Ex ante evaluation - VON area
Deliverable 6.2

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1 Introduction

1.1 Background

The SmartMove project addresses key action on energy-efficient transport of the Intelligent Energy Europe programme (STEER). In line with the Transport White Paper it focuses on passenger transport in rural regions and gives particular emphasis to the reduction of transport energy use.

1.2 The SmartMove project

The delivery of public transport (PT) services in rural areas is faced with tremendous challenges: On the one hand the demographic dynamics of ageing and shrinking societies have particular impacts on the PT revenues depending on the (decreasing) transport demand. On the other hand, PT stops density and the level of service frequency are often of insufficient quality. Thus, there is a need for the development of effective feeder systems to PT stops and for the adaptation of the scarce PT resources to user needs. For the SmartMove project, feeder systems are the different ways of linking a specific region with the back bone PT system, usually a bus or train network or a combination of both. This can be done by improving the walking and cycling facilities to and around the stations, by implementing flexible bus systems or by promoting carpooling or car sharing etc. However, even if sufficient rural PT systems are available, large parts of the population face diverse subjective barriers to use PT. This is even more relevant for PT feeder systems: in many cases citizens are not even aware of their existence or, if they are aware of them, there exist subjective barriers to their use.

These problems are addressed within SmartMove by implementing "Active Mobility Consultancy" (AMC) campaigns for PT lines and their feeder systems in eight rural and peripheral areas in various European countries. The objective of the AMC campaigns within the project aims at promoting the use of PT via personalised travel marketing approach. The word 'active' in the term "active mobility consultancy" has a twofold meaning. On the one hand, it refers to the active process of informing people on PT: it is not PT users, who have to inform themselves about PT services; rather the PT operators that have to inform their (current and potential) customers according to their individual needs. For this purpose, current and potential PT users are contacted to provide them with demand based information via different communication channels. The second meaning refers to several active measures aimed at decreasing subjective barriers such as overestimating prize and travel time whereas underestimating the supply and options to the use of rural PT systems.

The AMC campaigns are more than purely the provision of information: active measures will be offered in addition to the written information and the consultancy talks that are usually applied in similar campaigns. This might include actions like practical traveller training, citizen participation in planning or guided tours for PT feeder schemes. Additionally, information and feedback on user needs can be collected within the AMC campaign. This supports the adjustment of PT offers in line with users' requirements.

The AMC concept used in SmartMove builds on existing approaches, which will be further developed through SmartMove based on the exchange of experience and mutual learning. In particular, we will develop existing AMC approaches along 4 lines:

(i) the adaptation of the existing approach to recent developments,
(ii) the consideration and inclusion of feeder systems into the AMC campaign,
(iii) the development and application of a common monitoring and evaluation method and,
(iv) the adaptation of the AMC concept to specific requirements of the implementing regions.

The result is an easy to use AMC concept that can be applied by PT operators and responsible administrations for public transport all over Europe. The aim is to solve the specific, significant challenges of PT schemes in rural areas.

A main pillar of the concept is the extension of the AMC concept to PT feeder systems as they are crucial factors for rural PT systems. Better knowledge gained on this subject helps to improve public transport in rural areas. From a scientific point of view, the information attained about a feeder system based AMC campaign makes an important contribution to the further development of personalized travel marketing approaches. Even more important, by implementing a large range of dissemination activities, such as webinars and take-up seminars, not only the SmartMove partners, but also a broad range of stakeholders are informed about the manifold possibilities and advantages of an AMC campaign.

Eight rural and peripheral regions in Europe prepare, implement and evaluate a local Active Mobility Consultancy campaign. PT operators achieve insight into the demands of both current PT users and those who do not currently use PT systems, by applying the AMC campaign. If the non-use of PT is caused by hard facts – e.g. the location of the PT stops or schedule organization – PT operators can adapt their services to the demand of potential users. This will increase opportunities to make PT systems attractive for new passengers. Each of the AMC campaigns to be conducted through SmartMove will be based on a shared methodological approach which will then be tuned in practice to the needs of the local specific situation. These include the specific target groups, the specific cultural barriers, barriers and enablers, the type of PT feeder system (a possibility to reach PT stops by individual or public means), the spatial aspect (e.g. compactness vs spread, topography and geography, environment), the socio political aspects at the appropriate decision making level, the administrative aspects, the economic aspect and the planning aspects. Within each region, we have defined targets of several hundreds of households to be contacted. As a result, we expect a substantial mode shift to public transport, which in turn will lead to a substantial increase on energy efficiency, a decrease of resources consumed and a reduction of the greenhouse gas emissions caused by road traffic.

1.3 Content of this Deliverable

The impacts of the AMC campaigns are evaluated in a process- and output evaluation. Output evaluation refers to the measurement of the direct quantitative effects of the campaigns, e.g. mode shift or the number of additional public transport passengers.

This information is used as input to calculate secondary effects of the campaigns, e. g. the reduction of CO_2 emissions. Based on this, a cost-benefit analysis and a cost-effectiveness analysis are calculated. Statistical figures of the process are collected at each stage of the campaign, e. g. number of people contacted, response rate, figures about materials ordered etc., in order to identify factors of success or failure of the AMC campaigns (process evaluation). Interviews with current and potential public transport users give additionally information to public transport operators about customer satisfaction and the needs of improvement.

The aim of this deliverable is to present and evaluate key figures that had been collected before the AMC campaigns were conducted. The profile of the implementation area contains relevant information on socio demographic factors and the existing mobility behaviour of the inhabitants and participants. These framework conditions may help to explain divergent campaign impacts amongst the different implementation areas in the later stages of the project. The variables describing the characteristics of the participants of the campaign are the core elements of evaluation. Furthermore this deliverable presents the participants' diverse motivations to use or not to use public transport services as well as the responses obtained from the people who chose not to participate prior to the campaign.

2 Data collection

2.1 Data collection – profile of implementation area

A literature review was carried out to obtain the relevant information for the profile of the implementation area. The sociodemographic figures have been retrieved from the website of the statistical office of Saxony and from the national statistical office (DESTATIS).

The national travel survey "Mobilität in Deutschland" (MiD), commissioned by the Federal Ministry of Transport and Digital Infrastructure, provided data for the evaluation of the mobility pattern of the inhabitants. The household based survey has been conducted in 2008. The next time will be just 2016, so that the figures in this report are unfortunately already a little older. MiD data is available at a Federal State level and can then be detailed by regional types. The implementation area, which comprises municipalities with populations between 1,600 and 6,300 inhabitants, belongs to the category "big rural municipalities".

2.2 Data collection - situation before

Two MS-excel based date sheets have been prepared before the campaign: the first one is containing the contact details and the individual status of the campaign, and the second one is containing details about the mobility behaviour of the participants. Data are collected for each person individually; that is data of a person are entered individually in one row of the database.

- The contact sheet is structured as follows: ID, name, address, phone number, contact status, ordered material, delivery status, ex-post status etc.
- The mobility sheet is structured as follows: ID, modes used last week, knowledge about the line, rating of the line, suggestions for improvement, frequency of use, reasons for using/not using, bike use, purpose of travel, comments etc. This sheet contains information from the ex-ante questionnaire done by phone or online survey.

The general information (name, address, phone number) and some basic characteristics about the people's mobility behaviour were provided on the answer cards that the participants returned to the VON. More detailed information about the mobility habits and the desired information material came up during the individual phone calls or – in some cases – in the online questionnaire, which contained exactly the same questions as those we asked on the phone. Online participants either filled in the questionnaire directly after having received the link appearing on the flyer, or they initially sent back an answer card without giving their phone number whereupon we invited them to participate online.

3 Profile of the implementation area

The implementation area is located in the East of the Free State of Saxony, near to Poland and Czech Republic. Görlitz is the easternmost town in Germany, situated on the river Lusatian Neisse. It has about 54,400 inhabitants, whereas the four other municipalities affected by the bus line 147 only count between 1,600 and 6,300 inhabitants. Görlitz is the main city in the district of Görlitz but for historical administrative reasons especially Herrnhut still has important connexions with Löbau and Zittau.

The landscape is undulating and lies between approximately 300 and 450 m above sea level.

The gross domestic product of the district of Görlitz (Landkreis Görlitz) is between 20,000 and 22,000 € per capita[1]. The Free State of Saxony has a GDP per capita of 23,500 €.

The AMC campaign aims to improve the use of the bus line 147 (Görlitz - Bernstadt - Herrnhut). The actual SmartMove implementation area does not cover the totality of the municipalities mentioned before, as some localities are too far from the route of the bus line 147. Inhabitants of the Southern localities of Görlitz have not been included either. The localities belonging to the implementation area are Herrnhut town centre, Altbernsdorf and Bernstadt town centre, Schönau-Berzdorf town centre and Friedersdorf (part of Markersdorf).
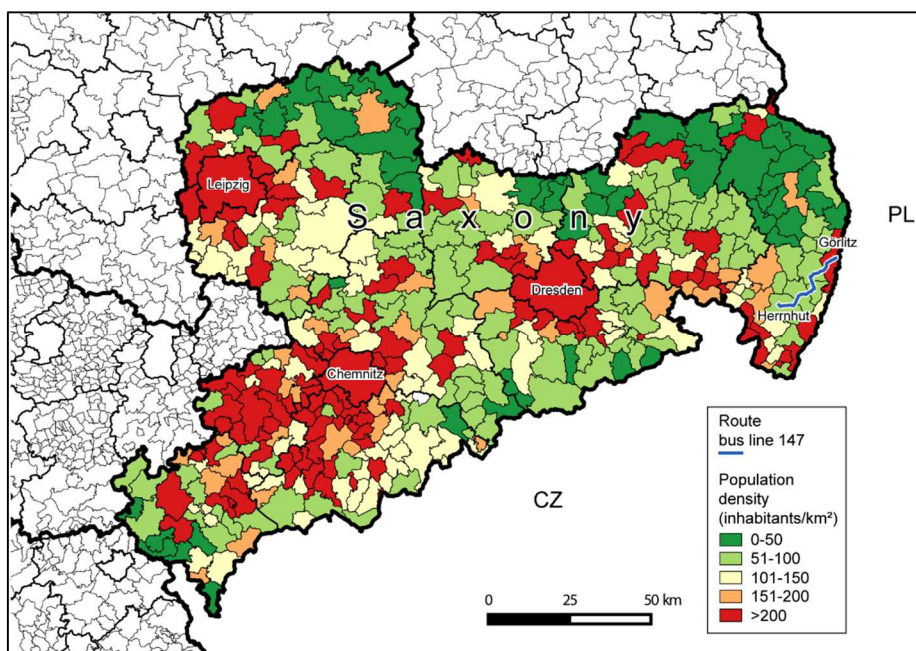

Figure 1: Population density of Saxony per municipality[2]

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[1] Statistisches Landesamt Sachsen, 2012
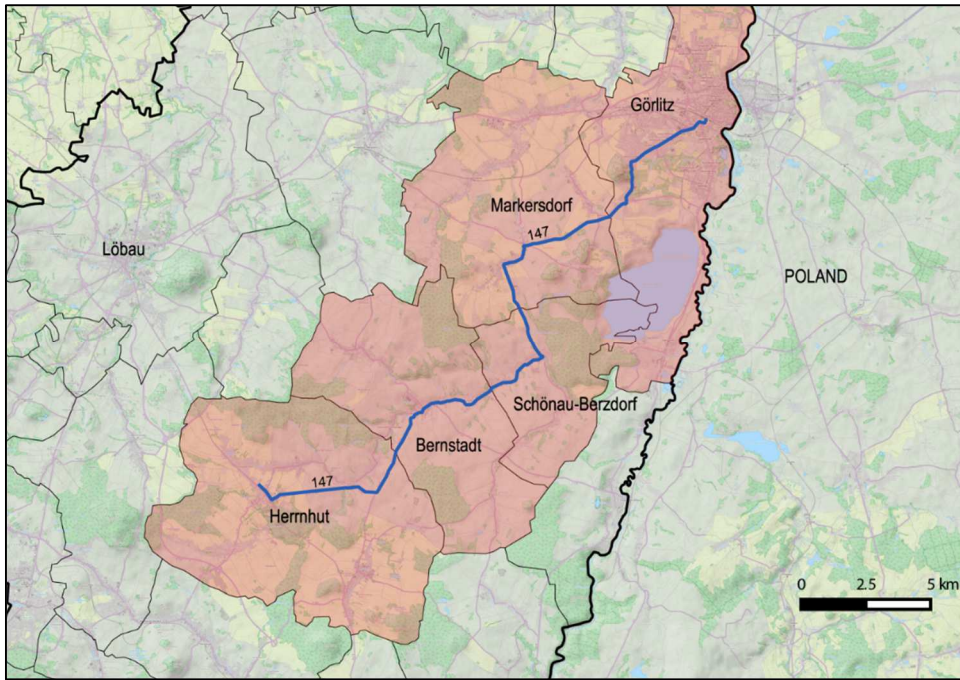[2] DESTATIS 2015, cartography: author

Figure 2: Municipalities affected by the bus line 147

Table 1: Profile of the VON implementation area (population and transport demand)[3]

Category	Variable name	Variable label	4 entire municipalities (without Görlitz)	Localities along the bus line 147 (targeted population)
Implementation Area	Area	Area total	206 km²	~ 60 km²
Population	Population	Inhabitants total	15,337	4,926
		Population density	74,5 inh./km²	~ 82 inh./km²
		Population change over the last decade [2000-2010]	-11.6 %	…
	Gender	Men	50 %	48 %
		Women	50 %	52 %
	Age	Age class (< 18 years old)	15 %	14 %
		Age class (18 - 64 years old)	62 %	59 %
		Age class (> 64 years old)	23 %	26 %
	Professional status[4]	Labour force, occupied	43 %	…
		Labour force, not occupied	4 %	…
		Not in labour force (school, home duties…)	53 %	…
	Educational status[5]	secondary education	78 %	…
		higher education	9 %	…
		not specified[6]	13 %	…
Transport demand[7]	Modal split	Car drivers	48 %	
		Car passengers	17 %	
		Public transport	4 %	
		Cycling	6 %	
		Walking	24 %	
	Trip rate	Number of trips per day and person	3.0 trips/day	…

Table 1 presents the sociodemographic figures of the implementation area. The area is concerned by an important population decrease amounting to 11.6 % within the decade 2000-2010. This is in line with the trend of the district of Görlitz (-14.3 %). The whole country only lost 0.6 % of its population within this period[8]. It is a known fact that Eastern Germany faces big population losses since the fall of the Berlin Wall. In 2016

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[3] Source: Statistisches Landesamt Sachen 2011-2014, unless otherwise stated

[4] Data for the district of Görlitz

[5] Data for the district of Görlitz

[6] Incl. children under 15 years and students at schools of general education

[7] Mobilität in Deutschland (MiD 2008; territorial unit: Saxony, big rural municipalities)

[8] DESTATIS

only, a trend reversal has been registered but mainly concerning the big cities in Eastern Germany. Rural regions in Saxony continue loosing inhabitants.

The percentage of old people in the implementation area is higher than in the whole country (21 % of the Germans are older than 64, compared to 26 % in the localities along the bus line). Children and adults in working age are underrepresented (Germany: 16 % are under 18, 63 % are between 18 and 64[9]). The reasons of this age distribution are mainly job migration to the Western part of Germany and to the big cities (Dresden, Berlin etc.) and a low birth rate.

Within the implementation area 43 % are in labour force and occupied (Germany: 49 %[10]), 5 % are in labour force and not occupied (Germany: 3 %) and 53 % are not in labour force (Germany: 48 %). These figures underline the economic and demographic weakness of the region.

Two thirds of all ways in the implementation area are covered by car (48 % as driver, 17 % as passenger). Only 4 % of the ways are travelled by public transport. In Germany, the share of public transport is higher (9 %) whereas the share of the car is lower: 43 % as driver, 15 % as passenger[11]. The figure for bike use is smaller in rural Saxon municipalities than the German average (10 % in Germany). Walking share is 24 % both in the implementation area and in Germany. The low pt/car ratio results from the rural character of the region and reflects the quality of the public transport supply.

The mean number of trips per person and day in the implementation area is 3.0 whereas the figure for Germany is 3.4[12].

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[9] DESTATIS 2011
[10] DESTATIS 2014
[11] Mobilität in Deutschland (MiD 2008)
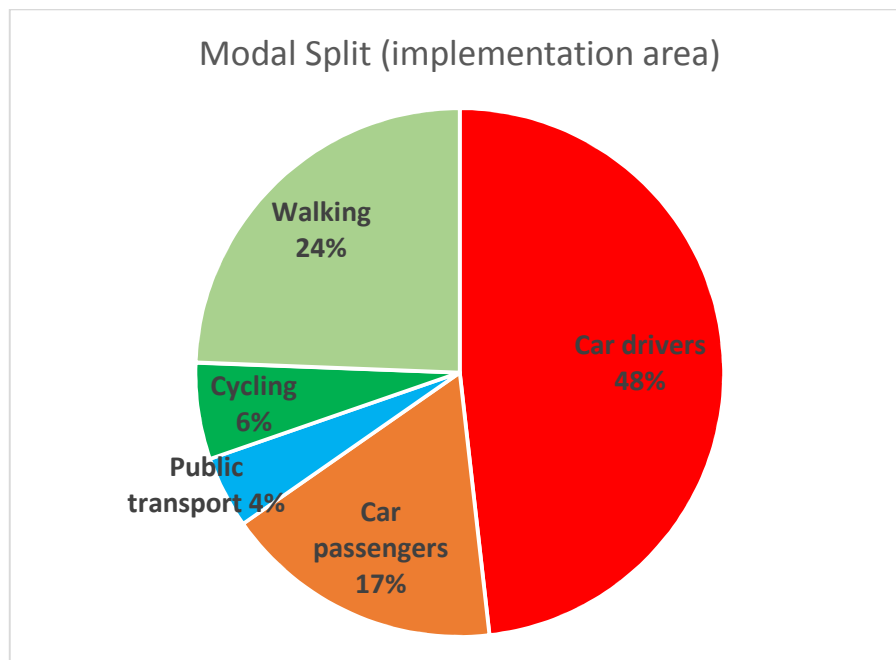[12] Mobilität in Deutschland (MiD 2008)

Figure 3: Modal Split of modes used in the implementation area[13]

Table 2: Profile of the VON implementation area (public transport supply)

Category	Variable label	Value
Public transport[14] (all bus lines that have connections to the promoted bus line 147)	No. of bus lines in the area	12
	No. of connections per line, direction and workday - 22	2/1 (direction 1/ direction 2)
	No. of connections per line, direction and workday - 27	16
	No. of connections per line, direction and workday - 41	5
	No. of connections per line, direction and workday - 42	14/16
	No. of connections per line, direction and workday - 43	4/3
	No. of connections per line, direction and workday - 44	5
	No. of connections per line, direction and workday - 45	7/8
	No. of connections per line, direction and workday - 46	7/11
	No. of connections per line, direction and workday - 54	4/5
	No. of connections per line, direction and workday - 61	6/8
	No. of connections per line, direction and workday - 146[Fehler! Textmarke nicht definiert.15]	7/8
	No. of connections per line, direction and workday - 147[Fehler! Textmarke nicht definiert.15]	**6**
	No. of connections per line, direction and Sat, Sun, public holiday – 22	0

[13] Mobilität in Deutschland (MiD 2008)

[14] Most bus lines serve different sections during the day, do not always serve an identic route

[15] One connection as call-a-bus service

No. of connections per line, direction and Sat, Sun, public holiday – 27	6
No. of connections per line, direction and Sat, Sun, public holiday – 41	0
No. of connections per line, direction and Sat, Sun, public holiday – 42	0
No. of connections per line, direction and Sat, Sun, public holiday – 43	0
No. of connections per line, direction and Sat, Sun, public holiday – 44[16]	4
No. of connections per line, direction and Sat, Sun, public holiday – 45	0
No. of connections per line, direction and Sat, Sun, public holiday – 46	0
No. of connections per line, direction and Sat, Sun, public holiday – 54	0
No. of connections per line, direction and Sat, Sun, public holiday – 61[16]	5
No. of connections per line, direction and Sat, Sun, public holiday – 146[16]	3
No. of connections per line, direction and Sat, Sun, public holiday – 147	**0**
No. of seat km per workday in the area (line 147 only)	14,404 seat km per workday
Average trip length of PT-users[17]	19,3 km

Table 2 shows all bus lines that have connections to the promoted bus line 147 which is one of the lines with the lowest frequency in the region. Its operation time is from Monday to Friday, excepted bank holidays. The first and the last course (morning and evening) are shortened with start/end in Bernstadt instead of Herrnhut. The evening course is a call-a-bus service. The bus lines 42 and 27 are the main lines in the region operating hourly. A considerable week-end supply can be found on line 27 only.

The average public transport trip length is 19.3 km[18] in rural Saxon municipalities (Germany: 21.3 km).

Table 3: Profile of the VON implementation area (private car)

Category	Variable name	Variable label	Value
Private car		Car ownership rate[19]	541 cars/1,000 inhabitants
		Average trip length[20]	12.1 km
		Average fuel consumption per car[21]	0.076 l/km
		Average CO2 emission per car[22]	191 g/km
		Average trip duration[20]	21.7 [min]

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[16] All connections as call-a-bus services

[17] Mobilität in Deutschland (MiD 2008)

[18] Mobilität in Deutschland (MiD 2008)

[19] Statistisches Landesamt Sachsen 2014, territorial unit: District of Görlitz

[20] Mobilität in Deutschland (MiD 2008)

[21] ADAC 2008, territorial unit: Germany. No detailed information is available here.

[22] Calculation according to ADAC 2008, DEKRA, Kraftfahrtbundesamt 2015

The key figures for the category 'private car' can be seen in Table 3 above. The car ownership rate of the implementation area is as high as the German average (540 cars/1,000 inhabitants). One would expect a higher car ownership rate due to the rural characteristics of the region but probably the low GDP per capita and the particular age structure are reasons for the low car ownership rate.

Concerning the average trip length and trip duration the figures for the implementation area are close to the German average: the average trip length is 14.7 km and the average duration is 20.9 min.

4 The situation before the implementation

Two aspects have been collected before the campaign:

- Variables describing the characteristics of participants in the campaign (people who showed interest by answering the initial letter)
- Variables describing characteristics of those who received the initial letter but who did not react. Some phone calls were made randomly in order to persuade the people of participating and to understand their reasons of non-participating.

4.1 Participants of the campaign

Variables collected from participants are the core elements of evaluation of the campaign. The following information was collected to enable an impact analysis after the campaign has been carried out. To document a change in the participants' mobility pattern, their use of different modes of travel has been documented before the campaign takes place. Furthermore the participants have been asked to name their reasons for using or not using the available public transport services in the implementation area. The participants were also asked to list possible improvements of the bus line services.

Table 4: Variables reporting the situation before – modal split of participants

Category	Variable name	Average number of days per week that the modes have been used
Modal split of participants (n = 119 persons)	Car and motorcycle drivers	1.8
	Car or motorcycle passengers	0.9
	Public transport	1.2
	Cycling	1.6
	Walking	3.7

Table 4 presents the data obtained during phone interviews with the participants. They have been asked on how many days during the last week they had used the relative transport modes. The corresponding percentages are illustrated in Figure 4. Walking is definitely the most popular travel mode within the sample. On average, the participants go on foot every second day, more often than they use a car as a driver, which is the second most popular mode. The average participant uses the car 1.8 days per week as a driver and 0.9 days per week as a passenger. The bike is used on 1.6 days per week, and the public transport is used on 1.2 days per week.

In comparison to the modal split of the implementation area, shown in Figure 3, there a big differences. Car use as a driver averages 48 % in the implementation area instead of 20 % within the Smartmove sample. Going by car as a passenger has a 17 % share in the implementation area and only 10 % within the sample. In contrast, public transport use, cycling and walking are much more popular amongst the participants than on a regional average.

The explanation is obvious: The AMC campaign reached an above-average number of households without a car. Within the sample, 43 % of the households did not have a car, whilst the regional average is only 18.5 %[23]. The respondents to the campaign were mainly elder people. Even those who have a car often said that they use it quite rarely. Thus, even before the implementation, the participants are much more public transport oriented than the average.
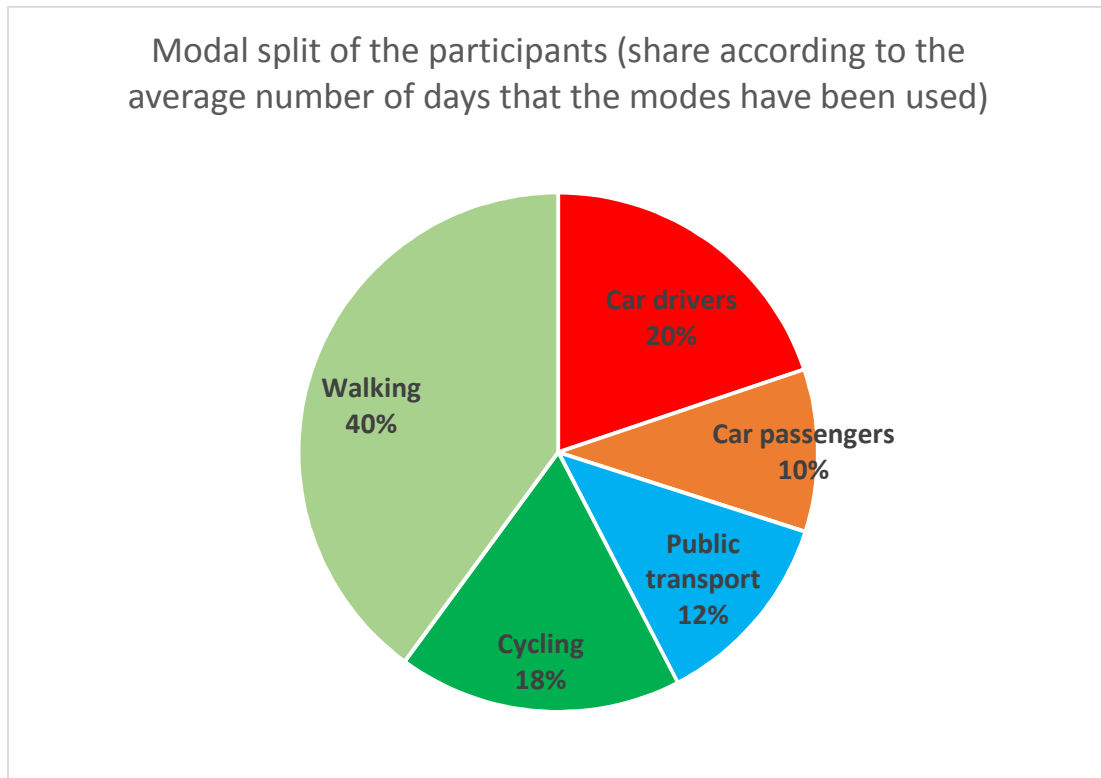

Figure 4: Modal split of participants

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[23] Mobilität in Deutschland (MiD 2008)

Table 4-2: **Variables for reporting situation before – line usage of participants**

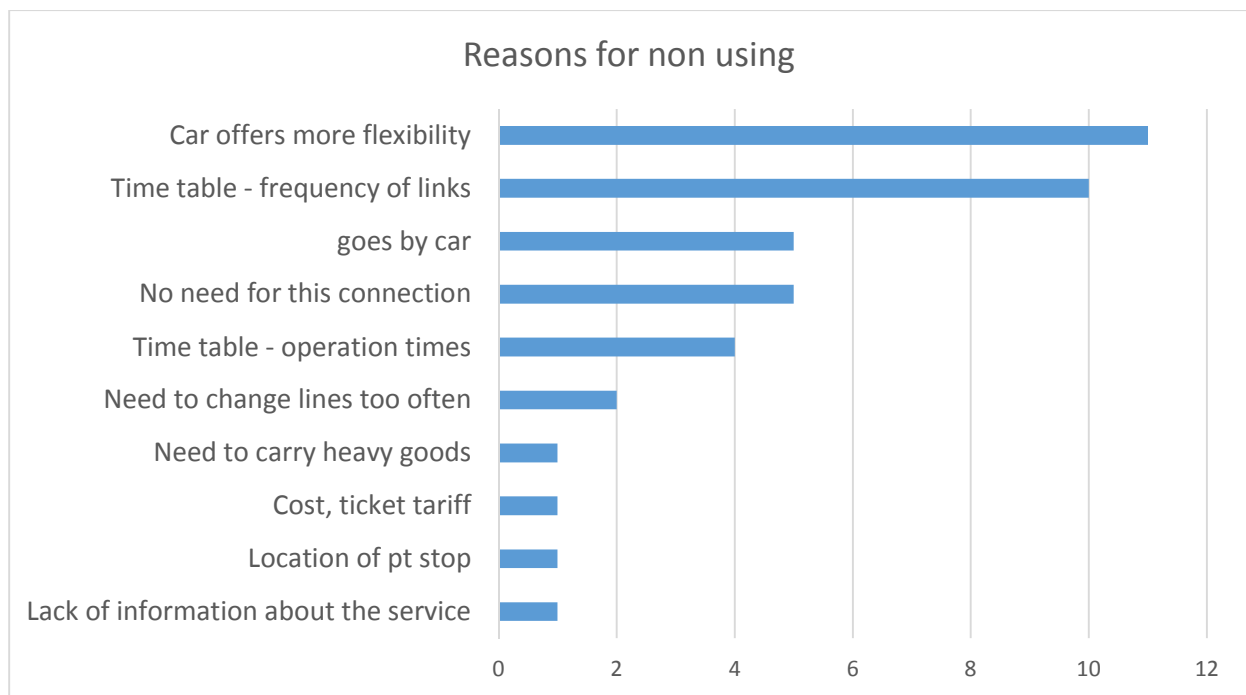| Category	Variable name	[Unit]
Usage of line of participants	People, who know line 147	96 % (201 out of 209)
	People, who never use line 147	25% (50 out of 202)
	People who use line 147 less than once a month	38% (77 out of 202)
	People who use line 147 less than once a week	23% (47 out of 202)
	People who use line 147 at least once a week	14% (28 out of 202)
	Average rating of performance of line 147	7.79 out of 10[24] (n=102 people)
	Average number of days of those people using line 147 at least once a week	1.89 days a week (n=19 people)
	People possessing season ticket for the public transport	12.5% (15 out of 120 people)

The bus line 147 is known to a huge majority amounting to 96 % of the participants. Only 25 % never use the bus line. 38 % use it a few times per year and 23 % less than once a week but several times per month. 14 % use it at least once a week. These figures show that the AMC campaign generally reached people who are already used to the bus line but who use it quite rarely. Only one in eight participants possesses a seasonal ticket (mostly reduced tickets for elder persons or passes for disabled persons). The average satisfaction with the line is quite good: 7.8 points out of 10 on average.

Reasons for using/not using the public transport line and possible improvements have been collected in the form of open answers, and classified in order to be able to compare the results between the different implementation areas. The list of answer categories from the first draft (see Deliverable D6.1) has been extended based on the open answers given by the participants. The additional categories are marked in green/italic style.

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[24] Where 1 equals poor and 10 equals best performance

Table 5: Classification of open answers – reasons for not using line 147

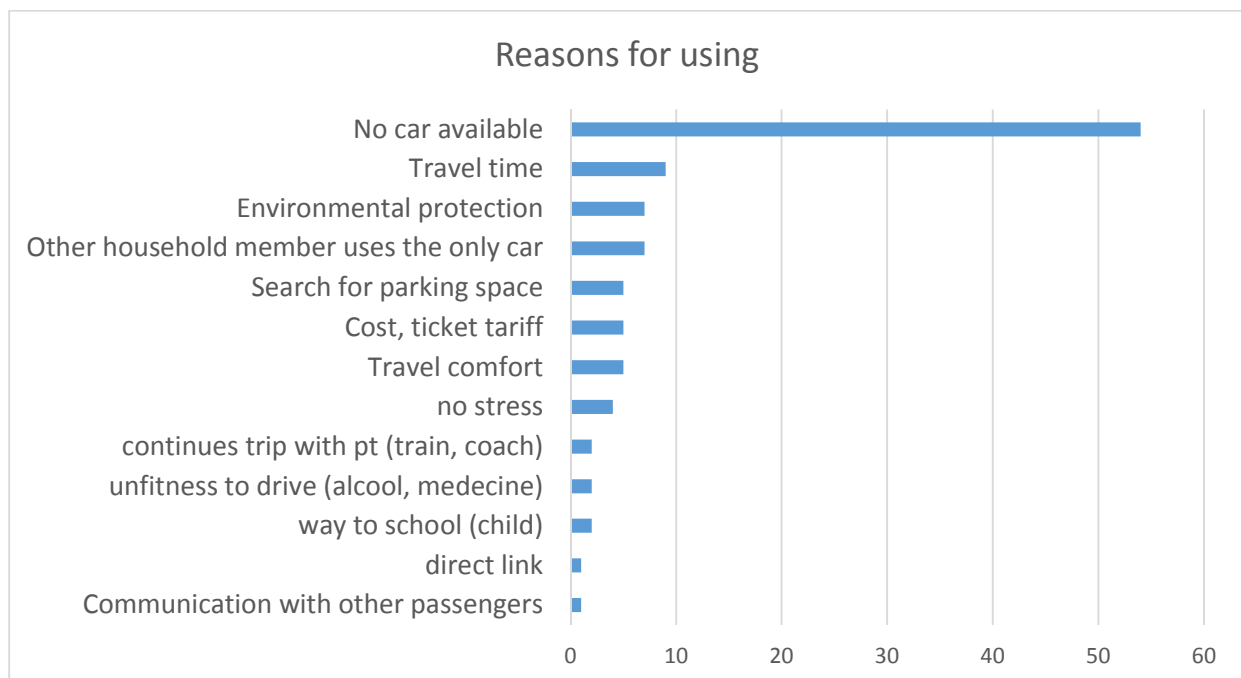| Reasons	n=41 responds from 38 people	[%] - of 125[25] people have named this reason
Car offers more flexibility[26]	11	9 %
Time table – frequency of links	10	8 %
Goes by car[26]	5	4 %
No need for this connection[26]	5	4 %
Times table – operation times	4	3 %
Need to change lines too often	2	2 %
Need to carry heavy goods	1	1 %
Cost, ticket tariff	1	1 %
Location of pt stop	1	1 %
Lack of information about the service[26]	1	1 %

Figure 5: Reasons for non-using line 147

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[25] 125 is the number of filled ex ante questionnaires (phone or online survey)
[26] Additional categories have been created

Table 6: Classification of open answers – reasons for using line 147

Reasons	n=104 entries from 81 people	[%]- of 125[27] people have named this reason
No car available	54	43 %
Travel time	9	7 %
Environmental protection	7	6 %
Other household member uses the only car[28]	7	6 %
Search for parking space[28]	5	4 %
Cost, ticket tariff	5	4 %
Travel comfort	5	4 %
No stress	4	3 %
Continues trip with pt (train, coach)[28]	2	2 %
Unfitness to drive (alcohol, *medicine[28]*)	2	2 %
Way to school (child)[28]	2	2 %
Direct link	1	1 %
Communication with other passengers[28]	1	1 %

Figure 6: Reasons for using line 147

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[27] 125 is the number of filled ex ante questionnaires (phone or online survey)

[28] Additional categories have been created

For many people it was obvious that, as long as they can use a car, they don't use the bus because the car offers more flexibility (most frequent answer with 9 % of all participants). 4 % even said the reason for non-using is simply the fact that they "have a car", without giving further explanations. For 8 % the frequency of links is not sufficient, e.g. it is not possible to reach the workplace at a certain time. 4 % said they don't need this connexion because they never go to Görlitz or another municipality served by the bus line 147. 3 % would take the bus if there were links in the early morning, in the evening or at the weekend. 2 % do not use the line 147 because they would have to take another bus to reach it. The need to carry heavy goods, the tariff, the location of the stop or a lack of information each were mentioned only once.
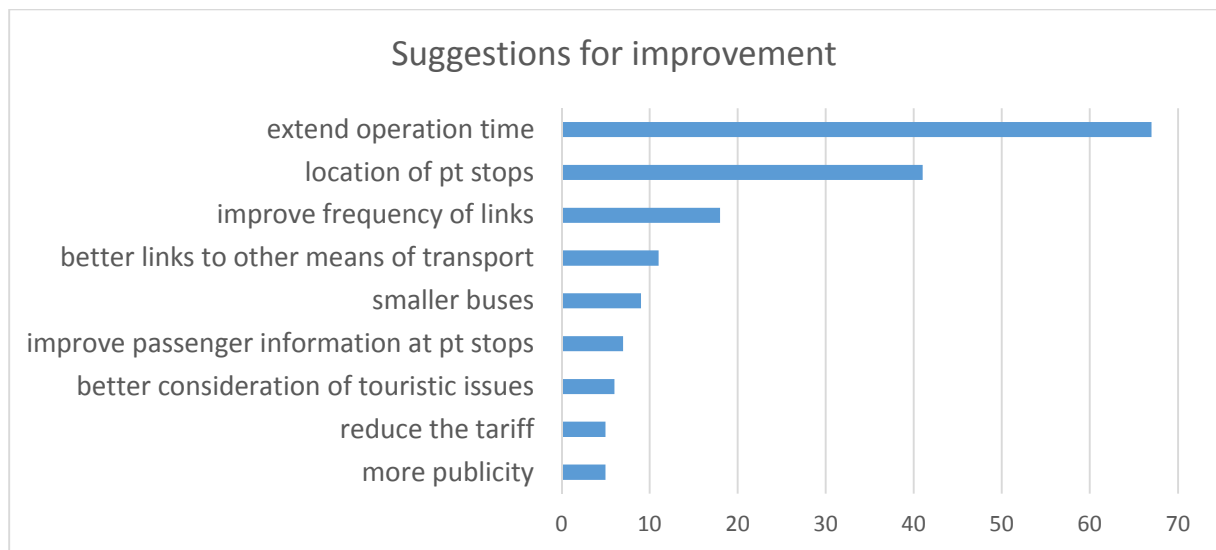
People using the bus mostly don't have the choice because they don't have a car. In the Upper Lusatia, a big part of the elder women never got the driving licence. If these women live alone or if their husband is not able to drive anymore, they totally depend on the bus (or on neighbourly help/younger family members). 43 % of the participants have named this reason for using the bus, which clearly shows that the campaign mainly reached these elder, often female persons. 7 % approve the short travel time. 6 % use the bus because another family member uses the only car. 6 % also cited environmental reasons, nearly all of them were online participants (probably younger people). Other arguments are the travel comfort, the costs and less stress. The distribution of the answers shows that only few people deliberately choose the bus after having weighted the alternatives. In fact, most current users depend on the bus.

Table 7: Classification of open answers – suggestions for improvement of the PT service

Suggestions for improvement	n=180 entries from 145 people	[%]- of 223[29] people have named this reason
Extend operation time	67	30 %
Location of pt stops	41	18 %
Improve frequency of links	18	8 %
Better links to other means of transport[30]	11	5 %
Smaller buses	9	4 %
Improve passenger information at pt stops	7	3 %
Better consideration of touristic issues	6	3 %
Reduce the tariff	5	2 %
More publicity	5	2 %
(Other)	11	5 %

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[29] 223 is the number of persons manifesting their interest by either returning an answer card or by filling in the online survey. Not all of them could be reached by phone for the ex ante questionnaire but many persons already gave suggestions for improvement on the answer card.

[30] Additional categories have been added

Suggestions for improvement

Figure 7: suggestions for improvement

One third of the participants desire bus rides in the morning, in the evening and/or at weekends. This would allow them to use the bus on their way to work, to attend evening/weekend events in Görlitz, or to do hospital visits at the weekend. 18 % criticise that the bus 147 doesn't serve a pt stop close to their home. In fact, the bus 147 has been conceived to offer a quick link between Herrnhut and Görlitz, accepting that some localities are omitted. 5 % wish better links to other means of transport, e.g. to (private) long distance coaches or regional trains. Several participants expressed that they absolutely need the bus line 147 and that they worry about its withdrawal. Apparently, the campaign had a share in this apprehension. So, some tried to give us advice how to "save" the line (use smaller buses in order to reduce the costs, do more publicity). 3 % complained about unreadable or missing passenger information at the pt stops and 3 % suggested to take into consideration touristic issues like bike transport. Only 2 % stated a tariff reduction, which shows that the price is not an obstacle.

4.2 Persons who did not participate in the campaign

It is always difficult to get information from persons who are not willing to participate in a survey or campaign. 21 phone calls have been made randomly by searching for the phone number in the directory. Depending on the approach of contacting people and their personal patience, it is obvious that information cannot be collected from everyone. The following figures emerged from the random phone calls[31]:

Table 8: Variables reporting the situation before / non-participants

Category	Variable name	Unit
	People who know the bus line 147	11 out of 13 persons
	People who use the bus line 147	2 out of 19 persons

Calculating percentages does not make sense considering these low figures. However, a general trend can be observed: The bus line is well known among non-participants as well as among participants (96 %, see above). In contrast, only very few non-participants use the bus line whereas three-fourth of the participants use it at least some times per year. This confirms that non-users were not very interested in the campaign.

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[31] Consider the very low figures and the limited representativeness.

5 Summary and conclusion

The Ex ante Evaluation presents the data collected before the implementation of the AMC campaign. This includes figures describing the implementation area, the participants' mobility behaviour and their perception of the public transport services within their municipalities.

The variation in modal split is considerable when comparing the results of the participants and the general data of the implementation area. The statistical mode distribution of the implementation area shows a car usage of 65 % whereas the participants of the campaign exhibit a lower percentage of only 30 % - less than a half. The participants' public transport usage (12 %) exceeds by far the general percentage in the implementation area (4 %).

The participants have no car at 43 % (regional average: 18.5 %). Nearly everyone already knew the bus line before the campaign (96 %). 75 % of all participants use the bus line but they are rather occasional users. Those who don't use the bus line, often stated that the bus is not an alternative at all, or that the poor frequency of links is a constraining factor. Those who use it are often captive riders in default of car availability. According to the participants, the performance of the bus line could be improved by, above all, extending the operation time and making little detours in order to serve more localities.

Based on these findings the impact of the AMC-campaign will be assessed at a later stage of the SmartMove project. Furthermore the profile of the implementation area can be used as a frame of reference to allow comparability across the different implementation areas of the SmartMove project and analyse possible relations between these framework conditions and the campaign itself.

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