

TDM in Twente, a smaller Business Region: *new areas in a new Era!*

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Goals Twente Mobiel

- Enhance public-private partnerships
- 5% decrease in kilometers driven during rush-hour

But for companies:

- ✓ *Saving money*
 - ✓ *Solving parking problems*
 - ✓ *Improve accessibility of the worksite for customers, staff and suppliers*
 - ✓ *Corporate Social Responsibility*
 - ✓ *Healthier employees*
- Structural embedding of TDM in company policies

Modal Split Twente

- Car 43% (Average NL 55%)
- Bicycle 43% (Average NL 26%)
- Public Transport 5% (Average NL 10%)
- Rest (incl. Carpool) 9% (Average NL 9%)

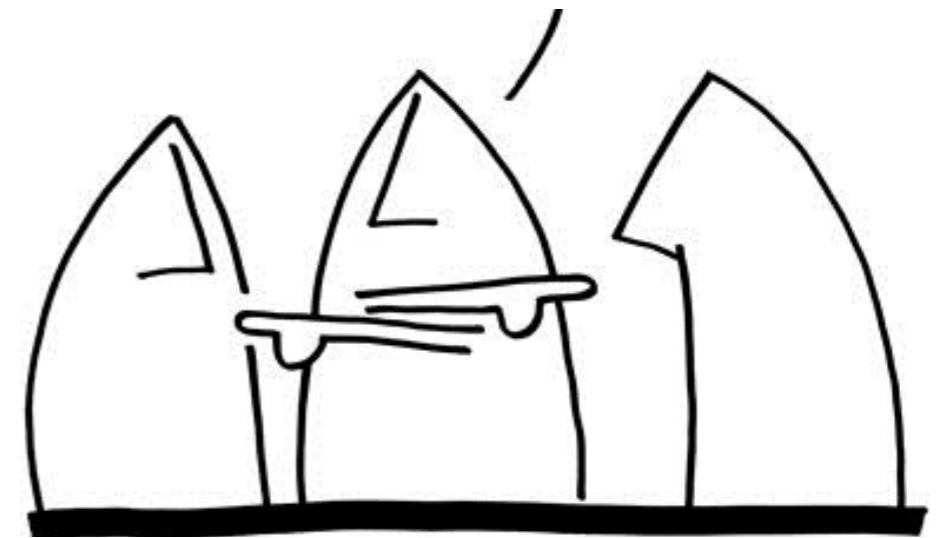


What do we do



E-Bike is "hot"

He is doing the same



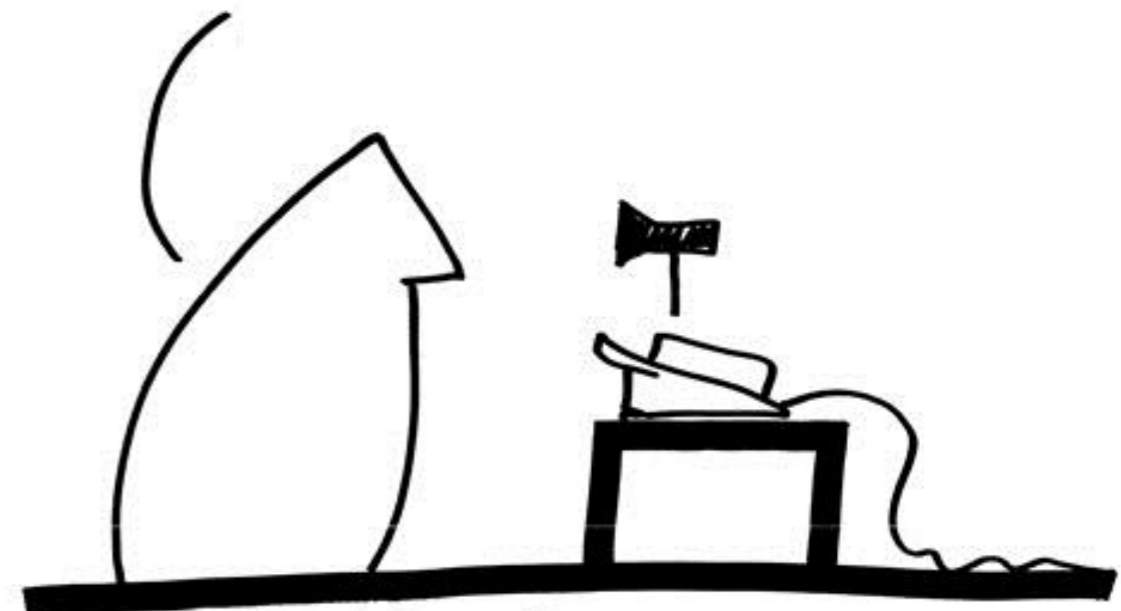
Exchanging knowledge

Want to try it?



Multimodal transport pass

New suite?



Teleworking



How do we do it

- Down to earth and not 'anti car'
- Practical and visible
- Bottom up
- Set hard targets and be honest about them
- Using regional identity and pride
- Personal contact with companies
- Assistance from team to partners, but they own TDM!
- Marketing/communications to influence behavior

Results

- 15 new covenant partners (40+ in total = 28.000 employees)
- E-bike pilot great success (+ 240 bikes)
- Positive ratings covenant partners
- Most partners active with in-house TDM plan
- Dramatic increase of hits on website
- Good press coverage

Expected later:

- > 5.000 multimodal travel passes issued + modal shift
- Further increase of hits on the website
- Modal shift from car to alternative modes
- More covenant partners

Using human behavior for TDM

Often there is a naïf image about human behavior

Man is often seen as open, isolated, info processing machines:

- You ask them to be reasonable: so he will do so
- Stuff them with arguments and they will behave accordingly

More realistic.....

Were mainly governed by chemistry, pulses and abdomen.

And what about ratio/common sense?

Mainly explaining/condone already expressed behavior.





DON'T BE
AFRAID OF CHANGE.

Six hidden motives (by Cialdini)

1. Authority

2. Scarcity

3. Social proof

4. Reciprocity

5. Sympathy

6. Commitment en Consistency

Social proof, an example

Reuse towels in hotels

Add that 'the majority of guests does it' = 26% increase

More specific (this room) = 33% increase

According to Cialdini: the average is a 'behavior magnet'.

Conclusion: People are like





SURVIVAL

When you are in deep trouble,
say nothing, and try to look like
you know what you're doing.

Cialdini applied to TDM I

- Social proof:
 - *Show how many other people want to participate (as specific as possible)*
 - *Sticker showing that you participate*
 - *Film with a lot of short statements (create mass)*
- Authority:
 - *Regional celebrity*
 - *'Borrow' authority from renowned organizations*
 - *Make renowned company your ambassador*

Cialdini applied to TDM II

- Sympathy

- *Use children, nice lady's and gentlemen ☺*
- *Communicate in the local/regional dialect*
- *Link actions to a charity*
- *Communicate likeable company as partner*

- Commitment

- *Signing covenant*
- *Subscriptions to newsletters/LinkedIn etc...*

Cialdini applied to TDM III

- Reciprocity

- *Bonus/Mobi-miles, benefits for partners*
- *Free 'early at work breakfast' for traffic jam avoiders*
- *Coffee in train/bus during trip to and from work (for partners only)*
- *Personal help to TDM coordinator within the company*

- Scarcity

- *Benefits only for regional inhabitant in Twente*
- *'Participation is still possible until...'*
- *'X number of extra participants get.....'*
- *'There is a maximum number of participants allowed to join'*



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