Fact sheets on the implementation of active measures into AMC campaigns

Deliverable D3.5

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Table of contents

1 Introduction

1.1 Background

The SmartMove project addresses key action on energy-efficient transport of the Intelligent Energy Europe programme (STEER). In line with the Transport White Paper it focuses on passenger transport and gives particular emphasis to the reduction of transport energy use.

1.2 The SmartMove project

The delivery of public transport (PT) services in rural areas is faced with tremendous challenges: On the one hand the demographic dynamics of ageing and shrinking societies have particular impacts on the PT revenues depending on the (decreasing) transport demand. On the other hand, PT stops density and the level of service frequency are often of insufficient quality. Thus, there is a need for the development of effective feeder systems to PT stops and for the adaptation of the scarce PT resources to user needs. For the SmartMove project, feeder systems are the different ways of linking a specific region with the back bone PT system, usually a bus or train network or a combination of both. This can be done by improving the walking and cycling facilities to and around the stations, by implementing flexible bus systems or by promoting car pooling or car sharing etc.. However, even if sufficient rural PT systems are available, large parts of the population face diverse subjective barriers to use PT. This is even more relevant for PT feeder systems: in many cases citizens are not even aware of their existence or, if they are aware of them, there exist subjective barriers to their use.

These problems are addressed within SmartMove by implementing "Active Mobility Consultancy" (AMC) campaigns for PT lines and their feeder systems in eight rural and peripheral areas. The objective of the AMC campaigns within the project aims at promoting the use of PT via personalised travel marketing approach. The word 'active' in the term "active mobility consultancy" has a twofold meaning. On the one hand, it refers to the active process of informing people on PT: it is not PT users, who have to inform themselves about PT services; rather the PT operators that have to inform their (current and potential) customers according to their individual needs. For this purpose, current and potential PT users are contacted to provide them with demand based information via different communication channels. The second meaning refers to several active measures aimed at decreasing subjective barriers such as overestimating prize and travel time whereas underestimating the supply and options to the use of rural PT systems.

The AMC campaigns are more than purely the provision of information: active measures will be offered in addition to the written information and the consultancy talks that are usually applied in similar campaigns. This might include actions like practical traveller training, citizen participation in planning or guided tours for PT feeder schemes. Additionally, information and feedback on user needs can be collected within the AMC campaign. This supports the adjustment of PT offers in line with users' requirements.

The AMC concept used in SmartMove builds on existing approaches, which will be further developed through SmartMove based on the exchange of experience and mutual learning. In particular, we will develop existing AMC approaches along 4 lines:

(i)   the adaptation of the existing approach to recent developments,

(ii)   the consideration and inclusion of feeder systems into the AMC campaign,

(iii)   the development and application of a common monitoring and evaluation method and,

(iv)   the adaptation of the AMC concept to specific requirements of the implementing regions.

The result is an easy to use AMC concept that can be applied by PT operators all over Europe. The aim is to solve the specific, significant challenges of PT schemes in rural areas.

A main pillar of the concept is the extension of the AMC concept to PT feeder systems as they are crucial factors for rural PT systems. Better knowledge gained on this subject helps to improve public transport in rural areas. From a scientific point of view, the information attained about a feeder system based AMC campaign makes an important contribution to the further development of personalized travel marketing approaches. Even more important, by implementing a large range of dissemination activities, such as webinars and take-up seminars, not only the SmartMove partners, but also a broad range of stakeholders are informed about the manifold possibilities and advantages of an AMC campaign.

Eight rural and peripheral regions in Europe prepare, implement and evaluate a local Active Mobility Consultancy campaign. PT operators achieve insight into the demands of both actual PT users and those who do not currently use PT systems, by applying the AMC campaign. If the non-use of PT is caused by hard facts – e.g. the location of the PT stops or schedule organization – PT operators can adapt their services to the demand of potential users. This will increase opportunities to make PT systems attractive for new passengers. Each of the AMC campaigns to be conducted through SmartMove will be based on a shared methodological approach which will then be tuned in practice to the needs of the local specific situation These include the specific target groups, the specific cultural barriers, barriers and enablers, the type of PT feeder system (a possibility to reach PT stops by individual or public means), the spatial aspect (e.g. compactness vs spread, topography and geography, environment), the socio political aspects at the appropriate decision making level, the administrative aspects, the economic aspect and the planning aspects. Within each region, we have defined targets of several hundreds of households will be contacted. As a result, we expect a substantial mode shift to public transport, which in turn will lead to a substantial increase on energy efficiency, a decrease of resources consumed and a reduction of the greenhouse gas emissions caused by road traffic.

1.3 Contents of the Deliverable

The aim of this Deliverable is to collect and describe active measures, which will support an AMC campaign ready to be implemented in the case study regions of the SmartMove project after region specific modifications. Together with the fact sheets on feeder systems (D3.1) and on the guidelines on AMC campaigns (D3.3) the concrete implementation plan in each case study region can be worked out in detail. This guideline includes both, a description of the common approach and the adaptations made within SmartMove (in particular concentrating on rural areas and feeder transport). On the basis of some examples the concrete implementation process will be shown. These practice examples are referred in the last section of each fact sheet of active measure described.

2 Fact sheets

2.1 Citizen audits

Type of feeder system related
Depending on feeder systems available in the municipality (in principle all)
Characteristics of activity
Information event, Receiving (potential) user feedback

Description of the scheme

An event where public transport professionals report about local public transport supply and discuss related issues with inhabitants of the region/municipality. The specific themes should be supported by a presentation. Focus of the presentation should be made on complex topics (e.g. "how a public transport time table became shape?") or any changes in the system (e.g. a new ticketing system, tariff system or bus network). Aim is to inform target persons about the supply and to raise awareness of restricting framework conditions, so that citizens understand, why specific solutions are not feasible embedded in the overall system. With this measure, (potential) public transport users get in contact with existing information attracting the use of the public transport either for the whole trip or in combination with other feeder systems (non-motorised or motorised modes) and planners receive feedback from the target persons of their activities.

Target group(s)

In principle, the target group is formed local inhabitants of the region/municipality where the event takes place. If recommendable specific topics may lead to specific target groups as not all inhabitants may be affected (e.g. school children, commuters and elderly people). The advantage to form a smaller but more homogenous group lies in comparable framework conditions, existing knowledge, needs and common interests. Presentation can be made more specific.

Planning features

As a first step the target persons, area and scope need to be fixed (in cooperation with responsible persons for the public transport system and the municipality, where the event takes place). A location need to be organised. Often the municipalities or local organisations (social clubs, health care centres, schools, homes for elderly and similar) can offer relevant infrastructure. Depending on the target group the daytime, duration and kind of day need to be arranged (e.g. commuter may prefer evening sessions, whereas families with children afternoon sessions or elderly people may prefer morning sessions. If regular events are already established in the municipalities, where various issues are discussed, these structures could be used of course. But if so (as well as for the question who is hosting the room), it should be analysed how to ensure neutrality as

much as possible (e.g. not to use infrastructure of a political party or a very specific interest group). It needs to be decided, if and which kind of catering will be offered for the event.

It is important, how the invitations to the event will be sent out. Often the host organisations or the municipalities can assist as owning relevant address lists, but also can publish the event in their media or at their homepages. Additionally local media can be contacted to report about the event. It needs to be decided, if registration in advance is needed to participate. The event can also be announced in the individualised marketing campaign.

The content to be presented and discussed needs to be collected and designed for presentation and hand-outs. The opening questions for the discussion part need to be formulated. A strategy how to collect the feedback need to be decided (e.g. minutes or posters). Other supporting (existing) material, which can be distributed among participants need to be prepared for the event (depending on the tools used, posters, pens, post its etc.). The shares of information and feedback from the citizens need to be balanced. Additionally it is important not to raise too strong expectations in the discussion, which cannot be satisfied on short- or midterm as lacking of resources or responsibilities. For this reason the room for manoeuvre need to be discussed with responsibilities in advance. During the event, it should be always made clear, to which extent feedback can be considered in future actions or in any modifications of the system.

The measure can be combined with other active measures especially those, where information is presented such as traveller training for public transport or tailored pt advice with the help of existing information and communication technology (ICT) tools.

Responsibilities (stakeholder involvement)

- Public transport providers, local administration or local mobility department contributing to the event with presenters, content or infrastructure.
- Local media for disseminating the activity.
- Organisers of local events, where the activity can be integrated.
- A team at site for make the presentations and responsible for organisational issues.
- Health departments, carrier of social clubs, health care centres, schools, homes for elderly and similar as host, if foreseen.

Case Study Examples

Spain: the city of Burgos has got some experiences. Municipal staff informed about some local specific conditions and the history of public transport, including discussing the question: Why it looks like as it is today? For the event brochures were designed for distribution. The evening event took place in facilities of the city of Burgos. Some catering (drinks and snacks) were offered.

2.2 Workshops with citizens

Type of feeder system related
Depending on feeder systems available in the municipality (in principle all)
Characteristics of activity
Receiving feedback from citizens: problems and possible solutions to be worked out

Description of the scheme

An event where public transport professionals together with the participants analyse the existing situation for the region/municipality. Based on these deficiencies, goals and problem solutions will be worked out and documented. The specific themes to be discussed in the workshop should be supported by some keynote speeches highlighting some related facts. During this event citizens should understand, why specific solutions are not feasible embedded in the overall system with limited resources, given responsibilities, regulative framework and contrary interests. This could lead to a higher acceptance rate on second best solutions, which may not 100% satisfy (all) individual user needs. Additionally planners receive feedback from the target persons of their point of view and approaches to the problem specified before.

Target group(s)

In principle, the target group is formed by local inhabitants of the region/municipality where the event takes place. If recommendable specific topics may lead to specific target groups as not all inhabitants may be affected (e.g. school children, commuters and elderly people). The risk of focusing on specific groups may be, not all point of views and interests are necessarily represented in the group. This need to be recognized by the presenters/moderators and need to be rebalanced during the event by trying to bring in arguments from missing groups in the discussion by the guiding team.

If the topic is very complex or technical and the consequences on the citizens are limited, expert workshops can be recommendable: Output of this process can be used as input for focus group discussion afterwards (see related fact sheet).

Planning features

As a first step the target persons, area and scope need to be fixed (in cooperation with responsible persons for the public transport system and the municipality, where the event takes place). A location need to be organised. Often the municipalities or local organisations (social clubs, health care centres, schools, homes for elderly and similar) can offer relevant infrastructure. Depending on the target group the daytime, duration and kind of day need to be arranged, ideally a date which is not favouring a specific group. If regular events are already established in the municipalities, where various issues are discussed and no citizens are exclude din these events, these structures could be used of course. But if so (as well as for the question who is hosting the room), it should be analysed how to ensure neutrality as much as possible (e.g. not to use infrastructure of a political party or a very specific interest group). It needs to be decided,

if and which kind of catering will be offered for the event.

It is important, how the invitations to the event will be sent out. Often the host organisations or the municipalities can assist as owning relevant address lists (if not selective, excluding some groups of citizens), but also can publish the event in their media or at their homepages. Additionally local media can be contacted to report about the event (again it need to be checked, if all groups are reached that way and no one is excluded). It needs to be decided, if registration in advance is needed to participate. The event can also be announced in the individualised marketing campaign.

The agenda and the methods for the working and discussion process need to be fixed (plenum, divided groups, individual work, world café, podium discussion etc.). The content to be presented and discussed needs to be collected and designed for keynote speeches and hand-outs. Depending on the tools used, material need to be provided for the event (posters, pens, post its etc.). The questions to be raised for the working parts need to be formulated. A strategy how to collect the feedback need to be decided (e.g. minutes or posters). Other supporting (existing) material, which can be distributed among participants or pinned on a board need to be prepared for the event (e.g. thematic and geographic maps of the region).

It is important not to raise too strong expectations during the process, which cannot be satisfied on short- or midterm as lacking of resources or responsibilities. For this reason the room for manoeuvre need to be discussed with responsibilities in advance (or persons with the power of decisions are present at the event). During the event, it should be always made clear, to which extent the output of the workshop can be considered in future actions or in any modifications of the existing situation.

Responsibilities (stakeholder involvement)

- Public transport providers, local administration or local mobility department contributing to the event with presenters, moderators, content or infrastructure.
- Local media for disseminating the activity.
- A team at site for guiding through the event and be responsible for organisational issues.

Case Study Examples (Costs)

Spain: Within the CiViTAS project, Burgos organized the Forum open to all citizens but mainly focusing on associations, the university. It was organized twice per year. Now it is a structured group only with stakeholders of associations, the university, departments of the council, technical institutes etc.

2.3 Focus groups with citizens

Type of feeder system related
Depending on feeder systems available in the municipality (in principle all)
Characteristics of activity
Receiving feedback from citizens related to a specific measure/strategy/implementation plan

Description of the scheme
An event where public transport professionals together with the participants analyse a specific measure/strategy/implementation plan for the region/municipality. For this event a small and selected heterogeneous group of citizens is invited. Ideally all segments of the population are represented in the group. It is important to keep the group small (up to ca. 15 persons, so that all participants have time to give feedback during the event. Planners receive feedback from the target persons with regard to their point of view and approaches to the measure/strategy/implementation plan specified before. This could lead to a higher acceptance rate for the measure/strategy/implementation plan, if implemented as main pros and cons are collected during the focus group and can be considered in any modification or during the accompanying public relation work.

Target group(s)
In principle, the target group is formed by local inhabitants of the region/municipality where the event takes place. If recommendable specific topics may lead to specific target groups as not all inhabitants may be affected (e.g. school children, commuters and elderly people). The risk of focusing on specific groups may be, not all point of views and interests are necessarily represented in the group. This need to be recognized by the presenters/moderators and need to be rebalanced during the event by trying to bring in arguments from missing groups in the discussion by the guiding team. If a representative of a specific group is absent, as no one could be attracted to participate in the focus group, this need to be considered as well in that sense.

Planning features
As a first step the target persons (segments of population to be present) and the specific measure/strategy/implementation plan to be discussed need to be fixed (in cooperation with responsible persons for the public transport system and the municipality, where the event takes place). A location need to be organised. Often the municipalities or local organisations (social clubs, health care centres, schools, homes for elderly and similar) can offer relevant infrastructure. The daytime, duration and kind of day need to be arranged, ideally a date which is not favouring a specific group. It should be analysed how to ensure neutrality as much as possible (e.g. not to use infrastructure of a political party or a very specific interest group). It needs to be decided, if and which kind of catering will be offered for the event.   It is important, how to invite representatives of a specific segment of the population. Usually interest groups or other organisations allow access to specific groups (e.g.

cyclists, car drivers, passengers, elderly, mobility impaired etc.). Additionally telephone screening or screening with direct contacts on the street (e.g. during a public event) can be made. For this a questionnaire needs to be developed to be able to identify the population segment of the interviewee.

The agenda and the methods for the working and discussion process need to be fixed (plenum, divided groups, individual work, world café, podium discussion etc.). Usually the group size of a focus group is limited, so that open discussion is most recommended. It is more recommendable to repeat the focus group than to put too much participant in one group.

The content to be presented and discussed needs to be collected and designed for keynote speeches and hand-outs. Depending on the tools used, material need to be provided for the event (posters, pens, post its etc.). The questions to be raised for the discussion need to be formulated. A strategy how to collect the feedback need to be decided (e.g. minutes or posters). Other supporting (existing) material, which can be distributed among participants or pinned on a board need to be prepared for the event (e.g. thematic and geographic maps of the region).

It is important not to raise too strong expectations during the process, which cannot be satisfied on short- or midterm as lacking of resources or responsibilities. For this reason the room for manoeuvre need to be discussed with responsibilities in advance (or persons with the power of decisions are present at the event). During the event, it should be always made clear, to which extent the output of the workshop can be considered in future actions or in any modifications of the existing situation.

Local media (newspapers, posters at public venues etc.) for disseminating should only be involved to report the outcomes of the process.

Responsibilities (stakeholder involvement)

- Responsible organisations engaged in the measure/strategy/implementation plan (e.g. public transport providers, local administration or local mobility department, planners) contributing to the event with presenters, content or infrastructure.
- Local media for disseminating the outcomes.
- A team at site for make the presentations and responsible for organisational issues.
- Health departments, carrier of social clubs, health care centres, schools, homes for elderly and similar as access point to specific population segments.

Case Study Examples (Costs)

Spain: the city of Burgos launched PTP activities "in the field" with a focus on cycling and families. Other focus groups with students of the university, or residents within neighbourhood regions are planned and ongoing. For the activities for cycling, the events "in the field" cost in total ca. 2,000 €

2.4 Promotion to use social media and smartphone apps

Type of feeder system related
PT, flexible PT, walking, cycling
Characteristics of activity
Communication, Brochure, Newsletter, Campaign, Information, event

Description of the scheme
The idea is to make people using social network tools, which initiate a discussion on public transport or non-motorised modes in such fora. This includes a brochure with information about availability and advantage of using a free app and in taking part in social networks of people they organise their mobility in a sustainable way.

Target group(s)
Meanwhile a penetration rate of smartphone is high enough to include all groups of mobile people. Practice examples show, groups of persons with high activities in social networks and high penetration rates of smartphones (e.g. students of a specific university or schools in the area) can be the main focus of this measure.

Planning features
First of all a relevant social media page need to be created and moderated. Most of the common social network tools provide such options. It is important (especially in the first phase when the number of network members is low) to find persons they are active in the network and deliver statements, experiences or other type of information on the page. If an own app is envisaged this need to be created and made accessible to potential consumers through web pages or app stores. Ideally the official launch of the page or app should be published in local media channels. Get in contact with the target groups by organising workshops at schools to show how the app or page works or provide information desks at events where people can use the app via smartphone or tablet pc to have a look on the app. Ideally the activities on the page is followed by an unofficial or official moderator who take care the principle rules of using such a tool are kept. Competitions, raising questions etc. in order to motivate members to regularly join in can be included in the activities.

Responsibilities (stakeholder involvement)
The initiative to create the app or the page can be taken by local government, the mobility department, operators or a fan club of sustainable mobility if existing in the target area. A lot of such measures are usually embedded in bigger projects and are accompanying the main activities of these projects.

Case Study Examples
Embedded in projects: CiViNET, SUMOBIS, CHAMP (a local initiative Biciversidad Champ) and PTP Cycle University Burgos, mainly using Facebook, Twitter and blogs. Particularly in the Champ project it was university people, in PTP Cycle University people and certain neighbours of the target area including students at schools were contacted. Examples are: https://www.facebook.com/pages/SUMOBIS/261972292333?fref=ts https://www.facebook.com/BiciversidadChamp https://www.facebook.com/ptpcycleburgos http://ptpcycleburgos.com twitter: #ptpcycleburgos The cost are about 1,000 € for each social media to be launched and maintained.

2.5 Public transport training events for the elderly

Related types of feeder system
All types of public transport modes
Characteristics of activity
Training seminar, training excursions

Description of the scheme
Older people are an increasingly important user group for public transport. The ageing of society poses new challenges to public transport operators that seek to ensure that this customer group is provided with a high quality service. Falls and accidents are a serious threat to older people during public transport trips. Training for senior passengers helps to reduce accidents and improve safety, and to promote the use of PT in higher age.

Target group(s)
All residents, particular elderly people who are interested to be still active and use public transport.

Planning features
In order to encourage older people to use PT, an integrated project for senior passengers in public transport can be developed. Firstly, input should come from older citizens who have been asked to fill out a survey in which they raise problems that they have when using public transport. A training event for elderly people is then arranged, ensuring that the session covers those issues raised in the questionnaire.

Moreover, walking excursions to the next public transport station can be organised in order to inspect pedestrian path(s) with elderly people and to identify problems like the missing of refuge island or dropped kerb, rough pavement etc.). Together with the local government the police as well as representatives of the public transport operator solutions are designed to improve the accessibility of the current situation. The aim of this initiative is to help senior passengers to travel more safely, to stay mobile and to still be able to participate in many aspects of life. This approach can be complemented with various measures for passengers and within the PT company. Training seminars can be organised in homes for elderly people, in depots of the public transport operator or at any public meeting place. People should get answers to their questions and are given the opportunity to raise concerns and receive helpful tips. If organising the event at depots give the opportunity to get on and off a public transport vehicle bus for a training session. Additionally a transport safety handbook should be published and a variety of other marketing measures that address the target group of older people should be introduced.

The walking tour should be organised precisely covering mostly likely routes of elderly people to the next public transport stop (see also mobility checks for elderly people). The accompanying staff should be a transport expert and should inspect the foot paths prior the guided tour. Therefore, a map and notepads are need to document problems on the

way to be used for the elaboration of solutions (see also measure "guided walking tours").

Responsibilities (stakeholder involvement)

- Local public transport provider
- Local public transport association
- Association for elderly people and similar
- Experts or association on special needs for elderly people
- Local media for disseminate the activity (in advance and afterwards)
- Local government
- Police

Case Study Examples

Austria: the city of Salzburg implemented a pilot project for senior passengers in public transport. It respects the specific needs of the older customer and enhances traveller safety. Older persons can continue to be loyal customers if you enable them to use PT safely and if you incorporate measures that meet their requirements. The project encourages mobility for older people, as mobility is crucial for quality of life. The travel training is cooperation between the local transport company (StadtBus) and an NGO called ZGB (Zentrum für Generationen und Barrierefreiheit/ Center for Generations and Accessibility). Costs are in particular for the staff organising the training events and the host locations.

Germany: Verkehrsverbund Rhein-Sieg GmbH, Cologne: The transport association Rhein-Sieg (VRS) provides together with local public transport companies (SWB, KVB, RVK, WUPSI, SVE…) public transport trainings for elderly people. The events are a combination of theoretical and practical training, conducted by trainers. The transport training can be combined with visits of touristic attractions in the area, too. The content of the practical training is also send out in a brochure, see http://www.vrsinfo.de/ fileadmin/Dateien/downloadcenter/Senioren_Flyer_Bustraining.pdf

2.6 Mobile Guidebooks for the elderly

	Related types of feeder system
	All types of public transport modes
	Characteristics of activity
	Distributing information on mobility with focus on mobile elderly people

Description of the scheme
Comprehensive guidebook (including information about public transport, walking, cycling and a smarter use of the car). This measure aims at improving older people´s mobility through the provision of information and guidance. The guidebook however is only a door-opener for an intensive marketing dialogue. By sending in a reply-card further information material can be obtained free of charge. In addition a registration for training courses, which have a relation to the daily mobility, is possible. Mobility guidance on the phone is delivered as well if requested.
Target group(s)
All residents, particular elderly people who are interested to be still active and use PT.
Planning features

With the support of different partners a comprehensive guidebook can be compiled, giving an overview of sustainable mobility options including public transport, walking, cycling and a smarter use of the car in the city and surrounding region. This guidebook should be send to households in the age range of 60 to 75.

The following aspects are crucial in order to implement this campaign:

- Data of households 60+ has to be obtained from the registration office. Data protection is an important issue in most countries.
- A wide range of interesting training courses and information material needs to be researched and incorporated within the Guidebook. This takes a long time to prepare, but if the guidebook only compiles the standard, already well-known information it will be regarded as useless.
- A network of partners should be established involving, for example, the Police, NGO's offering cycling training courses or internet courses, public transport operators, senior citizens organisations which offer joint hiking trips and many more.
- Interviews with a sample of older people at the start are helpful in order to find out more about their mobility needs. Before printing the guidebook it should be given to the same group to allow for critical review – which can result in further improvements.
- Important for the success is also that the sender of the introductory letter is well known and has a high reputation. The Guidebook should be sent out by the mayor or similar. This promotes trust and respect. Older people are frequently more sensitive on issues like privacy and data protection so a trusted project figurehead helps to reduce suspicions.

Responsibilities (stakeholder involvement)
- Local municipalities   - Local Public Transport organisation   - Association for elderly people and similar   - Bus and tram operator   - Local media for disseminate the activity (in advance and afterwards)   - Police   - NGO´s/ association to offer other thematic related courses)
Case Study Examples
Germany: City of Munich: The city learnt that this measure requires a lot of coordination effort which should not be underestimated when allocating resources. The cost for the "hardware" including printing, mailing and telephone calls is approximately 8€ per household. In Munich the measure was funded mostly by the City's own resources and received a co-funding by the EU in the frame of the AENEAS project Germany: Verkehrsverbund Rhein-Sieg GmbH, Cologne: Brochure „Mobil auf ganzer Linie": The brochure addresses on "Generation 60 plus" and offers many opportunities and hints of using PT. The brochure provides basic information about timetables, tickets, and tariff. It also offers hints for using PT with wheelchair or walking frame. In addition the brochure contains information about the most beautiful excursions in the region Cologne/Bonn you can reach in an easy way by PT (http://www.vrsinfo.de/fileadmin/Dateien/downloadcenter/Broschuere2014_Mobil_auf_ganzer_Linie.pdf). Germany: Verkehrsverbund Rhein-Sieg GmbH, Cologne: „Sicher unterwegs – ein Leben lang" – neighbourhood map (for elderly people) of Bad Godesberg: The map includes the pedestrian-friendly areas, safe ways to cross the street (for elderly people), and e.g. rest areas and age-related institutions, combined with stops and service points of PT.

2.7 Mobility checks for elderly people

Type of feeder system related
Walking, cycling
Characteristics of activity
Inspection of foot paths/bicycle lanes

Description of the scheme

This measure bases upon the identification of problems of elderly people to cover distances in their daily trips. Together with stakeholders and planning staff members the elderly people walk through a district or local centre to inspect by foot possible barriers in their daily ways. With mobility checks the affected group is involved directly in the planning process. Stakeholder are faced with and sensitised on their problems – however trivial these on first view appear.

Objectives:

- To promote independent mobility of the elderly;
- To increase passive / active safety of older people;
- To generate local knowledge on the needs of the target group.

Benefits for the city:

- Low-cost inspection of weak points in the pedestrian network;
- Increasing the attractiveness of living space (not only) for the elderly;
- Improving road safety.

Target group(s)

All residents, particular elderly people and disabled persons who are interested in giving information about problems of their daily journeys.

Planning features

The central element of the mobility checks are inspections with a group of representatives of the local government (e. g. planning office), local public transport providers, police and other local interest associations with the elderly people themselves. The group focuses on everyday-targets for the elderly and examine the paths in regard to existing danger zones and accessibility (e.g. missing of refuge island or dropped kerb, rough pavement). The development of solutions to improve the traffic infrastructure takes place locally. Important is the dialogue between representatives of the elderly people and stakeholders. This makes decisions transparent and sensitive to the concerns of the elderly people. The involvement of target groups in planning processes not only increases the acceptance by the representatives of the local government, but also provides important information for a need-based planning that is aligned to the needs of users. Results of pedestrian checks can be an action plan, a map with the collected data or an information brochure for the elderly people.

Responsibilities (stakeholder involvement)
• representatives of the local government • local public transport provider • police • local interest associations • elderly people associations
Case Study Examples (Costs)
Germany: Verkehrsverbund Rhein-Sieg GmbH (VRS), Cologne: VRS has advertised in the region Cologne/Bonn a contest to find six municipalities, which take part at the "pedestrian check" programme: Cologne, Bonn, Kerpen, Herzogenrath, Brühl, Merzenich. See http://www.vrsinfo.de/service/mobilitaetsmanagement/senioren/projekt-fussgaengercheck.html.

2.8 Personal Mobility Assistants for the elderly

Related types of feeder system
All types of public transport modes
Characteristics of activity
Assistance for using public transport modes

Description of the scheme

This measure involves the provision of a service that offers older people accompaniment by a personal assistant for journeys on public transport. The service is offered to individuals as well as to communities and companies and it is custom tailored for each person. The fundamental concept is to ensure everyone's right to be mobile and to provide people with the confidence to travel independently using public transport. This door-to-door service is offered for multiple reasons, e.g. to offer older people access to medical services; banks, post offices and other day-to-day destinations; public parks; community centres; and cultural activities. The benefits are that the measure can help persons to be autonomous again and help them to participate in everyday life.

Target group(s)

All residents, particular elderly people who are interested to be still active and use PT.

Planning features

Ideally, it should be available every weekday, 24 hours a day. The service can be booked by telephone, but fax, post and email are also possible. The interested person has to provide the date and time of travel, departure and end points, and particular needs. The service organisers then estimate the cost, which the user must confirm as acceptable to complete the booking. Accompanying older people means showing them how to travel safely, guiding them in the city and explaining the basics of public transport. This gives them the self-confidence in order to regain autonomy in travelling.

Responsibilities (stakeholder involvement)

- Local Public Transport organisation
- Association for elderly people and similar
- Bus and tram operator
- Local media for disseminate the activity (in advance and afterwards)
- Educator who coaches the assistance

Case Study Examples (Costs)

France: in the city of Paris, SNCF (Société nationale des chemins de fer français) and RATP (Régie autonome des transports Parisiens) provides such services.

2.9 Mobility Assistants for elderly people at major transport interchanges

Related types of feeder system
All types of public transport modes
Characteristics of activity
Assistance for using public transport modes

Description of the scheme
This measure involves the provision of a personal assistance service at major public transport interchanges. The measure will help older citizens to travel independently and increase the attractiveness of PT for older people. Project staff should be located at one or two public transport interchange points for several months.

Target group(s)
All residents, particular elderly people who are interested to remain active and use PT.

Planning features
A group of young, trained persons are positioned ready to help older people at the bus and tram stops at public transport interchanges. These staff help older people to enter and to exit buses and trams, based on previously defined rules and advice (e.g. the selection of passengers, how should the staff respond if a person refuses to be served, etc.). They can also provide information about PT connections and bus and tram schedules and assist with the use of e-ticket machines.
Assistants are available e. g. in the morning, every day from Monday to Friday. In order to be properly recognized, they should wear colourful jackets or T-shirts with logos (ideally provided by the local PT operator). They should also have special ID-cards that are kept visible. The idea is not only to help older people directly, but also to raise awareness among others and to encourage travellers to assist each other. As a result, it is expected that more and more younger people will help older people to enter and leave the vehicles, provide information about available connections, and help with ticket purchase, etc.
Media interest in the campaign can be an advantage, as this will help to raise awareness about the service being offered. Generally, after couple of months, organisers should start to receive positive feedback.

Responsibilities (stakeholder involvement)
- Local Public Transport organisation   - Association for elderly people and similar   - Bus operator   - Local municipality   - Local media for promotion and publicizing the activity (in advance and afterwards)   - Educator who coaches the mobility assistants

Case Study Examples (Costs)
Poland: In the city of Krakow, mainly in the city centre at major transport nodes mobility assistance were available on season within the AENEAS project, see http://www.eltis.org/resources/videos/krakow-assistance-service-older-people-major-public-transport-interchanges

2.10 Info packages for new residents

Related types of feeder system
Depending on feeder systems available in the municipality (in principle all)
Characteristics of activity
Sending out information

Description of the scheme
Providing comprehensive information regarding the range of PT options or non-motorised modes available in town. A welcome kit info pack will be sent individually to new residents in the area. The main objective is to inform on PT for new residents and take advantage of the change in personal life to foster the use of PT but the initiative could be expanded to other modes as well.
Target group(s)
New residents on addressed area.
Planning features
Contact local transport operators or any other providers of information for obtaining paper based information to send, gather contact information of new residents, prepare layout and contents of the kit, mail info pack and gather post analysis of impact. Contacts can be obtained from water company, supplier for electricity, municipality, or other institution that registers new residents. The welcome kit with information about public transport existing in the area can be combined with small promotion material (free tickets, magnets, wallets, etc.).

As an example, the kit should contain:

- A map with the PT lines which makes possible for new citizens to combine destinations with potential PT routes, including stops that allow changing to other means of transport.
- Information about PT night service for younger PT users but also for occasional PT users.
- Information about interesting destinations for excursions which can be reached by PT.
- Brief information about the PT fare system.
- Flyer explaining how to use a ticket machine.
- Timetable of one's individual stop.

Responsibilities (stakeholder involvement)

- The municipality responsible for the area.
- Support from Local Energy Agency for technical assistance, registering institutions (e.g. water company, parish church, electricity company, and municipality) for access to addresses.

- All PT operators should join and provide content for the kit. To provide information on the feeder system services as well as promotion material and free try out tickets.

Case Study Examples

Germany: The German Federal Ministry of Transport, Building and Urban Affairs conducted a project in 2008 in the cities of Frankfurt, Munich and Halle in which the target group of the intervention were citizens recently moved to one of those cities. Costs for printing, design, layout and mailing are to be expected.

Germany: Verkehrsverbund Rhein-Sieg GmbH, Cologne: „Mobil im Veedel" – neighbourhood mobility maps. In metropolitan areas like the area including the cities of Cologne and Bonn the intelligent combination of different modes of transport will play a decisive role. Inhabitants will use PT, car-sharing, walking, and cycling pari passu for their daily mobility. The VRS created with other mobility partners a map with all important information about mobility in the neighbourhood. The maps include e.g. public transport routes, public transport customer service centers, car sharing stations, signposted cycle route, stopping places of taxis and further links to local mobility stakeholders and initiatives. In addition they show the area which you can reach by foot or bycycle in a few minutes, starting from the station. http://www.vrsinfo.de/streckennetz/mobil-im-veedel-stadtteilkarten.html

2.11 Promotion events for (flexible) PT

Type of feeder system related
All types of flexible transport, where trips need to be booked in advance
Characteristics of activity
Communication, information event

Description of the scheme
At events (either specific on this issue or in connection with other topics) a general explanation of (flexible) PT will be provided and in detail: How to get the information I need and how to get a bus picking me up (if system is flexible)? How much will cost the using of (flexible) PT for the customer? Why is flexible PT in use (instead of "normal" PT)?
Target group(s)
Elderly people for their daily/weekly ways for supply and younger people during leisure time (in the evening).
Planning features
Contact local transport operators or any other providers of flexible transport systems asking for presenters for the event or obtaining information for the presenters.
A location need to be organised. Often the municipalities or local organisations (social clubs, health care centres, schools, homes for elderly and similar) can offer relevant infrastructure. Depending on the target group the daytime, duration and kind of day need to be arranged, ideally a date which is not favouring a specific group. If regular events are already established in the municipalities, where various issues are discussed and no citizens are exclude din these events, these structures could be used of course. But if so (as well as for the question who is hosting the room), it should be analysed how to ensure neutrality as much as possible (e.g. not to use infrastructure of a political party or a very specific interest group). It needs to be decided, if and which kind of catering will be offered for the event.
It is important, how the invitations to the event will be sent out. Often the host organisations or the municipalities can assist as owning relevant address lists (if not selective, excluding some groups of citizens), but also can publish the event in their media or at their homepages. Additionally local media can be contacted to report about the event (again it need to be checked, if all groups are reached that way and no one is excluded). It needs to be decided, if registration in advance is needed to participate. The offer and date can also be announced in the individualised marketing campaign.
Prepare layout and contents of the presentation. If integrated in individualised marketing or when sending out an invitation letter, participants they are registering themselves could be asked for the most important information they want to hear. This can be a valuable input, if preparing the presentation. Typical topics to be presented are: Understanding the operation times, maps of area of operation, tariff information (specific

and general), how to book or modify a trip (if flexible system is in operation). Hand out material should be provided for the event.

If nearby, the event can be combined with practical trainings at a bus stop or vehicle (bording, alighting, using the ticket vending machine, etc.).

Responsibilities (stakeholder involvement)

- Local transport association
- Cooperation with public transport operator and/or taxi company
- Local government, PT Department

Case Study Examples

Germany: city of Paderborn provides trainings for passengers, which can be booked via the local mobility information centre http://www.padersprinter.de/mobilitaetstrainings

2.12 Public transport try-out activities

Type of feeder system related
Public transport
Characteristics of activity
Get familiar with specific means of transport

Description of the scheme

With this measure, potential public transport users get in contact with the public transport system either for the whole trip or in combination with other feeder systems (bicycle or motorised vehicle). With the free try-out ticket there is no financial risk for the user (e.g. that she/he did not purchase the correct ticket). Nevertheless, the persons receiving a try out ticket for public transport should be contacted again after the usage of the try out ticket asking them to report (and discuss) their experience made. The measure can be supported by individual route plans to be provided. At least a return ticket should be offered to test a trip to a destination within a pre-defined area. If budgetary resources are available or a sponsor could be found, full day or weekly tickets would increase the attractiveness of the measure.

Target group(s)

Target groups are residents in the target area not familiar with the public transport system at all (usually non users of the pt system). Even if the financial risk is not very high, they do not need to learn about the tariff system during this measure, they just can experience and understand how the other features of the public transport system are working.

If budget allows, visitors (e.g. tourists, they are staying longer within a region) can be included as well, accessing by the place of temporary residence (e.g. hotels). However, the effect of this group in the target area is somehow limited, if they are not regularly visiting the area).

Planning features

At first the financial resources need to be clarified, to which extent this measure can be implemented (number of test users, time period or number of trips covered by the try out ticket). Contacts need to be made to potential sponsors, which can be the public transport provider, the public transport authority or any other public institution with some interest to increase the number of passengers in the target area. Another option is to find sponsors outside the public transport system (e.g. companies engaged in sustainable life styles), they can make advertisement of their products either on the ticket itself or the ticket is included in a set of advertisement material, which will be handed over to the potential user. On the other hand such companies can include the sponsorship in their own marketing activities as well.

Agree on the formal aspects of the tickets with the public transport provider of the target areas. Especially if electronic ticketing systems are used, the test ticket should be compatible with the system, which means, the public transport operator maybe need to

produce the tickets itself. Anyway the tickets need to be registered somehow, uncontrolled duplication need to be avoided. The conductors and other ticket controllers need to be familiar with the ticket in advance.

For the measure itself, contacts need to be established to potential users. An option is to publish the measure in local media, so that interested persons can get in contact with you. Another strategy is to be present at local events (transport- or non-transport related). In any case, it must be highlighted, that the action is limited to the predefined number of available tickets. The option for try-out public transport tickets can be also integrated in the individualised marketing campaign (see SmartMove Deliverable 3.3: Guidelines for individualised marketing).

A system must be designed, how test tickets can be delivered to the interested target persons and (if valid for more than a pair of trips), if the ticket can be transferred to a third person, respectively if not, how this can be restricted. In the latter case, the ticket needs to be labelled with a name and the user needs to provide a document to prove his identity, if using the ticket. The delivery of tickets can be implemented personally face to face (e.g. at a stand at an event), via surface mail or by electronic mail. The validity of the ticket (time period or trips) need to be fixed on the test ticket. This can be fixed either as pre-defined dates or the ticket is valid for a specific time or number of trips starting with the first validation by the interested user (with fixed end date of latest usage).

A list of delivered test tickets should be created, which could be forwarded to the public transport provider as well (for any cross checking, e. g. if there are test tickets on their way at a specific day or not).

It is recommended to include a feedback form for the test users, where they are asked to report on their experiences made. This should be already communicated in advance, so that interested users know, there is some expectation to really test the public transport with the try out ticket. Another aspect is to open a communication or consulting process with these persons based on their reports sent back. To be able to make reminder calls to send back a paper questionnaire or for direct telephone interviews, contact details should be collected of those persons.

Responsibilities (stakeholder involvement)

- Potential sponsors of the test tickets.
- Public transport providers and its staff with direct contact to the try out ticket users.
- Local media for disseminating the activity.
- Organisers of local events, where the activity can be promoted or a stand can be organised for the measure itself.
- A team at site for organisational issues (when and how to hand over the test tickets).
- The ticket system providers.
- Mobility consulters, they can do follow up contacts based on the feedback reports.

Case Study Examples

Austria: During the Waldviertel line individualised marketing campaign 229 weekly passes were distributed among interested public transport users. The measure was included in the individualised marketing campaign itself. The measure was sponsored by the regional public transport umbrella organisation. The try out tickets were sent by surface mail and were included in the information package ordered by the target persons during the campaign.

2.13 Tailored public transport advice with the help of existing information and communication technology (ICT) tools
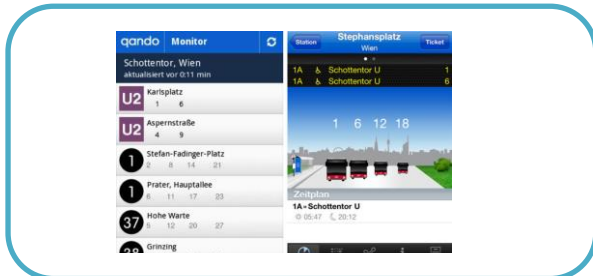
Type of feeder system related	
Public transport, other feeders if integrated	
Characteristics of activity	
Get familiar with available information tools	

Description of the scheme

With this measure, (potential) public transport users get in contact with existing information and communication technology tools, they are aiming at attracting the use of the public transport either for the whole trip or in combination with other feeder systems (non-motorised or motorised modes). Most of the public transport providers are offering online time tables as minimum standard meanwhile. Advanced operators offering location based information services, real time arrivals at specific bus stops, online ticketing, real time information on connected trips or similar for the smartphone. A significant share or potential users is not familiar with these tools and therefore overestimates the burden of organising a public transport trip. Usually these APPS are for free and can be installed at the users´ cell phones within the course of the measure. The measure can be supported by individual route plans to be provided or to be developed together with the potential users during the measure.

Target group(s)

Target groups are both non-users and users as residents or visitors in the target area owning a smart phone including options to connect the phone to external information sources (e.g. through WLAN or mobile web access).

Planning features

At first the existing ICT tools within the target area need to be collected. Usually this information is available at the public transport providers, the public transport authority or any related municipal institutions. Ideally there exists a manual, how to install and use it. Otherwise such material need to be created (including some screen shots), which can be distributed among the participants of the activity.

Some Smartphones with web access need to be organised for the implementation as interested users are not possessing an own smartphone so far or do not have them available at the location of the activity.

For the measure itself, contacts need to be established to potential users. An option is to integrate the measure in the individualised marketing campaign and/or to publish the measure in local media, so that interested persons can get in contact with you or come to the location of the activity (with or without registering). Another strategy is to be present at local events (transport- or non-transport related), where the ICT tools are presented directly to the potential users. In any case, it has to be checked, if web access is available at the location of the presentation. The measure could be carried out at the public transport stop itself (especially if WLAN or near field communication (NFC) or

quick response (QR) codes are available at the station to support the information transfer. Additionally at the public transport stops, the reliability of the information can be tested as well. Another option is to visit potential users e.g. at local social clubs, health care centres, schools, homes for elderly and similar. If it is planned to include the creation of individual route plans together with the potential users during the course of the measure, option to print created documents should be available. The measure can also be included in individual mobility consulting.

Responsibilities (stakeholder involvement)

- Public transport providers, local administration or local mobility department as service providers of ICT tools.
- Local media for disseminating the activity.
- Organisers of local events, where the activity can be presented.
- A team at site for make the presentations.
- Health departments, carrier of social clubs, health care centres, schools, homes for elderly and similar as host, if foreseen.
- Mobility consulters, if foreseen.

Case Study Examples

Austria: in the Eastern part of Austria, the mobile app qando provides all information on public transport and other modes. Via http://www.wienerlinien.at/eportal2/ep/channelView.do/pageTypeId/66526/channelId/-46623 a brochure can be accessed to receive explenations (but potential users were not contacted actively).

2.14 Guided walking tour
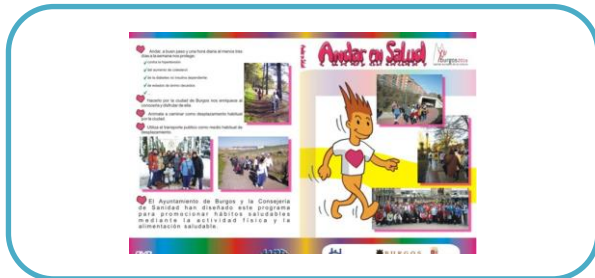
Type of feeder system related
Walking to public transport stop
Characteristics of activity
Experiencing foot paths

Description of the scheme

With this measure, (potential) public transport users get experience about how their trip would be eventually, if they integrated walking in their mobility chain. Walking can be an alternative to car park & ride or to a private car trip transferred to walk and ride. An important aspect and motivation is the health effect of regular walking tours, which can be included in daily mobility here.

Usually the distance and time for walking to the next bus stop is overestimated. With the help of walking tours, distances can be experienced in real life and can be re-evaluated which could influence the mode choice. Some people do not realise possible short cuts they could be explored that way. Security and safety aspects of different routes can be discussed as well during the tour.

Additionally, potential objective barriers can be analysed as well during the tour and problems can be forwarded to responsible administration.

Target group(s)

In principle, target groups are all residents of the defined target area living within a circle around the public transport stops, where walking distances are acceptable (approx. 15 minutes walking time), they are not accessing the public transport stop with non-motorised modes already.

Focus can be set on vulnerable (potential) public transport user groups, which are slightly mobility impaired, elderly people or school children. Attention should be paid on special requirements of these groups, when preparing the guided walking tours.

Planning features

As a first step, the target area need to be defined, where walking tours can be offered. It is recommendable to find routes, where more potential users need to walk along, which can be the route from a public transport stop to the edge of the village, if the public transport stop is outside the build-up area. Another option is to define route of settlements at the edge of the village and the public transport stop is in the centre of the village.

Persons organising the walking tours need to get familiar with the target area as a first step. They need to learn the geographical names and different route alternatives. Detailed maps can be prepared as assistance or to distribute them among the participants. In many areas Openstreetmap provides detailed information especially pedestrian routes or the municipality provides maps of their area.

It is more efficient to offer guided walking tours for a minimum number of participants,

which means potential participants should be clustered by walking corridors. Potential participants can be contacted within the individual marketing campaign, with announcements on local media, at local events or initial presentations at local social clubs, health care centres, schools, homes for elderly and similar.

A meeting point can be arranged, where the guided tour starts heading to the next public transport stop. Net walking time needed should be recorded and presented.

Supporting marketing to promote the activities can be a specific map with accessible routes within the city to be distributed among interested persons, while offering dates for guided walking tours.

The measure can be combined with mobility checks for elderly people (do some critical analysis of the route) or can be institutionalised for school children as pedibus (a common walking group of pupils supervised by experienced and trained guards). Additionally at the public transport stop a small traveller training can be offered (reading and understanding the time table, operating the ticket vending machine). Especially, if the group consists of persons with specific needs, the way back to the meeting point should be included as well.

Responsibilities (stakeholder involvement)

- Local government or local mobility department to provide information material and promote the activity.
- Local media for disseminating the activity.
- Organisers of local events, where the activity can be promoted or a stand can be organised for the measure itself.
- Health departments, carrier of social clubs, health care centres, schools, homes for elderly and similar.
- A team at site for organisational issues (when and where to meet) and to act as guides.

Case Study Examples

Spain: Burgos has got some experience, an activity called "Andar en Salud" (Walking and Health, see also measure 2.16). More than 9000 citizens per year participated, mainly thinking in accessible routes to walk and enjoy. The target persons are elderly people mainly. The costs are very low; a company in charge of the program "The City also teaches" is in charge of the routes. Some people participating in the events organized themselves from time to time their own routes. Only the cost of a guard guiding the people occurs.

2.15 Walking for health

Related types of feeder system
Walking to public transport stop
Characteristics of activity
Experiencing foot paths

Description of the scheme
The broader idea behind this measure is the promotion of a sustainable movement to influence car users to switch their current transport mode. The more precise aim for the participants is that they should walk a certain number of steps everyday over a defined time (i.e. at least 10 000 steps per day over three months). By using pedometers provided by the campaign organisers, participants are able to see (directly) the positive side of healthy movement. Participants can be encouraged to mix their walking activity with public transport use for longer trips through the provision of information on services available.
Target group(s)
All residents of the city, especially the ones who use cars for short trips (men over 40).
Planning features
A good starting day (i.e. the International Car-free day) could be chosen as most suitable for a kick-off event for the project. On that day pedometers will be handed out to participants. Participants are chosen from amongst volunteers who have registered to participate and have expressed their willingness to change their travel habits. The project team can target current car users belonging to different gender and age groups as potential participants. The formal final event could be held three months (or your defined time) later where the most exemplary participants were rewarded for their efforts. It is important to have the local media on board who can support and publicize the campaign.
Responsibilities (stakeholder involvement)
- Local municipalities   - Association for all aspects of walking   - Local media for disseminate the activity (in advance and afterwards)   - Organiser of local events – to promote the campaign   - A team for organisational issues – to implement the campaign   - Healthcare institution
Case Study Examples (Costs)
City of Tartu: In 2007, on International Car-free day (22.09.) 76 volunteers in the city of Tartu were handed pedometers with the aim during next three months walk at least 10 000 steps per day. By the end of the project called "Walking for the Health", only one participant failed to do so! The "most famous" participant was the Deputy Major.

2.16 Guided cycling tour

Type of feeder system related
Cycling to pt stop
Characteristics of activity
Experiencing cycling (infrastructure)

Description of the scheme

With this measure, (potential) public transport users get some experienceabout how their trip would be eventually, if they integrated cycling in their mobility chain. Cycling can be an alternative to car park & ride or to a private car trip transferred to bike & ride. An important aspect and motivation is the health effect of regular biking, which can be included in daily mobility here.

Usually the distance and time for cycling to the next bus stop is overestimated. With the help of guided cycling tours, distances can be experienced in real life and can be re-evaluated which could influence the mode choice. Some people do not realise possible short cuts (in comparison to drive a car) they could be explored that way. Security and safety aspects of different routes can be discussed as well during the tour.

Additionally, potential objective barriers can be analysed as well during the tour and problems can be forwarded to responsible administration.

Target group(s)

In principle, target group are all residents of the defined target area living within a circle around the public transport stops, where walking distances are too big (approx. above 5 minutes walking time) and cycling distances are acceptable (up to 15 minutes cycling time), they are not accessing the public transport stop with non-motorised modes already.

Focus can be set on vulnerable (potential) public transport user groups, which are mature and elderly people or school children.

Planning features

As a first step, the target area need to be defined, where cycling tours can be offered. It is recommendable to find routes, where more potential users need to cycle along, which can be the route from a public transport stop to the edge of the village, if the public transport stop is outside the build-up area. Another option is to define route of settlements at the edge of the village and the public transport stop is in the centre of the village. Existing cycling infrastructure need to be analysed in the area, both the infrastructure to bike and to store the bicycle at the public transport stop (if not taken into the public transport vehicle).

Persons organising the cycling tours need to get familiar with the target area as a first step. They need to learn the geographical names and different route alternatives (in dependency on the infrastructure). Detailed maps can be prepared as assistance or to distribute them among the participants. In many areas Openstreetmap provides detailed

information especially pedestrian routes or the municipality provides maps of their area (e. g. the sports or tourism department of the city).

It is more efficient to offer guided cycling tours for a minimum number of participants, which means potential participants should be clustered by corridors. Potential participants can be contacted within the individual marketing campaign, with announcements on local media, at local events or initial presentations at local social clubs, health care centres, schools, homes for elderly and similar.

A meeting point can be arranged, where the guided tour starts heading to the next public transport stop. Net cycling time needed should be recorded and presented. Usually participants should bring on their bicycles. However, an option could be to rent bicycles as well. If so these bicycles might need to be organised and transported to the meeting point.

Supporting marketing activities can be a specific map to be distributed with accessible routes within the city, while offering dates for guided cycling tours to persons they are interested. It is recommended to include the way back to the meeting point as well. Left out sections of the route can be discussed based on a map. The ideal route can be drawn on the map, which will be handed over to the participant.

The measure can be combined with mobility checks for elderly people (do some critical analysis of the route) or can be institutionalised for school children as a common cycling group of pupils supervised by experienced and trained guards. Additionally at the public transport stop a small traveller training can be offered (reading and understanding the time table, operating the ticket vending machine). Another option is to make safety checks on the bicycles (and offer little improvements by an expert, e.g. the optimal air pressure in the tires) or an expert for maintaining the bicycles is available (possibly the guard of the tour himself/herself) for question and answers around the bicycle.

As a simplified version of this measure, the cycling tour can be limited to a specific road section only and the optimal route from the place of residence to the next public transport stop including information about, where to store the bicycle can be discussed based on the map. The ideal route can be drawn on the map, which will be handed over to the participant.

Responsibilities (stakeholder involvement)

- Local government (eventually including those responsible for sports, tourism) or local mobility department to provide information material and promote the activity.
- Local media for disseminating the activity.
- Organisers of local events, where the activity can be promoted or a stand can be organised for the measure itself.
- Health departments, carrier of social clubs, health care centres, schools, homes for elderly and similar
- A team at site for organisational issues (when and where to meet) and to act as guides.

Case Study Examples
Spain: the city of Burgos has got various experiences. Since 2006, thanks to the European CiViTAS initiative first courses "how to ride a bicycle" and courses for "safe routes for cycling" were organised. Normally organized in the European Mobility Week, more than 1000 people in total participated in the courses already. Open to all, finally, mainly elderly people enrolled the courses. The costs are very low, the bicycles were used from the Bike Sharing System, and only the guard were employed for this action.

2.17 Providing try-out-Pedelecs

Type of feeder system related
Bike & Ride
Characteristics of activity
Get familiar with specific means of transport

Description of the scheme

(Potential) public transport users get to know the new technology and learn how to integrate pedelecs in their mobility chain. Pedelecs are bicycles assisted by a small electric motor. In many countries pedelecs are classified as conventional bicycles rather than as a type of electric moped. The electric motor stops when the rider is not pedalling or when a certain speed has been reached (normally 25 km/h). Pedelecs are very useful for people who have to ride in hilly areas or where there are often strong headwinds.

Pedelecs shall be implemented as public transport feeder in hilly or windy areas or where the distances to the next public transport station is too long offering an alternative to car park & ride or to a private car trip. Thus, the argument is weaken, that people have no convenient possibilities to reach the next public transport stop.

As pedelecs are more expensive as conventional bicycles, the barrier to purchase a private pedelec can be reduced, if people have the possibility to try out this mean of transport and to become acquainted with the advantages. Ideally the pedelecs should be provided to the users for a longer time to understand the full process of using a pedelecs including battery charging, travel time needed or weather influences.

Target group(s)

Pedelecs can be used as privately owned mean of transport to access the next public transport station (or for other short distance trips with the pedelec only). Primarily, target group are residents of a defined area, where longer distances to the next public transport stop have to be covered or in hilly or windy areas. Additionally, slightly mobility impaired or elderly people can make use of pedelecs even for smaller distances. In principle all trip purposes can be satisfied as far as the user does not need to carry large or heavier things with them (e.g. exceeding 5 kilograms).

For visitors of the area pedelecs offer a convenient possibility to reach their final destination. A rental system has to be established, which could be supported in the implementation phase by a try-out-pedelecs initiative.

Planning features

A certain number of pedelecs need to be available and need to be organised in advance. Sources to rent pedelecs (if a purchase is not an options) are sport shops, public administration, mobility agencies, bigger hotels of the area, sometimes biking or other interest groups, bigger companies, pedelec producers or even the federal ministries of environment or transport. It needs to be ensured how the pedelecs are transported to and from the target areas.

A charging station in the area need to be organised in order to hand over fully charged pedelecs. Options and instructions to recharge the pedelec need to be provided to users, if they are allowed to rent the pedelec for a longer time period. A pick up point need to be found (place of residence of interested persons, the public transport stop, any public building in the municipality). The distance to this pick up point need to be within acceptable distance for interested users. Additionally a deposit point for pedelecs not in use needs to be organised. Responsible persons need to be nominated for maintaining the pedelecs during the activities (e. g. in case of technical problems).

The active measure of offering try-out-pedelecs shall be integrated in the personalised marketing campaign which allows getting in contact with non-public transport users as well. This can be achieved by contacting people by mail or phone together with the marketing campaign and informing them about the possibility of trying pedelecs. At the same time, the measure can be published in local media. People can be contacted at park and ride facilities (car users) directly or at local events (transport- or non-transport related).

The time period for renting need to be defined, which may be a trip on a predefined course (accompanied by the service team) in order to experience the route between the public transport stop and the place of residence, or even for a longer time period. However, the later requires a contract within the user or deposits in order to avoid misuse. Insurance issues should be considered as well. A possibility to store the pedelec safely at the public transport stop is strongly recommended.

If the system is offered for visitors, ideally the company in charge of the bike sharing systems should integrate this offer in their existing scheme. If no rental system is established, the whole process to implement a bike renting system needs to be completed (for this, see CIVITAS initiative homepage, measure list). Additionally electric supply for charging need to be foreseen at the rental stations.

Responsibilities (stakeholder involvement)

- Owner of pedelecs (see section planning features), a car rental organisation eventually
- Local government or local mobility department to provide infrastructure (e.g. charging, overnight deposit of pedelecs) and promote the activity
- Persons responsible for maintaining the pedelecs in case of technical problems
- Local media for disseminating the activity
- Organisers of local events, where the activity can be promoted or a stand can be organised for the measure itself
- A team at site for organisational issues (when and how to hand over the pedelec, accompanying the user, while he tries out the pedelec?)

Case Study Examples

Spain: In the Museum of Burgos when parking the car, it is possible to get one pedelec for free for the whole period of time. Mainly focusing on tourism. The costs in this case were higher than the rest, each bicycle costs around 450 €. Integrated with the rest of the bicycle system, nevertheless.

Madrid offers the possibility of renting pedelecs hourly to move around the city http://www.bicimad.com/ *(only in Spanish).*