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MOTIVATION

Car is by far the most used transport mode in rural and peri-urban areas. CarPostal, a bus company, wants to win new segments of demand with new concepts of offer in these challenging areas for public transportation.

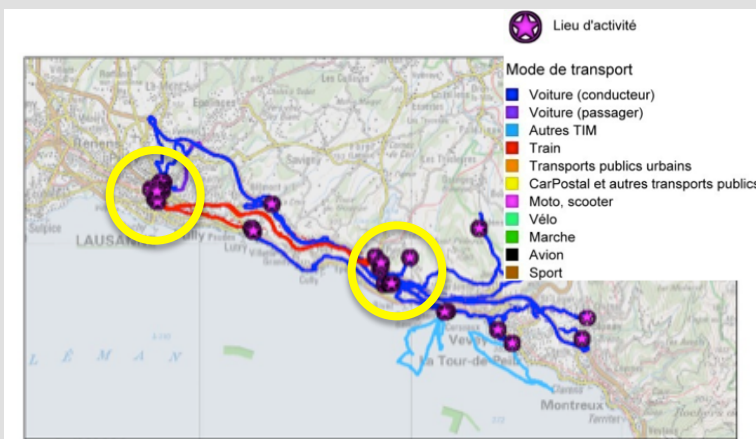
GOAL

Find alternatives to car outside of cities, compatible with lifestyles and needs of targeted people



RESEARCH

In order to understand mobility behavior of individuals in outskirts, with a focus on multimodal travelling loops: 17 researchers, 3-year project, 3 labs (sociology, geography and mathematical modeling), 3 steps.



Map of a public transport user for commuting with 2 clusters (in yellow), and using car for more complex purposes (in blue)

1st STEP: QUALITATIVE SURVEY

GPS tracking and interviews of 20 persons to identify factors influencing mobility (attitudes, motivations, past experiences).

Contributions:

- Transport mode choice is deeply ingrained in lifestyle
- Mode choice takes place in major changes in life story
- Car users have network patterns, when public transport users are drawing clusters (see picture)



2nd STEP: REVEALED PREFERENCE SURVEY

20'000 persons targeted in 57 peri-urban and rural communes, 2000 surveys filled in (10% response rate). About practice and image of mobility, in particular factors of mode choice.

Contributions:

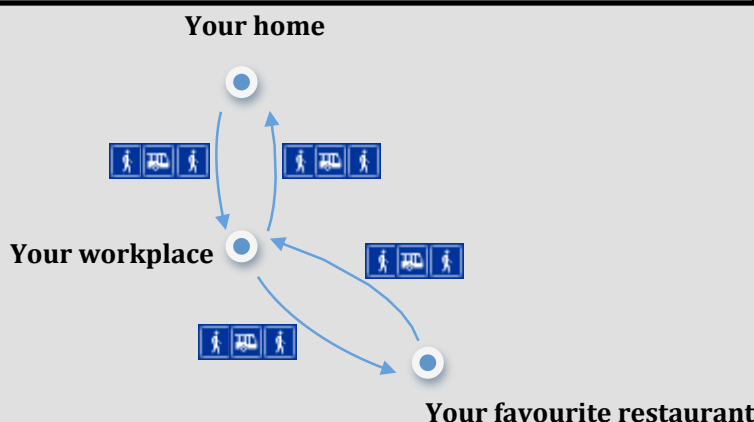
- CarPostal users have routine trips (mostly home-work)
- Other activities (leisure, shopping) are more complex
- CarPostal usage is favored by frequency higher than 1 pair of trips per hour (at least) (otherwise, CarPostal is not considered as a daily transport mode)
- Very strong regional differences (offer, image, practice)
- Growth potential on lines to cities and railway stations
- Weak knowledge of networks and schedules
- Strong impact of the interpersonal relation

3rd STEP: STATED PREFERENCE SURVEY

Survey about new services (information services, season ticket, loops –see below- and about abandoning their 2nd car for a new mobility service) to study their demand. Personalized survey: choice between their current mode and a new service on a real loop described in the revealed preference survey.

Contributions:

- Market shares for new services (mobility, information)
- Optimal pricing of season tickets, information services
- Customer profile



| | Current trip | | New alternative |
|-----------------|------------------|---|-----------------|
| Main Mode | Public Transport | | New Service |
| In-vehicle Time | 1h21 | > | 1h13 |
| Waiting Time | 9' | > | 7' |
| Walking Time | 26' | > | 21' |
| Cost | 12.50 CHF | < | 15.00 CHF |

Would you choose the new alternative ? Yes No