

Applying the AMC approach in rural areas

the Waldviertel Pilot Study, Austria

Roman Klementschtz, ITS BOKU

2nd Take-up Seminar • Thessaloniki, Greece
21 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
Programme of the European Union



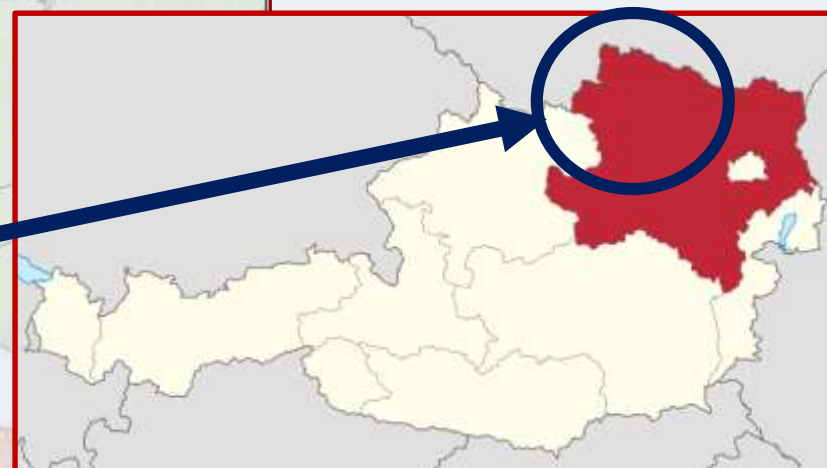
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Setting the scene

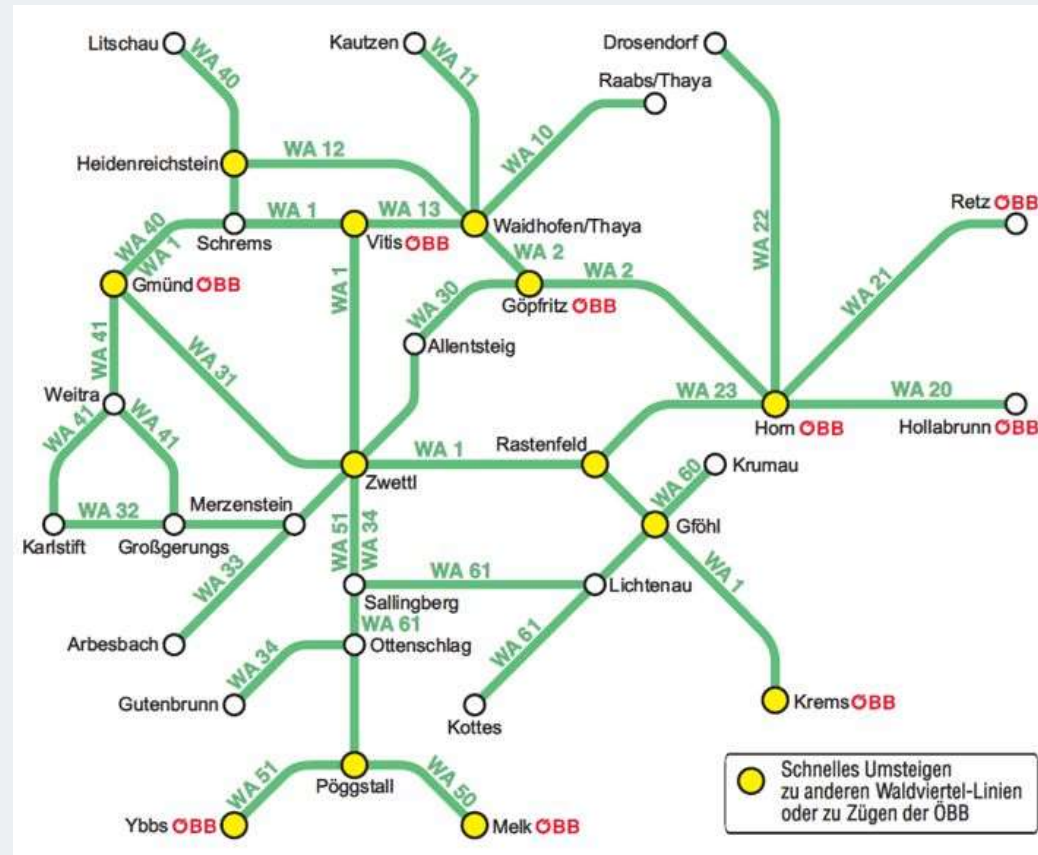
- The bus system in the area was modified
- Demand figures were below expectations
- Individualised marketing to increase demand figures
- Funded by the province of Lower Austria

Location



Waldviertel-Linie

- Started in Dec. 2009
- 21 Lines Mo-Fr
- ca. 2 Mil. kilometres/a
- focus on commuters
- integrated system (incl. train links and ticketing)
- less number of stops compared with regional lines



Target area: line WA 1 and WA 23 (1.621 households in 30 municipalities)



TIME LINE

Week 19
09.05.2011

Information letter

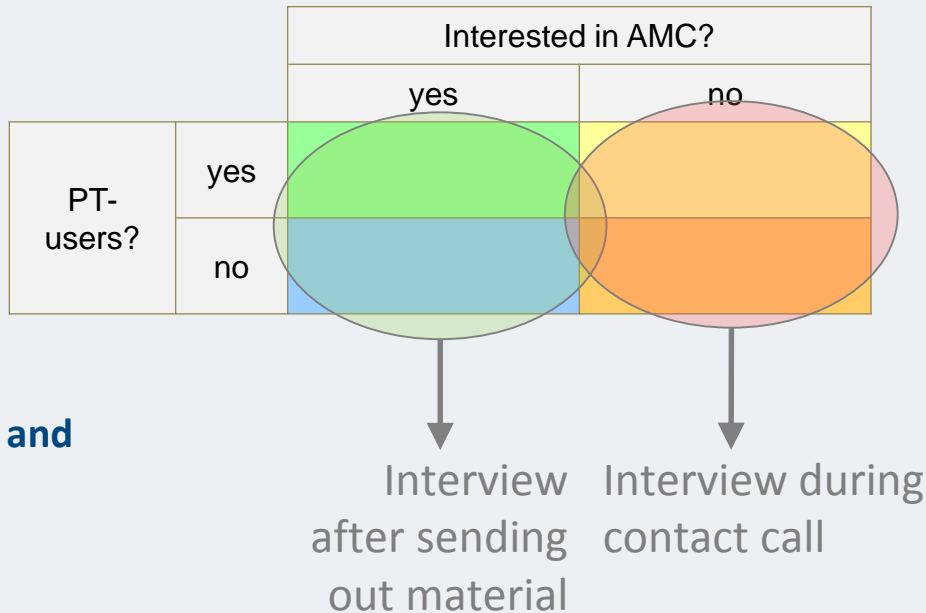
Contact call and
segmentation

Sending out a list of material and
offers to be selected

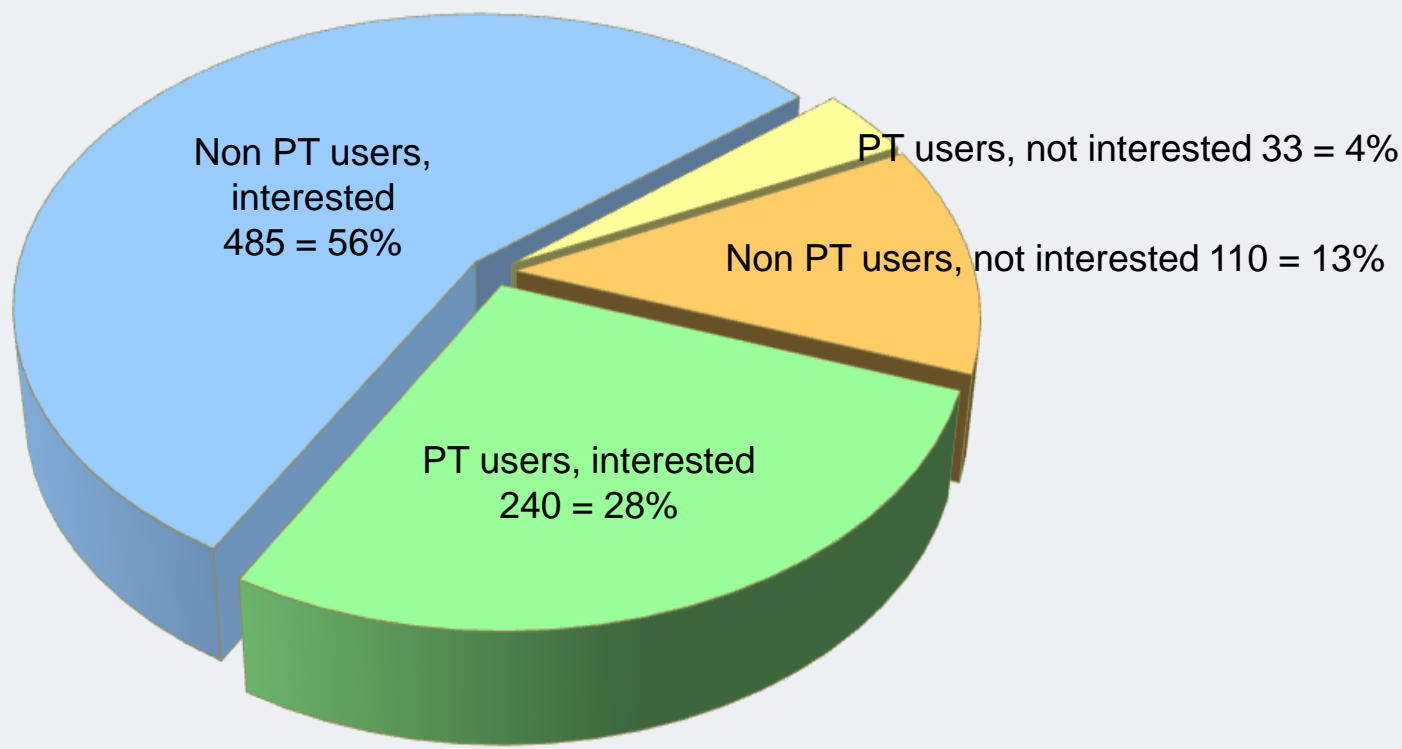
Waiting for response from the
target people

Week 28
17.07.2011

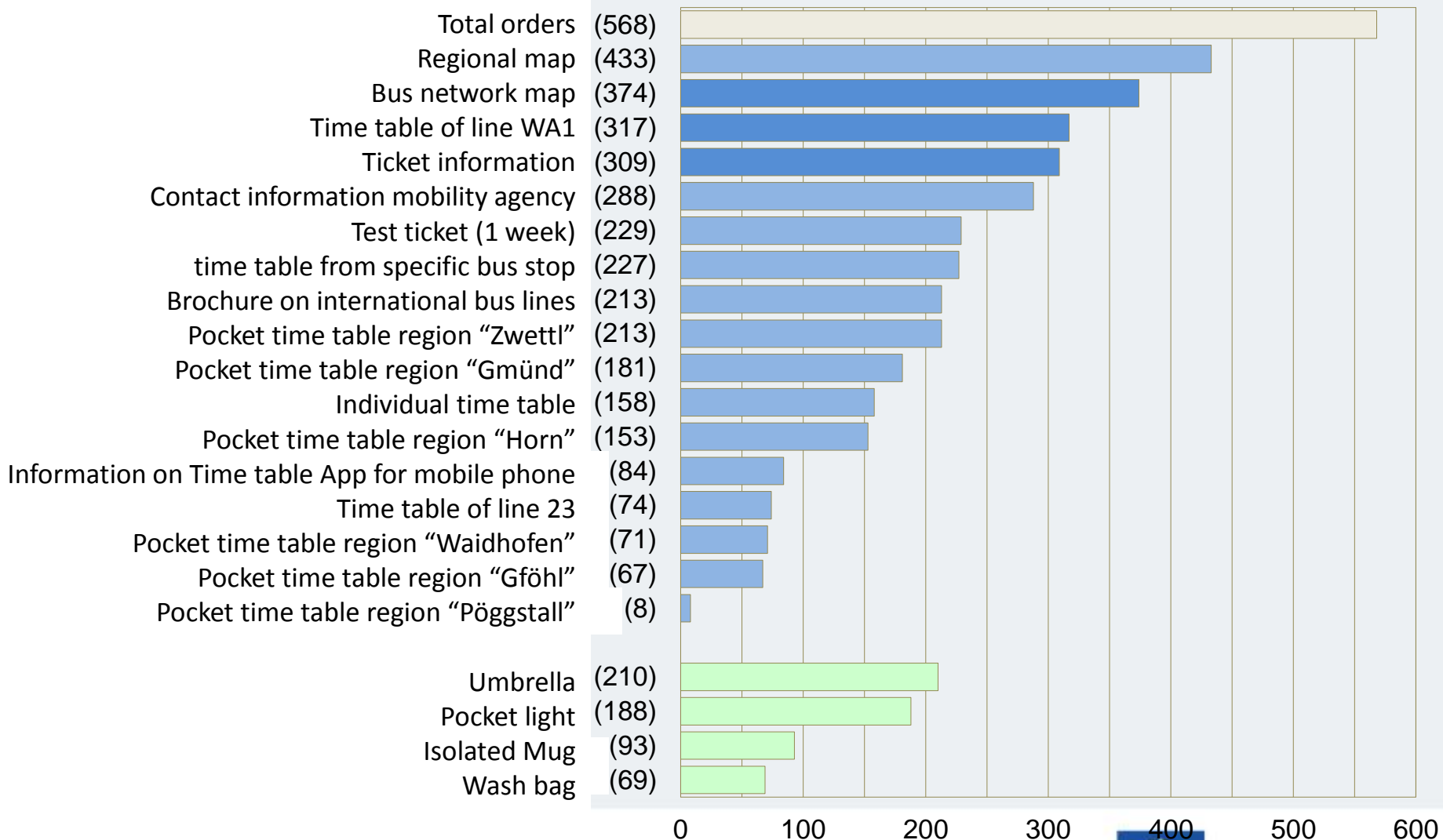
Sending out material ordered



Segmentation of households

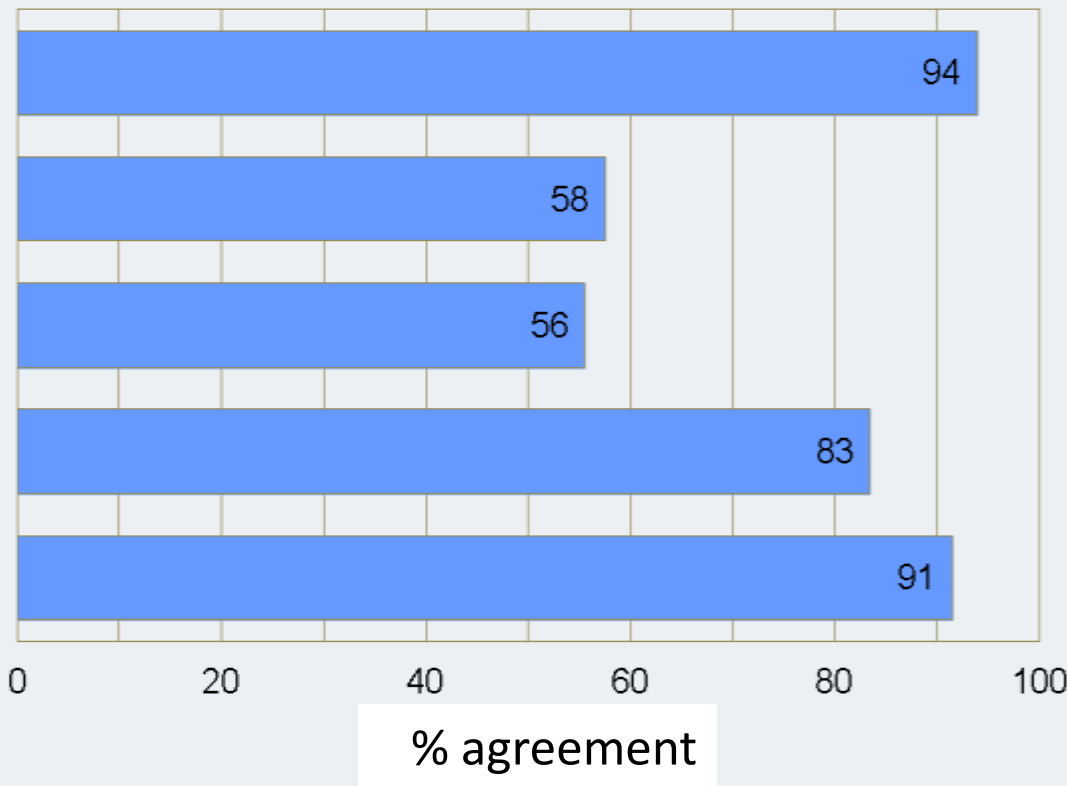


Services/offers ordered

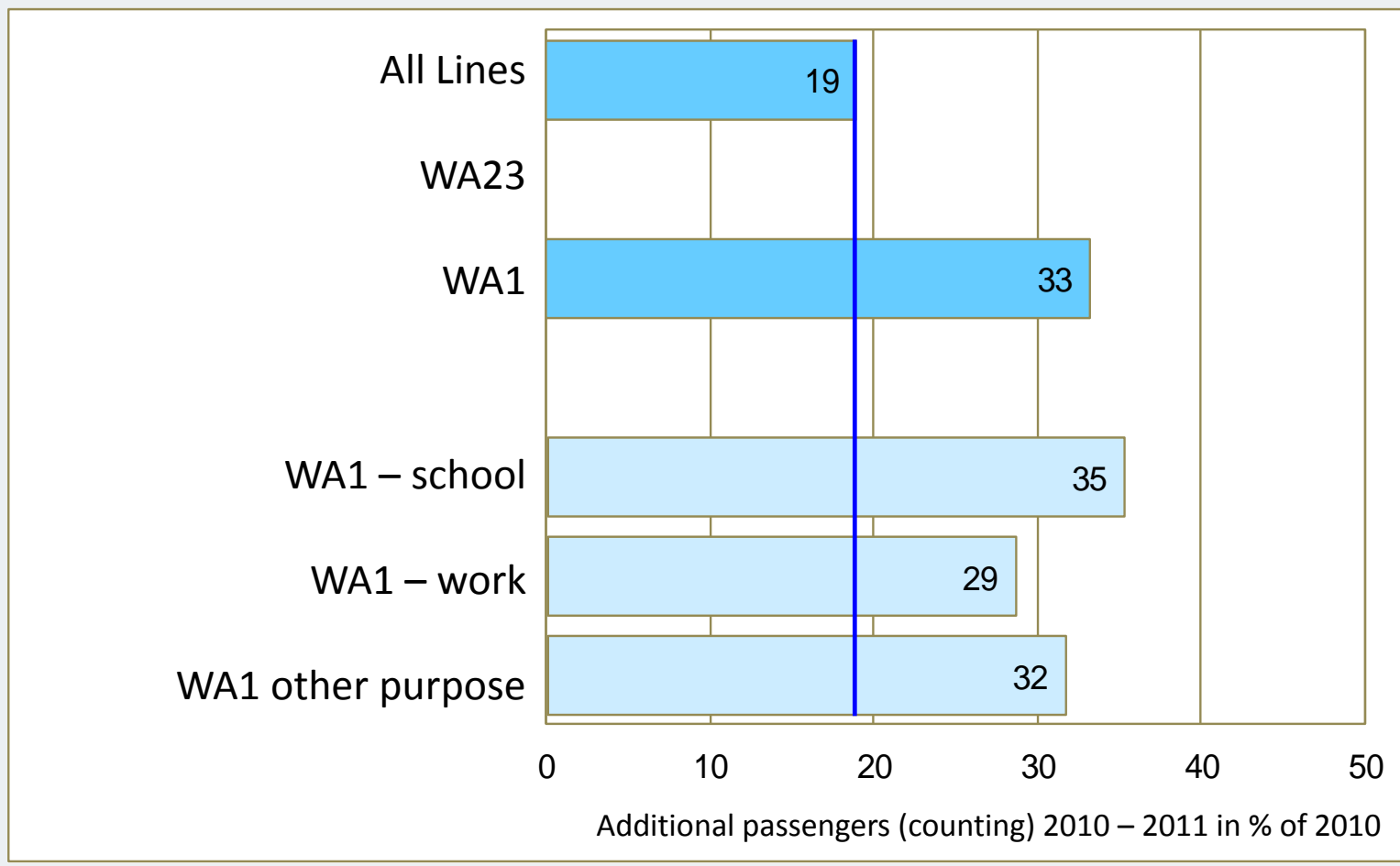


Evaluation - Interviews after AMC

- Better informed about pt offer
- Motivated to use the pt offer
- Talked with others about the AMC
- Would participate again
- Would make sense in other regions as well



Evaluation – Passenger counts



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