

Project title:

The commuter portal for the region Braunschweig



Name/s of the involved institution/s:



Regional association of the metropolitan region Braunschweig

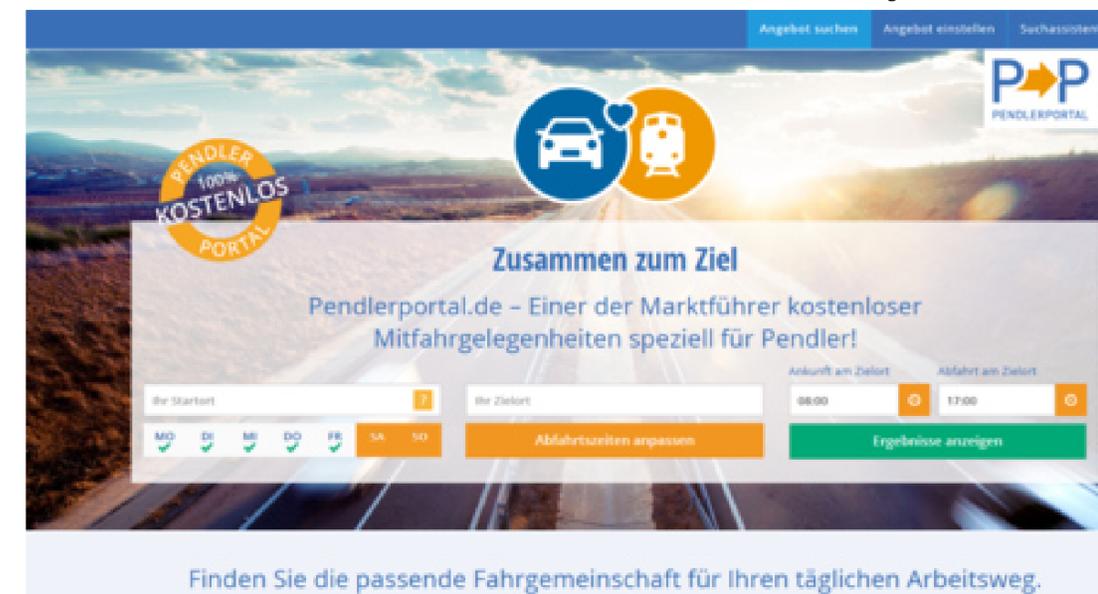
Cities and counties of the region (Braunschweig, Wolfsburg, Salzgitter and the surrounding counties)

Three-line project description:

The commuter portal was designed to move professional commuters from individual transport to travel communities or to use public transport alternatives. The goal of the portal is to reduce traffic, protect the environment and reduce private fuel costs.

1. Institutional setting:

- Project of the federal states of Lower Saxony that spends money to Projects and Ideas in connection to reduce traffic volume and guides people to public transport and travel communities
- The commuter portal was already developed in 2006 and is offered throughout Germany in many regions and cities
- Integration of all cities and counties of the region Braunschweig to launch a local edition of the commuter portal
- No regulations or legal changes necessary
- People should change their mind just because of the chance to save money and to protect the environment



2. Starting point: What was the main challenge / issue / problem to be addressed by the practice?

Participation in a project of the federal state of Lower Saxony

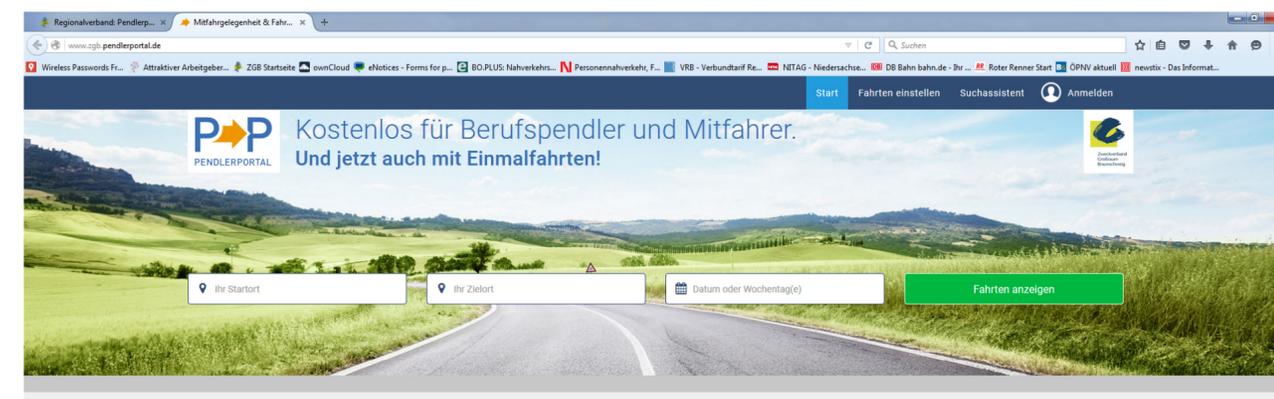
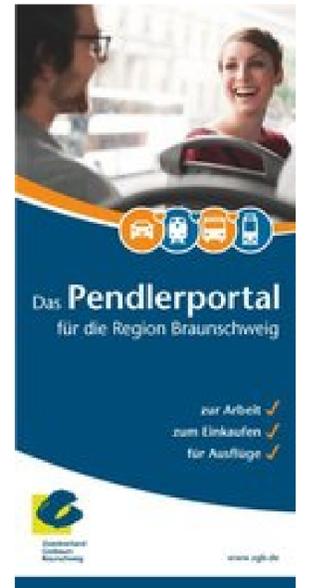
Discussion and participation of all cities and counties in the region Braunschweig - Discussions in local city and county councils

Discussions in citizen meetings to get known the demand and opinions of the local people (especially the commuters)

Main challenge:

Marketing - Citizens should be informed

 Flyer, press articles, Homepage



Mitfahren war noch nie so einfach und flexibel...



Ob regelmäßiger Arbeitsweg oder spontane Ausflüge mit dem Auto und den

3. Approach:

Compared to other portals, the commuter portal offers the possibility to include public transport and some other advantages:

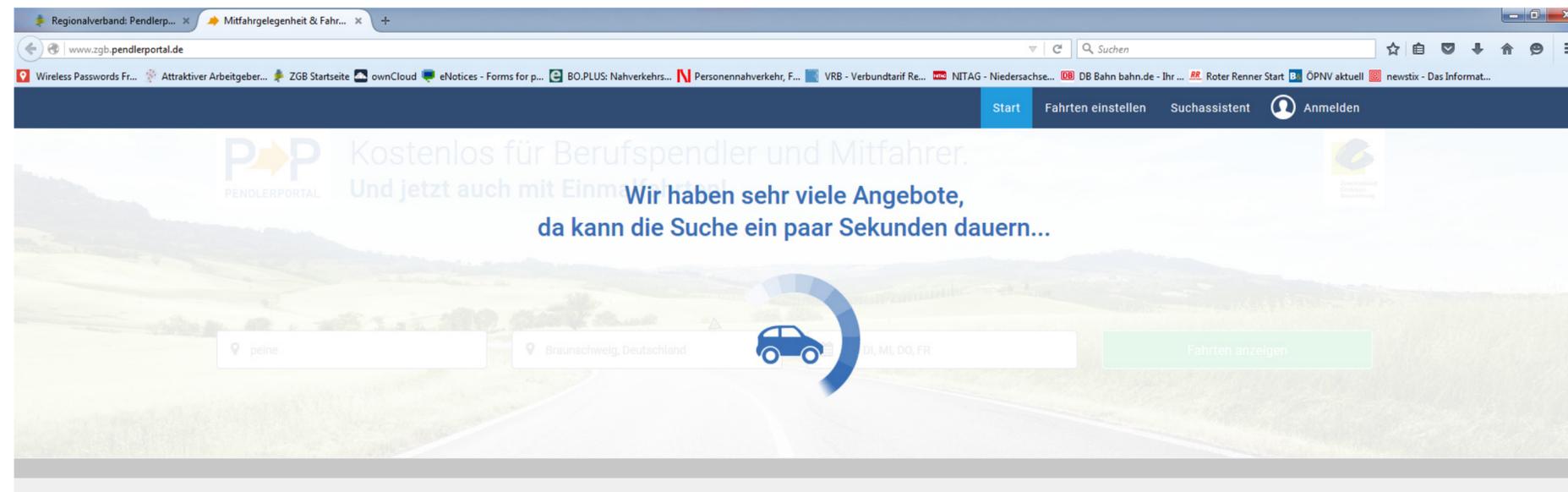
- Users get the alternative public transport connection in the first place, parallel to possibilities of the car communities. The search results display the temporal advantages of the different alternatives
- Users can easily switch to the offer of local transport companies
- High comfort - drivers may indicate whether women and / or men are being taken, what type of car is involved or whether it is a smoker or non-smoker car

The screenshot shows the Pendlerportal.de website interface. At the top, there are search filters for 'Ich habe Gepäck' (No), 'Umweltplakette' (no input), 'Kraftstoffart' (no input), and 'Autogröße' (no input). Below the filters, a table lists search results for routes from 'Am Dorfkruh, Thiede' to 'Schöppenstedt Bahnhof'. The table has columns for 'Start / Zielort', 'Ankunft / Abfahrt Zielort', 'Wochentage', and 'Fahrzeit'. Each row includes a 'Details' button.

Start / Zielort	Ankunft / Abfahrt Zielort	Wochentage	Fahrzeit
Von SZ-Thiede Dorfkruh (0km) Nach BS Am Wassertor (Volksw-Halle) (0km)	Ankunft am Zielort 07:52 Uhr (-8min) Abfahrt vom Zielort 16:48 Uhr (-12min)		33 Min. Details
Von SZ-Thiede Frankfurter Straße (0km) Nach BS Am Wassertor (Volksw-Halle) (0km)	Ankunft am Zielort 07:57 Uhr (-3min) Abfahrt vom Zielort 16:48 Uhr (-12min)		23 Min. Details
Von SZ-Thiede Frankfurter Straße (0km) Nach BS Holzhof (Volkswagen Halle) (0km)	Ankunft am Zielort 08:15 Uhr (15min) Abfahrt vom Zielort 16:48 Uhr (-12min)		21 Min. Details
Von SZ-Thiede Frankfurter Straße (0km) Nach BS Am Wassertor (Volksw-Halle) (0km)	Ankunft am Zielort 07:27 Uhr (-33min) Abfahrt vom Zielort 16:48 Uhr (-12min)		23 Min. Details
Von Am Dorfkruh, Salzgitter (0km) Nach Kennelweg, Braunschweig Europaplatz.	Ankunft am Zielort 08:00 Uhr (0min) Abfahrt vom Zielort 17:00 Uhr (0min)	Mo Di Mi Do Fr	Auto: 12 Min. Details

4. Outputs:

- Several thousand tons of CO₂ savings through all journeys available in the commuter portal!
- Less traffic on the main traffic axes of the region
- Marketing is essential to ensure the sustainability of the practice



Mitfahren war noch nie
so einfach und flexibel...



Ob regelmäßiger Arbeitsweg oder spontane Ausflüge mit dem Auto und den

5. Lessons:

- No laws or prohibitions necessary to encourage citizens to act in an environmentally conscious manner
- Communication and marketing is crucial to the success of the practise
- In the beginning its difficult to change the habits
- The alternative public transport is only interesting with time savings compared to the car
- High environmental awareness in the general population, but willingness to contribute a part must first be awakened

