MIDAS

Deliverable 11: Training Resource Pack

Prepared for

Intelligent Energy Europe

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<tr>
<td>Project Number</td>
<td>EIE/05/009/SI2.419480</td>
</tr>
<tr>
<td>Version</td>
<td>Final</td>
</tr>
<tr>
<td>Date</td>
<td>13 November 2008</td>
</tr>
<tr>
<td>File location</td>
<td>MIDAS project</td>
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CONTENTS

1 INTRODUCTION: ABOUT THE MIDAS PROJECT AND THIS TRAINING RESOURCE PACK 2

2 WHAT ARE SOFT MEASURES? 4

3 EDUCATION & AWARENESS 6
3.1 Communication tools to support the development and implementation of school travel plans in Suceava 6
3.2 Cycle training in Liverpool 9
3.3 Raising awareness of sustainable transport in Aalborg 10

4 PARTICIPATION & CONSULTATION 14
4.1 Travel Conference: the transport steering committee in Clermont-Ferrand 15
4.2 Involving the citizens: Travel diary in Cork 17

5 INFORMATION, ADVICE, & MARKETING 20
5.1 Marketing Strategy in Aalborg 21
5.2 ‘La carta della Mobilità’: a comprehensive travel guide in Bologna 23
5.3 Radio and newspaper information in Cork 25
5.4 Exhibition of soft transport measures in Cork 27
5.5 Promotion activities in Suceava 30
5.6 Marketing material in Aalborg 32
5.7 General information and awareness campaign in Bologna 34
5.8 Information and awareness campaign for university students and staff in Bologna 36

6 PLANNING & COORDINATION 38
6.1 Travel plans in Suceava 39
6.2 Integration of land-use policies in Merseyside 41
6.3 MOSTRA: A tool to support transport and mobility decision making 43
6.4 Experience on working with developers in Merseyside 44

7 ASSOCIATED MEASURES 46
7.1 Cycling facilities in Bologna 47
7.2 Lift-sharing facilities in Merseyside 49
7.3 NT LIVE: Mobile Phone Real Time Passenger Information in Aalborg 50
7.4 Car clubs facilities (car sharing) in Bologna 52

ANNEXES 54
1 INTRODUCTION: ABOUT THE MIDAS PROJECT AND THIS TRAINING RESOURCE PACK

‘Measures to Influence transport Demand to Achieve Sustainability’, shortly ‘MIDAS’ responds to Key Action VKA9 of the Intelligent Energy for Europe’s (IEE’s) STEER Programme. The prime objective of this three year project is to encourage transfer to less energy intense modes of transport by optimising the use of soft measures aimed at reducing demand for private motorised transport. MIDAS started in January 2006 and will finish in December 2008.

Soft measures include information and marketing campaigns to encourage greater use of public transport, cycling and walking, car clubs and car pooling, and mobility management initiatives. When applied to encourage greater use of sustainable travel modes, soft measures have the potential to make a significant contribution to the EU goals for energy saving set out in the Green Paper on Security of Energy Supply and to meet some of the aims of the Transport White Paper. Research shows that well-conceived soft measures integrated with other transport improvements can reduce private car traffic by as much as 20%.

In order to encourage transfer to less energy intense modes of transport by optimising the use of soft measures, MIDAS seeks to erode existing barriers which act to resist the successful introduction of soft measures. The presence of these barriers prevents the implementation of soft measures on a scale sufficient to make a lasting impact on travel behaviour and energy consumption. These include:

- The need for different organisations to work together;
- A lack of awareness amongst stakeholder organisations and the general public about sustainable mobility issues;
- Economic and social barriers;
- The long time frame for urban planning.

Applying soft transport and mobility management measures requires a change in mentality and a new way of conceiving urban transport policies. It is about recognising that in European cities transport related issues go beyond the transport sector; transport is one of the motors of our economy, which at the same time impacts on the urban environment and on citizens’ quality of life; it is about ensuring mobility in a safe and sustainable way. Therefore, the implementation of soft measures implies a multidisciplinary and holistic approach to transport related problems.

As a consequence, the main success factors when implementing soft transport measures include the need to take all stakeholders on board in the design and development of the measures and the need to involve the target groups from the beginning, as they know their needs best.

MIDAS is being implemented by partners in six case study cities which are representative of the enlarged Europe: Liverpool (UK), Aalborg (DK), Cork (IE), Clermont-Ferrand (FR), Bologna (IT) and Suceava (RO).
About this document

The aim of this document is to support the training activities within MIDAS. Together with a CD Rom that includes reference documents related to soft measures in MIDAS cities, and a set of communication and marketing samples (brochures, marketing materials…), it constitutes the MIDAS Training Resource Pack.

This report describes the different categories of soft transport measures and provides examples of them as implemented in MIDAS cities. The aim is to provide good practice examples with tips for followers how to implement similar measures on other local or regional settings.

By the end of the project (December 2008) interesting results will be published that cannot be included in this training pack yet. These results will be made available on the MIDAS website:

- Deliverable 14: *Guidelines on the Potential of Soft Measures in Land-use Planning and Transport Policy Integration Strategies*
- Deliverable 15: *Final Evaluation Report*
## 2 WHAT ARE SOFT MEASURES?

In the field of sustainable mobility, “soft measures” are distinguished from “hard measures”, such as infrastructures (tramway lines, bus networks, new vehicles…). Typically, soft measures are the promotion, awareness raising, provision of information so as to increase levels of walking, cycling, car sharing, use of public transport and to encourage a reduction in the use of the private car.

The principal activity for soft measures implementation is often called **mobility management**, which gathers together the following activities:

- Awareness and education
- Participation and consultation
- Information and advice
- Planning and coordination
- Implementation of soft measures

Many examples of these measures have been implemented in the MIDAS cities (Aalborg, Bologna, Clermont Ferrand, Cork, Liverpool and Suceava). Details are given in the table below.
Measures marked with a ‘√’ are described in this document. Information is provided about the aim and target group, the steps taken for implementation, the stakeholders involved, the success factors and the impact of the measure. Furthermore, tips for followers are given.

<table>
<thead>
<tr>
<th>Soft measures</th>
<th>MIDAS cities</th>
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<tbody>
<tr>
<td><strong>Main categories</strong></td>
<td>Aalborg (DK)</td>
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<tr>
<td><strong>Education &amp; Awareness</strong></td>
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<tr>
<td>School travel awareness</td>
<td>x</td>
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<tr>
<td>Cycle training</td>
<td>√</td>
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<tr>
<td>Awareness campaigns</td>
<td>√</td>
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<tr>
<td><strong>Participation &amp; Consultation</strong></td>
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<tr>
<td>Focus groups / steering committees / workshops between stakeholders</td>
<td>x</td>
</tr>
<tr>
<td>Public surveys (web based, leaflets, questionnaires, interviews)</td>
<td>x</td>
</tr>
<tr>
<td><strong>Information, Advice &amp; Marketing</strong></td>
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<tr>
<td>Direct marketing / individualised marketing</td>
<td>√</td>
</tr>
<tr>
<td>Communication tools (guides, leaflets, web tools, GPS-tools)</td>
<td>x</td>
</tr>
<tr>
<td>One-way Information (TV, radio, newspapers, maps, folders…)</td>
<td>x</td>
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<tr>
<td>Public information meetings / exhibitions</td>
<td>x</td>
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<tr>
<td>Promotion activities</td>
<td>x</td>
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<tr>
<td>Marketing campaigns</td>
<td>√</td>
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<tr>
<td>Awareness of sustainable transport issues</td>
<td>x</td>
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<tr>
<td><strong>Planning &amp; Coordination</strong></td>
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<tr>
<td>Travel plans (school, workplace, urban, residential)</td>
<td>x</td>
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<tr>
<td>Land-use plans (transport integration)</td>
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<tr>
<td>Transport policies / programmes / plans</td>
<td>x</td>
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<tr>
<td>Working with developers</td>
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</table>
3 EDUCATION & AWARENESS

The aim of Education & Awareness measures is to make people aware of the adverse impacts of traffic, of the existence of sustainable modes and their potential to fulfil individual mobility needs. They include school travel awareness measures, cycle training and education campaigns.

The following measures were implemented in the MIDAS cities and are described here:

- Example for school travel awareness: Communication tools to support the development of school travel plans in Suceava
- Example for cycle training: Cycle training in Liverpool
- Example for awareness campaigns: Raising awareness of sustainable transport in Aalborg

3.1 Communication tools to support the development and implementation of school travel plans in Suceava

<table>
<thead>
<tr>
<th>Context</th>
<th>In Suceava, travel plans for schools and high schools have been developed (see chapter 6.1). Regular meetings in schools are held to support the development and implementation of the travel plans.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>The initiative consisted of regular meetings in schools and high schools from Suceava in order to discuss issues like travel behaviour, alternative ways of travelling, environmental protection and traffic impact, and to present good practice experiences from partner cities as well as create a permanent communication network with teenagers. The aim with these regular meetings is to keep the issue of sustainable travel on the agenda and thus, supporting the implementation of the travel plans and promoting sustainable travel choices.</td>
</tr>
</tbody>
</table>
The MIDAS project team (from City of Suceava) organises at least 1 meeting every other month in almost all schools and high schools from the city of Suceava. The meetings include:
- presentations of the concept of travel plans and the MIDAS objectives in general, as well as of good practice examples from other MIDAS cities;
- discussion of the construction and the results of surveys among students and teachers;
- development of travel plans and updates of travel plans.

In each school or high school/university there were discussion and workshops with a group of representatives including students/pupils and teachers. After the design of a travel plan was finished, it was presented and updated with this group and then extended and promoted at large scale in each location.

These meetings have been a local practice in Suceava since 1999. They will continue after MIDAS as regular meetings with target groups and the thematic will include also environment issues and travel behaviours.

### Main steps for implementation

<table>
<thead>
<tr>
<th>The main implementation steps were:</th>
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<tbody>
<tr>
<td>1. Identification of partners and target schools;</td>
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<td>2. Establishment of the calendar of meetings;</td>
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<tr>
<td>3. Meetings in each target-group location.</td>
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</table>

### Stakeholders involved

<table>
<thead>
<tr>
<th>The key stakeholders involved were:</th>
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<tbody>
<tr>
<td>Departments from the City of Suceava (Streets, Environment, and Education): organisation of events and activities with the schools, developing promotion activities, distribution of dissemination materials, organising on-street events, establishing contact to other events (such as ‘a day without cars’, exhibitions).</td>
</tr>
<tr>
<td>Representatives from Traffic Police: taking part in some of the meetings presenting their activities (e.g. with regard to traffic safety) and sharing their experience.</td>
</tr>
<tr>
<td>Environment Protection Agency: taking part in some of the meetings presenting their activities and sharing their experience.</td>
</tr>
<tr>
<td>County School Department: organisation of events and activities with the schools.</td>
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</tbody>
</table>

### Success factors and driving forces

<table>
<thead>
<tr>
<th>The main driving forces and success factors were:</th>
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<tbody>
<tr>
<td>City of Suceava had a strong will for a participatory approach in developing travel plans</td>
</tr>
<tr>
<td>High interest of schools in the issue of sustainable development and sustainable transport</td>
</tr>
<tr>
<td>Students were very interested in the issue of environmental protection and open for interactive approaches</td>
</tr>
</tbody>
</table>

Furthermore, some other factors support the implementation of the measure:

| Compact city: the main part of the city is compact, making the distances between houses and schools short to medium; walking is therefore a very sustainable and feasible option for school travel in Suceava. |
Working with children: children are very active in relation to environmental problems; in addition their behaviour is much easier to change compared to the behaviour of adults.

Change of mentality: environmentally friendly ways of living have become very popular over the past 3 years in Romania. For this reason people seem to be more interested to act in favour of environmental protection and reduction of pollution in the city.

Tips for followers

The main barriers were:

- Safety concerns: sometimes it is difficult to encourage pupils to walk and cycle and to try to convince their parents not to bring them to school by private car. Safety is a very important issue these days and many parents prefer to use their car and to drive kids from home to school and back.
- Lack of cycling facilities
- Long and hard winters (of 4 months duration), which makes alternatives to the car less attractive
- Car ownership: even if the benefits of walking and using public transport are easily understandable by teenagers, sometimes they dream about having their own car and issues like walking, environment, pollution did not always have the expected impact.

Direct and indirect impact of the measure

With this measure 3% of the population (about 2,500 inhabitants) have been directly informed about and being involved in travel plans.

The direct impacts of the measure include:

- Awareness was raised amongst students and teachers regarding the adverse impact of traffic on environment and public health;
- Students and teachers were encouraged to use environmentally friendly ways of travelling.

Use of public transport in Suceava has risen significantly in recent years. Local stakeholders agree that measures implemented within the MIDAS project did have an impact on this.

Average number of passengers/month:
- April 2006-December 2006: 438,118
- January 2007-December 2007: 609,156
- January 2008-June 2008: 630,144.

Thus, MIDAS measures contributed to

- changes in travel behaviour;
- Reducing air pollution and traffic congestion;

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## 3.2 Cycle training in Liverpool

<table>
<thead>
<tr>
<th>Context</th>
<th>Concerns about road safety are seen as an important barrier to increase cycling amongst school pupils.</th>
</tr>
</thead>
</table>
| What is it about? What is the aim of this measure? Who is the target group? | Delivery of high quality cycle skills training to support the implementation of the Merseyside Local Transport Plan and its Cycle Strategy, and particularly to:  
- Increase cycling trips;  
- Improve cycle skills and road sense;  
- Increase confidence to cycle;  
- Create a positive perception of cycling; |
| | Encourage, enable and facilitate more people to cycle, more safely and more often.  
The training was addressed to school pupils in the age of 9 and 10 in Liverpool. |
| Main steps for implementation | The main steps to carry out cycle training in Liverpool have been:  
1. Cooperation between Merseytravel and a service provider to deliver training courses;  
2. Advertise to get people interested in the training  
3. Recruit schools and students;  
Support with marketing activity. |
| Stakeholders involved | A varied group of stakeholders has been involved:  
- Politicians and senior managers – for funding and support;  
- Service providers – for delivery to high standard;  
- Funding partners – e.g. MIDAS, Cycling England…;  
- Schools – mechanism for delivery of the training courses;  
- Pupils and parents – for interest, support and participation;  
Road Safety officers and School Travel advisors – for support and engagement of schools. |
| Success factors and driving forces | The key aspects that allowed for the success of this initiative were:  
- Availability of funding;  
- Commitment of partners to the approach;  
High quality of service provision. |
## Tips for followers

The main barriers that Merseytravel faced and that might need to be considered for take-up of this action were:

- Resistance to allocate funding to unproven area with long term benefits;
- Resistance of schools/parents to on-road training provision;
- Concerns regarding safety which results in general resistance of parents towards cycling.

## Direct and indirect impact of the measure

This measure has lead to:

- An increased number of children cycling to school;
- Increased confidence of children in their cycling, the children want to cycle more; this strengthens cycling as transport mode.

This will then lead to:

- Reduced road injuries;
- Improved health and physical activity.
- Reduced carbon emissions;
- Improved air quality.

## For more information contact...

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### 3.3 Raising awareness of sustainable transport in Aalborg

**Context**

MIDAS activities in Aalborg were focused on a certain area of the city. As target groups for the activities mainly first year students at the university and the teacher training college, as well as all employees of a large company (KMD) were identified. A survey among the target groups showed that awareness for sustainable transport alternatives and available information on public transport was quite low.

**What is it about?**

On the 31st of August 2007, the campaign building upon the marketing strategy in Aalborg (cf. chapter 5.1) was launched. The campaign aimed to raise the awareness of sustainable transport. The campaign uses the idea of a little devil and a green angel as symbols for the daily travel choice. A central element of the campaign is the website www.atilbnu.dk where information about sustainable transport in Aalborg was collected.
The first event in the campaign was “Angels in town” where people dressed-up as angels were handing out marketing material in order to raise awareness of the campaign web home-page.
A crucial factor in the campaign activities is the Mobility Manager, an employee at NT (contractor responsible for the operation of the buses in the Region of North Denmark; owned by the state, the Region of North Denmark and the municipalities of the region).

The Mobility Manager carried out a series of road shows from September to November 2007. She visited the target groups at university and at the company giving targeted information and handing out marketing materials. In addition, the Mobility Manager regularly provided information to travellers through an information stand at the bus terminal.
Other awareness raising elements were TV/Cinema Spots, radio spots and information in and on the buses in the city.
The campaign was mainly addressed to the two target groups, but had due to some elements (e.g. cinema spots and newspaper advertisements) a larger outreach.

| Main steps for implementation | The awareness campaign was based on a marketing strategy elaborated in spring 2007 by a local advertising team. The marketing campaign consisted of a strategy on how to reach the target groups, an introduction of the marketing elements (the “Red Devil” and the “Green Angel”) and a marketing strategy containing the approach of the awareness campaign towards the target groups, including the slogan: “Are you a green angel or a little devil today?”
The marketing material and the web portal were developed during the first half of 2007. |
| Stakeholders involved | Several stakeholders have been involved in the awareness campaign, including:
- Municipality of Aalborg: project management in developing campaign material and the campaign as such. The municipality of Aalborg was in charge of the day-to-day work of developing the MIDAS campaign, involving various |
| Success factors and driving forces | The most important driving forces when implementing awareness raising campaigns in Aalborg were:  
- Contact with the target groups: both the university and the large company involved were very pleased to welcome the Mobility Manager. This was a very positive support for the MIDAS partners in the implementation.  
- The very direct way of approaching the target groups via on-site visits and targeted e-mails. |
| Tips for followers | Key lessons learnt from the experience in Aalborg in relation to awareness raising campaigns are:  
- Effectiveness of the campaign: Several campaigns are launched on a regular basis and this devalues the effect of individual campaigns. Good ideas are needed on how to make the campaign different from others and to reach the target group.  
- Make them targeted: Awareness raising initiatives have to be targeted in order to work. The best results are estimated to have been obtained through the direct approach: the road shows and different events where the campaign differs from other conventional campaigns (for example with persons dressed as green angels in the city). |
| Direct and indirect impact of the measure | It was expected to raise awareness on sustainable transport among the target groups by 60-80%. This should then result in increased information level, changed attitude and change in travel behaviour.  

The integrated marketing and information campaign was launched in September 2007 and continued through out the year. In year 2008 the focus in Aalborg has been on the evaluation of the project. Already in November 2007 a web-questionnaire was sent out to the target groups in order to investigate the effect of the campaign, concerning primarily the information level and the perception among the target groups towards sustainable transport. The perception was measured by the number of trips each week expected by the target groups.  

Awareness of the traffic and transport web-portal in Aalborg, which also contains information on sustainable transportation has risen respectively for the company employees (KMD) and the students with 61% and 83 % (which is more than the objective for the MIDAS project of 50%). The awareness of the new RTPI service on mobile phones, NT Live, was 21% and 27% and the |
Mobility Manager was known by 7% of the students and 19% of the employees at KMD.

The following tables show the change in indicated kilometres travelled and indicated modal split by KMD workers and students before and after the campaign. The results are based on web questionnaires carried out in November 2006 and November 2007.

**Table 1: Modal choice (by annual mileage) among KMD workers**

<table>
<thead>
<tr>
<th>Km/year pr person</th>
<th>PT</th>
<th>Car</th>
<th>Bike</th>
<th>Walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before</td>
<td>3,736</td>
<td>7.6%</td>
<td>83.0%</td>
<td>9.0%</td>
</tr>
<tr>
<td>After</td>
<td>2,140</td>
<td>10.1%</td>
<td>77.9%</td>
<td>10.6%</td>
</tr>
</tbody>
</table>

**Table 2: Modal choice (by annual mileage) among students**

<table>
<thead>
<tr>
<th>Km/year pr person</th>
<th>PT</th>
<th>Car</th>
<th>Bike</th>
<th>Walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before</td>
<td>2,532</td>
<td>58.7%</td>
<td>21.8%</td>
<td>17.1%</td>
</tr>
<tr>
<td>After</td>
<td>2,716</td>
<td>58.3%</td>
<td>22.9%</td>
<td>16.9%</td>
</tr>
</tbody>
</table>

The survey results also indicate that more first year students decide to reside further away from the university - maybe staying longer at their parents’ home and moving later to Aalborg. This could explain the changes in modal choice.

For more information contact…

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Participation & Consultation measures aim to involve the local stakeholders in a common reflection to assess the local context and organise the development of sustainable mobility.

All the MIDAS cities have carried out Participation & Consultation measures within the project. Examples include focus groups / steering committees / workshops with stakeholders and public surveys (web based, leaflets, questionnaires, interviews). The methods used vary according to the target group and the aim of the consultation (to inform, to seek opinions, to “develop with”…). Within MIDAS the methods used, the reasons for choosing a particular method, and the outcomes of the consultations with the users and the target groups in the different cities have been explored and compared.

The results of this cross-site analysis are available in the MIDAS Deliverable 6/8 *Measures for stakeholders and target groups consultation in alternative transport strategies*. The typology of consultations, as well as the consultation methods in relation to the kind of barriers (to sustainable mobility) that they can help to overcome are analysed and described. Consultations are also a tool to determine user requirements. The findings in terms of users’ requirements across MIDAS cities are also explained in Deliverable 6/8. Finally, the report includes recommendations on how to carry out consultations with regard to soft measures. This report is included in the attached CD-Rom and is available on the MIDAS website.¹

Participation and Consultation measures carried out in Clermont-Ferrand and in Cork are described in the following sections to illustrate MIDAS experiences:

- Example for focus groups / steering committees: Travel conference: the transport steering committee in Clermont Ferrand
- Example for public surveys: Involving the citizens: Travel diary in Cork

### 4.1 Travel Conference: the transport steering committee in Clermont-Ferrand

**Context**  
At the scale of the Grand Clermont area (400,000 inhabitants), transport policies are managed by 4 different local authorities, with a low level of cooperation. These 4 authorities are convinced however of the necessity to coordinate their policies.

**What is it about? What is the aim of this measure? Who is the target group?**  
The Travel Conference is a steering committee dealing with transport policy which involves all the local public transport authorities of the Grand Clermont area (train, urban and interurban buses and tramway). The aim of the Travel Conference is to develop a truly global, integrated and sustainable public transport network for the Grand Clermont area.

**Main steps for implementation**  
The Travel Conference was established by following the next steps:

1. The Scheme of Territorial Coherence authority took the initiative and convinced the 4 transport authorities to come together
2. Launching event in the city hall of Clermont-Ferrand on the 13th of February 2007. A charter was signed by all the relevant transport authorities.
3. The first meeting of the Travel Conference was held on the 11th of June 2007 with the 4 authorities responsible for transport. The meeting focussed on 2 main topics:
   - The opportunity and the feasibility to transform the Travel Conference into a “syndicat mixte” which follows the SRU policy (see below under ‘context’);
   - The centre for intermodal transport of the central railway station of Clermont-Ferrand.

The Travel Conference is currently dealing with the implementation of the multimodal transport scheme (part of the Urban Travel Plan - French PDU or “Plan de Déplacements Urbains”).
| Stakeholders involved | Representatives of the SEPAC (Scheme of Territorial Coherence authority) and the 4 local transport authorities of the Grand Clermont (Auvergne Region, Puy-de-Dôme Council, SMTC and Riom Community). The Scheme of Territorial Coherence authority manages the conference to gather the 4 transport authority of the Grand Clermont. The SMTC provides the secretary of the conference and a technical assistance to the SEPAC. |
| Success factors and driving forces | The main driving forces of the Travel Conference were:  
► SRU («Solidarité et Renouvellement Urbain», solidarity and urban renewal) law: a new French legislation (December, 2000) which encourages the creation of a new public authority at the level of the Grand Clermont area, dealing with all transport modes and involving all the existing public transport authorities.  
► Need for coordination: all 4 authorities saw the necessity to coordinate all the transport policies and investments to achieve the common objective of modal shift from private car to PT and soft modes. |
| Tips for followers | Institutional technical and political barriers had to be overcome to implement the Travel Conference:  
► institutional reluctance to participate  
► the work of synthesising and arbitration can be difficult  
► weaknesses of the contributions  
► weak ownership of the more serious challenges  
Some lessons learnt:  
► a formal contract should be established between local authorities and public organizations  
► a common engagement must be established rapidly to formally strengthen the initial intentions  
► a formal follow-up of all the actions for each partner and a progress report have to be at the agenda for each meeting |
| Direct and indirect impact of the measure | Concrete output of the conference:  
► The reflexion on the opportunity and the feasibility to transform the Travel Conference into a “syndicat mixte” which follows the SRU policy has progressed: it can be one of the goal of the conference but this process takes time and will be done if the travel conference is a real success year after year.  
► The planned centre for intermodal transport in the central railway station of Clermont-Ferrand: the preparatory study is in progress and the works should begin in 2010. |
| Direct and indirect impact of the measure | The implementation of the multimodal transport scheme at the Grand Clermont scale is in progress: the SMTC has implemented a new express bus line between Pont-du-Chateau (9,000 inhabitants) and Clermont-Ferrand (12km between the 2 towns). The Auvergne region has improved the train frequencies on the north-south line. There is a study upon the planned 7 intermodal centres in the Grand Clermont, held by the SEPAC. |
| For more information contact… | Lorraine Choppin  
SMTC, Clermont-Ferrand  
E-mail: lorraine.choppin@smtc-clermontferrand.com  
Tel: +33 (0)4 73 44 68 32  
Fax: +33 (0)4 73 44 68 99 |

### 4.2 Involving the citizens: Travel diary in Cork

**Context**

Local Authorities in Ireland are not directly involved in public transport. Cork County Council had no data on travel patterns and the use of public transport in particular to be used as a basis for developing soft measures to promote walking, cycling and the use of public transport.

**What is it about?**

A public survey was carried out in order to collect quantitative data related to travel patterns and attitudes to public transport. The survey took the form of a travel diary: participants were asked to report details of the 4 most important trips per day in a 7 days period. The survey was targeted at transport users in the catchment area Cork-Midleton corridor.

**Main steps for implementation**

Data collection through a public survey includes the following main steps:

1. Advertise the initiative through:  
   - Brochure mail drop: the brochure introduced the project and asked people to register for participation.  
   - 38,000 copies were distributed.  
   - Radio adverts;  
   - Adverts in local press.

2. Registration of participants: Registration was possible by web, telephone or post.

3. Collection of data through easy response mechanisms:  
   - web;  
   - telephone;  
   - post.
A broadly based Stakeholders’ Steering Group was established to advise the project and to ensure all sectoral interests were considered. The group was constituted as follows:

- Cork County Council;
- Cork City Council;
- Irish Rail;
- Irish Bus;
- Department of Transport;
- Midleton Town Council;
- Cobh Town Council;
- University College Cork;
- Cork Institute of Technology;
- Cork University Hospital;
- Transport Users Groups (ECAD).

The whole Travel Diary process was managed by Cork County Council under the guidance of the Stakeholders Steering Group.

The main factor of influence driving this project is the proposed re-opening of a rail route from Cork to Midleton. As a consequence, a modal shift in this area from car to public transport with a view to reducing transport related emissions and aiding the sustainability of the new rail route is desired. This offered the opportunity for Cork County Council to engage in data collection and implementation of other soft measures in order to achieve the desired modal shift.

The Stakeholders Steering Group set the priorities for the implementations of the four main soft measures from a long list of possible soft measures derived from the Travel Diary. One of the soft measures (walking signs to the train and bus stations) was extremely successful for a number of reasons, one of which was because it was implemented by one of the key stakeholders (Cork City Council).

The most significant barriers are:

- The design of the Travel Diary was difficult and advice was needed from agencies who had done this type of survey in the past.
- There was a significant workload in completing a Travel Diary. This was overcome by a strong promotion campaign and the introduction of prizes for completing the required forms on-line.
- The distribution of the Travel Diary to the target population proved to be very difficult because there was no one agency that distributed to the East Cork area. Similarly, the on-line registration of respondents was complicated and resulted in many invalid entries from the respondents.
The Travel Diary survey had a direct impact and results showed that there was a high dependence on unsustainable modes of travel along the corridor by commuters (almost 90% by car).

It resulted in very good information about travel patterns in the target area and an understanding of transport related energy and emissions. Indirectly, there is a potential saving of energy and emissions in the target area if the modal shift is realised.

An evaluation of a sample of the original travel diary respondents showed that 13% had made the shift towards more sustainable modes of travel (such as bus, train and walking). This direct impact will have the effect of reducing energy consumption and CO2 emissions over time.

The indirect impact from the evaluation showed that on average 7% of respondents felt that the soft measures implemented influenced their change to more sustainable methods of travel.

For more information contact…

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5 INFORMATION, ADVICE, & MARKETING

The aim of Information, Advice, & Marketing measures is to inform the population in general, or targeted groups, of the alternatives to the private car and to give them the necessary advice that they need to change their travel habits towards sustainable modes.

In this category of soft measures we find Direct marketing / individualised marketing; Communication tools (guides, leaflets, web tools, GPS-tools); One-way Information (TV, radio, newspapers, maps, folders…); Public information meetings / exhibitions; Promotion activities; Marketing campaigns; and Awareness of sustainable transport issues.

In the MIDAS report on *Travel Awareness and Marketing Tools Used* (Deliverable 12) a definition of this kind of measures and more detailed description of the measures implemented by the MIDAS partners are provided. The report is available on the CD-Rom attached.

Some of the measures implemented in the MIDAS cities are described here:

- Example for direct marketing / individualised marketing: Marketing Strategy in Aalborg
- Example for communication tools: ‘La carta della Mobilità’: a comprehensive travel guide in Bologna
- Example for one-way information: Radio and newspaper information in Cork
- Example for public information meetings/ exhibitions: Exhibition of soft transport measures in Cork
- Example for promotion activities: Promotion activities in Suceava
- Example for marketing campaigns: Marketing material in Aalborg
- Example for awareness raising of sustainable transport issues: General information and awareness campaign in Bologna
- Example for awareness raising of sustainable transport issues: Information and awareness campaign for university students and staff in Bologna
5.1 Marketing Strategy in Aalborg

<table>
<thead>
<tr>
<th>Context</th>
<th>MIDAS activities in Aalborg were focused on a certain area of the city. As target groups for the activities mainly first year students at the university and the teacher training college, as well as all employees of a large company were identified. The activities in Aalborg are based on the belief that a sound analysis of the target groups’ needs is the starting point for successful communication.</th>
</tr>
</thead>
</table>
| What is it about? What is the aim of this measure? Who is the target group? | In spring 2007, a marketing strategy was developed in Aalborg in order to determine how to reach the target groups and how to promote alternatives to the private car. The Marketing Strategy focused on direct marketing – in other words on how to reach the project target groups as directly as possible to improve the effect of the strategy. The main outcomes of the marketing strategy were:  
➢ Car users should not necessarily change travel behaviour all the time, but it is important that they consider the alternatives to the car every day; thus, the idea of the strategy is to address more people to change their way of transportation sometimes, rather than getting a few people to change their way of travelling for ever.  
➢ The level of information concerning sustainable transport should be improved through the web portal www.atilbnu.dk;  
➢ The target groups should be targeted directly through a Mobility Manager performing road shows and real time passenger information should be available through mobile phones based on the needs of the target groups.  
As a key element in the marketing strategy the “Green Angel” and the “Little Devil” were created, referring to the dialogue inside every person’s mind about choosing either to use the car or one of the alternatives. The basis of the marketing strategy is the question “What are you today?” (a “Green Angel” or a “Little Devil”). |
| Main steps for implementation | One of the key issues for initiating the marketing strategy was to get to know the target groups. This took place during the consultation process in autumn 2006 – mainly through two focus group interviews and two web questionnaires. A marketing team was subcontracted to develop the marketing strategy during spring 2007. The marketing strategy resulted in the awareness campaign, the improved information on atilbnu.dk, the employment of a Mobility Manager and the development of NT Live (cf. chapter 7.3). |
| Stakeholders involved | The marketing campaign was designed according to the results of the consultation process that took place in autumn 2006. This consultation process involved:
> - The MIDAS target groups: mainly first year students at the university and the teacher training college as well as all employees of a large company in Aalborg.
> - A local advertisement team which was responsible for designing the campaign.

The City of Aalborg and NT were they involved as partners in developing the marketing strategy in cooperation with a local marketing team. |
| Success factors and driving forces | The driving force behind the implementation of the marketing strategy were the results of the consultation process, which gave indications on how to approach the MIDAS target groups directly in order to increase awareness and to change attitudes towards sustainable transport, and ultimately to change their travel behaviour.

During the development of the marketing strategy the focus group interviews with the stakeholders mentioned above made the foundation of the strategy. In that way the stakeholder’s requirements were very useful. The MIDAS project developed requested material along with proposed material by the marketing team which previously had proven to have an effect in messaging. |
| Tips for followers | No severe barriers to the implementation of this measure were identified.

An important lesson learned through the MIDAS marketing strategy, is that the approach towards people should be useful to them. Some of the information material developed as an output of the marketing strategy was not very relevant for the target groups, e.g. the fact sheets handed out by the mobility manager. However, t-shirts, slap wraps and candy was very popular and a good way to draw people’s attention towards the message of sustainable transport information. It is important to think: what’s in it for the target groups in order to get the best result.

Also the marketing strategy outcomes: the little devil and the green angel have been hard for people to understand. The figurines themselves appearing on buses in the cinema etc. did not necessarily get people to think of sustainable transport. It is important not to think too abstractly while creating the marketing strategy or at least think very carefully if the strategy helps to send the message you want to send. It might be an idea to use already known messengers to send the messages instead of creating new ones. |
5.2 ‘La carta della Mobilità’: a comprehensive travel guide in Bologna

<table>
<thead>
<tr>
<th>Context</th>
<th>Insufficient information was regarded as a main barrier for an increased share of public transport, walking and cycling.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>“La Carta della Mobilità” is a concise paper folder that includes detailed information on all sustainable transport services of Bologna: car-sharing (car clubs) service, cycle paths, services and facilities for bicycles and public transport. The main aim with this folder is to improve effectiveness of information as a key action for an increase in public transport, car sharing and bicycle use. The idea with this guide is to give a comprehensive and concise paper that citizens retain for every day use. This measure aims to reach all users and potential users of sustainable transport services.</td>
</tr>
<tr>
<td>Main steps for implementation</td>
<td>As a first step, a survey was carried out to understand if the information given in the past concerning sustainable services reached citizens. The survey consisted of telephone interviews which were followed by two focus group discussions to gather more detailed information. The information gained with the survey helped to develop the content and layout of the folder with the aim to make it effective and concise.</td>
</tr>
</tbody>
</table>
| Stakeholders involved | “La Carta della Mobilità” was developed in cooperation with all the relevant stakeholders:  
- Public transport company that also manages car sharing and services for bicycle that set up information concerning services  
- Municipality for information concerning bicycle path |
<p>| Success factors and driving forces | The most important factor for the success of the Carta della Mobilità was its small-size format which allows keeping it constantly in the bag always available for consultation even during the trip. The guide was distributed to all public transport season ticket holders and at disposal at ATCittà info points. |
| Tips for followers | There were no particular barriers to face. |</p>
<table>
<thead>
<tr>
<th>Direct and indirect impact of the measure</th>
<th>The goal of this activity is to succeed in reaching with effective information users and potential users of sustainable transport services that up to now were not aware of all services available in Bologna, and therefore the expected impact is the increase of the use of these modes.</th>
</tr>
</thead>
</table>
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E-mail: mirco.armandi@atc.bo.it  
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Fax: +39.051.350506  
Address: Via Saliceto n. 3 , 40128 Bologna |

“La Carta della Mobilità” of Bologna
### 5.3 Radio and newspaper information in Cork

<table>
<thead>
<tr>
<th>Context</th>
<th>Information to the public needed to be given in order to raise awareness for the travel survey, increase interest in participation in the survey and to disseminate the results and relevant soft measures.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>What is it about? What is the aim of this measure? Who is the target group?</th>
<th>The central aim of the MIDAS project was to achieve a modal shift from the private car to public transport (especially rail) in the East Cork study area. Promotion by radio was considered to be one of the most effective means of communicating directly with the target audience, who could well be experiencing traffic delays while in receipt of the radio message in their cars. The main aim was to promote a radio and newspaper campaign with the objective of highlighting the awareness of the MIDAS Travel Diary. The newspaper was used to disseminate information about the Travel Diary and the soft measures being implemented.</th>
</tr>
</thead>
</table>

| Main steps for implementation | For the radio adverts the following steps were taken:  
1. Contact radio station;  
2. Agree wording of the advert;  
3. Record advert and agree on format;  
4. Decide on most suitable time slot and duration of campaign.  
For the newspaper adverts the following steps were taken:  
1. Contact newspaper;  
2. Design advert;  
3. Submit advert to local press.  
A radio advert campaign was run for 2 weeks preceding the “survey week”, to highlight the study and to encourage citizens to take part. In addition, a radio interview also took place on a local radio station and advertisements were placed in the local press. During the Promotion Day, the press were invited to cover the day and articles and photographs were inserted in the relevant newspapers to reach the target group in East Cork. An article on the MIDAS soft measures was placed in a national newspaper. |
| --- | --- |

| Stakeholders involved | ➢ Radio and newspaper data was forwarded to all stakeholders for the promotion of information and awareness in their own organisations. |
### Success factors and driving forces

The main factor influencing the advertising campaign is the need to promote the survey (Travel Diary) and provide awareness/information about the soft measures. National coverage in the media can achieve a high profile for the project. We used established communication channels with the radio and print media to disseminate the MIDAS message. We used professional designs for the information being advertised and committed considerable financial resources.

### Tips for followers

The most significant barriers are:
- Cost was a significant limiting factor due to the high cost of radio advertising
- Any communication campaign must tailor the media channel used and target audience envisaged.

### Direct and indirect impact of the measure

It was considered that the radio campaign was quite effective given the targeted nature of the advertising. Local press has a very large readership, which is cross-sectoral and had the advantage of being seen by citizens who might not have received the message while in traffic.

The indirect impact of the advertising campaign was that it has stimulated discussion in the press about the transport modal shift when opening new railways.

### For more information contact…

<table>
<thead>
<tr>
<th>Peter O’Donoghue,</th>
<th>Ross Palmer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic and Transport</td>
<td>Planning Policy Unit</td>
</tr>
<tr>
<td>Cork County Council</td>
<td>Cork County Council</td>
</tr>
<tr>
<td><a href="mailto:peter.odonoghue@corkcoco.ie">peter.odonoghue@corkcoco.ie</a></td>
<td><a href="mailto:ross.palmer@corkcoco.ie">ross.palmer@corkcoco.ie</a></td>
</tr>
<tr>
<td>Tel: +353214285358</td>
<td>+35321 4285900</td>
</tr>
</tbody>
</table>
### 5.4 Exhibition of soft transport measures in Cork

<table>
<thead>
<tr>
<th>Context</th>
<th>The context of this measure is to maximise the success and ensure a long lasting impact of the soft measures once implemented.</th>
</tr>
</thead>
</table>
| What is it about? What is the aim of this measure? Who is the target group? | The four soft measures were exhibited in different ways and by different stakeholders. The main aim was improve the awareness of and attitude to public transport in the target groups of East Cork commuters to specifically shift to rail based transport. The soft measures were:  
- The Cork Connection Brochure distributed directly to households and to high employment areas in the target area.  
- Walking Route sign posts in the City Centre.  
- Poster campaign exhibited in public buildings in the city and target area.  
- Promotion Day exhibited in Cork County Hall. |
| Material was shown at a number of strategic venues: |  
- County Hall;  
- Rail and bus stations;  
- City Hall  
- Public buildings in the catchment area (hospitals, universities and libraries). |
- European Mobility Week Exhibition at Millennium Hall, Cork City in September 2008.

Some of the public information produced remains as permanent displays until the completion of the project.

| Main steps for implementation | The first soft measure The “Cork Connection” Brochure was prepared by the key stakeholders and was sent to all households in the target area (30,000 copies) by post by the County Council. The second measure was the Walking Route Signs to the train and bus stations in the City Centre were prepared by the key stakeholders and erected by the City Council. The “Faster, Cheaper and Cleaner Posters” were prepared by the key stakeholder and distributed by all key stakeholders to their respective places of employment. The final measure, the Promotion Day was organised and hosted by the County Council but was attended by both the key stakeholders and members of the public. |
| Stakeholders involved | A broadly based Stakeholders’ Steering Group was established to advise the project and to ensure all sectoral interests were considered in the MIDAS project.  
- The stakeholder prioritised the four soft measures out of a long list of possible measures.  
- Each stakeholder was given posters to put up in their respective employment area and pass the message on to their employees.  
- The City Council implemented the Walking Route to the train and bus stations.  
- The design if the Cork Connection Brochure was a collaborative effort from all stakeholders. |
| Success factors and driving forces | The driving force of this measure was the need to bring the soft measures to the target population and implement the measures. |
| Tips for followers | The Travel Diary showed that there were a number of barriers to effective public transport in the target area:  
- The distribution of the Cork Connection Brochure proved to be difficult because there was no clearly defined distribution channel in the target area.  
- The barriers to the implementation of the walking route to the train and bus station were that there was a need to define an optimum route, suitable locations for the signs, adequate design that would complement the existing street furniture and the buy in of the roads authority was necessary.  
- The posters needed professional design in order to achieve the clarity of the message and it was necessary to find suitable high profile venues.  
- In order to achieve a maximum impact and to suit all the relevant stakeholders, it was difficult to find a suitable date and venue for the Promotion Day. |
| Direct and indirect impact of the measure | Increased awareness of potential benefits of soft measures implemented in the study area.  
- Direct Impact of the Soft Measures was gained from the evaluation questionnaire.  
  - 11% increase in train use  
  - 9% increase in pedestrian use and  
  - 8% increase in bus use  
- Indirect Impact difficult to measure but good attendance at the Promotion Day. |
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Ross Palmer, Planning Policy Unit Cork County Council  
E-mail: ross.palmer@corkcoco.ie  
Tel: +353214285900 |
### 5.5 Promotion activities in Suceava

<table>
<thead>
<tr>
<th>Context</th>
<th>The experience from previous European projects proved that on-street events and events in open areas have a big impact when it comes to promotion or marketing activities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about?</td>
<td>Promotion activities in Suceava consist of on-street events, participation in different events and distribution of promotion materials.</td>
</tr>
<tr>
<td>What is the aim of this measure?</td>
<td>The main purpose of the promotion activities is to disseminate the results and objectives of the project and to raise awareness on the environmentally friendly actions. Target group is the entire population of the city in general and in particular car owners and those who so have not considered alternatives to single car journeys or do not find these alternatives viable.</td>
</tr>
<tr>
<td>Who is the target group?</td>
<td>The project team organised a few side-events when major on-street events took place within the Low Emissions Zone (LEZ) of the city centre. The idea was to distribute promotional materials on several occasions when citizens could associate certain events (like “In town without my car” day, the Mobility Week and an Auto Showroom) with measures to reduce traffic congestion and to change travel behaviour.</td>
</tr>
</tbody>
</table>

#### Promoting sustainable transport in Suceava

The project team also participated in local conferences and events (e.g. local school contests, local workshops) which were connected with MIDAS objectives. Promotion activities for local public transport and for walking and cycling facilities were also part of MIDAS implementation actions. Several promotion materials are available also in the Town Hall lobby where the Mobility Centre will be located.
### Main steps for implementation

The main steps in the process were:
1. Design of the annual calendar for events by the project team;
2. Consultation with other public and private institutions (Chamber of Commerce mainly) in order to finalise the events calendar;
3. Creation of promotion materials and establishment of the promotion team (with leaders, volunteers…);
4. Implementation of activities during several events.

### Stakeholders involved

- Department for Education and Culture, City of Suceava: organisation of events and activities with the schools, developing promotion activities, distribution of dissemination materials, organising on-street events, establishing contact to other events (such as ‘a day without cars’, exhibitions).
- Volunteers from NGOs and schools: active participation in activities, distribution of dissemination material, promoting workshops and activities among school colleagues.

### Success factors and driving forces

The main idea was to connect promotion activities for sustainable transport with other events that had a good outreach to the target group.

### Tips for followers

The quantity of information nowadays is huge, as well as the number of promotion campaigns. In order to obtain a good result with a promotion campaign, it is therefore necessary to adapt the quantity of information, the concept and the way of promoting it to different target groups.

### Direct and indirect impact of the measure

The expected impacts of the measure include:
- Encouraging people to use environmentally friendly ways of travelling;
- Raising awareness regarding traffic impact on the environment and public health.

Before and after the measure data was collected:
- the use of bus, minibus and bicycles increased; a small increase in the number of bus trips (less than 15%).
- the number of responders being informed about the MIDAS measures doubled during the project duration and this shows that the local dissemination and information campaigns did have results at local level.

Concepts like ‘mobility plans’ and ‘mobility management’ are starting to become familiar for citizens in Suceava city, but there is still a lot of work to be done in order to achieve implementation at a large scale in the city.

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1 Mai Boulevard no.5, Suceava, Rumania
## 5.6 Marketing material in Aalborg

<table>
<thead>
<tr>
<th>Context</th>
<th>In Aalborg a marketing strategy was developed on how to reach the target groups in the most effective way. One outcome of this strategy is the development of marketing material.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>The marketing material includes fact sheets, reflectors, slap wraps, t-shirts and sweets. The gadgets were distributed among the target groups at events and by the mobility manager during the road shows (as part of the awareness raising campaign).</td>
</tr>
<tr>
<td>Main steps for implementation</td>
<td>During the development of the marketing strategy the focus group interviews with the stakeholders mentioned above made the foundation of the strategy. In that way the stakeholder’s requirements were very useful. The MIDAS project developed requested material along with proposed material by the marketing team which previously had proven to have an effect in messaging. For example the target groups requested information on the internet and on mobile phones; furthermore the marketing strategy proposed commercials on buses, in cinemas, television and radio in order to draw people’s attention to the online information.</td>
</tr>
</tbody>
</table>
| Stakeholders involved | The marketing campaign involved several stakeholders for the development and production of the marketing material. The most important ones are:  
- City of Aalborg: project management, taking contacts to developers of marketing material etc.  
- NT: project management, taking contacts to developers of marketing material etc.  
- Design company: designing the marketing material.  
- Merchandise developer: designing and producing marketing material (sweets, t-shirts, slap wraps).  
- Printers: printing marketing material.  
- Web designer: designing the campaign website www.atilbnu.dk and face-lifting the traffic web portal www.aalborg-trafikinfo.dk. |
### Success factors and driving forces
The driving forces behind this measure were:
Getting the target groups interested in the awareness campaign and the direct marketing elements.

An important lesson learned through the MIDAS marketing strategy, is that the approach towards people should be useful to them. Some of the information material developed as an output of the marketing strategy was not very relevant for the target groups, e.g. the fact sheets handed out by the mobility manager. However, t-shirts, slap wraps and candy was very popular and a good way to draw people’s attention towards the message of sustainable transport information. It is important to think: what’s in it for the target groups in order to get the best result. (More information of the materials produced can be found in MIDAS deliverable 12.)

### Tips for followers
The main issue to be considered when producing materials for the marketing campaign is that the production time can be very long and complicated.

### Direct and indirect impact of the measure
Interest and recognition of the awareness campaign and its elements within the target group.

### For more information contact…
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Tel: +45 9931 2335

Within the EU funded NICHES project, Marketing Campaigns, as well as their key implementation conditions and their effects on sustainable mobility were explored in depth. The key findings are compiled in a policy note addressed to anyone setting up marketing campaigns to promote soft transport modes. The report is available on the CD-Rom attached and on the NICHES website².

## 5.7 General information and awareness campaign in Bologna

<table>
<thead>
<tr>
<th>Context</th>
<th>Give prominence to existing sustainable mobility services in Bologna that are not fully known and used, informing also on service improvement for car sharing and for bicycle hire.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>Information and awareness campaign through events organised during the European Mobility Week, and development and distribution of information leaflets. The campaign was addressed to all potential users of sustainable transport services. ATC Bologna started an information and awareness campaign in September 2007. The campaign was launched at the occasion of the European Mobility Week (EMW) that took place from the 16th to the 22nd of September 2007. During this week, several initiatives for citizens were organised: the campaign focused on Bologna’s “car-sharing” (car club) service, bicycle use (bicycle paths, bike hire service and bicycle facilities) and public transport services. This event gave the opportunity to enhance and widen information services offered from ATCittà. Up to then, ATCittà had mainly been an information and ticket sales point for public transport. MIDAS gave the opportunity to create an integrated information point on sustainable mobility services. ATCittà is located in Via IV Novembre, close to the city centre’s main square (Piazza Maggiore) and the City Hall. Near to the main square, there is also a car club parking area and a point for free bicycle rental. During the campaign week, dedicated personnel distributed information material and showed possibilities to use alternative transport services with real demonstrations of “car-sharing” (car club) use and bike rental services.</td>
</tr>
</tbody>
</table>
Particular attention was paid to information material: in cooperation with the Municipality of Bologna, ATC designed a leaflet presenting all the events of the EMW, giving information on circulation restrictions for the private car during winter 2008 (“Diamo Respiro alla Città”), as well as information on alternative sustainable transport services. A specific leaflet was issued to inform on bicycle paths and services (“Bologna Voglia di Bici”).

| Main steps for implementation | The two main aspects of the implementation of awareness campaigns in Bologna are:  
|                             | ➢ Cooperation between ATC Bologna and the Municipality to organise information campaigns and events;  
|                             | ➢ Design of information and promotional material on sustainable transport services. |

| Stakeholders involved       | The two key stakeholders involved in the campaign were:  
|                             | ➢ ATC spa: public transport company and car-club operator.  
|                             | ➢ City of Bologna: cooperating with ATC for the on-street events.  
|                             | They worked together for information material set up and events organisation.  
|                             | ATC staff and municipality staff were at disposal at the information kiosk in the main square.  
|                             | The municipality organised the events directly related to the European Mobility Week. |

| Success factors and driving forces | The key aspects for the successful implementation of the campaigns include:  
|                                  | ➢ Good cooperation between local authorities and transport operators;  
|                                  | ➢ Possibility to join the information campaign with other events during the European Mobility Week;  
|                                  | ➢ Citizens’ sensitivity to local events in the city centre. |

| Tips for followers | A big effort was made to focus the events and the information material on concrete opportunities provided by the services offered (car-sharing, bicycle services and public transport), and to try to reach potential users. |

| Direct and indirect impact of the measure | The number of users of car sharing and bicycle facilities has risen during the project duration. This is seen to be at least partly due to the awareness raising campaign. |

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|                               | Fax: +39 051 350 506  
|                               | Address: Via Saliceto n. 3, 40128 Bologna, Italy |
### 5.8 Information and awareness campaign for university students and staff in Bologna

| Context | University students and staff are potential users of car sharing, public bike services and public transport:  
|         | ➢ main university faculties are located within the city centre area where private cars are not allowed to circulate,  
|         | ➢ a large number of students come from other cities, rent apartments to live in Bologna during the school year and need to move in the city.  
|         | A specific agreement between ATC and the university mobility manager was signed in September 2008 which guarantees special conditions for students and university staff to join car sharing and public bike services. |
| What is it about? What is the aim of this measure? Who is the target group? | On 16th September 2008, ATC participated with an info desk at the “Alma Fest”, the opening event of the academic year of Bologna University.  
|         | ATC initiative was to inform on:  
|         | ➢ public transport services and special fares for students;  
|         | ➢ special conditions reserved to students and university staff for joining car-sharing and public bike services.  
|         | In the city centre area where main faculties are located, ATC distributed maps of the public transport service, information about the car sharing schemes and locations, and the public bike locations. The material included a coupon to benefit from special conditions for car sharing and public bike services.  
|         | In addition, the university send an e-mail shot to all students and employees informing on sustainable mobility modes in Bologna. Information is also published on the university’s web site. |
| Main steps for implementation | The two main aspects of the implementation this action are:  
|         | ➢ Cooperation between ATC Bologna and the University to agree special condition for students and university staff;  
|         | ➢ Informing the target groups on this special offer. |
| Stakeholders involved | The two key stakeholders involved in the action are:  
|         | ➢ ATC spa: public transport company and car sharing operator.  
|         | ➢ Bologna University: organising the on-street events during the Alma Fest. |
| Success factors and driving forces | The key aspects for the successful implementation of the campaign include:  
|         | ➢ Good cooperation between ATC and the University  
<p>|         | ➢ Existence of a large event relevant for the target groups (Alma Fest) which could be used for awareness raising. |
| Tips for followers | A big effort was made to focus the events and the information material on concrete opportunities provided to the specific target group of students. |</p>
<table>
<thead>
<tr>
<th>Direct and indirect impact of the measure</th>
<th>It is expected that the number of users of services (car sharing and public bike) will increase.</th>
</tr>
</thead>
</table>
| For more information contact… | Mirco Armandi  
ATC spa  
E-mail: mirco.armandi@atc.bo.it  
Tel: +39 051 350 526  
Fax: +39 051 350 506  
Address: Via Saliceto n. 3, 40128 Bologna, Italy |
6 PLANNING & COORDINATION

Planning & Coordination measures aim at integrating sustainable transport issues into urban policies and at organising mobility patterns through an integrated supply of transport modes in a specific area, at different scales, and for different target groups.

The 6 MIDAS cities are reviewing their land use and transport plans to assess the integration of mobility issues.

In MIDAS Deliverable 2 (D2), Report on Land-use Strategic Plans and Soft Measures Potential, the land-use plans of all 6 MIDAS cities are reviewed and the possible impacts and contributions of MIDAS soft measures are described. To that end, the different institutional backgrounds and the market barriers were analysed. The shortcomings in sustainable mode provision and the potential improvements are then described, followed by the potential role of soft measures to assist in meeting the planning goals, i.e.:

- **Information systems** will play a key role in the development of effective soft measures which assist in meeting planning goals as part of MIDAS.
- **Marketing campaigns** have a critical role to play in the effective development of soft measures which can help to deliver planned goals.
- **Travel plans** can make a significant contribution towards planning goals.
- Soft measures to promote walking and, in particular, cycling are a very important mechanism in the context of the MIDAS project and are highly valued by the MIDAS cities as a tool for achieving planned goals.
- **Parking** policies have already been used to good effect in some of the MIDAS cities.
- Overall, there is clear potential for “stand-alone” city logistics soft measures to assist in meeting planning goals, although the impact of these measures is likely to be limited without complementary investment in hard measures.
- The potential for car-sharing (lift-sharing or carpooling) to contribute towards urban planning goals is relatively uncertain. The impact of marketing campaigns for car clubs is also relatively unclear and the marketing campaigns planned in the MIDAS cities have the potential to significantly advance the understanding of the impact of such schemes.
- The potential impact of clean vehicles, and the complementary soft measures used to support them, upon planned goals is relatively small.

D2 also provides quantified estimations of the effects that soft measures in MIDAS cities will have. The report is available on the CD-Rom attached and on the MIDAS website.

In addition, the MIDAS team is working on the Guidelines on the Potential of Soft Measures in Land-use Planning and Transport Policy Integration Strategies (Deliverable 14). These guidelines will be available in December 2008 on the MIDAS website.

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Measures within this category include: Travel plans (school, workplace, urban, residential); Land-use plans (transport integration); Transport policies / programmes / plans; and Working with developers.

The following measures implemented in the MIDAS cities are described here:

- Example for travel plans (school, workplace, urban, residential): Travel plans in Suceava
- Example for integration of transport planning and land use planning: Integration of transport and land-use policies in Merseyside
- Example for transport policies/programmes/plans:
- Example for working with developers:

### 6.1 Travel plans in Suceava

<table>
<thead>
<tr>
<th>Context</th>
<th>Travel plans are a very new concept for Suceava. In the past 3 years, congestion is a real problem in Suceava. In the past 4 years, we did make quite a lot of improvements in PT (which is now much more attractive and safe and became a real alternative for private car journeys) and also in pedestrian facilities. So in order to promote alternative ways of travelling, we thought that we should teach the citizens: why is it important to walk instead of driving, how the traffic could affect your health, why PT is an alternative for travelling especially in the city centre.</th>
</tr>
</thead>
</table>
| What is it about? What is the aim of this measure? Who is the target group? | The aim is to develop travel plans for schools, high schools and public institutions, to implement them and to monitor the impact in order to increase the use of sustainable travel modes. According to the definition of EPOMM\(^4\) a ‘mobility plan’ ‘is the most common instrument for site Mobility Management. It is a comprehensive and directive document that indicates how to implement a Mobility Management scheme for a specific site. In general, a Mobility Plan can apply all measures that help to reduce motorised vehicle trips to and from the site.’ The target groups of travel plans in Suceava were:  
- Public institutions employees (for the travel plans for employees of the City of Suceava);  
- Pupils, parents and teachers (for the school travel plans). |
| Main steps for implementation | The following steps were taken to implement this measure:  
1. Surveys and workshops: in order to understand the target groups’ needs, expectations and behaviour, and to collect data for the development of the travel plans, public surveys and local workshops were organised.  
2. Travel plan for Suceava Municipality employees: meetings with a group of employees took place (working group); after which the plan was presented, implemented and finally monitored. |

3. School travel plans: following the experience with the city council employees, travel plans for the main schools in the main city areas were developed by the project team. The travel plans were then promoted and presented at local workshops and meetings in schools. After the implementation of the plans, public surveys were carried out in order to collect opinions and suggestions. Finally the implementation of travel plans and changes in pupils’ and teachers’ behaviours were monitored.

<table>
<thead>
<tr>
<th>Stakeholders involved</th>
<th>The main stakeholders involved were:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Departments from the City of Suceava (Streets, Environment and Education): design the travel plans and participation to meetings</td>
</tr>
<tr>
<td></td>
<td>Representatives from Traffic Police: promote alternative ways of travelling and participation to meetings</td>
</tr>
<tr>
<td></td>
<td>Environment Protection Agency: promote alternative ways of travelling and participation to meetings</td>
</tr>
<tr>
<td></td>
<td>County School Department: organisation of meetings, sustain the implementation and monitoring</td>
</tr>
<tr>
<td></td>
<td>Private consultants: design the travel plans and participation to meetings</td>
</tr>
<tr>
<td></td>
<td>Teachers: support promotion activities and implementation of travel plans (including for them)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Success factors and driving forces</th>
<th>The main driving forces and success factors were:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>City of Suceava had a strong will for a participatory approach in developing travel plans</td>
</tr>
<tr>
<td></td>
<td>High interest of schools in the issue of sustainable development and sustainable transport</td>
</tr>
<tr>
<td></td>
<td>Students were very interested in the issue of environmental protection and open for interactive approaches</td>
</tr>
<tr>
<td></td>
<td>Furthermore, some other factors support the implementation of the measure:</td>
</tr>
<tr>
<td></td>
<td>Compact city: the main part of the city is compact, making the distances between houses and schools short to medium; walking is therefore a very sustainable and feasible option for school travel in Suceava.</td>
</tr>
<tr>
<td></td>
<td>Working with children: children are very active in relation to environmental problems; in addition their behaviour is much easier to change compared to the behaviour of adults.</td>
</tr>
<tr>
<td></td>
<td>Change of mentality: environmentally friendly ways of living have become very popular over the past 3 years in Romania. For this reason people seem to be more interested to act in favour of environmental protection and reduction of pollution in the city.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tips for followers</th>
<th>The main barriers encountered in Suceava for the implementation of the travel plans include:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Public acceptance: People are used to cars for travelling from home to work and often they bring pupils to school on their way to work. This creates a bad and environmentally unfriendly way of thinking for young generations.</td>
</tr>
</tbody>
</table>
Long and hard winters (of 4 months) and long distances from some city areas to several main schools can lead to low levels of walking and cycling.

Lack of cycling facilities, which can discourage bicycle use.

Lack of an adequate public transport supply in some areas: public transport is still not at the expected level of performance, therefore, in many cases, it is not a viable alternative to a car journey to school.

<table>
<thead>
<tr>
<th>Direct and indirect impact of the measure</th>
<th>The intended impacts of the travel plans are:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>➢ Contribution to changes in travel behaviour;</td>
</tr>
<tr>
<td></td>
<td>➢ Balancing modal split and travel journeys;</td>
</tr>
<tr>
<td></td>
<td>➢ Reducing air pollution and traffic congestion;</td>
</tr>
<tr>
<td></td>
<td>➢ Increasing the use of sustainable travel options for the citizens.</td>
</tr>
</tbody>
</table>

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6.2 Integration of land-use policies in Merseyside

<table>
<thead>
<tr>
<th>Context</th>
<th>The integration of land-use planning and transport planning is essential to reduce the dependence on motorised transport, and is perhaps the most efficient way to do so.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about?</td>
<td>Introducing a new policy to ensure that new developments consider transport implications and aim to reduce reliance on private motor vehicles at these sites. The policy sets thresholds for different sizes and types of development and sets out different requirements for these. So large developments must complete a full transport assessment and a travel plan for the site for example. All developments have to complete an accessibility assessment contained within the document. A minimum standard of accessibility has to be reached for each mode of transport to the development for the development to be considered acceptable to the planning authority. Standards can be improved by the developer increasing support for mode based access, for example by subsidizing a bus route.</td>
</tr>
<tr>
<td>What is the aim of this measure?</td>
<td>The plan is addressed to:</td>
</tr>
<tr>
<td>Who is the target group?</td>
<td>➢ Planning officers;</td>
</tr>
<tr>
<td></td>
<td>➢ Development control officers;</td>
</tr>
<tr>
<td></td>
<td>➢ Developers.</td>
</tr>
</tbody>
</table>
Main steps for implementation | Policy integration is a complex issue that requires time and the involvement of many different stakeholders. In the case of Merseyside, the following steps were taken:
1. Build support for such a policy among relevant professionals;
2. Devise the policy;
3. Consult and continue to build support;
4. Strategic Environmental Assessment;
5. Redraft and consult;
6. Public consultation;
7. Final drafting;
8. Formal adoption;
9. Implementation and monitoring.

| Stakeholders involved and what they contributed | All stakeholders able to influence the successful development and implementation of the new policy need to be involved, i.e.:
- Politicians
- Senior managers
- Planning and transport officers
- Air quality officers
- Developers |

| Success factors and driving forces | Careful consultation and involvement of all relevant stakeholders was key in the development of the policy in Merseyside. |

| Tips for followers | Barriers to the development of this policy include:
- Resistance to change in procedures;
- Reluctance to add in additional steps to the planning process;
- Lack of understanding of the issues;
- Imperative and solutions among planning colleagues.
Overall, a sense that requirements may stifle regeneration by development and lack of understanding of the long-term impacts of not reducing the traffic generation of developments. |

| Direct and indirect impact of the measure | The policy is expected to be adopted in the end of 2008.
The benefits that can be reached by such policy are manifold and include:
- Reduced congestion, pollution and carbon emissions;
- Improved accessibility by all modes, better facilities for sustainable travel and improved modal split;
- Improved environment. |

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### 6.3 MOSTRA: A tool to support transport and mobility decision making

<table>
<thead>
<tr>
<th>Context</th>
<th>In Clermont-Ferrand, a new Urban Travel Plan is being elaborated by all the stakeholders involved in mobility. All the public institutions wished to use a modelling tool to compare different strategies that could be adapted in relation to mobility and that could support decision making.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>The use of a modelling software called MOSTRA to develop the multimodal transport scheme (part of the Urban Travel Plan). This tool is able to evaluate the impact of socio-economic evolutions and different transports policies, at a large scale and on the long term (10-20 years). It is a useful support tool for political decision making.</td>
</tr>
<tr>
<td>Main steps for implementation</td>
<td>The main steps taken to work with MOSTRA in Clermont-Ferrand were: 1. Develop the tool: calibration, simulation; 2. Interpret the results of the modelling; 3. Decide the best transport policy.</td>
</tr>
<tr>
<td>Stakeholders involved and what they contributed</td>
<td>All the steps are done in cooperation with all the partners involved, who are: ➢ State local administration; ➢ Local transport authorities; ➢ Town planning agency; ➢ Grand Clermont town planning authority.</td>
</tr>
<tr>
<td>Success factors and driving forces</td>
<td>Representatives are sensitive to these kinds of results (essentially the key figures, as mobility and modal split). The link between urban development and transport is obvious, so they agree to exchange data and coordinate policies.</td>
</tr>
<tr>
<td>Tips for followers</td>
<td>The software used is very complex.</td>
</tr>
<tr>
<td>Direct and indirect impact of the measure</td>
<td>The expected impacts of the measure are: ➢ A better sharing of responsibilities between representatives; ➢ A better taking into account of all the aspects which can impact future mobility.</td>
</tr>
</tbody>
</table>
| For more information contact... | Lorraine CHOPPIN  
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Tel: +33 (0)4 73 44 68 68  
Fax: +33 (0)4 73 44 68 99 |
6.4 Experience on working with developers in Merseyside

<table>
<thead>
<tr>
<th>Context</th>
<th>Working with developers to bring sustainable transport into consideration at the design stage of new developments should reduce the requirement for motorised vehicle use, as demonstrated by the experience in Merseyside.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>Bringing sustainable transport into the design of new buildings and using travel plans to manage travel behaviour. Examples of measures which can be implemented through this approach are: cycle facilities made available on the development site, restricted parking, car club facilities, designs which encourage walking or cycling, and designs which also facilitate access to public transport.</td>
</tr>
<tr>
<td>Main steps for implementation</td>
<td>Using the planning process to secure commitment from developers and working with developers to guide them to make changes to the development to encourage sustainable travel. The standards will be set into planning requirements which form part of the legally binding planning consent.</td>
</tr>
<tr>
<td>Stakeholders involved and what they contributed</td>
<td>Technical planning staff of local authorities and developers, in order to implement improvements through planning.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Success factors and driving forces</td>
<td>The approach is encouraged by new planning guidance (see ‘Integration of transport land-use policies in Merseyside’). Some developers and planners are keen to see such changes brought about; in some cases sustainable transport measures are required to avoid congestion generated by the development.</td>
</tr>
</tbody>
</table>
| Tips for followers | The difficulties to carry out this initiative included:  
- Reluctance to restrict parking and to require sustainable transport investment;  
- Concern regarding requirements on developers being too onerous;  
- Poorly worded requirements and lack of innovation by developers;  
- Slow movement through the stages of developers. |
| Direct and indirect impact of the measure | This kind of cooperation has lead to reduced congestion, pollution and carbon emissions, and improved modal share. |
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7 ASSOCIATED MEASURES

Soft measures are often linked to other measures, structures and technologies helping people to change their travel behaviour in favour of more sustainable options. These include cycle lanes, information systems, integrated pricing, innovative incentives, bike rental, pedestrian areas etc., and are also being implemented by MIDAS cities. An overview of soft implementations is provided in the table below and some MIDAS examples are provided in the following sections:

- Example for cycling facilities: Bologna
- Example for lift-sharing facilities: Merseyside
- Example for public transport information systems: NT Live – Mobile Phone Real Time Passenger Information in Aalborg
- Example for car clubs facilities (car sharing): CarAtc – the car club service of Bologna

<table>
<thead>
<tr>
<th>Associated measures</th>
<th>MIDAS cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soft implementations</td>
<td>Aalborg (DK)</td>
</tr>
<tr>
<td>Cycling facilities (rental, dedicated paths, secure parking, etc.)</td>
<td></td>
</tr>
<tr>
<td>Pedestrianisation and walking facilities (paths, security, shelters, etc.)</td>
<td></td>
</tr>
<tr>
<td>Lift-sharing facilities (internet services, reserved parking for lift-sharers, etc.)</td>
<td></td>
</tr>
<tr>
<td>Public transport information systems (Real Time Passenger Information, online journey planning)</td>
<td>√</td>
</tr>
<tr>
<td>Integrated travel services (mobility management centres, smartcards, etc.)</td>
<td>x</td>
</tr>
<tr>
<td>Incentives for alternatives to private cars</td>
<td></td>
</tr>
<tr>
<td>Car clubs (car-sharing) facilities</td>
<td>x</td>
</tr>
<tr>
<td>Logistics / freight facilities (Clean Zone regulations, loading time restrictions, access control, tonnage limits, etc.)</td>
<td>x</td>
</tr>
<tr>
<td>Vehicle technology (CRT particular filters, bio fuels, etc.)</td>
<td></td>
</tr>
<tr>
<td>Car parking (restrictions, charges, provision, etc.)</td>
<td></td>
</tr>
</tbody>
</table>

√: Examples provided in this document. x: Measures implemented.
### 7.1 Cycling facilities in Bologna

| What is it about? What is the aim of this measure? Who is the target group? | Bologna has implemented a range of services to increase bicycle use:  
- “C’entro in bici”: a free service of “public bikes” with an automatic pick-up system. The pre-registered user receives a key with a personal code to lock and unlock the bike from the rack. Up to now, 6 points are operational in the city centre.  
- Free car/bicycle parking: users of 4 parking areas in the city can leave their cars free of charge and pick-up their bicycle to continue the trip. People joining this service have a reserved rack for their bicycles.  
- Guarded bicycle parking: in the city centre, a guarded storage point for bicycles was established. It is controlled by video cameras and it is open every day from 9 a.m. to 7.30 p.m. (40 places).  
- On-request light maintenance service for bicycles.  
- In one of the parking areas there is a possibility to mark at a low cost the own bicycle with an identification code and/or a digital system with the owner’s details to avoid thefts.  
- Local authorities are improving existing bicycle paths and are also building new routes.  

- The target groups of measures include:  
  - People that make trips within the city centre;  
  - People living along bicycle routes from the periphery to the city centre. |
|---|---|

**Context**

Bologna has implemented a range of services to increase bicycle use. Despite all new services, the bicycle in Bologna is not used as much as desired. From the MIDAS “before surveys” among citizens, it emerged that one of the main obstacles to bicycle use is the lack of safety and the fragmentation of paths.
### Main steps for implementation

Main factors to take into consideration are:

- Characteristics of the territory: bicycle services are more difficult to introduce in a hilly area or in a rainy climate zone.
- Select the location for storage and rental points, paying particular attention to centres of attraction (shops, schools, university, car parking areas, etc.).
- Foresee enough dedicated bicycle paths, especially for the busy and dangerous routes.

Support services with promotional campaigns and events involving local biker associations and citizens.

### Stakeholders involved

The stakeholders involved in this measure in Bologna are:

- Municipality of Bologna, for infrastructure-related works;
- ATC, which manages the bicycle services;
- The local association “Piazza Grande”, which employs people with labour integration difficulties, cooperates with ATC to manage the bike marking service and the surveillance of bike storage points.

### Success factors and driving forces

There was a strong commitment for the local authority to promote the use of bicycles, in particular in the city centre, in order to reduce congestion and pollution in the area. Furthermore, in peripheral areas the Municipality is increasing the number of reserved bicycle routes with the final objective to create a bicycle path network that is a fundamental step towards the success of these initiatives.

### Tips for followers

The main barrier for bicycle use in Bologna is the lack of safety and the fragmentations of paths. These aspects need to be taken into account when promoting this mode of transport.

### Direct and indirect impact of the measure

The promotion of these services and the improvement of paths will surely increase the use of the bicycle, which can ultimately lead to an improved environment in the city, reduced congestion and an alternative mobility option for those that do not have access to a car.

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One of the concepts analysed in the EU funded NICHES project was Public Bicycles. The key findings are compiled in a policy note addressed to anyone interested in implementing Public Bicycles in their city. The report is available on the CD-Rom attached and on the NICHES website. 

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7.2 Lift-sharing facilities in Merseyside

<table>
<thead>
<tr>
<th>Context</th>
<th>Developments have been located in poorly accessible locations with predominance of car use.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>Lift-sharing(^6) is when two or more people making similar journeys travel together in the same car. These types of initiatives are also known as car-pooling. In Merseyside, car-pooling was promoted to businesses as an option to reduce single car occupancy through advanced online technologies and software that match people travelling in the same direction. The initiative was targeted to businesses at business parks with poor public transport provision, although it can also be implemented for the general public.</td>
</tr>
</tbody>
</table>
| Main steps for implementation | Two main steps were taken to introduce this measure in Merseyside:  
- Established internet journey matching service  
- Marketing materials to support lift-share and the online matching service. |
| Stakeholders involved | The main stakeholders involved were:  
- Merseytravel;  
- Businesses;  
- Internet site providers. |
| Success factors and driving forces | Lift share offered potential to improve access to the developments and to reduce congestion and pollution. |
| Tips for followers | Lift share is not a preferred option for the majority of drivers. It is difficult to encourage employers to restrict parking for non lift sharers and prioritise spaces, but where they have done so, lift-share has been seen to increase. |
| Direct and indirect impact of the measure | One of the most significant impacts of lift sharing is its contribution to reduced congestion. |
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Tel: +44 (0)151 330 1253 |

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\(^6\) In the UK, lift-sharing is also called car-sharing (although car-sharing in continental Europe usually refers to what is called “car-clubs” in the UK).
The concept of Lift sharing was analysed in the NICHES project. The key findings are compiled in a policy note addressed to transport professionals willing to implement Lift sharing in their city. The report is available on the CD-Rom attached and on the NICHES website.7

7.3 NT LIVE: Mobile Phone Real Time Passenger Information in Aalborg

<table>
<thead>
<tr>
<th>Context</th>
<th>The public transport information systems in Aalborg consist of several elements. Online journey planning and monitoring of buses were already available before the start of the MIDAS project, but were included on the new web campaign portal <a href="http://www.atilbnu.dk">www.atilbnu.dk</a> and <a href="http://www.aalborg-trafikinfo.dk">www.aalborg-trafikinfo.dk</a> in order for the target groups to obtain information more easily. As part of the MIDAS project a new service was introduced: Real Time Passenger Information on the mobile phone, NT LIVE.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>NT LIVE is a SMS service that provides bus passengers with the actual arrival times of the buses. No more wasted time! By using the mobile phone, bus passengers can now check the actual arrival time of their bus before leaving home. Hence, if it is a couple of minutes late, users know it in advance. Due to satellite access, NT LIVE always knows the exact position of the buses and is therefore able to calculate when exactly the bus will arrive at a certain stop.</td>
</tr>
</tbody>
</table>

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To access this service, users send a text message that says NT LIVE to the number 1204. Then, subsequently, users receive the information about the service which has already started. The service itself is free of charge; users only pay what they would normally pay to access GPRS information via mobile phone.

The service mainly addresses the young segment of the MIDAS target groups who had requested this kind of information. This group included university students and other public transport users.

| Main steps for implementation | The data for the service were already available from the implementation of a bus computer system in the framework of the CIVITAS project VIVALDI. The development of the service was therefore just a matter of creating a mobile phone platform. This task was sub-contracted to a developer over the summer of 2007 to have the service ready by the time the awareness campaign was launched. |
| Stakeholders involved | The stakeholders involved were:
- The City of Aalborg;
- The developer;
- A small target group, which was consulted to find the most catchy and appropriate name for the service. |
| Success factors and driving forces | The main driving force was the demand of the service by the MIDAS target groups. |
| Tips for followers | The main barrier for the success of this service was that the target group could be very small, based on the fact that it is mostly a service that would be used by young people. The service is innovative in Aalborg, but technically not difficult to develop when the correct data is provided. The service has been a success in Aalborg. |
| Direct and indirect impact of the measure | The impact of this measure is a better use of public transport by minimising the uncertainty of the service and reducing waiting times. |
| For more information contact… | Mads Michelsen
NT
E-mail: mm@ntmail.dk
Tel: +45 9934 1182 |
7.4 Car clubs facilities (car sharing) in Bologna

<table>
<thead>
<tr>
<th>Context</th>
<th>Car clubs are services of car rental for shorter distances and more regular use than the conventional car hire services. Members can access the cars, which are usually located at different parking places in a city, with the use of a smart card. In most cases, prior online booking is needed. In continental Europe car clubs are usually referred to as “car sharing”. The “before survey” carried out in Bologna in 2006 showed that the potential and characteristics of this service were not fully understood. Therefore, an information campaign was launched within the framework of the MIDAS project. During the European Mobility Week in September 2007, 4 new locations were opened and dedicated personnel were available for practical demonstrations and information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is it about? What is the aim of this measure? Who is the target group?</td>
<td>The CarAtc car sharing club was launched in Bologna in 2003 and initially began as a club of about 200 participants sharing 20 cars. The service progressively grew to 1,200 members sharing 40 cars. Parking sites in Bologna for car club members have grown from 7 to 17, and another 8 parking sites were created in the Province. CarAtc is part of the ICS (Car Sharing Initiative) National Circuit which is a structure for the coordination of car club initiatives in Italy, supported by the Ministry of Environment. Bologna clients can also use car club services in all cities of the initiative, i.e.: Turin, Florence, Rome, Genoa, Modena, Venice and Rimini using their membership cards. The activity within MIDAS consists of the launch of an information campaign to promote car-club services and the creation of 3 new car-club parking locations.</td>
</tr>
<tr>
<td>Main steps for implementation</td>
<td>The following steps were taken to implement CarAtc: ➢ “Before surveys” stressed the need to focus the attention on the potential and characteristics of car-clubs, which were not completely understood by the citizens. ➢ 4 new locations were established and inaugurated at the occasion of the launch of the information campaign on “car-sharing” and sustainable mobility.</td>
</tr>
<tr>
<td>Stakeholders involved</td>
<td>The two stakeholders involved were: ➢ Municipality of Bologna: for parking sites location needs; ➢ ATC: the local operator for the car club.</td>
</tr>
<tr>
<td>Success factors and driving forces</td>
<td>Bologna Municipality and other municipalities of the Province wanted to promote and invest resources in this service; national funds were also available for car-club initiatives.</td>
</tr>
</tbody>
</table>
### Tips for followers

Setting up a car-club service requires an initial considerable investment in terms of cars, technologies for the on-board system and the central booking management. Furthermore, car-clubs have a limited market of users and they are not easy to reach and identify. For these reasons, public funding is a necessary condition for service implementation and management.

### Direct and indirect impact of the measure

Through the re-launch and improvement of CarAtc, the number of users has increased. A key factor to this success is that citizens really understand service characteristics and potentialities.

### For more information contact…

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Address: Via Saliceto n. 3, 40128 Bologna, Italy

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**Car sharing promotional campaign in Bologna**
ANNEXES

Annexes to this document are available in the accompanying CD Rom. An overview of the annexes is provided in the table below:

<table>
<thead>
<tr>
<th>Soft measures categories</th>
<th>Document or material name</th>
<th>MIDAS Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Awareness</td>
<td>Info sheet about car sharing</td>
<td>Bologna</td>
</tr>
<tr>
<td></td>
<td>Information brochure on the revision of the Urban Travel Plan (La révision du plan de déplacements urbains)</td>
<td>Clermont Ferrand</td>
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<tr>
<td></td>
<td>Posters for exhibition stand on the revision of the Urban Travel Plan (La révision du plan de déplacements urbains)</td>
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<td></td>
<td>Survey brochures</td>
<td>Cork</td>
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<td></td>
<td>Travel Diaries</td>
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<tr>
<td></td>
<td>MIDAS info-sheet Energy &amp; Emissions</td>
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<td></td>
<td>MIDAS info-sheet on Promotion Campaign</td>
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<td></td>
<td>MIDAS info-sheet on Walking Routes</td>
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<tr>
<td>Participation &amp; Consultation</td>
<td>Questionnaire used for user survey</td>
<td>Bologna</td>
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<tr>
<td></td>
<td>Results of user survey</td>
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<tr>
<td></td>
<td>Results of focus groups on user perception and needs</td>
<td></td>
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<tr>
<td></td>
<td>Travel Guide Questionnaire</td>
<td>Clermont Ferrand</td>
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<tr>
<td></td>
<td>Final Report on Survey data</td>
<td>Cork</td>
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<tr>
<td></td>
<td>MIDAS info-sheet on survey results</td>
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<td>MIDAS info-sheet on stakeholders</td>
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<tr>
<td></td>
<td>D 6/8: Methods for stakeholders and target groups consultation in alternative transport strategies (full report + summary)</td>
<td>MIDAS</td>
</tr>
<tr>
<td>Information, Advice &amp; Marketing</td>
<td>Marketing Strategy (Danish)</td>
<td>Aalborg</td>
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<tr>
<td></td>
<td>Cinema/TV spots</td>
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<td></td>
<td>Mobility Vademecum ‘La carta della mobilità’ (2007)</td>
<td>Bologna</td>
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<td></td>
<td>Radio advert</td>
<td>Cork</td>
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<td></td>
<td>Newspapers advertisement (2)</td>
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<tr>
<td></td>
<td>Executive Summary of Market Research</td>
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<tr>
<td></td>
<td>Travel Plan Pack</td>
<td>Merseyside</td>
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<tr>
<td></td>
<td>How to get to IM Marsh</td>
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<td>How to get to the University of Liverpool</td>
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<td></td>
<td>NICHES policy note on &quot;City-wide campaigns&quot;</td>
<td>NICHES project</td>
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<tr>
<td>Planning &amp; coordination</td>
<td>Protocol Travel Conference</td>
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<td></td>
<td>Multimodal Travel Scheme (Urban Travel Plan) Power Point presentation in english 15Mo</td>
<td>Clermont Ferrand</td>
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<td>Presentation on MOSTRA in English</td>
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<td>‘Atria Building Travel Plan Framework’ (Site Wide Travel Plan, Incorporating Residential and Commercial Frameworks)</td>
<td>Merseyside</td>
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<td>Travel plan for Suceava City</td>
<td>Suceava</td>
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<tr>
<td></td>
<td>D2: Report on Land-use Strategic Plans and Soft Measures Potential (full report + summary)</td>
<td>MIDAS project</td>
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<tr>
<td>Associated measures</td>
<td>NICHES policy note on &quot;Urban lift-sharing services&quot;</td>
<td>NICHES project</td>
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<td>NICHES policy note on &quot;Public bicycles&quot;</td>
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<td>NICHES policy note on &quot;Clean vehicles&quot;</td>
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<tr>
<td>MIDAS reports and information material</td>
<td>D12: Report on Travel Awareness and Marketing Tools Used</td>
<td>MIDAS project</td>
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<td></td>
<td>D13: Report on Mobility Management Measures Implemented</td>
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<td>Cork County Council: MIDAS Campaign Evaluation</td>
<td>Cornwall</td>
<td>Cork</td>
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<td>Cork County Council: Energy Efficiency Note</td>
<td>Cork County Council: Info-sheet on MIDAS Cork’s project</td>
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<td>Cork County Council: Info-sheet on MIDAS Cork’s project</td>
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<td>Osmose database (Open Source for MO bile and Sustainable city)</td>
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<td>EPOMM – European Platform on Mobility Management</td>
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<td>European Local Transport Information Service</td>
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