FOUNTAIN

FOUNTAIN is TNO's decision support tool to explore and design interventions that aim to influence travel behaviour.

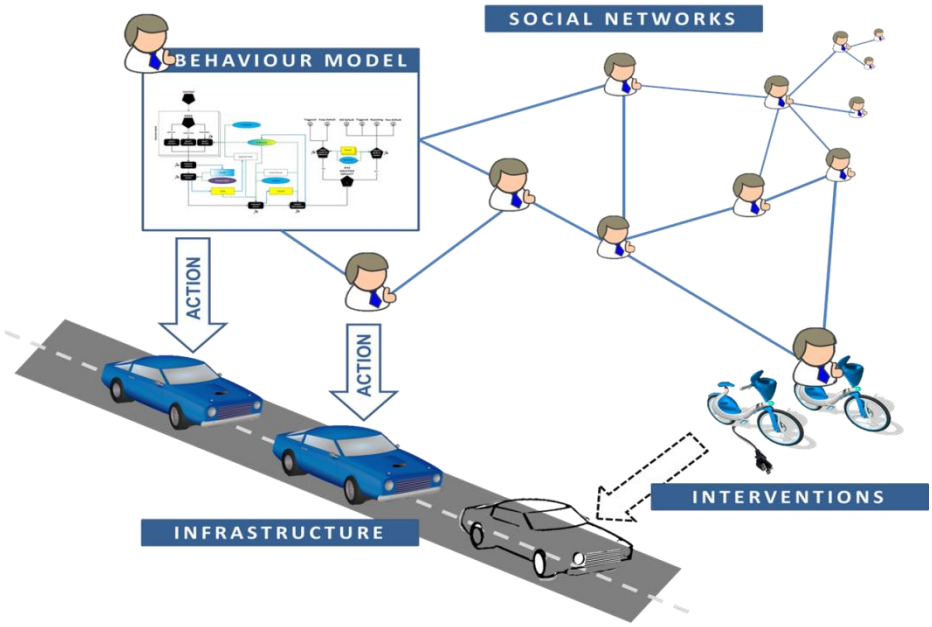
FOUNTAIN combines a process approach – the *FOUNTAIN co-design workshops* – in which the interventions are thought out and/or finetuned together, with the *FOUNTAIN simulation tool* that shows the possible effects of the invented interventions. FOUNTAIN also provides insight into which target groups are specifically susceptible to the explored interventions.

Influencing travel behaviour
Travelers make all kinds of choices around their trips. Usually these choices do not need much deliberate thinking anymore: many travel-related choices are made out of habit and difficult to alter. Nevertheless, governments and organisations are trying to influence travellers towards other travel choices to keep their cities accessible and liveable. Therefore it is very valuable to get insights into possible effects of (combinations of) intervention schemes beforehand. Typical FOUNTAIN questions are:

- What happens to target population's choices regarding departure time and travel mode when I implement intervention A?
- What are the distinctive characteristics of the persons that are expected to react strongly to the intervention?
- Which intervention helps me reach my goal the fastest? Intervention A, B or C? And which order or combination is useful?

FOUNTAIN Simulation tool
The FOUNTAIN simulation tool is grounded in state-of-the-art theories and data and models the behaviour of so-called agents. These agents represent traveller with their own

individual preferences and habits. The FOUNTAIN simulation tool contains several thousands of these agents with a parametrised behavioural model. The behavioural reactions of agents towards interventions are simulated based on 1) the agents' attitudes and preferences towards various travel modes and departure times, 2) the agents' physical environment (e.g. infrastructure such as road network, public transport), and 3) the agents' social environment (e.g. what are other agents doing or valuing). So, as a result of the intervention and based on the specific individual preferences and physical and social environment the agent lives in, the agents are or are not adapting their travel behaviour.



For more information about FOUNTAIN please contact Tineke Hof at TNO.