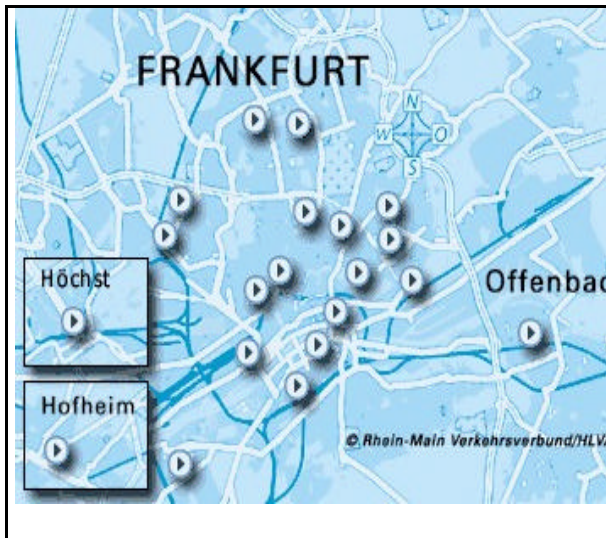


Figure 6: CARSHARING-stations in Frankfurt

d) COLUMBUS-2

Written information only reaches people who are already customers, it can make it easier to use public transport and ties up customers closer; however, no recruitment of new customers is achieved. This means: change in attitude is achieved but not change in behaviour.

Individual reorganisations in life (for example change of residential area, change of job) must be exploited in order to achieve durable changes of behaviour as far as the choice of traffic mode is concerned.

And because of the present results of this empirical project individual "welcome packages" for new Frankfurt citizens will be offered.

In order to realize these initial steps with more than 40000 new citizens every year cooperations with the local energy service (who is actually building up a very communicative internet portal with a lot of offers for different life situations) and the municipal registration office are planned.

e) DYNALOG

Besides the "classic" main issues as strengthening of customers' loyalty, an increase in customers' satisfaction and in using public transport and the corresponding income of fares, the collection of data for establishing a Customer Relationship Management (CRM) was focussed as one important aim.

Under the keyword Database-Marketing traffiQ wants to bring into action the new "one-to-one to the customer" idea, an individual and direct conversation and information concept using extensive and specific dates of the customers.

When introducing new midi busses within a new bus conception in Northern Frankfurt traffiQ has developed and realized a multimedial marketing concept, i.e. the Dynamic Customers Dialog (DYNALOG) together with the consulting company omniphon (Leipzig), who are specialists in marketing research and dialog marketing.

Changing between written and oral communication potential passengers have been informed on mobility offers and have been motivated to use public transport more intensive. At the same time individual customer- resp. mobility behaviour criterions as for example frequency of usage, ticket usage, danger of drift aways, chances of using public transport more frequently, special need for counselling have been collected and electronically prepared. In the next step the so received data were combined with data of the corresponding persons.

When combining these criterions target groups could be defined who received special marketing offers (for example test tickets, individual counselling concerning season-tickets, car-sharing). An electronic customers data base was established managing the target groups (individuals and households) including all information gained from the service actions. This data base contains data of ordered information sheets, possibility of using internet, interest in

car sharing, demands and impulses (almost 7000 original quotations) and much more.

All questioned households reacted in a rather positive way. In the seven northern urban districts of Frankfurt more than 26600 persons (71%) (out of 37400 citizens) took part in the service actions.

omniphon had at least one individual phone call with 92% of all households (10758 out of 15055 households) (numbers were known).

All other household were contacted by letter. The mobility counsellors carried through nearly 300 visits at home, giving people a test ticket (free season tickets), a questionnaire and a mobility diary and offering an individual counselling. The recipients of the test tickets were customers who took busses and trains rather seldom and who had passed through a special selection procedure (scheme).

A first utilisation of the built up electronic database took place together with the changing schedule by the end of May 2000. 5160 households were contacted by letters and received an actual schedule of their region.

The database made it possible that especially those households could be contacted, who had requested for a continuing information.

The evaluation of the questionnaires and mobility diaries showed a **significant increase of the public transport share from 14% to 26% which means an increase of 12% points resp. a duplication of the starting point.**



Figure 7: mobility-counselling

IV. Perspectives

Following the slogan „tools require promotion“ the evaluated concepts named mobility centre, individual mobility counselling, dynamic customers dialog and additional mobility services (car sharing, shopping-/delivery service, ...) now will durable be offered under the innovative brand traffiQ®.

The brand traffiQ® is a synonym for the combination of intelligent solutions with offers in public transportation.

The introducing advertising campaign deals with the main service, mobility-information and – counselling on the one hand and with decisive sale simplifications (electronic ticketing) on the other hand.



Figure 8: traffiQ® means „electronic-ticketing“

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