

Reurbanisation and Mobility Management

Accessibility and mobility aspects within the location choice of “intentional urbanites” and implications on Mobility Management

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Dipl.-Ing. André Bruns, ivm GmbH



Agenda

- 1. Key questions and project background**
- 2. Findings on the “Intentional Urbanites”**
- 3. Implications concerning Mobility Management (MM)**



1. Key questions and project background

Key Questions:

- Relevance of accessibility during location choice of “intentional urbanites”?
- Role of MM within an urban strategy to strengthen reurbanisation?
- What conclusions can be drawn from location preferences, mobility behaviour and attitudes of intentional urbanites towards MM?



1. Key questions and project background

Empirical data:

- Paper-pencil-questionnaire from 3 German cities: Hamburg, Leipzig, Aalen
- Sample: “Movers” Households who moved within or to the cities
- Stratification: 80% within areas of the “inner city”
- Topics:
 - sociodemography,
 - location search process,
 - location preferences,
 - availability of mobility means (before and after moving) ,
 - modal choice (before and after moving),
 - “mobility related attitudes”

1. Key questions and project background

Mobility related attitudes:

- Resulting Scales and underlying psychological constructs:
 - PT affinity (Pt control, Pt intention, Pt excitement, Pt privacy, Pt social norm)
 - Car affinity (Car attitude)
 - Bike affinity (Bike attitude, weather resistance)
 - Perceived mobility necessities
 - Ecological norm

- Additional scales concerning “decision mode”:
 - “elaborated”, “heuristic” and “routine” decision modes

(Scales provided by Prof. Marcel Hunecke. For more information see e.g.: Hunecke, M.; Haustein, S.; Böhler, S.; Grischkat, S. (2010): An attitude based target group approach to reduce the ecological impact of daily mobility behavior. Environment, Behavior, 42, 3-43.)

2. Findings on “intentional urbanites”

How can intentional urbanites be identified?

- Assumption: Intentional urbanites reveal their preference for urban living environments in the course of their search process.
- Rather simple segmentation by “search areas” and “living location”:
 - Intentional urbanites are operationalised by search areas plus location choice,
 - 3 resulting types of urbanites:

		Search area	
		predominantly inner city	other areas
Living location	Inner city	"intentional urbanites" (HH: 50%, L: 55%, Aa: 23%)	"other urbanites" (HH: 28%, L: 26%, Aa: 25%)
	Outer city	"citizens of the outer city" (HH: 22%, L: 18%, Aa: 52%)	

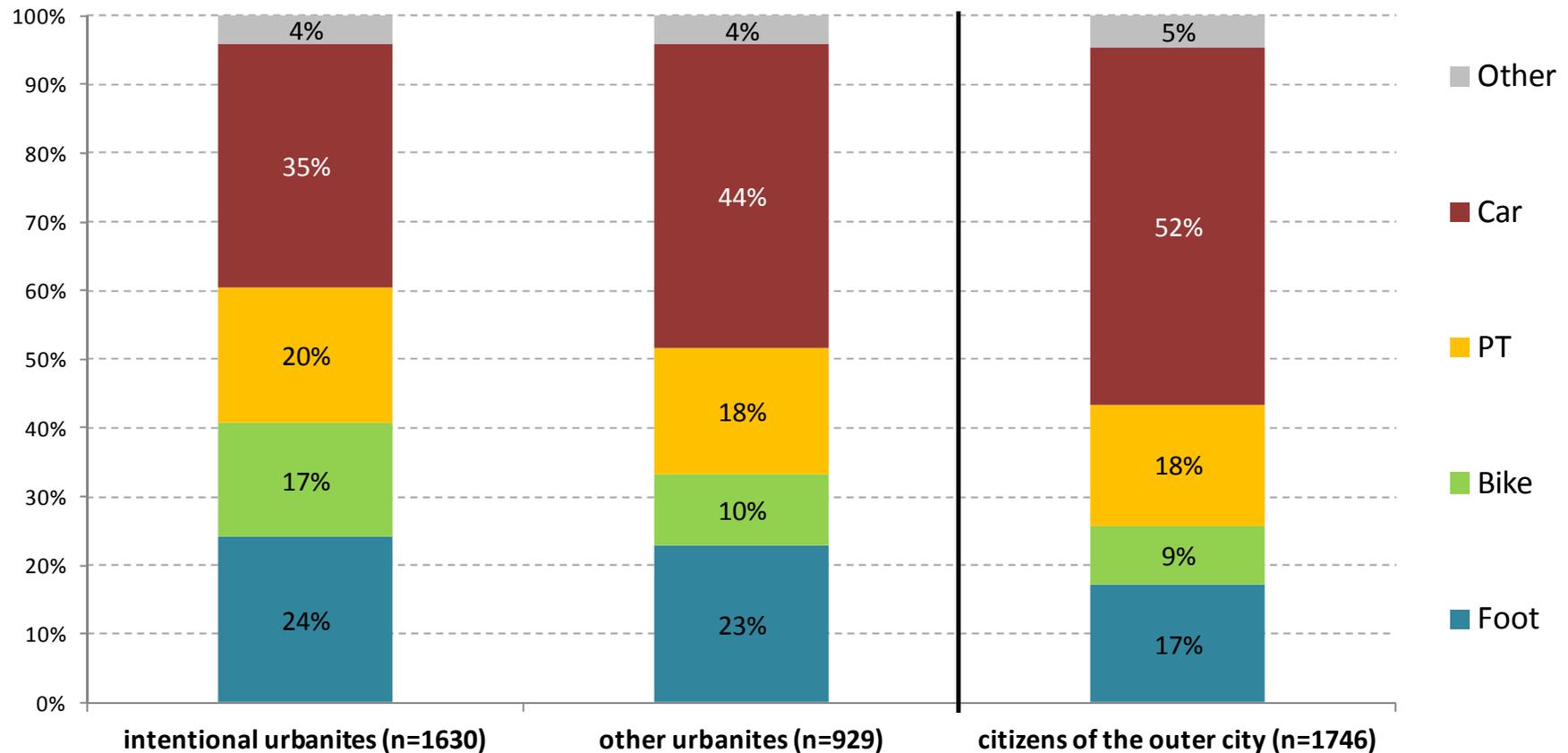
2. Findings on “intentional urbanites”

Ranking of location preferences

	intentional urbanite (n=1211)		other urbanites (n=668)		citizens of the outer city (n=528)	
1	Job Accessibility	3,88	Job Accessibility	3,87	Costs	3,75
2	Costs	3,61	Costs	3,74	Quiet/ Green surrounding	3,71
3	Short Range Accessibility	3,58	Quiet/ Green surrounding	3,52	Job Accessibility	3,70
4	Public Transport	3,51	Public Transport	3,49	Public Transport	3,36
5	Quiet/ Green surrounding	3,29	Short Range Accessibility	3,42	Social Network	3,18

2. Findings on “intentional urbanites”

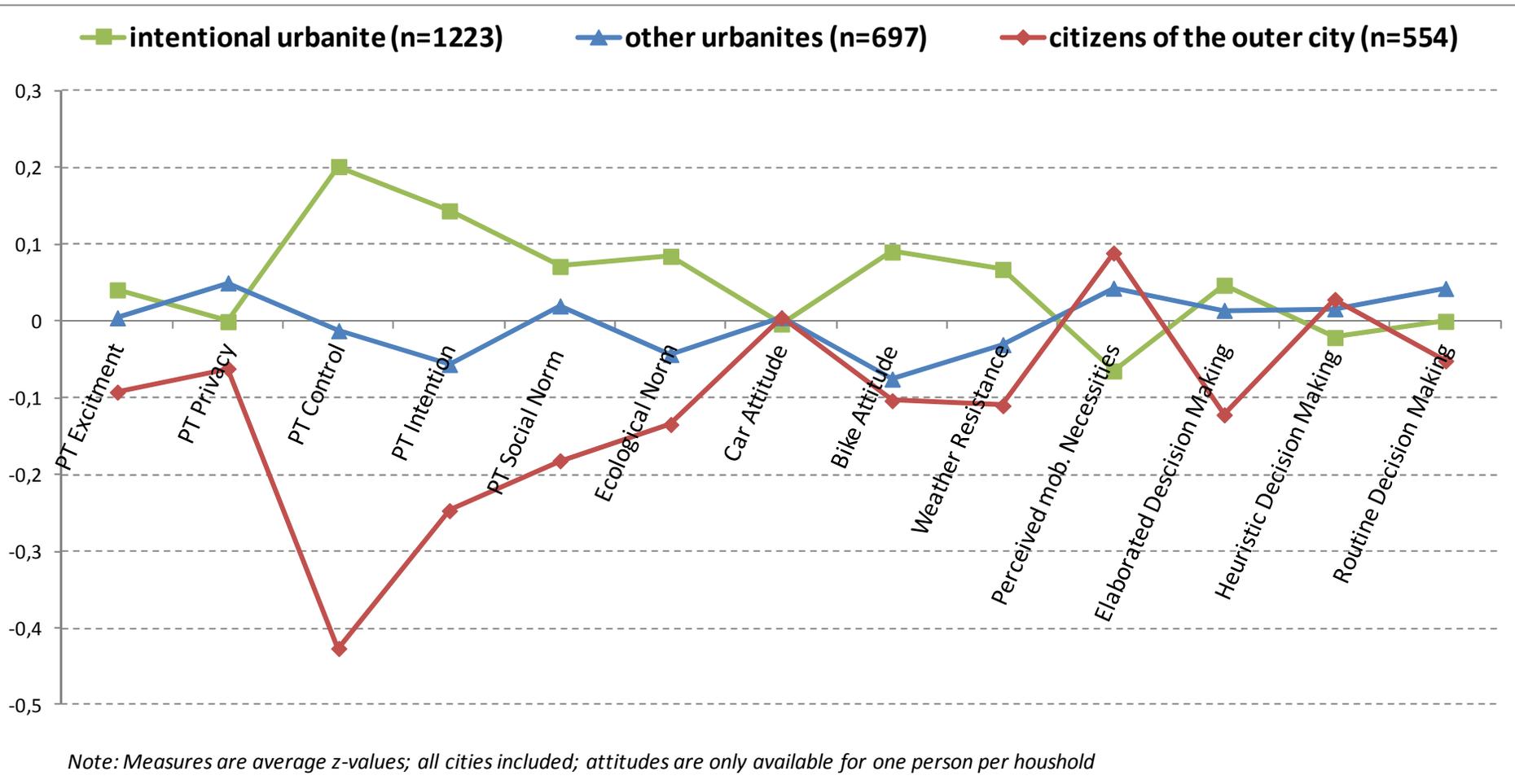
Modal Split (general, calculated from use frequencies)



Notes: No specific trip purpose; Measures derived from use frequencies

2. Findings on “intentional urbanites”

Mobility-related attitudes (average z-values, all cities)



3. Conclusions

- indications of a mobility motivated residential “self selection”
 - Accessibility aspects are of major concern for city development strategies aiming on fostering reurbanisation
- So should be MM as it is aiming on multimodality and thus basic needs of intentional urbanites.
 - Focus should be set on MM and housing and origin related trips
- PT is an important core mobility service but integration should be priority
 - integrating all mobility tools and
 - developing and communicating a comprehensive local mobility brand
- Information on mobility should be multimodal and especially focused on short range accessibility, a focus on pt does not appear to be sensible
- Tools aiding location choice should be focused on, these should comprise information on mobility aspects

Thank you very much for your attention!

Dipl.-Ing. André Bruns
ivm GmbH,
Lyoner Strasse, 22, 60528 Frankfurt am Main
Tel. 0049 69 660759 – 33
Email: a.bruns@ivm-rheinmain.de

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2. Findings on “intentional urbanites”

Differences concerning location preferences

