

Active Measures

Integrating active measures to support your campaign

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



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REGIONAL ENVIRONMENTAL CENTER



Verkehrsverbund Rhein-Sieg



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
Use of social media, use of smartphone apps
Travel games for active mobility
Mobile Guidebooks for the elderly
Personal mobility Assistants for the elderly people
Mobility assistants for elderly people at major transport interchanges
Info packages for new residents

Public Transport Measures

Public transport training events for elderly people

Promotion events for flexible public transport

Traveller training

PT try-out activities

Tailored 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

Measure	Waldviertel	Wittenberg	Rhein-Sieg	Oberlausitz	Almada	Langadas	Krakow	Burgos
Citizen audits	X	X	X	X	X	X	X	X
Workshops with citizens			X			X		
Focus groups with citizens			X			X		
Use of social media, use of smartphone apps						X		X
Travel games for active mobility								
Mobile Guidebooks for the elderly								
Personal mobility Assistants for the elderly people								
Mobility assistants for elderly people at major transport interchanges								
Info packages for new residents								
Mobility checks for elderly			X					

Measure	Waldviertel	Wittenberg	Rhein-Sieg	Oberlausitz	Almada	Langadas	Krakow	Burgos
Public transport training events for elderly people								
Promotion events for flexible public transport								
Traveller training			X			X		
PT try-out activities					X			
Tailored PT advice with the help of existing information and communication technology (ICT) tools					X			
Guided walking tour	X							
Walking for health								
Guided cycling tour								
Providing try-out-Pedelecs	X							
Promotion events	10	5		5	8	8	12	8