

# The influence of key events on the acceptance of integrated mobility service packages as an alternative to car ownership.

The example of junior jobseekers and retirees.

Julia Schuppan, Dr. Sylvia Harms  
Helmholtz-Centre for Environmental Research – UFZ, Leipzig, Germany

## Project Background

The **private car** has become the central means of transport for the daily individual mobility and **its use still increases**. This increase causes a range of environmental, economic and social **problems** and thus contributes significantly to climate change. Some cities are trying therefore to implement incentives to encourage people to use sustainable mobility alternatives.

### demands of a sustainable travel behavior

#### technological innovation

E.g. introducing an **integrated mobility service package** as an ecological, economic and social alternative to private car ownership (Beckmann/Chlond et al., 2006).

It is the extended idea of replacing car ownership by a public car, **combining several mobility services**: a monthly tram ticket, carsharing-membership, a long-term railway ticket, reduced fees on taxi-driving and on car rental.

In this study the **Hanover mobility service package** (HANNOVERmobil) is examined.



#### travel behavior changes

Individual travel behavior can be characterized by **habits** (Bamberg, 1996).

**Habits are hindering** the reception of new information and thus communication based **soft policies** often fail to change mobility behavior (Verplanken/Aarts/Van Knippenberg, 1997).

**Key events** during life course may weaken established mobility habits (Klößner, 2005)

In this study two **key events** in personal life time are examined in terms of their potential to significantly change travel behavior.

- transition from formation to the **first job**
- transition from working life into **retirement**

## State of the Research – General Findings

Well documented **effects among key events** – e.g. residential relocations (Stanbridge/Lyons/Farthing, 2004) or the transition from university to a job (Harms/Lanzendorf, 2007) **and travel behavior change**.

Implementation of **incentives** leads to travel behavior changes (Fujii/Kitamura, 2003).

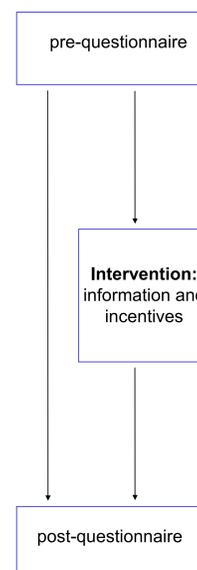
Mobility service packages may **simplify the flexible** change between transportation modes (Canzler/ Hunsicker/Karl et al., 2007).

## Research questions

1. What are the specific individual and structural **characteristics** of the beginning of a job and the transition into retirement as **key events**?
2. Theory testing: Is the **adoption rate** of a **mobility innovation** higher in key events than in stable life situations?
3. What are the **requirements** for the composition and ease of use of an **integrated mobility service package** to be considered as an alternative to private car ownership?

## Method

Controlled **field experiment** in Hanover:

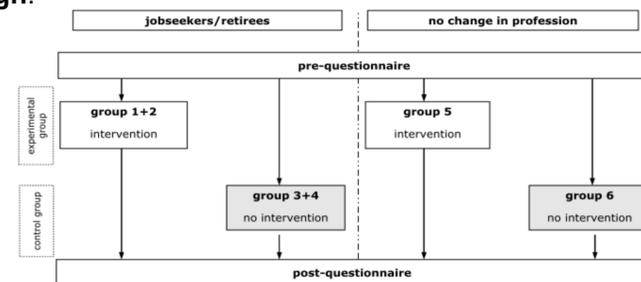


**standardized questionnaire** containing travel behavior, living situation, mobility management in enterprises, changing life situation, including variables of habit-concept (Theory of Planned Behavior) and perception of mobility innovations

**intervention** by giving information and incentives (free mobility package containing public transport, car sharing, taxi and rental car reductions)

**sample:** junior jobseekers, retirees and control group (no current change in profession) in different enterprises in Hanover

## Study design:



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Contact:  
Dipl.-Soz. Julia Schuppan  
tel: +49 / 341 235 1793  
e-mail: julia.schuppan@ufz.de

Helmholtz-Centre for Environmental Research – UFZ  
Department Urban Ecology, Environmental Planning and Transport  
Permoserstr. 15, 04318 Leipzig, Germany



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CENTRE FOR  
ENVIRONMENTAL  
RESEARCH – UFZ