

# Results oriented report WP5

## Deliverable D5.2

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# 1. Introduction

## 1.1 Overview of the SmartMove Project

As part of the SmartMove project, eight rural and peripheral regions in Europe prepare, implement and evaluate local advanced marketing campaigns (AMC). The AMCs aim to influence the demand increasing the Public Transport share without significant investments. However, the AMCs can also give public transport operators an insight into the demands of current passengers and the views of those who do not use public transport. For example, if it is shown that the non-use of public transport is caused by hard facts – the location of bus stops or inconvenient timetables – transport operators will be able to adapt their services in order to attract new passengers and ensure they retain existing users.

The key outputs of the SmartMove project will be:

- A demonstration of AMC campaigns in the eight implementing regions, including all aspects from planning and preparation to implementation and evaluation
- The further development of AMC campaigns, taking into consideration hot issues such as demographic change and public transport feeder systems (“first rural mile”)
- Intensive training and knowledge transfer between the SmartMove partners via training seminars, site visits and guidance materials
- The facilitated uptake of AMC campaigns by external practitioners via take-up seminars and a dedicated e-learning scheme that includes video lectures and webinars accompanied by easy-to-read guidance documents and comprehensive information for implementers available on the project website

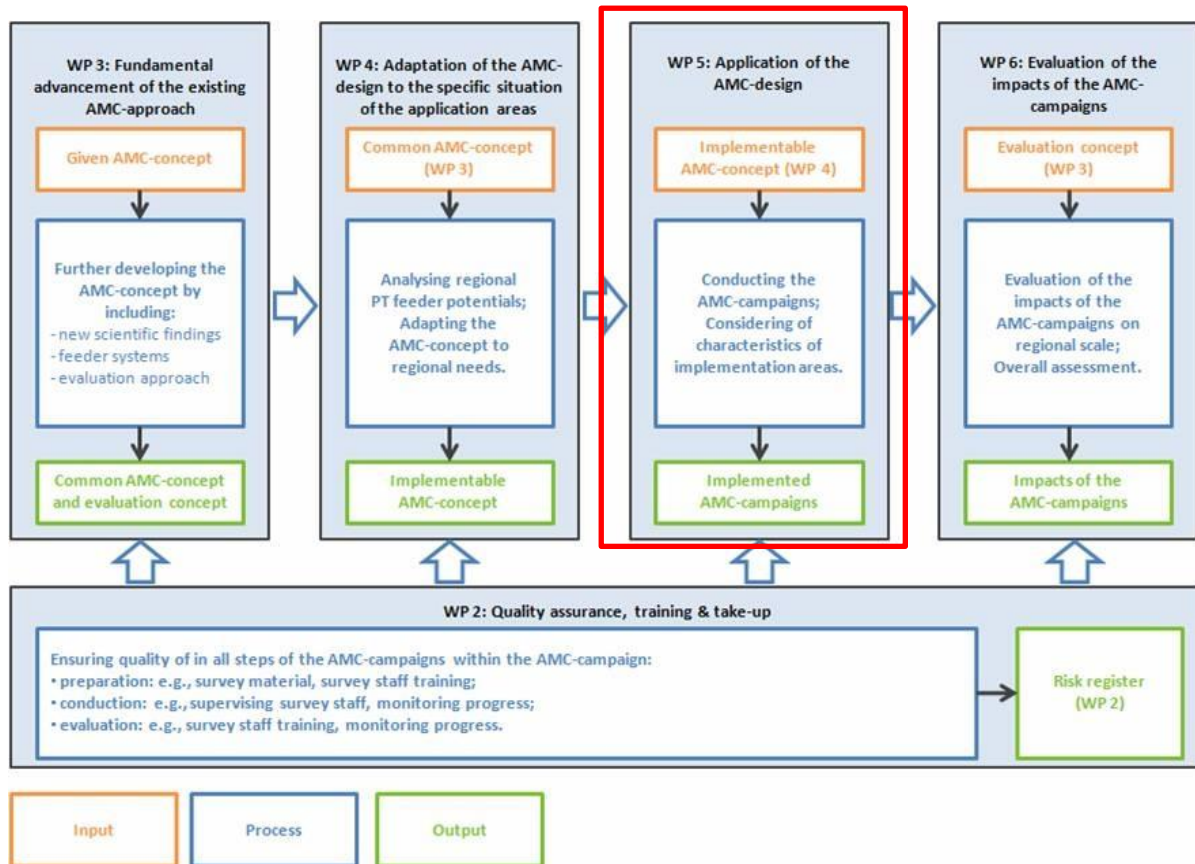
## 1.2 What has been carried out in WP5

The Smart Move project consists of eight work packages, including two horizontal WPs on Management and Dissemination (see figure 1). The work presented in this report refers to WP5.

### *In general*

This WP is based on the results of WP 3 and WP 4. Within WP 5 the AMC-campaign, which is adapted to specific characteristics such as the local PT feeder systems, target groups and settlement structure, will be implemented. The implementation comprises all steps of the AMC-process: preparation, implementation, monitoring and the first stage of the evaluation. In some cases, it includes also the selection of sub-contractors supporting the implementing partners when conducting several steps of the AMC-campaign. WP 5 also includes the active, participative aspects of the AMC-campaign.

**Figure 1: the flowchart of the technical activities in the frame of SmartMove project highlighting the position of the WP5.**



### WP 5 Tasks

WP 5 consists of three tasks:

- Task 5.1 Preparation of the regional AMC-campaign: Of crucial importance are especially the development of consultation materials and establishing contacts to target persons.
- Task 5.2 Implementation of the AMC-campaign: The AMC-campaigns will be conducted using the procedure developed in WP 3 and WP 4. Additionally, information needs to be collected ex ante and ex post for evaluation purposes in WP 6 in the course of the contacts with the target persons.
- Task 5.3 Conducting additional active measures of the AMC-campaigns. The subjective barriers for the use of PT feeder schemes might be high – this mainly depends on the often more informal nature of these schemes in some cases. Thus, the AMC-campaigns will include interactive and participative elements – we refer to these as active measures. These will contribute to decrease subjective barriers concerning the use of PT feeder schemes.

### **WP 5 Deliverables**

In particular, the deliverables produced in the frame of the WP 5 are:

D 5.1: Consultation material for each implementation area.

Each implementation area documented all information material collected or created and used for the campaign in an own report (series of D 5.1).

D 5.2: Result-orientated Report on WP 5

This deliverable will give an overview on the implementation within the areas and the material used. More detailed information on the cost, the success of the process and the impact of the campaigns will be documented in the deliverables of WP 6.

## **2. Consultation material**

The consultation material consists of three elements:

- the communication material to announce the campaign and attract target persons to participate,
- the information material provided to the target persons,
- the giveaway items.

The detailed documentation of the material for each implementation area can be found in the individual deliverables 5.1. The result oriented WP report will give an overview across the implementation areas and summarizes the type of material used in the table below.

### **2.1 Communication Material**

The table below gives an overview of the communication material designed for the campaign for each implementation area. The material is dependent on the implementation process and differs between the areas.

	Area	Communication Material
1	Almada	<ul style="list-style-type: none"> <li>✓ Letter to the President of the parish council of Sobreda, signed by the Mayor of Almada</li> <li>✓ Announcement letter</li> <li>✓ Order form</li> </ul>
2	Burgos	<ul style="list-style-type: none"> <li>✓ Announcement email from the Mobility Councillor</li> <li>✓ Organization of the communication material and training</li> <li>✓ Households visits, students appointments and accompanying measures</li> </ul>
3	Kreis Euskirchen	<ul style="list-style-type: none"> <li>✓ Initial letter Bad Münstereifel</li> <li>✓ Initial letter Kall</li> <li>✓ Initial letter Schleiden</li> <li>✓ Initial letter Hellenthal</li> <li>✓ Respond postcard</li> <li>✓ Accompanying letter to order form</li> <li>✓ Order form</li> <li>✓ Envelope for returning order form</li> </ul>
4	Krakow	<ul style="list-style-type: none"> <li>✓ Announcement letter to the borough leader of the Liszki District</li> <li>✓ One of the announcement letters to the directors of the primary schools in the Liszki District</li> <li>✓ One of the announcement letters to the priests of the church communities in the Liszki District</li> <li>✓ Announcement letter to the church communities in the Liszki District</li> <li>✓ Order form distributed during households visiting</li> </ul>
5	Langadas	<ul style="list-style-type: none"> <li>✓ Introduction letter signed by the local vice – governor of the Region of Central Macedonia</li> <li>✓ Order form</li> <li>✓ Prepaid envelope for returning order form for participants by post</li> <li>✓ Brief message and acceptance of participation</li> </ul>
6	VON	<ul style="list-style-type: none"> <li>✓ Information of the population by press and Internet</li> <li>✓ Initial letter</li> <li>✓ Leaflet including the respond postcard (prepaid postage)</li> <li>✓ Letter with “thank you for the participation” and Sending the required material and presents</li> <li>✓ Personal handover of flyers and discussion with the inhabitants in the market places</li> </ul>
7	Waldviertel/ Wachau	<ul style="list-style-type: none"> <li>✓ Initial letter</li> <li>✓ Respond postcard</li> <li>✓ Accompanying letter to order form</li> <li>✓ Order form</li> <li>✓ Envelope for returning order form</li> <li>✓ Accompanying letter for distribution of material</li> </ul>
8	Wittenberg	<ul style="list-style-type: none"> <li>✓ Initial Letter</li> <li>✓ Leaflet I “Testfahrer gesucht!”•</li> <li>✓ Questionnaire for the test riders</li> <li>✓ Leaflet II “Ihre Meinung ist uns wichtig!”•</li> <li>✓ Accompanying letter for distribution of material</li> </ul>

The table below shows the communication material type used and its application in the different areas. In principal in all regions an announcement letter was sent as a first contact. An order form was used in the areas, where no face to face contacts were carried out. In three areas an accompanying letter was drafted for the delivery phase (especially, if no face to face contacts for delivery was foreseen).

	<b>Communication Material</b>	Almada	Burgos	Kreis Euskirchen	Krakow	Langadas	VON	Waldviertel/Wachau	Wittenberg
1	Announcement Letter	X		X	X	X	X	X	X
2	Announcement E-Mail		X						
3	Training material for contacts		X						
4	Respond postcard			X				X	
5	Leaflet with respond postcard						X		X
6	Accompanying letter to respond postcard			X			X	X	X
7	Order form	X		X	X	X		X	
8	Envelop (prepaid postage)			X		X		X	X
9	Accompanying letter for distribution material				X		X	X	X

## 2.2 Information Material

The table below gives an overview of the information material collected or created for the campaign for each implementation area.

	<b>Area</b>	<b>Information Material</b>
1	Almada	<ul style="list-style-type: none"> <li>✓ Brochure "Tariffs" for Pragal station users</li> <li>✓ Brochure "Fertagus/Sulfertagus Timetables"</li> <li>✓ SulFertagus timetable printout</li> <li>✓ Instructions info "my daily journey" with personalized travel information</li> <li>✓ Information about cost comparison and CO2 savings from PT use</li> <li>✓ Area map with points of interest and bus feeder line</li> </ul>
2	Burgos	<ul style="list-style-type: none"> <li>✓ General Bus map</li> <li>✓ General bicycle map</li> <li>✓ Information Leaflet about the bus operating in the two different areas</li> <li>✓ Information about bike sharing system</li> <li>✓ Bus Card information</li> </ul>
3	Kreis Euskirchen	<ul style="list-style-type: none"> <li>✓ Timetable book "Kreis Euskirchen"</li> <li>✓ Timetable book "Hellenthal/Kall/Schleiden"</li> <li>✓ Timetables Minis several lines for each region</li> <li>✓ Brochure "Mobil auf ganzer Linie"</li> </ul>

	Area	Information Material
		<ul style="list-style-type: none"> <li>✓ Brochure "Bustraining Aktiv 60"</li> <li>✓ Schematic map of Kreis Euskirchen</li> <li>✓ Brochure/Map "Mobil in Bad Münstereifel"</li> <li>✓ Brochure/Map "Mobil in Hellenthal"</li> <li>✓ Brochure/Map "Mobil in Kall"</li> <li>✓ Brochure/Map "Mobil in Schleiden/Gemünd"</li> <li>✓ General tariff information brochure</li> <li>✓ Tariff information brochure for elderly people</li> <li>✓ Tariff information brochure for young people</li> <li>✓ Tariff information brochure (several items)</li> <li>✓ Timetable of PT-stop</li> <li>✓ Tariff information of PT-stop</li> <li>✓ Personal timetable</li> </ul>
4	Krakow	<ul style="list-style-type: none"> <li>✓ General information</li> <li>✓ Information about the bus and tram lines operating in the analysed area</li> <li>✓ Information about private bus operators serving the analysed area</li> <li>✓ Information about ticket prizes</li> <li>✓ Public transport map</li> <li>✓ Information about the ways of tickets buying</li> <li>✓ Information about the ticket machines</li> <li>✓ Information about the "Salwator" tram and bus terminus</li> <li>✓ Information about the real time information in Krakow</li> <li>✓ Information about the benefits coming from the bike usage</li> <li>✓ Information about the bike usage in the analysed area and in Krakow (bike path network, bike rental system) Information about the bike usage in the analysed area and in Krakow (bike path network, bike rental system)</li> <li>✓ Information about the "Jak dojadę?" Internet tool for trip planning</li> <li>✓ Personal time table</li> <li>✓ Surrounding area map of public transport stop</li> <li>✓ Personal comparison public transport – car; comparison of travel time and cost and CO2 emission</li> </ul>
5	Langadas	<ul style="list-style-type: none"> <li>✓ Information leaflet on bicycle use</li> <li>✓ Information leaflet on walking</li> <li>✓ Information leaflet on public transport use</li> <li>✓ Information brochure on bus tickets and cards</li> <li>✓ Information brochure on use of alternative information provision methods</li> <li>✓ Information pocket card on use of alternative information provision methods</li> <li>✓ Cardholders by OASTh (PT provider)</li> <li>✓ Information leaflet on PT provider's "cultural route"</li> <li>✓ Information pocket leaflet on PT provider's bus lines and map</li> <li>✓ Code of conduct and obligations</li> <li>✓ Personalised information leaflet on bus routes and PT stops requested</li> <li>✓ Cost comparison of private vehicle use with PT use</li> <li>✓ Personalized card with the PT providers' telematics application code for the specific bus stop requested by the user</li> </ul>
6	VON	<ul style="list-style-type: none"> <li>✓ Network map (ZVON area + cross-border region including PL and CZ)</li> <li>✓ Tariff information</li> <li>✓ Information about mobile ticketing</li> <li>✓ Information for elderly people and students</li> <li>✓ Timetable for the buses in the area</li> <li>✓ Touristic information (ZVON area + cross-border information PL and CZ)</li> <li>✓ Individual cost comparison car vs. public transport</li> </ul>



	Area	Information Material
7	Waldviertel/ Wachau	<ul style="list-style-type: none"> <li>✓ General information (folder, 16 pages)</li> <li>✓ Information on ticket vending machine</li> <li>✓ Public transport network map Waldviertel</li> <li>✓ Public transport network map Wachau</li> <li>✓ Information how to receive time table information</li> <li>✓ Time table and other information as APP for the mobile phone</li> <li>✓ Map of the region</li> <li>✓ Bicycles and Public transport</li> <li>✓ Danube cycle path (folder 162 pages)</li> <li>✓ Book of timetables Wachau (folder 73 pages)</li> <li>✓ Time table bus line</li> <li>✓ Time table city bus, city of Krems</li> <li>✓ Time table bus line WL1A (incl. bicycle transport)</li> <li>✓ Time table bus Wachau heritage railway (folder 12 pages)</li> <li>✓ Folder "special ticket for youngsters" (4 pages)</li> <li>✓ Folder "special ticket for students"</li> <li>✓ Personal time table</li> <li>✓ Personal ticket tariff calculation</li> <li>✓ Personal comparison public transport - car</li> <li>✓ Personal timetable of specific public transport stop</li> <li>✓ Surrounding area map of public transport stop</li> </ul>
8	Wittenberg	<ul style="list-style-type: none"> <li>✓ Time table and other information as APP for mobile phone</li> <li>✓ Sachsen-Anhalt cycle and walking paths</li> <li>✓ Pocket Map of the region</li> <li>✓ Tariffs and Fares</li> <li>✓ Personal Time Table</li> <li>✓ Stop area maps</li> <li>✓ Personal comparison public transport – car</li> <li>✓ Business Card "call bus"</li> <li>✓ Route map of the province and implementation area</li> <li>✓ Timetable of specific public transportation stops</li> <li>✓ Information about seasonal changes (timetable and fares)</li> </ul>

The table below shows the information material type used and its application in the different areas. In all cases either a general information brochure or a brochure explaining tickets and tariffs was offered. Network maps and time tables were used in the majority of the areas. Information for special target groups such as elderly or young people was available only in few areas.

	Information Material	Almada	Burgos	Kreis Euskirchen	Krakow	Langadas	VON	Waldviertel/Wachau	Wittenberg
1	General information		X	X	X	X		X	
2	Tariffs/Tickets	X	X	X	X	X	X	X	X
3	Ticket machine				X			X	
4	Access to (real time) information			X	X	X		X	X
5	Online Information/Apps			X	X		X	X	X
6	Area map	X	X	X		X	X	X	
7	Network map		X	X	X	X	X	X	X
8	Map of the pt stop	x	X	X	X			X	X
9	Special offer new costumer	X							
10	Time table for pt stop		X	X	X	X		X	X
11	Timetable specific line	X	X	X	X	X	X	X	
12	Timetable collection	X		X			X	X	
13	Individualised timetable	X		X	X	X		X	X
14	Individualised costs	X				X		X	X
15	Individualised comparison car - pt	X			X	X	X	X	X
16	For elderly people			X	X		X		
17	For young people			X	X		X	X	
18	Bus training offer			X					
19	For bike users/bike renting		X		X	X		X	X
20	For pedestrians					X			X
21	For tourists						X		

## 2.3 Giveaway Items

The table below gives an overview of the giveaway items used for the campaign in each implementation area.

	<b>Area</b>	<b>Giveaway Items</b>
1	Almada	<ul style="list-style-type: none"> <li>✓ 2 Tablet computers (for Lottery)</li> <li>✓ Refrigerator magnets with PT timetable</li> <li>✓ PT card holder</li> <li>✓ Grocery bag (cloth)</li> </ul>
2	Burgos	<ul style="list-style-type: none"> <li>✓ Magnet for the specific leaflet</li> <li>✓ Bus Test tickets</li> </ul>
3	Kreis Euskirchen	<ul style="list-style-type: none"> <li>✓ Grape-sugar</li> <li>✓ Magnets</li> <li>✓ Umbrella</li> <li>✓ Spectacle cases</li> <li>✓ Reading glasses</li> <li>✓ Cleaning tissue for glasses</li> </ul>
4	Krakow	<ul style="list-style-type: none"> <li>✓ Mouse mat with feeder system network in the analysed area</li> <li>✓ Pen, pencils, sweets, pocket light, USB stick, notebook, fluorescent elements for bikers and pedestrians</li> <li>✓ CD with educational fairy tale for kids about the sustainable mobility</li> <li>✓ Light for bike</li> <li>✓ Cover for the public transport pass</li> <li>✓ T-shirt with tram transport elements</li> </ul>
5	Langadas	<ul style="list-style-type: none"> <li>✓ Hats</li> <li>✓ Umbrella</li> <li>✓ Flashlights</li> <li>✓ 3 tablet PCs for campaign participants (lottery)</li> <li>✓ Protection cover for PT-pass</li> </ul>
6	VON	<ul style="list-style-type: none"> <li>✓ Umbrellas</li> <li>✓ Frisbee discs</li> <li>✓ Binoculars for Kids</li> <li>✓ Ball point pens</li> <li>✓ Sweet gums</li> <li>✓ Clothes to clean the glasses</li> <li>✓ Eco pencils, shopping bags, fridge magnets, sandwich boxes with SmartMove-logo prints</li> <li>✓ Shopping vouchers (3x for lottery)</li> <li>✓ Free day test ticket</li> </ul>
7	Waldviertel/Wachau	<ul style="list-style-type: none"> <li>✓ Magnets</li> <li>✓ Umbrella</li> <li>✓ Pocket LED-light</li> <li>✓ USB-data memory stick (4 GB)</li> </ul>
8	Wittenberg	<ul style="list-style-type: none"> <li>✓ Postcards</li> <li>✓ Umbrella</li> <li>✓ Smartphone Cleaner</li> <li>✓ Pens</li> </ul>

The table below shows the giveaway items type used and its application in the different areas. Most offered item were umbrellas and refrigerator magnets. In one implementation area a lottery was organised and a tablet computer was raffled instead of offering a variety of giveaway items.

	<b>Giveaway Items</b>	Almada	Burgos	Kreis Euskirchen	Krakow	Langadas	VON	Waldviertel/Wachau	Wittenberg
1	Sweets			X	X		X		X
2	Shopping bags	X					X		
3	Postcard								X
4	Refrigerator magnets	X	X	X			X	X	
5	Pen				X		X		X
6	Paper blocks				X				
7	Protection cover for pt-pass	X			X	X			
8	Cleaning tissue			X			X		X
9	Frisbees						X		
10	Sandwich box						X		
11	Mouse pad with map				X				
12	Compact disc for kids				X				
13	Reflectors for cyclists/pedestrians				X				
14	Pocket light				X	X		X	
15	Lights for cyclists				X				
16	Umbrella			X		X	X	X	X
17	T-Shirt				X				
18	Caps					X			
19	Spectacle glasses / binoculars			X			X		
20	Reading glasses			X					
21	Test tickets		X				X		X
22	USB-stick				X			X	
23	Tablet computer (for Lottery)	X				X			
24	Shopping voucher (for lottery)						X		

### 3. Accessing the target persons

The tables below give an overview of the target group of the campaign in each implementation area. The majority focused on all residents within the target area, only two areas focused on specific groups.

	Area	Definition of target Group of campaign
1	Almada	✓ All residents in the area
2	Burgos	✓ Students ✓ Employed person in the area
3	Kreis Euskirchen	✓ Elderly people in the area
4	Krakow	✓ All residents in the area
5	Langadas	✓ All residents in the area
6	VON	✓ All residents in the area
7	Waldviertel/ Wachau	✓ All residents in the area
8	Wittenberg	✓ All residents in the area

	Target group of campaign	Almada	Burgos	Kreis Euskirchen	Krakow	Langadas	VON	Waldviertel/ Wachau	Wittenberg
1	All residents	X			X	X	X	X	X
2	Students		X						
3	Employed person		X						
4	Elderly people			X					

The table below gives an overview, how contacts to the target persons were established. This step is a crucial part of the campaign, as target persons need to be attracted and motivated to participate in the campaign. Ideally, target persons can be addressed on individual basis instead of sending spam like announcement letters. If the campaign was carried out face to face an announcement letter supports the visitors in increasing confidence in the campaign, as visited people are aware of the campaign already.

	Area	Accessing the target persons
1	Almada	<ul style="list-style-type: none"> <li>✓ Sending out an announcement letter to residents with no personal household information, asking for response</li> <li>✓ Visiting target area, knocking at the door 2-3 days after announcement letter</li> <li>✓ Face to face contact with residents of the area, informing them on the campaign and filling in the questionnaire in-situ (if preferred, a web link was provided for online version)</li> <li>✓ Recruitment at events</li> </ul>
2	Burgos	<ul style="list-style-type: none"> <li>✓ Existing database from previous projects with all necessary information was available</li> </ul>
3	Kreis Euskirchen	<ul style="list-style-type: none"> <li>✓ Administrations handed over a data base of target person information of their municipalities</li> <li>✓ Different local sources of target person information were contacted (e.g. elderly people association)</li> <li>✓ Buying addresses from data provider</li> <li>✓ Recruitment at events</li> </ul>
4	Krakow	<ul style="list-style-type: none"> <li>✓ Visiting target area, knocking at the door with no individual information in advance</li> <li>✓ Recruitment at events</li> </ul>
5	Langadas	<ul style="list-style-type: none"> <li>✓ The local water company handed over a data base of target person information.</li> <li>✓ Announcement letter, accompanied by pre-paid envelope, was sent by post to 50 residents of the area.</li> <li>✓ Face to face contact with residents of the area, informing them on the campaign and filling in the questionnaire in-situ</li> </ul>
6	VON	<ul style="list-style-type: none"> <li>✓ Municipal administrations handed over a data base of target persons including addresses</li> <li>✓ Sending out announcement letter with leaflet and reply postcard to persons in the database</li> <li>✓ Recruitment at events</li> </ul>
7	Waldviertel/Wachau	<ul style="list-style-type: none"> <li>✓ Buying addresses from data provider</li> <li>✓ Administrations handed over a data base of target person information of their municipalities</li> <li>✓ Recruitment at events</li> </ul>
8	Wittenberg	<ul style="list-style-type: none"> <li>✓ Because of lack of addresses announcement letters and leaflets are sent to residents close to a bus stop (200 meter), asking for response</li> <li>✓ Recruitment at events</li> </ul>

As the table below shows, in most of the cases individualised letters could be sent to the target persons. It was the aim to avoid costs by asking address data base holder using their lists, but this could create privacy issues. But in the majority of the implementation areas, access was given. Recruitment at events was an important additional source to access participant in the majority of the areas.

	<b>Accessing the target persons</b>	Almada	Burgos	Kreis Euskirchen	Krakow	Langadas	VON	Waldviertel/Wachau	Wittenberg
1	Announcement letter to with no personal household information	X							X
2	Addresses for announcement letter received from a data base holder (e.g. administration, water supplier)		X	X		X	X	X	
3	Addresses for announcement letter bought from commercial resources			X				X	
4	Recruitment at events	X		X	X		X	X	X
5	Visiting people at the door	X	X		X	X			

## 4. Implementation of the campaign

The campaigns were kicked off in spring 2015 (between March and June) and the majority of the campaigns were finalised in autumn/winter 2015/16. The duration of the campaign was between 1 month and 9 months. Especially mail based campaigns with smaller amount of staff employed lasted longer.

	Area	Implementation of the campaign			
		Start	End	Duration (months)	Persons reached
1	<b>Almada (Pt)</b>	14 May 2015	31 April 2016	11	963
2	<b>Burgos (Es)</b>	20 April 2015	31 May 2015	1	500
3	<b>Euskirchen (Ge)</b>	08 May 2015	25 September 2015	4	527
4	<b>Krakow (Pl)</b>	20 March 2015	31 January 2016	9	508
5	<b>Langadas (Gr)</b>	23 June 2015	4 November 2015	5	620
6	<b>VON (Ge)</b>	30 April 2015	27 January 2016	9	244
7	<b>Wittenberg (Ge)</b>	18 May 2015	16 December 2015	5	273
8	<b>Waldviertel / Wachau (At)</b>	20 April 2015	5 October 2015	4	821



## 5. Active measures

The tables following give an overview on active measures carried out to support the campaign. In each case study at least 3 different and up to 10 types of active measures supported the campaign.

	Area	Active measures
1	Almada	<ul style="list-style-type: none"> <li>✓ Promotion days and events during European Mobility Week in September 2015;</li> <li>✓ PT try-out action - "Trips for Trash" event during European Mobility Week in September 2015);</li> <li>✓ Tailored PT advice with the help of existing ICT tools - Transporlis route and PT mode calculator;</li> <li>✓ 4 Meetings with PT operator and Local Authorities to multiply the effect of the campaign, since they can act as direct communication channels with local citizens.</li> </ul>
2	Burgos	<ul style="list-style-type: none"> <li>✓ Promotion days and events, organized in the industrial area, 30 April 2015 and the University, 4 May 2015;</li> <li>✓ 3 promotion days organised 16 to 22 September 2015: Training on bus, on cycle (two types: risk avoiding and use of the bike lane) and maintenance of the bike workshops;</li> <li>✓ Citizens' audit performed at the same time as the Training for the bus;</li> <li>✓ Smartphone app;</li> <li>✓ Social Networks use (FaceBook);</li> <li>✓ Walking tours.</li> </ul>
3	Kreis Euskirchen	<ul style="list-style-type: none"> <li>✓ 16 traveller trainings for certain groups of people in Hellenthal, Bad Münstereifel, Schleiden;</li> <li>✓ 2 citizen audits in Gemünd, Vogelsang IP Forum;</li> <li>✓ 6 mobility checks in Schleiden, Gemünd, Hellenthal, Bad Münstereifel, Kall;</li> <li>✓ 6 civic participation in Essen, Gemünd, Schleiden, Bad Münstereifel.</li> </ul>
4	Krakow	<ul style="list-style-type: none"> <li>✓ Promotional and informational meetings with the mayor and employees of the Liszki Municipality (April 2015);</li> <li>✓ 3 educational and promotional meetings with pupils of primary schools in the implementation area; awareness rising (June 2015);</li> <li>✓ Promotional and information action during Family Festival in Primary School in Piekary, awareness rising among kids and their parents (20 June 2015);</li> <li>✓ Information campaigns about the project and its measures among church communities in the implementation area (June 2015);</li> <li>✓ Distribution of the education and information materials about public transport trip planning via the Internet tools and bike usage in the St. Nicholas Parish in Liszki (14 June 2015).</li> </ul>
5	Langadas	<ul style="list-style-type: none"> <li>✓ Face-to-face recruitment of participants (personal contact and interaction of AUTH's team with citizens);</li> <li>✓ 2 focus groups with local stakeholders at the Municipality of Langadas;</li> <li>✓ Free tickets were sent to 270 citizens who do not use or rarely use PT</li> <li>✓ Participation in 7 local events (these were carried out as multipliers after the recruitment phase of the campaign since external factors led to the cancellation of all events planned at the Langadas area in summer 2015)</li> <li>✓ 3 information meetings on the AMC campaigns and sustainable mobility</li> </ul>

	Area	Active measures
		were held with main actors that can multiply the effect of the campaign, since they can act as direct communication channels with local citizens.
6	VON	<ul style="list-style-type: none"> <li>✓ 5 promotion days and events (between September 2014 and May 2015);</li> <li>✓ Meetings with the municipal administrations in Herrnhut, Bernstadt and Görlitz);</li> <li>✓ 4 community meetings;</li> <li>✓ 2 special discussion forums with the inhabitants during the market days in Herrnhut (4 June 2015) and in Bernstadt (5 June 2015);</li> <li>✓ Information stand and direct approach of visitors at Christmas market in Schönau-Berzdorf (13 December 2015);</li> <li>✓ 2 meetings with PTA for bus transport and bus operator with participation of bus users;</li> <li>✓ 2 meetings with the Association of users for passenger rail transport.</li> </ul>
7	Waldviertel/ Wachau	<ul style="list-style-type: none"> <li>✓ 8 Promotion events at local events such as Easter-fair in Leiben (September 2014 to May 2015);</li> <li>✓ Providing try-out-Pedelecs (in the course of e-mobility-day in May 2015);</li> <li>✓ Traveller training cycling tours (organised in the course of the -mobility-day in May 2015);</li> <li>✓ 4 Citizen audits (organised in the course of the Easter Market in Leiben, April 2015).</li> </ul>
8	Wittenberg	<ul style="list-style-type: none"> <li>✓ 4 Promotion days and events (September 2014 to July/August 2015);</li> <li>✓ Meetings with the municipal administrations in Jessen and Annaburg;</li> <li>✓ Marketing days in Jessen and Annaburg;</li> <li>✓ Preparation of the action "Become a test rider" with the citizens as participants of the action and the representatives of the regional newspaper;</li> <li>✓ 4 citizen audits;</li> <li>✓ 2 special discussion forums with the inhabitants during the market days in Jessen and Annaburg (August 2015);</li> <li>✓ 3 promotion days and events (Sept. to Dec. 2015);</li> <li>✓ Information stand on weekly market in Wittenberg with focus on direct, personal approach;</li> <li>✓ Passenger contacts and surveys at bus and train stations and in regional trains.</li> </ul>

Alone standing promotion events or together with established local events and citizen audits/participation/focus group were the most common active measures type accompanying the campaign within the implementation areas.

	<b>Active measures</b>	Almada	Burgos	Kreis Euskirchen	Krakow	Langadas	VON	Waldviertel/Wachau	Wittenberg
1	Alone standing promotion events		X			X	X		X
2	Promotion events together with established local events			X	X	X	X	X	X
3	Promotion events at European Mobility week	X	X						
4	Promotion event at schools				X				
5	Events at buses/bus stops								X
6	Events for stakeholder/multiplier	X			X	X	X	X	X
7	Citizen audits/participation/focus groups		X	X		X	X	X	X
8	Mobility checks for residents			X					
9	User training information systems/apps	X	X						
10	Bus traveler training		X	X					
11	Test tickets	X				X	X	X	X
12	Cycle training/try out		X					X	
13	Presence at internet platforms				X				

## 6. Summary

All campaigns were implemented successfully. As foreseen there are differences in the implementation process across the implementation areas, as the developed common AMC-campaign needed to be adapted to the local circumstances and different target groups. This affects

- different communication strategies, communication channels and communication materials used,
- different information material and give away items offered to the participants as well as
- different active measures accompanying the campaign.

The success in terms of process and impact will be evaluated within work package 6. This enables the possibility to compare the differences and to analyse the different degree of success. However, in some implementation areas the local circumstances may prevent other strategies, which might have been more successful in other implementation areas.