

# Selection and identification of a target group and a transport route

**Evangelos Genitsaris and Panagiotis Tsalis**

Transport Systems Research Group

Aristotle University of Thessaloniki

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

## Contents

1. Target group selection
2. Geographical area selection
3. Transport route selection
4. SmartMove case studies – the case of Langadas in Greece
5. Conclusions and general remarks

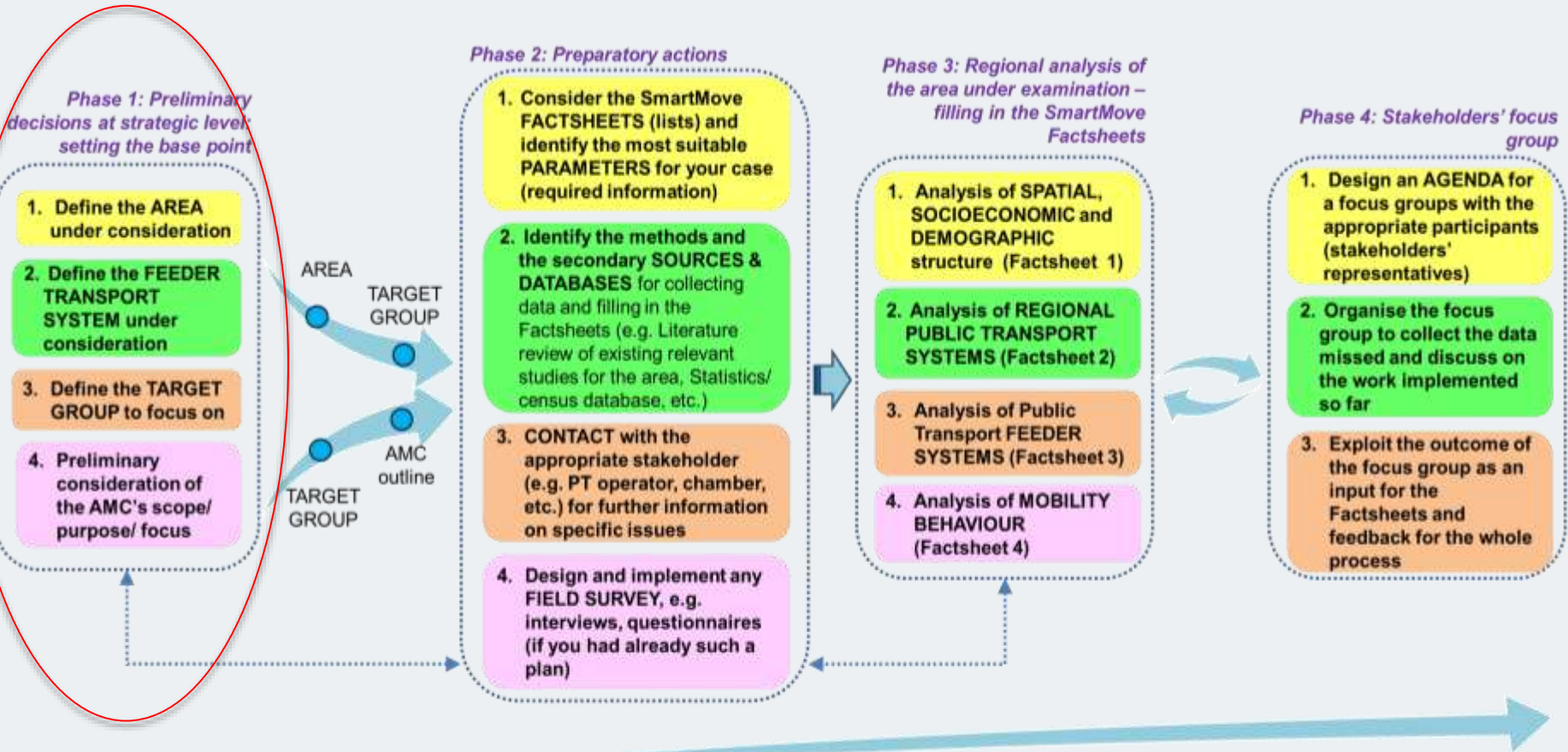
## Target group and transport route selection – Why is it important?

- **Resources** are restricted
- Optimal choice **maximises success** of AMC campaign

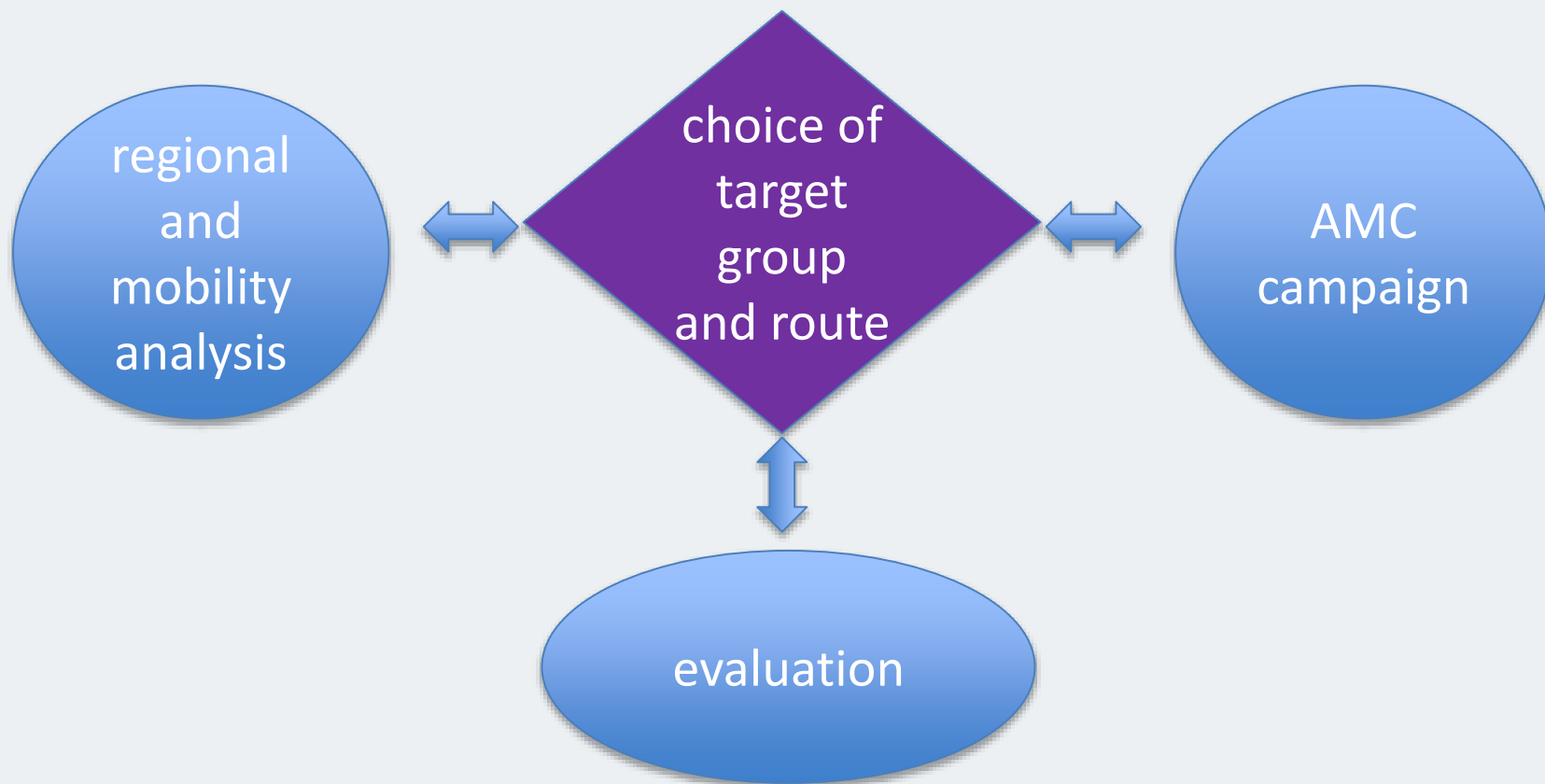
### Aims of the selection:

- to produce **tangible results** in the focus area through the selection of an effective target group
- to achieve results that can be **reproduced** in similar areas and conditions
- to achieve a **high success rate** in the AMC campaign!
- to further **determine the next stages** of AMC implementation

# SmartMove phases towards a regional analysis



## Towards selecting target groups and routes



## Target group selection

### Reasons for the selection of a specific target group:

- **increased interest** in a particular target group in a specific area (e.g. in an area with a continuously ageing population an AMC campaign could focus on the elderly)
- **easier collection** of data in an homogenous group
- possible implementation of **focused actions**
- sometimes **easier follow up and evaluation** of the effectiveness of the campaign's actions

→ *aiming to achieve a high success rate in the AMC campaign*

## Indicative target groups (based on certain attributes)

1. Older inhabitants – **Elderly** (age)
2. Young inhabitants – **Students** (age)
3. Persons **with Restricted Mobility** (disability and other reasons for restricted mobility)
4. Persons who have **recently moved to the area**
5. **Women** (gender)



## “Alternative” target groups based on:

(→ *require actions for identification at the implementation area*)

### 6. **Travel habits** – willingness to change them

(model of attitude change based on certain steps towards behaviour change)

### 7. Perceived benefits to the **environment** by the use of PT

### 8. Perceived **health** benefits through the use of non-motorized travel modes

### 9. **ICT adoption** (e.g. ICT “pioneers”)



## Basic inherent characteristics of potential target groups

### Older inhabitants - Elderly:

- increased interest in Europe due to the continuously **ageing population**
- major social challenge in **rural** areas
- **increased inertia** (reluctant to change their everyday habits)
- do not usually adapt easily to implementation of **new technology**
- due to the financial crisis, mode choice more **dependent on cost**
- more likely to be influenced by **weather condition** – **network density** etc.
- less sensitive to time instead of **cost factors** for mode choice



## Basic inherent characteristics of potential target groups

### Younger inhabitants - students:

- are **not** usually **car reliant**
- **adapt** usually more easily to new concepts (e.g DRT transport)
- **familiar with new technology** applications, provision of telematics data etc.
- more susceptible of alternative information provision channels (**social media** etc.)
- students likely to travel to **specific destinations** at specific hours
- mode choice dependent on **lack of alternatives and cost**



## Basic inherent characteristics of potential target groups

Persons with reduced mobility  
- Disability:

*“any person whose mobility when using transport is reduced due to any physical disability (sensory or locomotor, permanent or temporary), intellectual disability or impairment, or any other cause of disability, or age and whose situation needs appropriate attention”*



## Basic inherent characteristics of potential target groups

### Persons **with reduced mobility - Disability:**

- persons with reduced mobility constitute a large percent of the total population (estimated **up to 50%**) transport mode choice depending on the accessibility of transport chain (vehicles, infrastructure, information)
- **different needs** and transport mode choice depending on disability
- persons with sensory disability require **alternative information provision channels**
- **familiar with new technology** applications, provision of telematics data etc.
- mode choice dependent on **lack of alternatives and cost**



## Basic inherent characteristics of potential target groups

Persons who have **recently moved to the area**:

- may not be familiar with the different public transport modes available
- may not be familiar with the area's surroundings
- depending on the area, may constitute a large percent of the total population
- transport mode choice dependent on lack of alternatives and cost

→ *require detailed information provision and training*

→ *difficulty in identifying (and, subsequently, communicating with) newcomers in some areas due to the absence of dedicated registry.*

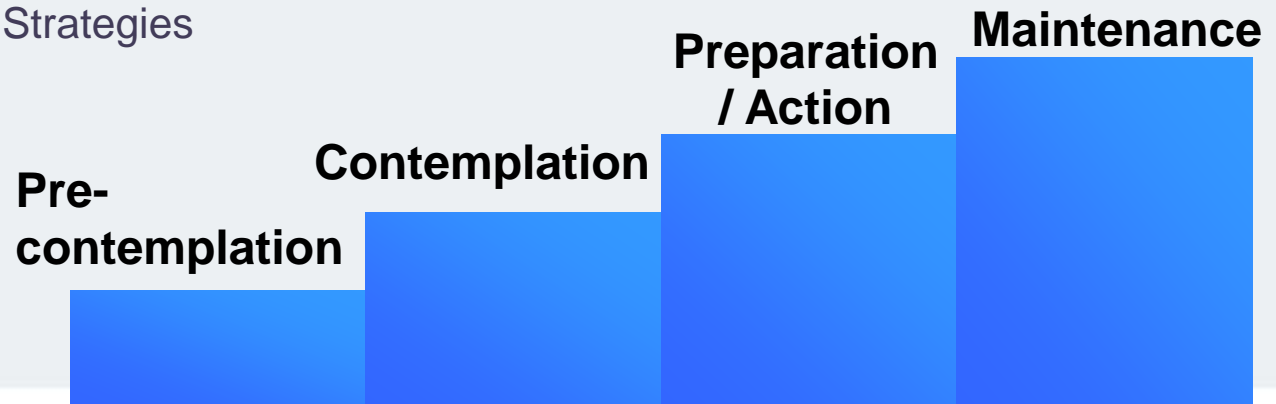
# Basic inherent characteristics of potential target groups

Travel habits – **willingness to change them:**

- MaxSem offers a validated theoretical framework describing the behavioural change process and explains individuals' readiness to change travel mode by categorising them in one of four stages

## MaxSem stages

MAX Project: Successful Travel Awareness Campaigns and Mobility Management Strategies



## Basic inherent characteristics of potential target groups

ICT adoption:

- Technology Readiness [TR] refers to “people’s propensity to embrace and use new technologies for accomplishing goals in home life and at work” (Professor A. Parasuraman).
- Five TR-Based Customer Segments (Professor A. Parasuraman):
  - ✓ Explorers
  - ✓ Pioneers
  - ✓ Paranoids
  - ✓ Skeptics
  - ✓ Laggards



## Geographic area selection

Reasons for the selection of a specific geographic area:

- **increased interest** in a specific area – particular area characteristics (e.g. a developing area, a rural/ peri-urban area – as selected in the SmartMove project etc.)
- **availability or easier collection** of data (depending on administrative structure)
- possibility of implementation of **focused actions**
- **easier follow up and evaluation** of the effectiveness of the campaign's actions

→ *aiming to achieve a high success rate in the AMC campaign*

# Transport route selection

## Reasons for the selection of a specific transport route:

- **increased interest** in a specific route (e.g. a not economically sustainable route, a particularly long route, a congested route etc.)
- **potential of the route or predetermined actions** (e.g. an already designed pilot electronic ticketing application in the Langadas area)
- specific **characteristics of route users** (e.g. students, commuters etc.)
- **easier collection of data** implementation of focused actions
- **easier follow up and evaluation** of the effectiveness of the campaign's actions

→ *aiming to achieve a high success rate in the AMC campaign*

Keep in mind:

*“The existence of an **at least adequate Public Transport Level of Service** is a prerequisite in order to attract new passengers”*

## SmartMove case studies

AMC area implementation	Target group	Transport mode
<b>Almada</b>	General public of the area served by the PT Feeder bus line, but mainly commuters	<ul style="list-style-type: none"> <li>- PT system: rail operated by Fertagus, serving the municipality of Almada</li> <li>- PT Feeder system: bus operated by SulFertagus</li> </ul>
<b>Burgos</b>	<ul style="list-style-type: none"> <li>- Potential users, using the car five times per week</li> <li>- Workers in the industrial areas and students</li> </ul>	<ul style="list-style-type: none"> <li>- Line No 44, linked with the Industrial area</li> <li>- Lines No 5, 7, 39 and 80, linked with the University Area</li> <li>- Lines No 8, 16 and 4, as additional lines linking with the (closest) Industrial Area</li> </ul>
<b>Cracow</b>	General public	Bus users
<b>Görlitz-Bernstadt-Herrnhut</b>	Emphasis on groups for commuters, seniors, sports enthusiasts	Bus line 147 Görlitz – Bernstadt – Herrnhut
<b>Kreis Euskirchen</b>	Emphasis on elderly people	<ul style="list-style-type: none"> <li>- Bus-lines</li> <li>- Railway line</li> <li>- Bus-line 829 connects Hellenthal, Kall, Schleiden with railway</li> </ul>
<b>Langadas</b>	<ul style="list-style-type: none"> <li>- General public of the area served by the targeted bus lines. Emphasis on elderly, parents, persons with disabilities, young population</li> <li>- Potential users of real-time information and pilot e-ticket system</li> </ul>	<ul style="list-style-type: none"> <li>- Line No 85, the longest one serving the Municipality of Langadas</li> <li>- Line No 83, as additional line</li> </ul>
<b>Wittenberg</b>	Emphasis on groups for commuters, seniors, sports enthusiasts	<ul style="list-style-type: none"> <li>- Railway lines</li> <li>- Regional bus services</li> </ul>



## The case of Langadas

Rural, low population density area  
with 41000 inhabitants

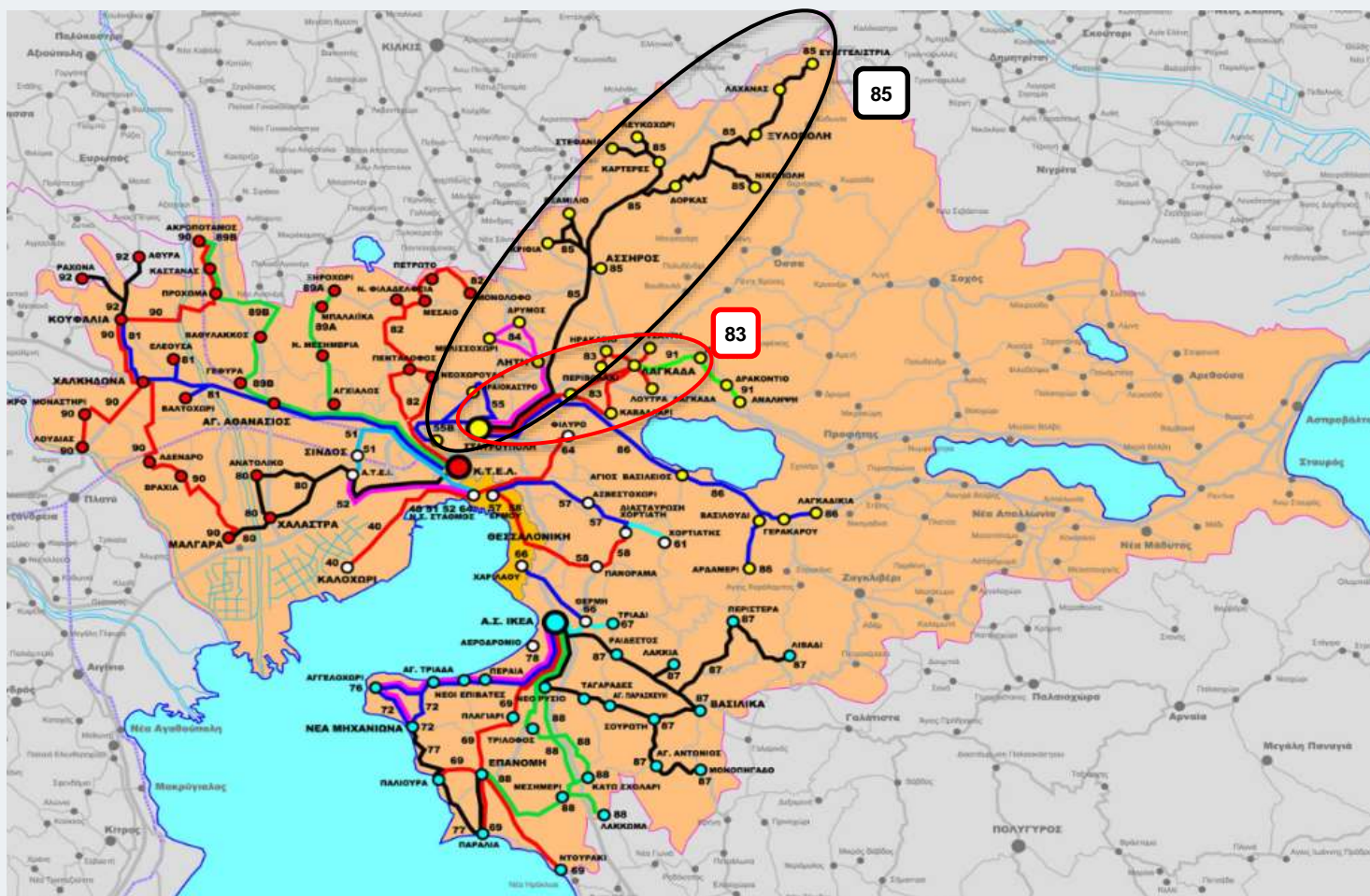
### AMC Implementation area

- *Bus Line No 85, the longest one serving the Municipality of Langadas, (more than 50 kms long)*
- *Bus Line No 83*
- *Exclusion of bus lines of low LoS operated by KTEL*
- *High evaluation rate of line 83 according to a recent survey*





# Implementation area



## The case of Langadas

### Target group

- *General public served by the targeted bus lines.*
- *Emphasis will be given on elderly, parents, persons with disabilities, young population etc.*
- *Potential users of real-time information system.*





## The case of Langadas

### Stakeholders involved

- *“OASTh – PT Bus operator”, Municipality of Langadas ,*
- *“SASTh - Thessaloniki Transport Authority”,*
- *Region of Central Macedonia*

### Access to contact details of target persons

- *Personal contact*
- *Database of local water company*

## Conclusions and general remarks

- Different characteristics of the target groups lead to **different transport mode choices**, depending on their particular needs
- Different characteristics of the target groups lead to different **approaches in the implementation of an AMC campaign** (by focusing, depending on the case, on information provision through personal contact, through social media, training actions etc.)
- Particular target groups (such as persons with disability) may focus more **on a particular transport system characteristic** which solely affects their transport choice (in this case, accessibility)

## Conclusions and general remarks

- The choice of specific areas and/or transport routes depends on **level of interest** for the particular area as well as the selected route's characteristics
- The choice of the area/ route influences:
  - Ease of data collection
  - Ease of follow up actions
  - Ease of evaluation
- An area may be of interest due to predetermined actions
- Different characteristics of the selected area/ route lead to **different approaches** in the implementation of an AMC campaign

Keep in mind:

*“The selection of a particular **target group** and the focus on a particular **area/ transport route** is pivotal to the successful implementation of an effective AMC campaign”*

## *Thank you...*

Aristotle University of Thessaloniki  
Civil Engineering Department  
Transport Systems Research Group  
Thessaloniki, Greece  
email: [naniopou@civil.auth.gr](mailto:naniopou@civil.auth.gr)  
[www.tsrg.gr](http://www.tsrg.gr)