

D3.4 State of-the-art report on active mobility consultancy campaigns

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Training workshop #2 • Wittenberg, Germany • 9-10 October 2014

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



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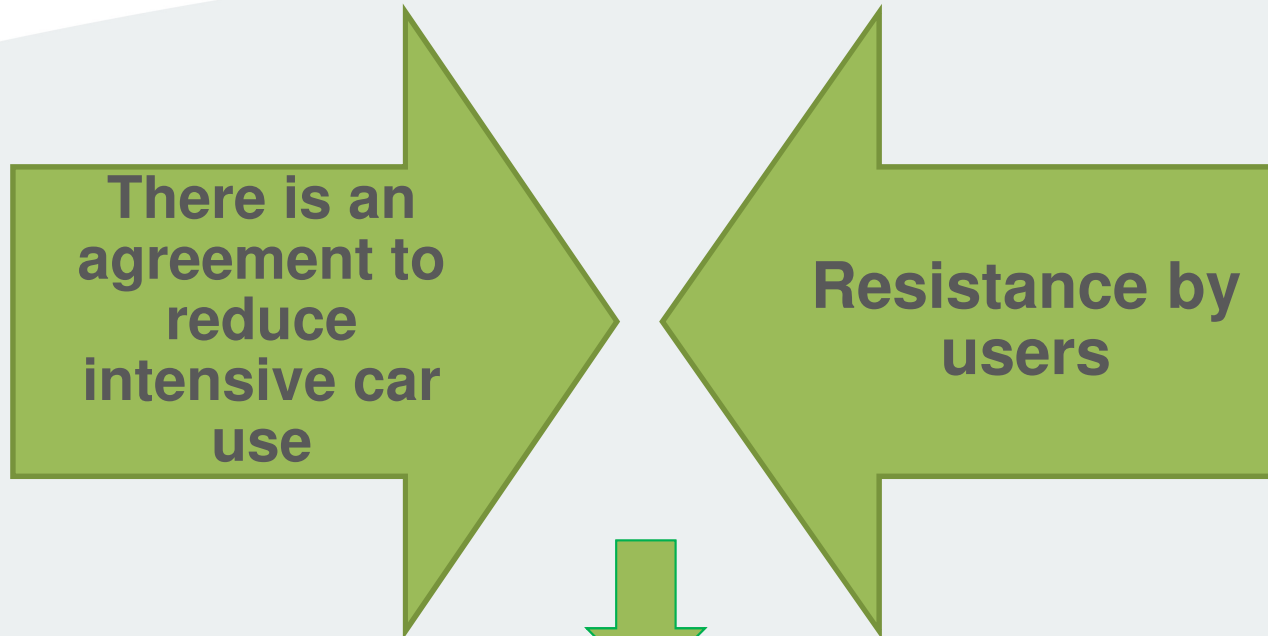
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1. Why is there a need for a massive travel behavioural change?

- High dependence on car use for all kind of trips, regardless the quality of PT (Link et al.2013).
- That tendency haven't stopped growing in the last decades.
- Serious consequences for the environment and health of communities.

1.1



How to promote changes in mobility patterns?

When and why does travel behaviour change actually occurs?

Ampt (2004) gave several reasons that might lead to voluntary behavioural change:

- 1. Arriving at a point where the negative effects of an existing activity reach a certain level of intolerance.**
- 2. Realising for the first time that “it is possible for me, as an individual, to change”.**
- 3. Hearing of someone else who has changed – particularly someone who is trusted, respected, or perceived to have similar values.**

4. Experiencing a “change moment” (e.g. a new job, new home, new partner, choosing to change goals of beliefs).
5. Feeling that a change is appropriate because it is fashionable.

But also:

6. Severe miscalculations and lack of motivation and/or information.

1.2 Travel demand management:

Approach	Description	Instruments
“Top-down”	Coercive measures, infrastructural and technological changes that often require important investments.	“Hard policies “ e. g. increase cost for car use, physical improvements of infrastructure.
“Bottom-up”	Policies developed in collaboration with stakeholders, non-coercive, physiological and behavioural strategies.	“Soft policies” e.g. Individualised or dialogue marketing

1.3 “Soft polices”

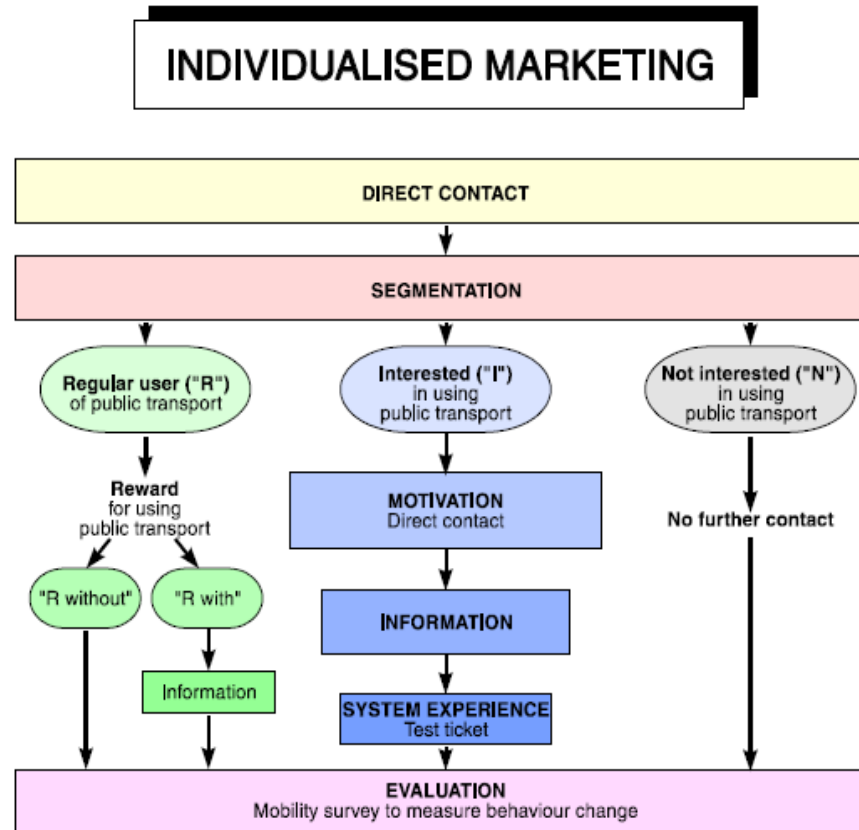
- **Undermined in the past, currently the corner stone of numerous studies.**
- **All attempts to promote a voluntary change behaviour (Cairns, 2004).**
- **Their main aim is to change subjective perception that people has about public transports (e.g. time and fares).**

2. Individualised marketing (“Indimark®”)

2.1 Key features

- A multi-step marketing approach aiming to voluntary change in mobility behavior (Hössinger et al., 2013) .
- It establishes dialogue using direct contact and a step-by-step communication.
- It embraces personalised travel planning, travel awareness campaigns and public transport information and marketing.
- Facing miscalculations and lack of information or motivation to promote travel behavior change is only possible by individualizing (Brog, 2000).

2.2 Steps



Individualised marketing campaign steps. Source: Link et al., 2013

2.3 Potential for future development

- **Interdisciplinary approach** not explored enough.
- **Application area:** dialogue marketing campaigns have been carried out in very limited cases in rural areas.
- **Impact stability over time:** very few empirical findings regarding the stability of the achieved impacts of individualised marketing campaigns in the long term.
- **Overall impact assessment:** in many cases positives side effects are not considered when it comes to assess the overall impact of marketing travel campaign such as environmental or health issues.

3. Lessons learned from other mobility projects where “soft measures” were applied.

3.1 Civitas ELAN project

City	Measures
Ljubljana	Opinion surveys, informative brochures , 3 mobility shops (created within tourist info centres).
Ghent	Members of an specific district received tailor-made brochures.
Zagreb	Tailored brochures for elderly citizens and info point during the mobility week.
Porto	A mobility shop in a busy area of the city.
Brno	Yearly surveys

3.2 The York Intelligent Travel Project

- Personalised travel planning (PTP) interventions: 5071 individuals were interviewed face-to-face or over the phone about their travel choices.
- Questionnaires were completed with incentives.
- A follow-up questionnaire was sent 12 months after the project conclusion.
- Wrong focus: instead of behavioural change, attitudinal change is required to achieve a long lasting change.

3.3 Promoting sustainable Travel (PRoST)

- It was led by the University of Exeter between 2008-2009.
- Interdisciplinary approach: how attitudes towards environment can influence travel mode choices, which allowed to address sustainability related measures aiming at a travel behaviour change more specifically.
- Tools: a focus group followed by a comprehensive questionnaire.

3.4 Travel feedback programs (TFPs)

- TFPs are forms of personalised communication aimed at changing travel behaviour from car use to non-auto transport.
- TFPs can be classified using 4 variables: locations, techniques for changing travel behaviour, procedure and communication media used.
- Findings: requesting for a behavioural plan and the quality of information provided to participants are determinant for the effectiveness of the TFP.

3.5 Marketing campaigns in new citizens 'daily mobility

- It was carried out in Frankfurt, Munich and Halle in 2008.
- A opportunity opens when people moves to a new city and is provided with information about PT and non motorised means of transport.
- 3 random groups: Standardised information (type 1), dialogue (type 2) and standardised information and dialogue (type 3)
- “Type 3” citizens tent to rate the information about PT more helpful and better designed than “type 1” citizens. “Type 3” citizens also found information material more motivating in comparison to ”type 2” citizens.

3.6 “*Travelblending*” in Australia

- It was part of major public initiative called “Clean Air 2000” which aimed to reduce air pollution caused by car travel in Sydney.
- The term is derived from the way individuals can reduce car use by blending modes. It tries to encourage citizens to deal with a greater number of tasks on one given trip.
- It combines raising awareness and/or efficient use of cars as a first step to trigger travel behaviour change, with a method to ensure that those behaviour changes takes place.



3.7 Design a clear marketing strategy

The “**Embarq marketing guide**” contains important principles regarding the dissemination and information of services that transit agencies provide:

- Build a strong brand by defining the core values of the PT service.
- Information provided to users should help them to navigate the system.
- Public relations and external communications are essential for transit agencies: tight relationships with media required.
- Habilitate channels to receive users’ feedback.
- Online engagement: website, social media, mobile apps.

Civitas marketing toolkit contains some guidelines that can be useful for AMC's campaign design:

- Prepare a **communication strategy**.
- Create **effective messages**: " what is in for me"?
- **Brand measures**: a visual identity and a brand personality is required for the measures that will be implemented.
- Utilise **promotional products**.
- **Plan events** considering who is targeted audience.

4. Conclusions and recommendations

1. Additional dissemination activities increase participation.
2. Focusing on specific groups enables the production of more specific and tailored information and materials.
3. The trip purpose is a key aspect to be considered when it comes to design a campaign.
4. Attitudinal changes rather than behavioural changes tend to provide longer lasting effects.
5. Balance between information and discussion.

6. Mobility shops embedded in tourist offices provide additional forum to provide individualised information to potential PT users.
7. Behavioural travel plans are been proved to be very effective to reduce car use and increase public transport use.
8. Travel diaries are been proved very useful to help participants to capture their travel patterns in a tangible way.
9. Dialogue marketing campaigns create a bond between PT agencies and travellers.

10. Design a strong brand and a differentiate image.
11. Build tight links with newspapers and other media.
12. Promote online engagement through a well-designed and useful website.
13. Combination of “soft” and “hard policy” measures is the most fruitful approach.
14. A good quality public transport is seen as a main requirement for the likely success of a soft policy.
15. Promotion of PT appears to be especially successful among people who have experienced major change in their lives (a new job, a person who just moved to a new town).

Thanks for listening!

Any questions?