



# Smart Solutions

Promoting rural public transport use through active mobility consultancy







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## A vision for public transport

Over-dependence on private cars leads to reductions in public transport services. However, changing people's mobility behaviour and increasing public transport demand leads to higher revenues, making it possible to improve the system and attract even more passengers.



## Section 1

# Introduction



### Getting people on board

The EU-funded SmartMove project advanced the use of innovative marketing and mobility solutions in eight rural and peripheral European regions. By providing people with tailored information, it encouraged them to make use of the public transport services in their region.

Over-dependence on private cars leads to reductions in public transport services. However, changing people's mobility behaviour is key to increasing public transport use.



## A vision for public transport

There is no doubt that public passenger transport is fundamental to the sustainability and well-being of rural and peri-urban regions, although it is becoming increasingly challenging for many public authorities to maintain good standards of service.

Public transport rail and bus services are not normally commercially viable in areas with a low population density, and where households and businesses are relatively far apart. As a result, there is a reliance on public subsidies. However, as public authority budgets have come under increasing pressure in recent years, it has become more and more difficult to sustain existing services.



**The purpose of the present publication is to provide public authorities and public transport associations with the information they need to prepare and implement their own mobility campaigns.**

But now for the good news! Public authorities across Europe have been developing new forms of public transport services and complementary “soft” measures, like the SmartMove approach, to overcome the problems outlined above and to help breathe new life into rural transport networks. The opportunities available are summarised below.

### A vital service

Adequate and safe mobility is a basic right, as consistently stated in development and transport policies at European and national level. Mobility ensures equal economic and social opportunities for all, as it provides access to public services, employment, education and training, as well as leisure activities that

contribute to quality of life. Many people in rural areas rely on private cars, but high levels of car use give rise to new problems, including pollution and high public transport costs that can exacerbate economic and social inequality in peri-urban and rural regions.

Although there is no definitive European standard for appropriate public transport service quality in rural areas, it is possible to formulate general objectives that can assist a public authority when reviewing service levels and setting objectives:

- **Availability** – The transport network should be within easy reach of where people live and should take them to and from the places they want at times and frequencies that correspond to their patterns of social and working life.
- **Accessibility** – Vehicles, stops and interchanges should be designed in such a way that, as far as possible, anyone can use them without difficulty.
- **Affordability** – People should not be “priced out” of using public transport because of high fares.
- **Acceptability** – People should feel that public transport is equipped to meet their needs, and that it is comfortable, safe and convenient.
- **Safety** – Public transport services must ensure an adequate level of safety so that people are not discouraged from using them.
- **Hygiene** – Public transport vehicles should be clean and ensure a minimum level of hygiene in order to be considered an acceptable option by passengers.

■ When preparing a mobility campaign, use these six objectives to help review existing service levels and define aims.



In sparsely populated regions, flexible on-demand services using smaller vehicles can be a cost-effective solution, leading to a win-win situation for operators and users. Cost drivers such as labour and fuel prices can be reduced, as bus journeys without passengers are avoided. The resources freed in this way can be used by the operator to install new bus stops and to provide more frequent services. On-demand services also reduce travel times for users, as vehicles do not have to serve all stops.

Additional feeder systems can improve the accessibility of bus stops and train stations. While walking is the most obvious way to get to a bus stop, it is important to ensure that pedestrians can get to the stops easily, safely and comfortably, and that the related infrastructure (e.g. pavements) is of a reasonable quality.

Those intending to travel further may in the end save time by going directly to the train station or bigger interchange, rather than their nearest bus stop. For bigger distances, bikes or e-bikes can potentially be used. E-bikes are becoming more and more popular, and also cheaper. They can be particularly useful in hilly areas, where changes in elevation rather than distance present a barrier to cycling. Where the use of e-bikes is encouraged, it is important to ensure the availability of a reasonable number of safe and secure bike parking facilities. The provision of charging points might also help to convince more people to switch to e-bikes.

The EU-funded SmartMove project advanced the use of innovative marketing and mobility solutions in eight rural and peripheral European regions, providing people with enhanced access to public transport.



## Getting people on board

The SmartMove project focused on overcoming subjective barriers to public transport use and highlighting the clear health, safety and climate-related benefits of sustainable modes such as walking and cycling. The SmartMove method, which involves engaging people in face-to-face dialogue and providing tailored advice and information, was tested in eight rural and peri-urban regions across Europe.

### Challenges for public transport in peri-urban and rural regions

Public transport is fundamental to the sustainability and independence of peri-urban and rural regions: it provides people with access to public services, employment, education and training. Despite this critical role, public transport provision in rural areas across Europe faces tremendous challenges, as the

demographic dynamics of ageing and shrinking rural populations have an impact on public transport revenues, which depend on transport demand. Public transport services are cut in response to reduced passenger numbers, thus the transport choices available to remaining users become increasingly fragmented and less attractive. However, this trend can be reversed by improved marketing strategies that stimulate demand for public transport services and make potential passengers aware of what is available.



**Improved marketing strategies can stimulate demand for public transport services.**



## The SmartMove approach

In the framework of the SmartMove project (February 2014 to July 2016), 11 partners from across Europe implemented active mobility consultancy campaigns in eight rural and peri-urban areas. The project was co-funded by the Executive Agency for Small and Medium-Sized Enterprises (EASME), which was established by the European Commission. SmartMove addressed the “Energy-Efficient Transport” key action of the Intelligent Energy Europe programme. In line with the Transport White Paper, it focused on passenger transport and placed particular emphasis on reducing energy use in transport.

The main goal of SmartMove was to promote the use of existing public transport services in rural and peri-urban regions through a personalised travel marketing approach accompanied by active measures aimed at inhabitants or particular target groups in the regions, and with the possibility to give feedback on the current public transport supply. The “active” in active mobility consultancy has a threefold meaning. It refers to:

- the active process of informing people about public transport services based on their individual needs, rather than expecting people to look for information themselves about what is available;
- the implementation of several active measures aimed at reducing barriers to public transport use, such as practical traveller training for older people; and
- the consideration of feedback received through dialogue with public transport users and the active adaptation of services, taking their needs into account.

An important aspect of the SmartMove approach is that it does not assume major new investments in rural transport services, which are unrealistic in many areas, but instead focuses on promoting and making the best use of the available services and resources.

The SmartMove approach does not assume major new investments in rural public transport services... Instead, it focuses on making the best use of the services and resources that are available.

”

**Personal approach**

The marketing campaign in Langadas, Greece, carried out via face-to-face interviews and post, achieved a response rate of 81 percent.

PHOTO: studio 43 -  
Nektarios Basdekis



## Results from the eight implementing regions

The SmartMove approach works. Active mobility consultancy has proved an efficient way to increase awareness and encourage people to use public transport more often (see Table 1). The increased ridership will help to sustain and improve public transport service levels.

TABLE 1: Results of the SmartMove campaigns

	Average values across all implementing regions	Maximum values achieved
People who feel better informed (%)	87%	97%
People who feel motivated to reduce car use (%)	36%	58%
People using the bus more often (%)	16%	25%
Increase in passengers (%)	18%	43%
Average number of trips shifted from car to public transport per person and week*	2.4	4.4

\* People who have changed their mobility behaviour

The SmartMove approach works. Active mobility consultancy has proved an efficient way to increase awareness and encourage people to use public transport more often.

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## Overcoming the challenges

Analysing strengths, weaknesses, opportunities and threats in peri-urban and rural public transport typically identifies five weaknesses and threats. These are shown below, with an explanation of how they can be overcome using the SmartMove approach.

### Services are unprofitable, leading to reliance on public subsidies

Commercial operators often struggle to run public transport services in peri-urban and rural regions, where demand is thin or diffuse. Although local authorities subsidise the services, in many countries subsidies have decreased in recent years as part of a wider squeeze by central government on public spending. In the UK, for example, service provision has been affected by both a 28 percent reduction in local authority spending between 2011 and 2012, and a 20 percent reduction in the Bus Services Operator Grant between 2012 and 2013.



**By promoting the increased use of existing services, the SmartMove approach helps to limit the subsidy burden on public authorities.**

### There is excessive reliance on private cars

Limited or declining public transport provision encourages (or forces) more people to rely on private cars, especially if they are unaware of alternatives. This results in higher levels of pollution (including GHG emissions) and can reinforce the decline in public transport service provision levels, leading to inequality in terms of social and economic opportunities in peri-urban and rural regions.



**The SmartMove approach encourages people to re-assess their mobility options, based on the provision of tailored and accurate information about travel times and costs, thus promoting a modal shift towards the use of more environmentally sound public transport.**

### Socio-demographic changes exacerbate rural mobility problems

Broader socio-demographic changes include an ageing population and the depopulation of rural areas due to a lack of employment opportunities. The proportion of elderly people has increased in these areas compared to both the young and working-age populations. The French National Institute of Statistics and



Economic Studies (INSEE), for example, has calculated that the proportion of people aged 60 years and above will increase from the 2016 level of 22 percent to 33 percent by 2050. In rural areas, this raises the prospect of increasing numbers of older people who are reliant on diminishing public transport services. Lack of public transport services and mobility options can also push members of the younger generation to urban areas. As the number of middle-aged people with families in a region decreases, so does the number of children requiring transport to school. This again affects service levels, as the provision of transport for schoolchildren is a key commercial and policy driver for maintaining rural public transport.

► **The SmartMove approach can focus on particular target groups within a peri-urban or rural area, allowing public authorities to make the most efficient use of available resources.**

## There is a lack of cooperation among public transport providers

Transport operators rarely offer combined service information, coordinated timetables or integrated ticketing options.

► **The SmartMove approach seeks to overcome this problem by establishing a partnership of organisations at the beginning of a campaign and by offering public transport customers a single, tailor-made source of timetable and fare information.**

## Public transport networks are not adapted to users' needs

Public transport services in peri-urban and rural regions often fail to respond to the needs of users. There may be an insufficient number of stops, or stops in the wrong locations; vehicles may not be suitable for use by older people; and the frequencies and operating times of bus services may not be appropriate. Potential passengers may be unaware of supplementary services (bike rental, call-a-bus), or may not accept them.

► **By fostering dialogue, the SmartMove approach opens up communication channels for transport operators, providing them with the information they need to adapt service routes, timetables and vehicle fleets to meet their customers' requirements.**



## Eight locations, eight campaign designs

### Wittenberg, Germany

**Aim:** To achieve the better utilisation of public transport in general, and to promote the use of on-demand buses as a feeder system service connecting the south-east of the city of Wittenberg with the train system.

**Target group:** All residents of the area, regardless of age group.

### Oberlausitz-Niederschlesien, Germany

**Aim:** To increase the number of passengers on one recently established local bus line connecting three small municipalities (Herrnhut, Bernstadt and Görlitz) with the main railway line.

**Target group:** The population of the catchment area, although service frequency and operating times rather corresponded to the needs of elderly people.

### Liszki district, Krakow, Poland

**Aim:** To increase the number of passengers on bus lines in the transportation corridor connecting western Krakow with the city's tram system.

**Target group:** Residents of the area and people commuting to and from the city of Krakow.

### Euskirchen, Germany

**Aim:** To promote the dial-a-bus service TaxiBusPlus in the municipalities of Bad Munstereifel, Schleiden, Kall and Helenthal, connecting these areas with the region's main bus routes.

**Target group:** Elderly people.

### Waldviertel-Wachau, Austria

**Aim:** To increase the number of passengers using three bus lines connecting the rural area with the municipalities of Ybbs/Donau, Melk and Krems, as well as the main rail and bus routes.

**Target group:** People living along the bus lines.

### Burgos, Spain

**Aim:** To increase the number of passengers on certain bus lines towards the city centre.

**Target group:** Employees and students living in the city centre and travelling on a daily basis to an industrial area or the university.

### Almada, Portugal

**Aim:** To increase the number of passengers on the bus line connecting the suburban rail station in Pragal to the surrounding area.

**Target group:** People living in the bus line catchment area, and commuters.

### Langadas, Greece

**Aim:** To increase the number of passengers on buses in the peri-urban area and to promote local bus lines connecting parts of the municipality of Langadas via the interchange station with main bus routes.

**Target group:** People using a local bus service in rural Langadas and a bus connection to the city of Thessaloniki.



### See for yourself!

Transport information was handed out at the Easter Market In Leiben, Austria; and e-bikes were available to try out at a dedicated event.

PHOTOS: Roman Klementsitz







## Dialogue marketing campaigns

At the heart of an active mobility consultancy campaign is the marketing instrument, or personalised marketing approach. What makes the concept unique is the fact that tailor-made information can be given to members of the target group following a face-to-face discussion about their personal public transport system needs.



## Feeder systems

Feeder systems can either be the core of the campaign — as a way to improve one specific public transport connection; or they can be promoted in general in order to improve the existing situation — for example through the use of (e-)bikes.

## Section 2

# Mobility campaigns: Step by step



### Active measures

Accompanying active measures strengthen the campaign, making it possible to reach a greater number of potential participants. Active measures are also an opportunity to obtain additional feedback about users' needs.



### Collecting feedback

Campaign participants can provide valuable observations and opinions about the existing situation. Such information should be collected systematically and passed on to the respective stakeholder (e.g. the local public transport operator or the municipality).



### Evaluation

It is essential to evaluate the campaign in order to measure its success. Several options can be used, including passenger counts before and after campaign implementation. The results of the evaluation can be used in subsequent dissemination activities.

At the heart of a mobility campaign is the marketing instrument, or personalised marketing approach. What makes the concept



## Dialogue marketing campaigns

Active mobility consultancy campaigns are based on the concept of dialogue marketing. Personal contacts are established with members of the target group, who are encouraged to make use of public transport rather than relying on a car for every trip.

### The preparation phase

As a first move, it is important to define the objective of the campaign. The active mobility consultancy campaigns in the SmartMove project, for example, focused on public transport systems in rural areas. The backbone of the region's public transport system needs to be identified, along with possible feeder systems and accompanying active measures. It also has to be decided whether a particular target group is addressed, or the population of the area as a whole. Focusing on a

particular target group (e.g. elderly people, young people, students, people who have recently moved to the area, or tourists) could be an advantage, as the information materials and accompanying active measures can be adjusted to the specific needs of the group.

### Establishing a stakeholder group

Active mobility consultancy campaigns aim to contribute to environmental protection. It is therefore appropriate to ask for support from a variety of stakeholders in terms of co-financing and conceptual involvement. The project idea, details of the implementation area and the relevant transport lines should be discussed with representatives of the provincial and local



- Make contact as early as possible with stakeholders who will support the campaign.
- Try to get the support of many different stakeholders, as each will make their own valuable contribution to the campaign.
- Take advantage of stakeholder networks and media exposure in order to communicate the aims of the campaign and recruit participants.



government, public transport associations, public transport operators and mobility managers. The aim is to agree on particular areas of interest and to achieve common ownership of campaign implementation in a particular region. Depending on their field of work, support from stakeholders can be of many kinds, from providing information materials to contributing to the contact and delivery phase.

## Preparing a media strategy

Local media and other multipliers need to be identified, and contacts need to be established at an early stage. A press release should be published prior to, and in parallel with, the campaign in order to share success stories.

- As a first step, find out about existing media channels and work out whether a media strategy would be cost effective. Get in contact with local networks that are interested in your campaign and that can support your dissemination activities.
- Attract interest in your campaign by involving newspapers, official municipality gazettes, local radio stations etc.
- Use websites and social media to attract a younger target audience.

## Developing a roadmap

A roadmap should include a timeline, as well as staff and budget plans. All tasks in the roadmap should be defined precisely. Staff planning for the implementation of the campaign must be in line with its concrete objectives:

- **How many people should be addressed?** While some tasks are not affected by the number of participants (e.g. the development of a concept or the collection of information to be used in the campaign), other tasks, such as publishing and disseminating materials, answering phone enquiries or providing individual consultations, require more resources with every additional person targeted.

### BEST PRACTICE: Establishing stakeholder groups

During the SmartMove campaign in **Almada**, the stakeholder group comprised:

- Fertagus — The public transport provider, also responsible for operating the feeder system in the region.
- Almada City Council — A local authority with responsibility in the fields of sustainable transport and mobility. The council is currently developing its second-generation mobility plan based on the sustainable urban mobility planning (SUMP) approach.
- Sobreda Parish Council — A local authority that is in direct contact with committees of transport users and gives voice to the concerns of residents in the study area, proposing actions and measures for the improvement of service quality.



## BEST PRACTICES: Media strategy

The media strategy connected with the active mobility consultancy campaign in **Langadas** included:

- the publication of articles about the launch of the campaign on three local news websites in the Langadas area;
- the publication, on five websites, of articles on public transport services in rural and suburban areas in Greece, focusing on the SmartMove campaign in Langadas; and
- interviews at three local radio stations.

The best media channels identified in the **Liszki district of Krakow** were churches. Priests shared information about the campaign after Mass, and the information reached a huge proportion of the population in the implementation area. The campaign was also promoted on a local community website and in a regional journal dedicated to innovation.

- **How is the individualised contact phase designed?** By contacting members of the target group by telephone, a higher participation rate can be achieved, and more people can be motivated to change their mobility behaviour. However, more resources will certainly be needed, and there may be legal issues in some countries.
- **Do you want to offer personal consultations?** If you do not have sufficient staff to offer consultations, external providers (e.g. a mobility agency) will also be required, and this will have to be organised in advance.



- Avoid using marketing firms that have a poor knowledge of the public transport system and the local area, and that have tight cost margins.
- Don't underestimate the number of (well-trained) personnel required to make phone calls and/or face-to-face visits.
- Only promote public transport services where the supply is already of an adequate and appropriate quality (e.g. in terms of frequency and operating times), otherwise the number of people potentially interested in the public transport service will not be sufficient for a campaign, making the recruitment process very long.



**Did you know?**

In Euskirchen, Germany, 90 percent of campaign participants reported receiving information that was completely new to them.

PHOTO: Smilla Dankert



- Hire students on transport-related courses: they will already be knowledgeable about mobility issues and can provide valuable and enthusiastic assistance during a campaign. Students from the region will also be aware of local issues.
- Make sure that members of staff attending events are fully informed. They should be able to answer questions about tariffs, timetables etc. clearly, accurately, and in a friendly manner.
- Working together with an experienced mobility agency can be extremely valuable.



### Training campaign staff

To ensure a successful active mobility consultancy campaign, all internal and external employees should be trained on how best to provide information to the target group. All staff should be familiar with the overall roadmap, the objectives and the relevance of the campaign, and must be able to answer questions. Training for such conversations might take the form of role play. Members of staff also need to be trained on establishing contacts with the target group. They should know exactly what information is required from targeted individuals in order to proceed with the campaign, and must be able to work in the database.

#### BEST PRACTICE: Synergies

The SmartMove campaign in **Burgos** was supported by the city's university, with a total of 10 students being trained as mobility agents. Fortunately, they had all been involved in earlier mobility campaigns, thus synergies could be exploited.

PHOTO: José María Diez



## Collecting existing information materials

Sufficient information materials should be available during the campaign, including materials from other information providers. If no suitable materials are available, they will have to be created. A professional and attractive design is essential. Free gifts can also be handed out, although it is important to ensure that sufficient quantities are produced to last throughout the campaign. The number of publications and gifts will of course depend on the number of participants and the type of materials. Experience suggests that a participation rate of between 10 and 40 percent of all persons targeted in the campaign can be assumed. Around half of these participants will order information materials, depending on the quality of the materials. This means that if 1,000 people are contacted, around 150 to 200 copies of the information materials are typically needed (i.e. 0.20 x number of people contacted).

If there is a limited budget, the number of free gifts can be reduced, either by restricting the number of gadgets distributed to one per participant, or by offering gifts on a first come, first served basis.

## The general contact phase

In the first phase, when general information about the campaign is provided, members of the target group are contacted either by mail or in person (door-to-door canvassing, or in public spaces such as canteens). Although response rates may be higher if people are first contacted by phone, unsolicited calls may present legal problems in some countries, as the campaign relates not only to market research. It is therefore recommended to send an initial letter informing members of the public about the campaign being launched in the region. The letter should be no longer than one page and should cover the main objectives and the process, inviting the recipient to participate.

Participants will be more willing to participate if the letter:

- is personally addressed;
- features the logos of regional bodies and institutions as an indication of official support; and
- includes the signatures of regional politicians, mayors of regional capitals or other important politicians (e.g. those responsible for environmental or transport issues).



- Promote trip-planning, car-sharing and car-pooling apps among younger target groups who are more likely to be responsive to innovative ideas and keener to use the related technology.
- Remember that older people tend to prefer printed maps and printed timetables.
- Collect all general information into one leaflet or brochure, rather than producing lots of separate flyers, which are far less practical to both distribute and use.



## BEST PRACTICE: Information materials

The following materials were produced for the active mobility consultancy campaign in **Langadas**:

- Information on public transport use, bus tickets and travel cards
- Information on walking and cycling
- Information on the use of alternative information provision methods
- Information on the special bus line operated by the public transport provider in the centre of Thessaloniki, which stops at the main cultural attractions
- Code of conduct and obligations
- Personalised information on specific bus routes and bus stops
- A personalised cost comparison between private vehicle use and public transport use
- A personalised card with the public transport providers' telematics application code for the specific bus stop requested by the user
- Information on the public transport provider's bus lines and map

A logo was designed and used in the information materials produced for the campaign.



The letter should clearly give the name and telephone number of a contact person, with an indication of when that person is available to answer questions. Calls received outside the stated hours should be recorded and answered later. The contact person must be able to answer questions about the campaign and its objectives, and should have access to the database that documents communications between the project team and members of the target group.

Recipients can confirm their willingness to participate in the campaign by returning a separate postcard that is enclosed with the initial letter. Members of the target group must be able to respond with as little effort as possible, thus, for example, the postage should be pre-paid. Letter recipients agree to participate in the campaign by returning the postcard and providing a telephone number.

A face-to-face approach can also be followed at this stage, depending on the characteristics of the campaign implementation area.

- When obtaining addresses and contact information, it is essential to consider legal requirements related to privacy and confidentiality, as well as ethical concerns related to the handling of personal information.



### BEST PRACTICES: Making contact

Municipalities in the area of **Oberlausitz-Niederschlesien** provided the addresses of potential participants, thus the initial letter, enclosing a postage-paid reply card, could be sent to them directly.

By contrast, municipalities in the **Wittenberg** region did not provide personal addresses, so an external company was paid to deliver the initial letters and reply cards directly through letterboxes. The letters were not personally addressed, thus, although it was an expensive solution, the return rate was very low in comparison to other campaigns. Additional measures had to be implemented in order to recruit participants (e.g. promotional stands at local events or citizen audits).

A key to success in the **Almada** campaign was the distribution of a SmartMove announcement letter to 1,000 households in the catchment area before the door-to-door survey was carried out. The letter ensured that people were familiar with the project, making them more willing to participate. Such announcement letters should be followed up by a survey after no more than two or three days. Even so, the success rate of the door-to-door survey may be disappointing as people may still be suspicious of strangers. In some cases, people did not respond even after four or five attempts (which is very time consuming).

TABLE 2: Number of people contacted and responses

Region	No. of people contacted	No. of people willing to participate	No. of people receiving info	Contact method
Almada	3,000	1,288	670	<ul style="list-style-type: none"> <li>● An announcement letter was sent to residents without having any direct information about the household, requesting a response.</li> <li>● The target area was visited and door-to-door calls were made two to three days after the initial letter.</li> <li>● Personal contact was made with residents to inform them about the campaign and to complete the questionnaire in situ. (A link to an online version of the questionnaire was provided where preferred.)</li> <li>● Participants were recruited at relevant events.</li> </ul>
Burgos	1,685	1,300	796	<ul style="list-style-type: none"> <li>● A database was available from previous projects.</li> </ul>
Euskirchen	11,543	1,085	548	<ul style="list-style-type: none"> <li>● Municipal administrations made available a database of target persons.</li> <li>● Local sources of information about target individuals were contacted (e.g. elderly people's association).</li> <li>● Addresses were purchased from a data provider.</li> <li>● Participants were recruited at relevant events.</li> </ul>
Langadas	2,232	1,807	1,746	<ul style="list-style-type: none"> <li>● Personal contact was made with residents of the area to inform them about the campaign and to complete the questionnaire in situ.</li> <li>● The local water company made available a database of target persons.</li> <li>● An announcement letter, with a pre-paid envelope enclosed, was sent by post to 50 residents in the area.</li> </ul>
Liszki district, Krakow	7,898	2,057	1,045	<ul style="list-style-type: none"> <li>● The target area was visited and door-to-door calls were made without having individual information in advance.</li> <li>● Participants were recruited at relevant events.</li> </ul>

Region	No. of people contacted	No. of people willing to participate	No. of people receiving info	Contact method
Oberlausitz-Niederschlesien	3,926	537	273	<ul style="list-style-type: none"> <li>● Municipal administrations made available a database of target individuals.</li> <li>● An announcement letter was sent out to those in the database, enclosing a leaflet and reply postcard.</li> <li>● Participants were recruited at relevant events.</li> </ul>
Waldviertel-Wachau	8,992	956	821	<ul style="list-style-type: none"> <li>● Because of a lack of addresses, announcement letters and leaflets were sent to people living within 200 m of a bus stop.</li> <li>● Participants were recruited at relevant events.</li> </ul>
Wittenberg	11,608	439	273	<ul style="list-style-type: none"> <li>● Because of a lack of addresses, announcement letters and leaflets were sent to people living within 200 m of a bus stop.</li> <li>● Participants were recruited at relevant events.</li> </ul>

- To increase the response rate, use active measures to promote the campaign (see p. 38); contact people by going from door to door; and be present at local events and in popular public places.
- Provide incentives such as free tickets, participation in a draw, or free gifts to attract participants.
- Include the signatures and logos of well-known individuals and recognised institutions on the initial letter in order to raise your credibility.
- In most cases, a postal campaign will not be sufficient. You will need to supplement it with direct measures to increase the visibility of the campaign.
- Ask stakeholders with local influence (e.g. religious, cultural or sports communities) to help distribute information about the aims and scope of your campaign.
- Consider making reminder calls if the initial response rate is low.
- Maintain a high profile.



## The segmentation phase

### Deciding who's who

Based on the data obtained by mail and telephone, respondents were divided into four groups:

	Respondent group	Action to be undertaken
1	People with no interest in the campaign: No communication established.	These people will be excluded from any future steps.
2	People who currently use public transport and have no need for further information.	Members of this group receive a thank you gift and a letter of support to encourage them to continue using public transport services.
3	People who currently use public transport and who require further information.	These people will be included in future steps in the campaign. They also receive a thank you gift and a letter of support.
4	People who do not currently use public transport and who require further information.	These people will be involved in future steps in the campaign.

Thank you gifts and letters are sent to public transport users in order to encourage them in their current mobility choices. This group may either regard their transport choices as nothing noteworthy, or may feel disappointed that what may sometimes be altruistic behaviour is not recognised as such by society. These people may choose one free gift from a selection. Ideally, the gifts should be relevant to the theme of mobility, and should be useful. Examples include:



- To specify your segmentation, your initial survey might include a question about how many children or elderly people there are in the household, if you have information available specifically for these target groups.

- city maps;
- pocket torches;
- folding umbrellas;
- discounted public transport tickets, or free trial tickets; or
- discounted or free bike rental (e.g. electric bikes).





**BEST PRACTICE: Identifying mobility behaviour**

During the survey carried out in public spaces in the **Wittenberg** region, the first step was to obtain information about mobility behaviour — that is, whether or not people were public transport users, and how often they used public transport services. This directed the subsequent conversation, so that only relevant and appropriate information materials were proposed.

PHOTO: Cornelius Sommerfeld

## The individual contact phase

Those who request further information are sent a form by post, or are given a form in person. The form lists several sources of information, from among which participants are invited to choose. This information may be either:

- already published materials; or
- information selected according to the individual person's needs, as indicated on the initial survey form.

In order to save costs, it is recommended to use existing information materials as far as possible, including materials produced by other information providers or companies. It is a good idea to find out whether regional or national institutions have any available materials on the topic, and to explore which complementary materials may also be relevant for the target group. The focus should be as wide as possible. Information about walking and cycling, for example, can be supplemented by information about feeder services for relevant public transport stops.

## Making it personal

Personalised information focuses on how behavioural change can be of benefit to an individual. In order to be able to provide such a service, certain information about the target individual is required. This requirement should be taken into consideration in the information order form. Examples of personal information materials include:

- **Individualised timetables** — that is, timetables of all lines that stop in the vicinity of a specified address. Participants may also be sent a description of how to get to particular stops (e.g. pedestrian route information, including average walking times).
- **Individualised travel plans** — that is, detailed information about specific public transport journeys (origin, destination, and desired departure and arrival times), as requested by the participant.
- **Comparative calculations** — with this information, participants can see the benefits of using public transport rather than their car. Categories might include environmental impact (CO<sub>2</sub> emissions), travel cost, and/or travel time. Calculations can be based on single trips or, preferably, on an annual average, since more frequent usage typically reduces public transport costs for individuals because of the option to purchase a season ticket.
- **Information about additional active measures organised in the region** — for example pedelec test days (including the possibility to register).

Personalised information materials have two main advantages compared to general advertising materials:

- Many people do not trust generalised “typical” calculations. Calculations based on an individual’s circumstances, which are accompanied by a description of personal benefits, have far greater powers of persuasion.
- Showing an interest in someone’s particular situation indicates that individual needs are important. This makes it easier to motivate people to change their behaviour.

In addition to offering a choice of general and personalised information, the information order form can also offer an opportunity to make an appointment for a consultation. A small gift can be offered as an incentive for filling in and returning the form, and an envelope should be provided with pre-paid postage. If the form is not returned within three weeks, a reminder telephone call should be made.

In order to encourage changes in travel behaviour, the information materials provided must be clear, concise and attractive. While professional editing and design may be expensive, high-quality materials will have a far greater impact and be far more effective.

After receiving the completed forms, individualised packages are prepared based on the indicated preferences. The packages typically include:

- For your free gifts, produce travel-related gadgets such as umbrellas or high-visibility arm, waist or ankle bands for pedestrians and cyclists.
- A USB stick containing information material can also make an attractive and useful gift, and might appeal more to younger people.



### BEST PRACTICES: Effective free gifts

During previously implemented projects in **Almada**, the distribution of low-cost gifts clearly had no significant impact in terms of attracting potential participants. Such gifts are common, and people attach little value to them. This is especially true in an area such as Sobreda, where literacy and income levels are higher than average for Almada. It was therefore decided to distribute higher-value gifts (tablets) in order to be more effective in attracting participants. Given the budgetary constraints (it is not possible to provide 500 tablets, for example), two tablets were given away to citizens participating in the campaign.

**Burgos** had a very limited budget for gifts, thus to ensure the success of the campaign, stakeholders who were invited to participate supplied gifts for distribution, such as bus maps and free bus tickets. A map focusing on the particular lines covered by the campaign was produced for a reasonable price. Smaller give-away items, such as magnets, were produced and distributed among participants.

## BEST PRACTICE: Tailored to fit

In the **Euskirchen** campaign, printed timetables and tariff brochures were distributed. In addition, special maps with the title “Mobile in...” were created for the four participating municipalities. They included an overall public transport network map of each municipality; a public transport network map of the larger area; general information about local public transport, TaxiBus and tariffs; and useful contacts. The maps and information materials were produced using a large font size, as the target group comprised elderly people.

The brochure “Mobil auf ganzer Linie” was produced specifically for elderly people. It contains information about the use of the public transport system, combined with suggestions for day trips in the region to destinations that can easily be reached by public transport.



- It is important that information material is not already outdated before the start of the campaign. Make sure that no major timetable changes are planned in the near future.

- general information materials;
- individualised information;
- an appointment for a consultation if requested (and if consultancy is offered in the framework of the campaign); and
- the selected free gift.

## The delivery phase

Ideally, in order to strengthen contacts with campaign participants, the personalised information packs should be handed over directly. Face-to-face meetings also provide an opportunity to talk about the information materials. If this is not possible, the packs can be sent by mail, although experience shows that the impact will be smaller in this case.

- Remember that the materials for the packs will need to be stored somewhere, and that you will need enough members of staff to handle the distribution.



## BEST PRACTICES: Getting the message out

For participants in **Waldviertel-Wachau**, the packs were prepared in the office in Vienna. The target area was 100 km west of Vienna, and a person originally from the area was hired to deliver the packs to households during the evening. The majority were handed over in person, although some had to be left by the door or posted through the letterbox. All of the packs were delivered, and there were no complaints about information not being received.

In **Langadas**, three interviewers contacted participants directly to collect the completed questionnaires and information order forms. Responses were recorded in Excel sheets, and individualised information packs were prepared for all participants. Each pack included a thank you letter, general information materials, personalised information according to the participants' needs, and a thank you gift, if this was not already given during the contact phase. The packs were sent by post to all participants. Although the preparation of the information packs was time-consuming, with good organisation and cooperation it was successfully completed in about three weeks.

## The consultancy phase

If personal consultations are offered, they should take place as soon as possible. Participants can be visited at home, at their workplace during a lunch break or after work, or at their university, depending on the target group defined. The consultation service should be provided by well-informed employees. Using professional consultants, including mobility agencies, public transport operators and other (public) institutions, is also a possibility, as they are already involved in this kind of activity. If a good form of cooperation with such institutions can be found for this phase, it may be possible for the task to be handed over. It can be effective to give an additional gift after the personal consultations.



- Providing information and advice at mobility-related events is an ideal context for personal consultations.





#### BEST PRACTICE: Face to face

In **Euskirchen**, the aim was to answer questions and supply visitors with appropriate printed information (timetables, brochures, maps etc.) at dedicated stands during mobility-related events. In order to be able to answer 100 percent of questions asked, all staff available at the stand had extensive knowledge of public transport services and regional conditions. Personal consultations were also offered, as well as the opportunity to participate in dialogue marketing. This kind of stand is an ideal setting for dialogue with (potential) public transport users, as tailor-made information can be presented and misconceptions can be clarified during discussion.

PHOTO: Smilla Dankert



## Feeder systems

A feeder system is a mode of transport that facilitates access to, and contributes to the use of, public transport — from a demand-responsive bus line bringing people to the train station, to simply walking or cycling to the next stop.

In rural areas in particular, where the density of main-line bus and train stops is low, accessibility is often a significant barrier to public transport use. Walking some distance along a busy country road to the nearest bus stop may indeed be a less attractive option than getting into a car parked right outside your house.

Many rural European regions and many transport providers have already recognised this challenge, and, as outlined below, SmartMove has identified a number of innovative and attractive ways to overcome the access barrier.

### Bus-based feeder systems

Bus-based feeder systems serve important interchanges and are designed to improve the first and/or last mile of a transport route and to ensure that people do not have to rely on private cars to reach their nearest interchange. Bus-based feeder systems can be divided into three broad categories:

#### BEST PRACTICE: Reaching out

**Burgos** organised events at both the university (in the canteen and halls of residence) and a cafeteria in the city's industrial area. Participants were generally open to discussion, although there were some challenging encounters, which suggest that it may be wise to organise future events with the permission of the company management and to opt for more organised forums.

TABLE 3: Summary of feeder systems in each implementing area

	Almada Portugal	Burgos Spain	Euskirchen Germany	Langadas Greece	Liszkł district, Krakow Poland	Oberlausitz- Niederschlesien Germany	Waldviertel- Wachau Austria	Wittenberg Germany
<b>Bus-based feeder systems</b>								
Fixed-route bus	●	●	●		●	●	●	
Demand- responsive bus			●	● D		●	●	●
Flexible/ hybrid bus	●							
<b>Non-motorised feeder systems</b>								
Cycling (dedicated infrastructure)	●	●						●
Cycling (minimal infrastructure)		●	●	●	●	●	●	
Walking	●	●	●	●	●	●	●	●
<b>Car-based feeder systems</b>								
Train/tram park&ride	●						●	
Bus park&ride		●	●	● I			● I	●
Car sharing								
Car pooling		● I		● I	●		● I	

**Key:**

- Feeder system available
- I Feeder system available, operating on an informal basis. In the case of car pooling, sometimes a website is available that is not maintained by the public transport operator
- D Service operated primarily for disabled people

Note: For cycling, only a broad indication is given of how much dedicated cycling infrastructure is provided. Further summary information is provided on page 37

## BEST PRACTICES: Improving feeder systems

The campaign in **Oberlausitz-Niederschlesien** focused on one particular bus line that is itself a feeder system, as it connects several rural municipalities with the region's main train station. In this case, the goal was to increase the number of people using this particular bus line and to discourage them from going by car to the train station or, worse, using their car for the whole journey. Particular attention was therefore given to those people who walk to their nearest stop on the bus line, to the quality of access to the bus stop, and, of course, to the availability of bus connections.

The focus of the SmartMove campaign in **Wittenberg** was on three bus lines that serve an important role in providing a direct service to the local train station. Although the service on these lines was relatively poor (i.e. buses ran only every one or two hours), the intention was to inform local inhabitants about the bus system in order to increase the number of users. As a good service is the basis of a successful marketing campaign, the local transport operator was asked to increase both the frequency and the connectivity between the different transport modes. In order to encourage people living along the bus lines to cycle to their nearest bus stop, information brochures and maps were distributed.

The TaxiBus in **Euskirchen** is a route-based demand-responsive bus that has to be ordered by telephone 30 minutes before the start of the trip at the latest. Depending on the demand, the buses seat either four or eight passengers. The normal public transport tariffs apply: tickets are available from the driver, and season tickets are also accepted. The TaxiBus service is explained in the "Mobile in..." maps that were specially created for the project. The service was also explained in detail during the active measure "Bus training".

- fixed-route buses;
- demand-responsive buses; and
- flexible/hybrid buses.

SmartMove partners Burgos, Almada, Oberlausitz-Niederschlesien and Wittenberg used bus-based feeder systems as a core element of their active mobility consultancy campaigns. These partners chose lines connecting smaller villages with train stations or bigger interchanges. They selected one or more lines in the area, defining those living along these line(s) as the campaign target group.





**BEST PRACTICE: Cycling as a feeder system**

In the **Waldviertel-Wachau** area, several bike-parking boxes were installed near important interchanges. Users can cycle the first part of their trip to the parking facilities, where they can safely secure their bicycles before continuing to Vienna or other nearby cities using the fixed-route bus services offered at the bike&ride terminal.

PHOTO: Roman Klementsitz



## Non-motorised feeder systems

Non-motorised feeder systems include walking and cycling. A “walking bus” can be organised, especially for groups of children, so that they do not have to walk alone to their nearest bus stop. This has the positive side effect of making children more independent.

Cycling is a good feeder system for longer distances. Good infrastructure, such as bike lanes and parking facilities at the destination bus or train stop, is essential if the aim is to increase the number of cyclists in the area.

## Car-based feeder systems

In some rural areas, bus services run with a very low frequency. In this case, a combination of car&ride or bike&ride systems can help people get to their nearest train station or bigger interchange. SmartMove partners have used both train/tram and bus park&ride systems. Car-sharing and car-pooling systems can also be helpful.

Accompanying active measures strengthen the campaign, making it possible to reach a greater number of potential participants. Active measures are also an opportunity for feedback.



## Active measures

A range of active measures can support the implementation of an active mobility consultancy campaign. Such measures include workshops, training events, promotional activities, try-outs, and guided walking and cycling trips.

### Complementing dialogue marketing

Active measures are an integral part of an active mobility consultancy campaign. Interactive and participatory, such accompanying measures typically focus on a particular mode of transport. The three main aims are to:

- improve people's knowledge of rural public transport services and attract new passengers;
- collect feedback from local residents in order to be able to adjust public transport services to their needs; and
- raise awareness about other ongoing information campaigns in the area.

An active measure can be either part of the dialogue marketing campaign (announced in the information request forms as an additional offer), or the basis for information dissemination and the recruitment of participants for dialogue marketing.

Active measures require careful preparation. The following should be borne in mind during the preparation phase:

- All activities, including possible follow-up activities, and the required materials, should be planned before the fieldwork starts.
- Contact should be made with stakeholders, either to inform them about future activities or to request their cooperation.
- A strategy should be developed for making contact with the target group, including a decision about how many participants should be invited.

- A suitable time and place should be decided for the active measure, and a decision should be made about how often, and for how long, the measure should be implemented.
- Cooperation should be initiated with the media.

## SmartMove active measures

A wide variety of active measures can be combined with the dialogue marketing campaign. They may be non-motorised measures, public transport measures, or general measures. Table 4 (overleaf) presents some of the possibilities.

Some of the successful SmartMove active measures are highlighted below, with a brief description of how they were prepared and the lessons learned as a result.

### Try-out pedelecs: Introducing a new technology

Pedelecs are bicycles that are assisted by a small electric motor. In hilly areas, where there are strong headwinds, or where distances between public transport stops are typically long, they can be a useful feeder system to encourage potential public transport users away from private car use. As pedelecs are more expensive than conventional bicycles, people are more likely to purchase their own if they have already had an opportunity to test one and discover the advantages for themselves. Ideally, pedelecs should be made available for longer testing periods, allowing people to understand all the implications of pedelec use, including the battery charging time, travel times and weather impacts. If purchasing the test pedelecs is not an option, it may be possible to rent them from sports shops, the public administration, mobility agencies, bigger hotels, cycling or other interest groups, bigger companies, pedelec manufacturers, or even ministries of environment or transport. However, the pedelecs will need to be transported to and from the measure implementation area.

During the SmartMove project, e-bikes and pedelecs were identified as a possible solution for the first/last mile in a rural area with a less dense network of bus stops. The two options were made available on an electro-mobility try-out day. In cooperation with providers, people were invited to try out the e-bikes and were asked whether or not they would consider using one as a means of getting to their nearest bus stop. Participants in the trial were recruited from among the people living along the bus lines included in the campaign. Most people who were contacted supported the idea behind the project, as many of them were keen to protect the environment.

TABLE 4: Overview of active measures

Active measures	Almada Portugal	Burgos Spain	Euskirchen Germany	Langadas Greece	Liszki district, Krakow Poland	Oberlausitz- Niederschlesien Germany	Waldviertel- Wachau Austria	Wittenberg Germany
Stand-alone promotional events		●		●		●		●
Promotional events during established local events			●	●	●	●	●	●
Promotional events during European Mobility Week	●	●						
Promotional events at schools					●			
Events on buses/ at bus stops								●
Events for stakeholders/ multipliers	●			●	●	●	●	●
Citizen audits or participation/ focus groups		●	●	●		●	●	●
Mobility checks for residents			●					
User training information systems/apps	●	●						
Bus passenger training		●	●					
Test tickets	●			●		●	●	●
Cycle training/ try-outs		●					●	
Presence on Internet platforms					●			



## BEST PRACTICE: Boosting confidence

During European Mobility Week, **Burgos** organised bike training courses combined with public transport training. Although the cycling sessions did not focus specifically on cycling as a feeder system, the result was to reduce barriers to bicycle use. Particular attention was given to combining different transport modes, including the existing bike-share scheme. An expert group with experience in teaching beginners how to ride was involved in the sessions, as was a company specialising in organising tours that focus on the health benefits of cycling. There were also sessions focusing on how to ride safely in traffic.

It was important to involve professionals from the local bike association during the bike training, as they are aware of local conditions and could also provide advice on bike maintenance.

Information about the training sessions was distributed to participants in the campaign as well as via social media and at a press conference. The sessions were open to people who lacked the confidence to cycle or use the bus system. Those who attended were typically above 50 years of age.

Both sides gained from the experience: the organisers received valuable feedback on specific issues, including locations that are not bicycle friendly; while participants were given advice on how to keep safe on the roads.

## Cycle training: Integrating bikes in the mobility chain

Potential public transport users were invited to find out how their journeys could be improved by using bike&ride as an alternative to car-based park&ride or private car trips. Emphasis was given to the health benefits of regular cycling as an important motivating factor. As the distance and time needed to cycle to the nearest bus stop are typically overestimated, guided cycling trips were organised that allowed people to assess the possibilities at first hand and re-evaluate their modal choices. These trips made people aware of the possible shortcuts compared to the route they would take by car. The security and safety aspects of different routes were also discussed, potential objective barriers were analysed, and problems were forwarded to the responsible administration.

## Bus training for elderly people

Older people are an increasingly important public transport user group. The ageing of the population poses new challenges to public transport operators, who must ensure that these customers are provided with a high-quality service. As elderly people are at serious risk of falls and accidents during public transport trips, training can help to improve their safety and encourage them to continue using public transport services as they get older.

## BEST PRACTICES: Overcoming barriers

**Euskirchen** provided several training events on bus use, with a particular emphasis on helping elderly and disabled people to navigate the modernised system. Information about the local transportation network was also provided.

Most of the people attending the training sessions were not familiar with the bus system. In rural areas in particular, most elderly people use a car for everyday trips. However, since they will not be able to continue driving indefinitely, public transport offers them the possibility to stay active and mobile.

It was very important to establish contacts with local networks for elderly people in order to reach this specific target group. The local bus operator provided a bus for the training session, which was combined with a trip to a local attraction, where participants were treated to coffee and cake.

All the training sessions were offered free of charge, as the participants were all regarded as potential public transport passengers. Providing participants with information about the local public transport network in printed form, in addition to the face-to-face conversations, proved to be particularly effective.

Mobility checks were organised in the region of **Euskirchen**. In all cases, representatives from the municipality and the local public transport operator were present during the site visit. The feedback from participants on the mobility checks was mostly very positive. Elderly people appreciated the chance to be heard by representatives from the municipality and the public transport operator. Some barriers were addressed by the authorities more or less immediately after the mobility check, and positive reports were published in the local press.

## Mobility checks: Providing feedback on public transport access

In order to identify barriers to public transport use, a group of elderly and disabled people were guided by representatives of the municipalities and local organisations along the route between their homes and the nearest bus stops. By contacting local networks of elderly people and inviting representatives from the municipality to take part in the site visits it was possible to attract a high level of interest and to highlight barriers and problems on the spot to the relevant authorities. It is important to follow up after such measures, and to make sure that at least some of the barriers are tackled. In many cases, minor adjustments can make a big difference to the situation.

## “Trips for Trash”: Encouraging sustainability among citizens

In this measure, those handing in a predefined amount of recyclable waste at a dedicated stand were provided with free public transport tickets in order to convince them to try out the public transport system. The more recyclable waste they brought,



#### BEST PRACTICE: Tickets for trash

During measure preparation it was essential to involve **Almada City Council**, since the measure was one of the initiatives implemented during European Mobility Week 2015. The city council helped set up the stand, provided staff, and assisted with contacting public transport operators. The rail operator Fertagus provided 1,100 free tickets for one event.

One key success factor is the fact that this activity has become a tradition. Held since 2002, it is highly valued and greatly anticipated by the population of Almada. It is also important to clearly define in advance the rules of “conversion” between the amount of recyclable waste delivered and the number of free tickets provided. Finally, to ensure that the activity reaches the highest possible number of people, exchanges should be limited to a maximum of four tickets per day per person.

PHOTO: Almada City Council

the more free tickets they received (up to a maximum number of tickets per participant, which was made clear in advance). The local public transport operator should be invited to participate in such a measure and to provide a reasonable number of free public transport tickets. In exchange, the public transport operator can use the event to promote their services.

### Citizen audits: Presenting the public transport supply

At a citizen audit, professionals report on the local public transport system and discuss related issues with the local population. Specific themes — such as how public transport timetables are created, or recent changes in the public transport system, such as new ticketing options, tariffs or networks — should be illustrated by

### BEST PRACTICE: Citizen audits

During the presentations made as part of the active mobility consultancy campaign in **Oberlausitz-Niederschlesien**, the aim was to discuss participants' travel choices and potential barriers to public transport use. In most cases, individual consultations were offered either directly after the presentations, or a few days later.

It was important to involve the public transport operator in measure implementation, as well as other stakeholders who were aware of the local context and conditions, in order to prevent the discussions from becoming too broad in scope. An external consultancy firm and representatives of related associations supported the local forum. The participation of the local press was also an advantage.

All stakeholders — especially the transport association — were encouraged to disseminate information about the meetings via their networks in order to make them feel engaged in and responsible for the events.

presentations. The aim is to inform the target group about the available public transport options and to raise awareness of any restrictions in the framework conditions, so that citizens can understand why certain solutions are not feasible. This measure allows (potential) public transport users to find out information that will make public transport use more attractive, either for whole journeys, or in combination with feeder systems (whether non-motorised or motorised). At the same time, planners receive feedback about their activities.

### School visits: Getting families involved

The aim of school visits is to increase transport awareness and promote alternatives to car usage among families with children at local primary schools.

Children will one day make their own transport choices. Some will end up working in the transport sector and influencing transport development policies. Increasing awareness and promoting sustainable alternatives to car use among children is therefore crucial. As children tend to share what they have heard in school, they can influence their parents' mobility behaviour as well.

In this measure, children are taught how to plan a journey by public transport, how to buy a ticket and how to cycle safely. It can be a good idea to hand out sustainable transport-related gadgets, such as bike lights and high-visibility wrist or ankle bands. Information about the local public transport service can also be shared. It is important to speak the children's language: use plenty of illustrations and avoid jargon and complicated concepts.





#### BEST PRACTICE: Getting children involved

During the SmartMove campaign in Liszki district, Krakow, the following activities took place in order to prepare for measure implementation:

- Schools in the relevant area were identified.
- Contact was made with the directors (by telephone and in person) in order to establish the scope of the measure and a suitable date.
- Appropriate information was prepared specifically for the target group.
- Free gifts/gadgets were selected and obtained.

From the very beginning all the school directors were very enthusiastic about the initiative and provided much-needed technical support. Teachers are generally happy if something new and interesting can be organised for their pupils. It is important to remember that the scope of the presentation and the vocabulary used must be appropriate to the children's age.

PHOTO: Katarzyna Nosal

Campaign participants can provide valuable observations and opinions about the existing situation. Such information should be collected systematically and regularly.



## Collecting feedback

Direct contacts, which are a crucial element of an active mobility consultancy campaign, provide an opportunity not only to motivate people to cut their car trips, but also to gain an understanding of the local situation from a user's point of view and to identify improvements that can reduce barriers to public transport use.

The feedback given by participants in active mobility consultancy campaigns should therefore be collected systematically. Interviews with current and potential public transport users provide public transport operators with information about levels of customer satisfaction and needs for improvement.

It is important to use both open and closed questions in the survey. General questions about a bus line make it possible to analyse the overall situation. The first question should therefore be: "Are you familiar with the bus line?" The rating of the bus line reflects the perceived quality of the line and potentially highlights a need for action.

Open questions, such as "Why don't you use the line?", give participants an opportunity to express their wish to see improvements not only directly in relation to the line, but also potentially in relation to the accessibility of the station or other connected topics.

The following table shows not only examples of answers collected in the different campaigns, but also the organisations to which the campaign organisers provided their feedback.

TABLE 5: Use of feedback in the eight regions

Region	Feedback	Receiver of feedback
Almada	<p>Suggestions for improvements were mostly related to operating times and service frequency.</p> <p>AGENEAL passed on the information provided by participants to the public transport operator, which took it into account when defining future service changes.</p>	<ul style="list-style-type: none"> <li>Local public transport operator</li> </ul>
Burgos	<p>Local bus services are clearly in need of improvement. Timetable changes are ongoing, and services will be offered by a private company during low-demand periods.</p>	<ul style="list-style-type: none"> <li>Local public transport operator</li> </ul>
Euskirchen	<p>Feedback on SmartMove active measures was very positive overall, especially regarding the bus training workshops, the information stand at local events, and the citizen audits.</p> <p>Such positive feedback encourages further improvements.</p>	<ul style="list-style-type: none"> <li>Local municipality</li> <li>Local public transport operator</li> </ul>
Langadas	<p>Feedback received via the questionnaire, including complaints and possible improvements, was shared with the local transport operator at meetings at the transport operator's premises. The transport operator and the municipality participated in selected campaign measures (e.g. focus groups with stakeholders).</p>	<ul style="list-style-type: none"> <li>Local bus operator</li> <li>Local municipality</li> </ul>
Liszki district, Krakow	<p>Respondents made complaints about the public transport service, especially in terms of frequency, bus stop infrastructure and park&amp;ride facilities.</p>	<ul style="list-style-type: none"> <li>Local public transport operator</li> <li>Transport authority</li> </ul>
Oberlausitz-Niederschlesien	<p>Feedback on the campaign was very positive: direct consultations were not common but were very helpful in identifying barriers such as missing information at bus stops or low frequency.</p>	<ul style="list-style-type: none"> <li>Local bus operator</li> <li>Local municipalities</li> </ul>
Waldviertel-Wachau	<p>Feedback generally focused on how to improve schedules, especially bus frequency and operating hours.</p>	<ul style="list-style-type: none"> <li>Local bus operator</li> <li>Local municipalities</li> </ul>
Wittenberg	<p>Feedback about improvements to the public transport system was passed on to the local bus operator and the municipalities. As a result, the local public transport operator will integrate real-time information about demand-responsive buses into its online services and applications.</p>	<ul style="list-style-type: none"> <li>Local bus operator</li> <li>Local municipalities</li> </ul>

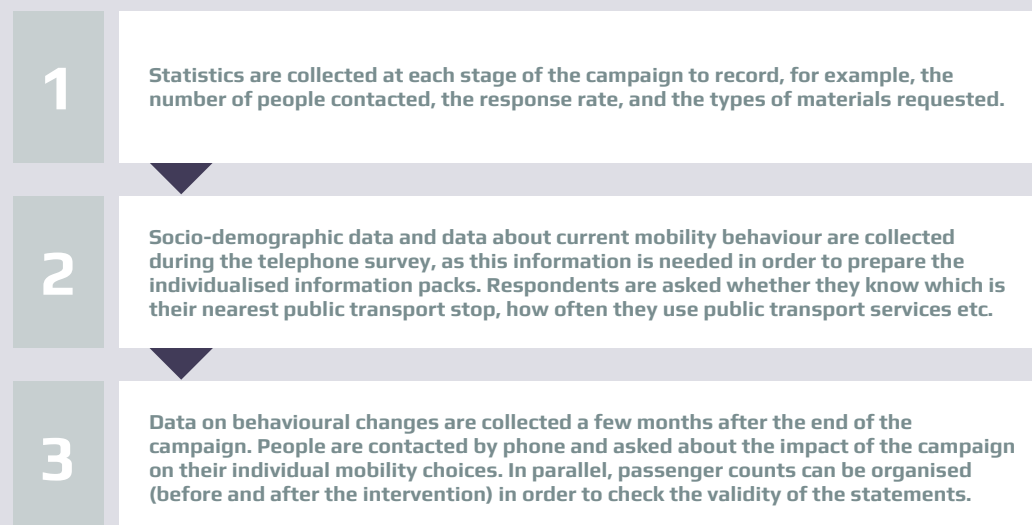
It is essential to evaluate the campaign in order to measure its success. Several options can be used, including passenger counts before and after the campaign implementation.



## Evaluation

It is a good idea to include an evaluation process in the active mobility consultancy campaign, although this will involve a considerable amount of work and the results will inevitably be somewhat subjective.

The SmartMove evaluation concept is made up of three stages:



## Assessing implementation

The evaluation process indicates the success of the completed campaign, and, in particular, the positive environmental impact it has achieved. However, since the main objective of the active mobility consultancy campaign is to provide individually tailored information, the evaluation procedure needs to be built into the campaign itself. Rather than assessing overall impacts only, the evaluation should focus on the implementation process itself.

This process evaluation should be based on indicators related to the performance of the active mobility consultancy campaign (number of people contacted, response rate, information requests etc.). The impact evaluation, on the other hand, quantifies the effects of the campaign by measuring travel behaviour changes and calculating the energy saved or the reduction in GHG emissions as a result of decreasing the number of car trips. The impact evaluation is based on a comparison of mobility behaviour measured via surveys, and passenger counts before and after the active mobility consultancy campaign.

### Before evaluation

Depending on the situation in the implementing region and the data available, the existing situation can be evaluated by one or both of the following approaches:

- Respondents can be asked about their socio-demographic profile as well as their individual travel behaviour in the first stage of the active mobility consultancy campaign. This can be part of the telephone survey carried out in the segmentation phase.
- Passengers using public transport services on the lines relevant to the campaign can be counted, as well as passengers on reference lines in the implementation area.

### After evaluation

The evaluation of campaign results follows the same methodology as the survey related to the “before” situation. Participants can be asked about their travel behaviour by phone after the active mobility consultancy campaign, and/or public transport passengers can be counted on the same lines.







## Section 3

# Conclusions



### Campaign impacts

The eight SmartMove active mobility consultancy campaigns implemented in rural and peri-urban regions in Europe during spring and summer 2015 successfully boosted public transport use. While some of the campaigns engaged more people than others, all those who did take part in the campaigns responded enthusiastically. Once participants were engaged, good results were practically guaranteed.

The eight SmartMove active mobility consultancy campaigns implemented in rural and peri-urban regions in Europe during spring and summer successfully boosted...



## Campaign impacts

The SmartMove project successfully encouraged a significant number of people to shift, or to feel motivated to shift, from car use to public transport use, resulting in both energy savings and CO<sub>2</sub> reductions.

### Changes for the better

Experience from the eight SmartMove implementing regions shows a wide variety in the shares of participants who changed their travel behaviour as a result of the active mobility consultancy campaign. The results differ among the implementing regions, as the success of a campaign is dependent on various exogenous factors, such as the economic situation in the region and the quality of its existing public transport supply.



**More than 110,000 car trips per year are being avoided in total across all implementing regions, with savings in annual travel mileage of 1.6 million kilometres.**

A positive impact on the frequency of bus usage can be seen in all implementing regions: up to 25 percent of participants declared that they use the bus more often (an average of 16 percent across all implementing regions). On average, 36 percent of campaign participants stated that they now feel motivated to use their car less often for daily mobility. However, the wide range in the proportion of motivated people clearly illustrates the influence of the exogenous factors mentioned above. Among those who changed their travel behaviour, an average shift in trips from car to public transport of 2.4 trips per person per week can be identified. If the results are combined, more than 110,000 car trips per year are being avoided in total across all implementing regions, with savings in annual travel

mileage of 1.6 million kilometres. This translates into a reduction in fuel consumption of 115,100 litres per year. Due to the savings in fuel consumption, total CO<sub>2</sub> emissions have been reduced by around 288 tonnes per year across all campaigns.

TABLE 6: Recipes for success

Region	
Almada	During the campaign preparation phase, it was agreed to choose one gift of a higher value rather than various small gifts. Most participants were eager to win the gift – a tablet – and the idea therefore proved successful.
Burgos	If you want to change people's behaviour, you need a really personalised campaign. You need to listen carefully to people's needs, explain the available options, and provide as much information as possible. People tend to pay little attention to general marketing campaigns that don't immediately concern them. In our case, home visits were particularly successful: we received positive feedback about the face-to-face meetings.
Euskirchen	It is important to be present in the region in many different ways and to distribute detailed information about the available public transport services.
Langadas	A face-to-face approach proved effective during the personalised marketing campaign, and a high response rate of over 85 percent was achieved in the active mobility consultancy campaign in Langadas.
Liszki district, Krakow	It is essential to get the most influential stakeholder in the area on board: in Catholic countries, this might be a church representative. As well as targeting adults, it is a good idea to target schoolchildren, who can influence their parents' mobility choices and whose own future behaviour will depend on the information they receive as children.
Oberlausitz-Niederschlesien	Campaigns organised around the posting of information materials should be accompanied by direct, personal contact.
Waldviertel-Wachau	An active mobility consultancy campaign clearly has the potential to reduce energy consumption and CO <sub>2</sub> emissions, especially if the campaign is extended to a wider area or if higher numbers of participants can be attracted through direct contacts.
Wittenberg	In order to reach residents in the target area, it is essential to involve local stakeholders.

Some participants were motivated to buy a public transport season ticket (9 percent on average), thus, for this particular group of participants, a long-term mobility behaviour change can be expected. In addition, a large majority of the target population (between 75 and 97 percent) confirmed that, having participated in the campaign, they now feel better informed about the public transport system in their region. About half of participants, on average, talked about the campaign at home or with other people. This means that they will contribute as multipliers, increasing the impact of the campaign in the future.



## Over to you!

The SmartMove implementing partners gained valuable experience in the process of developing, implementing and evaluating their active mobility consultancy campaigns. The pointers in Table 6 can benefit public authorities and public transport operators during the development of their own active mobility consultancy campaigns, although the approach typically needs to be adapted to the specific needs of the region in which the campaign is implemented.





## Credits

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