

Active Mobility Consultancy – Background to the approach

Oliver Roider, ITS BOKU

2nd Take-up Seminar • Thessaloniki, Greece • 21st October 2015

SmartMove: Active mobility consultancy focusing on feeder systems
to increase awareness and use of public transport



Co-funded by the Intelligent Energy Europe
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REGIONAL ENVIRONMENTAL CENTER



Overall aims of active mobility consultancy (AMC)

- Increase the number of public transport users in rural and semi-rural areas
- Raising the awareness towards public transport due to individualised information
- Receiving feedback to improve the public transport supply

Main idea of active mobility consultancy (AMC)

*Distribution of **individualised information** about public transport and sustainable mobility in the region*

*among **selected target groups***

*supported by **accompanying measures***

Elements of active mobility consultancy (AMC)

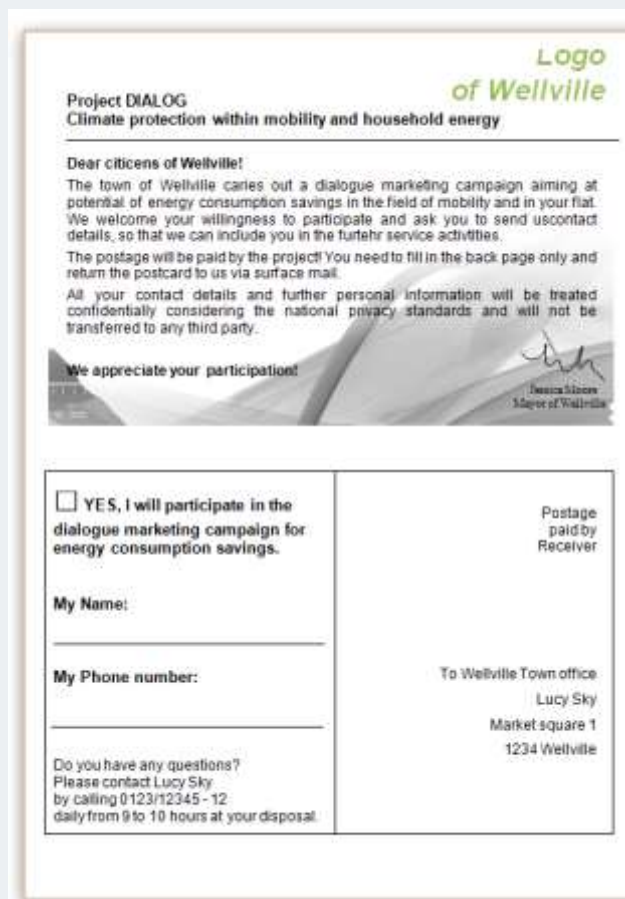
- Individual information campaigns (Dialog Marketing)
- Integration of public transport feeder systems
- Interactive and participatory events for inhabitants
- Evaluation

Individual information campaigns (I)

- Preparation phase
 - Definition of the geographic area
 - Selection of the target group
 - Contacts with stakeholders

- General contact phase
 - Information letter
 - Return post card

- Segmentation phase, e.g.
 - current users of the public transport
 - potential users with/without alternatives
 - willingness to participate in campaign



Logo of Wellville

Project DIALOG
Climate protection within mobility and household energy

Dear citizens of Wellville!

The town of Wellville carries out a dialogue marketing campaign aiming at potential of energy consumption savings in the field of mobility and in your flat. We welcome your willingness to participate and ask you to send us contact details, so that we can include you in the further service activities.

The postage will be paid by the project! You need to fill in the back page only and return the postcard to us via surface mail.

All your contact details and further personal information will be treated confidentially considering the national privacy standards and will not be transferred to any third party.

We appreciate your participation!

Lucy Skyr
Mayor of Wellville

<input type="checkbox"/> YES, I will participate in the dialogue marketing campaign for energy consumption savings.	Postage paid by Receiver
My Name: _____	
My Phone number: _____	To Wellville Town office Lucy Skyr Market square 1 1234 Wellville
Do you have any questions? Please contact Lucy Skyr by calling 0123/12345 - 12 daily from 9 to 10 hours at your disposal.	

Individual information campaigns





- Individual contact phase
 - Distribution of order forms with individualised information to be selected (e.g. individualised timetables, comparative calculations for trips using public transport and car)
 - Distribution of a thank-you presents to those already using public transport

Example of an order form

free weekly test ticket
 You can have test rides on all lines .
 As long as stocks last !

Please choose one of the presents offered below as a thank you for your participation!
 please put in the number „1“ in your favourite present and chose another items, where you put „2“

Ihre Wahl

	pocket umbrella	<input type="checkbox"/>
	pocket light	<input type="checkbox"/>
	travel set	<input type="checkbox"/>
	insulated mug	<input type="checkbox"/>

Service action for
WALDVIERTEL-LINIE
EINSTEIGEN. UMSTEIGEN.

Something is going on in the Waldviertel
 You can participate – and benefit!
 Please tick the box of your required items!
 An envelope for your answer is included (p ostage paid)!

Regional pocket timetable
 all lines and courses of the region

Gmünd Zwettl Gföhl Horn Waidhofen Pöggstall

Time table for a specific Waldviertel-line
 please select your preferred line

WA 1 Gmünd – Zwettl – Krems/Donau and vice versa including connected lines to and from Vienna and Horn

WA 23 Horn - Rastendorf and vice versa including connected lines to and from Zwettl and Waidhofen/Thaya

Public transport map of the Waldviertel Region
 all trains and buses included

Public transport stop
 information of all departures and arrivals at your desired stop

Please fill in an address and we will send to you the information for the closest stop or fill in a concrete name of a public transport stop :

1 _____
 2 _____
 3 _____
 4 _____

qando - free time table information
 for your smart phone a guideline how to install and use

Leaflet „Mobility agency Waldviertel“
 An overview of services provided and contact details

Ticket- und fare information

Where to buy? Which type of tickets? Fare

same address as this form was sent

following address: _____

NAME: _____
 ADDRESS: _____

from _____ to _____
 village _____

one way Frequency: _____
 both directions

car type _____ Gasoline

Leisure activities

Out door activities Waldviertel
 hiking paths , excursions with your bicycle, etc.

Travelling to the neighbours (Czeck Republic)
 public transport supply Waldviertel - Southern Bohemia

Individual time table
 a time table for your desired route

Monday - Friday Saturday Sundays / Bank holidays

from: _____
 (public transport stop or address)

to: _____
 (public transport stop or address)

Outbound: _____ hours Inbpund: _____ hours



Individual information campaigns

- Delivery phase
 - Personal distribution of requested information packs and giveaways
 - Possibility for face-to-face discussions
- Consultancy phase (optional)
 - Personal home visits by a professional mobility manager

Public Transport Feeder Systems

Connecting a region with the main public transport system (in particular in regions with a low and sparse transport demand) – “First/last mile”

- To overcome the barrier of insufficient accessibility of public transport

Accompanying active measures

Organizing events addressed to a certain mode or to the general public initiating an interactive and participatory process

- ✓ to overcome subjective barriers
- ✓ to raise the awareness on the ongoing campaign
- ✓ to recruit participants for the campaign
- ✓ to offer a platform for feedback to improve the public transport to the specific user's needs
- ✓ to achieve direct effects by convincing people due to the participations at the activities.

Evaluation

Quantification of the success of the AMC campaign

- Evaluation of statistical figures of the process of the campaign
- Collection of current mobility data
- Collection of behaviour changes (ex-post survey)
- Collection of ridership data before and after the campaign

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