

Result-oriented report on WP3

Deliverable D3.6

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1 Introduction

1.1 Background

The SmartMove project addresses key action on energy-efficient transport of the STEER programme. 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

Public transport (PT) 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. 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. 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 and its feeders - AMCs 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 builds on existing approaches, which will be further developed through SmartMove based on the exchange of experience and mutual learning. This includes (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 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. Thereby, the project contributes to solving significant challenges for 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 personalised travel marketing approaches; even more important is the fact, that 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 actual 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 has different local factors that need to address. These may include a specific target group, a type of PT feeder system (a possibility to reach PT stops by individual or public means) or a spatial aspect. Within each region several hundreds of households will be contacted. As a result, a substantial mode shift to public transport is to be expected. This will lead to a substantial decrease of energy resources consumed and greenhouse gas emissions caused by road traffic.

1.3 Contents of the deliverable

This document includes a description of all WP3 deliverables, and illustrates the reader about how each of the WP contributes to set the theoretical framework that the implementation regions will use to design their AMC campaigns.

2 Deliverables

This section includes a description of each of the 5 deliverables foreseen within WP3. For each deliverable we included a description of each focusing in their contribution towards the actual design and implementation of AMCs campaigns.

2.1 D3.1 Fact sheet on rural PT feeder systems

D3.1 provides through desk-based research, a literature review on existing and new developed Public transportation (PT) feeder system schemes in rural areas, focusing on the conditions for their successful implementation and operation as well as their impact on shifting the travel behaviour of dwellers in rural areas. For every identified PT feeder scheme a fact sheet was created. In total 15 feeder systems were identified.

D3.1 describes the feeder system concept that was considered by project and organised the feeder schemes using two main criteria: means of transportation and the degree of flexibility that PT services offer in terms of route, schedules, target users or whether or not door-to-door services were offered. Table 1 lists the 15 feeder system schemes included in D3.1.

Scheme name	Type of transport system	Means of transport
1) Dial-a-bus operated by professional operators/drivers open to all potential passengers: Publicar, Multibus and Personal bus	Demand responsive transport (DRT)	Buses, minibuses
2) Dial-a-bus operated by non-profit organisations and/or voluntary drivers open to all potential passengers	Demand responsive transport (DRT)	Buses, minibuses and private cars
3) <i>Demand responsive service dedicated to specific user groups</i> : Paratransit services (US) /Community transport (UK)	Demand responsive transport (DRT)	Minibuses and vans
4) Share taxis	Demand responsive transport (DRT)	Cars and minivans
5) Demand responsive connector (DRC) a point to point shuttle service	Flexible transit services (FTS)	Buses, minibuses and vans
6) Route deviation services schemes	Flexible transit services (FTS)	Vans and minibuses
7) Bus (rapid) transit (BRT) – all forms of conventional bus feeder systems	Fixed route transport (FRT)	Bus
8) Park & Ride	Individual motorized transport systems	Cars
9) Car sharing	Individual motorized transport systems	Cars, e-cars
10) Car pooling	Individual motorized transport systems	Cars
11) Bike sharing	Individual non-motorized transport systems	Bicycles and pedelecs/e-bikes

12) Intermodal transit scheme (pedelecs and electric buses) including the possibility of taking the bike with you on the pt	Individual transport systems combined with a demand transit service (DTS)	Environmental Friendly Buses and pedelecs
13) Bike and ride (facility at the station)	Individual non-motorized transport systems	Bicycles and pedelecs/e-bikes
14) Routes for walking and cycling to pt stop	Individual non-motorized transport systems	Bicycles and pedelecs/e-bikes
15) Walking (Pedi-bus) or biking together	Individual non-motorized transport systems	Walking, bicycles

Table 1: feeder systems schemes included in D3.1.

Each of the feeder systems schemes included in D3.1 will be printed out as individual fact sheets in order to contribute to the dissemination (WP7) of the findings of this deliverable. D3.1 provided a collection of feeder systems that could eventually be used not only by implementation partners but other regions that are considering fostering the use of PT. The content of D3.1 was disseminated not only through the distribution of the D3.1 report but also its content was used as an input to the training seminar delivered to all partners in that took place in Burgos between 26th-27th June 2014.

2.2 D3.2 Brochure on the SmartMove Active Mobility campaign concept

D3.2 synthesises the content described in detail within D3.3. This deliverable focuses on the essential building blocks of an AMC campaign: public transport feeder systems, active measures to encourage an attitudinal change, the main steps of an AMC campaign and the evaluation indicators to be able to assess the success of an AMC campaign. Based on this deliverable, a brochure will be produced and published in different languages to disseminate the key findings of SmartMove so other AMC campaigns start to be carried out in other regions beyond the ones included in SmartMove.

2.3 D3.3 Guideline on the SmartMove Active Mobility campaign concept

The aim of D3.3 provides a guideline, with the relevant aspects (objectives, preparation needed, conduction and evaluation) to carry out an AMC campaign in the case study regions of SmartMove. D3.3 explains in detail the concept of an AMC campaign as well as the steps in which a campaign is divided. Therefore, D3.3 can be used as reference by those regions/cities that decided to carry out an AMC campaign.

2.4 D3.4 State-of-the-Art report on Active Mobility campaigns

D3.4 presents a plethora of active mobility campaigns with a focus on techniques to promote sustainable behaviour.

To carry out this deliverable we collected the state-of-the-art techniques that had been used in other mobility projects that might contribute to the design and implementation of the AMC campaigns that will be developed under the auspices of Smartmove.

D3.4 includes approaches from several disciplines such as psychology or marketing to provide a wide range of techniques to underpin the impact seek by the AMC campaigns foreseen within SmartMove.

This deliverable includes a description of the current need for a massive travel behaviour change as well as an analysis of the stages considered by the individualised marketing approach, including different projects where individualised marketing had been employed to foster travel behavioural change.

D3. 4 additionally considered approaches of other mobility projects to obtain relevant inputs that could be incorporated to the AMC campaigns foreseen under the auspices of SmartMove.

Furthermore D3.4 includes a set of conclusions and/or recommendations towards the design and implementation of comprehensive AMC campaigns.

Finally, we included as an annex a brief guide in which we used populated the steps of the individualised marketing approach with the main lessons learned from the other approaches we included in this report. In the second annex of the document, we included a list of the travel behavioural change rates achieved by several travel management campaigns.

Regarding the dissemination of D3.4, it was distributed among partners D3.4 report was used to deliver a presentation during the second training seminar that took place in Wittenberg between 9th-10th October 2014.

2.5 D3.5 Factsheets on the implementation of active measures into AMC campaigns

D3.5 collected and described active measures, which will be able to support an AMC campaign ready to be implemented in the case study regions of the SmartMove project after the required modifications due to regional characteristics.

The 16 fact sheets include a brief description of the scheme, the potential target groups, planning features, potential stakeholders to conduct them and case study examples.

Table 2 lists below the 16 fact sheets on the implementation of the active measures into AMC campaigns:

Fact sheets	
1	Citizen audits
2	Workshops with citizens
3	Focus groups with citizens
4	Promotion to use social media and smartphone apps
5	Public transport training events for elderly
6	Mobile guidebooks for the elderly
7	Mobility checks for elderly people
8	Personal mobility assistants for elderly people at a major transport interchanges
9	Info packages for new residents
10	Promotion events for (flexible) PT
11	Public transport try-out activities
12	Tailored public transport advice with help of existing information and communication technology (ICT) tools
13	Guided walking tour
14	Walking for health
15	Guided cycling tour
16	Providing try-out-Pedelects

Table 2: 16 fact sheets on the implementation of the active measures into AMC campaigns

3 Outputs

The set of deliverables carried out within WP3 allowed implementing regions to increase their theoretical knowledge regarding the existing feeder system as well as the active measures that might be implemented to contribute to the seek attitudinal change that will lead to increase of the use of public means of transportation as well as sustainable transports(e.g. pedelecs and bikes).

Additionally, deliverables such as D3.1 and D3.5 included practical examples that have been carried out already and that might be incorporated to the upcoming AMC campaigns that each implementing region is going to carry out.

WP3 deliverables provided to implementing regions the theoretical bottom line regarding AMC campaigns as well as a plethora of examples that provided regional characteristics might be used to foster the success of the AMC campaigns that are about to start.