**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, labs (sociology, geography and mathematical modeling), steps.

### 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

Would you choose the new alternative? Yes ☐ No ☐

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