Measures to influence Transport Demand to Achieve Sustainability

Deliverable 12: Travel Awareness and Marketing Tools Used. Definition of the Marketing Tools
MIDAS

Deliverable 12: Travel Awareness and Marketing Tools Used. Definition of the Marketing Tools

Prepared for

Intelligent Energy Europe

By

Aalborg Kommune (AK)
and Merseytravel

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Gustav Friis and Mette Skamris Holm, AK; Ulla Møller Jakobsen, NT</th>
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<tr>
<td>Quality Control</td>
<td>Suzanne Cain, Merseytravel</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Suzanne Cain, Merseytravel</td>
</tr>
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Executive Summary

Background

Measures to Influence transport Demand to Achieve Sustainability (MIDAS) responds to Key Action VKA9 of the Intelligent Energy – Europe’s (IEE’s) STEER Programme. The prime objective of this three year project is 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. When applied to encourage greater use of sustainable travel modes, soft measures have the potential to make a significant contribution to the EU goals for energy saving set out in the Green Paper on Security of Energy Supply and meet some of the aims of the Transport White Paper. Research shows that well conceived soft measures integrated with other transport improvements can reduce private car traffic by as much as 20%.

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

In order to encourage transfer to less energy intensive modes of transport, by optimising the use of soft measures, MIDAS will seek to erode existing barriers which act to resist the successful introduction of soft measures. These barriers have been identified throughout the preceding Work Packages: WP2 and WP3. In WP2 the main outcomes were that there was a need for organisations to work together in order to successfully implement of soft measures. Another barrier is the lack of awareness amongst stakeholders and the general public about sustainable mobility issues. (See Deliverable 6/8 (D6/D8¹)). These barriers were the subject of the WP3 consultation exercises conducted in each partner city, and reported in D6/D8.

To tailor the soft measures to the specific context of each partner city, consultations were carried out, using a variety of methods according to the targeted public and the aim of the consultation. The soft measures reported in this deliverable are, therefore, based on the results of the consultation processes reported in D6/D8.

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¹ Deliverable 6/8 – Methods for stakeholders and target groups consultation in alternative transport strategies and user requirements analysis
Synthesis of Report Findings

This report concludes that soft measures can be interesting measures to implement in order to overcome several barriers for using sustainable transportation. However, it is also important to stress that soft measures cannot stand-alone. MIDAS acknowledges this by identifying associated measures, i.e. hard measures or hybrid measures, necessary for successful implementation of soft measures.

Furthermore, the nature of soft measures makes quantitative evaluation challenging. Soft measures will often have their main influence on awareness and attitude, but might not have a direct effect on the transport behaviour among the selected target groups of the project. However, this result is seen as acceptable within the frame of the project, where the main objective is to break down the barriers for using sustainable transport. The result of this breakdown might not be immediately apparent, but might be visible in future transport planning and spatial planning, if the consultation processes with stakeholders have been carried out successful, as has been the case in Clermont-Ferrand. In Aalborg, young people have been targeted, with the intention of influencing the perception of sustainable transport, by providing information about potential for using sustainable transport as an alternative to car ownership. This result will not be visible right away, but might in the future be measurable through modal shift. Already, a survey has shown that the perception of sustainable transport might have changed, and that now car users might change their mode of transport.
1 Introduction

1.1 Implementing soft measures in MIDAS

The prime objective of MIDAS is, according to the project description, to encourage transfer to less energy intensive modes of transport by optimising the use of soft measures aimed at reducing demand for motorised transport.

In the past, traffic problems have mainly been solved through hard measures, including cycling and walking routes, and improving public transport infrastructure. However, acknowledging that these measures are crucial in order to obtain real changes in urban transport patterns, the increase in car use is also, according to the PLUME project, due to more additional and behavioural decisions. This will be further explained in section 2 of this report.

“Soft measures 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.”

This statement was the initial interpretation of “soft measure” at the beginning of the project. The concept of soft measures has, as a part of MIDAS, been further developed, and is reported in Section 2 of this report: Classification and discussion of soft measures.

The following diagram shows the structure of the MIDAS implementation process and also the structure of this deliverable. Section 3 of this report is about the steps from the user requirements of WP3 to the implementation of the MIDAS soft measures. Section four of the report contains information on implementation and initial results of the soft measures. The section will be structured by type of measure, so it is important to develop an unambiguous classification of the soft measure concept.

Figure 1: Showing the structure of section 3 and 4 of this report. Section 3 contains the marketing philosophy which can be seen as the link between the identified user requirements in WP3 and the implementation of soft measures. Section 4 describes the implemented measures as of August 2008.
Section 3 of this report covers the use of consultation processes carried out as part of MIDAS, to approach the target groups properly in order to obtain results. The innovative consultation approaches and the stakeholders involved were presented in D6/D8, submitted in August 2007.

1.2 Implementing soft measures
As stated in the grant agreement, one of the aims of MIDAS is strong dissemination. Section 4 of this report addresses this objective by presenting a comprehensive list of soft measure implemented, which provides the reader with an ideas catalogue for the use of soft measures in general.

This report will also form the basis of Deliverable 14 (D14²), presenting an easily accessible best practice guide for all actions carried out within MIDAS. This report will be available by December 2008 via the MIDAS website.

² D14 – Guidelines on the potential of soft measures in land-use planning and transport policy integration strategies
2 Classification and discussion of soft measures
This section explores the term “soft measure” in more detail. There are several interpretations of the term and planners and technicians may have different ideas. However, MIDAS aims to conceptualise soft measures even further. One definition of soft measures is presented in the project contract and says that: “Soft measures 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.” However, this definition does not correspond to all identified barriers of the use of more energy efficient modes of transport.

2.1 What are soft measures?
The PLUME project, which was part of the Land-Use and Transport Research (LUTR) cluster, and which has been described more thoroughly in Deliverable 2 (D2), is also the basis of the extended definition of soft measures used in MIDAS. Chapter two of D2 gives a thorough review of the LUTR conclusions and recommendations with specific emphasis on the results from PLUME. The final report of PLUME was drawn together in 2005 by two partners in MIDAS; Travel and Travel Research Ltd (TTR) and POLIS together with ITS. The focus of this deliverable, as in D2, will be on the travel demand management: Attitudinal and Behavioural measures.

2.1.1 What to overcome?
The implementation of soft measures within MIDAS is due to several identified barriers of the use of more energy effective ways of transport. These barriers are theoretically as described in PLUME as follows:

a) Individual barriers:
- Our individual perception of mobility: our habits and values, our attitudes and preferences, our experiences, the perception we have about different modes.
- Our environment and our way of living: the composition of the household, the place where we are living and the activities we do.
- Our social status: our financial capacity, our age, our family situation.

b) Collective barriers:
- The level of knowledge and information about transport.
- Public opinion.
- Community culture.
- The history of transport policies and plans in the area.

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D2 – Report on land use strategic plans and soft measures potential
http://www.lutr.net/deliverables.asp
Figure 2: Marketing and awareness campaigns are tools to be used to make the circle go round. The red circle is focussing on awareness while the blue circle focuses on marketing, but as can be seen there are overlaps between the two.

The diagram above has been used by PLUME to explain behaviour in a process of change. In the case of urban mobility, the process of change is illustrating the change to more energy efficient modes of transport. The model is known as the Needs-Opportunity-Ability (NOA) model. The NOA model put particular emphasis on the environmental impacts of the behaviour. The TAPESTRY project has combined two of these key models - ‘the stages of change model’ and elements of the ‘Theory of planed behaviour’ - into a new model that is dealing specifically with transport. The model is known as the “Seven Stages of change Model” which can be seen below:

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5 PLUME, SYNTHESIS REPORT: TRAVEL DEMAND MANAGEMENT, April 2004
1. Awareness of the problem of increased car use
2. Acceptance of a level of personal responsibility for the problems and for contributing to the solutions
3. Perception of options and attitude toward alternative modes
4. Evaluation of options to prioritise the characteristics of the different alternatives
5. Making a choice: the intention to change one step before a measurable change in behaviour
6. Experimental behaviour, for certain trips or for a short time

One of the important objectives of MIDAS, in order to complete the circle, was to overcome identified barriers in each MIDAS city. In some of the cities the barriers have been easy to identify, whilst in other cities they have been more complex and required more work. The barriers to overcome have been identified in D2 and D6/D8. In Aalborg, the main barrier was lack of awareness of sustainable modes of transport in the city. This barrier was identified largely through the consultation process reported in D6/D8. In Clermont-Ferrand, on the other hand, the main objective has been to elicit stakeholder cooperation with respect to sustainable transport, since this barrier has been identified as the most important to overcome.

The objectives of attitudinal and behavioural measures are identified in the PLUME Travel Demand Management Synthesis Review as:

- Raising people’s awareness, to make them change their values, their perceptions, their attitudes, and their travel habits,
- Improving transport information and publicity to influence people’s travel behaviour,
- Helping people change their behaviour by offering them tailor-made solutions, which take into account their needs, their expectations and their habits,
- Influencing peoples habits (their way of living, their rhythm of working, the ‘relation’ they have with their cars…) to reduce their need to travel.6

The exact measures defined by PLUME, which can be implemented, are as follows:

- Communication campaigns, designed to increase people’s awareness or to provide better information on alternative modes;
- Company travel plans, in which firms set out ways in which they can reduce their demands on the transport system;
- Ridesharing that offers alternative solutions to solo car use;
- Car clubs that offer alternative solutions to car ownership;
- Flexible working hours that can influence people’s travel behaviour;
- Telecommunications as an alternative to travel;7

The European Platform on Mobility Management (EPOMM) conceives the understanding of transport management from the two projects MOMENTUM and MOSAIC which divides transport management into two categories: “Traffic System Management” and “Mobility Management” and the measures used in these forms of management into four categories, the software orientated

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7 Source: PLUME, Second Annual State-of-the-Art Review, May 2004
measures, the hardware orientated measures, the supply orientated measures and the demand orientated measures. Mobility Management, which is the main focus of MIDAS, is based on the software orientated measures (i.e. soft measures) such as organisation, information, co-ordination and communication, where as the Traffic System Management are based on hard measures such as laws and regulations, pricing and fiscal measures and infrastructure improvements.

The four categories of soft measures can, in practice, be split into six different categories, of which only four are relevant to MIDAS:

**Information and Advice**, which by the EPOMM is considered as the core service of Mobility Management, includes *information on* public transport and other sustainable modes of transport such as walking, cycling, car pooling, car sharing, ridesharing, taxis etc.

**Consulting** comprises tailor-made advice for customers. In the EPOMM this, for example, includes *how to* introduce job-tickets or car-pooling for companies or comprehensive mobility plans for companies.

**Awareness and Education** includes activities that *draw peoples’ attention* to the existence of sustainable modes and their potential to fulfil the mobility needs of the individual. Educational tools can help highlight the advantages and disadvantages of different modes of transport.

**Transport Organisation and Co-ordination** is the organisation between the new sustainable transport forms and the existing services. The co-ordination between the different modes of transport is important for the integrated use of transport and should be between the different providers, the local authorities and local interests.

The other two categories proposed by the EPOMM are Sales and Reservation and Transport-related Products and Services. However it has not been possible to identify any of these categories in MIDAS, as it is more concerned with the marketing of sustainable transport, based on a consultation process.

However, this classification does not solve the definition of “soft measures” entirely. There are still more ways of understanding the concept. The following literature review of the concept should help us differentiate between hard and soft measures, or at least explain why a specific classification has been made.

The OECD EST-project (European Sustainable Transport) defines soft measures mainly as information, awareness raising and education. Furthermore the project include promoting of housing and town development and promoting of compact urban development as well as different forms of voluntary programmes such as voluntary CO\textsubscript{2}-emmision level standards and freight consolidation. MIDAS, however, is focused on passenger transport, which means that these measures are only in the periphery of the project.

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*EPOMM: Mobility Management – User Manual, 1999 p. 11 and pp. 23-42*

*OECD, workshop: Communicating Environmental Sustainable Transport – The role of soft measures, Berlin on 5th-6th December 2002*
The CIVITAS-programme operates with eight different categories of measures – one of these categories is soft measures. The category is described as “Innovative ‘soft’ measures for managing mobility demand by means of introducing new approaches to integrated planning; promoting green transport plans, walking and cycling, mobility marketing and awareness. Particular attention should be paid to road safety aspects”. (CIVITAS Measure Fields at http://www.civitas-initiative.org) This category has been divided into several sub-categories, including cycling, walking, and mobility management. However, several of the soft measures are categorised into more sub-categories. CIVITAS uses car-pooling as a soft measure despite the project’s definition of soft measures as something dealing with integrated planning, promotion and marketing. However, it has to be considered that there is a grey area between soft and hard measures at this point. The fact that car-pooling in itself – without any marketing or promoting – could encourage better use of sustainable transport can be discussed.

A similar classification has been made by the Investigation of Air Pollution Standing Conference (http://www.iapsc.org.uk) which is “a forum for the exchange of information and best practice in the field of air quality measurement and management in the UK”. At a conference held in Birmingham in November 2005, Phil Goodwin, Centre for transport and Society at the University of Bristol presented soft factors as travel plans, better information, new ways of organising, and new patterns of car-use (including car-sharing and car clubs). He also concludes, which is an important point to bring forward, that soft measures need hard measures to fulfil their potential. Speaking about soft measures alone is therefore meaningless, which should also be discussed as part of MIDAS. This will be done in a fifth category including hard measures to form the basis of the soft measures. This category will include car sharing and car-pooling, for example, which are measures in the grey area between soft and hard measures and are not explicitly included in MIDAS.

WP10 of the CIVITAS Trendsetter project is dealing with CIVITAS’ innovative soft measures in the transport area. In this work package the main objectives are to provide users, and potential users, of sustainable modes, with high quality information pre trip and on trip; to run awareness raising campaigns for less car use and speed reduction under involvement of opinion multipliers; to use the web for supporting clean drivers and also the users of sustainable modes and to set up an urban mobility plan. The measures are classified into three different categories: Bicycle measures, such as bike and ride information on the internet; trip planning such as creation of a visitor web for optimal trip planning, and marketing and information; and awareness of clean transport and safety.

In TAPESTRY it is made clear, that new services in public transport in themselves do not bring substantial changes in travel behaviour. If infrastructure improvements or new services are implemented people have to be informed about them – and these pieces of information are what TAPESTRY describes as soft policies, or soft measures. The key role is to inform people about other modes of transport, if they are using the car for the majority of the trips. In addition to the information, campaigns can be used to make people accept that there is a need for car restraint measures. Hence, TAPESTRY is in line with other interpretations of soft measures – where the understanding is focussed on information and campaigning.

11 Investigation of Air Pollution Standing Conference: Phil Goodwin on Soft Transport Planning Measures, and how to monitor their effects, November 2005 at (http://www.iapsc.org.uk)
The last piece of literature, which will be presented in this short paper, is the MOST project (Mobility Management Strategies for the next Decades), which is about information to different clusters. This includes education, tourism, health, site development, temporary sites and mobility centres. These clusters comprise, inter alia, travel behaviour of children and teenagers on their way to school, informing of holidaymakers about alternatives when they are planning their holidays, mobility management in relation to trips to and from hospitals, management measures for sites during their development and information about constructions and current status of the public transport\textsuperscript{13}.

To convince people to change travel behaviour we therefore need more than just a technical approach. We need to follow the process of behavioural change addressing awareness and attitudes and the personal values and benefits to motivate to change travel behaviour.

\section*{2.2 Understanding soft measures in MIDAS}

As mentioned above, the interpretation of soft measures in MIDAS is very much based on the understanding of soft measures in EPOMM. This is to avoid further confusion with respect to the classification of soft measures, as has been seen in CIVITAS, for example. Furthermore it has been decided that soft measures concerning planning, co-ordination of transport, consultation, information, awareness and information about sustainable transport are included, and that measures such as car-sharing, car pooling and bicycle paths are not included in the classification. However, these can be considered as measures in the grey area between soft and hard measures; and are therefore very important for the implementation of soft measures, as are other hard measures. But since MIDAS is only concerned with soft measures, these are not included in the classification. The grey area measures however will be presented. This will is ensure, that people who, due to other classifications would expect the grey area measures to be part of the soft measures still will be able to identify them.

\section*{2.3 Associated measures}

Along with soft measures, associated measures constitute the mobility management measures. The associated measures are not soft measures, nor hard measures, but measures which can help to implement the soft measures, such as a car sharing scheme. It cannot be described as infrastructure, and it cannot be put under any soft measure category as described in section 2.4. In contrary it can be used as a foundation for the soft measures. Associated measures will be described more thoroughly in Deliverable 13 (D13\textsuperscript{14}).

\textsuperscript{13} MOST: Deliverable 3, section 4, November 2000

\textsuperscript{14} D13 – Report on mobility management measures implemented
2.4 Classification of soft 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. Many examples of these measures are in progress or about to be implemented in the MIDAS cities. Details are given in the tables below:

<table>
<thead>
<tr>
<th>SOFT MEASURES</th>
<th>MIDAS CITIES</th>
<th>Aalborg (DK)</th>
<th>Cork (IE)</th>
<th>Liverpool (UK)</th>
<th>Bologna (IT)</th>
<th>Clermont-Ferrand (FR)</th>
<th>Suceava (RO)</th>
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</thead>
<tbody>
<tr>
<td>Main categories</td>
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<tr>
<td>Education &amp; Awareness</td>
<td>Measures</td>
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<td>School travel awareness</td>
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<td>Education campaigns</td>
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<tr>
<td>Participation &amp; Consultation</td>
<td>Measures</td>
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<tr>
<td>Focus groups / steering committees / workshops between stakeholders</td>
<td>x</td>
<td>x</td>
<td>X</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Public surveys (web based, leaflets, questionnaires, interviews)</td>
<td>x</td>
<td>x</td>
<td>X</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Information, advice, &amp; marketing</td>
<td>Measures</td>
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<td>Direct marketing / individualised marketing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Communication tools (guides, leaflets, web tools, GPS-tools)</td>
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<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>One-way Information (TV, radio, newspapers, maps, folders...)</td>
<td>x</td>
<td>x</td>
<td>X</td>
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<tr>
<td>Public information meetings / exhibitions</td>
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<td>x</td>
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<td>Promotion activities</td>
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<tr>
<td>Planning &amp; coordination</td>
<td>Measures</td>
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<td>Travel plans (school, workplace, urban, residential)</td>
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<td>x</td>
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<tr>
<td>Land-use plans (transport integration)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Transport policies / programmes / plans</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Working with developers</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

Figure 3: The soft measures of the MIDAS project categorised in accordance with the theoretical framework presented in this section.
### ASSOCIATED MEASURES

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

Figure 4: The measures listed in this measure are not all part of the MIDAS soft measures, however they may be used in the categories above.

### 2.5 Testing definitions

In February 2008 a workshop was held in Budapest as part of the training programme. The workshop was an important event for discussing soft measures and their effect. The training resource pack from the workshop is available as Deliverable 11 (D11) and the results will be further evaluated in the process evaluation. The workshop, where soft measures are discussed, can itself help break down the barriers for the use of sustainable transport as defined in D2.
2.6 Marketing tools

In this section, special emphasis will be put on marketing tools. Marketing tools are interesting in the field of sustainable transport. Surveys carried out as part of the consultation highlight several negative aspects of sustainable transport modes.

Marketing tools are to be found in the soft measure category “Information, Advice and Marketing”, and is could perhaps be described as one of the softest measures in the package. Marketing has not frequently been used to promote sustainable transport, but has, on the contrary, been used heavily by the car industry. This promotion has lead to the perception of the car as a status symbol among many people, and the car industry has furthermore succeeded in selling cars as something that you cannot live without. Results from the MIDAS consultation in Aalborg shows that car users see flexibility and comfort as the main reason for using the car. This perception can be found implicit in most of car commercials, an image MIDAS is aiming to shake.

![Figure 6: Example on advantages and disadvantages for car and bike used in the marketing strategy in Aalborg](Image)
The same exercise has been carried out for Merseytravel’s TravelWise in Liverpool as the basis of the marketing of sustainable transport in Merseyside. The two examples of Aalborg and Liverpool demonstrate dedicated marketing projects based on end user consultation. It is interesting to see how the campaigns (see section 4) try to sell the messages.

There is a direct link in terminology between figure 2 showing the process of change and the CAB marketing model, CAB being an acronym for Cognition (Awareness or Learning), Affect (Feeling, interest or desire), Behaviour (Action). The CAB model is a modified form of the traditional marketing model A-I-D-A (Attention (Awareness) – Interest – Desire – Action). This interesting similarity between the NOA model and the CAB model, leads us to believe that marketing is indeed a useful tool for promoting less energy consuming transport.\textsuperscript{15}

<table>
<thead>
<tr>
<th>The NOA-model:</th>
<th>The CAB-model:</th>
<th>Social Marketing:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Cognition</td>
<td>Talk to target audience</td>
</tr>
<tr>
<td>Acceptance</td>
<td>Affect</td>
<td>Segment the audience</td>
</tr>
<tr>
<td>Attitudes</td>
<td>Behaviour</td>
<td>Position the product</td>
</tr>
<tr>
<td>Action</td>
<td></td>
<td>Know the competition</td>
</tr>
<tr>
<td>Assimilation</td>
<td></td>
<td>Go to where the audience is</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Utilize a variety of approaches</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use models that work</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Test, test, test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Build partnerships with key allies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>See what you can do better next time\textsuperscript{16}</td>
</tr>
</tbody>
</table>

Figure 7: Shows the link between the NOA-model used by PLUME to describe the process of change (of modes of transport) and the CAB marketing model. Also these models are linked with a demonstration of social marketing used in the city of Bellevue, USA.

This report consists of several examples of materials produced by the partner cities, to raise awareness or educate target groups, in order to promote sustainable transport. Their aim is to persuade the target groups to change their attitude towards, or their perception of, sustainable transport, and encourage the target groups to take action by changing travel behaviour accordingly.

\textsuperscript{15} \url{http://www.wikipedia.org}

\textsuperscript{16} Jonathan Dong, presentation at the ECOMM conference in London 2008
As discussed at the Budapest workshop in February 2008, it is difficult to marketing something that is an alternative. There will, for example, often be a reference to car travel, when singing the praises of cycling. This is because it is easy to say that a bike is cheaper than a car, that you get some exercise while using it, and that it is faster than the private car for certain journeys, especially during rush hour. The car industry uses a different approach. When selling a car it such comparisons are never made. The “advantages” are sold in the commercials, whilst the disadvantages are usually hidden away.

Trying to imitate this way of selling transport could be a way forward. In each of the six MIDAS cities a marketing philosophy has been developed, focussing on the most effective way of targeting the relevant groups. Section 3 in this report goes through the marketing philosophies of each city. The marketing philosophy has been based on the consultation processes carried out in as part of Work Package 3.
3 Marketing philosophy

This chapter details the thinking behind the implementation of the soft and associated measures. The “marketing philosophies”, which is the general term use throughout this report, have their baseline in the consultation processes; mainly the user requirements described in D6/D8. The marketing philosophy will be described for each city at a time, since each has taken a different approach. This is also indicated in D6/D8 where user requirements vary from partner to partner. Each section will summarize the user requirements from D6/D8 before presenting the marketing philosophies.

3.1 Aalborg

The marketing philosophy in Aalborg is based on the consultation carried out in October and November 2006. In Aalborg, the aim of MIDAS has been to create an integrated marketing strategy in order to raise awareness and inform the selected target groups about sustainable transport. The figurines below – the little devil and the green angel were the main characters of the information and marketing campaign based on the marketing strategy. This section presents some of the thoughts behind the marketing strategy and the implementation of soft measures in Aalborg.

Figure 9: The little devil and the green angel from Aalborg
3.1.1 Target groups requirements and geography

In autumn 2006 two focus groups were held, followed by two online surveys among the target groups.

<table>
<thead>
<tr>
<th>Description of target group</th>
<th>Consultation process</th>
</tr>
</thead>
</table>
| Group of first year students at Aalborg University, at the teacher training college and one upper secondary school in the MIDAS corridor. The target group contains of mainly young people who are likely to purchase a car within a short period of time if they not already own one. They are ‘new in town’. | Focus group  
Online survey |
| Group of employees at the large company KMD in Aalborg. The target group is defined people between 18-65 years. They have lived in Aalborg for some time and are more likely to own a car than the students. | Focus group  
Online survey |

Figure 10: Target groups and consultation process in Aalborg

The focus area of the project in Aalborg is the corridor between the city centre / waterfront and the university campus at the south east of the city. As described in previous deliverables, 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.
The key findings of the focus group interviews with target groups and the results from the web-surveys has already been presented in the D6/D8 and a very brief summary can be seen in the table below:

<table>
<thead>
<tr>
<th>Employees</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>- car users</td>
<td>- bus and bike users</td>
</tr>
<tr>
<td>- didn’t need further information</td>
<td>- interested in more transport information</td>
</tr>
<tr>
<td>- demand for better services</td>
<td>- didn’t know the cycle route planner and</td>
</tr>
<tr>
<td>- not really interested in alternatives</td>
<td>car sharing scheme well</td>
</tr>
<tr>
<td>- didn’t know the cycle route planner and</td>
<td>- found a transport supervisor useful</td>
</tr>
<tr>
<td>car sharing scheme well</td>
<td>- want information on the mobile phone,</td>
</tr>
<tr>
<td>- not interested in transport supervisor</td>
<td>internet and information package</td>
</tr>
<tr>
<td>- want information on the internet</td>
<td></td>
</tr>
</tbody>
</table>

**Figure 11: Key outcomes from the consultation process in Aalborg**

Based on the key findings above and results on travel behaviour, attitude and awareness collected through an online survey, the concerns prior to the development of the marketing strategy were:

- Both target groups should still be targeted by the marketing strategy even though the employees at KMD seemed less interested in changing their travel behaviour, and the students already were users of sustainable transport.
- The key objective was to get car users out of their cars and to postpone car ownership among people who did not already own a car. This means that the car users of the company should be encouraged to take the bike or the bus, while the students already using sustainable modes of transport should be encouraged to continue.
- The campaign based on the marketing strategy should address all available alternatives to private car use.

### 3.1.2 What are you today?

Based on the consultation processes described earlier, the main driver of the marketing strategy was that Aalborg had to construct something that was flexible for the car users and potential car users. What we wanted people to think about, with respect to their cars, was that there are often alternatives. In this way every day road users would consider these alternatives – thinking “*what are you today*”?
To emphasize this, two main characters were developed: *The green angel* and *the little devil*. Each character represents the road user’s conscience and the goal was to make everyone think of which one they were today. “Today I am a green angel using the bus!” “The weather today is nice, I’ll be a green angel and walk.” “It’s always difficult to find a parking spot – today I’ll take my bike”, “I have to take kids to school, today I have to be a red devil”. The campaigning material, described further in section 4, suggests why the road users could sometimes use an alternative to their car.

**Facts about the traffic in Aalborg**

- You can’t expect to find a parking spot where you want
- There is congestion on all major roads to Aalborg during peak hour.
- 90,000 cars are every day passing the Limfjord. That is one car every second.
- The last ten years, fuel prices have raised 48%.
- 96 % of the buses in Aalborg arrive at time.
- Etc.
3.1.3 A little change among many!
Based on the above, it would also be too optimistic to think that the strategy would result in wholesale changes, because the aim was not to change the car users’ travel behaviour completely. The next step of the strategy was therefore to spread the message to a larger group with a statement that it is preferable to have a little change among many rather than a complete change within a few.

3.1.4 The Approach
Based on the user requirements from the consultation process, some elements of the strategy were more or less taken as given. Firstly, both target groups wanted their information about sustainable transport online, and the students also on their mobile phone. Direct marketing through a mobility manager was not initially a choice but was included in the strategy in another form.

The campaign was launched in September 2007 with an event in the city centre (near the students’ union) and continued throughout the year. More information about this is in section 4 of this report.

3.2 Bologna
In Bologna the consultation process was developed initially through interviews and focus groups, with the main aim of understanding basic user needs, in order to develop appropriated soft measures. The consultation started in November 2006, and was then followed by phone interviews.

The target area of the MIDAS soft measures is the entire area of Bologna city, but surveys were carried out among inhabitants of two specific areas, with different levels of sustainable services and facilities.
3.2.1 Target group requirements

<table>
<thead>
<tr>
<th>Description of target group</th>
<th>Consultation process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample chosen among people living in two different areas of Bologna. One area in the West, where car-sharing services have already been implemented, together with a cycle path, and effective public transport services. A second area in the East, where “sustainable” services are at this moment less implemented.</td>
<td>Telephone interviews</td>
</tr>
<tr>
<td>People from the same areas of the city that were chosen for the phone interviews.</td>
<td>Focus Group interviews</td>
</tr>
</tbody>
</table>

Figure 15: Target groups and consultation processes in Bologna

The outcomes of the questionnaires (described in D6/D8) were to highlight the main paths to follow for awareness and marketing actions:

- Create a concise vademecum of all sustainable mobility services of Bologna to inform citizens on the existing alternatives to the private car.
- Improve ATCittà point services in order to have main point of reference for all sustainable mobility services
- Re-launch of car sharing service through an awareness campaign addressed to potential users (university students in particular)

3.2.2 The approach

The target groups selected for the user needs survey were structured samples of Bologna inhabitants; the aim was to compare opinions expressed from people living in two areas with different levels of sustainable service provision. It was apparent that the levels of awareness and use in the two areas were not consistent with the level of service provision.

The information campaign was therefore targeted at the whole urban area, acknowledging that a clear understanding of what was actually available was important to the project.

The awareness and information campaign started during the European Sustainable Mobility Week, which took place in Bologna from 16th to 22nd September 2007.

The campaign focused on car sharing service, bicycle use (bicycle paths, bike hire service, and bicycle facilities) and public transport service.

Dedicated personnel showed sustainable mobility opportunities, distributed info material (mobility vademecum) and gave demonstrations of car sharing facilities and the bike hire service.
Decision makers took part in a conference on 17th September 2007 concerning the Bologna urban mobility plan.

During the sustainable mobility week there was the opportunity to raise awareness of the ATCittà point, that enhanced and expanded the range of information on offer, becoming the reference point for sustainable mobility in Bologna.

The ATCittà point was already established, and was well known among residents as the information and ticketing office for public transport.

The added value of MIDAS was to extend the range of information on offer to cover all sustainable mobility services. The front-line staff were trained to give details and information on car sharing, bike hire and cycle paths as well as park & ride locations.

A further initiative focusing on car sharing will be developed during the second half of 2008: a campaign targeted at university students, a potentially large and presently untapped market. The campaign will provide information through a link on the University website, direct mailing to the students mail box, etc.

A valuable tool for the information campaign was the mobility vademecum “La carta della mobilità” with ATC and Bologna Municipality working together to decide and design the contents. The consultation process with residents was fundamental to understanding the clear need for an effective information tool.

“La carta della mobilità” was first distributed to public transport season ticket holders, and then continued during the European Mobility Week and afterwards through ATCittà.

### 3.3 Clermont Ferrand

Clermont-Ferrand is developing and implementing a large suite of soft measures as:

- The revision of the Urban Travel Plan, a planning tool for the agglomeration which deals with the implementation of many soft measures as pedestrianisation, walking and cycling facilities, public transport services, car parking restriction, park and ride etc. All those soft measures will be explained to the public thanks to a communication campaign.
- The travel conference, a consultation process
- The travel guide, a communication tool on public transport and soft modes
### 3.3.1 Target groups of the soft measures implemented

<table>
<thead>
<tr>
<th>Description of target group</th>
<th>Consultation or communication process</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Urban Travel Plan (UTP) (Plan de Déplacements Urbains (PDU))</strong>&lt;br&gt;Phase 1: preparation of the Urban Travel Plan&lt;br&gt;This involved: the local authorities responsible for transport (Regional Councils, General Councils, and City Councils), the city of Clermont-Ferrand, a representative from the state, the town planning agency, the associations for the protection of the environment, the associations of public transport users, the transport providers, the Chamber of Commerce, etc.&lt;br&gt;The area of the Clermont agglomeration concerned by the UTP:</td>
<td>2 Plenary meetings&lt;br&gt;Exhibitions, distribution of documents and information, public meetings&lt;br&gt;Public enquiry</td>
</tr>
<tr>
<td><strong>Phase 2 : Communication and public consultation</strong>&lt;br&gt;This involved: The whole of the population which falls within of the urban transport perimeter (a total of 22 wards (« communes »)).</td>
<td>12 Theme related meetings</td>
</tr>
<tr>
<td><strong>The Travel Conference :</strong>&lt;br&gt;This involved: Public authorities in charge of transport, such as the Regional Council of Auvergne, the General Council of Puy-de-Dôme, the authority responsible for transport for the agglomeration of Clermont-Ferrand and the community of Riom (SMTC).</td>
<td>Plenary meetings</td>
</tr>
<tr>
<td><strong>The Travel Guide:</strong>&lt;br&gt;This involved: the whole of the population of the Grand Clermont.</td>
<td>Distribution of the guide and questionnaire survey</td>
</tr>
</tbody>
</table>

*Figure 16: Target groups and consultation methods in Clermont Ferrand*
3.3.2 The process of developing soft measures in Clermont-Ferrand

Urban Travel Plan (UTP)
The Urban Travel Plan has now been written. The Steering Committee which included all public authorities concerned by the plan have been working together and are meeting again in June 2008 to approve the content of the document. Following this, a communication campaign focussed on the UTP and aimed at the public will be carried out, and followed by a compulsory public enquiry. This process will then be followed by a vote of the different assemblies; the town councils located in the perimeter of the agglomeration, and the authorities who have responsibilities for transport and who are concerned by the UTP. Finally, the Prefect, an official representative of the State, will declare that the UTP is adopted and this document will then become an obligation for all concerned to meet its obligations and carry out the tasks and operations regarding the mobility policies.

The SMTC is currently preparing the communication tools which will be used for the communication campaign on the UTP, to be put to the Steering committee in June and implemented before the public enquiry next spring.

Travel Conference
After a launch meeting of this structure of coordination and consultation on policies and actions of the different public authorities in charge of transport, the creation of a «Mixte Syndicate of Transport» (“Syndicat Mixte des Transports de type SRU”) which would involve the authorities of the Travel Conference to work together on a permanent basis, is still not finalised. Following the local and municipal elections held in March 2008, no decisions have yet been taken.

The public authorities involved in the Travel Conference have signed a protocol for the implementation of an intermodal station in the centre of Clermont-Ferrand. This event was touched on in some newspaper articles as the example given.

The Travel Guide
This is one of the marketing measures implemented through MIDAS in Clermont-Ferrand. It is an intermodal guide produced in 2006 to provide integrated and complete information about all modes, at different scales (agglomeration, streets, and intermodal interchange) and linked to main activity areas and services. This innovative and comprehensive tool aims to make transport and city authorities to see their network as part of a global supply; and making people completely aware of all components of the local mobility policy in “their” way of life.
It has been developed within a partnership approach with the diverse actors involved in travel policies: SEPAC (Scheme of Territorial Coherence authority), ADEME (National Energy Agency), Riom community and SMTC (transport authorities).

The dissemination of the first edition of the Travel Guide has been relatively wide with Town Halls, town communities, transport authorities, and public transport operators (urban, interurban, central mobility agency, airports, etc.) all involved. This first edition was sent to the various recipients with a questionnaire to evaluate the modifications needed to improve the guide.

Then, the guide was distributed to a targeted public and sold commercially. The targeted public who received the guide were all public organisations, all existing subscribers of public transport services (urban public transport, railway, etc.) new residents and new students. It was a way to inform them about the best sustainable transport habits.

3.3.3 A focus on the Urban Travel Plan (UTP) communication campaign

The aim of the UTP communication campaign will be to explain what is a UTP, what can it change in everybody’s life, how it works and what will be the consequences 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 the transport habits.

There are 4 major events for this campaign:

1. During the XXIe Public Transport national meetings in November 2007. It 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 orientations of the Urban Travel Plan (UTP). They were explained via a panel in the SMTC stand (the panel is shown as an example) and with dedicated personnel able to speak about the UTP. The information was targeted at people working in transportation in France; people aware of what a UTP is.

2. During a regional commercial exhibition (“Foire de Courron”) in September 2008. This event attracts about 220,000 persons during 10 days. The SMTC stand will focus on the Urban Travel Plan. The communication campaign will be addressed to the whole urban area and even all the Region. The aim will be to explain what a UTP is, what can it change in everybody’s life and what will be the main thrust. Various marketing tools will be used as panels in the SMTC stand including leaflets distributed during the event and dedicated persons who will be able to explain the project.
3. During the European Sustainable Mobility Week in September 2008, the UTP project and all the actions associated will be presented to the associations during a meeting, in order to get feedback. And during all the mobility week, the UTP will be presented to the residents: the marketing approach will be the same as for the “Foire de Cournon” with panels and leaflets explaining what a UTP is to the public etc.

4. Before the official public enquiry in March 2009, the communication campaign will aim to inform the largest audience about the UTP: pedestrianisation, walking and cycling facilities, public transport services, car parking restriction, park and ride and so on. This campaign will begin in November 2008, and run until the public enquiry.

The campaign will have two main targets: the elected members who will be responsible for the implementation of the policies according to the UTP, and the whole population who need to be informed and involved in the process of the development of the UTP policies.

Various 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 leaflet (about 3 pages) explaining what a UTP is and its main orientations. It will be widely distributed to the whole public before and during the public enquiry.
- A little guide (about 40 pages) explaining the UTP process, the orientations and the main actions in public transport, soft modes, parking, intermodality, goods transport and so on. The public targeted are the associations and the people who have a special interest for the project. Two pages of this guide are presented below.
3.4 Cork

3.4.1 Project Summary

The long-term vision for the Cork area is set out in the Cork Area Strategic Plan (CASP) and was adopted jointly by all the planning authorities for the area in 2001. The vision and planning principles on which the plan is based have since been endorsed by the Irish Government’s ‘National Spatial Strategy’ and the Regional Planning Guidelines issued by the South West Regional Authority.

One of CASP’s key proposals is the provision of an integrated transport system to allow the easy and energy efficient movement of people between the City and its’ economic and social hinterland (the ‘metropolitan’ area immediately adjoining the city and the ‘ring towns’ beyond). In the corridor to the east of Cork City CASP proposed that this objective could best be achieved by re-opening a disused railway line linking Cork, Carrigtwohill and Midleton. If successful, further sections of the disused line could be re-opened to the town of Youghal. In parallel with this CASP also proposed that the existing suburban rail service serving part of the corridor to the town of Cobh should be enhanced.

The MIDAS project in Cork is concerned with the proposed reopening of the Cork Midleton Rail line. It was originally proposed that this line would come into service in 2008 but this will not now happen until 2009. The existing Cobh rail line is also located in the East Cork area. A survey of travel patterns in East Cork was carried out by means of a travel diary in 2006. This survey was analysed and a set of soft measures which would encourage greater use of energy efficient modes of transport were devised in 2007. It is intended to implement four distinct soft measures early in 2008 targeted at the study area. In mid 2008 the impact of these measures will be assessed and findings derived regarding these particular soft measures later in 2008 before the project closes.

3.4.2 Marketing Philosophy

The philosophy behind the Cork project involved ascertaining the attitude of the travelling public in the study area towards the use of energy efficient transport means and to measure the actual travel patterns in the study area. This information was obtained by use of a week long travel diary. The findings of this survey were analysed so as to obtain accurate information on which to base a programme of implementation of soft measures. The soft measures chosen were those which could be put into effect and measured within the timescale of the project. Once the soft measures have been implemented, their impacts can be measured and an assessment carried on their effectiveness in the study area.

3.4.3 Target Groups Requirements and Geography

<table>
<thead>
<tr>
<th>Description of target group</th>
<th>Consultation process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travelling public in East Cork area</td>
<td>7 day travel diary (hard copy or web-based)</td>
</tr>
</tbody>
</table>

Figure 17: Target groups and consultation process in Cork
Flows to Cork City from East Cork:
The pattern of trip-making is illustrated in the following diagram, where the width of the line is proportional to the volume of the flow.

![Diagram showing flows to Cork City from East Cork](image)

Figure 18: The Pattern of trip-making in the Cork area

### 3.4.4 Findings of Consultation Process

The majority of survey respondents make between 8 and 28 trips per week, with an average of about 18 trips.

9 out of 10 survey respondents commuted within the study corridor (for work or other purposes) every day during the survey week.

Car trips make up 92% of all recorded journeys that are within the East Cork area, 88% in the corridor (East Cork to city), and 76% for trips in the city or between the city and its surrounds.

The train has a significant 6% share of the market in the corridor (East Cork to city).

Walking has the next highest mode share after car travel.

Bus use is highest for trips within the city area and lowest for trips entirely within East Cork.

The overall picture is one of a transport system dominated by car use.

Numbers of walk trips drop off dramatically when the perceived walk time exceeds about 30 minutes.
People who are fully car-owning make up around half of those walking for 30 minutes or less, and two-thirds of those walking for 40 minutes or more. So there is reason to hope that walk distances will not diminish over time as car ownership increases.

Only 18 out of 634 respondents (2.8%) made any trips at all where the main mode was bicycle. Current levels of cycling are low – this appears to be seen as an activity undertaken by a few enthusiasts rather than a mainstream mode of transport. Marginal changes to the attractiveness of cycling will have negligible impact on travel patterns or energy efficiency, because the existing base levels of cycling are so low.

Bus mode share is highest for trips to school and college. Where the purpose is known to be other than trips to and from college and school, bus mode share is only around 2%. Bus use falls by a factor of ten as people become sole-use car owners. Bus use is therefore likely to fall as car ownership rises, other than in certain niche markets.

### 3.4.5 The Cork Approach

The attitude survey part of the travel diary showed that, in the study area, 70% of car users felt that travel by public transport could be comparable to travel by car. The steering group for the project agreed a strategy on 12th Sept 2007 for implementation of soft measures targeted at car users in the study area, in view of this attitude. It was felt that there was significant potential for car users to change to rail transport if the benefits could be communicated to them. The soft measure strategy comprised the implementation of four specific measures:

1. "The Cork Connection" travel information brochure. 2. Signposting of walking route through city centre to rail station 3. Poster campaign targeted at car users in study area 4. Promotion day as a habit breaking measure aimed to get car uses to try our rail travel.

The working group was tasked by the steering committee on 12th Sept 2007 to implement the soft measures strategy.

**Progress of the working group to date is as follows:**

1. Travel information brochure, implemented
2. Signposting of walking route: route to be finalised by 9th May with implementation to follow
3. Poster sites: sites to be finalised by 9th May with implementation to follow.
4. Promotion day: details under consideration by working group.

### 3.5 Liverpool

#### 3.5.1 Successful Campaigning

The importance of campaigns in raising awareness of the effects of increased car use, and the benefits of walking, cycling, car sharing and public transport is widely recognised. But the TravelWise Merseyside team decided that before designing such campaigns it would be better to
really understand the target audiences that they wished to influence. So in March 2007, an extensive study into the psychology of behaviour and behavioural change began.

3.5.2 The Psychology of Travel
The research attempted to establish a ‘catalogue’ of language, attitudes and motivations for use in designing and monitoring TravelWise campaigns. It incorporated three research elements; focus groups, hall tests and a large scale survey.

The research identified that with respect to travelling, the most important characteristics that affect modal choice are reliability, availability, comfort, control, affordability, safety and cleanliness and these act as the motivational factors for modal choice. Issues relating to control and freedom were recognised as being particularly important.

The perceptions of transport brands on Merseyside and the ideal brand image were also identified and these were found to reflect important personality characteristics; being friendly and open, bright and cheerful, reliable, punctual, family orientated and young at heart.

3.5.3 The Convertibles
It was acknowledged that not everyone wants to, or needs to change their travel habits. So looking beyond those people who already used sustainable transport, and stubborn car drivers who could see no need to change, we were left with approximately 30% of the population who were susceptible to change. This did not mean, however, that we would neglect sustainable travellers, as it was important that they continued to TravelWise!

3.5.4 Challenging Perceptions
The research also provided an insight into the existing perceptions of transport modes on Merseyside, which should be challenged. For example, it was recognised that public transport campaigns needed to challenge its traditional downbeat image. And whilst walking and cycling were viewed positively, they were not seen as a practical way of travelling. So more information was clearly required, since earlier research had shown that one third of car users typically made trips of less than one mile; trips that people could easily be made by walking or cycling.

It was also perceived that car sharing was not available in Merseyside and therefore not a travel option. As a result of these finding, it was considered essential to raise awareness of and promote car sharing in the area.

3.5.5 Selling the Sellable
Another key factor was the notion that campaigns should focus on promoting sustainable travel wherever the services on offer are in a good position to reinforce campaign messages. Or put another way, to “sell the sellable”. If the sustainable travel option is not up to scratch, encouraging its use may not have the desired effect, if the overall experience is in any way negative.

Once the campaign design has been completed the research showed that the most effective method of promoting the TravelWise campaign to the residents of Merseyside would be via the local media: local radio and local papers.
So to be effective, campaigns must project the personal values of liveliness, sociability, freedom and control through images and text (and sound if possible) to sustainable modes, with the need for aspirational imagery clearly identified. It is not a quick fix and will take time over years to bear fruit.
3.5.6 A Brand is Born

The study demonstrated that a well-designed, targeted campaign would be most successful. As a result, new branding was developed, the aim of which was to create a vibrant instantly recognisable brand for TravelWise Merseyside. This brand now forms the basis of all the TravelWise Merseyside campaigns and transport media, sending out a consistent, well-targeted message. You can see examples of this in the part 4, which details case studies and best practice of some of our successful soft measures.

3.6 Suceava

In earlier projects concerning public transport and traffic, there were a lot of measures concerning infrastructure and equipment, and the dissemination and awareness raising element of the measures was not as high profile as it could have been.

For this reason the idea of a project concerning mainly soft measures, guidance, examples of travel plans, which would naturally complement the major investments based projects, was attractive.

From our previous projects we knew that workshops and meeting with main target groups were necessary for the measures to be effective. Promotional activities allow us to disseminate information about the project.

School travel awareness was an idea conceived as a way of educating young people in an “environmentally friendly” way of living in a big crowded city. We believed that, through education, young people can alter their travel habits, and also that the information could reach the adults too (parents or teachers).

A travel plan was designed in collaboration with the representatives from all target groups. It proved to be a very useful exercise for a furthering understanding of the impact of traffic and transport, to associate “mode of travel” with health and environment, and how we can contribute to the reduction of level of pollution.

In this way the target groups discovered that a simple idea of properly defined walking route, instead of using cars, could contribute to improving the environment.

We drew on experience from earlier projects and endeavoured to include the measures with as much impact as possible. A significant factor was that public transport at local level had modernized for the first time in 19 years, but the modern, sustainable and cleaner network was not being promoted to the residents, in order to increase the number of passengers and decrease the number of car trips. Another reason was that we had some good practical examples from partner cities and as part of the project we wanted to transfer this good practice to local and national level.

The practical measures were selected based on what we considered would be attractive to the residents. For example, a touch screen system has been included, as research has suggested that this will facilitate dissemination of information, can be placed at strategic locations across the city, and will provide an excellent tool for supporting the various campaigns.
4 Best practice examples of marketing tools from the main categories of Soft Measures

4.1 Education and Awareness

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

4.1.1 School travel awareness

Suceava:
The initiative consisted on 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 organized bi-monthly meetings in almost all the schools in the city of Suceava. There were open discussions with pupils, surveys, presentations of MIDAS objectives, interactive workshops, in order to introduce the concept of Travel Plans, 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 congestions
- Encouraging people to use environmentally ways of travelling
- Raising awareness regarding traffic impact against environment and public health
4.1.2 Cycle training
Liverpool: Merseybike

The Merseybike scheme is seeking to deliver “on the road” training to 4500 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 have already been 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.

4.2 Participation and consultation

Participation & Consultation measures aim to involve the local stakeholders in focusing on the local context, and organising the development of sustainable mobility.

All the MIDAS cities have carried out Participation & Consultation measures within the project. Examples include focus groups / steering committees / workshops with stakeholders and public surveys (web based, leaflets, questionnaires, interviews). The methods used vary according to the target group and the aim of the consultation (to inform, to seek opinions, to “develop with”…). Within MIDAS the methods used, the reasons for choosing a particular method, and the outcomes of the consultation with the users and the target groups in the different cities have been explored and compared. The results of this cross-site analysis are available in the D6/D8. The typology of consultations, as well as the consultation methods in relation to the kind of barriers to sustainable mobility that they can help to overcome, are analysed and described. Consultations are also a tool to determine user requirements. The findings in terms of users’ requirements across MIDAS cities are also explained in D6/D8. Finally, the report includes recommendations on how to carry out consultations with regard to soft measures. The participation and consultation measures will not be explained further in this report.

4.3 Information, Advice and Marketing

The aim of Information, Advice, & Marketing measures is to inform the population in general, or targeted groups, of the alternatives to the private car and to give them the necessary advice that they need to change their travel habits towards sustainable modes. See chapter 3 for more information on how to think about information, advice and marketing.

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; promotion activities; marketing campaigns; and awareness of sustainable transport issues.
4.3.1 Direct marketing / individualised marketing

**Aalborg: Mobility Manager**

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 was running in 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.

**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 your car to the bus or train, but just do not know where to catch the bus or at what time. Or are keen to start walking or cycling for some journeys, but are unsure or 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.
4.3.2 Communication tools

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 portal www.atilbnu.dk and www.aalborg-trafikinfo.dk in order for the target groups to obtain information more easily.

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 local and national level.

A Touch Screen System will display information about the project and soft measures in general. This equipment will placed in the Mobility Centre at Suceava Town Hall and also will 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.
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.

Cork: Walking Route through Cork City Centre.

It was discovered, as part of the analysis of the survey data 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 importation locations to the rail station. It is anticipated that this measure may lead to transfer to rail for some journeys in the study area.

Clermont Ferrand: The Travel Guide

The Travel Guide, which includes travel information for all transport services in the agglomeration (with colour full maps and useful journey planning information), was evaluated via a questionnaire. 285 people completed the questionnaire. More than 51% 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.

An Internet version of the Travel Guide was suggested, and a prototype has been designed. This measure may be developed in the future.
Aalborg: Information Leaflet to stakeholders

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.
4.3.3 One-way Information

Aalborg: Cinema/TV spot/Radio spot

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

Aalborg: Bus Commercials

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

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.

Bologna: “La Carta della Mobilità”

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

The aim is to succeed in reaching potential users of sustainable transport services that up to now were not aware of the public transport services supply in Bologna, and therefore the expected impact is the increase of the use of these modes.
4.3.4 Public information meetings / exhibitions

Bologna: Public Conference

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

Suceava:

Several on street events and other promotion activities were used to promote MIDAS objectives (Green Week; A day without your car in the city; City Days; New Year Party; Christmas Tree Day). Representatives from the project team also took part in several conferences and workshops organized at local level (for the Mobility Week and for other local projects related to MIDAS objectives). Promotion 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 congestions and travel journeys
- Reducing air pollution and traffic congestions
- Encouraging people to use environmentally ways of traveling
- Raising awareness regarding traffic impact against environment and public health

4.3.5 Promotional activities

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 service

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 info material.

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

The campaign is carrying on via ATCittà, the info point for sustainable mobility services and ticket sale point for public transport.

Aalborg: MIDAS events
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.
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 vehicle will be further described in Deliverable 13 (D13). The demonstration gave the public the chance to learn more about the VIP car project. The event was also broadcasted on local television.
4.3.6 Marketing and awareness campaigns

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.

Liverpool: Cycle Campaign

Merseyside’s cycle campaign was launched in the summer of 2006. Following comprehensive baseline research to determine attitudes, motivations. This led to us targeting professional stakeholders & 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.

And overall awareness of the TravelWise Merseyside brand had significantly improved.
30,000 copies of this brochure are currently being distributed by post to each household in the study area. The flyer highlights public transport connectivity in Cork. Commuter rail fare information and bus fare information is also included. Energy saving messages are included and general travel information gathered as part of the MIDAS project is included. This publication is the first publication jointly produced by the bus and rail operators in the region.

Cork Experience – Rail/Bus Promotion:
One of the findings of the analysis of the survey data was that car users had a positive attitude towards public transport use. It is felt that a promotion which would have the effect of habit breaking on car commuters should be carried out. It is now intended to run a promotion comprising a significantly reduced fare which would give access to the rail and bus services. Currently arrangements are being discussed concerning the detail of the promotion, distribution methods, target numbers and risk analysis etc. It is hoped to have this promotion implemented in May 08.

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 it is intended to identify a small number of locations for posters targeted at car commuters in the study area. The intention is to locate posters at a number of these locations with a measure which would highlight the advantages of rail commuting. Sites are being investigated at present.
4.4 Planning and Coordination

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

In D2, Report on Land-use Strategic Plans and Soft Measures Potential\(^{17}\), the land-use plans of all 6 MIDAS cities are reviewed and the possible impacts and contributions of MIDAS soft measures are described. To that end, the different institutional backgrounds and the market barriers were analysed. The shortcomings in sustainable mode provision and the potential improvements are then described, followed by the potential role of soft measures to assist in meeting the planning goals.

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

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

4.4.1 Travel Plans

Liverpool:

We have produced a pack 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 all 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/

Suceava:

In Suceava school workshops have been 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 congestions
  - Increasing the use environmentally friendly ways of travelling by the citizens

4.4.2 Working with developers

Liverpool: Supplementary Planning Document

Our 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.
5 Recommendations on the implementation of soft measures

Based on actual case studies the MIDAS partners put forward the following recommendations for implementing soft measures, to encourage people to use less energy consuming modes of transport:

These recommendations are summarised in 5 key points:

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 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 better alternative it will produce.
6 Links with the evaluation, dissemination and training plans

The implementation of soft measures has been based on the consultation process in WP3. The implementation phase will be followed by three important phases to ensure the effectiveness, quality and long-term life of the measures, and to share best practice around the enlarged Europe; these are:

1. The evaluation phase
2. The dissemination phase
3. The training phase

The evaluation phase

The role of the evaluation is to determine if the aims of the project have been met, and if the measures implemented are successful, which can lead to a review of the project if necessary. The evaluation of any project is governed by the overall objectives the project is trying to address. This is expressed both in terms of the effectiveness of the measures implemented by the project and also in terms of the effectiveness of the project’s internal ways of working.

The objectives of the evaluation are to provide assessments of the impacts of the MIDAS measures on public attitudes and sustainable mobility, and to provide a semi-quantitative assessment of the different consultation and campaign techniques used.

One of the important conclusions of this report is that the effects not necessarily will be visible on the roads right away in terms of changed travel behaviour. Some time may need to pass before the new level of awareness and new attitudes turns into changed travel behaviour. In Aalborg, where one of the objectives is to delay car ownership among young people, this objective could not be evaluated only one year after the marketing and information campaign has been carried out. Instead the perception of sustainable transport among young people will evaluated through regular surveys.

The process of evaluation is therefore as important as the implementation of a marketing or information campaign. The approach of target groups, the discussion and way of thinking transport among stakeholders and target groups are very important too. MIDAS gives the opportunity to generate discussion on sustainable transport, and will hopefully contribute to change awareness and attitude amongst the target groups. The most difficult thing is to overcome are the social barriers or cognitive barriers. The first step to overcome this barrier is information, marketing and discussion on sustainable transport, and thereby raise awareness and change attitude.

The dissemination phase

The overall objective of the dissemination activities is to ensure that knowledge and experience gained during the project are shared as widely as possible, and support cities all over Europe to tackle mobility issues in urban planning and to implement soft transport measures. The dissemination of the project results is a key measure of the project, and it has two main objectives. On the one hand, the presentations of the project results will encourage the internal target groups to work more closely together in order to ensure that the cities are implementing soft measures within a strong strategy of consultation. On the other hand, this phase addresses the external target groups in order to increase acceptance of the new measures to improve the use of public transport and the
soft transport modes. The dissemination of the project results includes activities at a local, regional, national or European level.

The training phase

The overall aim of the MIDAS training activity is to ensure that the useful results and experiences obtained in the different MIDAS cities in terms of soft measures to reduce transport demand and encourage modal shift will be promoted towards other local authorities across Europe. Training on the MIDAS project involves transferability of measures from one local context to another and training cities in New Member States on how to implement the successful measures trialled in the MIDAS cities, taking into account their specific needs.
7 Conclusions
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 the road users to less energy intensive
transport. The soft measures, which is the main concept of the project has been discussed with the
foundation of the PLUME framework, identifying that soft measures will have an effect, however
they need to be supported by other measures in order to obtain full effect and to overcome the
identified barriers for reducing private car transport. Good examples of associated measures can be
found in each partner city and will be described further in D13 due in September 2008.

Why are soft measures important? To answer this question we have to back to the problem initiating
the MIDAS project: Barriers for using sustainable transport. Questions arise about measure when
you ask yourself, what is the use of a new transport link, a coherent bicycle lane network or a car
sharing scheme if nobody knows about it? How will it ever be possible to improve sustainable
transport if different transport organisations do not co-operate or if the services provided by the
transport authorities do not correspond with the demands from the end-users as well as if the
cognitive thoughts in the society are that a car is necessary in order to live the modern life?

These barriers have been overcome to some extend through work package 3, a phase in project
focusing on consultation in order to make different stakeholders working together and to identifying
the request for information and marketing among the stakeholders. One important element within
the MIDAS project has been to make different stakeholders work together, and a good process has
in that way been an important objective itself. These results have been presented in the D6/D8
report.

It is very difficult to create remarkable results on the roads through the MIDAS project. Many of the
results have been obtained in the minds of the target group. The project cannot deal with a heavy
decrease in the use of public transport as seen in Aalborg, however, with a change in awareness and
attitude to the use of sustainable transport, the MIDAS project is helping to break down the barriers
mentioned above. The evaluation results will be presented in the final evaluation report of the
project.

Throughout the six cities of the project various measures have been implemented among different
target groups. This report has described the different measures within the different categories
defined in this report based on research work with in the field of mobility management and
sustainable transport.

Implementation of soft measures has been an important process in the six cities, even though the
results cannot immediately be shown in figures and diagrams. For this reason it has also been an
important element in the project to disseminate that the project has been ongoing and that
something is happening. Furthermore training has been an important element between the six cities
and internally in each city. Events at the different cities, for example at the mobility week in
Bologna or the road shows performed by the mobility manager in Aalborg has helped not only to
disseminate the objectives of the project but also train people in the use of sustainable transport,
giving them advice in the opportunities for transporting themselves sustainably in the six cities.