

## Setting up an Implementation Plan: Who can you work with and what resources are required?

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



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The implementing of the various stages of the AMC campaign needs a high labour for the project partners and a lot of working time. The PPs (Transport Associations) are often not able to fulfill the tasks only with its own forces due to their limited personnel resources. Therefore the inclusion of engineering offices as external consultants and "service provider" in the tasks should be carried out.

An essential prerequisite for the selection of the engineering office:

**Knowledge in the field of transport planning and public transport marketing!**

Which tasks can take over the consultants during the 6 phases of AMC Campaign?

**Involvement in the preparation phase:**

- *Preparation of proposals for selection and specification of the study area for the AMC campaign*
- *Development of task / definition of the objectives to be achieved with the campaign and definition of the subdivision of the Target groups*
- *Collection of information materials, timetables, route network plans, etc.*
- *Development of information for comparison of the benefits of public transport / private transport*
- *Preparation of information materials for the ways of using call buses*
- *Support of the PP in contact with the offices, mayors and public transport companies*

## **Involvement in the General contact phase of target persons**

- *Assisting in the formulation of the letters explaining the AMC campaign*
- *Technical assistance when sending letters*
- *Development of training programs for the qualification of contact persons*
- *Assisting in the training of interviewers*
- *Operation of a telephone for answering the questions in the feedback-giving situation*

## **Involvement in the Segmentation phase:**

- *Carrying out the contacts by telephone or e-mail*
- *Preparing decisions and proposals for association of the contact persons to groups and target groups*

## **Involvement in the Individualised Contact phase:**

- *Sending the ordering forms for information to interested people*
- *Carrying out personal or phone contacts to clarify questions*
- *Personal contact with the transfer of thank-you presents to the already declared transit users*

### **Involvement in the Delivering phase:**

- *Distribution of information packets for the interested passengers*
- *Making calls to the contact groups*
- *technical advice the test persons in direct conversation*
- *Transmission of announcement offers by delivery of free tickets to passengers*

### **Involvement in the Consulting phase:**

- *Analysis of mobility needs and mobility problems*
- *Summary of results and formulation of proposals for improving the public transport services*
- *Coordination of knowledge with the transport companies and the PTAs*
- *Recording of results with the aim of declaration the success in the Smart Move project*

## How do we find good staff for completing the AMC campaign

*It is necessary to distinguish between “simple tasks” and “more complicated tasks”*

### Simple tasks:

- Technical tasks (detection of address files, Sending the letters, packaging the information materials, attachment of posters, etc.)
- Simple information by telephone, collection of needs of passengers, statistical summaries, etc.

**No special qualification measures required!**

### More complicated tasks:

- Personal or telephone-based expert consultations
- Pointing out alternative offers in public transport
- Comprehensive Mobility consultations
- Drawing up personal transport offers and declaration to the users

**Special qualification measures required!**

## Preconditions for the integration suitable staff (this can be also students) for solving of more complicated tasks:

- ❖ It should only be selected persons who have an interest in the task and knowledge and abilities for processing the task
- ❖ The persons must receive a special training (or have demonstrated their knowledge in other form) that they know the conditions of public transport in the region
- ❖ They must know the timetables of public transport in the region and can explain these to other persons
- ❖ They must be able to give information
  - \* to fares
  - \* to purchase tickets and the validity of the tickets
  - \* to ordering of alternative forms of public transport (telephone, internet, how much time before the journey one has to order, etc.)
- ❖ They should be "good speakers"

## How many persons are needed for the task?

In principle, the number of persons depends on the size of the AMC campaign!

For contacts by telephone are required:

When the passenger`s contact-willingness is present:

**appr. 5 - 10 min/call**