Incentives and Measures to Encourage Sustainable Mobility

Best Practice Examples from the MVV Region

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Climate Alliance International Conference Rostock
27th September 2019
Overview

- **MVV’s goals in SaMBA**
- **Examples from MVV Region**
  - Various measures taken by the City of Munich
  - ‘Mobility Information Package’ from Fürstenfeldbruck
  - Car-Fasting Initiative from GreenCity and MVV
  - Radlnacht (Biking Night) and other similar Events
To find out what **motivates** people to **change** their **mobility behaviour** and to use **personalized rewards** and **incentives** to bring about this change.

**Financial rewards?**

**Digital rewards**

*And competition?*

**Right Information**

*At the right time?*

**Testing with MUV App**

*Route Completed! 3 hours ago - Congrats! You just scored 780 points by biking. Keep it going!*

**Develop a standardized Mobility Information package for the MVV counties**

**SaMBA** is co-financed by the European Union via the Interreg Alpine Space program of the European Regional Development Fund (ERDF).
MVV activities in SaMBA

1. Development of a standardized ‘Mobility Information Package’ for the entire MVV region

- Based on the city of Munich’s ‘New Citizen Package’
- Custom offers for different age groups (senior citizens, pupil, young people, etc.)
- Strong cooperation with the county officials
MVV activities in SaMBA

2. Testing a 'Mobility-Tracking' App

- Developed in another EU-Research project 'MUV H2020'
- Based on the concept of 'Gamification'
  - Collect points for sustainable mobility
  - Compete with others
  - Win something in exchange for points
- Test, if the concept of Gamification and its digital and real rewards are effective in bringing about a change in the mobility behaviour
Examples from the MVV Region

1. Various measures taken by the City of Munich

- Main focus is on Mobility-Management during the so-called 'transition phases' in life (Lebensumbruchsdatuationen)
- Address various age groups: Children, young adults, young families, new citizens, etc.

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1.1 Measures for children and teenagers

Creating awareness and fundamentally changing the mindsets of children and teenagers

- Improve the image of public transport
- Make sustainable mobility as something ‘cool’

Let’s go!

Examples from the MVV Region

Quelle: Präsentation: Mobilitätsmanagement in Lebensumbruchsituationen – Projekte der Landeshauptstadt München, SaMBA Workshop, 7.2.2019, Bianca Kaczor
1.2 New citizen’s Package

- Sending of a ‘Welcome package’: Mobility folder with the most important information about mobility and transport in Munich + an order form to request a free trial ticket and additional information material

- Roughly 1 month after the welcome package is sent, the new citizens are contacted by telephone for a consultation
  In case of interest: Signing up for IsarCard Subscriptions, Carsharing membership, etc.

+ Reduced car traffic in and around the city
+ Increased revenues for MVG (operator of city bus, tram, metro in Munich) through increased demand
+ Creates a positive impression for the new citizens and people feel welcome
Examples from the MVV Region

1.2 New citizen’s Package

Facts and Figures:

- Around 70,000 new citizens are registered in Munich every year!
- Response rate lies around 20%
- 40% from the 20% order a free trial-ticket
- Costs incurred by the city per new citizen (incl. Trial ticket) lies around 12€
- Financing for the initiative comes from the MVG and the city of Munich (50% each)

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1.3 Go!Family Initiative

Information
Regarding various offers

Münchner Kindl Ticket
Travel with your baby for very cheap

Carsharing Family package
Discount on Carsharing membership fees

Children transport bikes,
Bike trailer, and electric bikes
Test for free
2. ‘Mobility Information Package’ from Fürstenfeldbruck

- Mobility Info Package includes Infos regarding: Regional bus lines, S-Bahn, Regional trains, On-demand offers, Tariff, accessibility and an invitation for the free trial day
- Goals: Inform all the citizens regarding the available sustainable modes of transport; create awareness for the already existing good PT offer; communicate the importance of PT to the political decision makers
- Citizens can get the package from the various government offices, info points, public events and in case of interest, they can also be sent by post
- The main initiative is financed by the county but the contents can be adapted at the municipality level
3. Car Fasting
An Initiative from GreenCity and MVV

- Give up your car keys during the fasting time and get a MVV ticket for free
- Goal: To get the 'hardcore' car drivers and commuters to give up their cars for 6 weeks and instead travel with the public transport
- Using social media, GreenCity chose 5 participants to take part in this initiative
- Every car that did not drive during this period saved around 300 kg of CO₂
- Two from the total five participants sold their cars, one has bought a new cargo bike and one even found love during the
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Examples from the MVV Region

4. Biking Night in Munich

- A big event / party to promote biking
- Open air concerts, biking rallies through the city, bike repair and wash stations, etc.
- It's about sending a clear message to the politicians that we need cycling-friendly policies and better cycling infrastructure to promote sustainable forms of mobility.
- Similar measures and events:
  - Biking night/ biking week in Augsburg: Concerts, different services for bikes, etc.
  - Biking campaign in Oberhaching (LK München): Give up car keys for a bike sharing subscription

Quelle: Webseite: https://radlhauptstadt.muenchen.de/infos/muenchner-radlnacht/, 8.4.2019
Thank you for your attention!