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



HOCHSCHULE HEILBRONN

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

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Bildungscampus
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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

AGENDA

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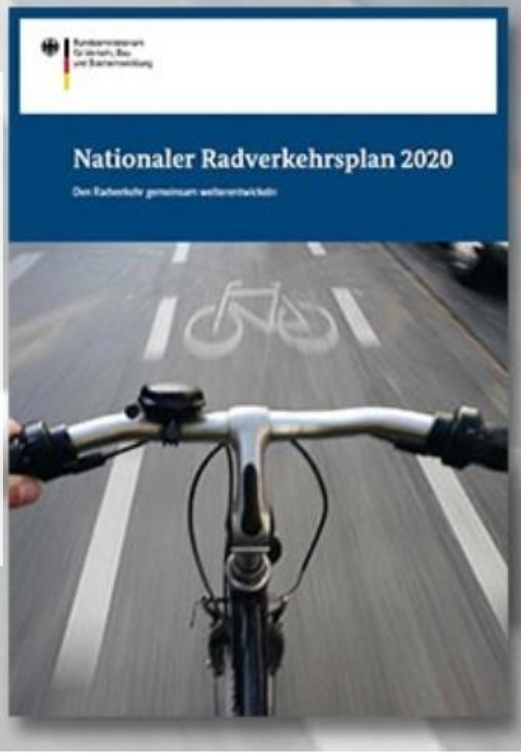
- About PendlerRatD: project presentation and procedure
- Main results
- Conclusion & prospects

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

PEND LER RATD

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- **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.



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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

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PendlerRatD-Project approach at a glance

Project set-up and management

- Project launch
- Set-up
- Build and cultivate project partner network
- Aquire sponsors
- Arrange partner gatherings
- Literature review
- Expert interviews

PendlerRatD study

- Online mobility survey in 2019, 2020, 2022
- Content:
  - Present commute situation
  - Preferences
  - Readiness to switch
  - Demographics
- Selection of test cyclicsts
- Organisation of fleet & equipment

Pilotphases

- Test cycling for one month in 2019, 2022
- Test cycling for seven months in 2020
- Trialling of the PendlerRatD app with bonus module
- (daily, weekly) monitoring

App development, evaluation & research

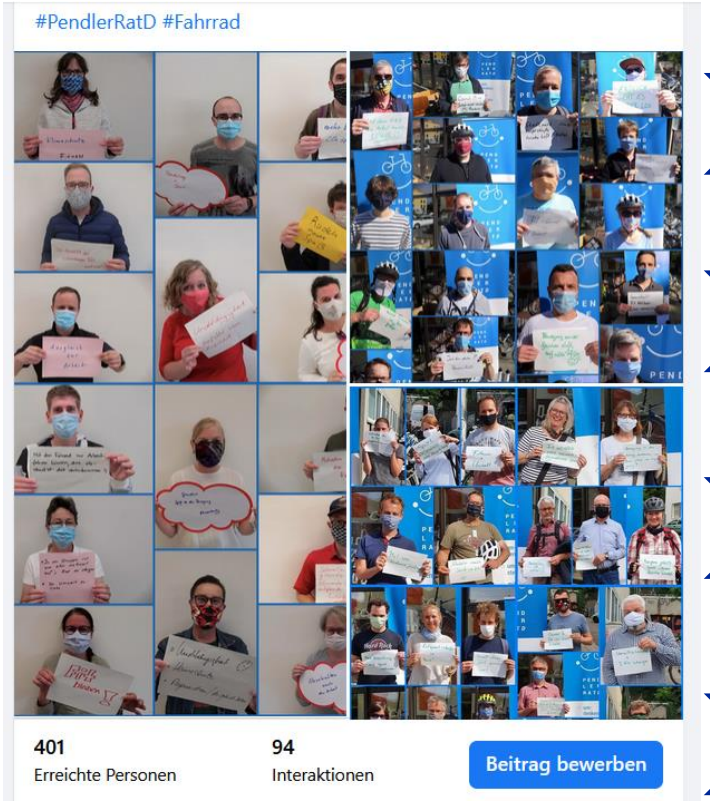
- Identification of attitudinal changes and switching effects
- Evaluation of PendlerRatD project
- Transformation of PR responsive website into native app
- Improvement of PendlerRatD app (e.g. usability)

Source

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

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Full equipment of the test cyclist consits of:



- 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

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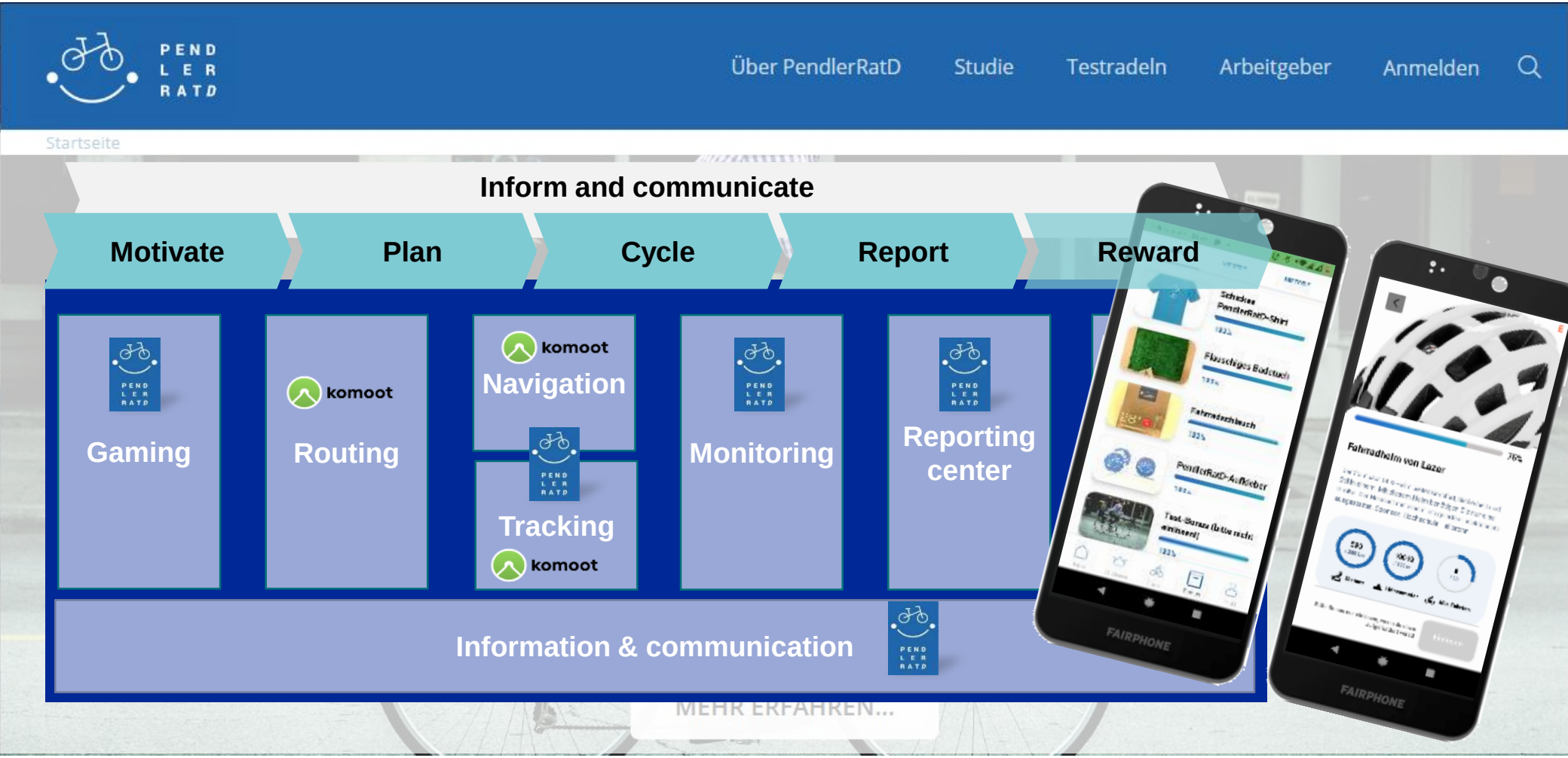


- Cyclists are the most satisfied commuters! **Every second car driver** would like to commute to work by bike**. Obstacles:** Desire, knowledge of route.
- The commuting distance/time* is **34 km/78 min** per day. Longer and **topographically challenging** routes can be completed with the e-bike.
- **Attitudes toward commuting by bicycle have improved significantly** among test cyclists compared to before the test phase.
- Personal assessment of **fitness leve, 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

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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

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Degree of dissemination



Piloting in southern Germany

- PendlerRatD 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**

Continuation

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

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…

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… 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

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- 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

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→ https://pendlerratd.com/







Pictograms were taken from the free database fontawesome.com

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

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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