

“Using the car? What do(n’t) you think?”

Incentives for car use collected

Kevin van der Linden
City of Rotterdam

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CITIES AND REGIONS FOR TRANSPORT INNOVATION

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source: ad.nl, Bart Hoogveld



source: shutterstock_237381262



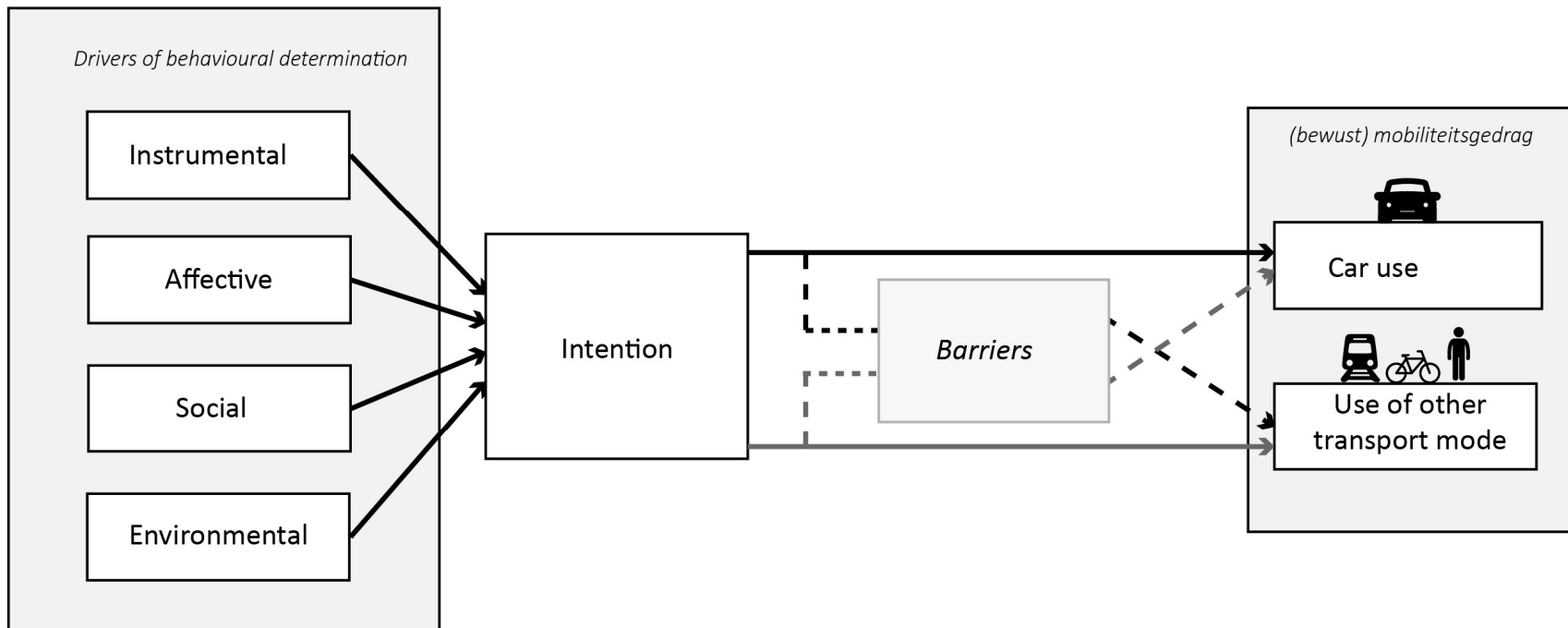
source: stadsarchief Rotterdam

verkeersdoorstroming
verplichte rijrichting
volgen

Research question

How can psychological influencing principles contribute to reducing car use in Rotterdam?

Conceptual model



Empirical research

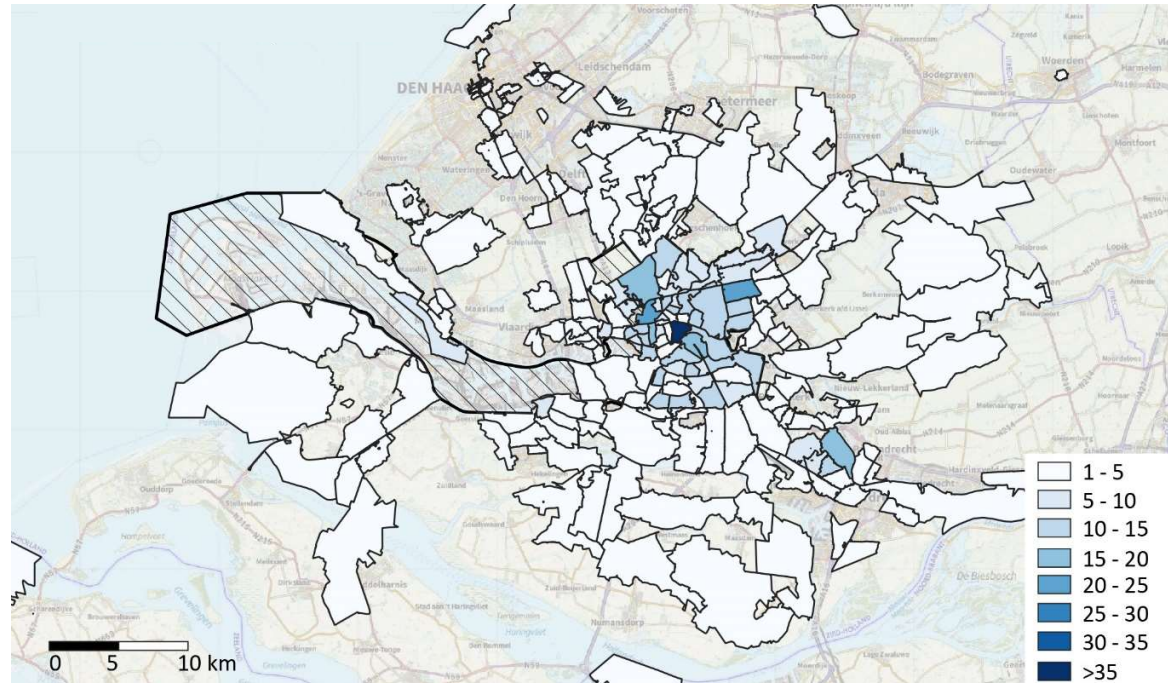
Survey

- N = 1000
- 639 from Rotterdam
- 361 regional participants

Focus groups

Analysis

- descriptive and static



Findings

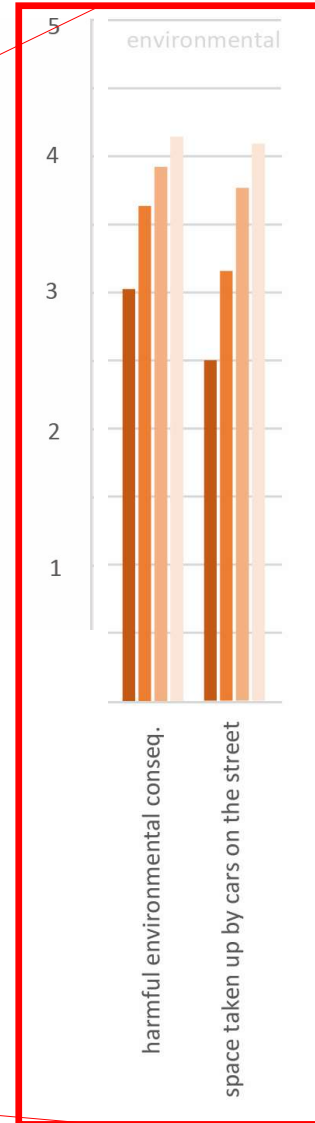
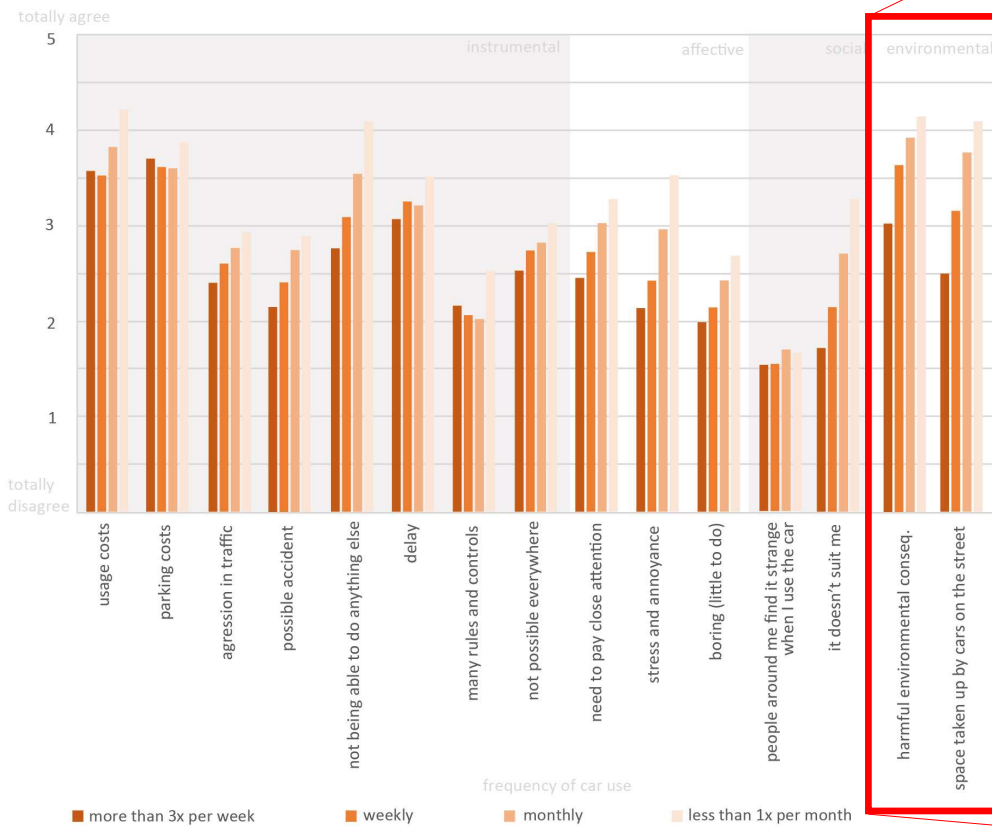
To what extent do incentives play a role in the attractiveness of car use ?



Findings

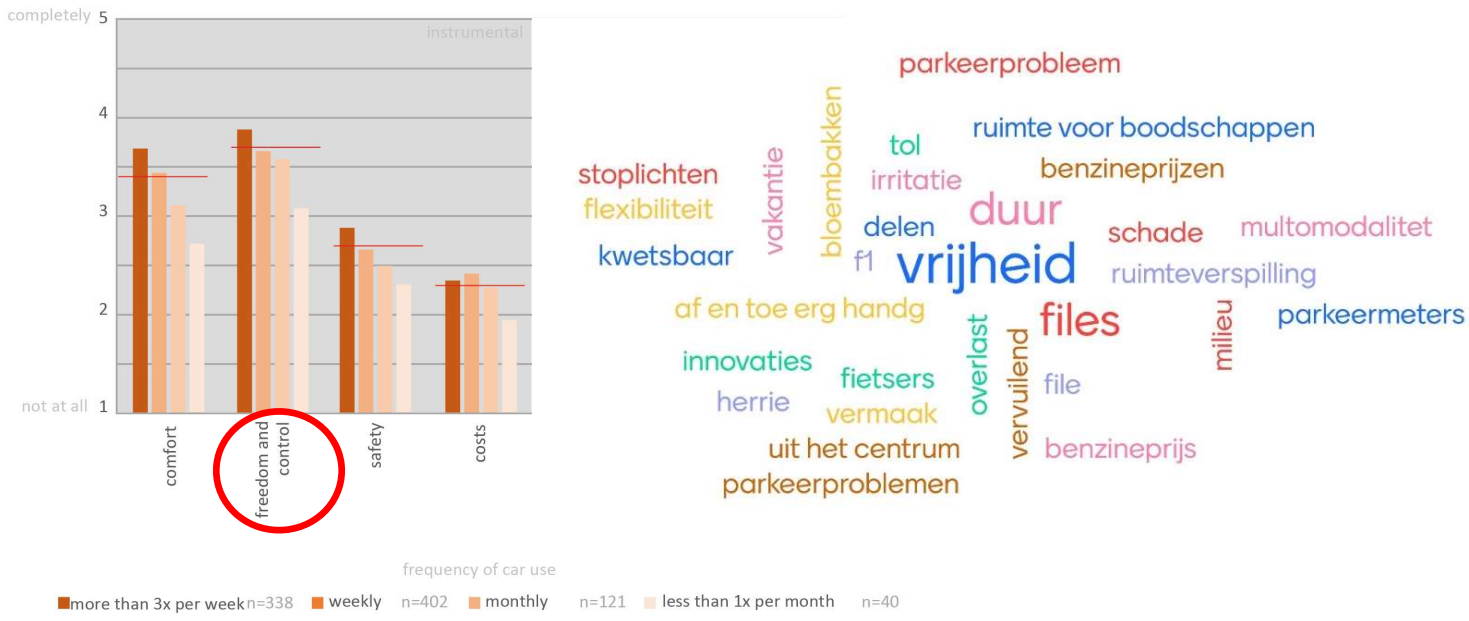
The environment plays an important role in considering car use?

The car as travel mode is unattractive to me, because



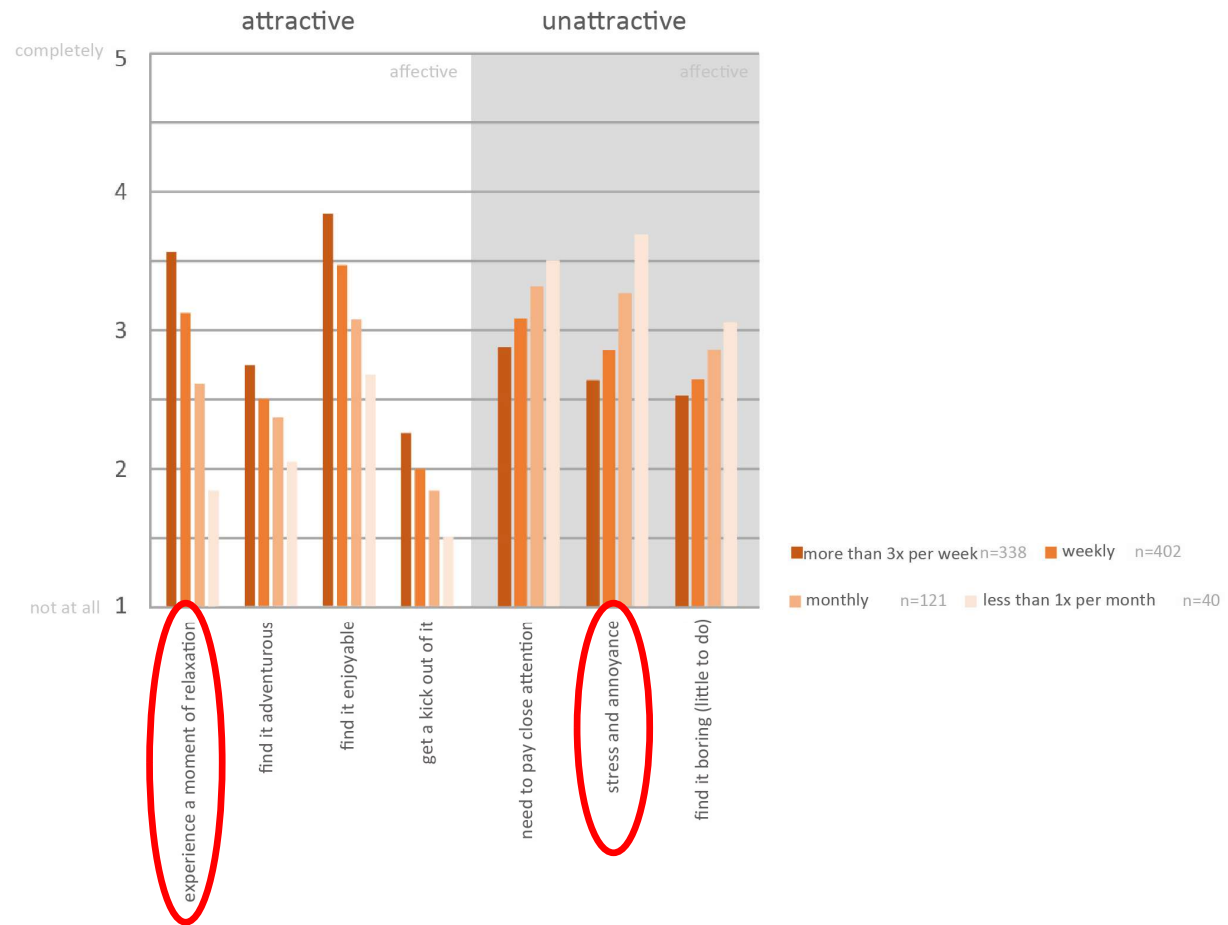
Findings

Freedom and control make the car attractive



Findings

Car use is more than functional, it is also emotional!



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Kevin van der Linden | 29 November 2023 – Leuven

Recommendations

1. Don't underestimate the role of the car
2. Focus on car-use in a broader environmental context
3. Invest seriously in alternatives and limit investments in car infrastructure
4. Make behavioural measures a permanent part of mobility measures
5. Always identify the target group's incentives as a methodical step to get to behavioural measures
6. Increase the impact, do it together!

Thank you for your attention.

Kevin van der Linden

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