

***“Behavioural change
through personalised information about
travel options and pricing “***

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***“ it’s so easy and obvious, that’s a
mysterie why it’s not already there ! ”***



Importance of multimodal travel info?

- Condition for efficient transportsystem (awareness)
- Insecurity
- Comfort

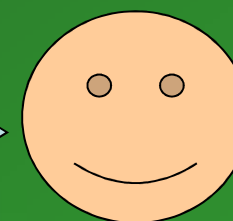
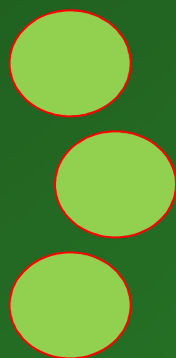
And Preferrably:

- Invidividually
- Personalised



How we see the info-proces

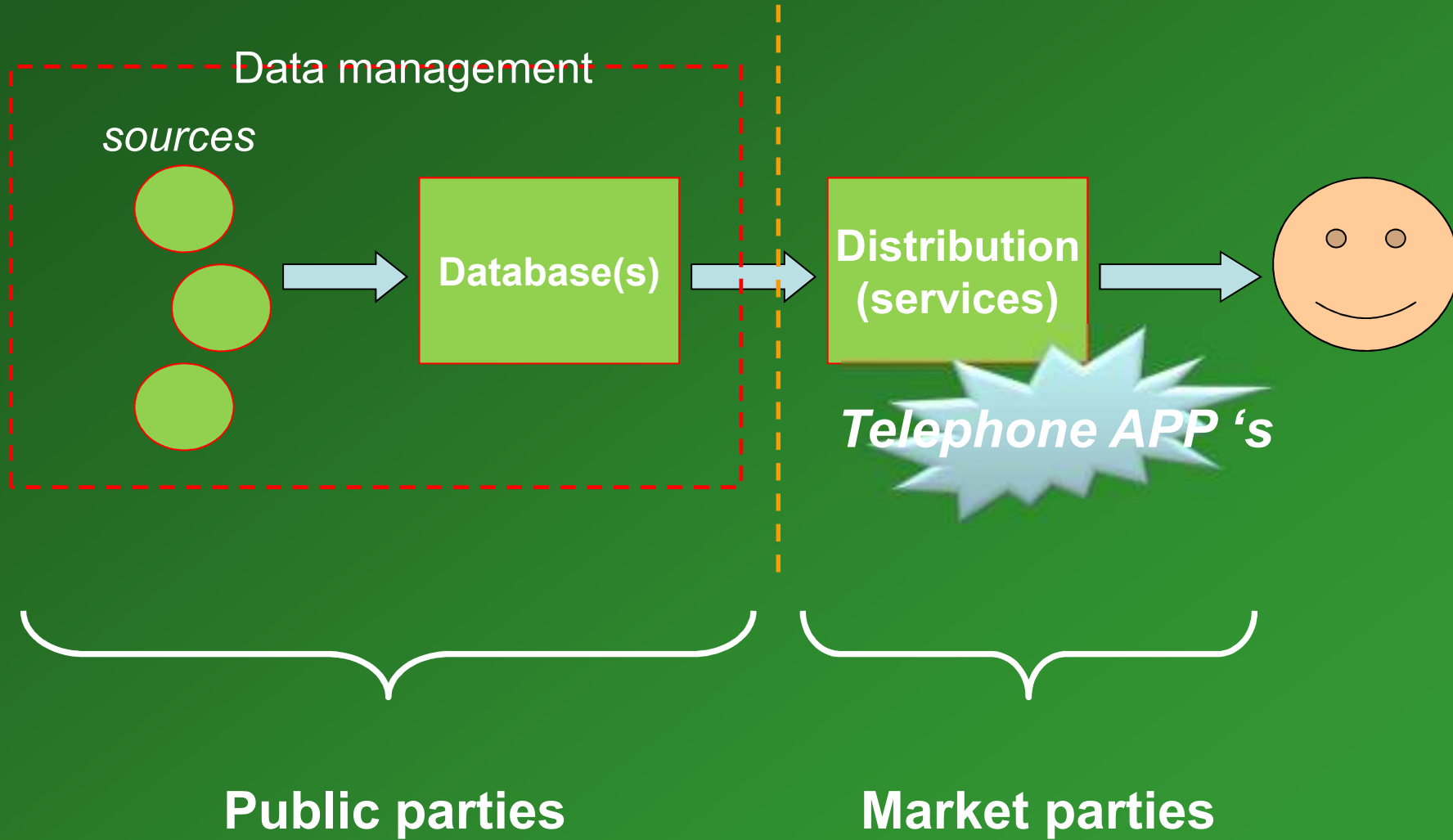
sources



Telephone APP 's



How we see the *roles*



Some of our Pilot's and FOT's



Some of our Pilot's and FOT's

1. Real-time Bus information on smartphones (completed);
2. Truck navigation (completed);
3. Large FOT concerning GPS toll and real-time traffic information (ongoing).



Number 1

“Bus Mobile”

Film:

<http://www.youtube.com/watch?v=DFqhe8Oo5ls>



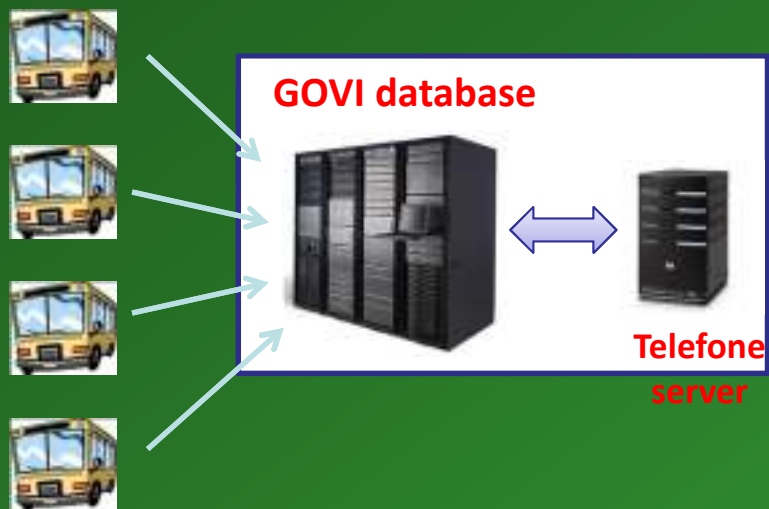
Screen shots



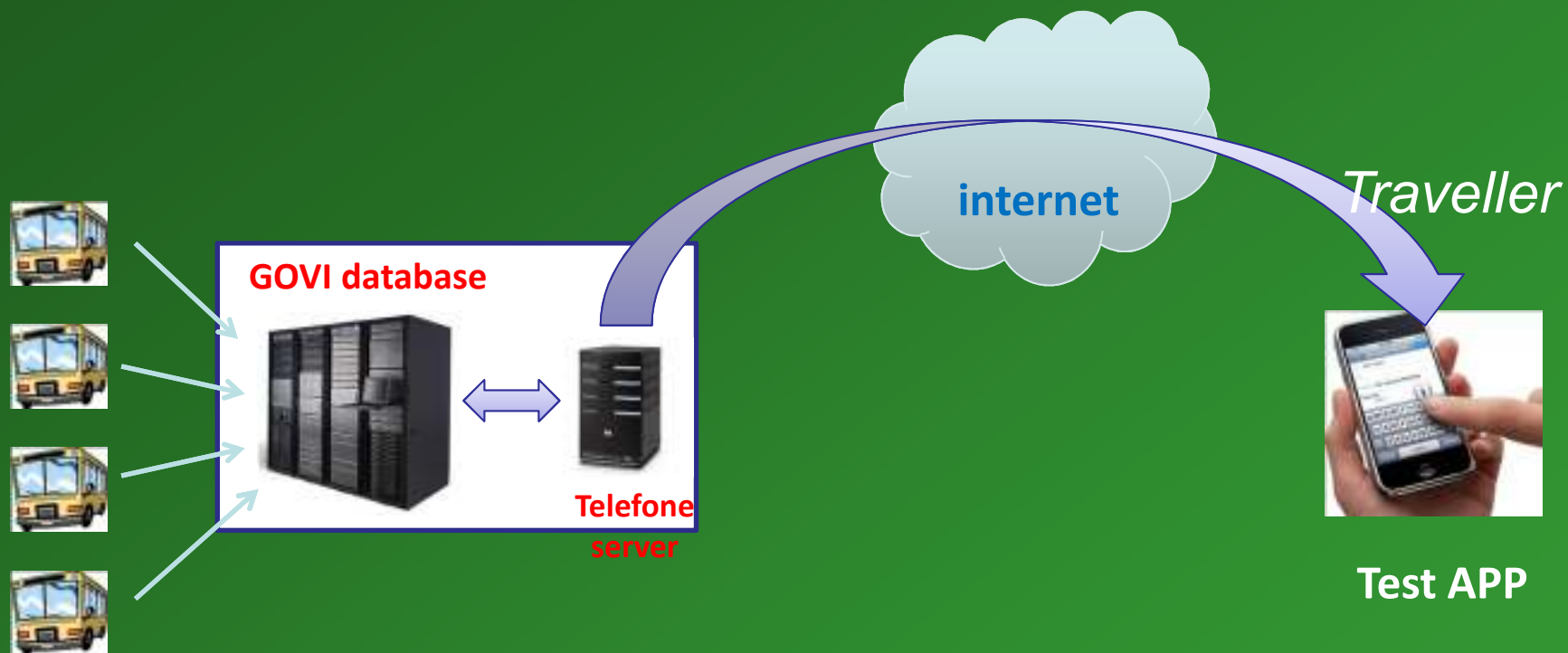
What we did



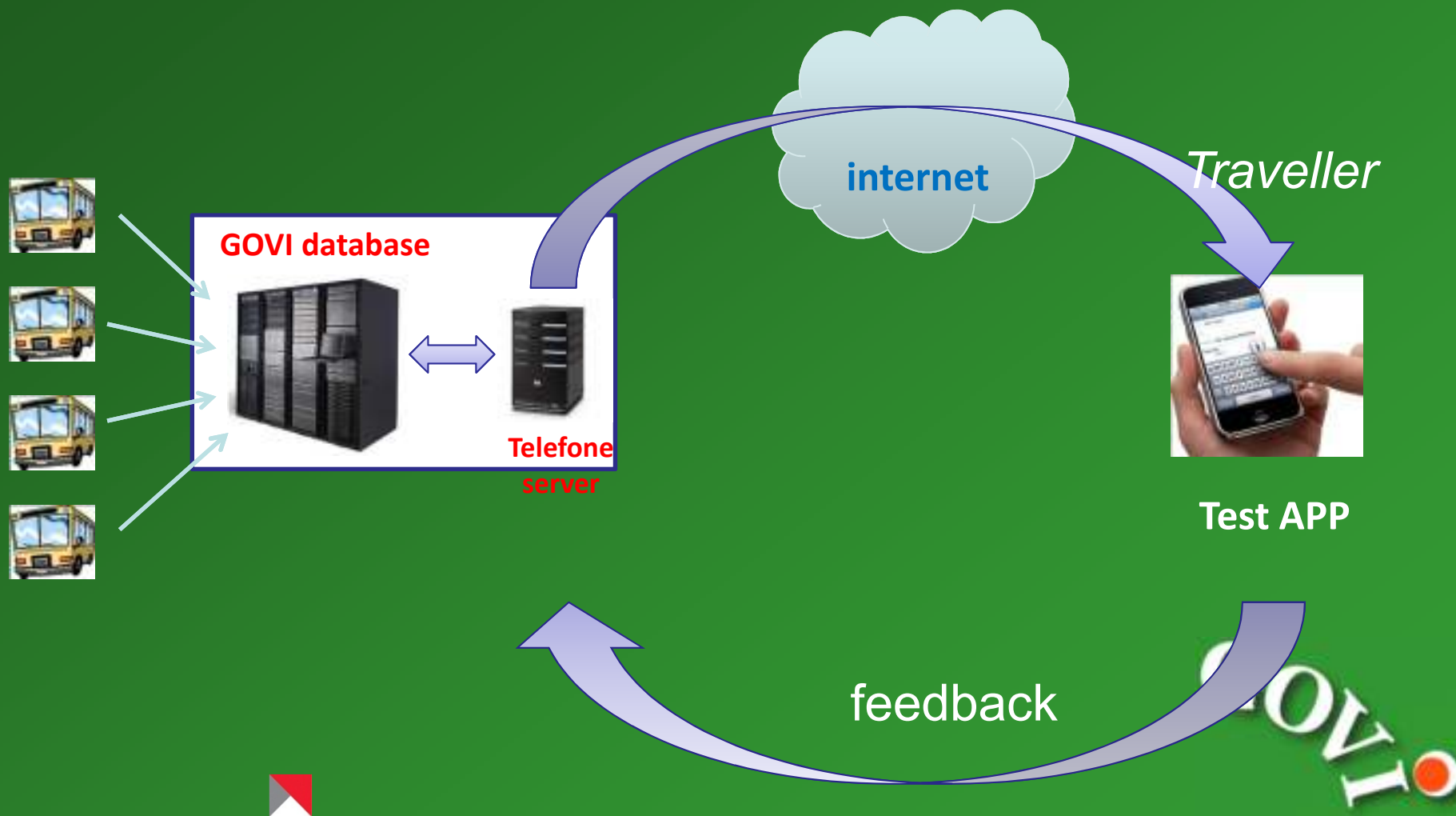
What we did



What we did



What we did



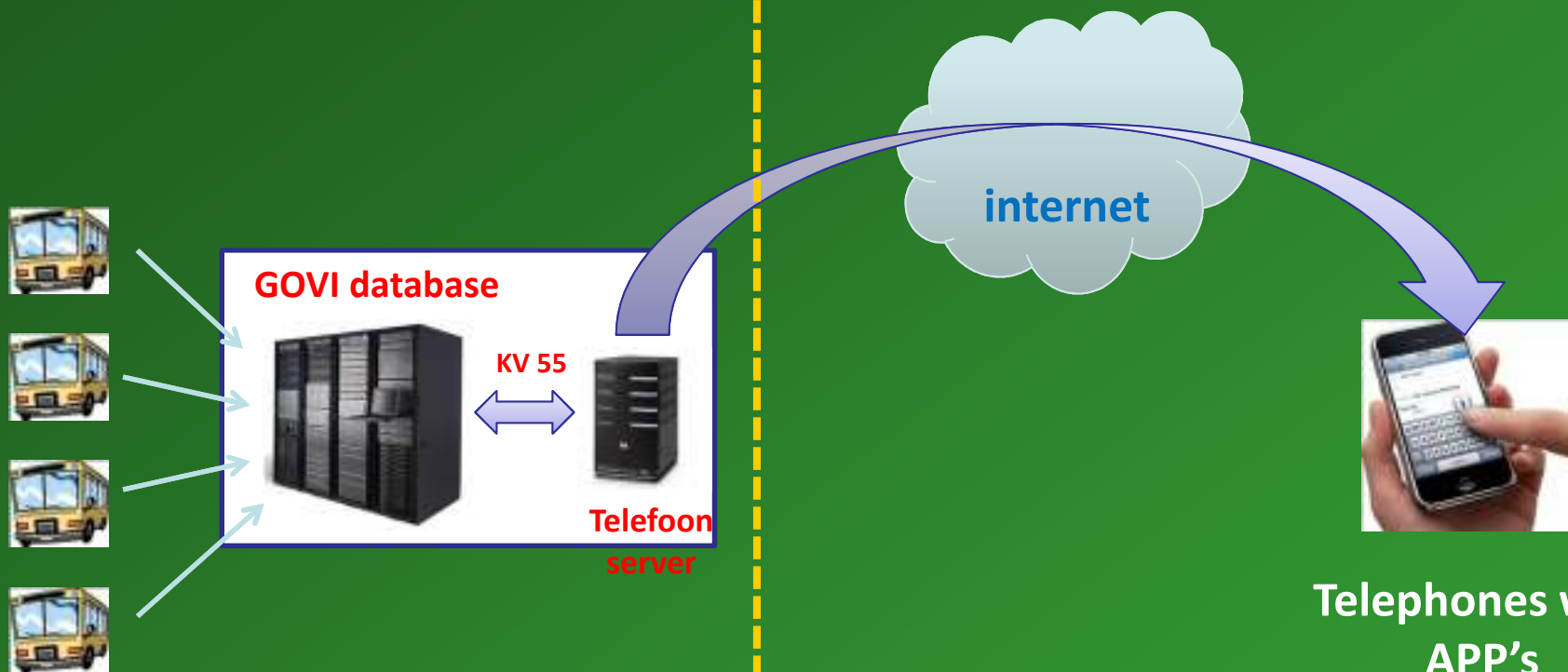
Service: roles govt and market



Service: roles govt and market

"Public bodies"

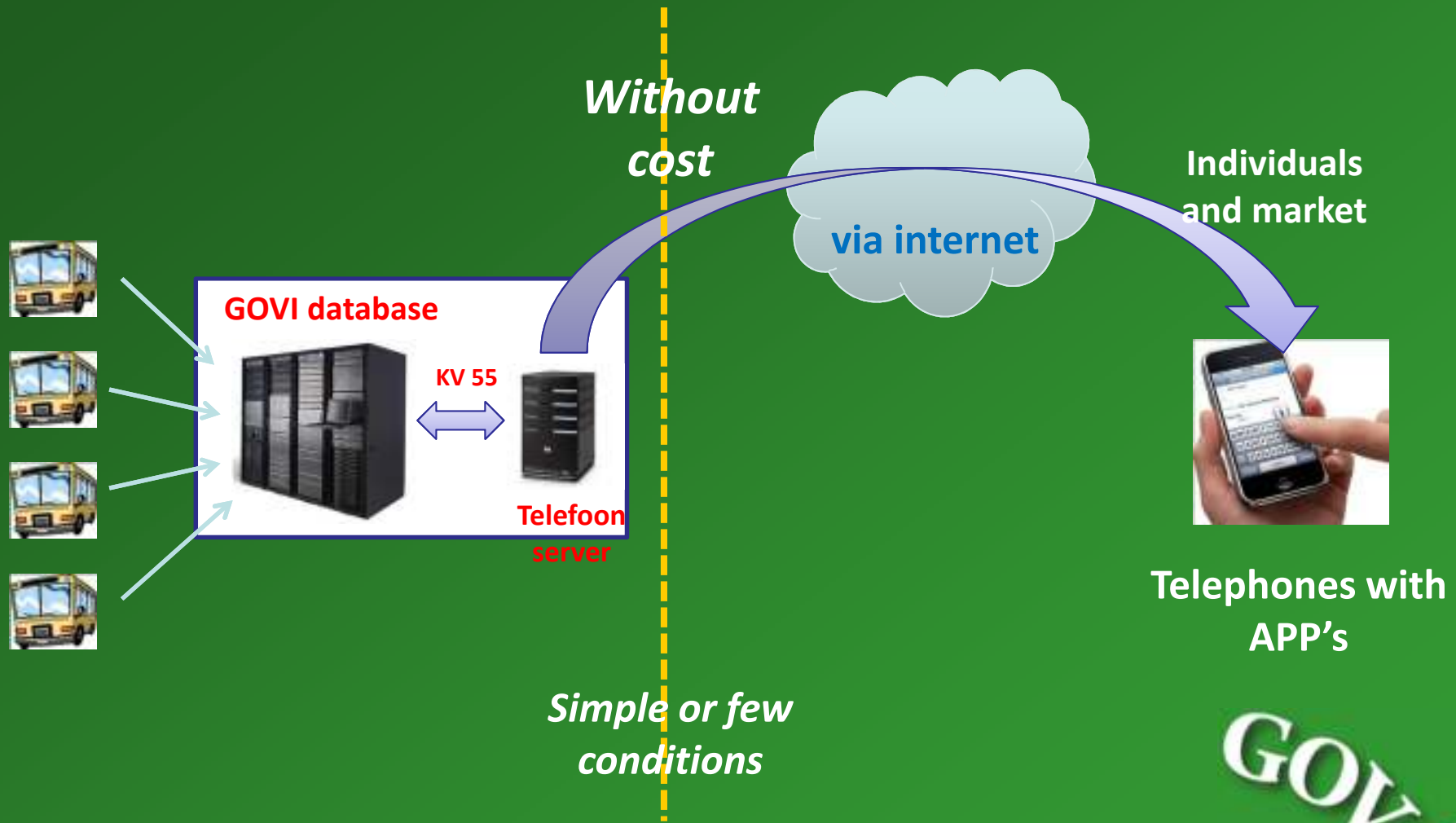
"Market and individuals"



Telephones with APP's



Service: roles govt and market



What we've learned

- Making APP's is easy
- Great need for this !
- much cheaper than roadside signs

So:

- *Make data available and market will make services*



Number 2

Truck navigation



The reason

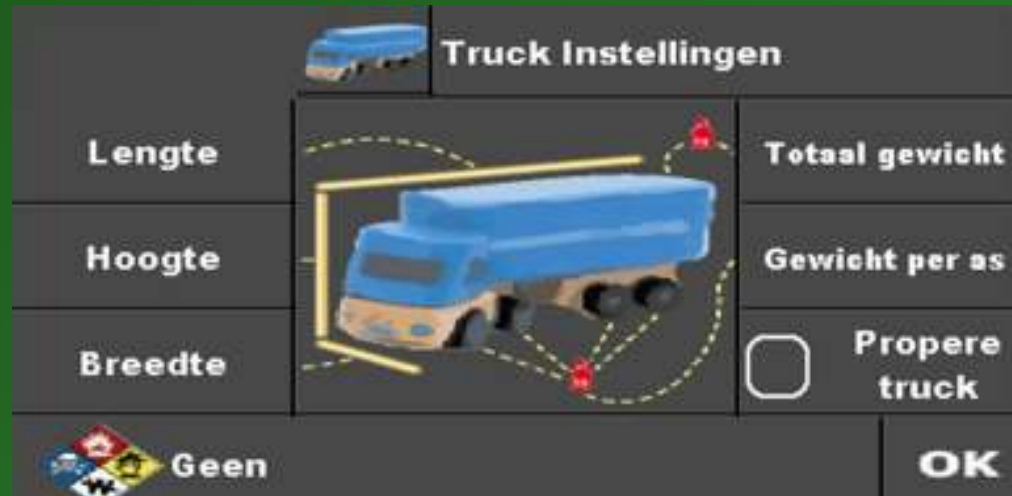
- Unsafe situations in cities
- Problems with throughput



Again division of roles



How it works



Driver:

- size
- total weight
- weight per axis

Navigation system:

- safer routes
- less problems for driver



What we've learned

Drivers:

- Gained stress reduction
- Adjusted their routes

So:

- Information for *comfort* = behaviour change
- Interface (user friendly) is essential
- Give data: market makes services



Number 3

*“large scale FOT
Rushour pricing”*



The basic ingredients

- 3000 participants (1,5 year)
- Pricing through GPS-tracking
- MM Travelinfo

Goals:

- Learning how pricing affects behaviour
- Learning how information affects behaviour

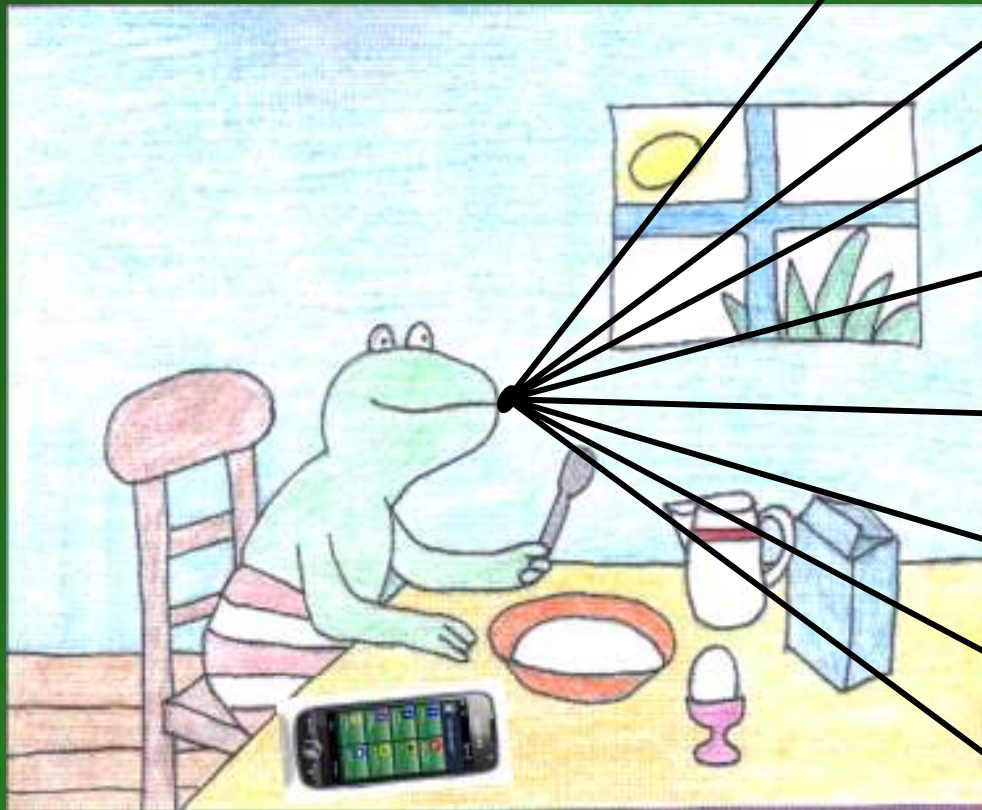


1. What's the idea (1): *at the breakfast table*



1. What's the idea (1): *at the breakfast table*

Should I take my car?



When leave ?

Cost?

Is there a traffic jam?

make a stop-over?

the fastest route?

the safest route?

Etc ...

So: make choices easy



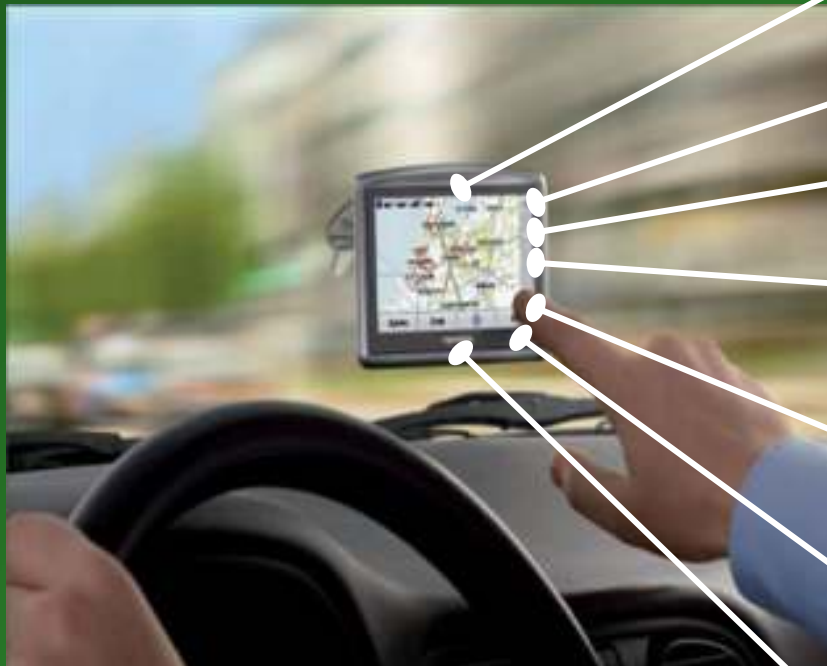
1. What's the idea (2): *during the trip*



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Incidents:

Congestion! Alternative route?



Make a stop-over?

Public transport connection?

Can I park at P&R?

City center:

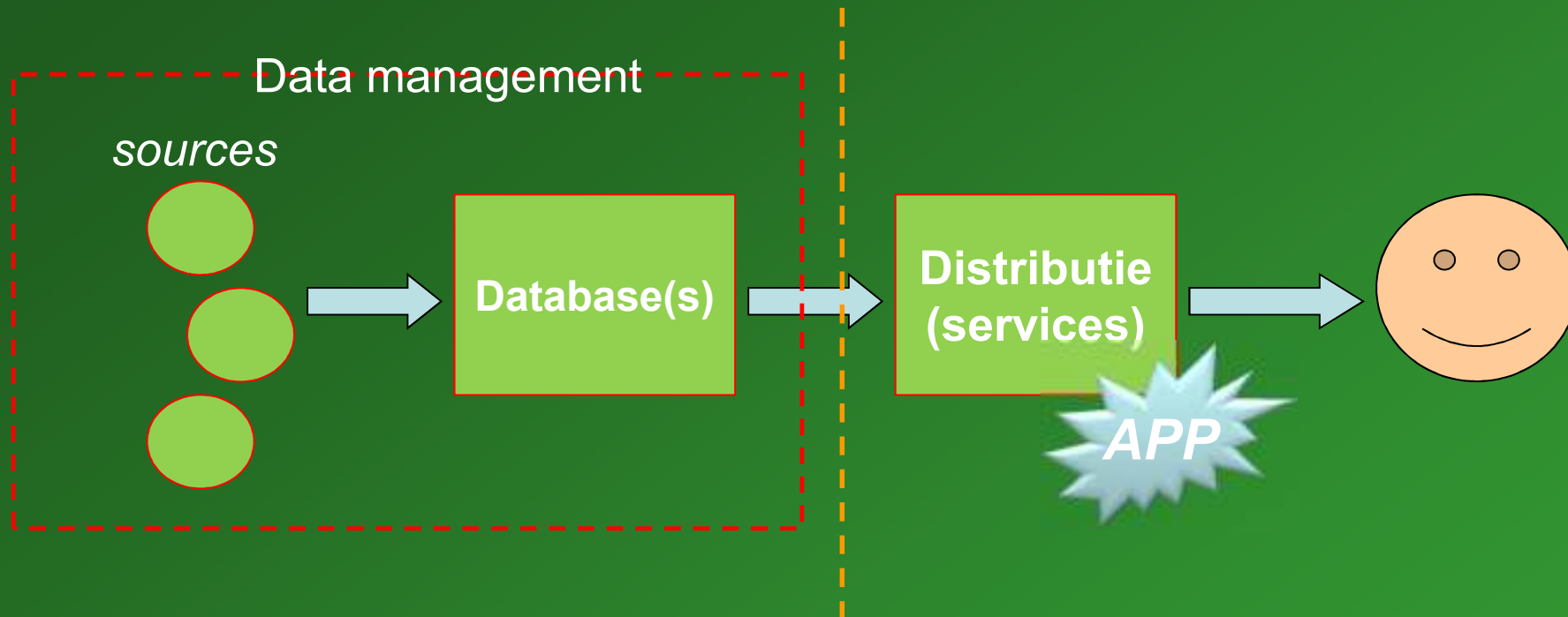
Where can I park?

Expensive! Cheaper location?

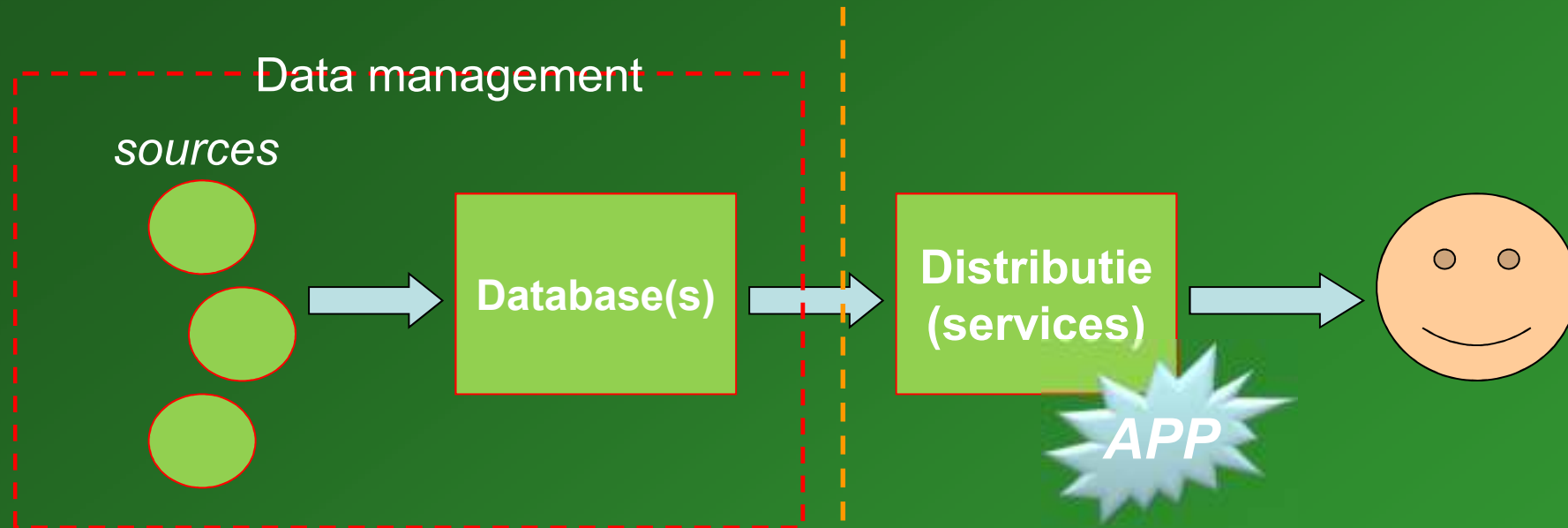
Are there roadworks?




The basic system and services

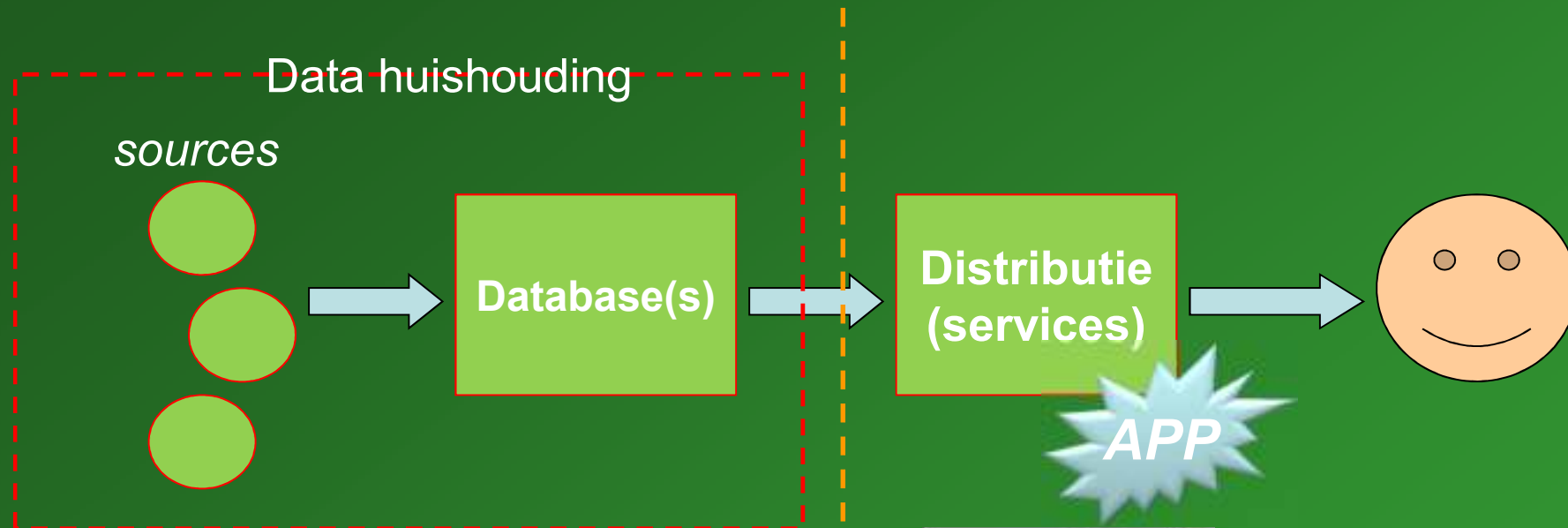


The basic system and services



- Parking information
- P&R + bustransit info
- Roadworks info
- Trafficmanagement info
- PT info (general)
- Blackspots
- etc 

Hoe zien wij de data-stappen?



- Parking information
- P&R bustransit info
- Info on roadworks
- Trafficman info
- PT info (general)
- Blackspots
- etc



The Travelstar



*When it's up to us,
this will be the future of routenavigation*



What we've learned

System

- Not many parties can make system and good interface
- Interface is maybe hardest part

Users

- Most drivers stick to car (*PT a liability !*)
- Behaviour changes slowly
- Privacy: give and take
- Price does matter



But we've just started ...

So, from all our pilots we conclude ...

- Multimodal info is the way to go !
- There's a need (travellers and market)

But:

- Changing attitude/behaviour takes time
- Parties should stick to their core business
- Info + interface !



Thank you!

***Gerbrand Klijn
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Spitsrijden in Brabant - Mijn beloning - Windows Internet Explorer

https://www.spitsrijdeninbrabant.nl/pages/index.php?pageids=78

Spitsrijden in Brabant - Mijn beloning

Persoonlijke Pagina - Mijn beloning

- Welkom
- Spitsrijden in Brabant
- Kortweg
- Nieuws
- Pers
- Veelgestelde vragen
- Persoonlijke Pagina**
 - Mijn riden
 - Mijn beloning**
 - Mijn referentieniveau
 - Traveltijd
 - Nieuwsbrieven
 - Voorwaarden
 - Mijn gegevens
 - Mijn kerstkaars
 - Wachtwoord wijzigen
- Spitsrijden ouders
- Links
- Contact

Mijn beloning

Spitsrijden in Brabant is slim verdienen! Op deze pagina kunt u uw opgebouwde beloning inzien. Dit overzicht wordt ieder uur bijgewerkt zodat u kunt zien hoeveel u heeft verdient met spitsrijden. Uw beloning wordt berekend op basis van de gegevens die uw On Board Unit heeft geregistreerd en uw referentieniveau.

Beloningen

Beloningsperiode	Aantal afwaarderingen			Totaal afgevaarderd	Beloning
	Maand	Budget	Totaal		
Jul	€ 17,50	2	8	€ 10,00	€ 7,50
Augustus	€ 0,00	0	0	€ 0,00	€ 0,00
September	€ 33,75	0	0	€ 0,00	€ 33,75
Oktober	€ 28,75	0	0	€ 0,00	€ 28,75
November	€ 40,00	0	0	€ 0,00	€ 40,00
December	€ 23,75	0	0	€ 0,00	€ 23,75
Totaal:					€ 133,75

O = aantal afgevaarderde spitsritten in de ochtendspits
A = aantal afgevaarderde spitsritten in de avondspits

Uitbetalingen

Maand	Uitbetaling
Jul 2010	€ 18,75
Augustus 2010	€ 0,00
September 2010	€ 0,00
Oktober 2010	€ 0,00

P van der Passat

[Uitloggen](#)

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