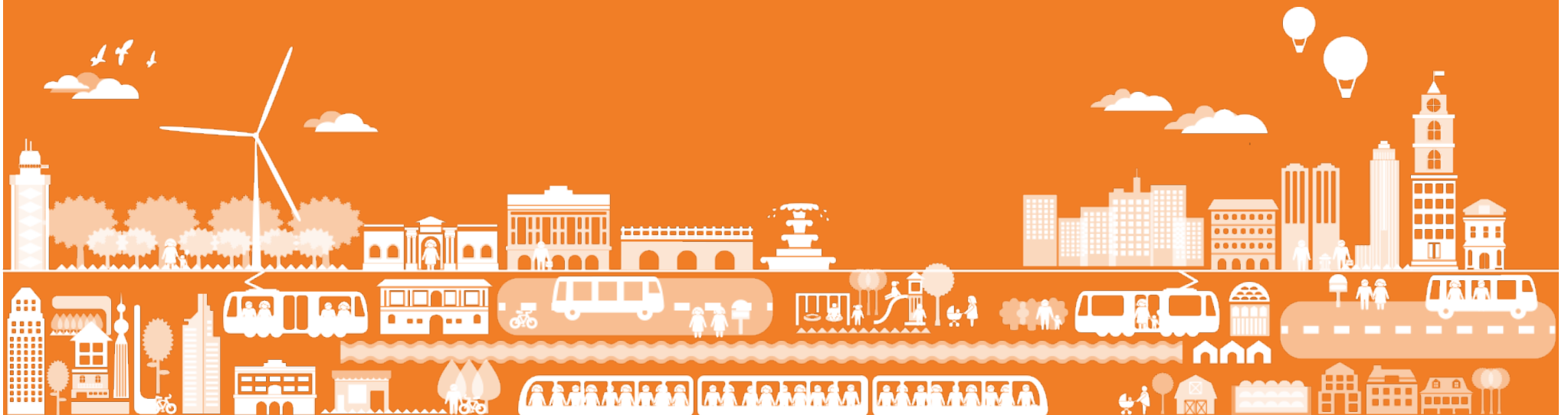


Institutional conditions for integrated mobility services: an analysis of enabling and constraining factors

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Introduction I

- Vinnova financed project
- Focus on the Institutional conditions
- Cooperation between:
 - Lund University
 - Chalmers Technical University
 - K2 – The Swedish Knowledge Centre for Public Transport
 - Trivector
 - Victoria Institute



Introduction II

- The aims of the projects are:
 - to build knowledge of how existing institutional frameworks affect urban transport
 - to propose policy recommendations on how the institutional frameworks can be modified to enable new, integrated mobility services that are capable of contributing to a transition towards increasingly sustainable travel

What are Integrated Mobility Services (IMS)?

- Integrates a range of mobility choices (multimodal)
- Provides one-stop access to all services through a common interface
- Creates a seamless customer experience



Research question

Which are the institutional conditions for the successful development and implementation of integrated mobility services in a multilevel collaborative context?



Methodology

- Theoretical approach
 - Synthesising theories on travel behaviour, business models and formal institutional frameworks
- Practical approach
 - Develop the framework in an interdisciplinary research team
 - Each researcher wrote aspects he or she thought was important
 - The team synthesised the different aspects with each other and with theories mentioned above
 - Through further discussions within the research team the framework was developed

What are institutions?

[...] institutions comprise of “regulative, normative, and cultural-cognitive elements that, together with associated activities and resources, provide stability and meaning to social life”.

Scott 2014: 56



What does that mean?

- regulative refers to rules and sanctioning activities that are formal and explicit
- normative features are values and norms
- cognitive aspects are those categories and conceptualisations through which identities and meanings are constantly interpreted and re-interpreted



The theoretical framework

- Consists of three levels:
 - Macro level
 - Meso level
 - Micro level

The Macro level I

- Focus on larger social scale
- Assumes that what happens in political and social institutions matters for IMS
- Umbrella dimension under which the meso and micro level operate
- Formal dimension
 - Laws
 - Rules
 - Taxes
 - Subsidies
 - Financing

The Macro level II

- Informal dimension
 - Shared values
 - Norms
 - Visions of future development
 - Identity
 - Self-image
 - Goals for transport

The Meso level I

- Variety of institutions
 - Private
 - Regional
 - Local public
 - Public/private hybrids
 - Civil society organisations
- Formal dimension
 - Policies and regulations implemented by
 - **Governments**
 - **Administrative bodies**
 - **Public transport authorities**

The Meso level II

- Informal dimension
 - Deals with the IMS-ecosystems
 - **Cooperation between actors and stakeholders**

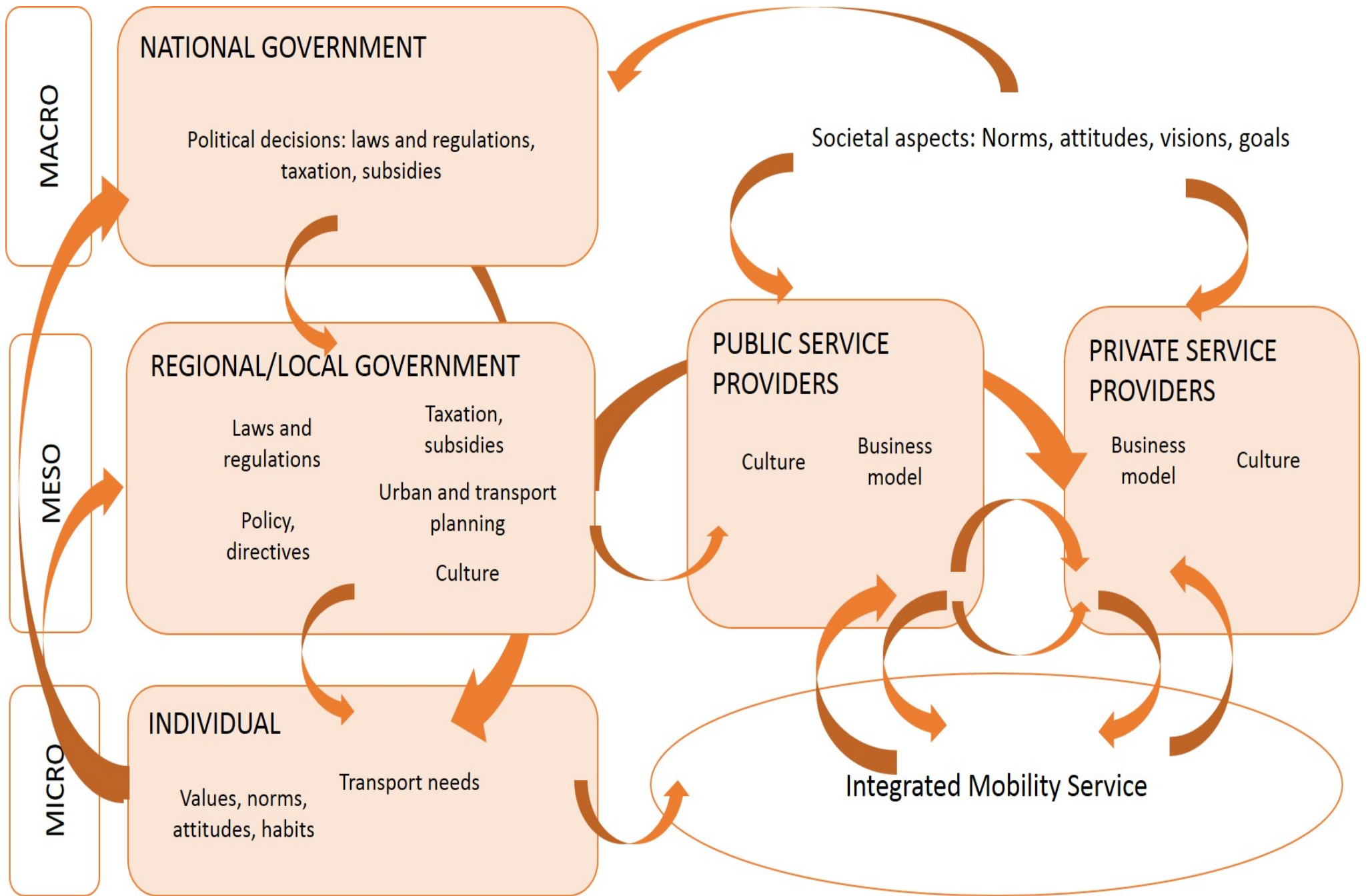
The Micro level I

- Individual perspective
- Individuals act in different capacities and have different roles:
 - Citizens with democratic rights
 - Taxpayers (contributing to, for example subsidising public transport)
- Formal dimension
 - Regulative factors that effect travel behaviour:
 - **Taxation**
 - **Road congestion charge**
 - **Reduction of parking space**
 - **Etc.**

The Micro level II

- Informal dimension
 - Subjective norms
 - Self-image
 - Status
 - Habit
 - Etc.





Concluding remarks I

- The macro level includes broader societal and political factors on the state (or international) level, including formal rules and regulations and broader societal norms, trends and perceptions
- The meso level includes private and/or public actors on the regional and local level, as well as the collaboration between actors and the emergence of business models in these processes
- The micro level includes the perspective of the individual – primarily as a customer – but also as a citizen. The individual is affected by different pull – and push factors, but is also guided by informal aspects such as self-image and social status
- All these institutions are interrelated and as such only separable in an analytical sense



Concluding remarks II

- The framework presented will be applied using the research questions in the analysis of three specific IMS cases: one in retrospect (UbiGo) and two ongoing (Västtrafik Innovation Procurement and EC2B)
- In the case studies we will employ different methods for data collection and analysis in relation to the three levels
- Through the empirical findings the framework will be developed and refined and lead to generalizations on the institutional conditions for IMS. The findings will help illuminate which institutional factors enable or constrain the development of services such as IMS in the field of urban transport

