

# Modal choice in a multimodal transport system

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*Brussels*

**#CEDR\_Multimodal**

CEDR Brussels May 2019 ISAAC



# Stimulating safe walking and cycling within a multimodal transport environment; ISAAC

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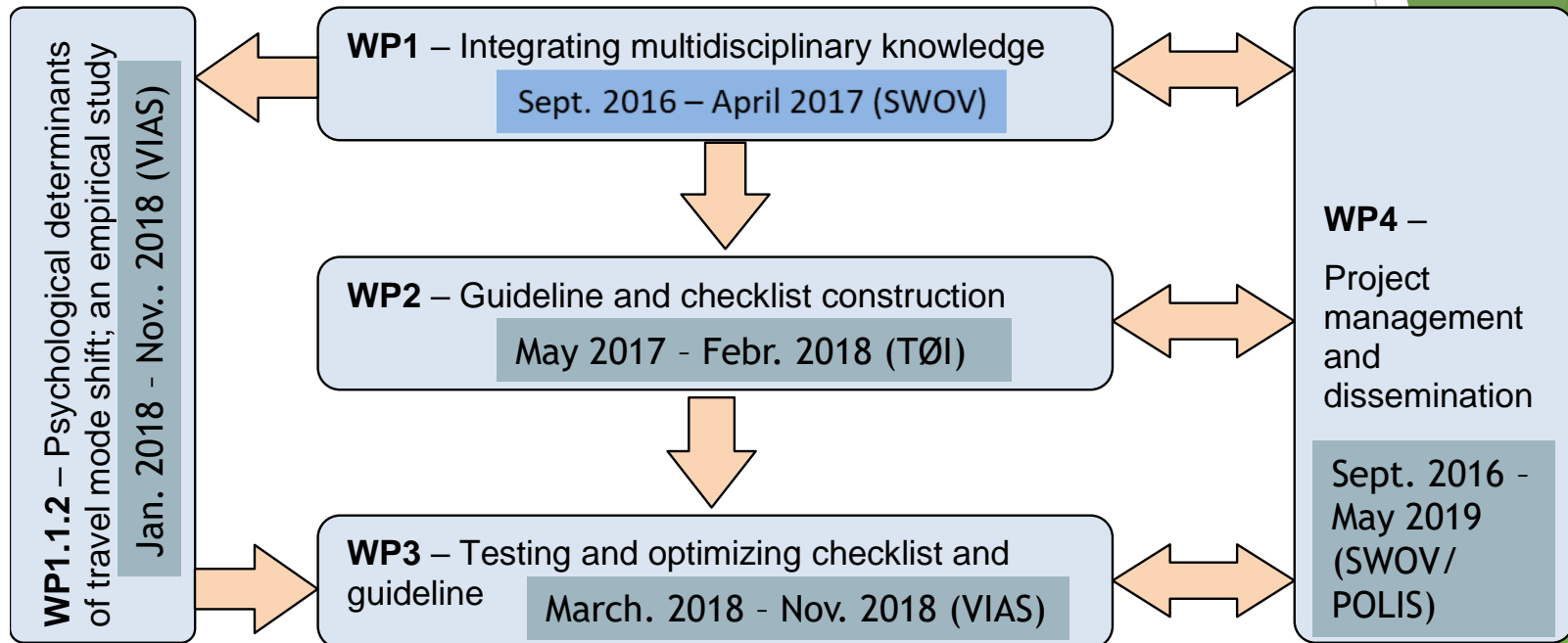
# AIM of the project

- ▶ To provide evidence-based recommendations for realizing a modal shift from car to walking and cycling in (sub)urban areas.
  
- ▶ Without compromising:
  - ▶ Road safety,
  - ▶ Social security,
  - ▶ Comfort.

# The result

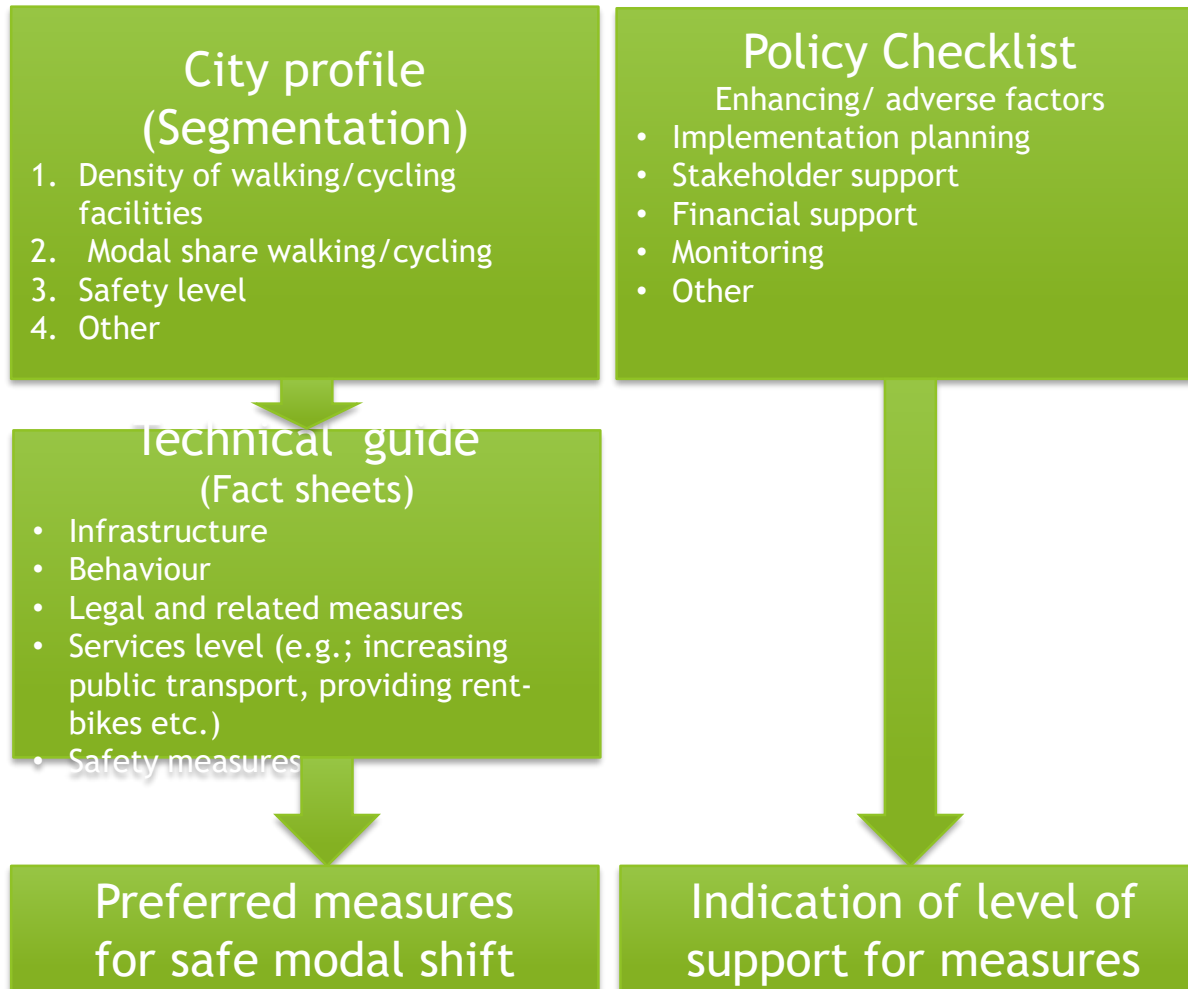
- ▶ An interactive checklist and guideline for urban and regional decision makers and practitioners helping them:
  - ▶ to identify the most appropriate measures (based on evidence based effects as well as costs).
- ▶ Psychological determinants of travel mode shift; an empirical study

# Workplan



**Figure 1 - Work Packages within the project**

# The framework



## Aim of Psychological determinants of travel mode shift; a survey study

- ▶ Better identify population subgroups for encouraging a shift towards active transports.

# From experience CEDR PEB member:

A hazard for pedestrians because they look scary?





This version appeared to be as dangrous!



In winter it turned the footpath into a floor of ice; breaking a CEDR PEB member hip.



# Thank you for your attention

