

Ex post evaluation - VON area

Deliverable 6.3

VON Verkehrsverbund Oberlausitz - Niederschlesien GmbH
Hans Jürgen Pfeiffer & Ilka Hunger
(with support by ISUP GmbH, Dresden)

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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 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 project by implementing “Active Mobility Consultancy” (AMC) campaigns for PT lines and their feeder systems in eight rural and peripheral areas. 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 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. 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 CO₂ emissions. 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 during and after the AMC campaign. There are six aspects, which are analysed for this matter:

- (1) Significant changes of the framework conditions during the AMC campaign, if any (e.g. modifications in the public transport supply), need to be documented.
- (2) The experiences made with the implementation process, the participation and the cost of the AMC campaign. These data were collected by the staff responsible for the implementation of the campaign.
- (3) Any changes in behaviour, information level and attitude of the participants of the AMC campaign. These data were collected in personal interviews with the participants after the AMC campaign. In the course of the ex-post analysis, some questions were repeated to see, if changes occurred before and after the AMC campaign. Additional questions were included to be able to understand the perception of or experience made during participating in the AMC campaign.
- (4) Requested and delivered information material and other items in the course of the AMC campaign. This was recorded by the staff responsible for the implementation of the campaign.
- (5) Comparison with external data. In parallel to the campaign, bus passenger counting took place before and after the implementation of the AMC campaign, which allows a plausibility check, if results are in line with the statements of the participants.
- (6) IEE indicators as impact of the AMC campaign. These data were calculated based on the information collected above. Additionally, these results were compared with the targets defined in the beginning of the project.

2 Framework conditions during the implementation of the AMC campaign

In the VON region no significant changes of the framework conditions were observed during the implementation of the AMC campaign. The public transport supply remained basically unchanged between spring 2015 and autumn/winter 2015/2016 (and the modifications caused by the timetable change in December 2015 have only marginal importance). The only changes are based on typical seasonal transport, such as some bus routes mainly serving schools did not run during school holidays. The utilization of the bus line 147 for touristic purposes is not very significant. Local touristic destinations like the Zittau mountains, Berzdorf lake and Görlitz old town should not have much impact on the line 147.

The prices for the public transport kept unchanged during and after the AMC campaign, but the price for fuel at petrol stations significantly decreased during the campaign. The road infrastructure for cars, cyclists and pedestrians remained unchanged in the region. Nevertheless, possible external effects can be expected which could have an impact on the results of the AMC campaign, but these are of minor significance and will be discussed when analysing the results of the AMC campaign in the relevant chapters of this document.

3 Process evaluation and cost of the AMC campaign

The process evaluation includes the response of the target groups for the dialogue marketing and the active measures part of the AMC campaign, including its costs and the experiences made in the course of the implementation of the AMC campaign.

3.1 Response towards the dialogue marketing part of the campaign

The process of the dialogue marketing campaign is evaluated by collecting information about the response of the people contacted according to the standardised list of variables below. The response illustrates the resources needed in order to receive the envisaged amount of participants (Table 3-1).

Table 3-1: Variables for reporting the response towards the dialogue marketing

Category	Variable name	Number of households	Number of persons ¹	
Response	People contacted with initial letter (gross sample)	1 st phase: 656 2 nd phase: 1125	1 st phase: 1446 2 nd phase: 2480	
	Persons who sent back the reply card as reaction to initial letter	161 ²	355	
	Persons who filled in reply card during active measure or who sent it back via mail as reaction to active measure	57 ²	126	
	Persons to whom communication could be established via telephone (to collect information orders as well as ex ante mobility data and household data) after having received their reply card	123	282 ³	
	Persons who participated in online survey (including order form) as reaction to initial letter ⁴ . Individual phone contact was not necessary.	16 ²	44 ⁵	
	Non-responding persons contacted randomly by phone in order to convince them to send back reply card	21	46	
	<i>of whom could not be convinced</i>	21	46	
	<i>Persons reached, but not in the target group</i>	<i>All persons contacted are part of the target group</i>		
	Profile of all persons to whom communication could be established (123 phone calls + 16 online participants = 139) ³ :			
	Persons with no need for further information (147 users)	27	62	
	Persons with no need for further information (147 non-users)	6	14	
	Persons with need for further information (users)	72	165	
	Persons with need for further information (147 non-users)	34	78	

Considering the two distribution phases with a total of 1,781 initial letters sent to the households, a response rate of 9 % was achieved (161 reply cards). Active measures resulted in another 57 reply cards, either directly filled in at the venue of the active measure or returned by mail some days later. From these 218 reply cards (without counting multiple participations), 123 households could be reached via telephone. The main reason for this big difference was that contact details on the reply cards were missing or incomplete, even after a number research in the phone directory.

¹ No. of persons = no. of households multiplied by 2,20 (mean value for localities along the bus line)

² Figure without multiple participations

³ No. of persons = no. of households multiplied by 2,29 (mean value for contacted households)

⁴ In some cases maybe as reaction to active measures where the survey URL had been communicated

⁵ No. of persons = no. of households multiplied by 2,77 (mean value for online participants)

16 households participated in the online survey (without counting multiple participations from those who had already sent a reply card) where they could both answer the ex ante questions and order information material. The survey URL has been communicated during the second distribution phase of the initial letter, which means a response rate of 1.4 % when only counting new participants and a response rate of 2 % when counting the overall number of households who reacted to the online survey (22 persons).

All in all, 139 households participated. A majority of them (106 = 76 %) of them needed further information, of whom one third never uses the bus line 147. 33 households did not need information, mainly because they already feel well informed. Most of these 33 households participated because they wanted to make a comment on the bus supply or to underline the importance of the bus line for the region.

Figure 3-1 shows the segmentation of the participants, distinguished between users and non-users of the bus line 147 and between those with and without information needs. 71 % of the participants use line 147 more or less regularly, only 29 % never use this line. The comparison with the public transport share in the ZVON area, which is 8 %⁶, clearly shows that the campaign reached above all households with an existing pt affinity.

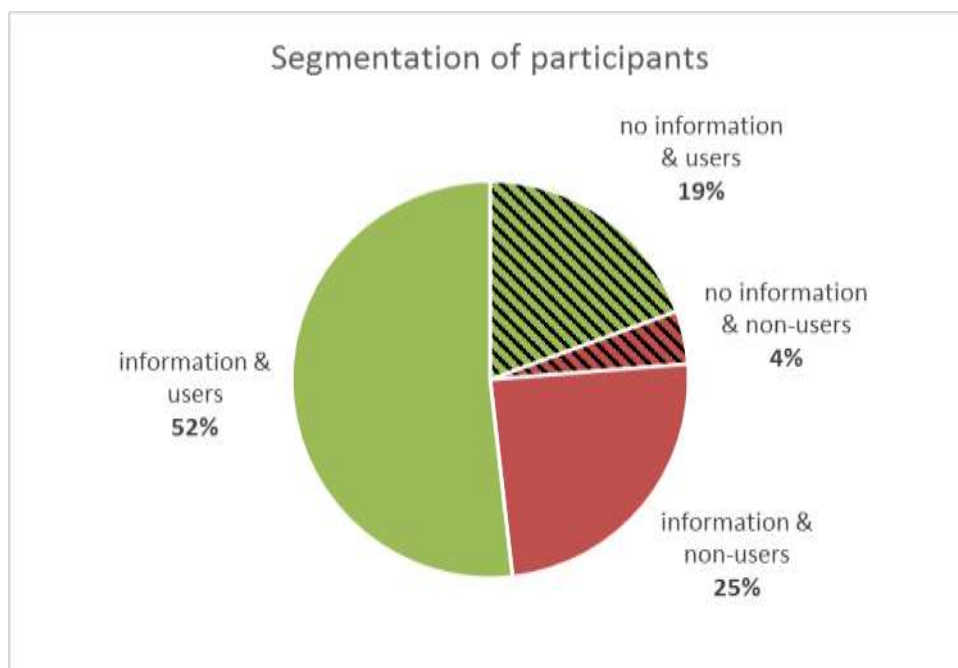


Figure 3-1: Segmentation of participants (information need no/yes, 147 utilisation no/yes)

3.2 Narrative description of the process of dialogue marketing

This section includes a short report on each step of the dialogue marketing reflecting on the implementation plan and answering the questions: What went well? Which

⁶ Source: ZVON household survey 2014/2015

problems occurred? Which strategies and actions were taken to face these problems?

Preparation phase

Over all, the preparation phase was in line with the implementation plan. The cooperation with the local stakeholders (mayors, bus operator and district office) as well as with the local associations and local media worked smoothly.

Lessons learned:

- Consider delivery time when ordering individually labelled promotional gifts
- Check if all material you plan to offer is available, respectively organise printing yourself
- Calculate carefully how many hours you might need for the different steps of the AMC campaign and which part of the work can be done by trainees or temporary staff

General contact phase of target persons

It was not easy to reach the targeted number of participants within the originally targeted area. The response rate to the initial letter was not bad, but not sufficient. Some random phone calls to people who had received the initial letter but who had not reacted showed that most people were not interested in the pt at all. In order to reach a higher number of participants, a second leaflet had been designed (including a lottery and the possibility to fill in an online survey) and sent to inhabitants of an extended target area. So, a second contact phase had been realised four months after the first one.

Active measures clearly helped to increase the number of participants. In terms of recruitments, we experienced that approaching people directly, e.g. on weekly markets, is the most efficient method. Other events like community meetings were a proper occasion to discuss problems and to get feedback from the population, but the number of recruited participants after such an event was usually quite low and depends on the number of visitors of events

Lessons learned:

- Choose a target area with a sufficient number of inhabitants = potential participants. This makes it easier to recruit the targeted number of participants because you don't have to run after each person.
- If you want people to return a reply card, make sure that everyone understands that full contact details are necessary.
- Be clear on the aim of your active measures. Aims like informing about the campaign in detail, discussing and getting people's feedback are not always accordable with recruiting many new participants.

Segmentation phase: Identifying the information needs

The answers given on the reply cards allowed a segmentation of the participants into pt users and non-users. In the VON campaign, no separate order form was sent to the participants, but this step was performed during the individual phone calls. The answers on the reply cards helped us to adapt the course of the phone calls to the persons' individual needs and mobility behaviour. For example, not every information brochure was proposed to everyone if it was clear that the participant doesn't need it.

Lessons learned:

- It is helpful to ask some first questions about the mobility behaviour on the reply card. We also asked for the kind of information people would be interested in and asked more in detail on the phone. This makes the phone call very easy because you can refer to the ticked boxes on the reply card. People who did not tick anything were phoned anyhow. Usually they got interested during the phone call.

Individualised contact phase: ex ante evaluation and information orders

The individualised contact phase was conducted by phone (see above). People were asked for their information need and mobility behaviour. Responses were written down in parallel on a paper questionnaire.

Lessons learned:

- Statements from persons addressed during the active measures complement the suggestions and comments recorded during the ex ante phone calls. The direct face-to-face contact with inhabitants of the implementation area stimulates the whole AMC campaign and gives important impetus.

Delivering phase: Distributing the service packages and thank you presents

The majority of the information packages were prepared and distributed in two waves, one shortly after the first phone call period, the second shortly after the second phone call period. Steady preparing and distributing was avoided so as not to lose time. At the end of the campaign, single reply cards arrived in time intervals of several days. These senders were contacted directly and information packages were sent within the following days.

The information packages included an individual thank you letter, the ordered information material and thank you presents such as pens, spyglasses for children, magnets etc. and free day tickets in some cases. We did not propose a list of items to the participants beforehand; that is why it was not annoying if one item was temporally not in stock.

Lessons learned:

- Information packages should be sent shortly after the phone call. Generally, regarding one participant, all phases of the campaign should be temporally close to each other. On the one hand, this conveys a positive image of the pt authority. On the other hand, for some people it might be laborious to study the topic every time again and again.

3.3 Implementation process and response of accompanying active measures

Based on discussions with local stakeholders at the beginning and during the project some local events were selected where Smartmove participation could fit. Active measures took place on the weekly markets in Herrnhut (4 June 2015) and Bernstadt (5 June 2014) as well as on the Christmas market in Schönau-Berzdorf (13 December 2015)

In addition, community meetings were organised with women’s clubs in Schönau-Berzdorf (10 November 2015) and in Bernstadt (16 January 2016), with the seniors club in Herrnhut (27 January 2015) and with a Christian community in Herrnhut (10 January 2016).

Table 3-2 describes the events on the weekly markets in Herrnhut and Bernstadt and Table 3-3 describes the event on the Christmas market in Schönau-Berzdorf.

Table 3-2: Variables for reporting the process of the accompanying active measures: Weekly markets in Herrnhut and Bernstadt

Category	Variable label	
Type of event	description of event	Weekly markets in Herrnhut and Bernstadt
	type of event (presentation, discussion, demonstration, interactive demonstration) according to active measures guidelines	Information stand, active contacts to visitors, recruiting of participants and delivering information on site
	Alone standing event/event in combination with...	The market days took place on two days in the beginning summer time. The markets offer locally produced food, handcraft and various items related to the shopping needs of the population. In Bernstadt, candidates for mayor presented themselves to voters, so that the actions of the municipal politicians constituted a platform for AMC campaign.
	Dates and duration of event	4 June 2015 09:00-14:00 5 June 2015 09:00-14:00
	People invited	announcements in local newspaper by the organisers of the event
	People participated	appr. 1,500
	People personally contacted at event	appr. 250
	People within the target group	appr. 180
	People recruited for AMC	10
	Description of implementation process (story of success, problems occurred, strategies to overcome problems etc.)	The information stand was placed in an area within the market place areas, where where most of the visitors had to pass. All information was offered to the contacted persons, recruitments were made with visitors residing along the bus line 147. Some of the visitors came from other areas but are visiting the SmartMove implementation area frequently. Which means a lot of information material was distributed to them as well.

Table 3-3: Variables for reporting the process of the accompanying active measures: “participation at the Christmas market in Schönau-Berzdorf”

Category	Variable label	
Type of event	description of event	Christmas market in Schönau-Berzdorf
	type of event (presentation, discussion, demonstration, interactive demonstration) according to active measures guidelines	2 information stands (inside the community house and outside in a tent), active contacts to visitors, recruiting of participants and delivering information on site
	Alone standing event/event in combination with...	It was a one-day event in the middle of the town Schönau-Berzdorf beneath the town hall connected with Christmas Christmas Market (roasted chicken, song performances, Trumpet Concerto, hot wine, Christmas souvenirs, lottery). The visitors were in good spirits and very open to the AMC campaign.
	Dates and duration of event	13 December 2015 13:00-18:00
	People invited	Posters in the town hall and advertisement by the town administration.
	People participated	More than 500
	People personally contacted at event	200
	People within the target group	180
	People recruited for AMC	38
	Description of implementation process (story of success, problems occurred, strategies to overcome problems etc.)	Both information booths were located centrally on the Christmas market, but due to the low temperature in December the majority of the visitors stayed in the community center. Numerous discussions and consultations have been carried out, where visitors of all ages actively participated. All information was offered to the contacted persons, recruitments were made with visitors residing along the bus line 147. We also received comments concerning connections between 147 and other lines that could be improved. Most visitors were supporting our project idea as lot of them had an attitude for protecting the environment.

3.4 Costs of AMC campaign

The costs for the dialogue marketing campaign as well as for all accompanying events (active measures) are reported in this chapter. Table 3-4 presents the full cost for the campaign, assuming all material that had to be printed for the campaign and all labour resources are extra costs. The staff costs for the development of the process as well as for the implementation of the campaign form a substantial part of the total cost.

Address data of the inhabitants of the target area were provided by the mayors and were therefore free of charge. All general, non-individual information brochures as well as some small give-aways were available within the transport association, which reduced the cost for the campaign by approximately 800 €.

Table 3-4: Costs of dialog marketing campaign (full cost calculation)

Cost item	Quantity	Unit price	Total [€]
Developing the process: creating database, composing announcement letters and response cards, preparing, collecting and printing of information material and give away items			
Staff costs [person-hours]	10 hours	65.13 €	651.30 €
	22 hours	31.22 €	686.84 €
	10 hours	29.54 €	295.40 €
Costs for support by ISUP (Engineering office)	share of the agreed fixed price		4200.00 €
Conducting the campaign: printing and sending letters and respond cards, creating and compiling the required information material, conducting ex-ante-interviews			
Staff costs [person-hours]	24 hours	31.22 €	749.28 €
	8 hours	29.54 €	236.32 €
Costs for support by ISUP (Engineering office)	share of the agreed fixed price		2800.00 €
Material costs for announcement letters and respond cards			
1st phase			
Printing leaflet with reply card included	2000 pieces	0.22 €	440.00 €
Printing announcement letter	1000 pieces	0.0588 €	58.80 €
Envelopes	1000 pieces	0.012 €	12.00 €
Postage stamps	656 pieces	0.369 €	242.06 €
Postage paid for reply cards	117 pieces ⁷	0.45 €	52.65 €
2nd phase			
Printing leaflet with reply card included	2000 pieces	0.19 €	380.00 €
Printing insert flyer announcing lottery, online survey etc.	1150 pieces	0.20 €	234.60 €
Envelopes	1125 pieces	0.012 €	13.50 €
Adhesive address labels	1125 pieces	0.010 €	11.25 €

⁷ Within the first phase, the postage for 117 reply cards had to be paid. The others were mostly filled in at events.

Postage stamps	1125 pieces	0.352 € ⁸	396.00 €
Postage paid for reply cards	44 pieces ⁹	0.45 €	19.80 €
Conducting the campaign: distributing information material by mail			
Costs for support by ISUP (Engineering office)	share of the agreed fixed price		1550.00 €
Material costs for distribution of information material			
Big envelopes (variable size)	106 pieces	0.048 €	5.08 €
Postage stamps	106 pieces	1.35 – 2.20 €	~180.00 €
Follow-up work after the campaign: conducting ex-post interviews, reporting and documenting the feedback			
Staff costs [person-hours]	8 hours	65.13 €	521.04 €
	12 hours	31.22 €	374.64 €
	16 hours	29.54 €	472.64 €
Costs for support by ISUP (Engineering office)	share of the agreed fixed price		4800.00 €
Costs of informational material			
Thank you letter	106 pieces	0.084 € ¹⁰	8.89 €
Timetable bus 147	175 pieces	0.019 €	3.29 €
Timetable bus 1	1 piece	0.095 €	0.10 €
Timetable bus 5	1 piece	0.048 €	0.05 €
Timetable bus 6	1 piece	0.095 €	0.10 €
Timetable bus 7	1 piece	0.029 €	0.03 €
Timetable bus 13/7	1 piece	0.075 €	0.08 €
Timetable bus 21	1 piece	0.095 €	0.10 €
Timetable bus 22	27 pieces	0.019 €	0.51 €
Timetable bus 24	1 piece	0.095 €	0.10 €
Timetable bus 27	32 pieces	0.076 €	2.44 €
Timetable bus 41	28 pieces	0.075 €	2.11 €
Timetable bus 42	43 pieces	0.075 €	3.23 €
Timetable bus 43	16 pieces	0.019 €	0.30 €
Timetable bus 44	19 pieces	0.029 €	0.55 €
Timetable bus 45	17 pieces	0.029 €	0.49 €
Timetable bus 46	34 pieces	0.029 €	0.98 €
Timetable bus 50	1 piece	0.15 €	0.15 €
Timetable bus 51	1 piece	0.115 €	0.12 €
Timetable bus 54	15 pieces	0.019 €	0.28 €

⁸ Volume discount + sending as “bulk mail” (Infopost)

⁹ Within the second phase, the postage for 44 reply cards had to be paid. The others were mostly filled in at events.

¹⁰ Colour print

Timetable bus 61	35 pieces	0.029 €	1.01 €
Timetable bus 139	1 piece	0.075 €	0.08 €
Timetable bus 140	1 piece	0.075 €	0.08 €
Timetable bus 146	21 pieces	0.029 €	0.60 €
Timetable train 220	5 pieces	0.076 €	0.38 €
Timetable train 230	6 pieces	0.086 €	0.52 €
Timetable train 235	5 pieces	0.202 €	1.01 €
Timetable train 236	3 pieces	0.058 €	0.17 €
Timetable train 255	2 pieces	0.029 €	0.06 €
Timetable train 260	1 piece	0.173 €	0.17 €
Timetable train CZ036	1 piece	0.076 €	0.08 €
Timetable train CZ037	1 piece	0.048 €	0.05 €
Timetable train PL251	1 piece	0.029 €	0.03 €
Network map ZVON	152 pieces	0.19 €	28.88 €
Euro-Neisse network map	84 pieces	0.19 €	15.96 €
Tariff information	58 pieces	1.17 €	67.86 €
Leaflet: special offer for school holidays	11 pieces	0.10 €	1.10 €
Leaflet: special offer for students/apprentices	19 pieces	0.10 €	1.90 €
Leaflet: special offer mobile ticketing	11 pieces	0.10 €	1.10 €
Leaflet: special offer for seniors	65 pieces	0.10 €	6.50 €
Touristic information Euro-Neisse area	56 pieces	0.34 €	19.04 €
Detailed touristic information for several destinations (set)	59 pieces	0.32 €	18.88 €
Touristic information ZVON area (pocket size)	43 pieces	0.72 €	30.96 €
Touristic information Euro-Neisse area (pocket size)	38 pieces	0.74 €	28.12 €
Individual cost comparison pt vs. car	31 pieces	0.109 €	3.37 €
Give away items¹¹			
Ball pen	200 pieces	0.93 €	186.00 €
Pencil	100 pieces	0.42 €	42.00 €
Magnet	250 pieces	1.00 €	250.00 €
Glasses cleaning cloth	300 pieces	0.52 €	156.00 €
Spyglass for children	100 pieces	1.30 €	130.00 €
Tote bag	100 pieces	2.60 €	260.00 €
Day ticket for ZVON area	62 pieces	12.00 €	744.00 €
Total sum of costs			21,403.01 €

¹¹ Give away items could not be ordered, but were added to the information packages.

The total cost of the dialogue marketing campaign (without active measures) is 21,403.01 €.

Table 3-5 and Table 3-6 list the average costs for the seven active measures, which have been conducted during the AMC campaign. Concerning the participation at local events (markets), staff, equipment and logistics were the main expense factors. The community meetings induced staff costs above all (preparation and attendance of event). General information brochures and some small gifts were available within the transport association already and thus slightly reduced the total costs.

Table 3-5: Average costs of the active measures “participation at local events” (3 events¹²)

Cost item	Quantity	Unit price	Total [€]
Preparation and execution of the event			
Staff costs [person-hours]	16 hours	31.22 €	499.52€
Costs for ISUP support and costs for external support by trainees and temporary staff including transportation and exhibition stand	share of fixed price		4000.00€
Information material			
Folder, brochures, order forms	100 pieces	0.22 €	22.00 €
Roll-up poster (proportionally)	1 piece	10.00 €	10.00 €
Give away items			
Ball pen	200 pieces	0.93 €	186.00 €
Pencil	80 pieces	0.42 €	33.60 €
Magnet	50 pieces	1.00 €	50.00 €
Glasses cleaning cloth	100 pieces	0,52 €	52.00 €
Spyglass for children	50 pieces	1.30 €	65.00 €
Tote bag	70 pieces	2.60 €	182.00 €
Lunchbox	50 pieces	2.66 €	133.00 €
Sweets	300 pieces	0.05 €	15.00 €
Total sum of costs			5,248.12 €

¹² Weekly markets in Herrnhut and Bernstadt (June 2015) and Christmas market in Schönau-Berzdorf (December 2015)

Table 3-6: Average costs of the active measures “community meetings” (4 events¹³)

Cost item	Quantity	Unit price	Total [€]
Preparation and execution of the event			
Staff costs [person-hours]	8 hours	31.22 €	249.76 €
Costs for ISUP support	share of fixed price		2000.00 €
Information material			
Folder, brochures, order forms	50 pieces	0.22 €	11.00 €
Roll-up poster (proportionally)	1 piece	10.00 €	10.00 €
Give away items			
Ball pen	50 pieces	0.93 €	46.50 €
Pencil	20 pieces	0.42 €	8.40 €
Magnet	20 pieces	1.00 €	20.00 €
Glasses cleaning cloth	25 pieces	0,52 €	13.00 €
Spyglass for children	20 pieces	1.30 €	26.00 €
Tote bag	20 pieces	2.60 €	52.00 €
Lunchbox	20 pieces	2,66 €	53.20 €
Sweets	80 pieces	0.05 €	4.00 €
Total sum of costs			2,493.86 €

The total expenditure for seven active measures (three times “participation at local events” and four times “community meetings”) is 25,719.80 €.

The sum of the cost for the dialogue marketing campaign and the active measures is 47,122.81 €.

¹³ “Handicraft afternoon” in Schönau-Berzdorf (November 2015), assembly of religious community in Herrnhut (January 2016), assembly of women’s association in Bernstadt (January 2016) and assembly of senior’s association in Herrnhut (January 2016)

4 The impact towards the participants

In this chapter the results of the follow-up interviews which were conducted after the active mobility campaign had been carried out are presented and - in case - compared with the ex-ante situation. These interviews included questions which were already raised before the campaign to illustrate the impact of the AMC campaign.

4.1 Respondents of the campaign

Table 4-1 shows the key parameters of the impact of the AMC campaign carried out in the VON region. 82 % received helpful information materials and 91 % feel better informed now. This difference might be explained by the fact that some participants did not receive material that was new to them but the campaign on the whole – individual contact, active measures with personal consulting etc. – brought a better awareness of the public transport and reduced uncertainties.

14 % of the car owners stated that they feel motivated to reduce car use¹⁴. The 12 % increase of people using the pt more often is partly due to people who do not have a car and who just travel more frequently. 6 % really shifted trips from car to pt (1.7 trips per week). However, other 17 % explained that they intend to use the bus more often soon, e.g. when it gets warmer. Winter weather obviously keeps some elderly persons from leaving their home.

As the focus of the campaign was the full household, interviewed participants were asked if the whole household was involved actively in the campaign, which was confirmed by 57 % (73 % when not counting 1 person households). Mobility changes made by other household members are marginal.

71 % talked about the campaign to other persons than household members, which means a big multiplier effect can be expected. The VON AMC campaign became common talk in the concerned municipalities.

The campaign was welcomed by 92 % of the participants. Many people were glad about the personal contact and the “active” approach by the transport association. Those who were sceptic either felt disturbed by the phone based approach or they said that they do not need information about a transport system which does not meet their mobility needs.

¹⁴ Consider the 33 % share of people without a car in the ex post sample.

Table 4-1: Variables for reporting situation after AMC campaign – specific questions (69 interviews)

Category	Variable name	Value
Specific questions after AMC campaign	People who feel better informed	91 %
	Were the information materials helpful to you?	82 %
	Motivation to reduce car use	
	<i>motivated</i>	9 %
	<i>not motivated</i>	58 %
	<i>no car</i>	33 %
	People who increased the usage of pt	12 %
	People who shifted trips from car to pt	6 %
	Average number of trips shifted from car to pt per person and week (for people who shifted trips from car to pt)	1.71 trips per week
	People who intend to increase the usage of pt (from those who did not (yet) increase the usage of pt)	17 %
	People who have talked about the campaign within the household	57 %
	People who have talked about the campaign within the household (without 1-person-households)	73 %
	Have other household members made any changes in mobility?	2 %
	People who have talked about the campaign with other persons than household members	71 %
	People who intend to buy a season ticket after the campaign	6 %
	People who agree to an extension of the campaign	92 %

Table 4-2 shows the frequency of bus usage before and after the campaign. The percentages of participants who use the bus 147 several times per month or several times per week both increased. The share of persons using the bus less than once a month or never diminished by 4 percentage points.

The rating of the performance of the bus line 147 increased from 7.8 to 8.3 points.

Table 4-2: Variables for reporting situation after AMC campaign – line usage of respondents (n = 68 people)

Category	Variable name	Before	After
Usage of line of respondents	People who use line 147 less than once a month or never	63 %	59 %
	People who use line 147 less than once a week	23 %	24 %
	People who use line 147 at least once a week	14 %	18 %
	Average rating of performance of line 147	7.79 out of 10 ¹⁵	8.28 out of 10 ¹⁵

The following diagrams show the reasons participants gave for using and not using the bus as well as their suggestions. These comments were recorded during the ex ante phone calls.

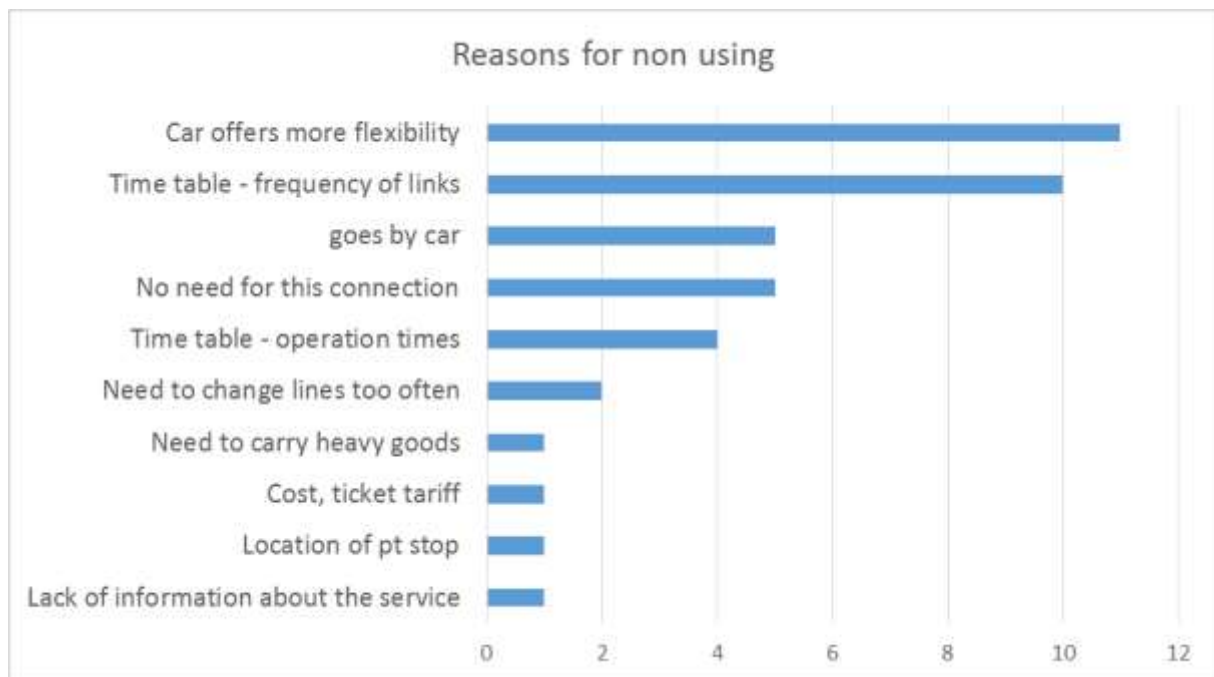


Figure 4-1: Reasons for non-using line 147

¹⁵ Where 1 equals poor and 10 equals best performance

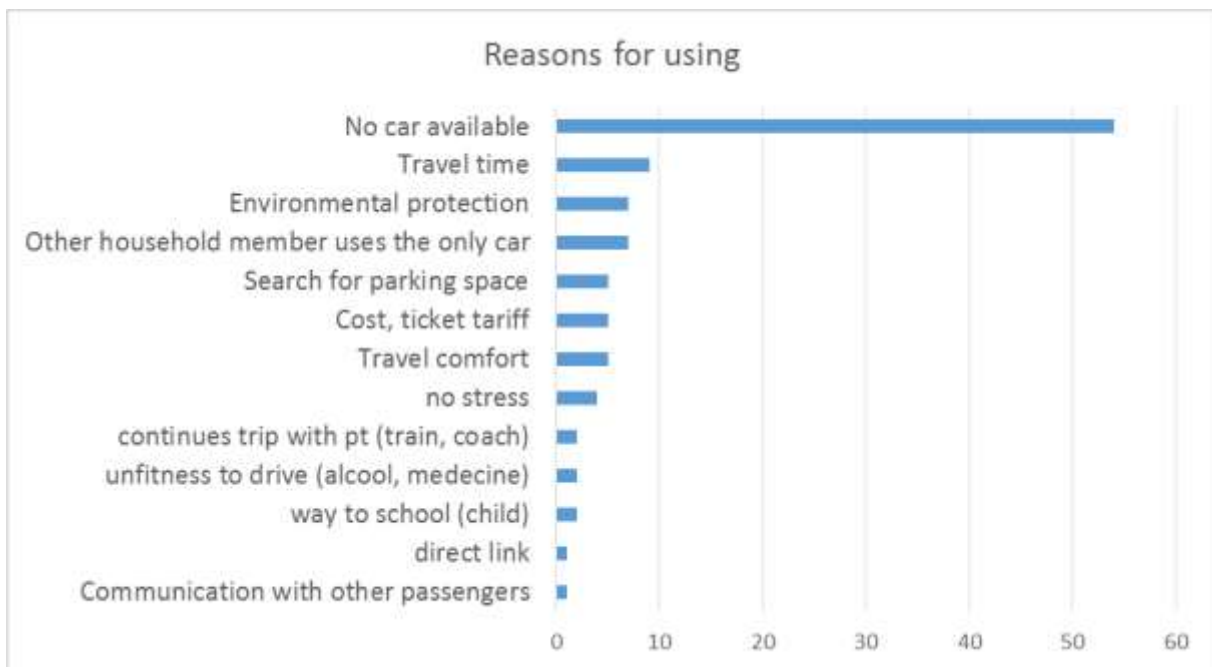


Figure 4-2: Reasons for using line 147

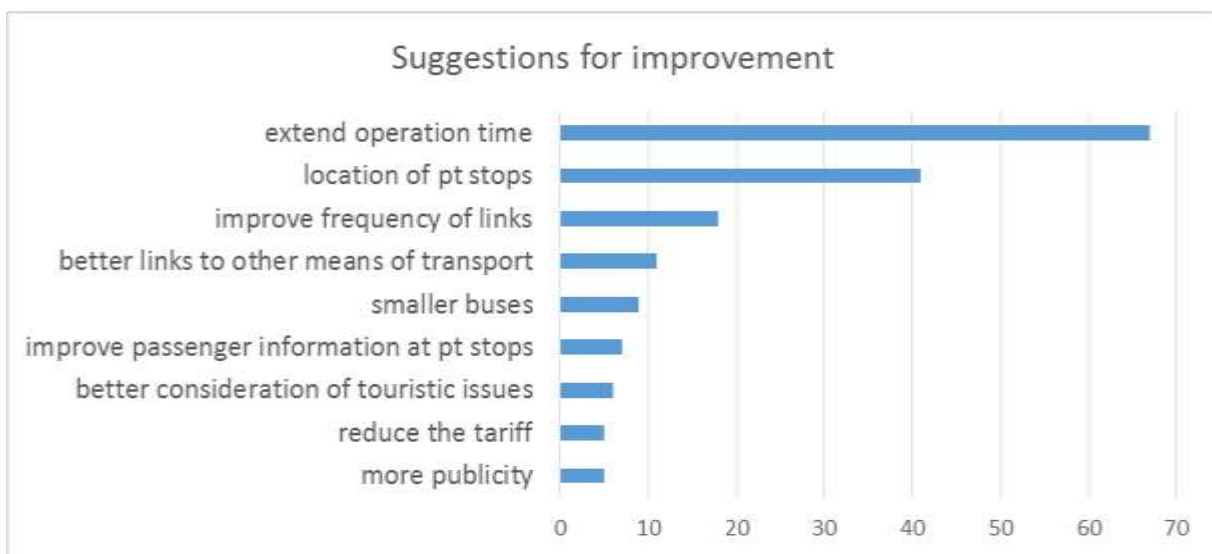


Figure 4-3: suggestions for improvement

5 Requested material by the participants

Table 5-1 illustrates the requests for the proposed information items, both standardised and individualised.

Table 5-1: Variables for reporting requests of participants

Name	Description	Number of distributed items
Timetable bus 147		175
ZVON-Liniennetzplan	Network map ZVON area	152
EURO-NEISSE-Liniennetzplan	Network map transborder region "Euro-Neisse"	84
Spezialangebote für Senioren	Leaflet: special offer for seniors	65
Spezialangebot für Entdecker (different destinations)	Detailed touristic information for several destinations (set with 6 destinations)	59
Tariffibel	Information brochure about tariff	58
Spezialangebot für Entdecker (summary)	Touristic information Euro-Neisse area, summary	56
Timetable bus 42		43
ZVON-Kompaktplaner	Touristic information ZVON area (pocket size)	43
Euro-Neisse-Kompaktplaner	Touristic information Euro-Neisse area (pocket size)	38
Timetable bus 61		35
Timetable bus 46		34
Timetable bus 27		32
Individual cost comparison pt vs. car		31
Timetable bus 41		28
Timetable bus 22		27
Timetable bus 146		21
Timetable bus 44		19
Spezialangebot für Schüler/Azubis	Leaflet: special tickets for students/apprentices	19
Timetable bus 45		17
Timetable bus 43		16
Timetable bus 54		15
SuperSommer-FerienTicket	Leaflet: special offer for school holidays	11
HandyTicket	Leaflet: special offer mobile ticketing	11
Timetable train 230		6
Timetable train 220		5
Timetable train 235		5

Timetable train 236		3
Timetable train 255		2
Timetable bus 1		1
Timetable bus 5		1
Timetable bus 6		1
Timetable bus 7		1
Timetable bus 13/7		1
Timetable bus 21		1
Timetable bus 24		1
Timetable bus 50		1
Timetable bus 51		1
Timetable bus 139		1
Timetable bus 140		1
Timetable train 260		1
Timetable train CZ036		1
Timetable train CZ037		1
Timetable train PL251		1

The most ordered documents are the 147 timetable and the two network maps, followed by the leaflet about reductions for elderly bus users. This shows that a high percentage of elder people took part in the campaign. Brochures containing touristic information for the ZVON area were also highly requested. Many participants were particularly interested in brochures about touristic destinations in Poland and in Czech Republic. The ZVON offers tickets with a transboundary validity, which makes trips to the neighbouring countries very easy.

Within the campaign, we focussed on the line 147, but we also provided timetables for other bus lines. The second most requested timetable was the one of the line 42. People from Bernstadt use this line to reach the city of Löbau.

The giveaways were not included in the order list. We had a huge stock of items, which we distributed during the active measures and enclosed with the information package. For the number of distributed items, see Table 3-4, Table 3-5 and Table 3-6.

6 Public transport demand data

Besides the interviews with the participants, the evolution of the demand is evaluated by measuring the number of passengers of the bus line 147, for which the AMC campaign was carried out. This approach allows to cross-check the data generated from the participants. Bus passenger counting took place before the implementation of the campaign, after the first period of the campaign and after the second period of the campaign.

More precisely, counts were made¹⁶:

- from 23 March to 9 April 2015 (one week during the Easter holidays and one week after the holidays)
- from 19 October to 30 October 2015 (one week during the autumn holidays and one week after the holidays)
- from 15 February to 26 February 2016 (one week during the winter holidays and one week after the winter holidays).

Results from school holiday time and non-holiday time must be considered separately. Differences are quite big, as it can be seen in Figure 6-1.

¹⁶ During these periods, counts were made each day from Monday to Friday. Bus 147 does not run on weekends. Because the Easter Monday is a public holiday in Germany, the bus 147 does not operate on that day.

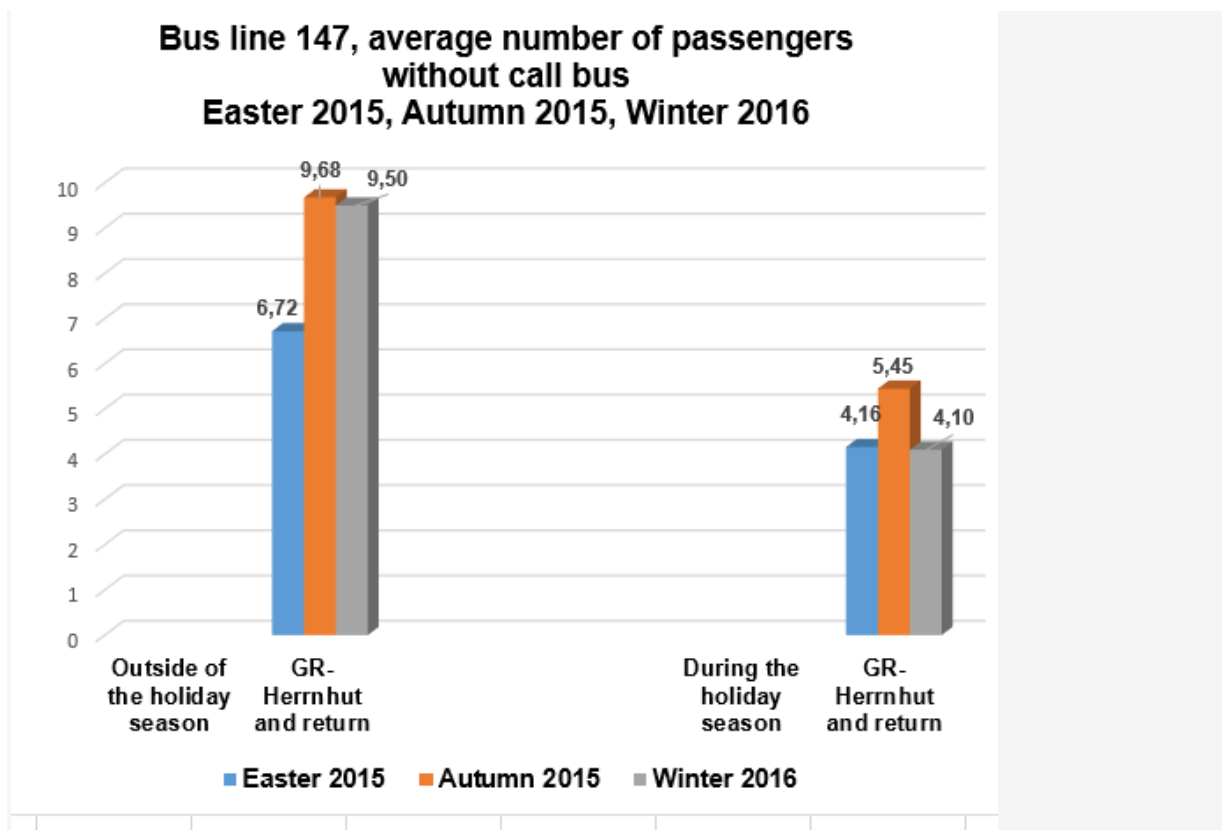


Figure 6-1: Results from 3 passenger counts

The following diagram (Figure 6-2) shows the average number of passengers “before the campaign” (Easter 2015) in comparison to the number of passengers “after the campaign” (mean value autumn 2015/winter 2016).

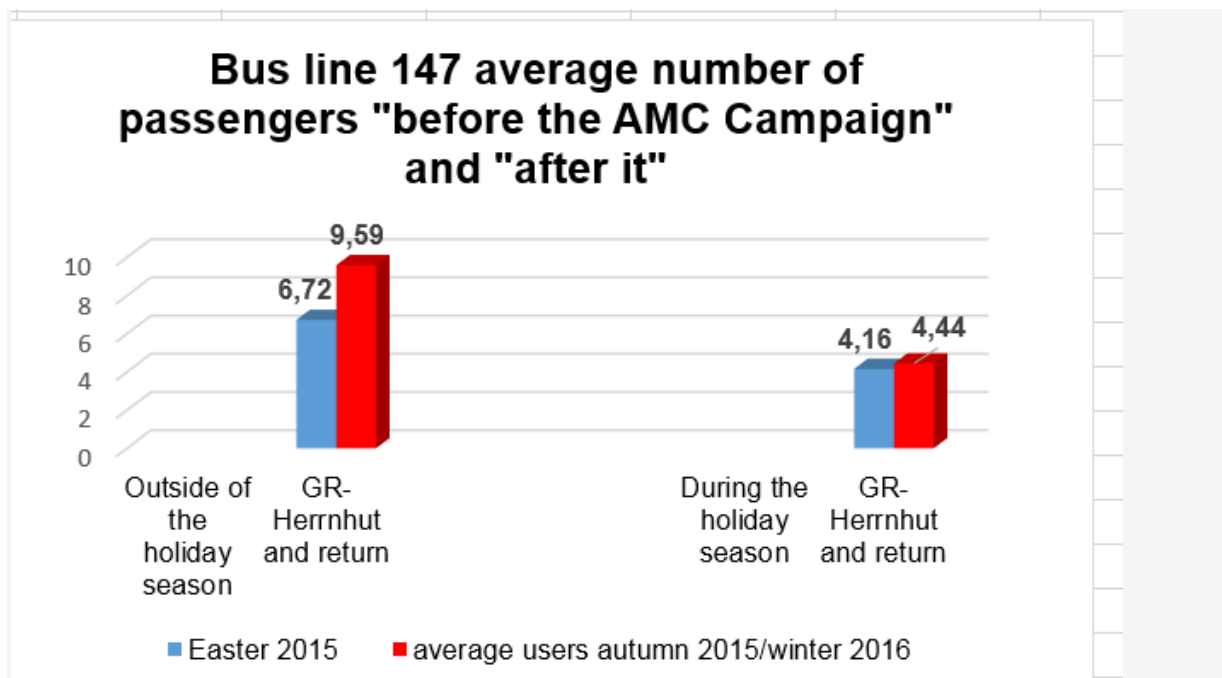


Figure 6-2: Average number of passengers “before campaign” and “after campaign”

The characteristics of the bus line remain unchanged during the campaign (e.g. travel time, bus-stop network, and seat kilometres, see Table 6-1). However, on the demand side an increase in the number of passengers was noticed, leading to an average number of approximately three additional passengers per link on schooldays. As the bus line characteristics remained the same, the passenger increase can be explained by the effects of the AMC campaign.

This trend corresponds to the statements of the campaign participants. In the ex post evaluation, 12 % of the participants stated that they use the bus more frequently after the campaign.

Table 6-1: Variables for reporting the public transport demand and supply

Category	Variable label	Before	After ¹⁷	Unit
	average travel time (terminal to terminal) Görlitz - Herrnhut	45	45	[min]
	average travel time (terminal to terminal) Görlitz - Bernstadt	34	34	[min]
	average length of bus line (terminal to terminal) Görlitz-Herrnhut	28,8	28,8	[km]
	average length of bus line (terminal to terminal) Görlitz-Bernstadt	20,2	20,2	[km]
	average number of stops (terminal to terminal) Görlitz - Herrnhut	19	19	[number]
	average number of stops (terminal to terminal) Görlitz - Bernstadt	15	15	[number]
Average characteristics of the bus line 147 during the holiday weeks	total seat-km per workday (both directions), 52 seats bus	11,086.4	11,086.4	[seat km per workday]
	total number of links per workday and direction (without call bus in the evening)	8	8	[number of links]
	average passengers per bus	4,16	4,44	[pass./bus]
Average characteristics of the bus line 147 outside the holiday weeks	total seat-km per workday (both directions), 52 seats bus	14,081.6	14,081.6	[seat km per workday]
	total number of links per workday and direction (without call bus in the evening)	10	10	[number of links]
	average passengers per bus	6,72	9,59	[pass./bus]

¹⁷ Mean values count autumn 2015/winter 2016

7 Data processing and reporting

7.1 Common IEE performance indicators

The information about changes in travel behaviour based on the before and after survey and the average trip length per person, average fuel consumption per vehicle and average CO₂-emission per vehicle form the basis for calculating changes in fuel-consumption and CO₂-emissions:

$$\text{saved fuel consumption [l/a]} = \text{travel milage saved [km]} \times \text{average fuel consumption per km [l/km]}$$

and

$$\text{saved CO}_2 \text{ emission [t/a]} = \text{travel milage saved [km/a]} \times \text{average CO}_2 \text{ per km [t/km]}$$

and

$$\text{Travel mileage saved [km/a]} = \text{average trip length per person [km/a]} \times \text{number of saved trips per year [-]}$$

and

$$\text{saved trips per year [-]} = (\text{number of car trips per week before} - \text{number of car trips per week after}) \times 52$$

Four scenarios are calculated (Table 7-1):

- (1) The saved trips of the participants of the AMC campaign
- (2) Extrapolate if all contacted persons would participate
- (3) Extrapolate if the whole population of the implementation area would participate
- (4) Extrapolate if the whole population of the region would participate

Table 7-1: Table IEE performance indicators

Scenario	Persons	Number of saved car trips per year	Average trip length [km] ¹⁸	Travel mileage saved per year [km]	average fuel consumption per kilometre [l/km] ¹⁹	average CO ₂ -emissions per kilometre [g/km]	Saved fuel-consumption [l/a]	Saved CO ₂ -emissions [t/a]
(1) participants	244	1302	12.1	15,754	0.076	191	1,197	3.0
(2) All contacted	3,926	20,949	12.1	253,488	0.076	191	19,265	48.4
(3) Whole population of the implementation area ²⁰	15,337	81,839	12.1	990,255	0.076	191	75,259	189.1
(4) Whole population of district of Görlitz	260,000	1,387,377	12.1	16,787,262	0.076	191	1,275,832	3,206.4

The direct effect of the AMC campaign in the VON region is a saving of 3 tons of CO₂ per year. There is a potential of 3,206 tons of CO₂ savings per year, if all residents of the district of Görlitz would be accessed. Because the VON region covers 2 administrative districts (Görlitz and Bautzen) it is estimated that the effect of AMC campaign is even higher for the entire region of the VON.

7.2 Evaluation of individual targets at local implementation area level

Additionally to the common evaluation procedure described above, each region defined strategic objectives, key output and quantifiable performance indicators of the individual AMC campaigns (see Table 7-2 and Table 7-3).

¹⁸ Source: Mobilität in Deutschland (MiD 2008)

¹⁹ Source: ADAC 2008, territorial unit: Germany

²⁰ Consisting of the following municipalities: Herrnhut, Bernstadt, Schönau-Berzdorf, Markersdorf

Table 7-2: Implementation area specific objectives and key outputs

Specific objectives proposed according to description of work	AMC campaign achievements	Method of evaluation
Increasing the availability of public transport to reach the neighbouring regions of the Oberlausitz-Niederschlesien	12 % of participants stated to have increased their pt use.	Ex post interviews
	Number of bus passengers increased by 3 per link outside school holidays.	Bus passenger counts
Improvement of transport services for the tourists and commuters	Comprehensive touristic information material has been ordered by 55 % of participants with information need. All commuters who participated are now well informed about bus stops, timetables and prices.	Recording at data base (ordered material)
Improving the accessibility of public facilities	Thanks to the information material, the participants could realise that public facilities like doctors and shops can be easily reached by bus (including bus-on-demand).	Recording at data base (ordered material) and ex ante interviews
Reduction of CO ₂ emissions of road transport	14 % of car owners feel motivated to reduce car use. 3 tons of CO ₂ emissions per year can be avoided by the participants	Ex post interviews
Specific key outputs proposed according to description of work	AMC campaign achievements	Method of evaluation
AMC campaign conducted with at least 500 participants	244 participants in the AMC campaign ordered and received information material. More than 500 could have been reached if full contact details were available for every reply card sender.	Recording at data base
Accompanying active measure packages conducted with at least 200 participants, in particular citizen audits	530 persons were either directly contacted on markets or attended one of the four community meetings organised during the campaign.	Counting of visitors, counting of active measure participants

Table 7-3: Impacts, performance indicators and quantified targets

Impacts, performance indicators and quantified targets	AMC campaign achievements	Method of evaluation
Increased number of PT users within the region Oberlausitz-Niederschlesien: + 10 %	12 % of participants stated to have increased their pt use thanks to the campaign. Other 17 % intend to increase their pt usage.	Ex post interviews
More frequent use of PT for cross border trips: number of passengers increases by 5 %	39 % of all persons with information need explicitly ordered touristic information for PL + CZ.	Recording at data base (ordered material)
Reduction of CO ₂ emissions from road traffic: 5-10 %	14 % of car owners feel motivated to reduce car use. 3 tons of CO ₂ emissions per year can be avoided by the participants	Ex post interviews
Increased knowledge of users and potential users about pt service: 50 % of participants feel better informed about pt	91% of participants stated to feel better informed on PT supply in the region. The information material was helpful to 82 %. 92 % agree to an extension of the campaign.	Ex post interviews

Generally it can be stated that the envisaged qualitative objectives could be reached within the AMC campaign. The quantified targets could be reached as well, except for the number of participants who ordered information material.

8 Summary and conclusion

The ex post report on the VON area implementation region gives an overview of the process, the costs and the impact of the AMC campaign implemented from spring 2015 to February 2016.

During the campaign the framework conditions remained unchanged, which allows the conclusion, any changes in the transport demand in the region are mainly driven by the impact of the AMC campaign. The response of the dialogue marketing part of the campaign was 9 % of all households contacted via mail. Additionally, another 57 households could be contacted by means of active measures during the AMC campaign. The main impacts of the AMC campaign are (conclusion based on the interviews with the participants after the AMC campaign): 91 % of the participants feel better informed about the public transport after the campaign. 14 % of the car owners are motivated to reduce their car use. 12 % of all participants stated that they already increased their pt use thanks to the campaign. The CO₂ reduction induced by lower car use of the participants is about 3 tons per year in the VON region in the administrative district Görlitz. Generally it can be stated, the envisaged objectives as well as the quantified targets could be reached within the AMC campaign.

There is a clear potential in AMC campaigning to reduce energy consumption and CO₂ emission. Extending the campaign to other areas or intensifying the participation within the region by increasing the direct contacts to AMC target persons could lead to considerable energy savings and lower CO₂ emissions.

A particularly emphasized effect of AMC campaign is that the campaign created the possibility that users of pt could give their information and suggestions for improvement the public transport in the region.

9 References

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