

# ADICCT

## Assessing and Developing Initiatives of Companies to control and reduce Commuter Traffic

### DURATION OF THE PROJECT

Phase 1: 01/01/2007 – 31/01/2009  
Phase 2: 01/02/2009 – 31/01/2011

### BUDGET

515.467 €

### KEYWORDS

Commuter traffic, business approach, spatial analysis, habit formation, modal-shift-causing factors

### CONTEXT

Existing research on commuter traffic and behaviour primarily departs from a behavioural analysis of the individual commuter. In this mobility debate one player is often not fully considered: i.e. the voice and views of the companies and businesses that oddly enough could be considered as the most 'to blame' actor for why people commute. Therefore an assessment of the spatial and economic consequences and the effectiveness of the multitude of initiatives that companies have taken or going to take to control and reduce commuter traffic is the main objective of this research proposal. The research approach may be considered innovative for Belgium because of its specific business approach.

### PROJECT DESCRIPTION

#### Objectives

The objective of this project is to improve public and private decision-making and guide investments in employer-based commuter transport schemes (also called mobility management plans). The analysis of the Home-to-Work Travel survey, conducted by the FPS Mobility & Transports, and a case study should help us to determine which characteristics (company and/or worksite related) make commuter choice programs successful in reducing (and/or controlling) commuter car traffic. This degree of "successfulness" is expressed in terms of savings in travel time and travel distance, potential in inducing modal shift, contribution to a fair division of costs, and employer and employee acceptance, and will be assessed using a spatial and economic model. Hence, the project's results contribute to a policy aimed at inducing sustainable mobility.

#### Methodology

In the research approach four major parts can be distinguished.

#### Literature review:

Drawing on the existing, relevant literature the following (not limited) broad categories of initiatives will be analysed:

1. use of alternative work hours (compressed workweeks, flexible work schedules, teleworking and telecommuting)
2. use and improvement of alternative travel options (ride-sharing, shuttle bus, car/bus pooling, bicycling, walking and other non-motorized travel)
3. financial and time incentives (preferential parking for ridesharers, subsidies for transit riders, transportation allowances, impacts of company cars, etc.)
4. spatial changes (office relocation schemes, changes in physical site characteristics)
5. new developments (e-working, internet).

#### Data collection:

We will conduct a series of qualitative surveys with mobility managers in large firms and public administrations in Flanders, the Walloon and the Brussels region.

The purpose of this survey is to collect more detailed and widespread information regarding what companies have implemented through their mobility management plan, and to obtain so-called actor and context-related data.

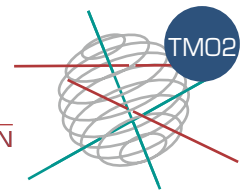
#### Data analysis:

Depending on the employer-based commuter transport characteristics a confrontation or matching of the company characteristics with the site and infrastructural characteristics can be made. To this end two models will be developed: a spatial model focussing on the geographical aspects and an economic model focussing on the cost aspects. Use will be made of (multi-level) regression analysis, structural equation modelling and Excel spreadsheets.

#### Formulating policy recommendations:

It is the aim of this project to calculate in monetary terms and time-saver, what the effectiveness of different measures is depending on the actor and the context. Hence, the implications of proposed policy recommendations can be made explicit in terms of generated car commuter flow reduction and associated economic cost-benefit.





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## INTERACTION BETWEEN THE PARTNERS

The different work packages (WP) are well designed, so that each co-contractor clearly knows what to do. An overview of the various work packages is given below, with the partners involved.

WP 0: Coordination – UGent

WP 1: Literature review - all four partners

WP 2: Data collection

- **WP 2.1: Case studies**
  - WP 2.1.1: Flemish case studies – UGent & UA
  - WP 2.1.2: Walloon case studies – UCL & FUCaM
  - WP 2.1.3: Brussels case studies – all four partners
- **WP 2.2: Data Base**  
"Home-to-work Travel"  
all four partners

WP 3: Data analysis

- **WP 3.1: Good practices definition**  
UCL & FUCaM
- **WP 3.2: Multilevel modelling**  
UGent & UA
- **WP 3.3: Impacts and effectiveness**  
- all four partners

WP 4: Evaluation of policy recommendations – all four partners

## EXPECTED RESULTS

The expected results will be disseminated at different levels: the scientific community and the professional actors in the field of travel behaviour analysis. At the scientific level, the results of the project will be submitted to different international conferences and/or journals. At the professional level, we expect that our results will be helpful in the world of transport professionals.

## PARTNERS - ACTIVITIES

**Frank Witlox** holds a Ph.D. in Urban Planning (Eindhoven University of Technology), a Master's Degree in Applied Economics and a Master's Degree in Maritime Sciences (both University of Antwerp). Currently, he is Associate Professor of Economic Geography at the Department of Geography of the Ghent University.

**Ann Verhetsel** is Professor of Economic Geography and Regional Economics at the University of Antwerp. She has a Ph.D. in Geography and an academic training in Town and Country Planning.

**Bart Jourquin** works within the Group

Transport & Mobility (GTM) of the FUCaM, an inter-departmental entity focusing on research in the field of transport economics. The main research orientations are: cost-benefit and multi-criteria analysis of transport infrastructure, analysis of the relative importance and monetary value of the qualitative attributes of transport and the modeling of goods multimodal transport networks.

**Isabelle Thomas** holds a Ph.D. in geography as well as a "thèse d'agrégation" (UCL). She is Research Director at the NFSR as well as professor at the UCL. She belongs to the Department of Geography as well as to the CORE.

## CONTACT INFORMATION

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### Follow-up Committee

For the complete and most up-to-date composition of the Follow-up Committee, please consult our Federal Research Actions Database (FEDRA) by visiting <http://www.belspo.be/fedra> or <http://www.belspo.be/ssd>

