Soft measures for Sustainable Mobility

Lessons from Case Studies in Aalborg, Bologna, Clermont-Ferrand, Cork, Liverpool and Suceava
INSIDE FLAP

This guide was prepared as part of the MIDAS project, co-funded by the European Commission through the Intelligent Energy for Europe Programme.

It aims to show some of the best practice examples of soft measures for sustainable mobility that have been implemented in the MIDAS project. 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.

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MIDAS

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Deliverable 14

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By
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EXECUTIVE SUMMARY

Background

The MIDAS project (Measures to Influence transport Demand to Achieve Sustainability) was part of the Intelligent Energy for Europe (IEE) STEER Programme. The prime objective of the project, which ran from January 2006 to December 2008, was to encourage transfer to less energy intensive modes of transport by optimising the use of soft measures aimed at reducing demand for private motorised transport. 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. Research shows that well conceived soft measures integrated with other transport improvements can reduce private car traffic by as much as 20%.

Measures Implemented

As part of MIDAS, the six partner cities Liverpool (UK), Aalborg (DK), Cork (IE), Clermont-Ferrand (FR), Bologna (IT) and Suceava (RO), implemented their mobility management measures according to the results of the consultations they each carried out during the first year of the project. Best practice examples of these mobility management measures are included in this report for the main MIDAS soft measure categories including:

- **Education and Awareness** - The aim of these 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. Best practice examples in this category include awareness campaigns in schools in Suceava and the Merseybike scheme in Liverpool.

- **Participation and Consultation** – The aim of these measures is to involve the local stakeholders in focusing on the local context, and organising the development of sustainable mobility. Within the MIDAS project, all of the cities have carried out participation and consultation measures such as: focus groups, steering committees, workshops with stakeholders and: public surveys (web based, leaflets, questionnaires, and interviews).

- **Information Advice and Marketing** - The aim of these 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. Best practice examples in this category of soft measures include:
  - **Direct Marketing / Individualised Marketing**, including the Mobility Manager in Aalborg and Personalised Travel Planning in Liverpool;
  - **Communication Tools**, including the new web campaign portal in Aalborg, provision of information about MIDAS on the Suceava Town Hall website and information leaflets in Liverpool, Cork and Aalborg;
  - **One-way Information**, including radio, TV and cinema broadcasts in Aalborg; brochures and information material in Bologna and bus commercials and fact sheets in Aalborg;
  - **Public Information Meetings / Exhibitions**, including a sustainable mobility conference in Bologna and public events in Suceava;
  - **Promotional Activities**, including an information campaign in Bologna, MIDAS events in Aalborg and VIP car testing in Clermont Ferrand;
Marketing Campaigns and Awareness of Sustainable Transport Issues, including a marketing campaign in Aalborg, a cycle campaign in Liverpool and the MIDAS flyer and posters for the ‘Cork Connection’.

Planning and Coordination - these 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. Best practice examples in this category of soft measures include:

- **Travel Plans** (school, workplace, urban, residential) such as the Travel Plan Resource Pack in Liverpool and Travel Plan workshops in Suceava.
- **Working with Developers** – for example the Supplementary Planning Guidance in Liverpool.

Best practice examples are also included in this report for the MIDAS Associated Measures including:

- **Car Sharing and Car Pooling** – including the introduction of car sharing scheme improvements in Bologna, the introduction of a car pooling scheme in Aalborg, the Cork Car Sharing Club and the introduction of the MerseyCarShare Scheme in Liverpool;
- **Information Services** – including the ATCittà information point in Bologna, Real Time Passenger Information on mobile phones (NT LIVE) in Aalborg, a Real Time Passenger Information system in Clermont Ferrand and online journey planners in Cork;
- **Bicycle and Pedestrian Facilities** - including improvements to the “C’entro in bici” public bike hire scheme in Bologna, measures for pedestrians and cyclists in Clermont-Ferrand, the introduction of cycle networks in Cork and a touchscreen system in Suceava;
- **Traffic Management and Regulation** including improvements to delivery services in Aalborg and streamlining goods transport in Clermont Ferrand.

### Evaluation

The key results of the measures are summarised in the table below, for each city.

<table>
<thead>
<tr>
<th>MIDAS city</th>
<th>Key results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aalborg</td>
<td>6% reduction in car use for one target group (KMD employees) compared with a target of 2-3%. However, the situation is different for students. Here private car increases its share of daily transport by 0.6% despite efforts in MIDAS. Changes in students’ place of residence are thought to have had an impact on this.</td>
</tr>
<tr>
<td>Bologna</td>
<td>1% increase in the number of public transport users and an increase of 40% for the bike hire service.</td>
</tr>
<tr>
<td>Clermont-Ferrand</td>
<td>55% of survey respondents think the new Travel Guide can modify their travel habits. 68% of respondents were unaware of the range of public transport options in the greater urban area before the guide was published.</td>
</tr>
<tr>
<td>Cork</td>
<td>11% of survey respondents reported increased use of the train. 9% increase in walking and 8% increase in bus use. 7% of respondents said that the soft measures influenced their changes to more sustainable travel patterns.</td>
</tr>
<tr>
<td>Liverpool</td>
<td>32% of respondents reported that the cycling campaign had encouraged them to cycle more, including 13% of previous non-cyclists. 72% of respondents thought the campaign promoted cycling as a positive activity that improves</td>
</tr>
</tbody>
</table>
There was an 8% increase in awareness of the Car Share scheme as a result of the campaign. Awareness and recognition of the TravelWise sustainable travel brand increased from 26% to 42% after the implementation of the MIDAS measures.

The number of the respondents who would like to use public transport more instead of the personal car has increased by 4%, and 3% said that they are using their car less to go to work.

The results of the MIDAS project show that there has been a positive start towards increasing use of sustainable modes of travel in the six cities. However, all the measures implemented are complementary to the hard measures that provide the core transport services and infrastructure around which soft transport mode solutions operate. Unless the core public transport system, cycling and pedestrian infrastructure provides a quality service, no promotion campaign can have a big and lasting impact on the number of people switching from car to environment-friendly modes.

**Key Lessons**

Based on experience in MIDAS the consortium drew the following general lessons for organisations implementing soft measures:

1. Create a strong marketing strategy based on consultation with stakeholders. If you don’t know what your target groups want, or how they can be engaged, the measure will fail. Make sure that feedback from the consultation process is acted upon, to keep the stakeholders on board.

2. Do not try to convince people that they don’t need a car. The aim is to convey the message that alternatives are often available and should be considered.

3. Target young people, who have yet to become habitual car users. Furthermore, children will grow up to be more open to alternatives if they have regularly walked or cycled, rather than being driven everywhere by their parents.

4. Make sure that the services (associated measures) are of a sufficiently high standard before the soft measures are implemented. You cannot convince anyone to use the bike or the bus if the services are not viable alternatives.

5. If possible, create a strong brand for your sustainable modes of transport. The more integrated the modes are, the more viable they will be as an alternative option.

6. To make soft measures more effective in the longer term, it’s important to influence the land use and transport planning process and to get the key institutions to work together.
1 INTRODUCTION

The prime objective of MIDAS was to encourage transfer to less energy intensive modes of transport by optimising the use of soft measures aimed at reducing demand for private motorised transport. Whilst soft measures can be described as those “measures which include information and marketing campaigns to encourage use of public transport, cycling and walking, car clubs (car sharing) and car pooling, mobility management initiatives etc”, it is possible to develop this definition to include attitudinal and behavioural measures. Soft measures are often linked to other measures, structures and technologies helping people to change their travel behaviour towards more sustainable options. These include cycle lanes, information systems, integrated pricing, innovative incentives, bike rental, pedestrian areas etc. We refer to these as Associated Measures.

Many examples of these measures are implemented or in progress in the MIDAS cities. Details are given in the tables below:

<table>
<thead>
<tr>
<th>SOFT MEASURES</th>
<th>MIDAS CITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main categories</td>
<td></td>
</tr>
<tr>
<td>Measures</td>
<td>Aalborg (DK)</td>
</tr>
<tr>
<td>Education &amp; Awareness</td>
<td></td>
</tr>
<tr>
<td>School travel awareness</td>
<td>x</td>
</tr>
<tr>
<td>Cycle training</td>
<td></td>
</tr>
<tr>
<td>Participation &amp; Consultation</td>
<td></td>
</tr>
<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>Information, advice, &amp; marketing</td>
<td></td>
</tr>
<tr>
<td>Direct marketing / individualised marketing</td>
<td>x</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>
</tr>
<tr>
<td>Public Information meetings / exhibitions</td>
<td>x</td>
</tr>
<tr>
<td>Promotion activities</td>
<td>x</td>
</tr>
<tr>
<td>Marketing and awareness campaigns</td>
<td>x</td>
</tr>
<tr>
<td>Planning &amp; coordination</td>
<td></td>
</tr>
<tr>
<td>Travel plans (school, workplace, urban, residential)</td>
<td>x</td>
</tr>
<tr>
<td>Land-use plans (transport integration)</td>
<td>x</td>
</tr>
<tr>
<td>Transport policies / programmes / plans</td>
<td>x</td>
</tr>
<tr>
<td>Working with developers</td>
<td>x</td>
</tr>
</tbody>
</table>
The Associated Measures listed below are not all part of the MIDAS soft measures, however they may be used in the categories above.

<table>
<thead>
<tr>
<th>ASSOCIATED MEASURES</th>
<th>MIDAS CITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main categories</td>
<td>Measures</td>
</tr>
<tr>
<td>Soft implementations</td>
<td>Cycling facilities (rental, dedicated paths, secure parking, etc.)</td>
</tr>
<tr>
<td></td>
<td>Pedestrianisation and walking facilities (paths, security, shelters, etc.)</td>
</tr>
<tr>
<td></td>
<td>Car-sharing facilities (internet services, reserved parking for car-sharers, etc.)</td>
</tr>
<tr>
<td></td>
<td>Public transport information systems (Real Time Passenger Information, online journey planning)</td>
</tr>
<tr>
<td></td>
<td>Integrated travel services (mobility management centres, smartcards, etc.)</td>
</tr>
<tr>
<td></td>
<td>Incentives for alternatives to private cars (Variable Message Signs at roadside, etc.)</td>
</tr>
<tr>
<td></td>
<td>Car pooling / car clubs facilities</td>
</tr>
<tr>
<td></td>
<td>Logistics / freight facilities (Clean Zone regulations, loading time restrictions, access control, tonnage limits, etc.)</td>
</tr>
<tr>
<td></td>
<td>Vehicle technology (CRT particular filters, clean / bio fuels, etc.)</td>
</tr>
<tr>
<td></td>
<td>Car parking (restrictions, charges, provision, etc.)</td>
</tr>
</tbody>
</table>

A presentation of each of the 6 partner cities (Liverpool (UK), Aalborg (DK), Cork (IRL), Clermont-Ferrand (FR), Bologna (IT) and Suceava (RO)) is provided in chapter 2.

As part of MIDAS, the 6 partner cities implemented their mobility management measures according to the results of the consultations they each carried out during the first year of the project. Chapters 3 to 6 of this report include case studies for each of these soft measure best practices. The best practice examples for the main MIDAS soft measure categories include; Education and Awareness; Participation and Consultation, Information, Advice and Marketing and Planning and Coordination. The best practice examples included for each main soft measure category are listed below.

<table>
<thead>
<tr>
<th>Soft Measure Category</th>
<th>Best Practice example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education and awareness</td>
<td>– Suceava: school workshops</td>
</tr>
<tr>
<td>• School travel awareness</td>
<td>– Suceava: school workshops</td>
</tr>
<tr>
<td>• Cycle training</td>
<td>– Liverpool: Merseybike</td>
</tr>
<tr>
<td>Participation and consultation</td>
<td>Information, advice and marketing</td>
</tr>
</tbody>
</table>

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### Soft Measure Category

<table>
<thead>
<tr>
<th>Soft Measure Category</th>
<th>Best Practice example</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Direct marketing / individualised marketing</td>
<td>– Aalborg: Mobility Manager</td>
</tr>
<tr>
<td></td>
<td>– Liverpool: Personalised Travel Planning</td>
</tr>
<tr>
<td>• Communication tools</td>
<td>– Aalborg: Information Systems</td>
</tr>
<tr>
<td></td>
<td>– Suceava: Town Hall Website</td>
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<tr>
<td></td>
<td>– Liverpool: “How to get to” Guide</td>
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<tr>
<td></td>
<td>– Cork: Walking Route through Cork City Centre</td>
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<td></td>
<td>– Clermont Ferrand: The Travel Guide</td>
</tr>
<tr>
<td></td>
<td>– Aalborg: Information Leaflet to stakeholders</td>
</tr>
<tr>
<td>• One-way Information</td>
<td>– Aalborg: Cinema/TV spot/Radio spot</td>
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<tr>
<td></td>
<td>– Aalborg: Bus Commercials</td>
</tr>
<tr>
<td></td>
<td>– Aalborg: Fact Sheets</td>
</tr>
<tr>
<td></td>
<td>– Bologna: “La Carta della Mobilità”</td>
</tr>
<tr>
<td></td>
<td>– Bologna: Information material</td>
</tr>
<tr>
<td>• Public information meetings / exhibitions</td>
<td>– Bologna: Public Conference</td>
</tr>
<tr>
<td></td>
<td>– Suceava: public information events</td>
</tr>
<tr>
<td>• Promotional activities</td>
<td>– Bologna: Information Campaign</td>
</tr>
<tr>
<td></td>
<td>– Aalborg: MIDAS events</td>
</tr>
<tr>
<td></td>
<td>– Clermont Ferrand: Testing VIP Car</td>
</tr>
<tr>
<td>• Marketing and awareness campaigns</td>
<td>– Aalborg: Marketing Campaign</td>
</tr>
<tr>
<td></td>
<td>– Liverpool: Cycle Campaign</td>
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<tr>
<td></td>
<td>– Cork Experience – Rail/Bus Promotion:</td>
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<td></td>
<td>– Cork - Poster Campaign</td>
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<tr>
<td></td>
<td>– Clermont Ferrand – Urban Travel Plan communication campaign</td>
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</tbody>
</table>

### Planning and coordination

<table>
<thead>
<tr>
<th>Planning and coordination</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Travel Plans</td>
<td>– Liverpool: Travel Plan Resource Pack</td>
</tr>
<tr>
<td></td>
<td>– Suceava: Travel Plan Workshops</td>
</tr>
<tr>
<td>• Working with developers</td>
<td>– Liverpool: Supplementary Planning Document</td>
</tr>
</tbody>
</table>

Best practice examples of Associated Measures in MIDAS are included in chapter 7 and cover the following categories: Car Sharing & Car Pooling, Information Services, Bicycle and Pedestrian Facilities and Traffic Management and Regulation. The best practice examples for these Associated Measures are shown below.

### Associated Measure Category

<table>
<thead>
<tr>
<th>Associated Measure Category</th>
<th>Best Practice example</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Car Sharing &amp; Car Pooling</td>
<td>– Bologna: Car Sharing Scheme Improvements</td>
</tr>
<tr>
<td></td>
<td>– Aalborg: Car Pooling Scheme</td>
</tr>
<tr>
<td></td>
<td>– Cork: Car Sharing Club</td>
</tr>
<tr>
<td></td>
<td>– Liverpool: Introduction of MerseyCarShare Scheme</td>
</tr>
<tr>
<td>• Information Services</td>
<td>– Bologna: ATCittà Information Point</td>
</tr>
<tr>
<td>Associated Measure Category</td>
<td>Best Practice example</td>
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<tr>
<td>-----------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td></td>
<td>− Aalborg: Real Time Passenger Information on mobile phone NT LIVE</td>
</tr>
<tr>
<td></td>
<td>− Clermont Ferrand: Real Time Passenger Information system</td>
</tr>
<tr>
<td></td>
<td>− Cork: Online Journey Planners</td>
</tr>
<tr>
<td>• Bicycle and Pedestrian Facilities</td>
<td>− Bologna: Improvements to ‘C’entro in bici’ public bike hire scheme</td>
</tr>
<tr>
<td></td>
<td>− Clermont-Ferrand: Measures for Pedestrians and Cyclists</td>
</tr>
<tr>
<td></td>
<td>− Cork: Cycle Networks</td>
</tr>
<tr>
<td></td>
<td>− Suceava: Touch Screen System</td>
</tr>
<tr>
<td>• Traffic Management and Regulation</td>
<td>− Aalborg: Improvements to Delivery Services</td>
</tr>
<tr>
<td></td>
<td>− Clermont Ferrand: Streamlining Goods Transport</td>
</tr>
</tbody>
</table>

Chapter 8 summarises the impacts of the measures on travel behaviour and attitudes, and Chapter 9 contains some conclusions and recommendations.
2 PRESENTATION OF THE CASE STUDY CITIES INVOLVED IN MIDAS

This section gives a brief overview of the six cities participating in MIDAS and the objectives that they pursued in the project.

2.1 Aalborg

Aalborg is the third largest Municipal District in Denmark with a population of approximately 195,000 and a total area of 1.144km². Approximately 122,000 people live in the City of Aalborg. The municipality includes about 100,000 workplaces mostly in trade and catering, business services, local government (36.1%) and the manufacturing sectors.

2.1.1 Target Area

The focus area of the project in Aalborg was the corridor between the city centre / waterfront and the university campus in the south east of the city (please see map below). The waterfront and the university are both developing sites of the city. This means that these are potential sites for influencing travel behaviour by means of planning and promotion. The corridor between the sites is the main commuter corridor between the city centre and the university used by students and employees at the university. The majority of the students live within the MIDAS corridor. Evaluation in the corridor is highlighted on the map (red stretches are where car counts were made and blue stretches where bike counts were made).
2.1.2 Objectives

In Aalborg one of the objectives of improving the information provided was to make it easier to use various modes of transport and the objective was to replace 2-3% of all trips in the corridor from car to a more sustainable mode of transport. However, it is inevitable that this replacement was not only going to be due to information systems, but also the marketing campaigns and information packages provided as well.

The objectives of the information package were to inform the target groups of where to get information provided by the City of Aalborg and general information about sustainable transport itself. The goal of this package was to raise the awareness of at least 50% of the target group (in relation to the baseline data collected in autumn 2006) on how to get traffic information. The overall objective was to achieve a change in attitudes towards sustainable transport, so that 50% of the target group in some situations saw public transport, car sharing, car pooling and cycle use as good alternatives to the car. The objective was to change the travel behaviour within the target groups of the corridor by 2-3% and to postpone car ownership for this part of the target group.
Increasing knowledge about car sharing and changing peoples’ opinion of car sharing schemes as an alternative to the car will, it is hoped, ultimately increase the number of car club users and thereby help to postpone car ownership.

2.2 Bologna

Bologna is the main town of the Emilia Romagna Region in Italy. The municipal area covers a total area of 141 km² and has a population of 372,500. The metropolitan area of the city has a population of nearly 600,000. As the city is the only passage between North and South Italy, it is an important interchange city in Italian national transport networks and has an international airport, dealing with over 3.5 million passengers a year and a major railway station. Bologna has an important Fair District and a Conference Palace and hosts many industrial companies of primary importance in the field of mechanics, agriculture and food-transformation.

Map of ATC’s public transport network and service

<table>
<thead>
<tr>
<th>KM</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban service Bologna</td>
<td>16,090.577</td>
</tr>
<tr>
<td>Suburban service</td>
<td>6,737.743</td>
</tr>
<tr>
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2.2.1 Target Area

The MIDAS measures in Bologna principally involved the urban area with regards to the measures for cycling and car sharing. The information campaign and the Vademecum were addressed in general to all the users/potential users of sustainable transport services in Bologna catchment area, which corresponds to the whole Province.

2.2.2 Objectives

The overall objectives of MIDAS measures in Bologna was to; increase the use of sustainable mobility services through a promotional campaign and an effective guide containing information on all services available in Bologna; to encourage bicycle and car sharing use; and to improve and promote those services to potential users.
2.3 Clermont-Ferrand

Clermont-Ferrand is located in the Auvergne region of France; the “Grand Clermont” area has a population of 400,000; the Urban Transport area has a population of 300,000 and the city itself has a population of 140,000. Population density varies, with 10,000 inhabitants per km² in the town centre and less than 1,000 in the peripheral area. The city is surrounded by a mountainous landscape which constrains development within the urban boundaries.

Clermont-Ferrand is an important employment centre and has 0.67 jobs per inhabitant. As a result there is a high level of private car usage by commuters. In the urban area, 65% of commuter journeys are made by car, 6% by public transport, 2% by bicycle, and 27% on foot. Car ownership per household is average for the region.

2.3.1 Target Area

The target area of the project for the SMTC was the “Grand Clermont” area, which includes 107 “Communes” (a Commune is the smallest territorial division in France), and has a population of 400,000.

2.3.2 Objectives

In Clermont Ferrand, one of the main objectives was the Travel Guide which aimed to make people aware of all of the components of local mobility in the Grand Clermont area mainly focussing on PT and soft modes services. The Travel Conference aimed to develop an institutional coordination between local transport authorities to build a global, integrated and sustainable transport network at the Grand Clermont scale. The Urban Travel Plan communication campaign aimed to inform the population, to prepare the public enquiry and to influence travel habits.

2.4 Cork

Cork is the second largest city in the Republic of Ireland and has a population of 377,576 (this figure is for the Cork Area Strategic Plan (CASP), which includes Cork City, the metropolitan and ring towns within a 45 minute commute for 2006). Population density is highest in the City Council area at 303 persons per hectare. There are pharmaceutical industries located in the Cork area and as a result, Gross Value Added per Capita (a derivative of GDP) for the South West Region is 23% higher than the national average.

At present, 96% of the national passenger transport is by road and car ownership in Cork has increased to 1.6 cars per household in 2006 in the metropolitan area. The Cork Area Strategic Plan
(CASP) Update 2008 found that there has been a shift in the modal split to more car and car passengers rather than public transport options as a whole.

Map of the Transport Strategy for Metropolitan Cork

2.4.1 Target Area

The MIDAS target area is the East Cork transport corridor from Cork City to Midleton. In 2006, the population of this corridor was 46,000 and is expected to rise to 70,000 by 2020. This corridor was selected because there are opportunities to stimulate a significant modal shift away from the private car to more energy efficient modes by building on and developing energy saving initiatives that are already in the course of implementation, namely:

- The provision of an intensive suburban rail service linking Midleton and Cobh to Cork City by re-opening a disused line and enhancing services on an existing route; and
- The preparation and adoption by the planning authorities of detailed land use plans which will stimulate population growth in locations that are close to the proposed stations on the rail network.

2.4.2 Objectives

In Cork, the objectives of the Travel Diary were to; assess the personal travel patterns of the residents, identify the deficit in provision of public transport services and the cycling and pedestrian facilities and; to analyse the resident's attitudes to public transport provision, energy efficient means of travel and awareness of the availability of public transport options.

The objectives of the four soft measures introduced as part of the project were to improve knowledge about:

a. the connectivity between modes of public transport in Cork (Cork Connection Brochure);
b. the proximity of the city centre to the rail station by use of signs showing the time to walk to the train station in Cork City;
c. energy benefits of public transport by public transport posters at key employment areas and
d. benefits of public transport through a promotion day to disseminate information about the project.

An evaluation of some of the original respondents was undertaken after the implementation of the soft measures to judge the effects of these measures on the target group.

2.5 Liverpool

Liverpool, the focal point for MIDAS in the UK, is in the conurbation of Merseyside in the North West of England. Merseyside has a population of around 1.37 million (of which 0.45 million live in Liverpool). Merseyside covers an area of 645 km², with a population density of 2,118/km².

In 2006, average car ownership per person in Merseyside was 0.4, representing considerable growth in recent years, but still significantly below national levels. The Gross Value Added (GVA) per person for Merseyside has increased by 62% from 1995 to 2004, although in comparison to the regional and national average over the same period, it lags behind considerably. The latest data for 2005 shows Merseyside’s GVA per head has increased by 2.8% against 3.1% in the North West and 3.6% for the UK. The GVA per head for Merseyside is 71.7% of the UK average and weekly gross earnings for Merseyside have consistently been below that of the UK national average.

2.5.1 Target Area

The target area, Liverpool, is one of five district councils of Merseyside (Knowsley, Liverpool, Sefton, St Helens, and Wirral).
2.5.2 Objectives

The overall aim was to conduct market research and test the effectiveness of advertising campaigns to ensure that the 'TravelWise' campaign was effectively positioned, targeted, monitored and delivered. The purpose of the research in Liverpool was to raise public awareness (MIDAS objective was for a 100% increase in awareness of target group) of sustainable transport options in order to improve take up of public transport, car sharing, cycling and walking as positive alternatives to single occupancy car use (MIDAS objective was for traffic reduction and energy savings for target group). Specifically the objectives of each of the measures were as follows:

- Education & Awareness: to train people to cycle more safely.
- Participation & Consultation: research to establish who the people susceptible to change were. Once these people had been identified, campaigns could be targeted on changing their behaviour.
- Information, Advice & Marketing: the purpose was to send out a consistent, well-targeted campaign message on promoting sustainable travel promoting brand awareness and loyalty.
- Planning & Co-ordination: working with developers so that organisations had access to a "dip-in" resource as and when required.

2.6 Suceava

Suceava City lies in the North-East of Romania, 450km from Bucharest, and is the capital of Suceava County. The municipality of Suceava covers an area of 52.1 km², lies on the E85 European road, on the Suceava riverside, in a highland area. The population of Suceava is currently 118,500 and 287 out of every 1000 people own a car.

2.6.1 Target Area

Groups targeted by MIDAS activities are the citizens, employees from public and private companies, car owners, pupils from primary and secondary schools and university students.

2.6.2 Objectives

Three key objectives were identified in Suceava as guiding principles for any actions implemented within MIDAS:

- Raising awareness of the population to the need to adopt sustainable travel habits;
- Promoting the Low Emissions Zone of the city;
- Educating the younger generations to use sustainable modes of travel.
As part of MIDAS, the 6 partner cities implemented their mobility management measures according to the results of the consultations they each carried out during the first year of the project. Chapters 3 to 6 of this report include case studies for each of these soft measure best practices. Best practice examples are detailed below for the main MIDAS soft measure categories:

- Education and Awareness;
- Participation and Consultation;
- Information, Advice and Marketing and
- Planning and Coordination.
3 BEST PRACTICE EXAMPLES - EDUCATION AND AWARENESS

The aim of Education and 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.

3.1 School Travel Awareness

3.1.1 Suceava: School Workshops

This initiative consisted of regular meetings in schools and high schools from across Suceava in order to discuss issues including travel behaviour, alternative ways of travelling, environmental protection, traffic impact; to present best practice experiences from partner cities and to create a communication network with teenagers.

The project team organised bi-monthly meetings in almost all the schools in the city of Suceava. There were open discussions with pupils, surveys, presentations of MIDAS objectives and interactive workshops in order to introduce the concept of Travel Plans and to facilitate the design and implementation of them.

The main part of the city is compact, making the distances between home and school short to medium; walking is therefore a very sustainable option for travel from home to school and back. In addition children are very aware of environmental issues, and their behaviour is much easier to change than those of the adults.

Finally, environmentally friendly ways of living have become very popular in the past 3 years in Romania. For this reason people seem to be more interested in environmental action and reducing pollution levels in the city.

The potential impacts of the measure include:

- Contribution to changes in travel behaviour
- Reducing air pollution and traffic congestion
- Encouraging people to use environmentally ways of travelling
- Raising awareness regarding traffic impact against environment and public health

3.2 Cycle Training

3.2.1 Liverpool: Merseybike
The Merseybike scheme is seeking to deliver “on the road” training to 4,500 10-11 year olds per year.

The course teaches safe riding skills, and the training follows the National Standard for Cycle Training known as "Bikeability". Some 2,500 primary and 1,650 secondary school pupils on Merseyside went through the course in 2007/08. The scheme was launched 2 years ago and has since trained almost 20,000 people to cycle more safely.
4 BEST PRACTICE EXAMPLES - PARTICIPATION AND CONSULTATION

Participation and Consultation measures aim to involve the local stakeholders in focusing on the local context, and organising the development of sustainable mobility. Within the MIDAS project, all of the MIDAS cities have carried out Participation and Consultation measures such as; focus groups, steering committees, workshops with stakeholders and public surveys (web based, leaflets, questionnaires, and interviews).

4.1 Clermont-Ferrand

In the Grand Clermont region, three projects are being developed within MIDAS: the communication campaign with regards to the Urban Travel Plan (PDU); the Travel Guide and the Travel Conference. The new Urban Travel Plan (PDU) for Clermont Ferrand and its suburban communities uses two types of consultation processes:

- Within the framework of the PDU, comprehensive consultation was carried out to establish priorities in terms of mobility. It involves a standard consultation process involving technical expertise, political representatives, association representatives and citizens, through the PDU elaboration plan. Public meetings are part of the consultation method and are held through a public organisation which ensures cooperation between communities (Etablissement public de cooperation intercommunale (EPCI). A communication/awareness raising campaign was held at the end of the technical part of the PDU project.
- The Travel Conference («Conférence des Déplacements») is a good example of institutional consultation as it involves directly specific representatives who are decision makers and key actors for the development of alternative modes of travel. Usually, a decision is taken between two local transport authorities; here the aim is to share the decision between all of them. The Travel Conference was an integral part of MIDAS.

4.2 Liverpool

The aim of the consultation in Liverpool is to seek input into proposals, plans, policies, scheme design and also to gain an understanding of attitudes, perceptions and motivations and to refine a project or an approach to be more effective. It could be institutional (with other authorities), with professionals (businesses) or with the public. The consultation seeks to improve projects which can be as diverse as a communication campaign, a new transport policy, or a new service. Within the MIDAS project, consultation is integrated at different levels:

- **Public consultation** to develop a communication campaign – through surveys, focus groups and hall tests carried out before each communication campaign. The aim is to seek opinion regarding different communications options or different campaign designs to understand the best way to communicate with different groups
- **New planning policy** – this is mainly an institutional consultation process based on meetings, seminars, written comments, and formal written exchanges.
• **Car sharing** - Merseytravel aims to increase participation in the existing car sharing scheme through consultation and through a targeted marketing campaign

• **Business travel plan** – this consultation is mainly carried out through meetings, focus groups, seminars, surveys and the aim is to seek input to refine policy and practice involving businesses and their employees.

### 4.3 Aalborg

In Aalborg, the consultation process aimed to define a strategy for the use of soft measures to impact modal choice for commuters in the project corridor and included the following methods:

- Satisfaction surveys with public transport users (NT and City of Aalborg).
- Coordinated work between the Regional Public Transport Authority (NT) and the section of public transport within the City of Aalborg.
- Plans elaborated by the municipality due to the law of planning, including the Municipality Plan, local plans and the Plan & Sustainability strategy are to be put into public hearing. Regarding the Action Plan for Traffic and Environment, which was also sent to public hearing as part of the Municipality Plan, focus group interviews were conducted as part of the plan initiation process.
- In terms of transport, campaigning consultation is an important element during events, where employees from the municipality hand out information and speak to passers-by
- In providing a day-to-day service to citizens, which is not a formalised consultation process but through which officers can become aware of citizens’ opinions.

In Aalborg, the consultation took place at different stages of the project: at project start-up to investigate travel behaviour and awareness, during the campaigning event in order to raise awareness, and after the campaigning events to evaluate the effectiveness of the campaigns through a web survey. The consultation process was mainly used to create a picture of two target groups, which have shown themselves important in the project corridor, namely first year students and employees at the main employer. The specific consultation process was split into two main parts; two focus group interviews, one with each target group and two web questionnaires, one for each target group distributed to the students by email and to the employees at KMD on their intranet.

### 4.4 Cork

In Cork, the general processes used for consultation can be varied, but are often in the form of public meetings, direct contact, organised visits, bi-monthly full council meetings, and advertising and communication campaigns. In this the local media is a vital tool for effective consultation. Consultation for MIDAS was mainly in two forms:

- **Public Consultation** - with the residents in the catchment area, initially through a detailed web based survey and in the future will involve re-consultation following the introduction of soft measures. In addition, consultative meetings and exhibitions were held to explain the infrastructure plans for the target corridor and to attract users to use public transport. Citizens were invited to make their own comments which will be taken into account
- **Steering Group Consultation** – this consultation takes the form of regularly spaced organised meetings, where the progress of the project is presented and discussed.
4.5 Bologna

In Bologna, consultation for ATC as the public transport company is mainly institutional, through day to day coordinated work with local authorities; Regione Emilia Romagna, Provincia di Bologna, and Comune di Bologna, which are responsible at different levels for mobility management and transport service planning.

Consultation is also carried out with Public Transport users through customer satisfaction surveys and with potential users of the service (surveys tailored to particular population categories or particular areas). The consultation took place at different stages of the project:

- The initial project was elaborated in collaboration with the municipality of Bologna. It is therefore classified as an institutional consultation.
- Surveys on user needs and their perception of sustainable services. The aim was to evaluate citizens’ awareness and their needs concerning all sustainable services available - car sharing, bike services, bike paths and public transport. Two different methods were used for this before survey: telephone surveys and focus groups.
- Events were held during European Sustainable Mobility week to increase public awareness of sustainable services in Bologna. It will be done by advertising in newspapers, presentations, meetings. In addition, a seminar was held where decision-makers and citizens debated on sustainable mobility approaches to increase awareness and use of sustainable mobility services.
- There was an information campaign to increase awareness of sustainable services and to promote the ATCitta point as a mobility services centre. Various tools were used such as meetings, presentations, advertising in newspapers, “carta della mobilita” distribution.
- To evaluate the effectiveness of the campaign and the level of satisfaction of the citizens’, an evaluation survey was carried out in 2008.

4.6 Suceava

Through its involvement in MIDAS, Suceava carried out various consultation activities including:

- meetings with target groups and stakeholders in order to understand their opinions about transport demands, their knowledge and level of awareness - partnerships with Health and Education Authorities, local environmental organisations and the EPA will be continued and it is anticipated that 4-8 meetings will be held each year
- surveys and workshops in order to promote and implement best practice solutions
- several marketing campaigns and on street events
- negotiations with decision makers in order to facilitate and support the implementation of future measures
- open meetings between local authorities and citizens
- interactive communication with citizens and target groups.

Consultation was carried out at different stages of the project:

- At the beginning of the project, to develop a survey model and travel plans together with EPA and local environment NGOs
- Some focus group interviews were conducted in order to get input to local survey and implementation strategy. Focus groups and workshops were held
• Consultation based on a questionnaire was conducted in order to investigate travel behaviour, awareness of attitudes towards sustainable transport and the concept of travel plans. This part of the consultation was targeted at groups such as students, employees, and public transport passengers.

• A campaign was run in order to raise awareness and change attitudes towards sustainable transport, to change travel behaviour and to implement travel plans into Suceava city.

• An evaluation of the campaign effectiveness was conducted using an evaluation questionnaire to the same target groups (students, employees, public transport passengers).
5 BEST PRACTICE EXAMPLES - INFORMATION, ADVICE AND MARKETING

The aim of Information, Advice, and 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 are direct marketing / individualised marketing; communication tools (guides, leaflets, web tools, GPS-tools); one-way information (TV, radio, newspapers, maps, folders…); public information meetings / exhibitions; promotional activities; marketing campaigns; and awareness of sustainable transport issues.

5.1 Direct Marketing / Individualised Marketing

5.1.1 Aalborg: Mobility Manager

In Aalborg, the Mobility Manager visited the MIDAS target groups at the university and at the large employer at the heart of the project. In addition, the Mobility Manager regularly provided information to travellers through an information stand at the bus terminal.

The Mobility Manager supplied information to the target groups and handed out marketing materials from the awareness campaign which ran during September 2007. The road shows were a very important element of the awareness campaign in order to reach the target groups directly.

Success: An online survey conducted in November 2007 showed that the Mobility Manager made contact with 7% of the students while she visited the University, and 19% of the staff at the major employer.

5.1.2 Liverpool: Personalised Travel Planning

In Childwall, an area of Liverpool with a good, regular bus service, a personalised travel-planning project began in the summer of 2008. The idea is to help people find out if there are smarter ways of travel that can benefit them, such as; saving money, helping them get fitter or being less stressful. At the same time, they may be able to do their bit to help the environment through reducing carbon emissions and easing congestion to help make
the roads safer. It is recognised that some people think about making a switch from the car to the bus or train, but just do not know where to catch the bus or at what time. Some people are keen to start walking or cycling for some journeys, but are unsure of the best routes or where to get their bikes checked out. The scheme is completely free - One of the Travel Team (pictured) call round to see if they can help, then will supply a tailor-made package of support including free travel and money saving offers. It is hoped that the project can be rolled out to other parts of the city in the future.

5.2 Communication Tools

5.2.1 Aalborg: Information Systems

The public transport information system in Aalborg comprises several elements. Online journey planning and monitoring of buses was already available before MIDAS, but were included on the new web campaign portals www.atilbnu.dk and www.aalborg-trafikinfo.dk in order for the target groups to obtain information more easily.

First results of visitors on www.aalborg-trafikinfo.dk and AtilBnu.dk from January 2007 to January 2008, plus screen dump

5.2.2 Suceava: Town Hall Website

Information about MIDAS has been placed on the Town Hall website, with the expectation that all the stakeholders will make use of this information (including example of local measures, travel plans and general information about project) both at the local and the national level.

A Touch Screen System will display information about the project and soft measures in general. This equipment will also be placed in the Mobility Centre at Suceava Town Hall and will also be
displayed in several locations across the city (schools, public institutions etc) in order to increase the level of awareness of soft measures and as a way of disseminating campaign messages.

5.2.3 Liverpool: “How to get to” Guide

As part of their Travel Plan, Liverpool John Moores University (LJMU) wanted to help make it easier for students to get to and from IM Marsh (a modern ‘university village’, housing the Faculty of Education, Community and Leisure). Through this plan, LJMU aims to ease car-parking problems at the University and reduce the negative impact on the environment.

A key part of this is the “how to get to IM Marsh” guide. This Guide shows all the routes that serve the campus site. It gives details of how often buses run, and where the bus stops and rail stations are. Recommended cycle routes are also shown.

5.2.4 Cork: Walking Route through Cork City Centre.

As part of the analysis of the survey data, it was found that Cork City Centre is within walking distance of the city’s rail station. It was felt that the proximity of the rail station by walking mode was not necessarily appreciated by persons in the city centre who get there by other modes. Consequently, a walking route will be signposted through the city centre showing the time taken to walk from many important locations to the rail station. It is anticipated that this measure may lead to transfer to rail for some journeys in the study area.

5.2.5 Clermont Ferrand: The Travel Guide

The Travel Guide is one of the main soft measures implemented during MIDAS in Clermont-Ferrand. It is an intermodal guide produced in 2006 to provide comprehensive integrated information on all modes (public transport, pedestrian and cycling paths and roads) and linked to main activity areas and services. The information available in this
guide is based both on maps (area and transport lines) and in timetables.

A major new feature of this guide is the vast area it covers; that of Grand Clermont, which represents approximately 400,000 people. It is an area that includes various transportation authorities, and this guide has been developed in partnership with SEPAC (Scheme of Territorial Coherence authority), ADEME (National Energy Agency), Riom community and SMTC (transport authorities).

In addition to the printed Travel Guide, a prototype was developed for the Internet. It is a navigational tool with interactive maps, giving a choice of different scale for the maps, and also the different transport modes (train, bus and tram). The location of the railway station and the bus and trams stops are also given. The system also includes timetables to plan the journey. This measure may be developed in the future.

Example of the different travel and transport information contained on the maps of the Travel Guide.

Example of the Internet travel guide prototype.

The Travel Guide was evaluated via a questionnaire which was completed by 285 people. More than 52% of the respondents said that the guide provided them with useful information to plan their journey, and almost 65% said that it made it easier for them to use public transport services.

5.2.6 Aalborg: Information Leaflet
The Aalborg leaflet informs local stakeholders about the campaign and the material produced as part of the campaign along with the time schedule for the campaign. 1100 copies were printed and handed out to politicians and bus drivers. It was also available at the mobility management stand at the road shows.
5.3 One-way Information

5.3.1 Aalborg: Cinema/TV spot/Radio spot

Spots were broadcast on radio, TV and at the cinema in order to “bombard” citizens with the message about sustainable transport and to lead them to the online information on www.atilbnu.dk

5.3.2 Aalborg: Bus Commercials

Bus commercials were introduced in September 2007 to “bombard” citizens with the message about sustainable transport and to lead them to the online information on www.atilbnu.dk

5.3.3 Aalborg: Fact Sheets

The fact sheets handed out at the events and at the road shows were guides on how to access information on www.atilbnu.dk and how to use the NT Live service. These cards also gave information on facts about the traffic in Aalborg.
5.3.4 Bologna: “La Carta della Mobilità”

A concise brochure was produced which includes detailed information on all sustainable transport services in Bologna: car-sharing (car clubs) service, cycle paths, services and facilities, and public transport.

The aim is to reach potential users of sustainable transport services that up to now were not aware of the public transport services available in Bologna, and therefore the expected impact is an increase in the use of these modes.

Bologna: Information material

Cycling path and bicycle services  Mobility management actions and traffic restrictions  Information on new car sharing locations

5.4 Public information meetings / exhibitions

5.4.1 Bologna: Public Conference

The public conference in Bologna took place on 17th September 2007 involving citizens and all local and regional stakeholders, to debate sustainable mobility issues in Bologna in the context of the General Plan for Mobility.
5.4.2 Suceava: Public Information

Several on-street events and other promotional activities were used to promote MIDAS objectives (Green Week; A day without your car in the city; City Days; New Year Party and Christmas Tree Day). Representatives from the project team also took part in several conferences and workshops organised at the local level (for the Mobility Week and for other local projects related to MIDAS objectives). Promotional materials were distributed at special events.

Promotional activities consisted of on-street events, involving local school contests, local conferences and workshops, and the distribution of promotion materials. The main purpose of the promotional activities was to disseminate the results and objectives of the project and to raise awareness of the environmentally friendly actions. The impacts of the measures include:

- Contribution to changes in travel behavior
- Reducing traffic congestion and journeys
- Reducing air pollution and traffic congestion
- Encouraging people to use environmentally ways of travelling
- Raising awareness regarding traffic impact against environment and public health

5.5 Promotional Activities

5.5.1 Bologna: Information Campaign

In conjunction with the European Sustainable Mobility Week from 16th to 23rd September 2007, the ATC campaign focused on:

- car sharing service
- bicycle use (bicycle paths, bike hire service, bicycle facilities)
- public transport services

A stand was placed in Bologna main square for the whole week: personnel from ATC and Bologna Municipality were there to provide information, and distributed information material.

One vehicle of the car sharing fleet was available for demonstrations, along with electric bicycles.

The campaign is continuing via ATCittà, the information point for sustainable mobility services and ticket sale point for public transport.
5.5.2 Aalborg: MIDAS Events

In Aalborg, two major events were held, with people dressed as green angels, their job being to hand out merchandise to raise awareness of the campaign. The green angels were assisted by the Mobility Manager promoting sustainable transport in Aalborg.

5.5.3 Clermont Ferrand: Testing VIP Car

On 10th April, a demonstration of the VIP Car took place on the Place de Jaude, the central square of Clermont Ferrand.

The Place de Jaude is one of the most important nodes in the public transport system, where the two tramlines (A and B) meet with the urban shuttle bus line (Micro bus). The VIP car is an electric car developed by the University of Clermont-Ferrand. The car has no driver, but is guided by video recognition.

The demonstration gave the public the chance to learn more about the VIP car project. The event was also broadcast on local television.
5.6 Marketing and Awareness Campaigns

5.6.1 Aalborg: Marketing Campaign

On the 31st of August 2007, the campaign, building on the marketing strategy in Aalborg, was launched. 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: www.AtilBnu.dk. Other awareness raising elements were TV/Cinema Spots, radio spots and information in and on the buses in the city.

The Mobility Manager carried out a series of road shows from September to November 2007.

All elements in the campaign aimed to raise the awareness of sustainable transport.

The awareness campaign was based on a marketing strategy devised in spring 2007 by a local advertising team. It comprised 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. The campaign can be described as the broadly focused outcome of the marketing strategy. It consisted of the merchandise handed out as part of the awareness campaign and direct marketing. These materials are to sell the message about sustainable transport in Aalborg.

5.6.2 Liverpool: Cycle Campaign

Merseyside’s cycle campaign was launched in the summer of 2006 following comprehensive baseline research to determine attitudes and motivations. The baseline research led to Merseyside targeting professional stakeholders and young people through focus groups, hall tests and a representative survey. From this, a common brand was developed, which initially targeted cyclists, whether for pleasure, work or whatever!

Post campaign evaluation found that of those who recognised the campaign materials;
- 47% of those surveyed thought the campaign was likely to be effective in changing the way people travel.
- 23% said it would influence the way they travel.

In addition, overall awareness of the TravelWise Merseyside brand had significantly improved.
5.6.3 Cork: MIDAS Flyer – “The Cork Connection”

30,000 copies of MIDAS brochure – ‘The Cork Connection’ are currently being distributed by post to each household in the study area in Cork. The flyer highlights public transport connectivity in Cork. Commuter rail fare information and bus fare information is also included. Energy saving messages and general travel information gathered as part of the MIDAS project are included. This publication is the first publication jointly produced by the bus and rail operators in the region.

5.6.4 Cork: Rail/Bus Promotion

In Cork, one of the findings of the analysis of the survey data was that car users had a positive attitude towards public transport use. It was felt that a promotion which would have the effect of habit breaking on car commuters should be carried out. It was intended to run a promotion comprising a significantly reduced fare which would give access to the rail and bus services. This option was considered in great detail by a sub committee of the MIDAS stakeholders group and it was discovered that there were logistical difficulties that prevented this type of promotion being carried out within the MIDAS timeframe. A decision was made to proceed with a promotion day in the County Council headquarters to promote the MIDAS Soft Measures which would increase the impact of the individual soft measures. This promotion took place on 8th September 2008 and achieved significant coverage in local, regional and national press.

5.6.5 Cork: Poster Campaign

One of the findings of the analysis of the survey data was that car users had a positive attitude towards public transport use. With this in mind a promotional poster highlighting the advantages of public transport for the car user was developed. 18 of these posters were located in prominent locations in areas of high employment in the catchment area.
5.6.6 Clermont Ferrand: Urban Travel Plan Communication Campaign

The aim of the UTP communication campaign is to explain what an UTP is, what impact it will have on the daily life of citizens, how it works and what the consequences will be for the agglomeration. It will be a way to inform the population, to prepare the public enquiry which is a legal obligation and to try to change transport habits. There have been 3 major parts of the UTP communication campaign and 1 event planned as outlined below:

1. The 21st Public Transport national meetings in November 2007 - this was an important event organised by the GART (Group of Authorities Responsible for Transportation) and the UTP (Public Transport Union). The communication focused on the main aspects of the Urban Travel Plan which were summarised on a panel as part of the SMTC stand (as shown). There were also dedicated personnel able to speak about the UTP at the event. The information was addressed to people working in transportation in France who would already be aware of the definition of a UTP. So the main point was to explain the stage of development and the main aspects of the UTP.

2. The main regional commercial exhibition (“Foire de Cournon”) from 6 to 15 September 2008 - this event attracted about 200,000 people during 10 days. The SMTC stand focused on the Urban Travel Plan. This communication event was addressed to inhabitants of the whole urban area and the Region. The aim was to explain what an UTP is, what impact it will have on the daily life of citizens, how it works and the main aspects of the UTP. The public were the main target group and as a result, were not previously aware of the UTP concept. Various marketing tools were used such as panels in the SMTC stand; leaflets distributed during the event and dedicated staff able to explain the project.
3. During European Sustainable Mobility Week in September 2008, the UTP project and all the associated actions were presented to the associations during a meeting in order to obtain feedback.

4. In the lead up to the official public enquiry in 2009, the communication campaign will aim to inform the public about the detail of the UTP such as: pedestrianisation, walking and cycling facilities, public transport services, car parking restriction, park and ride etc. This campaign will begin a few months before the public enquiry commences.

The communication method used has 2 main targets groups: the elected members who will be responsible for the implementation of the policies according to the UTP, and the general population that needs to be informed and involved in the process of the development of the UTP policies. Various communication tools are going to be used:

- An exhibition in the 22 City Halls of the agglomeration with panels explaining the actions proposed in the UTP
- A study guide (16 pages) has been prepared to explain what an UTP is and its main aspects. It will be widely distributed to the public before and during the public enquiry.
- A small guide (36 pages) has been prepared to explain the UTP process, the orientations and the main actions in public transport, soft modes, parking, intermodality, goods transport etc. The main public target groups include the associations and the people who have a special interest in the project. Two pages of this guide are presented below.
Examples of pages of the guide summarising the main actions of the UTP
6 BEST PRACTICE EXAMPLES - PLANNING AND COORDINATION

Planning and 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. Measures within this category include: travel plans (school, workplace, urban, residential); land-use plans (transport integration); transport policies / programmes / plans; and working with developers.

6.1 Travel Plans

6.1.1 Liverpool: Travel Plan Resource Pack

In Liverpool, a pack has been produced for use as a resource for organisations looking to develop and implement their own Travel Plan. It is intended as a ‘dip-in’ resource, which is appropriate to all types of organisations - private sector companies, hospitals, colleges, residential developments, tourist/leisure sites and speculative/multi-occupied developments. As it is designed to assist in a wide variety of scenarios, naturally some points of detail will not be relevant for every organisation, but the principal Travel Plan process will be appropriate for everyone. The pack is available for download, and has chapters covering what a Travel Plan is, a suggested structure and action plan, case studies and best practice, and useful web links. http://www.transportmerseyside.org/116/

6.1.2 Suceava: Travel Plan Workshops

In Suceava, school workshops were held to prepare the consultation process and design the travel plans. A draft travel plan for schools and public institutions is now available. The aim is to create travel plans for schools, high schools and public institutions, to implement them and to monitor the impact. The main impacts of the travel plans are:

- Contribution to changes in travel behaviour
- Balancing modal split and travel journeys
- Reducing air pollution and traffic congestion
- Increasing the use of environmentally friendly ways of travelling by the citizens

6.2 Working with Developers

6.2.1 Liverpool: Supplementary Planning Document
Liverpool’s commitment to “smarter choices” has seen close working with district planners, with various “workshops” to explain the role of transport and accessibility in housing and employment site development.

This groundbreaking area of work has seen the production of a “Supplementary Planning Document”, or SPD, which sets out the access and transport requirements for new development in Merseyside, and provides a framework for future investment in Merseyside’s road and rail network where new development would create additional travel demand. Specifically, it explains how development proposals will have to demonstrate that they are accessible by a realistic choice of transport, including cycling, public transport and on foot as well as by car.
7 BEST PRACTICE EXAMPLES OF ASSOCIATED MEASURES

Best practice examples of Associated Measures in MIDAS are included below and cover the following categories:

- Car Sharing & Car Pooling,
- Information Services,
- Bicycle and Pedestrian Facilities and
- Traffic Management and Regulation.

7.1 Car Sharing and Car Pooling

These two systems can be confused owing to differing use of terminology. By “Car sharing” we mean a service where an independent company owns cars, and people who are members of the car sharing service can hire vehicles for the period they need, and therefore pay only for the real use of the car. In mainland Europe and North America the term used for this type of activity is “car sharing”, whilst in the United Kingdom the term used is usually “car club”.

“Car pooling” on the other hand is based on agreements between people with the same mobility needs: for example friends or colleagues who share the journey, to share the cost of the fuel and parking. It is usually an informal arrangement, although schemes exist (such as described in the Liverpool examples) to put people in contact with others who live close by and are travelling the same journey. Again, the term “Car pooling” is largely used in mainland Europe and North America, whilst in the UK this type of activity is called “car sharing”, or sometimes “lift sharing” and “ride sharing” which is where the confusion arises.

7.1.1 Bologna: Car Sharing Scheme Improvements

As a result of the consultation exercise as part of MIDAS, ATC were able to find out what they needed to do to improve their existing car sharing service and make it more popular. In September 2007, the service was re-launched with an information campaign during European Sustainable Mobility Week.

At the same time, 4 new car sharing locations in the city started to operate:

- Piazza Malpighi,
- Piazza del Francia,
- Via Riva Reno,
- Via Paolo Fabbri.
Furthermore the booking system was also improved allowing users to book the car directly via the Internet: [http://www.icsprenoto.it/](http://www.icsprenoto.it/)
In the context of Mobility Management activities, in order to improve mobility in the city centre and encourage car sharing use, an agreement between ATC and the University was signed in September 2008 to guarantee special conditions to university employees and students: the subscription costs have been sensibly reduced and the rules to join the service have been simplified.

7.1.2 Aalborg: Car Pooling Scheme

Part of the thinking behind the integrated marketing strategy in Aalborg, developed as part of MIDAS, was that any alternative to the car should be promoted as part of the MIDAS campaign taking place in September 2007.

The car sharing scheme in Aalborg was implemented as part of the European project: CIVITAS VIVALDI in co-operation with Hertz. Hertz is now running the scheme, while the City of Aalborg is facilitating parking spaces for the cars in the scheme. The City of Aalborg is also a company member of the scheme.
The number of members of the scheme in Aalborg has been increasing since the launch of the scheme in 2004. In 2005 the number of members was 225 and in 2006 it was 267. By the end of 2007 the scheme had 295 members. In January 2008 Hertz has improved the scheme by lowering the age limit from 21 to 18 years. This should help young people who are not yet car owners. More information about the scheme is available in Danish at [http://www.delebil.dk](http://www.delebil.dk).

The City of Aalborg also promotes a national car pooling site as part of the MIDAS campaign. The car pooling scheme can be found at: [http://www.pendler.net](http://www.pendler.net). The service is free of charge and allows the customer to plan commuting with other members of the service.

### 7.1.3 Cork: Car Sharing Club

Cork City Council, the adjoining local authority, with whom Cork County Council works closely and who are key stakeholders in MIDAS, have recently launched a Car Sharing Club. It is called “Go Car” and initially it has 3 bases in the city; at City Hall, University College and Clarke’s Bridge. The Car Sharing Project is a scheme that will ensure a reduction in car usage on roads by offering access to a car to city centre residents who may not own a car, and thereby reduce the number of cars and consequently car trips made in the city centre.

![Go Car logo](image)

The County Council is represented on the Steering Committee for this project and future bases may be located in the County area depending on the success of the project. The link to the web site is [www.gocar.ie](http://www.gocar.ie).

### 7.1.4 Liverpool: Introduction of MerseyCarShare Scheme

As explained previously, the UK uses different terminology from most of Europe to describe Car Sharing and Car Pooling. For the purposes of the following case study, the UK terminology is used.

As part of the national liftshare scheme, The MerseyCarShare Scheme has been set up to promote the benefits of sharing a car. The benefits promoted through this scheme are:

- Reducing the costs of travelling by car
- Undercutting the cost of nearly all other forms of transport
- Reducing congestion, pollution and parking problems
- Reducing the need for a private car
- Provides a real solution to the lack of public transport in rural areas
- Facilitates the integration of public and private transport
Anyone wishing to join the scheme can register their details online, and a link is then sent by e-mail to enable them to activate their MerseyCarShare account. They are then able to log on and ‘Search for matches’ to see who is going their way. More about this scheme is on the website: http://merseycarshare.org. Approximately 1500 people are registered with the scheme. The scheme continues to grow, and is an important element of Travel Planning across the region, especially at major business parks.

Working in partnership with a commercial car club (WhizzGo) Merseyside TravelWise has promoted a “pay by the hour” car club scheme. WhizzGo is a pioneering UK company, dedicated to providing a workable alternative to car ownership that is both socially and environmentally advantageous. Once a member of the scheme, people can reserve a WhizzGo car online or by phone, in 30 minute increments. Minimum booking is 1 hour. Cars can be booked as far as 12 months ahead or in as little as one minute. There is a one off cost to join with no monthly or annual fees. Driving is charged per hour, with discounted rates for businesses or frequent users of the scheme. The hourly rates include all costs usually associated with car ownership.

7.2 Information Services

7.2.1 Bologna: ATCittà Information Point

As part of MIDAS activities, ATC consolidated and widened the information point ATCittà. ATC took advantage of the existing infrastructures, personnel and organisational aspects (open during the working days and weekends; experienced personnel, etc) of the ATC ticket/info point for public transport and increased information and assistance offered to the whole sustainable mobility services of the city.

ATCittà is located in Via IV Novembre, close to the city centre main square (Piazza Maggiore), and to the municipality building. Close to the main square there is also a car sharing parking area and a point for free hire of bicycles.
7.2.2 Aalborg: Real Time Passenger Information on Mobile Phones NT LIVE

The public transport information systems in Aalborg comprise several elements. Online journey planning and monitoring of buses were already available before the start of MIDAS, but were included on the new web campaign portal www.AtilBnu.dk and www.aalborg-trafikinfo.dk in order for the target groups to obtain information more easily. As part of MIDAS a new service was introduced: Real Time Passenger Information on the mobile phone, NT LIVE.

NT LIVE is a 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.

To access this service, users send a text message - “NT LIVE”- to the number 1204. Users are then sent information about the service. The service itself is free of charge; users only pay what they would normally pay to access GPRS information via mobile phone.

As part of the MIDAS campaign, an interactive cycle route planner was also promoted on the webpage AtilBnu.dk. By inserting a departure and destination address in the Aalborg area, this application calculates the shortest or fastest route for cyclists. This route planner was originally developed as part of the VIKING project, and has been promoted as part of MIDAS on AtilBnu.dk.

Every Friday in December 2007 the Mobility Manager was present at the NT information desk in order to promote sustainable transport. This was the culmination of the road shows performed in September and October 2007. The road shows were an important element of the MIDAS campaign.

The Mobility Manager’s stand at the NT information desk, located in Aalborg’s Bus Terminal.
7.2.3 Clermont Ferrand: Real Time Passenger Information System

In addition to the soft measures implemented through MIDAS, SMTC has developed a Real Time Passenger Information system for the 1st tramline and the bus network. This system is composed of terminal passenger information at the main tram stops and bus network which indicates the different waiting times in real time.

Copyright TVandCo/SMTC - Example of Passenger terminal information on the 1st tramline.

SMTC has implemented many tools for the provision of information on the network of urban transport, with the support of its principal transport operator T2C. The 1st tool is the schedule widely distributed throughout the city. It is also possible to collect information from the T2C office, which is open to the public, by phone with “*Infolignes*”, using a mobile phone thanks to SMS alerts, and through the Internet site www.t2c.fr which includes a route search by address or by stop. These measures are key to supporting soft measures and promoting the use of sustainable modes of travel.

www.t2c.fr journey planner

7.2.4 Cork: Online Journey Planners

In order to support the development and promotion of sustainable modes of travel and the soft measures developed in Cork, Cork County Council is also using specific associated measures to fulfil the aim of reducing use of the private car, these are:
Commuter trains and inter city trains are operated in Ireland by Irish Rail. Irish Rail has an on-line journey planning facility on its website. This can be used to plan local rail journeys in the Cork area. The link to the relevant web site is: http://www.irishrail.ie/home/

Similarly Bus Eireann, the national bus operator, which operates the City bus service, suburban bus service and the long distance bus service in Ireland, operates an on-line journey planner. The link to the relevant web site is: http://194.106.151.94/jplan/bin/query.exe/en?. This link can be used to plan local bus journeys. However the bus and rail journey planners are not currently linked.

Another operator, Citylink, which operates some long distance bus routes throughout the country also has a web based journey planner. The link to this is: http://www.citylink.ie/planyourjourney.htm.

### 7.3 Bicycle and Pedestrian Facilities

#### 7.3.1 Bologna: Improvements to the “C’entro in bici” Public Bike Hire Scheme

ATC, in cooperation with the Municipality of Bologna, is improving and enlarging the “C’entro in bici service” with new bikes and new pickup points. The service allows the free rent of “public bikes” with automatic pickup. The user joins the service at the ATCittà point and receives a key with a personal code to lock and unlock the bike from the rack.

In September 2007 two new pickup points for bicycle were launched in Piazza Puntoni and Piazza di Porta Ravegnana; currently, 6 locations are equipped with “C’entro in bici” bicycles. During 2008, 92 new bicycles were bought, increasing the total number from 68 to 160. New locations are going to be equipped, and by the end of the year about 20 pickup points will be equipped.

In the context of Mobility Management activities, in order to improve mobility in the city centre and encourage usage of the “C’entro in bici” service, an agreement between ATC and the University was signed to guarantee special conditions to university employees and students: the subscription costs have been reduced and the rules to join the service have been simplified.

For cyclists, a cycle path improvement study to improve the existing bike path network and review the protection and signalling of the paths (road signs, speed bumps, protection kerb, etc.) was carried out. In 2008, over 400 signs in the historical centre were installed to identify bicycle paths with useful indications both for tourists and citizens.
On 15th May 2008, the first phase of the closure to vehicles (with the exception of bicycles) of the University zone in the city centre started. The area is controlled by automatic systems with videocameras for the detection of unauthorised vehicles.

One of the measures implemented through MIDAS was consultation and communication on the Urban Travel Plan (UTP) of Clermont-Ferrand, which is under revision. The UTP aims to promote alternatives to the car including soft modes (cycling and walking). Over the next 5 years this should result in several measures for pedestrians and bicycles including:

- A zone with special traffic conditions (limited speed, tonnage, etc.) in the centre of the city and the main urban centres;
- Qualitative improvements to improve pedestrian access to railway stations and stops of the 2 main lines of the urban public transport network;
- 9 main cycling routes linking the centre of the town to the most dense urban centres, improving the continuity of the existing cycling network;
- Bicycle parking facilities in popular public areas (schools, public buildings, sports and recreation, park and ride, railway stations, shopping centres, etc.),
- The development of bike rental in the city centre

Cork City Council has introduced a programme of cycle networks throughout the City. The proposed cycle network has been divided up into four types of cycle routes:
− Radial cycle routes: travel from the main suburbs into the city centre.
− Linked cycle routes: connect the radial cycle routes with one another
− Orbital cycle route: circumvents the city centre
− Leisure cycle routes: primarily traffic free cycle routes and are designed to introduce younger and new cyclists to cycling.

A total of seven leisure routes are also proposed. The development of these leisure routes will ideally allow parents to teach their children how to cycle in a safe traffic free environment. In addition it will allow existing non-cyclists an opportunity to experience cycling in a pleasant and safe environment. It is envisaged that the majority of the cycle routes within the leisure areas are free from traffic and have dedicated facilities separate to that for pedestrians.

A significant transportation element of the Cork Area Strategic Plan 2001-2020 is the provision of a network of ten “Green Routes” located throughout the City in a radial pattern and extending into the County area. Each route provides sustainable travel facilities along its length i.e. bus lanes, cycle facilities and walking facilities where practicable.

7.3.4 Suceava: Touch Screen System

In Suceava activities concerning pedestrianisation and walking facilities include the implementation of a touch screen system, which can be used to promote MIDAS activities. This is a display system which has information regarding mobility and travel plans, and which was located in the town hall building in order to be accessible for all the citizens. It is also to be located in schools, high schools and public institutions in order to facilitate the dissemination of MIDAS measures. MIDAS information is also available on the VMS located in the city centre.
7.4 Traffic Management and Regulation

7.4.1 Aalborg: Improvements to Delivery Services

Aalborg has for several years worked with city logistics both in international and national contexts. Since 2001 the City of Aalborg has worked together with several important stakeholders to improve delivery services in the city centre.

The result of the initiative was a time reduction in delivery and delivery of goods earlier in the day. This means that the delivery of goods is less disturbing for the people in the city centre. The result has been obtained by:

− Changing driving directions
− Implementing dedicated delivery spaces
− Improving planning and working procedures for delivery

The initiative, which is still running, has not been promoted further within MIDAS, since the freight delivery service stakeholders were not one of the target groups.

7.4.2 Clermont Ferrand: Streamlining Goods Transport

One of the objectives of the Urban Transport Plan of Clermont Ferrand is to streamline the transport of goods. This requires the implementation of a number of actions in the next 5 years which include:

− The experimental project "Clermont non polluting Deliveries". This is a logistics platform outside the city centre where the carriers unload their goods which are then delivered to the hyper centre. This mass flow and optimisation of vehicles should help to increase the number of deliveries per vehicle and in parallel to decrease the number of vehicles used in the hyper centre.
− The harmonisation of regulations across the metropolitan area (schedules, tonnages, stops prohibited on the road in rush hour or on bus lanes and routes with heavy traffic).
− The definition of routes for trucks in transit to avoid the most populous urban centres.
− The incentive to use clean vehicles for deliveries.
− The study of a rail spur for any new area of activity located near a rail path.

Various studies and strategic models (including software MOSTRA) in connection with the revision of the UTP of Clermont-Ferrand showed that parking is one of the essential levers of a policy of modal shift of the car to alternative modes. In the UTP of Clermont-Ferrand and its 21 cities around, many actions on parking are planned in the next 5 years, including:

− The extension of regulated parking in the city centre and close to the tram as well as in the major urban periphery.
− The development of parking outside urban centres located in blue zones,
− The creation of parking places reserved for persons with disabilities in under-equipped areas,
− The establishment of a monitoring committee to coordinate actions in order to achieve overall management, consistent and efficient parking and bringing together the various actors
− Reducing the supply of parking on roads to create free public space for pedestrians,
− Increased powers to banish illegal parking on pavements,
− Reducing the supply of parking at workplaces through implementing Company Travel Plans
8 IMPACTS ON TRAVEL BEHAVIOUR AND ATTITUDES

This chapter summarises the impacts of MIDAS on travel behaviour and attitudes of the public towards travelling by sustainable transport modes.

8.1 Impacts on travel behaviour, energy consumption and emissions

Many positive conclusions can be drawn concerning the impact of MIDAS on sustainable mobility:

- In several cities, the number of persons using public transport increased significantly. This is the case in Bologna for everyday trips (1% increase), for Cork concerning the use of train (+11%) and bus (+8%) and for Clermont-Ferrand (which is forecasting an increase of 16% in travel by public transport by 2025, if compared to the trend situation).

- More people in MIDAS cities are walking or cycling. In Bologna there has been an increase in usage of the bike hire service of 40%. In Cork, 9% of the people increased their walking and in Liverpool, 32% said they were cycling more after the implementation of MIDAS measures. In Clermont-Ferrand, an increase in 14% of walking or cycling by 2025 is expected thanks to the UTP if compared to the projected situation in 2025.

- These changes logically lead to a decrease in the use of the car in MIDAS cities. In Suceava, within the project lifetime, the number of respondents who said that they are using their car daily to go to work decreased by 3%. Another interesting result is that the number of respondents who said they use their car only when they “strictly need” it, (or when they don’t have any other choices) increased from 18% to 28%. This indicates that the systematic choice to use the car for all purposes is gradually changing, and that people are thinking more about alternative travel modes.

However, not all results are positive. In Suceava, for instance, no overall change can be observed in use of the car between 2005 and 2008 (even though survey respondents reported that they were using their cars less). In Aalborg, for students, private car increased its share of daily transport despite efforts in MIDAS (although this is affected by changes in students’ places of residence).

When projections for changes in pollutant emissions have been made, they are always positive (as for Clermont-Ferrand or Suceava), but results are mainly due to new technologies implemented and European norms, and to new measures to reduce pollution of transport modes and waste treatments. It is very difficult to judge the impact solely of the MIDAS measures.

Globally, energy consumption has decreased, or is expected to do so, in the MIDAS cities. This is due either to a reduction in the total number of journeys made by car (in Aalborg); to an estimation taking into consideration the increase of public transport passengers (in Bologna); or to modelling a mid-term view of what the actions implemented should lead to (in Clermont-Ferrand).

8.2 Impacts on Attitudes

The impact of MIDAS on the awareness level in the case study cities, in terms of making people more aware of sustainable transport options, was very positive:
Several measures were targeting an enhanced perception of the information available to assist travellers in their journey.

- In Aalborg, the level of awareness of the traffic and transport web-portal was increased for company employees and students with 61% and 83% levels of awareness respectively.
- In Clermont-Ferrand, 65% of respondents thought that the new travel guide helped to make the use of public transport networks easier. In fact 68% of respondents were not previously aware of the range of public transport services available in the Grand Clermont area.

An enhanced perception of alternative transport modes available in the MIDAS cities was one of the goals of several measures:

- In Bologna, people noticed an improvement in bicycle paths.
- In Cork, 7% of respondents said that the soft measures influenced their changes to more sustainable travel patterns, and 9% of respondents said that MIDAS soft measures had made a difference to their travel patterns.
- In Liverpool, the cycling campaign proved successful in encouraging 'early adopters' and promoting cycling as a positive activity that improves health and fitness (72% of people took this view). 13% of non-cyclists reported that the campaign had encouraged them to cycle more.
- 50% of the people interviewed in Suceava are now aware of travel plans and are willing to take part in their implementation.

MIDAS allowed people to see and express more clearly what their needs are:

- In Suceava, as a result of MIDAS, people are expecting more from the public transport services (mainly the importance of creating and improving infrastructures and facilities for cycling and walking, as well as finding means to stimulate the usage of public transport services amongst the population).
9 CONCLUSIONS AND RECOMMENDATIONS

Through the implementation of soft measures in the MIDAS project, the six partner cities have demonstrated a wide range of measures in order to encourage road users to use less energy intensive modes of travel. The project presented an opportunity to advance the research into the use of behavioural and attitudinal “soft” measures as tools for encouraging modal shift from private car use to sustainable modes. The difficulty of quantifying the impact of soft measures has been recognised. Although the impact of the “associated” measures such as the usage of Bologna’s bike rental service, or Clermont-Ferrand’s Travel Guide have been easier to quantify, the overall impact of the awareness raising activities of Aalborg, Cork, Liverpool and Suceava will take longer to ascertain as the impact of the campaigns will, hopefully, have a longer lasting effect.

The results of the MIDAS project show that there has been a positive start towards increasing use of sustainable modes of travel in the six cities and consequently reducing emissions and energy consumption. However, all the measures implemented are complementary to the hard measures that provide the core transport services and infrastructure around which soft transport mode solutions operate. Unless the core public transport system, cycling and pedestrian infrastructure provides a quality service no promotion campaign can have a big and lasting impact on the number of people switching from car to environment-friendly modes.

Based on experience in MIDAS the consortium drew the following general lessons for organisations implementing soft measures:

1. Create a strong marketing strategy based on consultation with stakeholders. If you don’t know what your target groups want, or how they can be engaged, the measure will fail. Make sure that feedback from the consultation process is acted upon, to keep the stakeholders on board.

2. Do not try to convince people that they don’t need a car. The aim is to convey the message that alternatives are often available and should be considered.

3. Target young people, who have yet to become habitual car users. Furthermore, children will grow up to be more open to alternatives if they have regularly walked or cycled, rather than being driven everywhere by their parents.

4. Make sure that the services (associated measures) are of a sufficiently high standard before the soft measures are implemented. You cannot convince anyone to use the bike or the bus if the services are not viable alternatives.

5. If possible, create a strong brand for your sustainable modes of transport. The more integrated the modes are, the more viable they will be as an alternative option.

6. To make soft measures more effective in the longer term, it’s important to influence the land use and transport planning process and to get the key institutions to work together.