

## Focus on regional transport



Regional, short and medium-distance transport is the biggest factor in people's transport needs and offers the most possibilities for achieving a mix of transport modes.

Therefore, the area of our investigation are the local and regional transport service used by most citizens for their daily travel that offers a range of possibilities for multi-modal transport / changing of transport modes.



Our recommendations for national political decision makers and providers of transport services can help to create new concepts and a culture for eco-friendly, multi-modal mobility.

USEmobility is conducted by a consortium of 7 partners from 5 European countries



Understanding  
Social behaviour for  
Eco-friendly multimodal  
mobility

Exclusively road-oriented transport policies do not satisfy citizens' mobility needs.



More information on our website:  
[www.usemobility.eu](http://www.usemobility.eu)

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Why do people  
switch to  
environmentally  
friendly modes  
of transport?

## What does USEmobility do?



Explores what motivates people into switching to environmentally friendly modes of transport



Cooperates with passenger and customer organizations for developing concepts for the multimodal mobility of Europe's citizens



Supports environmentally friendlier transport in Europe and encourages greener European transport policies.

## Methods



A comprehensive survey will be conducted in 10 European regions in Germany, Austria, Belgium, Netherlands, Hungary and Croatia. 10,000 people who have changed the transport mode will be asked why they decided to switch.



We will analyse a number of factors that influence modal choice, including 'hard factors' like technology, price and travel time. The 'soft factors', are so far not included in common schemes for modelling of passengers' behaviour. However, they play a very important role in the choice of transport mode and are considered as crucial for the change of mobility behaviour. Therefore, the project USEmobility will explore the influence of these 'soft factors', including social interactions, use of travel time, image and environmental awareness, on passengers' mobility behaviour.

## Stakeholder dialogue

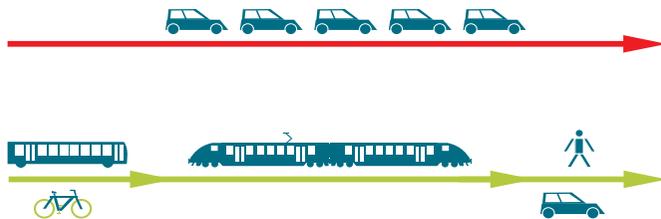


The results of our survey and relevant research on travellers' behaviour will reveal the key factors driving modal shift in ten regions. These will be used to develop future scenarios for eco-friendly multimodal mobility.

We will then discuss these future mobility visions with passenger organisations, politicians and transport companies across Europe.



If multimodal transport chains are used, the railways should ideally form the backbone of the transport system, while buses, cars and bikes work as feeders to the rail system.



## Recommendations

The core output of our research will be strategic recommendations for political decision makers on how to achieve the change towards eco-friendly mobility, and for transportation companies on how to better adapt the transport services to what the customers want.

Our recommendations will also support the European Commission in implementing intelligent and affordable eco-friendly multimodal mobility in Europe.