

Frankfurt am Main , 27th and 28th of March 2023

HTN

HOCHSCHULE HEILBRONN



PendlerRatD(-PLUS): From car to bike – Appetite pays off



Prof. Dr. Jana Heimel

Bildungscampus
Am Europaplatz
Raum: N3.16
E-Mail: jana.heimel@hs-heilbronn.de
Telefon: +49(0)7131 504 6806

The project is supported by the Federal Ministry of Digital Affairs and Transport from funds for the implementation of the National Cycling Plan

Gefördert durch:



Bundesministerium
für Digitales
und Verkehr

aufgrund eines Beschlusses
des Deutschen Bundestages

- About PendlerRatD: project presentation and procedure
- Main results
- Conclusion & prospects

PROJECT PRESENTATION: PENDLERRATD AIMS TO MOTIVATE COMMITTED CAR DRIVERS TO TRANSFER TO BICYCLES



Gefördert durch:

 Bundesministerium
 für Verkehr und
 digitale Infrastruktur
 aufgrund eines Beschlusses
 des Deutschen Bundestages

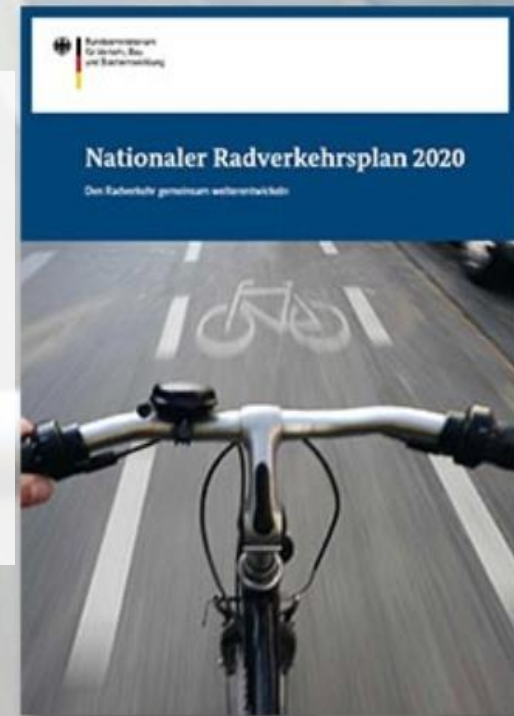
■ Funding body:

- Federal Ministry of Digital Affairs and Transport

■ Duration PendlerratD and PendlerratD-PLUS: 01.10.2018 until 30.06.2024

■ Project volume: 986 K€ (+ Contributions from business community)

■ Project goal: The goal of PendlerratD is to encourage motorised commuters to switch from vehicles with internal combustion engines to sustainable mobility options and to provide long-term support via an app for mobile devices.



Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

Bike portal: Introduction PendlerratD
<https://nationaler-radverkehrsplan.de/de/praxis/pendlerratd>



BASED ON THE PENDLERRATD STUDY CARBOUND COMMUTERS ARE IDENTIFIED AND INVITED TO PARTICIPATE IN TEST CYCLING

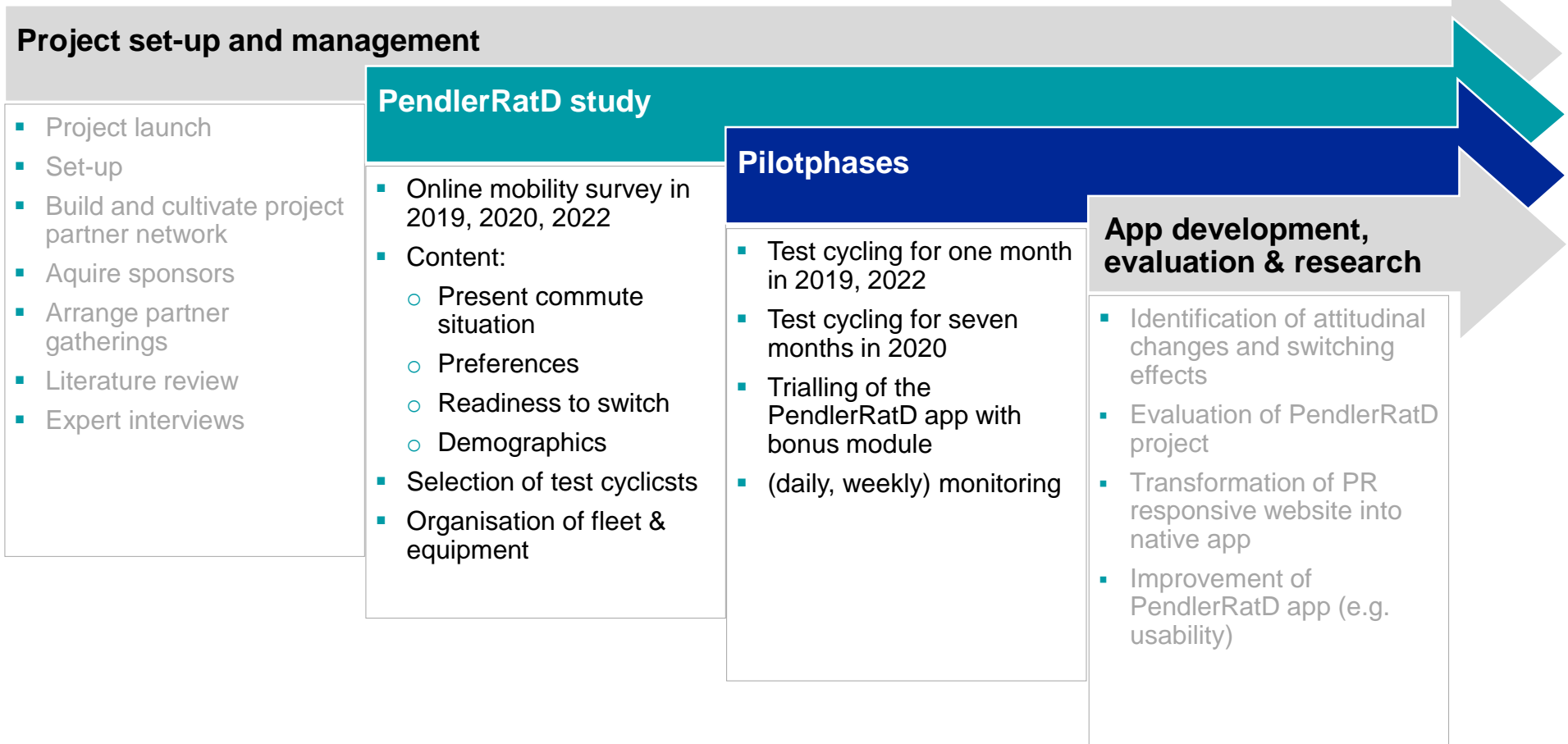


Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

PendlerRatD-Project approach at a glance



Source


IN 20 PILOT PHASES, WE WERE ABLE TO SADDLE UP A TOTAL OF 634 TRIAL CYCLISTS AND ACCOMPANY THEM ON THEIR TEST RIDES



Gefördert durch:
 Bundesministerium für Verkehr und digitale Infrastruktur
 aufgrund eines Beschlusses des Deutschen Bundestages

Full equipment of the test cyclist consists of:

#PendlerRatD #Fahrrad



401 Erreichte Personen 94 Interaktionen

[Beitrag bewerben](#)

➔ Rental bike and equipment (helmet, lock, cell phone holder, rain cape, etc.)



➔ Intensive support by PendlerRatD team & employer (GPX track, mentoring, consulting, etc.)



➔ Participation in PendlerRatD events, exclusive news about the project



➔ Usage and testing of the PendlerRatD app with bonus system



KEY FINDINGS OF THE PENDLERRATD STUDY AND PILOT PHASES: GETTING A TASTE PAYS OFF



Gefördert durch:
 Bundesministerium für Verkehr und digitale Infrastruktur
aufgrund eines Beschlusses des Deutschen Bundestages



Cyclists are the most satisfied commuters! **Every second car driver** would like to commute to work by bike. **Obstacles:** Desire, knowledge of route.



The commuting distance/time* is **34 km/78 min** per day. Longer and **topographically challenging** routes can be completed with the e-bike.



Attitudes toward commuting by bicycle have improved significantly among test cyclists compared to before the test phase.



Personal assessment of **fitness level, cost awareness, work motivation, time awareness, and satisfaction** have improved.



76% of all commutes were done by bike. In this context, the participants intentionally and voluntarily **accepted (green) detours** in order to get to their workplace in a more secure and more relaxed manner.



More than **85% of test cyclists** want to continue commuting by bike.



33% of the test cyclists **have purchased a bike/pedelec**, **53%** still plan to do so.

*) roundtrip

PENDLERRATD PLATTFORM ACCOMPANIES EMPLOYEES THROUGHOUT THE ENTIRE COMMUTING PROCESS



Gefördert durch:



aufgrund eines Beschlusses des Deutschen Bundestages



Über PendlerratD

Studie

Testradeln

Arbeitgeber

Anmelden



Startseite

Inform and communicate

Motivate

Plan

Cycle

Report

Reward



Gaming



Routing



Navigation



Tracking



Monitoring



Reporting center

Information & communication



MEHR ERFAHREN...

<https://pendlerratd.com/bonus-modul-info/> bzw. im App Store (Android & IOS) "PendlerratD"

PROSPECTS: FOCUS ON APP DEVELOPMENT, VR LAB EXPERIMENT AND THE CONTINUATION OF THE PROJECT



Gefördert durch:
 Bundesministerium für Verkehr und digitale Infrastruktur
 aufgrund eines Beschlusses des Deutschen Bundestages

Degree of dissemination

Continuation



- Distribution of app
- Public relations
- Continuation of the project through institutionalization

Piloting in southern Germany

DER SPIEGEL

ZEITUNG ONLINE



- PenderRatD study 2022
- Pilot phase 1-8 /locations including BW, RLP, HE, BY
- **Native app** with its own tracking
- Campaign „Together“

- Optimization of PR-App (**Usability & pleasing design**)
- **Implementation** of reporting system and CSR dashboard
- Concept for intermodal commuting
- **VR experiment**
- Data analyses (also special ones)
- **(Scientific) publications**

Planungshorizont

01/2022

01/2023

01/2024

06/2024

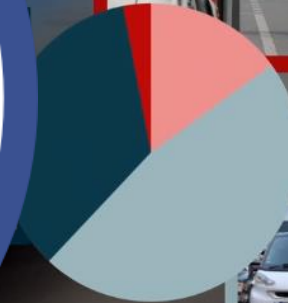
CONCLUSION: THE TREND TOWARDS THE BIKE IS NOT A FOREGONE CONCLUSION AND REQUIRES NOT ONLY POLITICAL DECISIONS...



Gefördert durch:
Bundesministerium für Verkehr und digitale Infrastruktur
aufgrund eines Beschlusses des Deutschen Bundestages

Urban Cycling Institute
2. Oktober um 20:33 · 🌐

The distribution of street space is not a technical question. It is a decision! 'Justicia Urbana' by Fabian Todorovic Karmelic.



... but a change of mindset aided by targeting incentives from employers and local communities

Image sources: Urban Cycling Institute & Karmelic 2021; 3sat 2021; Bundesministerium für Verkehr und digitale Infrastruktur 2021, VCD 2019

THANK YOU VERY MUCH FOR YOUR ATTENTION! I WILL BE PLEASED TO ANSWER YOUR QUESTIONS



Gefördert durch:



aufgrund eines Beschlusses des Deutschen Bundestages



- Do you have any questions about the project?
- Do you have comments on the presentation?

- Would you also like
 -to join/ be involved in PendlerRatD?
 -to use the PendlerRatD app ?
 -

THANK YOU VERY MUCH FOR YOUR ATTENTION! IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO CONTACT US



Gefördert durch:



aufgrund eines Beschlusses des Deutschen Bundestages



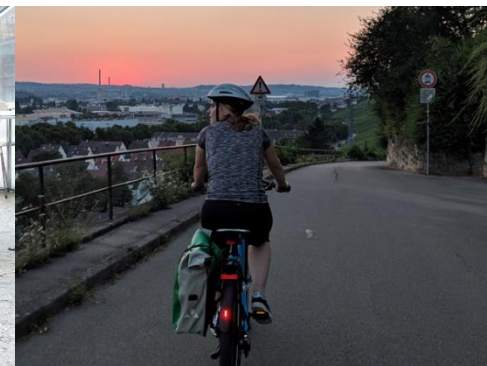
PendlerRatD

Visiting adress
Hochschule Heilbronn
Bildungscampus Nord
Bulidung N – Room N.220
74076 Heilbronn

Mailing adress
Hochschule Heilbronn
PendlerRatD
Max-Planck-Str. 39
74081 Heilbronn

Tel.: +49 (0)7131 - 504 578
email: info@pendlerratd.de

- www.hs-heilbronn.de/pendlerratd
- <https://pendlerratd.com/>



Pictograms were taken from the free database fontawesome.com

JANA HEIMEL, ENGAGIERT DAMIT NOCH MEHR MENSCHEN MIT DEM RAD FAHREN



Gefördert durch:



aufgrund eines Beschlusses des Deutschen Bundestages



Prof. Dr. Jana Heimel

- Dr. oec. (PhD)
- Dipl.-Kffr.
- Diplôme ESC
- Kontakt: jana.heimel@hs-heilbronn.de

Beruflicher Werdegang

- Seit 2016 (Forschungs)Professur International Business, Hochschule Heilbronn und Gastdozentin DHBW Stuttgart
- 2007 – 2016 Head of CFO-Panel und Managing Consultant, Horváth & Partners, Stuttgart
- 2013 Promotion zum Dr. oec. an der Universität Zürich
- 2006 – 2007 Wissenschaftliche Mitarbeiterin an der IPRI gGmbH, Stuttgart
- 2005 – 2006 Bereichsleiterin im Einzelhandel, Duisburg
- 1999 – 2005 Doppeldiplom IBWL, Europa-Universität Viadrina, Frankfurt/Oder und ESC Montpellier

(Forschungs)Projekterfahrung (Auszug)

- PendlerratD (BMVI) <https://pendlerratd.com/>
- WILLE (Land Baden-Württemberg)
- Bicycle tourism on the rise – (cultural) drivers, determinants and trends in C2C tourism
- Wine Cycling Tourism – Success Factors for Vineyards and Tourism associations

Lehre

- International Management
- Controlling Themen
- Strategisches & Change Management
- Organisation

Engagements und sonstige Tätigkeiten:

- ICV Arbeitskreis „Green Controlling“
- Rennrad Stuttgart, Stuttgart by Bike, RaDhaus Ost
- ADFC, DAV

Kompetenzen und Themenschwerpunkte

- Projektmanagement, Change Management, Prozessmanagement, Benchmarking, Performance Management und Measurement
- Konzeption und Umsetzung von mehr als 50 (Trend-/Themen-) Studien