

MAXimizing SUCCESS: Applying psychological principles to enhance mobility management interventions

Michael Carreno, Transport Research Institute, Edinburgh, UK

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OVERVIEW

- MAX- SUCCESS Project
- Work Package B
 - Overview & aims
- Work to date
 - SoA Review, TF1 & 2
- Future Work
 - TF3 & 4

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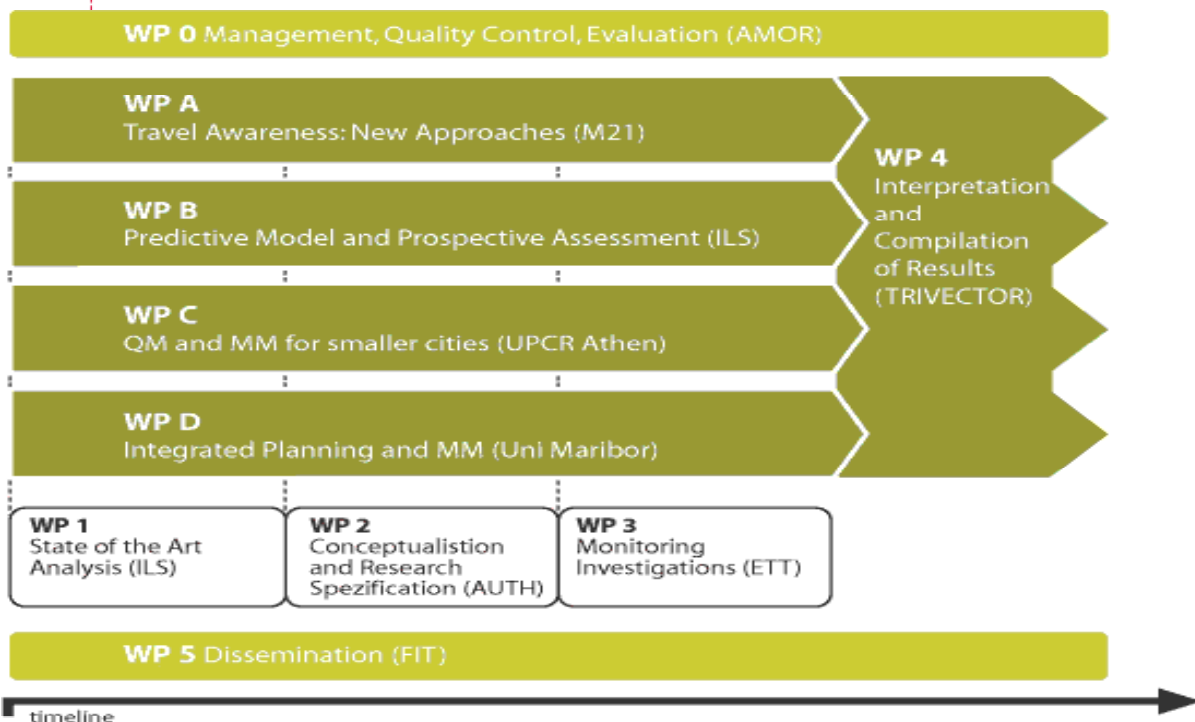
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MAX- SUCCESS Project

- EU 6th Framework
- Mobility Management
- Partners from 16 EU countries (including us)
- Co-ordinator- FGM AMOR
- 4 main interrelated work packages (A-D)

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Work Package B

- 4 separate (interrelated task forces)
 - TF1: New model of behavioural change
 - TF2: Theoretical underpinning of MM interventions
 - TF3: Intervention study
 - TF4: Toolkit of guidance tools

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State-of-art-review

- 3 key questions
 - Do they work?
 - How do they work?
 - How best to measure their effects?

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Do they work?

- Yes, but to what extent?
- Cairns *et al.* (2004)
 - 21% reduction in peak traffic
 - Local level- Individual measures up to 30%
- Moser & Bamberg (2008)
 - Much lower potential (7%)
- Does it matter?
 - Efficient targeting of resources

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How do they work?

- Identify people most susceptible to change
 - Ability & Willingness
 - Environmental attitudes
- Behavioural theory- But which one
 - No consensual framework
 - Lack of validation studies

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How best to measure their effects?

- Evaluation tools- which one?
 - TAPESTRY/MOST/USA MODELS
 - SUMO-most promising
 - Swedish developed multi-level framework
 - Include MAXSEM stage assumptions

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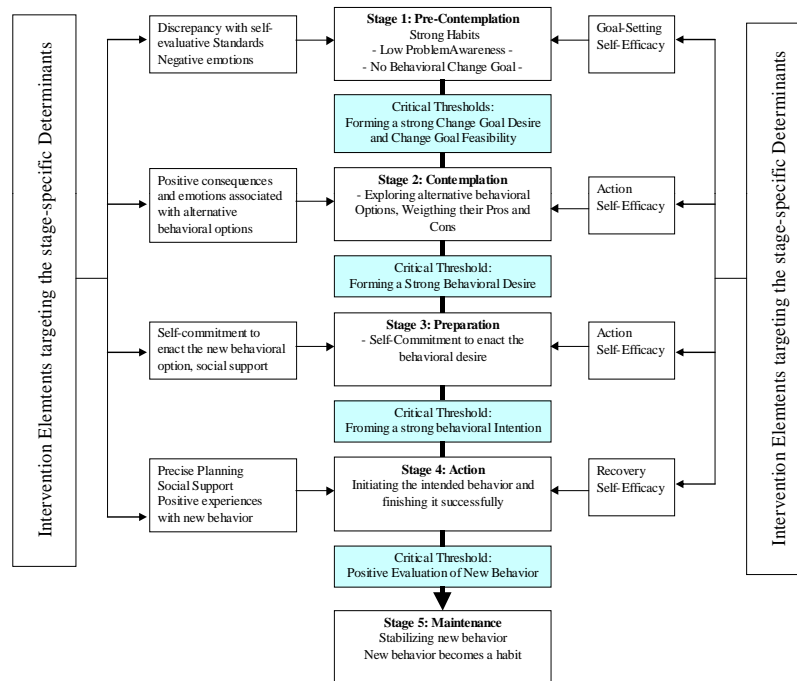
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TF: Theoretical model

- MAXSEM
 - Combined static (TPB, NAM) and dynamic models (Transtheoretical Model/ TAPESTRY)
 - Goal directed approach
 - Emotional/Affective processes
 - Critical thresholds
 - MM interventions trigger important constructs

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IS THE MODEL VALID?

- Survey
 - English master questionnaire in 8 countries
 - Which aspects (constructs) are important for them to achieve goal?
- Model assumptions are valid
- 4 stages sufficient

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TF2: Relationship between MM interventions and MAXSEM constructs

- Literature review
 - Are theory-based interventions more effective?
 - What lessons can be learned?
- Results
 - Very few studies in modal choice
 - Overall are more effective

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TF3: Intervention study

- 1,460 Munich residents in September , 2008
- Randomly assigned to 3 groups
 - EG1 (standard intervention)
 - EG2 (theory-based intervention)
 - CG (no intervention)
- Sub-divided by stage

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Baseline	Recruitment, stage diagnosis, general travel behaviour measurement and random assignment to group												
	Control group (CG)				EG1				EG2				
	PC	C	PA	M	PC	C	PA	M	PC	C	PA	M	
Intervention 1					Non-theoretical intervention				Stage-specific intervention				
Intervention 2					2 nd non-theoretical intervention				2 nd stage-specific intervention				
Evaluation	Final stage diagnosis and general travel behaviour measurement												

TF4: Toolkit of guidance tools

- Decision Support Guide
- MAXSUMO: Evaluation guide
- Standardised Evaluation Tool
- MAXSARA: LT Prospective Assessment Tool

ANY QUESTIONS?

- MAX website- <http://www.max-success.eu>
- Detailed project information
- WPB (and other WP's)
 - SoA review
 - Comprehensive research plan
 - Results (due soon)