

**Tradable Mobility Credit Schemes** are a travel demand management policy that gives travelers a limited number of credits to spend on trips. These credits can be exchanged in the market. More sustainable travel options require fewer credits, encouraging sustainable travel choices. We want to test this concept in a **company setting**.

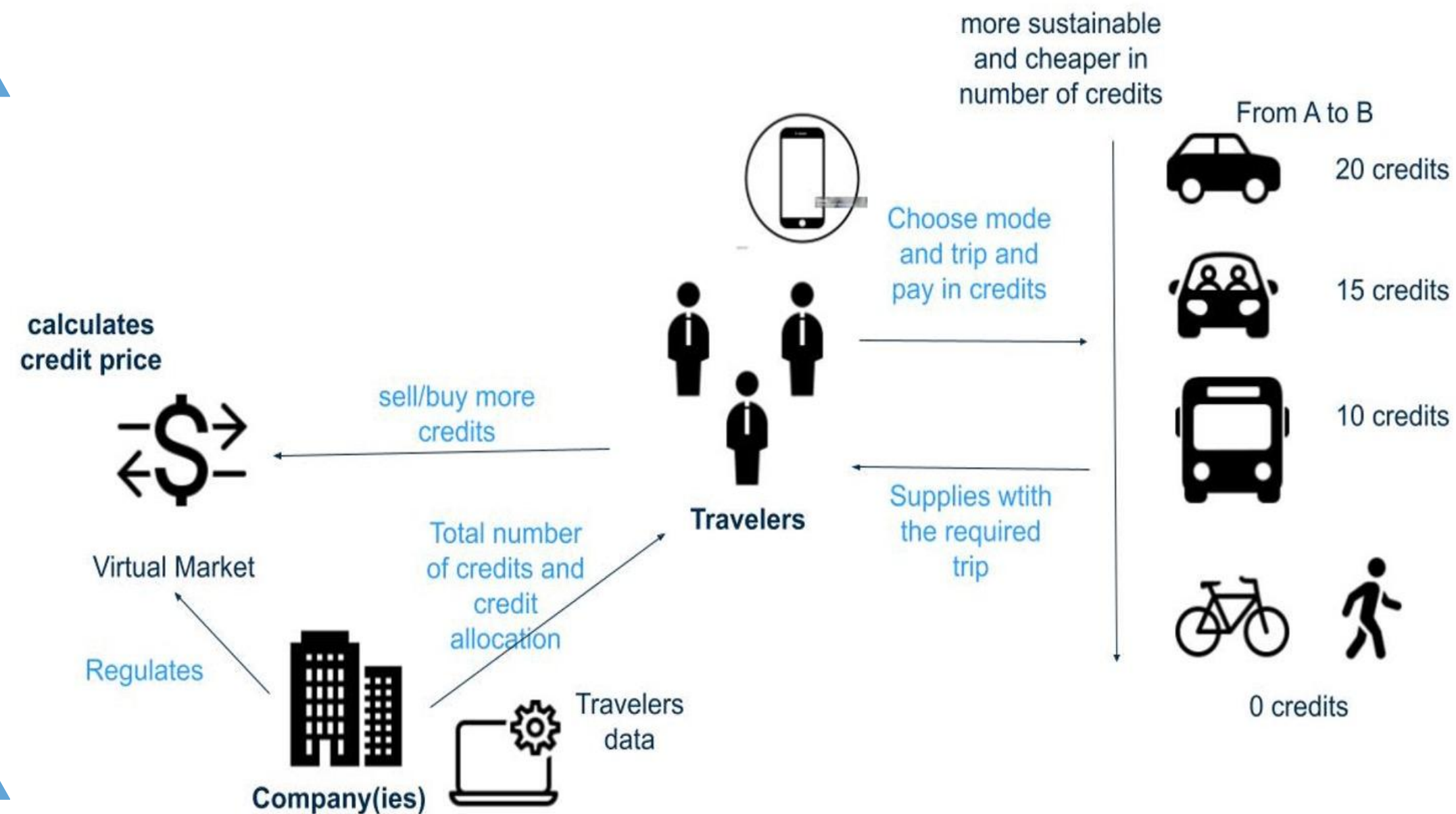
- Amsterdam Living Lab
- TU Delft
- L.Gomes@tudelft.nl

## Data Requirements

- The Mobility Panel of the Netherlands is used as a data source
- It contains sociodemographic data, a travel diary of three days and general travel information

## Decisions

- How many mobility credits each traveler receives



This metaInnovation studies how to allocate mobility credits according to people's **characteristics and travel behaviour**. We want to take into account factors such as income, presence of disabilities, if people have children, commuting distance and accessibility.

## Methods

- Agglomerative clustering is used to create user profiles based on travelers' characteristics and travel behaviour
- An optimization model will be developed for credit allocation

## Scalability

- The models are being developed for the population of Amsterdam
- With over 400 data points, the clustering creates profiles in seconds.