

Active Measures

Integrating Active Measures supporting your campaign

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



REGIONAL ENVIRONMENTAL CENTER



What to expect from active measures?

- Direct measure **effect**
- Raising **awareness** on ongoing AMC campaign
- **Recruitment** of participants for AMC campaign
- **Offer** attractive activities for participants in AMC campaign

General Measures

Citizen audits
Workshops with citizens
Focus groups with citizens
Promotion to use social media and smartphone apps
Public transport training events for the elderly
Mobile Guidebooks for the elderly
Mobility checks for elderly people
Personal mobility Assistants for the elderly people
Mobility assistants for elderly people at major transport interchanges
Info packages for new residents

Public Transport Measures

Promotion events for flexible public transport
--

PT try-out activities

PT advice with the help of existing information and communication technology (ICT) tools
--

Non motorized Measures

Guided walking tour

Walking for health

Guided cycling tour

Providing try-out-Pedelecs

Citizen audits

- professionals report about local public transport (e.g. “how a public transport time table was shaped?”)
- raise awareness of e.g. restricting framework conditions
- planners receive feedback



Workshops with citizens

- public transport professionals together with the participants analyse the existing situation for the region/municipality
- deficiencies, goals and potential solutions will be worked out



Focus groups with citizens

- transport professionals together with the participants analyse a specific measure/strategy/implementation plan
- a small and selected heterogeneous group of citizens is invited



Promotion using social media and smartphone apps

- make people using social network tools
- (existing) relevant social media page
- brochure with information
- initiate (moderated) exchange of experience



Public transport training events for the elderly

- face to face
- decrease subjective barriers
- reduce accidents and improve safety,
- to promote the use of PT



Guidebooks for mobility for the elderly

- provision of information and guidance
- door-opener for an intensive marketing dialogue



Mobility checks for elderly people

- face to face
- identification of problems of elderly people
- inspect by foot possible barriers in their daily trips
- involved directly in the planning process



Personal Mobility Assistants for the elderly

- a service that offers older people accompaniment by a personal assistant
- offered to individuals as well as to communities and companies
- help persons to stay or be autonomous again



Mobility Assistants for elderly people at major transport interchanges

- project staff is available at major public transport interchange points for several months
- increase the attractiveness of PT for older people



Info packages for new residents

- a welcome kit info pack will be sent individually to new residents
- comprehensive information regarding the range of PT options in the region



Promotion events for (flexible) PT

- face to face
- a general explanation of flexible PT will be provided in detail



Public transport try-out activities

- potential public transport users get in contact with the public transport
- report (and discuss) experiences made



Tailored public transport advice with the help of existing information and communication technology (ICT) tools

- provide information about existing apps and other tools
- how to install and use
- which features are available



Guided walking tour

- distances can be experienced in real life
- possible short cuts
- security and safety aspects



Walking for health

- promotion of sustainable movement
- using pedometers
- see the positive side of active mobility



Guided cycling tour

- distances can be experienced in real life
- objective barriers can be analysed
- cycling can be an alternative to car park & ride



Providing try-out-Pedelecs

- (potential) public transport users get to know the new technology
- learn how to integrate pedelecs in their mobility chain (bike & ride)



Active Measures

Integrating Active Measures supporting your campaign

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



REGIONAL ENVIRONMENTAL CENTER

