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Synopsis:

Title:
Influencing travel behavior in urban areas

Sub title:
A study on the factors of reaching sustainable mobility through behavior

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Urban planning and Management

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There is a paradigm shift in the way that mobilities are looked at today. It is no longer enough just planning with an overview and using traffic models. More fields are getting included in planning mobilities, especially the field of social science. This gives room for the emphasis on changing travel behavior, which has become more and more important in the present solutions, if a sustainable mobility system is wanted. Travel behavior are the patterns and rhythms of peoples decision when traveling, especially important is which mode of transport is being used. If there is not a focus on travel behavior, then technology will take over and encourage people to drive longer, which does not fix the problem of congestion. Travel behavior is needed if the future problems of congestion is to be fixed.

This report is a study on understanding the factors of travel behavior and how it can be influenced to a more sustainable development.

First, the sustainable challenges and problems of the world are presented and acknowledged to create a context for the project, and within these challenges, a local case is selected. The case is Aarhus, which is forecasted to meet these sustainable challenges in the future.

Second, the aim is to understand the need for travel behavior in mobility and why it is important. After that, it is necessary to understand which factors can influence travel behavior, if in fact a change is desired.

Lastly, three case study, done by researchers, are reviewed to examine how they fit with the theory and more importantly to learn experiences from real life situations. The cases include, a analysis of the built environment and land use of Flanders and the Netherlands, examining how habits in car use can be broken by active measures and interventions, and how a workplace in Lisbon tried to change travel behavior by relocating their offices.

The final product is a set of lessons learned and recommendations that are in the end related to the case of Aarhus.

The contents of this report is freely accessible.