



Mobility Management as a tool to attract new customers – report from a public transport company

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UL (Upplands Lokaltrafik)

- UL is the public transport company in the county of Uppsala in Sweden
- The 4th largest public transport company in Sweden
- Local and regional buses and train traffic



UL and mobility management

- Company goal – redouble the travelling frequency from year 2006 to 2020
- Uppsala has more than 200 000 inhabitants
- How do we get the motorists to commute?



Government grant supports mobility management

- Financial support from the Swedish Environmental Protection Agency through "KLIMP"
- Longterm investments to decrease the greenhouse effect
- UL and the municipality of Uppsala applied in 2008 with the project "DinKoll"



Project time schedule

- DinKoll started in April 2011
- Activities were carried out in the autumn of 2011
- Combining of results in March-April 2012
- Report finished in May 2012



DinKoll - Vi får bilister att välja tåg och buss

Two campaigns aiming to attract new costumers

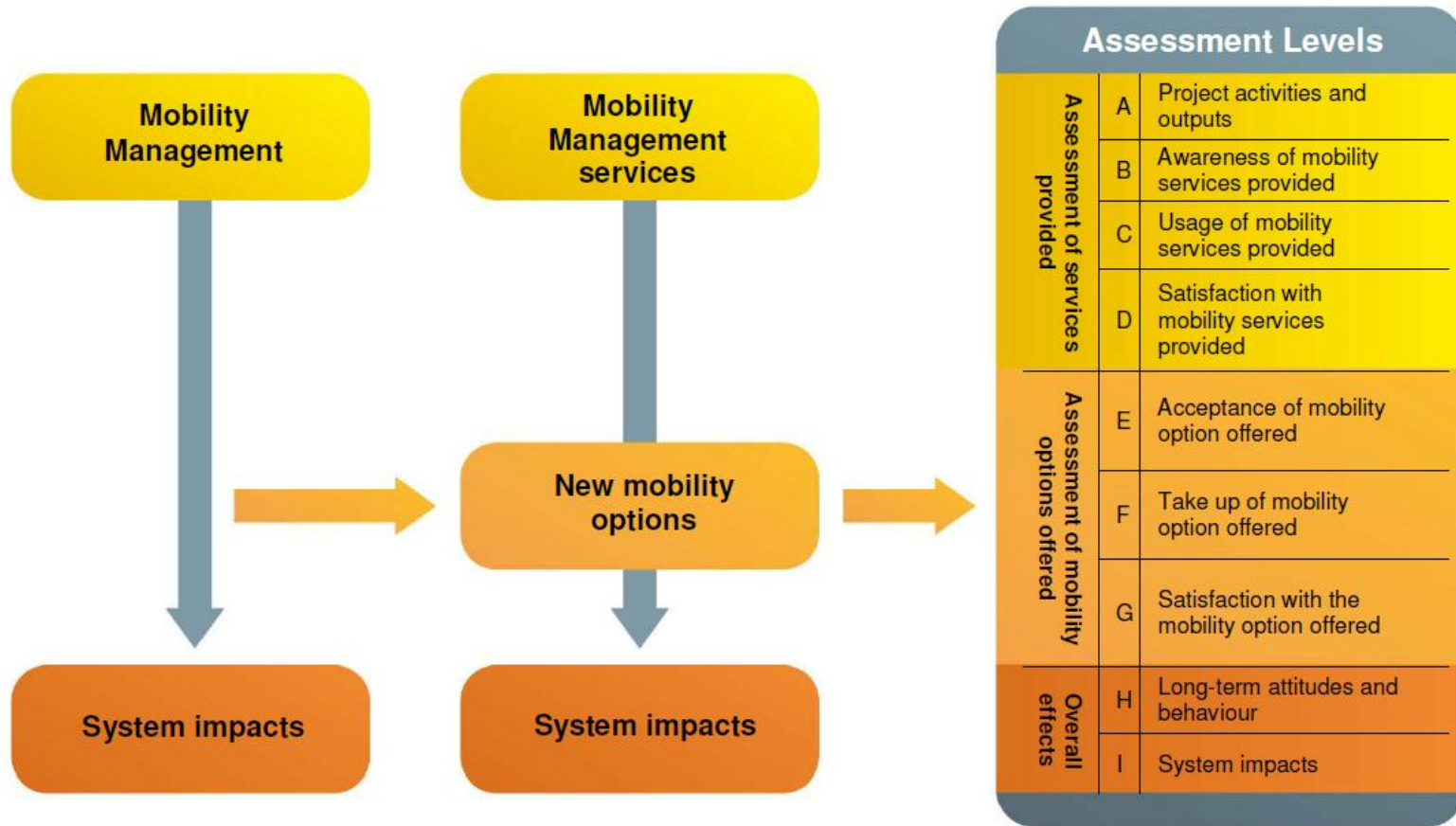
Campaign 1: Convince **former motorists** to commute with public transport.



Campaign 2: Convince **new residents** to commute with public transport.

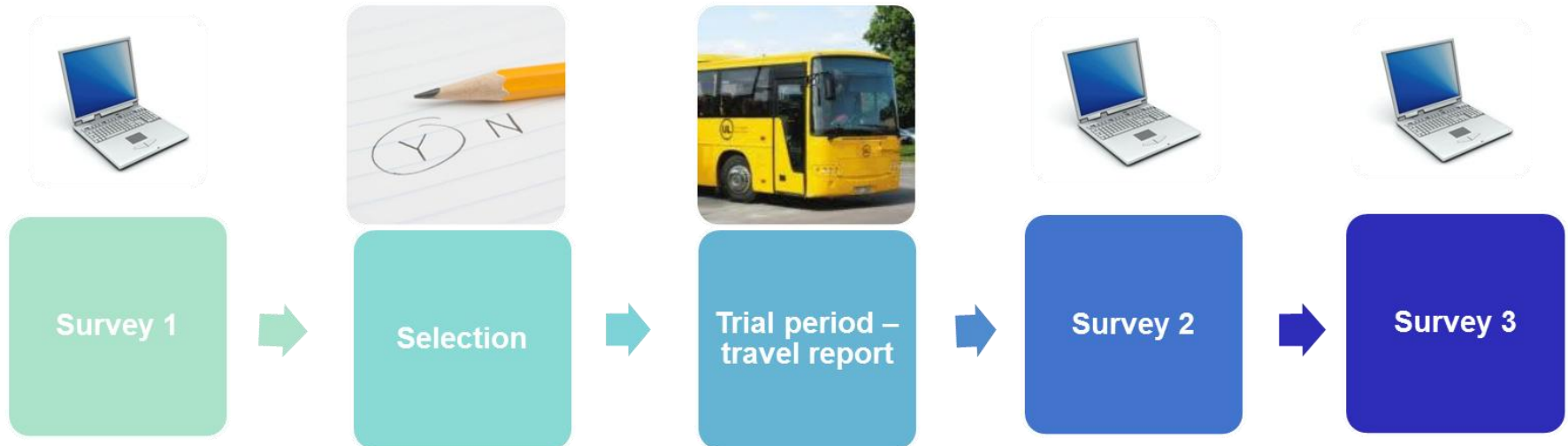


MaxSumo – used to plan, monitor and evaluate the campaigns



MaxSumo divides the gap between what we do in MM and the targeted impacts into manageable steps

The concept



117 motorists were picked out to try the concept

Commitment:

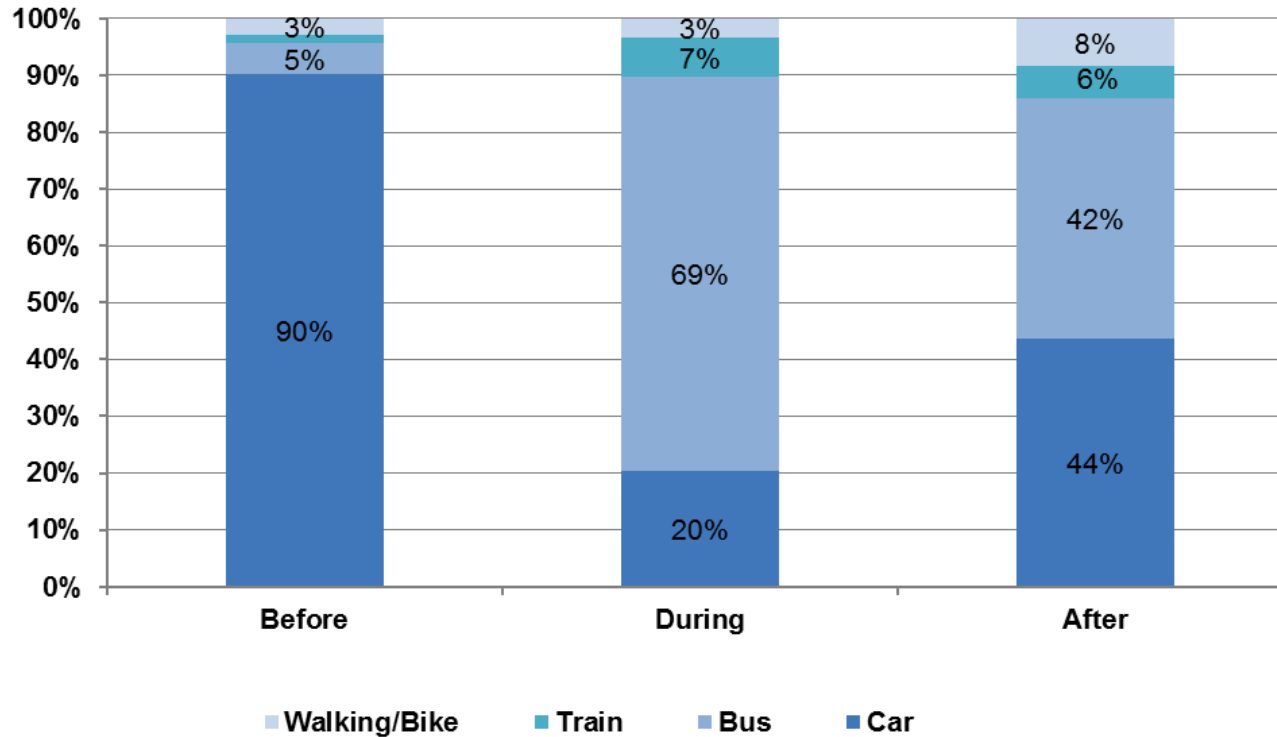
- To commute with public transport > 3 days a week during 30 days.
- To fill out surveys and travel reports

Motivation:

- A free public transport travel card
- Motivating competitions and articles in internal and external media.



> 50 % still commute with public transport



54 new residents where chosen to try out the concept

Commitment:

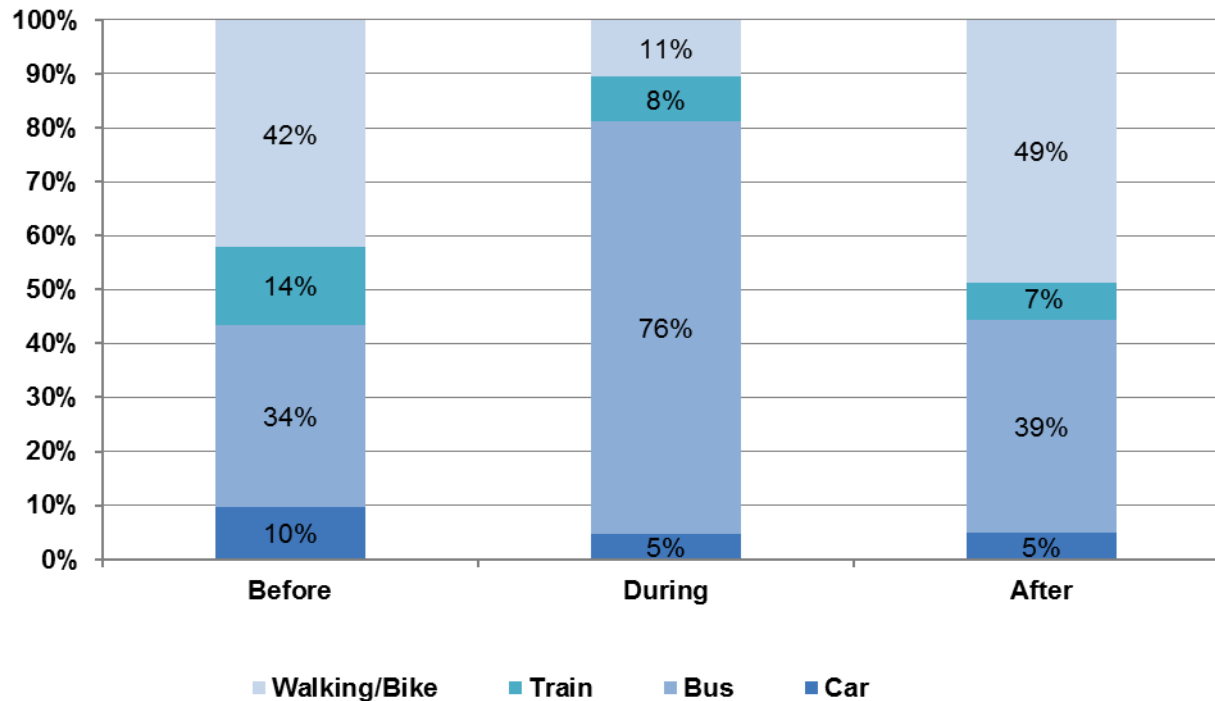
- To fill out surveys and travel reports
- To commute with public transport > 3 days a week during 15 days.

Motivation:

- A free public transport travel card
- Motivating competitions, and articles in internal and external media.



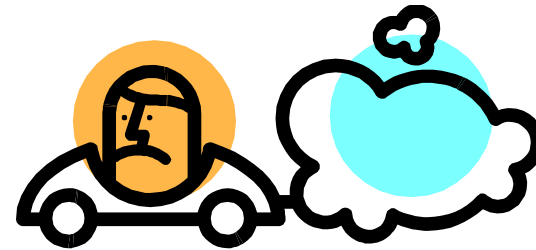
Fewer motorists, but the behavior was already good from the beginning...



Less CO₂ emissions

During test period:

- 5,0 – 5,4 ton
- 40-50 kilos per person



One year after the test period:

- 30 – 40 tons/year
- 250-340 kilos per person and year

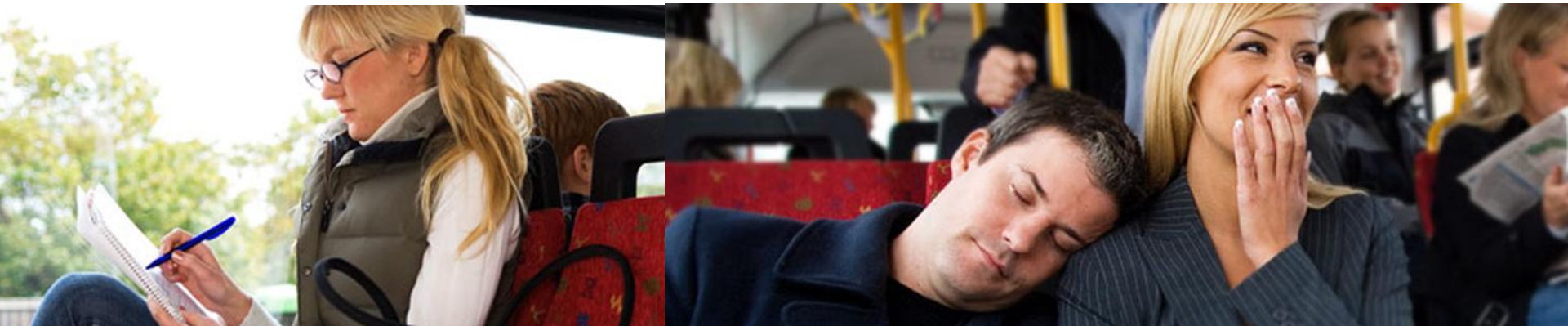
Satisfied participants

- > 94 % were satisfied or very satisfied with the concept



Success factors

- Their own commitment
- A clear concept
- Good public transport service
- Areas with packed parking space
- Evaluation – to discuss, spread and learn from the result



MaxQ & PROCEED-guidelines – 2 tools to evaluate, develop, and improve the working process with Mobility Management



What have we learnt

1. The MM work has just started - ad hoc oriented
2. Needs to become more systematic and efficient
3. Lots of good intentions and a open mind!



How to move on

Step 1

- Increase the knowledge
- Systematize

Step 2

- Cooperate

Step 3

- Set goals, evaluate and continual development

Objectivity enables insight

- Relatively big organization with several fields of responsibility
- Process evaluation through the project (MaxQ & PROCEED)
 - Hands on and objective advice and examples of improvement
 - One document for all employees regardless department



MM development

- Increased internal information
- Transboundary insight
- Need for a MM-programme

