



Advanced
actions to increase
public transport use
of employees and
students



IMPRINT

PUBLISHER

Austrian Mobility Research – FGM-AMOR, coordinator and responsible lead partner for communication and dissemination within the BENEFIT project

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SOURCES

Figures and values provided are based on the outcomes of the BENEFIT project, reported by the BENEFIT partners.

Photos: FGM-AMOR, Corbis (Photo montage): p. 1 (1) p. 4 (1), BENEFIT partners: p. 5 (5), p. 8 (4), p. 9 (4), p. 13 (3), p. 14 (3), p. 15 (3), p. 16 (3), p. 17 (2), p. 19 (5), p. 20 (1), p. 21 (5), p. 22 (1), p. 23 (5), p. 24 (1), p. 25 (3), p. 26 (1), p. 27 (2), p. 28 (1), p. 29 (4), p. 30 (1), p. 31 (5), p. 33 (4), Fischer: p. 33 (1), www.eltis.org: p. 7 (1), iStockphoto: p. 5 (5), p. 6 (1), p. 8 (1), p. 11 (1), p. 17 (3), p. 18 (2), p. 19 (2), p. 20 (1), p. 33 (3), p. 36 (1), Schiffer: p. 5 (2), p. 6 (1), p. 32 (1)

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BENEFIT – Advanced actions to increase public transport use of employees and students

DEAR READER!

In most EU countries public transport is losing terrain to the private car for commuting between home and work. For society as a whole this means less energy efficient commuter transport and therefore more pollution and noise. Ironically, a large percentage of individual commuters would save both travel costs and time if they would take public transport instead of using cars. These rational benefits, however, often lose out to the irrational need to drive one's own car.

Many cities in Europe are now in the process of making public transport systems like trams, busses and metros more attractive. The challenge in this context is to bring travellers back to these new services as well as to public transport in general. The main target group of BENEFIT are employees and students who work or study close to an existing public transport corridor. BENEFIT focuses on areas where the public transport network is well established but not well used due to several factors (such as lack of familiarity with the system or personal restrictions). I notice this phenomenon also in my daily life.

I live close to a well-established tram corridor that connects my work place with my flat and I have an annual public transport pass and use public transport every day. When I ask my friends who live under similar conditions why they don't use public transportation, I always get



very similar responses: It's not fast enough, it's dirty, it's not on time. Public transport has a poor public image and very often people make irrational assumptions. This is a common problem in a lot of cities all over Europe.

So we started a cooperative project with the following seven cities: Brno (CZ), Maribor (SL), Sofia (BG), Bistrita (RO), Žilina (SK), Bologna (IT) and Palma de Mallorca (ES). All seven cities implemented a package of measures to increase public transport use among employees and students. These measures included information days, raffles, photo competitions, and the provision of mobility packages. A major goal was also to promote cost efficient and inexpensive activities.

This brochure provides an overview of cost efficient measures to increase public transport use among employees and students. I hope that other cities will learn from our experience and that they will be able to implement some of these ideas.

Jörg Kastelic
Coordinator of BENEFIT,
Austrian Mobility Reserach

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The Basics

1



Public transport instead of private cars

BENEFIT IS ...

... a three-year project which started in 2008 and was designed to help employees of public and private companies as well as students to switch from private car to public transport through awareness raising activities and promoting the advantages of public transport. BENEFIT aims for a modal shift from the car back to public transport and, in the process, aims to achieve substantial energy savings, emissions and cost reductions.

BENEFIT IS IMPORTANT BECAUSE ...

... all over Europe and especially in the New Member States of the European Union, the private car is still on the rise as the transportation mode of choice. This choice is mainly an emotional rather than a rational decision because private car use is environmentally damaging and creates financial and health consequences for society as a whole which far outweigh any advantages that an individual gets from using a private car. Counteracting this trend by promoting attractive public transport alternatives to the private car is one of BENEFIT's most important tasks.



BENEFIT “DOES IT” ...

... by awareness raising activities planned and selected according to an efficient strategy which includes the following principles:

1. Inform about public transport.
2. Motivate and give incentives to new and existing public transport users.
3. Organize necessary improvements and new services.

It has been proven time and time again that relying solely on rational arguments and on changes in the infrastructure or services is simply not enough to have a significant effect on people's transport habits. This is why BENEFIT “does it” by adding a strong dose of promotional activities to the mix, by establishing direct routes of communication with potential public transport users, by delivering information to their doorstep and by involving people

in fun and motivational activities such as photo competitions and raffles. Awareness raising promotional activities like these are crucial to establishing behavioural changes since they remove barriers that prevent people from using public transport and provide a platform for promoting the attractiveness and the advantages of public transport.

BENEFIT REACHES OUT TO ...

... two main target groups:

1. Working people and students who are using public transport already or are potential new users;
2. Umbrella associations (trade unions, chambers of commerce), public transport operators and stakeholders in public and private companies, who can provide support for current projects and act as multipliers for future projects in other cities.

Thoughts about BENEFIT



New Information, new Experiences and new Contacts for a Better Future



Melente HOROBA

*General Manager SC TRANSMIXT SA
Bistrița, Romania*

“BENEFIT is a special experience and a project which we shall continue. Costs are low and short-term, the results are very good: the number of journeys by public transport has increased noticeable! In addition, the involvement of students was extremely beneficial and enthusiastic. What is even more important is that young people are developing long-term habits for using public transport. It was also extremely beneficial to exchange experiences with the other European partners from whom we learned a lot.”



Květoslav HAVLIK

*Marketing and Development Manager
KORDIS, Brno, Czech Republic*

“BENEFIT helped us to find new ways to communicate with our passengers. It proved the concept of intensive marketing and other models of public transport promotion. We have learned how to support public transport usage in specific areas. BENEFIT helped us gain experience in increasing the amount of passengers and restricting CO₂.”

Vili EISENHUT

Director of the Office for Utility Connections, Traffic and Space in Municipality of Maribor, Slovenia

“BENEFIT has given us experience about sustainable mobility and awareness of public transport benefits. Before the start of the project, not many activities addressed companies and employees. Through the development of mobility plans we received a lot of information concerning travel habits and how to organise a public bus service. There were a lot of public awareness raising activities and there will be fewer cars in the city centre, better air quality and more space for pedestrians and bicycles. In the long term, the city will use much of the experience gained from the project in the future.”



Jan SEITL

*Leader of the Scheduling Department,
Brno Public Transport Company, Czech Republic*

“The Brno Public Transport Company was involved as a member of the Local Stakeholder Forums. We discussed possibilities of improving public transport for the two target groups – companies and students – in particular. One of the main benefits from the project I see was the ability to establish contacts with the group of employers and the possibility to discuss their positions about public transport.”





Constantin DONEA
*URTP Executive President,
Bucharest, Romania*

"BENEFIT was an excellent opportunity to learn new ways to attract passengers to public transport through children and young people who are sensitive members of any family. The project opened for us new gates for implementing public transport marketing principles and strategies. We learned how to promote public transport with little money (such as in public awareness campaigns in schools in Bistrita). Through URTP, many other public transport operators in Romania have learned how to promote public transport."

Nikolay KOSTOV
*General Manager of Sofia Mobility Centre,
Sofia, Bulgaria*

"BENEFIT was an action successfully introducing mobility management in our country and my team was very pleased to be part of this project. We were provided with many useful advertising and information-



al materials on mobility management practices in advanced EU-countries, thus contributing to strengthening the position of our new mobility center, which was still unique for Bulgaria. The new parking policy in our capital, the tram free-ride day, the car-free day during the Mobility Week in 2010, the first photo exhibition and the BENEFIT participation in the Fair 'Europe for us' were important events, very much appreciated by the Sofia transport community and its citizens. During the BENEFIT meetings of local stakeholders in transport we had the possibility to exchange experience with a lot of colleagues from state and private spheres."

Polina NACHEVA
*Radio Journalist at Bulgarian National
Radio, Sofia, Bulgaria*



"I was included in BENEFIT as a representative of the target company Bulgarian National Radio (BNR). With my team from Radio Sofia we have always strived to promote environmentally friendly approaches in all areas of human life. I participated in a project meeting and saw how important the sustainable urban transport is for EU citizens. The project gave us a very good platform for explaining mobility management measures to thousands of listeners. Broadcasting the project radio spots and conducting the radio raffle was a real challenge for us! The interest was great not only among listeners but also among our colleagues. As a result the use of public transport by BNR employees increased a lot and we are ready to be media partners in new mobility projects in Bulgaria."

Mirco ARMANDI
*Research and Development Manager –
ATC spa, Bologna, Italy*



"BENEFIT represented an important opportunity to exchange experiences with different European countries working together to develop activities for public transport promotion. We found that actions addressed to particular users categories in a limited geographical area are more effective and have better results than widespread activities to all citizens in the Bologna Province. The initiatives realized directly in schools and companies were particularly successful: we had the possibility to reach specific groups with targeted information on public transport and special fares."

The Method

2



PROMOTIONAL ACTIVITIES

Toot your own horn!

Lack of information and awareness (when, where and how services operate) is often a barrier that prevents people from using public transport. Sure, establishing a better quality of a public transport service is important, but people still won't use it if they won't know anything about it. So "tooting your own horn" with awareness campaigns is essential to inform people about the possibilities and advantages of public transport, to highlight its attractiveness and to motivate people to change their travel behaviour. In some countries and cities, however, such campaigns are a new concept so initial scepticism can be very strong. This means that even before starting an awareness campaign, awareness work is needed. As soon as the right stakeholders are on board, an awareness campaign proved to be a very effective measure for further changes, developments and actions.

BENEFIT TIP



When it comes to awareness, every country and even every city has different standards and also different problems and needs. Successful awareness campaigns designed for Spanish cities wouldn't work in Bulgaria, so simply "copy-pasting" a campaign that has been proved successful somewhere else is not a good idea.

STAKEHOLDER INVOLVEMENT

The second principle of BENEFIT was to involve all stakeholders for a truly integrated approach. Local Stakeholder Forums (LSF) were set up in all participating cities. LSF's create and maintain contacts between the most important players in a certain field – in this case in the field of public transport in a specific city. As a place of information, knowledge and experience exchange a LSF provides a strong platform that can gain more support for the activities and can serve as a discussion platform on a city level.

For the BENEFIT project, members of LSF's came from public transport organizers (agencies) and operators, local authorities, and users (i.e. big companies and their employees, universities with both student and employee representatives). In some cases representatives from other institutions, such as

Chamber of Commerce and Industry, regional development agencies, energy agencies and the media have also participated in the LSF's. The amount of LSF members was very similar in all cities – between 10 and 20.

As a LSF includes a wide variety of representatives from private and public sectors it is instrumental in spreading the objectives of BENEFIT to society. People involved from the very beginning tend to have a much more positive attitude. They become strong advocates for a wide acceptance of the project's goals and ideas and they facilitate stronger consensus. And, when everyone is working together, it is much easier to establish an effective decision making process in the public transport sector and better communication between decision makers and users.

Get a hold
of stake-
holders!

BENEFIT TIP



Where no contacts between the stakeholders existed before the first LSF meeting, it was very important to invite the stakeholders personally and explain the project's intentions thoroughly. Start contacting stakeholders at least a month before the first LSF meeting. Use the first LSF meeting to explain the role of the forum and to introduce the project. The first meeting is important to ensure an early and continuous involvement of the main local stakeholders in the detailed design and monitoring of local actions.



COST EFFICIENCY

Measures that BENEFIT proposes for implementation are a colourful mix of various alternatives – from a photo competition, to radio advertisements or from raffles to mobility packages. But what they all have in common is that every single one of them can be implemented without breaking the bank, that the money spent on these measures is a great investment since they are all very cost efficient. Each one is a small, but important step towards more sustainable and energy efficient transport in cities.

No need to break the bank!

BENEFIT TIP



BENEFIT measures are designed to work well when you mix two or more together, thus achieving added value, reaching more people and creating more channels for the distribution of the project's content and goals. With the variety and "mix-and-match" structure of possible promotional activities BENEFIT managed to create a highly cost efficient way to raise awareness, suitable for any city budget.

PROFOUND EVALUATION

At the beginning of the project in 2008 the expected result was to reach 162,000 people during the project's life cycle. After three years, a quarter of a million people (250,367) are aware of the project and the actions that were taken within it. And it is only thanks to a profound and intense evaluation that we are able to tell you this great news! Different types of data were collected in different kinds of ways to find out about the results and impacts of the project. We can define two main ways in which this was done:

1. Simple counting or measuring: this method was used to see, for example, how many promotional materials were distributed or how many people participated in a certain activity. This can tell us what the direct output of a certain action was.
2. Gathering information through questionnaires and surveys and analysing the data received: these methods were used to see what impact a certain activity or a campaign had on things like people's mobility behaviour.

Collect, measure, evaluate!

BENEFIT TIP



Always prepare an overall evaluation plan. Only through an extensive evaluation and an in-depth analysis of the implemented measures can valuable results and recommendations be given!

The Cities

3

7 cities
in 7 countries



When looking for partners, BENEFIT focused on New Member States of the EU (Czech Republic, Slovakia, Romania, Bulgaria and Slovenia) and on two Mediterranean countries (Italy and Spain). A co-operation with seven cities, one from each country, was established and these cities became demonstration sites which implemented awareness raising activities to increase public transport use. Since these cities differ a lot and not only in size their situation is described by using two population numbers. First is the number of inhabitants of the city itself and the second number describes more the regional situation of each city (their locations, regional importance, surrounding daily migration flow areas etc.).

BISTRIȚA, ROMANIA

INITIAL SITUATION

Bistrița city (pop. 92,842) is the capital of Bistrița-Năsăud County (pop. 311,657) and each day around 9,000 people travel through the regions of Subcetate and Valea Budacului to reach the centre of Bistrița. Only 50% of them use public transport while in 1990 the number was still 75%.

MEASURES

Trained mobility experts informed employees about the advantages of public transport. New and attractive possibilities to buy a ticket were developed and raffles were held for people who bought a monthly public transport pass. BENEFIT activities concentrated on promoting a new bus line.



BOLOGNA, ITALY

INITIAL SITUATION

Bologna (pop. 375,000) is the capital of the Emilia Romagna region and an important traffic hub. With its surrounding municipalities it forms a metropolitan area with a population of 650,000. This, combined with Bologna being an exhibition and convention centre, results in heavy traffic and permanent traffic jams which strongly affect the citizens and the environment.

MEASURES

An awareness campaign informed the citizens about the new fare and electronic ticketing system implemented in 2010. The campaign addressed all citizens travelling within the city centre and a mobility package (mobility guide and a bus line map) was distributed to employees of companies in this area.



BRNO, CZECH REPUBLIC

INITIAL SITUATION

As the second largest Czech city and the capital of the South Moravia region Brno (pop. 404,820) has a strong commuter flow – more than half a million people are present daily in the city. Most come with their own car. The university, a hospital and new shopping centres in the outskirts pose additional problems to inner-city traffic.

MEASURES

A direct personal approach was at the core of measures implemented in Brno. Big companies and institutions motivated their employees to use public transport through raffles and informational campaigns. A specially designed and branded information booth was used to disseminate information material like mobility packages to employees and students.



MARIBOR, SLOVENIA

INITIAL SITUATION

Slovenia's second largest city Maribor (pop. 158,000, with suburbs 180,000) fights against declining public transport passenger numbers: while 225,000 tickets were sold in 2006, in 2007 only 180,000 were sold. In the south east of Maribor there is a large developing industrial zone called Tezno. It includes 180 companies with more than 3,000 employees.

MEASURES

The implementation of measures was focused on the industrial zone of Tezno where employees were addressed through direct communication tools (e.g. personal mobility plans). In addition, a set of awareness raising activities was developed for students and implemented in close cooperation with elementary and secondary schools.



PALMA DE MALLORCA, SPAIN

INITIAL SITUATION

The population of the municipality of Palma (pop. 400,000) represents half of the population of the Island of Mallorca (pop. 800,000). Every day about 18,000 people commute to the university campus and its neighbouring business area. Approximately 75 % go by car, despite the fact that a subway line was installed between the university and the city centre in 2008.

MEASURES

An extensive awareness campaign addressed the students of the University of the Balearic Islands and the employees of Parc BIT, a technology centre located next to the university. Posters and information boards were installed at parking facilities targeting car drivers. A corporate design was developed and used to promote raffles, photo exhibitions and TV ads. Special mobility packages were also developed.



SOFIA, BULGARIA

INITIAL SITUATION

The present traffic situation in Sofia (pop. 1.4 million), the capital of Bulgaria, is difficult. Since around 25 % of the Bulgarian population live and/or work in the capital, more than 800,000 cars congest the roads. Public transport in Sofia is currently being restructured but it is slowed down by the massive number of cars so the interest in using it is very low.

MEASURES

Bulgarian National Radio (BNR) became an important stakeholder and measures focused on its employees, who received a software mobility package (including personal public transport timetables) and participated in a survey about their mobility behaviour. As a national media BNR was able to reach a large audience – radio ads were broadcasted and raffles were announced on “Radio Trans”.



ŽILINA, SLOVAKIA

INITIAL SITUATION

The city of Žilina (pop. 85,000, metropolitan area 160,000) is the seat of the Žilina region, one of the eight Slovak administrative regions. Žilina offers new perspectives for public transport with an electronic ticket system and real-time information at bus stops. However, the number of passengers is decreasing.

MEASURES

A wealth of awareness raising activities focused on the students of the University of Žilina. Information boards were installed, new electronic passenger information systems were promoted and mobility packages were distributed. A “Pimp my bus” type of action raised special attention as pupils painted a trolley bus and displayed their paintings inside, thus creating a “mobile exhibition” to promote the use of public transport.



The Activities 4

A wide variety of awareness raising activities designed to promote public transport were carried out by BENEFIT partners in seven cities across Europe. Their findings provide a wealth of information that can be used when planning your own campaigns, so here it is – all you need to know and learn from the experience!

Mobile exhibition in buses
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Mobility package
→ page 26



Raffle
→ page 28



Photo
Competition

→ page 20



Radio
and TV
Ads

→ page 18



Information
Day

→ page 24

Developing
a Brand

→ page 22



Radio and TV Ads



DESCRIPTION OF MEASURE

Radio or TV advertisements can be a very efficient way of promoting public transport. Their main advantage is that they reach a very large audience. To catch the viewers/listeners attention advertisements need to be eye/ear catching, fresh, colourful and modern. Their general visual/audio style has to appeal to the target audience. Ads have to be easy to understand, so stick to one clear message expressed in a friendly language. Ads cost money to produce and to broadcast but if done correctly they are very cost-effective. The good news is that you can always reach a lot of people for free if you get your audio and video promotional material online (Youtube, Facebook, Twitter, public transport operators and other stakeholders' websites ...) and if you arrange for radio or TV interviews with, for example, the general director of the public transport operator.

GOOD PRACTISE EXAMPLE

RADIO ADS BROADCAST ON BULGARIAN NATIONAL RADIO, SOFIA, BULGARIA

Project partner:

Club "Sustainable Development of Civil Society" (CSDCS)

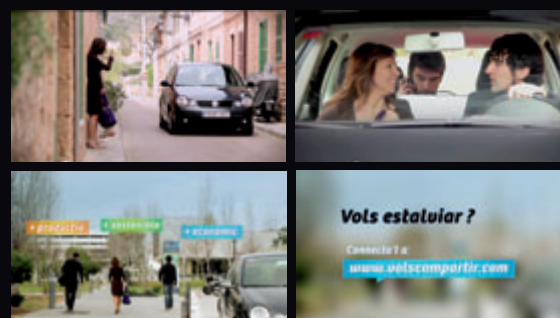
Duration: October 2009 – February 2010

Partner organisations: Bulgarian National Radio (BNR)

Radio ads promoting BENEFIT and public transport use were broadcast on the national radio of Bulgaria. Two different ads were developed: one 30 seconds long and one 10 seconds long. The ads were broadcast twice a day between 4 p.m. and 6 p.m. every day from the beginning of November 2009 until the end of February 2010. The ads emphasised the main reasons to use public transport and the impact on health and environment. Both ads ended in an appeal: "Leave your car – be European, use the PT". This slogan became very popular in Sofia and in other Bulgarian cities.



Radio ads promoting BENEFIT and public transport use were broadcast on the national radio of Bulgaria.



In Palma de Mallorca a video ad was broadcast in different media (regional TV channel, www.volscompartir.com, YouTube, Facebook, Twitter).

COSTS AND BENEFITS

COSTS: The total costs for the production and broadcast of the two radio ads in Sofia were only 1,800 EUR. In Palma de Mallorca it cost around 2,500 EUR to produce two TV ads. In Palma de Mallorca, there were no broadcasting costs since social media and the project website (www.volscompartir.com) were used.

BENEFITS: Although it is difficult to calculate the impact of a radio/TV ad on mobility behaviour one can use the number of viewers or listeners as an indicator. In Sofia more than 100,000 listeners heard the radio ad and in Palma de Mallorca a video ad was broadcast in different media (regional TV channel, www.volscompartir.com, YouTube, Facebook, Twitter).

BENEFIT TIP



- *Involve the right stakeholders like journalism or audiovisual communication students to help produce the ads.*
- *Know the media you use! Media, chosen for broadcasting your messages, must have the same target audience as your campaign.*
- *Know your target audience! Know what makes your audience tick since your goal is to move the target group to a more positive attitude towards public transport, to make people think about their mobility habits and ultimately to change their mobility behaviour.*
- *Broadcast the radio or TV ad in free media, like social media or stakeholders websites.*
- *Use ads as part of a broader campaign, not as a "stand alone" measure.*
- *Catch the attention of the viewers/listeners and create a fresh, colourful and eye catching advertisement.*

Photo Competition



DESCRIPTION OF MEASURE

A photo competition is an interactive event in which people participate by taking photos according to a topic, selected in advance, and submitting them to a jury, which chooses and awards the best ones. This is a great, cheap way to get high-quality and attractive photos which can be used for the promotion of public transport. At the same time, the photo competition itself, the awards ceremony and an exhibition are all events that can be published in the media.



GOOD PRACTISE EXAMPLE

PHOTO COMPETITION AND EXHIBITION PROMOTING PUBLIC TRANSPORT AT THE UNIVERSITY OF THE BALEARIC ISLANDS AND PARC BIT BUSINESS CLUSTER, PALMA DE MALLORCA, SPAIN

Project partner: Consorci De Transports De Mallorca (CTM)

Duration: May 2011 – June 2011

Partner organisations: University of the Balearic Islands (UIB), Parc BIT business cluster

The title of the photo competition was “Vols? – Per a una mobilitat sostenible” (Do you want to? – For sustainable mobility). It targeted students and employees of the university and its neighbouring business cluster Parc BIT. A mobility officer provided information about the event and the rules and requirements to participate. Information was posted in social media (Twitter, Facebook, etc.), a poster was designed and the event was announced by press releases published in regional media. The response: 27 participants submitted 27 photos. About two weeks after the end of the call for proposals a “panel of judges” consisting of representatives from the University and CTM chose the first (500 EUR), second (200 EUR) and third



Promotion poster



(50 EUR) place award-winning photos and a selected number of photos were exhibited. The competition and exhibition were a real success. The originality and the freshness of this approach were able to generate a lot of interest in public transport and even improve its general image. Moreover, no significant financial resources were needed. Due to the success of this experience more competitions and exhibitions are expected to be organized in the future, possibly focusing on other target areas and groups (colleges, neighbourhood/district associations, primary schools, industrial estates etc.).

COSTS AND BENEFITS

COSTS: In Palma the costs were between 1,000 – 1,500 EUR, depending on the value of the prizes for the winners (staff costs excluded) and in Sofia the final costs were about 3,000 EUR, which includes photo presentation posters, photo-services, preparation of an electronic version of the exhibition, fees for the jury and the prizes.

BENEFITS: In Palma 27 participants contributed 27 photos and in Sofia 24 participants contributed 24 photos.

BENEFIT TIP



- *Make sure that rules and regulations of the competition, the topic, the technical parameters and copyright issues are clearly defined. It is a good idea to require that the photos submitted have to be previously unpublished.*
- *Promote all the phases of the competition intensively from the very beginning to attract participants. Promote the photo competition through social media, online-tools, printed materials (posters, leaflets, brochures) and in conventional media to reach as many people as possible.*
- *The possibility of winning an award (a certificate, a prize or another incentive) and having their work exhibited will make it more attractive.*
- *To reach employees or students, involve the institution/company as a whole.*

Developing a Brand



A special “branded” information booth in Brno – designed like the logo of the Public Transport System in Brno/South Moravian Region.

MEASURE DESCRIPTION

Public transport companies often suffer from a lack of recognisable and likeable image – a brand. This is a big problem since their main competition is the very strong and aggressive automobile industry. Developing and maintaining a strong brand with which people will identify is therefore crucial for a public transport operator.

A brand can be a name, a slogan, a symbol or a design, but usually it is a combination of these things that clearly identifies a company, a service or a product and makes it stand out. A good brand delivers the message clearly, establishes credibility, invokes an emotional response, motivates and facilitates loyalty. To have a successful brand you need to integrate it everywhere where your company comes in contact with the public, so use the public transport fleet, bus stops, bus lines maps, tickets, use eye-catchers like unique vehicles, bring the brand to the public with info booths etc.

GOOD PRACTICE EXAMPLE

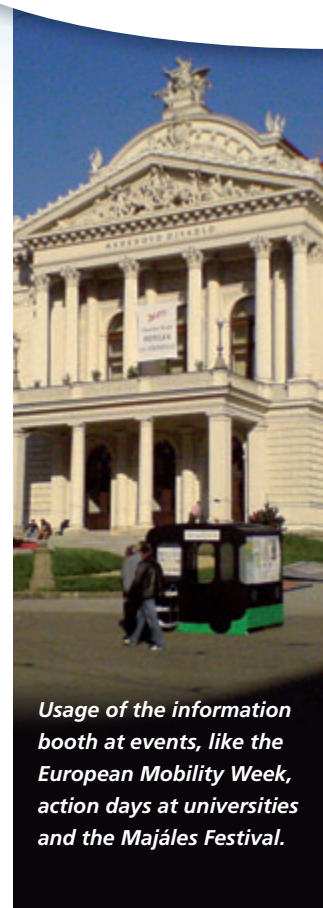
BRANDED INFORMATION BOOTH AT DIFFERENT UNIVERSITIES IN BRNO, CZECH REPUBLIC

Project partner: KORDIS

Duration: September 2009 – September 2010

Partner organisations: City of Brno, Mendel University, Brno Public Transport Company, Majáles festival 2011

Changes in life can trigger changes in mobility behaviour. Whenever the route of a person's daily commute changes (new job, new school etc.) people start to think about different mobility options. In Brno newcomer students were addressed and informed about public transport services available for their commute to the university. The first aim of KORDIS, the public transport operator, was to bring information directly to the new students to decrease the level of confusion about using public transport and to reduce the number of complaints lodged by students. Meetings for students were organised and a special “branded” information booth was placed next to the



Usage of the information booth at events, like the European Mobility Week, action days at universities and the Majáles Festival.



classrooms. The information booth was designed like the logo of the public transport system in Brno/South Moravian Region. At the booth timetables, tips for trips, maps and plans of public transport and other promotional materials were distributed. Personal services and tailored information for students was also provided.

The information booth was used at other events, too, like the European Mobility Week, action days at universities and the Majáles Festival.

COSTS AND BENEFITS

COSTS: Personnel and implementation costs were about 3,000 EUR

BENEFITS: About 500 new students have visited the info booth during registration week and about 15,000 visitors have visited the Majáles festival. A major benefit is that the information booth is portable and can be used for any other events in the future.

BENEFIT TIP



- *Design the booth carefully – don't make it too big and heavy to transport, choose the materials and the design according to where you will use the booth (outdoors/indoors) and don't forget to incorporate storage/dissemination space for posters and other printed materials.*
- *Use the booth for free distribution only, since money cannot be stored safely on location like that.*
- *Have at least two people working at the booth, especially when presentations are long.*

Information Day



DESCRIPTION OF MEASURE

Information days are an effective tool to spread information about public transport to defined target groups. A classic way to do it is to set up an information booth and distribute leaflets, timetables, fares and discounts information or mobility packages at locations where members of target groups like students or employees congregate. This way you bring the information to the (potential) users of public transport and save them the trouble of having to look for information themselves. An added advantage is that a personal contact is established and individual advice can be given by mobility or public transport experts.

GOOD PRACTISE EXAMPLE

OPEN DAYS AT SCHOOLS TO BOOST PUBLIC TRANSPORT IN BOLOGNA, ITALY

Project partner: ATC – Transporti Pubblici Bologna

Duration: On several days in 2009, 2010 and 2011

Partner organisations: Liceos Minghetti, Galvani, Righi and Laura Bassi, Technical Institutes Belluzzi and Institute Pier Crescenzi-Pacinotti, Istituto Pacinotti, Alma fest

This measure aimed to reach students and their families with information about public transport services at the moment when they were making their choice about which secondary school to attend in the future (during open days of secondary schools). However, the first step was to establish contact with schools' headmasters to increase their awareness of mobility issues. When this was achieved, ATC participated in several open/enrolment days at secondary schools in the years 2009, 2010 and 2011 where the use of public transport was promoted and students were made aware of the possibility of going to school by bus. At these events ATC provided general information about their public transport services, distributed



information materials, provided personal assistance to students to help them identify the most suitable method of travelling between home and school and took this opportunity to promote special student seasonal tickets. The measure received good feedback from students and their families and many people stopped at the info booth to acquire information on public transport options. ATC plans to include this activity in their periodic information campaigns and repeat it every year.

COSTS AND BENEFITS

COSTS: The implementation costs of an open day are mainly the costs for printing information materials. The majority of the work concerns the preparation of the activity and making contacts with schools. Looking at the example of Žilina, the costs for two information days at the university opening (in 2009 and 2010) were 8,000 EUR, including personal costs and the distribution of mobility packages.

BENEFITS: In Bologna, the average number of visitors of the ATC info desk at an open day was about 60 – 70 people. In Žilina about 7,000 students received a mobility package at the information days.

BENEFIT TIP



- *Make sure you provide your target group with customized information like personal timetables.*
- *Get noticed! Have an attractive and eye catching information booth that you can set up at different events for different target groups at which you can reach a lot of people (opening days at university, information days of the chamber of commerce, company events, etc.).*

Mobility Package

In Brno every new student at the Mendel University received a mobility package. Every year, there are about 10,000 newcomers. These packages mainly contained general promotion and information material like maps and timetables.



DESCRIPTION OF MEASURE

The key element of distributing mobility packages is to personally address a defined target group, providing it with tailored information and by doing so raise awareness, inform about public transport services and decrease the barrier to use these services. Mobility packages are frequently used for target groups such as new employees, newcomer students and new citizens since these groups don't yet know the new environment well and therefore information about public transport services is very useful to them. There are different kinds of mobility packages, depending on the kind of elements that are included in them – for example information about public transport (timetables, maps, fares and ticket information), promotion materials (leaflets, stickers, pens), incentives (vouchers, reduced price tickets) or personal information (individual mobility plans).

GOOD PRACTISE EXAMPLE

PERSONAL MOBILITY ADVICE FOR EMPLOYEES IN MARIBOR, SLOVENIA

Project partner: The Energy Agency of Podravje (ENERGAP)

Duration: April 2010 – September 2010

Partner organisation: Disability Insurance Institute of the Republic of Slovenia (ZPIZ)

ENERGAP developed mobility packages that included individual mobility plans which were distributed to all employees of ZPIZ (90 employees) and ZCT (Zavod Cona Tezno – 6 employees), located in Tezno, an industrial, business and service centre with 180 companies and 3,000 employees. According to a travel survey, approximately 95% of them travel to work by car. The aim was to increase public transport use among all employees of ZPIZ and ZCT. ZPIZ moved to Tezno from the city centre and ENERGAP assumed that the new location and new travel needs could provide a good opportunity to influence employees to change their travel behaviour. Personal mobility plans contained specific information about how employees can reach work by using public transport or other forms of clean transport, where to get on and off or to change services, how long the journey takes, etc.

In Žilina about 7,000 students received a mobility package at the information days.



Calculations of how much money one can save and how much CO₂ emissions one can reduce by using public transport were also included. In September 2010, several mobility packages were handed to the employees.

COSTS AND BENEFITS

COSTS: Costs depend on the production value of materials included in a mobility package. In Maribor, the costs were mainly personnel costs. About 150 person hours were spent on this activity, totalling a cost of about 2,100 EUR for the production of 100 mobility packages that included individual mobility advices. In Brno 6,000 EUR (including personnel and implementation costs) were spent for the production of mobility packages. These packages mainly contained general promotion and information material like maps and timetables.

BENEFITS: In Maribor 100 people received the mobility package. In Brno every new student at the Mendel University received a mobility package. Every year, there are about 10,000 newcomers. In Žilina about 7,000 students received a mobility package at the information days.



BENEFIT target area "Cona Tezno" in Maribor

BENEFIT TIP



- Before you start making mobility packages for people the quality of public transport service has to be good. Enough lines and stops, high frequency, interconnections, an attractive tariff system and high quality buses (air conditioning, accessibility for the disabled etc.) are essential.
- The distribution of mobility packages has to be planned in advance. Often, the challenge is not the development of the mobility package itself, but to reach the target group of new employees, new citizens or newcomer students. Therefore, it is crucial to contact institutions like Chambers of Commerce to establish a contact to companies and its employees.
- Since time is precious it is important to mention that the development of tailored information can be very time and cost consuming.
- If you have a mobility centre in your city, it is recommendable to include a voucher or any other incentive that people can pick up there. Thus, you avoid unnecessary costs (e.g. tickets/give aways that people throw away) and at the same time you promote your service.

Raffle



DESCRIPTION OF MEASURE

A raffle is a lottery for which people obtain numbered tickets and each ticket has a chance to win a prize such as a monthly bus ticket. A raffle can serve diverse purposes: it can be a promotional tool that motivates people to use public transport, it can work as an incentive to get more tickets sold, it can be a tool to promote participation in a travel survey or it can be used to create awareness about new services like new lines or new ticket options – in any case it is a fun way to get the target group involved and informed about public transport service. A raffle can be implemented in many different ways, for example on the radio, online, at public transport information booths or at information days.

GOOD PRACTISE EXAMPLE

RAFFLES TO ATTRACT CITIZENS TO USE PUBLIC TRANSPORT IN BISTRIȚA, ROMANIA

Project partner: Uniunea Română de Transport Public (URTP)

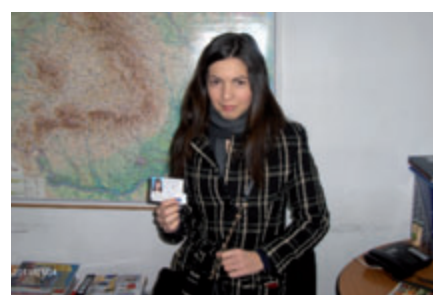
Duration: two to three times a year in 2009, 2010 and 2011

Partner organisation: SC TRANSMIXT SA Bistrița Romania (transport operator)

To encourage people to use public transport a raffle was part of the promotion activities in Bistrița. To participate in the raffle you had to buy at least one monthly public transport ticket in the four months prior to the raffle. Of all the participants one person was awarded as a winner and won a monthly public transport ticket for the city of Bistrița. The raffle, its rules, conditions for participation and ticket winners' names were publicised on local radio, at ticket sale points and at public transport operator's website (www.transmixtbn.ro). Altogether there were 7 raffles organized during BENEFIT and they proved themselves as a very cost efficient measure that increased the number of public transport users.



The winner of the raffle in Palma de Mallorca received a brand new bicycle.



COSTS AND BENEFITS

COSTS: In Bistrița around 120 EUR was the cost per raffle, including cost of one monthly ticket and other implementation costs.

BENEFITS: The number of participants (those who bought at least one monthly ticket during the four months prior to the raffle) rose from month to month – from 25 participants in the beginning to more than 138 participants in the end. Altogether 739 people participated. It was established that people continued to use public transport and kept buying monthly tickets.

BENEFIT TIP



- *Make sure you promote the raffle through every available channel. To ensure success passengers and other members of the public (potential public transport users) must be aware of the raffle.*
- *It is recommended to hold raffles continuously (monthly) for a period of time and combine them with other promotion activities like information or open days.*
- *The prices of a raffle should be connected to sustainable mobility. In Palma de Mallorca, the winner of the raffle won a bicycle. In Bistrița, the price was a monthly public transport ticket.*

Mobile Exhibition in Buses



MEASURE DESCRIPTION

Buses or other public transport vehicles can be used as a medium for advertisements. In contrast to the usual commercial advertisements the inside and outside of buses can be used for public transport promotion campaigns as well. A campaign like that can either be designed by professionals from ad agencies, or it can be done in a fun and exciting way by turning the bus into a mobile exhibition of pictures and drawings by local school children. This is a great way of getting the local community involved, raising awareness, of educating children about good mobility habits and of making public transport interesting and colourful. A painted bus certainly is an eye catcher and draws a lot of attention to public transport vehicles. To receive pictures and drawings a creative competition with a defined theme can be organized. Pupils or students draw paintings dedicated to that theme, submit them to the competition and a panel or a jury selects the best ones to be exhibited in or on the public transport vehicles.

GOOD PRACTICE EXAMPLE

CREATIVE COMPETITION AND MOBILE EXHIBITION IN BUSES FOR CHILDREN IN ŽILINA, SLOVAKIA

Project partner: University of Žilina

Duration: October 2009 – September 2010

Partner organisations: Žilina municipality, University of Žilina, DPMŽ – public transport operator

The municipality of Žilina prepared a creative competition for primary school children dedicated to the theme “My dream public transport”. The objective of this activity was to improve the image of public transport and to convey a message that public transport is a safe and comfortable way of travelling in the city. Since children and young people often rely on public transport, it is essential to involve them in decisions about this important issue.

The activity started with the announcement of the competition at primary schools and its promotion with posters. The participants had four months to create and submit their individual projects and the jury evaluated the children’s works in February 2010. The best works were then put on display on the municipality premises and in



289 artworks were entered into the creative competition. The decorated vehicle has been operating around the city to promote more positive attitudes towards public transport.



public transport vehicles. All participants of the competition received small gifts and winners won valuable prizes. Winners in three age categories also had an extraordinary opportunity to paint a real trolleybus in September 2010 during the open day in the public transport operator yard. The decorated vehicle has been operating as a trolleybus in the commuters zone of Zilina to promote a more positive attitude towards public transport, in particular among parents and other commuters on their way to work.

COSTS AND BENEFITS

COSTS: About 2,200 EUR were needed for implementation (including personnel costs).

BENEFITS: 17 elementary schools participated and 289 artworks were entered into the competition. The application of this measure is relatively simple, costs are low and the rise in awareness is substantial, especially because the painted bus continues to operate, thus providing ongoing promotion. In addition, artworks can be used in the design of many other promotional materials.

BENEFIT TIP



- Establish good relations with schools, try to involve art schools and make sure that teachers as well as pupils are well informed about the competition and about its main theme.
- When the children are painting the bus, make sure they use sustainable, safe and non-toxic paints.

The Results

5

All of the results and impacts of the BENEFIT project's activities were meticulously measured and evaluated both locally as well as at the overall project level.

Thousands of small steps for major changes!

8,000
new public
transport users

BENEFIT has generated almost 8,000 new public transport users in the target areas. This is an increase of 4.9 % (from 160,690 public transport users to 168,570).





250,367
employees and students
were reached by awareness
campaigns



14,435
mobility packages
were distributed

129

local stakeholder
organisations were
involved through
the participation
at local stakeholder
forums



33
local stakeholders
participated in an
international
exchange event

19

raffles were
conducted



16
action days
were organised

15

companies,
schools and
universities
introduced
job tickets



Facts and figures

70

new public
transport users on
one bus line

BISTRIȚA:

The target area in Bistrița was the urban corridor driven by bus line number 13, where an important number of educational centres are located. To increase the loyalty of public transport passengers, measures such as half-price monthly tickets for pupils, students and teachers, timetables displays at bus stops and a campaign including an extension of the website were implemented. Almost 13,000 people were reached by the awareness campaign. This contributed to an increase in the target area (70 new users) as well as in the rest of the city.

3%

new public
transport users
in Bologna

BOLOGNA: The target area in Bologna was the city centre in which all residents and commuters were addressed. The city did not have a specific urban corridor to implement the BENEFIT activities, which makes promotion activities more difficult. Despite this constraint, an increase of 3% of the number of public transport users could be achieved. Parallel to the introduction of a new ticketing system, a promotion and an awareness campaign about the new system was started, which reached about 60,000 people.

Promotion
measures reached
40,000
people

BRNO: In Brno, the number of public transport users increased by 1,763. Beside the BENEFIT promotion activities, the extension of the university campus Bohunice contributed to this success. After the extension, the visitor flow increased by 50%. To promote the use of public transport among students and employees of the university, new information boards, mobility packages for students, web services and a marketing campaign were implemented. Overall, about 40,000 people were reached by these awareness raising measures.

Promotion
measures reached
10,000
people

MARIBOR: The actions targeted the employees of two companies in the industrial zone Tezno. Individual mobility plans were developed for 100 employees who also received 100 free public transport tickets. Leaflets were distributed and workshops organized. The promotion activities reached about 10,000 people. In addition, efforts to improve the service were made. The measures had limited success due to the poor accessibility of the zone by public transport. Nevertheless, since 2011 a new public transport operator is managing the service and several improvements are expected.

418
new public
transport users

PALMA DE MALLORCA: 418 new public transport users were registered in Palma de Mallorca. The majority of these new public transport users come from the university rather than the technological park. The final positive result was possibly due to an extensive awareness campaign and the development of individual mobility packages. A mobility officer offered personal information to students and employees. In total, 16,000 people were aware of BENEFIT.

Promotion
measures reached
100,000
people

SOFIA: Employees of Bulgarian National Radio were targeted with mobility software packages and leaflets. A radio raffle was also implemented. The results show that a change is possible if there are quality alternatives to the private car available (such as a new metro line in Sofia). BENEFIT measures also increased general public awareness, about 100,000 people have been informed.

Promotion
measures reached
11,000
people

ŽILINA: The main reason for the dramatic change in the number of public transport users at the University of Žilina is the relocation of faculties, which is why 1,640 new people started commuting to the target area daily. Nevertheless, a wide range of actions implemented (mobility surveys, new bus services, information boards, mobility packages for new students, tickets via mobile phone etc.) also contributed to the increase in the number of public transport users. About 11,000 people were reached by promotion activities.

Contributions
to a better
environment!

The average consumption of fuel decreased in the project cities by 9%. In total, about 2,110,000 litres of fuel per year, which means around 5,170,000 kg CO₂, could be saved because of the BENEFIT outputs and their impacts on mobility behaviour.

The Lessons

6



Establish
a local
stakeholder
forum!



Local Stakeholder Forums (LSF) should become an essential part of future initiatives, as they are a very successful tool and involve all parties in a decision making process. Through LSFs, conflict of interests can be avoided because stakeholders are brought together from the very beginning of a project. In this way undesirable situations like the promotion of public transport and the extension of parking spaces at the same time can be avoided.



When it comes to members of LSFs they do not necessarily have to be executive officers like general managers, presidents or directors. It is better to involve people with an in-depth and technical knowledge of the sector which enables them to form persuasive arguments that can have a positive influence on political decisions about transport.



LSFs generated a discussion not only about the implementation of the BENEFIT measures but also about strategic objectives that cities should achieve by 2016, thus encouraging the participants to define action plans.

Think outside of the box!



The use of social networks and new online media proved to be very cost-effective. This kind of promotion is especially important when targeting a young audience (pupils, students) since this target group relies on online sources for information and interaction.



Offering incentives and using original marketing tools also works very well when promotion is focused on young people.



Future initiatives should go beyond the traditional dissemination of printed materials.

Bring in additional income!



In times of tough financial situations it is smart to define income oriented mobility measures and use them to supplement public transport service enhancements and promotions.



For example, many BENEFIT partner cities introduced parking fees in target areas. This brings in additional income to invest in the improvements of public transport services.

Know where you stand!



When it comes to sustainable mobility planning big differences were found between the demonstration cities in the level of development of such policies. Therefore, it is strongly recommended that before any kind of measure is planned and implemented an evaluation of a city's level of dedication to the development of sustainable mobility policies is made.



During the project a type of mentoring program could be carried out to help bridge the gap between "more" and "less" developed cities in terms of mobility policies.

Go big!



Choosing a highly visible company to participate will have a stronger impact than choosing a small, unknown company. This was proven in the case of Sofia, where the choice of Bulgarian National Radio led to a wide societal impact. In this case, the impact of BENEFIT measures will not remain within the scope of this single company but might even lead to a domino effect.

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Advanced actions to increase
public transport use of employees
and students

BENEFIT, funded by the Intelligent Energy – Europe programme, ran from 2008 to 2011.

Detailed information about the project and its results can be found on the project's website www.eu-benefit.eu along with news, useful links and contacts. There is also a download centre where newsletters, leaflets, reports as well as fact sheets about the measures implemented are available for free download. As one highlight you can find TV ads promoting public transport on the website, too.

The BENEFIT website is linked to Eltis website www.eltis.org, the urban mobility portal with more than 1,500 case studies.

Visit www.eu-benefit.eu and find out more about the results and outputs of the project! Make use of the Europe wide network regarding mobility management and sustainable eco-friendly urban transport!

www.eu-benefit.eu



Advanced
actions to increase
public transport use
of employees and
students