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AN INNOVATIVE TOOL TO INVOLVE DECISION-MAKERS, COMPANIES AND EMPLOYEES IN A NEW MOBILITY THINKING

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Short Description

An innovative mobility management tool has been developed, capable of influencing people's daily mobility choices and leading them to adopt environmentally and economically sustainable behaviours. This tool also acts as a "nudge" for companies to adopt a mobility management approach, and plays a central role in supporting city planners.

Main part

An innovative mobility management web-based tool has been developed, capable of influencing people's daily choices in terms of mobility and leading them to adopt environmentally and economically sustainable behaviours. This tool suggests alternative mobility choices in order to influence employees' daily commuting behaviour; as a data collector and analysis tool, the platform aims to "nudge" companies to adopt a mobility management approach and to implement mobility management measures.

It is based on four different levels, that coincide with four types of users: the administrator, mobility managers at city level, companies' mobility managers, and employees. Each employee belongs to a company, which in turn belongs in a city; everything is supervised by the system's administrator.

The tool's core is a duo of different web surveys: the first one is dedicated to companies, and investigates relevant information such as accessibility, pedestrians and cyclists' safety, already active mobility services and city-specific characteristics; the second survey focuses on single employees, and inquires each one's mobility behaviour and thinking.

The two surveys, coupled with an automated algorithm, generate alternative mobility choices that the company's mobility manager can directly propose to each employee through personalized travel assistance, showing money and emission savings achieved through their new mobility choices. Alternatively, a direct communication channel is contained within the tool, and can be used to communicate initiatives implemented by the company, allowing to nudge or influence employees in rethinking their commuting choices.

Moreover, all the collected information gives to decision-makers and companies a shared knowledge about general mobility behaviours, engaging companies in public planning at city level and in defining public measures. The tool also enables mobility managers to check the whole money and emission savings at company level or city level.

Citizen participation is also fostered, through their respective companies' mobility managers.

What is new?

The two surveys, coupled with an automated algorithm, which generate alternative mobility choices that the company's mobility manager can directly propose to each employee through personalized travel assistance. Additionally, the direct communication channel contained within the tool, which can be used to communicate initiatives implemented by the company, allowing to nudge or influence employees in rethinking their commuting choices.

What is transferable to other cities and regions?

The whole approach is transferable, being based on a web tool that relates to the classic mobility

management scheme: mobility manager at city level, companies' mobility managers and their respective employees.

What are outcomes and conclusions?

The tool's primary outcomes are the personalized travel assistance method and the ability to nudge or influence employees in rethinking their commuting choices through indirect communication methods. It also shows employees their money and emission savings achieved through the new selected mobility choices, and enables mobility managers to check the whole savings at company level or city level.

Who are the main target groups?

This tool is based on four different levels, that coincide with four types of users: the administrator, mobility managers at city level, companies' mobility managers, and employees. The two surveys generate alternative mobility choices that the company's mobility manager can directly propose to each employee; moreover, all the collected information give to decision-makers and companies a shared knowledge about general mobility behaviours, engaging companies in public planning at city level.

And what now? - what will change? - what is the relevance for the future?

Additional features are being added in this tool in order to comply with needs that arose in the current situation, namely a wide introduction of smart working in companies and a whole reorganization of working hours, in order to avoid crowding during rush hours. Both measures, however, as needed as they may be, can't be imposed on employees, so the tool's nudging potential can surely help in widening their adoption.

When this situation ends, those measures will be featured as a standard in the tool, increasing the number of alternatives that can be proposed to the employee and thus the whole nudging potential of the tool.