



Webinar
Behavioral Change

Webinar: Behavioral Change

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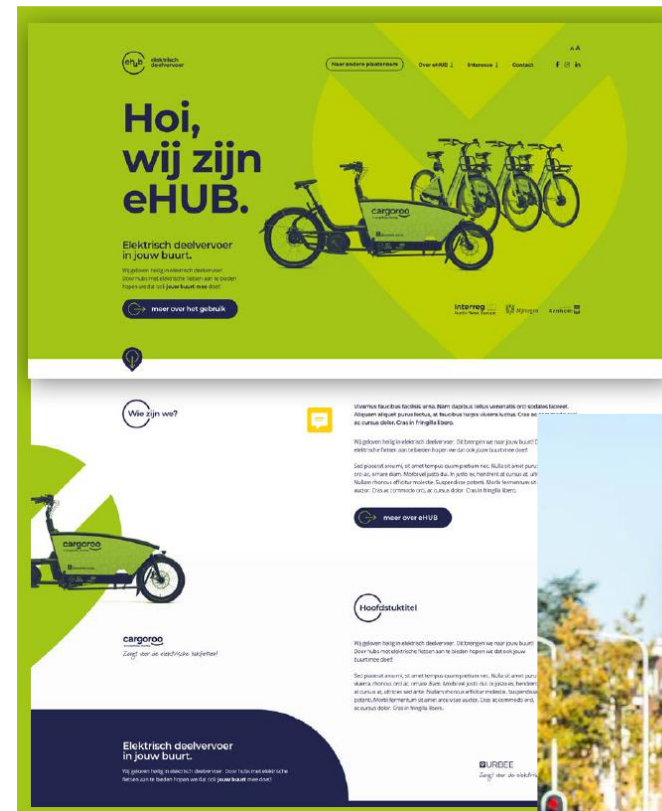
eHUBS Nijmegen/Arnhem

- Goal of stimulating shared mobility
- Reduction of CO2 emission from traffic
- Persuading car owners to get rid of (2nd) car
- Vehicles present: electric bikes, cargobikes and cars



Behavioral change

- Communication is key
 - Marketing strategy developed
 - Brand deployment
- Behavioral change
 - Two interventions tested
 - Initial focus on using eHUBS
 - Secondary focus on getting people out of (own) car



Intervention: visibility

- New signpost and colored pavement to increase visibility
- Tested at three eHUBS
- Interviews with people around the eHUBS to monitor effect
- Result: higher recognition, but not statistically significant (low N), but significant increase in clarity how to use eHUBS



Controlelocaties:



Interventielocaties:

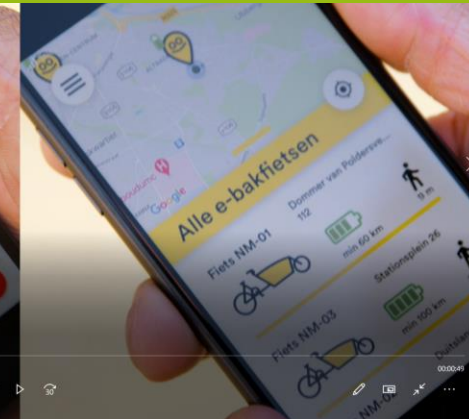
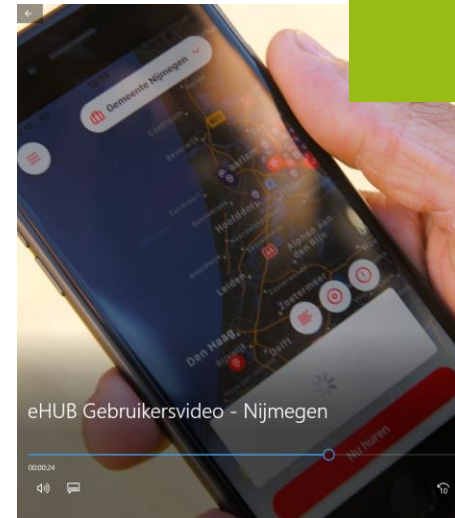


Intervention: instruction video

- Shown on social media, geotargeted around three eHUBS
- Lack of available vehicles has made testing the effect difficult
- General response to videos was positive

stap 1

**Installeer thuis de app
van de vervoerder en
doorloop de registratie**



Monitoring

- Panel surveys in both Nijmegen & Arnhem
- Small percentage had used eHUBS (Arnhem only 0,5%, Nijmegen 4%)
- Most people have heard of eHUBS

DIGIPANEL ARNHEM

- Eind maart
- 1151 respondenten
 - 5 gebruikers (0,5%)

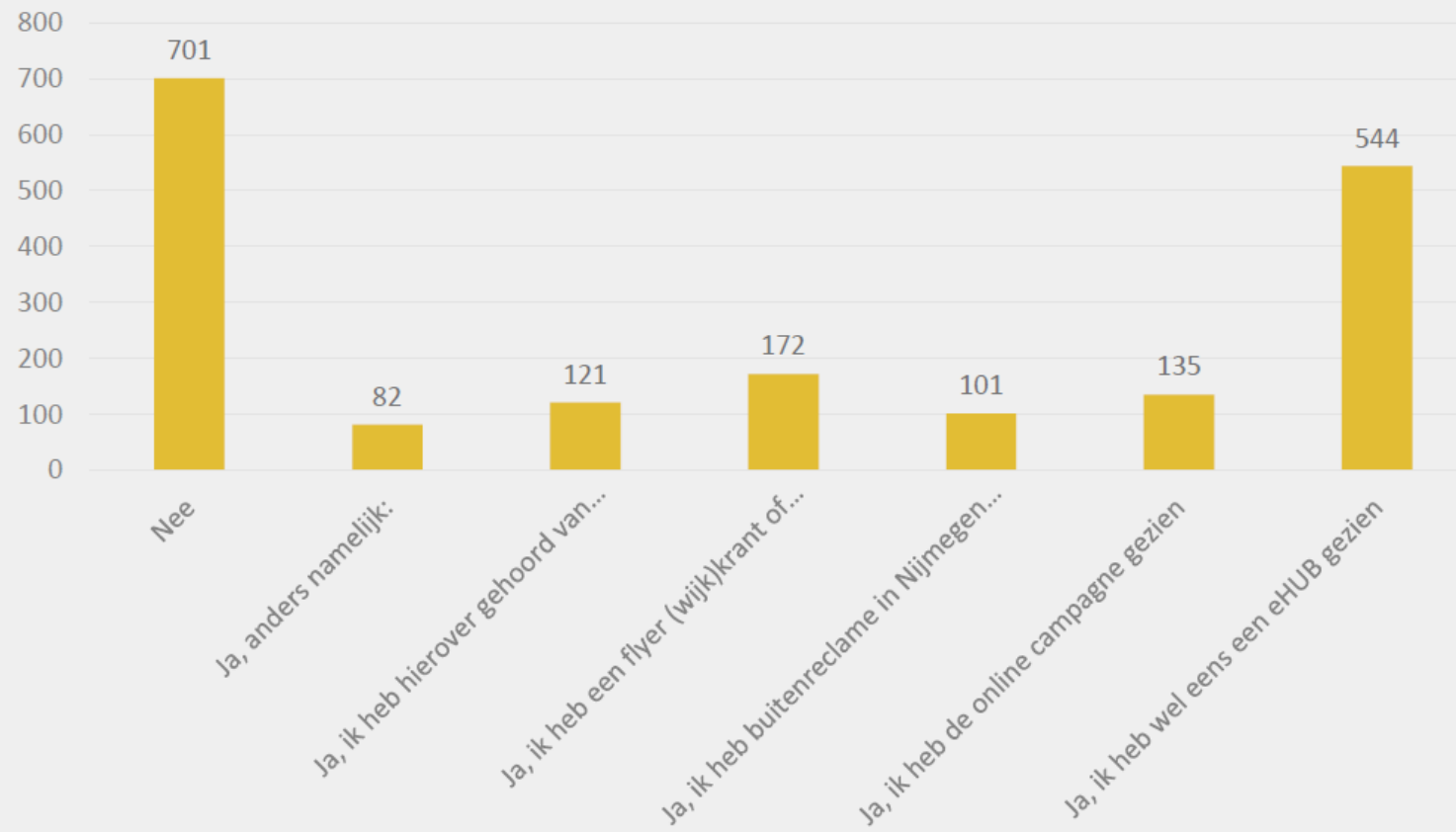
DIGIPANEL NIJMEGEN

- Eind april – half mei
- 1551 pannelleden
 - 55 gebruikers (4%)

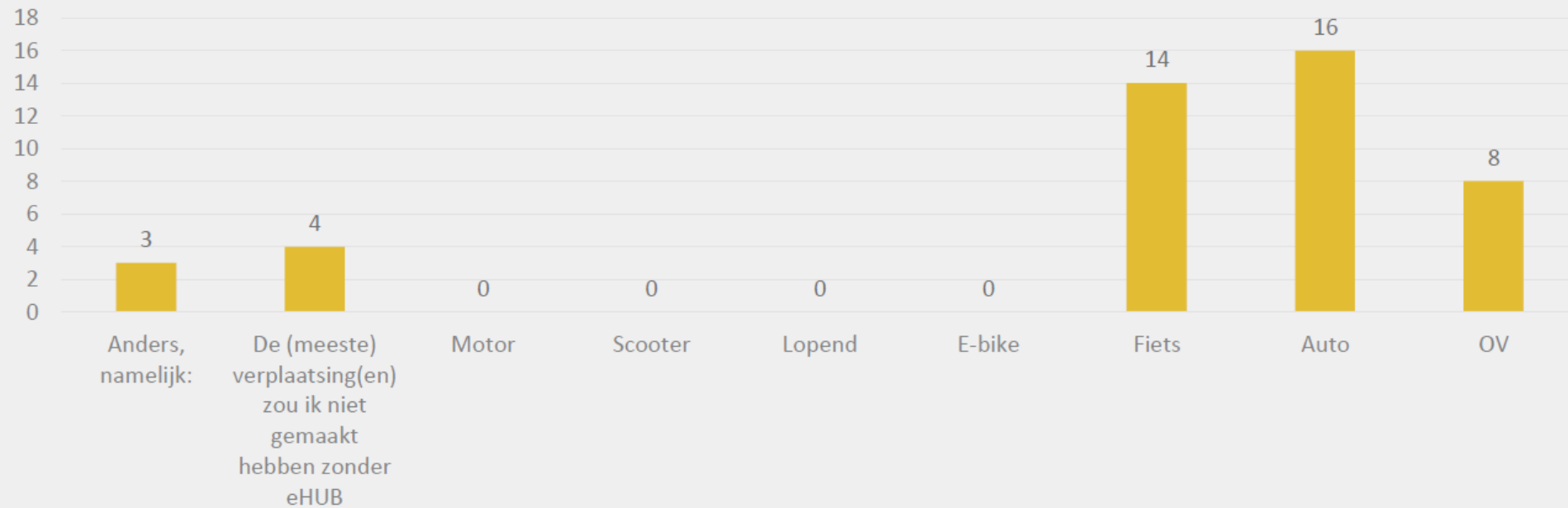
2. HEEFT U AL EENS GEHOORD VAN EHUB?

55% WEL

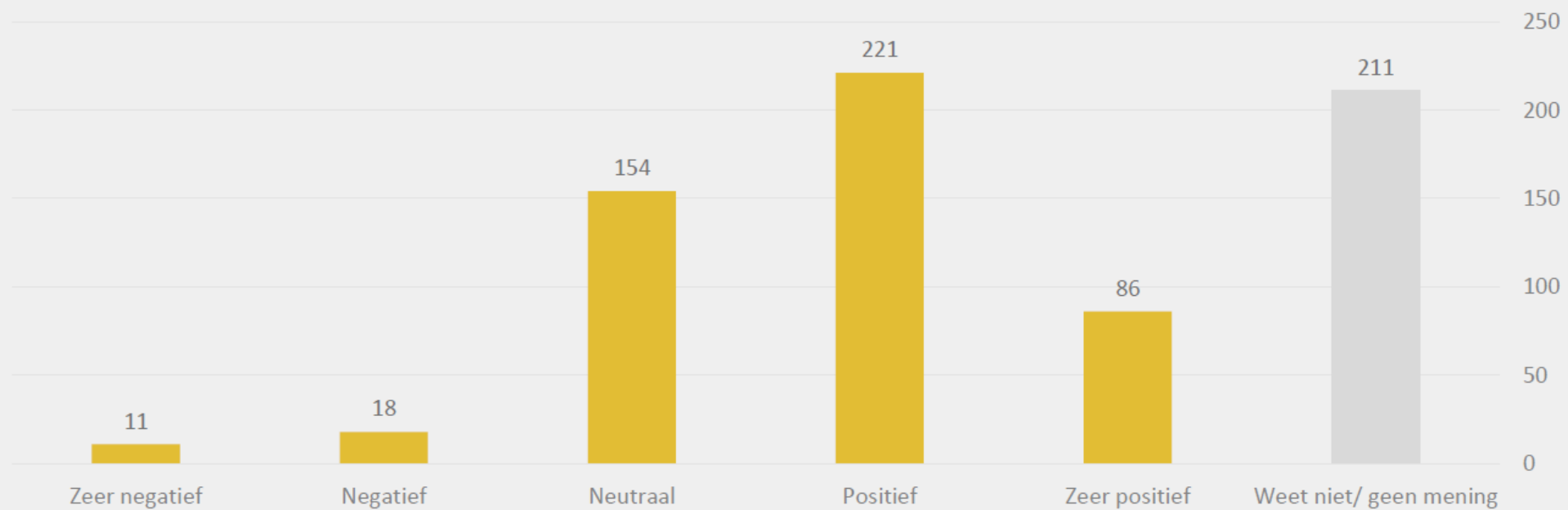
35% GEZIEN



12 STEL DAT ER GEEN EHUB BESTOND, WELK VERVOERSMIDDEL HAD U DAN (HET MEEST) GEBRUIKT VOOR DEZE VERPLAATSING(EN)?



17 HOE STAAT U TEGENOVER DE PILOT MET EHUBS IN NIJMEGEN? (!)



What's next?

- eHUB 2.0: new vehicles added end of June/beginning of July → New communication and marketing scheme
- New interventions being developed focused on three main issues:
 - Making eHUBS relevant
 - Breaking habit
 - Play into self-image



Thank you for your attention!

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