

## Mobility: encourage and support people to change their mobility behaviours

### Definition and principles

For more eco-friendly mobility, users must be aware of the consequences of their choice of mobility mode. Changing behaviour to a more reasoned use of cars, involves tempting users to adopt new mobility habits.

This approach draws on information, awareness raising, advice on mobility options and communication campaigns. It also aims at facilitating the combined use of different transport modes and networks.

It is equally important to permanently adapt the supply of mobility services to the changes in lifestyles and urban pace to propose “sustainable” solutions and new mobility habits.

### Examples actions – expected results

- Develop the new version of “Destinéo”, a regional, multi-modal information site;
- Reduce the gap in the level of service on the public transport network between school periods and holiday periods;
- Extend the scale and frequency of the structuring bus network during the day;
- Reinforce the public transport evening and night service;
- Coordinate school and company travel plans;
- Develop the concept of a portfolio of mobility services: combined fares for the different transport services (cycle hire, public transport, parking, car sharing, etc.);
- Create the “Liber’tan” card, first step in the creation of a multi-service, multinetwork mobility card.



A pied



A vélo



Transports publics



Covoiturage



Autopartage



Itinéraire Destinéo