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## ACTIVE MEASURES AS PART OF DIALOGUE MARKETING PROMOTING THE USE OF PUBLIC TRANSPORT IN RURAL AREAS

**Summary.** The SmartMove project is working to advance innovative marketing and mobility solutions in eight rural and peripheral European regions and is co-funded by the Intelligent Energy Europe Programme of the European Union. Through tailor-made strategies, it aims to provide information and encourage people to use public transport in their region. Sparsely populated rural areas in Europe are facing tremendous social changes due to shrinking and ageing populations. Because of the scattered settlement structure in these areas, the public transport network density is low and service frequency is often poor. The problems are exacerbated by increasing private car use, which, in a vicious circle, leads to further reductions in services. However, simple tools such as dialogue marketing and minor adjustments to scheduling can help change people's perceptions. Dialogue marketing techniques have already been shown to increase passenger numbers by as much as 10 to 15 percent. Greater demand leads to higher revenues, making it possible to improve the system and attract even more passengers, turning the vicious circle into a positive loop.

## AKTIVE MASSNAHMEN ALS TEIL EINES DIALOGMARKETING-KONZEPTES ZUR FÖRDERUNG DER NUTZUNGSHÄUFIGKEIT ÖFFENTLICHER VERKEHRSMITTEL IM LÄNDLICHEN RAUM

**Zusammenfassung.** Im Projekt SmartMove werden innovative Marketing-Strategien und Mobilitätslösungen für acht verschiedene Europäische Regionen weiterentwickelt. Das Projekt wird vom EU-Förderprogramm „Intelligente Energien - Europa“ kofinanziert. Mittels maßgeschneiderter Maßnahmen zielt es darauf ab, Informationen zum öffentlichen Verkehr für die Einwohner der Region bereitzustellen und dadurch diese zu motivieren, die öffentlichen Verkehrsmittel vermehrt zu benutzen. Dünn besiedelte, ländliche Regionen – der Schwerpunkt des Projekts – sind einer starken Veränderung unterworfen, verschärft durch die Überalterung und Abwanderung der Bevölkerung. Dies ist ein zusätzliches Problem für den öffentlichen Verkehr, hohe Verkehrsanteile des privaten Pkw sind die Folge. Dies verursacht eine Abwärtsspirale in Richtung weitere Ausdünnung der Infrastrukturen. Kleine Veränderung aber auch Bemühungen die Bevölkerung zu informieren und ein Problembewusstsein zu schaffen ist das primäre Ziel des individualisierten Marketings. In Vorprojekten konnten eine Steigerung der Fahrgäste von 10 bis 15 Prozent erzielt werden. Durch verstärkte Nachfrage steigen die Einnahmen und sie ist auch ein Bekenntnis der Bevölkerung, die Abwärtsspirale ins Gegenteil zu drehen.

## 1. INTRODUCTION

The mode choice to satisfy the people's mobility needs is not only based on hard figures such as infrastructure and service supply but is depending on several "soft" components as well [1]. Furthermore the interaction within households is an important component of travel decisions [3]. In both cases information is a basic element, as wrong, poor or lacking information about the public transport system excludes or at least disadvantages this mode in the individual decision making process [8]. Information can be provided in a passive way (e.g. through web-pages or leaflets) but practice shows, commuting people do not access this information on a regular basis on their own responsibility for everyday trips. Active contacts with current and potential public transport users are therefore more effective to initiate an impulse from outside and a factor of success to cause transport behaviour changes [2].

Interactive and participative measures typically focus on a particular mode of transport and serve three main aims: (I) to improve knowledge, in the case of this project about rural public transport services and attract new consumers (passengers); (II) to collect feedback from local residents through an interactive process in order to be able to adjust public transport services to their needs; and (III) to raise awareness about and support ongoing information campaigns in the area [10].

There exists some experience with such measures in urban areas, where it is easier to access more persons and the alternatives of travelling are manifold e.g. [6, 7], but for rural areas only one pilot case in Austria was noticed<sup>1</sup>.

Such active measures mentioned above can be segregated in different type of focus. Measures which are focusing on the route between the public transport stop and the destination/origin of the trip such as: (I) guided walk to the nearest public transport stop, (II) guided bicycle tours to the nearest public transport stop; and (III) trying out electric bicycles or pedelecs. Activities focusing on the public transport system itself are: (I) events to promote and explain flexible public transport systems, if existing in the area; (II) opportunities to try out public transport with free test tickets; (III) passenger training for non-users discussing topics such as how to get a ticket and what does it cost, how to read a time table etc.; or (IV) provision of tailored public transport information using existing electronic tools. Besides this general activities need to be provided in the area such as (I) citizens audits; (II) workshops with citizens; (III) focus groups involving citizens; (IV) use of social media and smartphone apps for mobility planning; (V) travel games for active mobility; or (VI) information packs for new residents. A specific user group of public transport with specific needs is elderly people. Several activities can be designed especially for this group such as (I) specific trainings for elderly people on public transport use; (II) mobility guidebooks for elderly people; (III) personal mobility assistants for elderly people; (IV) mobility assistants for elderly people available at major transport interchanges; or (V) mobility checks (i.e. critical analysis of typical routes).

The SmartMove project is based on a successful pilot project carried out in 2009 in a rural corner of north-eastern Austria called Waldviertel<sup>1</sup>. The case involved a rural public transport system that is typical of many others in Europe. Population is declining and funding for public transport wasn't assured for the future. The Waldviertel campaign targeted nearly 900 households. As a result of the campaign, ridership on the bus line in the target area saw an increase of patronage of about 33 percent, far above the average growth in the Waldviertel region (19 percent). In total, eleven SmartMove project partners brought in their know-how and experiences on active measures - mainly in the urban context - from the past and will implement further active measures in rural areas in the course of the project within spring and summer 2015. The paper will present these active measures in detail, including practice examples. The SmartMove project is co-funded by the Intelligent Energy Europe Programme of the European Union. The different measures were collected among all the project

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<sup>1</sup> Hössinger R., D. Wurz (2011): Aktive Mobilitätsberatung für die Waldviertellinie, Ergebnis der Beratungsaktion und Befragung (active mobility consultancy for the bussystem in the Waldviertel Region, results of the consultation and evaluation), Vienna, Austria – unpublished.

partners and a broad literature review within the project. Focus was made on practice examples at least in the urban context and the selection of the measure was made based on the potential feasibility in the rural context. Within the project the active measures were implemented in combination with a dialogue marketing campaign.

## **2. CITIZEN AUDITS**

### **Description of intervention**

An event where public transport professionals report about local public transport supply and discuss related issues with inhabitants of the region/municipality. The specific themes should be supported by a presentation. Focus of the presentation should be made on complex topics (e.g. “how a public transport time table became shape?”) or any changes in the system (e.g. a new ticketing system, rolling stock or bus network). Aim is to inform target persons about the supply and to raise awareness of restricting framework conditions, so that citizens understand, why specific solutions are not feasible embedded in the overall system. With this measure, (potential) public transport users get in contact with existing information attracting the use of the public transport either for the whole trip or in combination with other feeder systems (non-motorised or motorised modes) and planners receive feedback from the target persons of their activities.

If regular events are already established in the municipalities, where various issues are discussed, these structures could be used for the event. It is important, how the invitations to the event will be sent out. Often the host organisations or the municipalities can assist as owning relevant address lists, but also can publish the event in their media or at their homepages. Additionally local media can be contacted to report about the event. It needs to be decided, if registration in advance is needed to participate. The opening questions for the discussion part need to be formulated. A strategy how to collect the feedback need to be decided (e.g. minutes or posters). Other supporting (existing) material, which can be distributed among participants need to be prepared for the event (depending on the tools used, posters, pens, post its etc.). The shares of information and feedback from the citizens need to be balanced. Additionally it is important not to raise too strong expectations in the discussion, which cannot be satisfied on short- or midterm as lacking of resources or responsibilities. For this reason the room for manoeuvre need to be discussed with responsibilities in advance. During the event, it should be always made clear, to which extent feedback can be considered in future actions or in any modifications of the system. The measure can be combined with other active measures especially those, where information is presented such as traveller training for public transport or tailored public transport advice with the help of existing information and communication technology (ICT) tools.

### **Practice example**

In the city of Burgos the municipal staff informed about some local specific conditions and the history of public transport, including discussing the question: Why it looks like as it is today? For the event brochures were designed for distribution. The evening event took place in facilities of the city of Burgos. Cost is comparable with focus groups, see chapter below.

### **The measure in the rural context**

The measure is feasible for rural areas with no further need for modifications. The advantage in rural areas are the clear delineation of the areas (municipality) and the more likely overlapping travel needs for the users as the destinations are viewer and the travel corridors are more linear contrary to an urban context. So it can be expected the topics can be discussed based on a higher level on similar needs and problems.

## **3. WORKSHOPS WITH CITIZENS**

### **Description of intervention**

Public transport professionals analyse the existing situation for the region/municipality together with participants. Based on deficiencies analysed, goals and problem solutions will be worked out and documented. The specific themes to be discussed in the workshop should be supported by some keynote speeches highlighting some related facts. During this event citizens should understand, why specific solutions are not feasible embedded in the overall system with limited resources, given responsibilities, regulative framework and contrary interests. This could lead to a higher acceptance rate on second best solutions, which may not 100% satisfy (all) individual user needs. Additionally planners receive feedback from the target persons of their point of view, approaches to the problem specified before and where to set focus. It is important, how the invitations to the event will be sent out. Often the host organisations or the municipalities can assist as owning relevant address lists (if not selective, excluding some groups of citizens), but also can publish the event in their media or at their homepages. Additionally local media can be contacted to report about the event (again it need to be checked, if all groups are reached that way and no one is excluded).

The agenda and the methods for the working and discussion process need to be fixed (plenum, divided groups, individual work, world café, podium discussion etc.). The content to be presented and discussed needs to be collected and designed for keynote speeches and hand-outs. Depending on the tools used, material need to be provided for the event (posters, pens, post its etc.). The questions to be raised for the working parts need to be formulated. A strategy how to collect the feedback need to be decided (e.g. minutes or posters). Other supporting (existing) material can be distributed among participants or pinned on a board need to be prepared for the event (e.g. thematic and geographic maps of the region).

### **Practice example**

As a practice example within the CiViTAS project, Burgos organized the Forum open to all citizens but mainly focusing on associations, the university. It was organized twice per year. Now it is a structured group only with stakeholders of associations and the university, departments of the council, technical institutes etc. [4]. Cost is comparable with focus groups, see chapter below.

### **The measure in the rural context**

Similar to the measure citizens' audits, it can be expected the topics in rural areas to be discussed concerns the participants of such a workshop in more similar way as the sparse transport network in the rural context restricts the options of travelling and destinations.

## **4. FOCUS GROUPS WITH CITIZENS**

### **Description of intervention**

An event public transport professionals together with the participants analyse a specific measure/strategy/implementation plan for the region/municipality. For this event a small and selected heterogeneous group of citizens is invited. Ideally all segments of the population are represented in the group. It is important to keep the group small (up to ca. 15 persons), so that all participants have time to give feedback during the event. Planners receive feedback from the target persons with regard to their point of view and approaches to the measure/strategy/implementation plan specified before. This could lead to a higher acceptance rate for the measure/strategy/implementation plan, if implemented as main pros and cons are collected during the focus group and can be considered in any modification or during the accompanying public relation work.

It is important, how to invite representatives of a specific segment of the population. Usually interest groups or other organisations allow access to specific groups (e.g. cyclists, car drivers,

passengers, elderly, mobility impaired etc.). Additionally telephone screening or screening with direct contacts on the street (e.g. during a public event) can be made. For this a questionnaire needs to be developed to be able to identify the population segment of the interviewee. The agenda and the methods for the working and discussion process need to be fixed (plenum, divided groups, individual work, world café, podium discussion etc.). Usually the group size of a focus group is limited, so that open discussion is most recommended. It is more recommendable to repeat the focus group than to put too much participant in one group. During the event, it should be always made clear, to which extent the output of the workshop can be considered in future actions or in any modifications of the existing situation. Local media (newspapers, posters at public venues etc.) for disseminating should only be involved to report the outcomes of the process.

### **Practice example**

As practice example, the city of Burgos launched PTP activities “in the field” with a focus on families and their mobility. Other focus groups with students of the university, or residents within neighbourhood regions are ongoing. The cost of one event (incl. labour) in the field was approximately 2000 €

### **The measure in the rural context**

On the one hand, it can be expected, in the rural context the recruitment of focus group members may be easier as the community contacts are much closer than in the urban context and representatives of specific user groups are better known. On the other hand, the number of representatives of specific user groups is smaller.

## **5. PROMOTION TO USE SOCIAL MEDIA AND SMARTPHONE APPS**

### **Description of intervention**

The idea is to make people using social network tools, which initiate a discussion on public transport or non-motorised modes in such fora. This includes a brochure with information about availability and advantage of using a free app and in taking part in social networks of people they organise their mobility in a sustainable way. A relevant social media page needs to be created and moderated. Most of the common social network tools provide such options. It is important (especially in the first phase when the number of network members is low) to find persons they are active in the network and deliver statements, experiences or other type of information on the page. If an own app is envisaged this need to be created and made accessible to potential consumers through web pages or app stores. Ideally the official launch of the page or app should be published in local media channels. Get in contact with the target groups by organising workshops to show how the app or page works or provide information desks at events where people can use the app via smartphone or tablet pc to have a look on the app. Ideally the activities on the page is followed by an unofficial or official moderator who take care the principle rules of using such a tool are kept. Competitions, raising questions etc. in order to motivate members to regularly join in can be included in the activities.

### **Practice example**

For the Spanish implementation area, under <https://www.facebook.com/SmartMoveBurgos?fref=ts> regular updates of the campaign in the course of the SmartMove project are reported, participants of the activities can inform themselves via this page. The cost for launching the website in fig. 1 was approximately 1000€, but cost for moderation of such page need to be considered as well and is dependent on the number of visitors.

## The measure in the rural context

The market share of smartphone still differs between the urban and the rural context. Additionally the network coverage with mobile internet is poorer in the rural regions. This may restrict the options of mobile usage of such tool. This will be a temporary situation only but need to be considered, if implementing this measure in rural area.

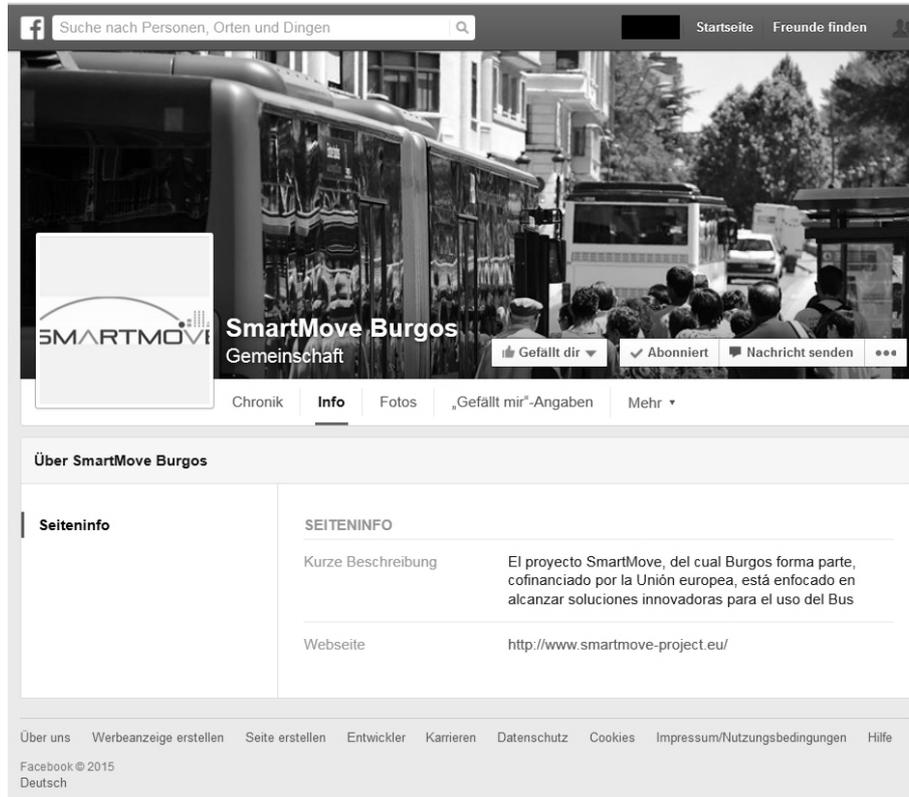


Fig. 1. The social media page of SmartMove Burgos

Abb. 1. Der Web-Auftritt von SmartMove Burgos in den sozialen Medien

## 6. PUBLIC TRANSPORT TRAINING EVENTS FOR THE ELDERLY

### Description of intervention

Older people are an increasingly important user group for public transport. The ageing of society poses new challenges to public transport operators that seek to ensure that this customer group is provided with a high quality service. Falls and accidents are a serious threat to older people during public transport trips. Training for senior passengers helps to reduce accidents and improve safety, and to promote the use of public transport in higher age (fig. 2). In order to encourage older people to use PT, active measures for senior passengers in public transport can be developed. Input should come from older citizens who have been asked to fill out a survey in which they raise problems that they have when using public transport. A training event for elderly people is then arranged, ensuring that the session covers those issues raised in the questionnaire.

Moreover, walking excursions to the next public transport station can be organised in order to inspect pedestrian paths with elderly people and to identify problems like the missing of a refuge island or dropped kerb, rough pavement etc.). The aim of this initiative is to help senior passengers to travel more safely, to stay mobile and to still be able to participate in many aspects of life. This

approach can be complemented with various measures for passengers and within the public transport companies. Training seminars can be organised in homes for elderly people, in depots of the public transport operator or at any public meeting place. People should get answers to their questions and are given the opportunity to raise concerns and receive helpful tips. Organising the event at depots gives the opportunity to get on and off a public transport vehicle bus for a training session. Additionally a transport safety handbook should be published and a variety of other marketing measures that address the target group of older people should be introduced.



Fig. 2. Explaining the ticket vending machines, city of Krakow (Poland)

Abb. 2. Schulung an einem Fahrkartenautomat in der Stadt Krakau (Polen)

### Practice example

As practice examples the city of Salzburg (Austria) implemented a pilot project for senior passengers in public transport. It respects the specific needs of the older customer and enhances traveller safety. The travel training [11] includes cooperation between the local transport company (StadtBus) and an NGO called ZGB (Zentrum für Generationen und Barrierefreiheit/ Center for Generations and Accessibility).

In Germany the Verkehrsverbund Rhein-Sieg GmbH, Cologne, the transport association Rhein-Sieg (VRS) together with local public transport companies (e. g. SWB, KVB, RVK, WUPSI, SVE) provides public transport trainings for elderly people. The events are a combination of theoretical and practical training, conducted by trainers [13]. Cost is very much depending on the intensity of the activity but mainly driven by labour cost. Assuming an hourly rate of approximately 50€/h a 4 hours event can be done within 500€ including preparation work.

### The measure in the rural context

The age of the rural population is above average, which means measures focusing on elderly people are more necessary in such areas. Additionally because of the staff costs and the lower demand in rural areas automatization in rural areas is more advanced than in urban areas, where a staffed service desk can be accessed more easily at least at the main transport hubs. Therefore there is a clear need to implement such measure in rural areas.

## 7. MOBILITY GUIDEBOOKS FOR THE ELDERLY

### Description of intervention

A comprehensive guidebook (including information about public transport, walking, cycling and a smarter use of the car) offered to elderly people. This measure aims at improving older people's mobility through the provision of information and guidance. The guidebook however is only a door-opener for an intensive marketing dialogue. By sending in a reply-card further information material can be obtained free of charge. In parallel training courses can be offered and readers of the guidebook will get information how to register. Mobility guidance on the phone is delivered as well if requested. This guidebook should be sent to households in the age range of 60 to 75 years.

### **Practice example**

In the German city of Munich such guidebook is provided. The cost for the "hardware" including printing, mailing and telephone communication is approximately 8€ per household. In Munich the measure was funded mostly by the City's own resources and received a co-funding by the EU in the frame of the AENEAS project. Another example is the Brochure „Mobil auf ganzer Linie“, which is provided by Verkehrsverbund Rhein-Sieg GmbH, Cologne (Germany). The brochure addresses on "Generation 60 plus". The brochure provides basic information about timetables, tickets, and tariff. It also offers hints for using public transport with wheelchair or walking frame. A neighbourhood map (for elderly people) includes the pedestrian-friendly areas, safe ways to cross the street (for elderly people), and e. g. rest areas and age-related institutions, combined with stops and service points of public transport. In addition the brochure contains information about the most beautiful excursions in the region Cologne/Bonn they can be reached by public transport [13]. Cost estimation is difficult as usually most parts of the book can be used from existing sources. So the main task is to put together the material and do some lay-outing. Additionally printing cost need to be considered.

### **The measure in the rural context**

Similar to all other measures focusing on elderly people, there is a clear need to implement such measures especially in rural areas. As effort to reach many people in a sparse populated area is higher, such a guidebook to hand over may decrease the effort of personal contacts, but of course will not completely substitute these.

## **8. MOBILITY CHECKS FOR ELDERLY PEOPLE**

### **Description of intervention**

This measure bases upon the identification of problems of elderly people to cover distances in their daily trips. Together with stakeholders or planning staff members the elderly people walk through a district or local centre to inspect by foot possible barriers in their daily ways. With mobility checks the affected group is involved directly in the planning process. Stakeholders are faced with and sensitised on their problems. Objectives of these activities are (I) to promote independent mobility of the elderly; (II) to increase passive/active safety of older people; and (III) to generate local knowledge on the needs of the target group.



Fig. 3. Mobility checks with elderly people (Germany)

Abb. 3. Mobilitäts-Checks mit älteren Personen in Deutschland

The group focuses on everyday-targets for the elderly and examine the paths in regard to existing danger zones and accessibility (e.g. missing of a refuge island or dropped kerb, rough pavement). The development of solutions to improve the traffic infrastructure takes place locally. Important is the dialogue between representatives of the elderly people and stakeholders. This makes decisions transparent and sensitive to the concerns of the elderly people. The involvement of target groups in planning processes not only increases the acceptance by the representatives of the local government, but also provides important information for a need-based planning that is aligned to the needs of users.

### Practice example

In Germany such "pedestrian check" programmes were launched e.g. in the municipalities of Cologne, Bonn [12], Kerpen, Herzogenrath, Brühl, Merzenich (fig. 3). Cost is comparable to public transport trainings, see chapter above.

### The measure in the rural context

Similar to all other measures focusing on elderly people, there is a clear need to implement such measures especially in rural areas. In the rural context the participants may be easier to access as the community contacts are much closer than in the urban context. On the other hand, the number of potential participants is smaller.

## 9. PERSONAL MOBILITY ASSISTANTS FOR THE ELDERLY

### Description of intervention

This measure involves the provision of a service that offers older people accompaniment by a personal assistant for journeys on public transport. The service is offered to individuals as well as to communities and companies and it is custom tailored for each person. The fundamental concept is to ensure everyone's right to be mobile and to provide people with the confidence to travel independently using public transport. This door-to-door service is offered for multiple reasons, e.g. to offer older people access to medical services; banks, post offices and other day-to-day destinations; public parks; community centres; and cultural activities. The benefits are that the measure can help persons to be autonomous again and help them to participate in everyday life. Ideally, it should be available every weekday, 24 hours a day. The service can be booked by telephone, but fax, post and email are also possible. The interested person has to provide the date and time of travel, departure and end points,

and particular needs. The service organisers then estimate the cost, which the user must confirm as acceptable to complete the booking. Accompanying older people means showing them how to travel safely, guiding them in the city and explaining the basics of public transport.

### Practice example

A practice example can be showed in France: in the city of Paris, SNCF (Société nationale des chemins de fer français) and RATP (Régie autonome des transports Parisiens) provide such services (fig. 4). Cost is comparable to public transport trainings, see chapter above.

### The measure in the rural context

Similar to all other measures focusing on elderly people, there is a clear need to implement such measures especially in rural areas. The effort for this measure might be higher in the rural context as the area to cover might be bigger, but the total number of persons is smaller in rural areas, which means the effort of the measure will be comparable to the urban situation.



Fig. 4. Personal mobility assistants for elderly passengers (France)  
Abb. 4. Ein persönlicher Mobilitätsassistent für ältere Fahrgäste (Frankreich)

## 10. MOBILITY ASSISTANTS FOR ELDERLY PEOPLE AT MAJOR TRANSPORT INTERCHANGES

### Description of intervention

This measure involves the provision of a personal assistance service at major public transport interchanges. The measure will help older citizens to travel independently and increase the attractiveness of public transport for older people. Project staff should be located at one or two public transport interchange points for several months.

A group of young, trained persons are positioned ready to help older people at the bus and tram stops at public transport interchanges. These staff help older people to enter and to exit buses and trams, based on previously defined rules and advice (e.g. the selection of passengers, how should the staff respond if a person refuses to be served etc.). They can also provide information about public transport connections and bus and tram schedules and assist with the use of ticket vending machines. Assistants are available e. g. in the morning, every day from Monday to Friday. In order to be properly recognized, they should wear colourful jackets or T-shirts with logos (ideally provided by the local public transport operator). They should also have special ID-cards that are kept visible. The idea is not only to help older people directly, but also to raise awareness among others and to encourage travellers

to assist each other. As a result, it is expected that more and more young people will help older people to enter and leave the vehicles, provide information about available connections, and help with ticket purchase, etc. Media interest in the campaign can be an advantage, as this will help to raise awareness about the service being offered. Generally, after couple of months, organisers should start to receive positive feedback.

### Practice example

In the city of Krakow, mainly in the city centre at major transport nodes mobility assistance were available one season within the AENEAS project [5], (fig. 5). Cost is comparable to public transport trainings, see chapter above.

### The measure in the rural context

Similar to all other measures focusing on elderly people, there is a clear need to implement such measures especially in rural areas. Prerequisite of this measure is the existence of a major public transport interchange in the region. But the advantage is to be able to get in contacts with more travellers on such major transport interchanges in rural areas, as their number is smaller and most of the travellers will very likely pass these limited number of major transport interchanges along their journey.



Fig. 5. Mobility assistance at big interchanges (Poland)

Abb. 5. Mobilitäts-Assistenten bei größeren Umsteigestationen (Polen)

## 11. INFO PACKAGES FOR NEW RESIDENTS

### Description of intervention

The activity includes the provision of comprehensive information regarding the range of public transport options or non-motorised modes available in town. A welcome kit info pack will be sent individually to new residents in the area. The main objective is to inform on public transport for new residents and take advantage of the change in personal life to foster the use of public transport but the initiative could be expanded to other modes as well. Contact local transport operators or any other providers of information for obtaining paper based information to send, gather contact information of new residents, prepare layout and contents of the kit, mail info pack and gather post analysis of impact. Contacts to new residents can be obtained from water company, supplier for electricity, municipality, or other institution that registers new residents. The welcome kit with information about public transport existing in the area can be combined with small promotion material (free tickets, magnets, wallets etc.).

As an example, the kit should contain:

- A map with the public transport lines which makes possible for new citizens to combine destinations with potential public transport routes, including stops that allow changing to other means of transport.
- Information about public transport night service for younger public transport users but also for occasional public transport users.
- Information about interesting destinations for excursions which can be reached by public transport.
- Brief information about the public transport fare system.
- Flyer explaining how to use a ticket vending machine.
- Timetable of one's individual stop.

### **Practice example**

The German Federal Ministry of Transport, Building and Urban Affairs conducted a project in 2008 in the cities of Frankfurt, Munich and Halle in which the target group of the intervention were citizens recently moved to one of those cities. Another example in Germany called as „Mobil im Veedel“, (mobile in your district) can be seen in Cologne: In the cities of Cologne and Bonn the VRS created with other mobility partners a map with all important information about mobility in the neighbourhood. The maps include e.g. public transport routes, public transport customer service centres, car sharing stations, sign-posted cycle route, stopping places of taxis and further links to local mobility stakeholders and initiatives. In addition they show the area which you can reach by foot or bicycle in a few minutes, starting from the station [14]. Similar to mobility guidebooks for the elderly cost are very dependent on existing material to be used for the info package. Printing and posting cost need to be considered.

### **The measure in the rural context**

Traditionally in the urban context the number of the population changing their place of residence is smaller in comparison to an urban situation. Exemptions from this rule can be areas in the vicinity of a conurbation area, which are usually facing dynamic developments. On the other hand, the information packages will be less complex as the options for travellers are smaller in the rural context.

## **12. PROMOTION EVENTS FOR (FLEXIBLE) PUBLIC TRANSPORT**

### **Description of intervention**

At events (either specific on this issue or in connection with other topics) a general explanation of (flexible) public transport will be provided in detail: How to get the information I need and how to get a bus picking me up (if system is flexible)? How much will cost the using of (flexible) public transport for the customer? Why is flexible public transport in use (instead of conventional public transport)? The event can be combined with practical trainings at a bus stop or vehicle (boarding, alighting, using the ticket vending machine etc.).

### **Practice example**

In the city of Paderborn (Germany) trainings for passengers are provided, which can be booked via the local mobility information centre [9]. Cost is comparable to public transport trainings, see chapter above.

### **The measure in the rural context**

This measure is of high relevance especially in the rural context as these areas with lower demand are the main target areas for flexible public transport systems as the pressure to reduce the cost for public transport (through public funding) is clearly higher in such regions. Even conventional public transport is more complex in rural areas as a standard time table with fixed headway through the day is the exemption of the rule in rural areas, which makes it more complicated to read and understand the timetable.

### **13. PUBLIC TRANSPORT TRY-OUT ACTIVITIES**

#### **Description of intervention**

With this measure, potential public transport users get in contact with the public transport system either for the whole trip or in combination with other feeder systems (bicycle or motorised vehicle). With the free try-out ticket there is no financial risk for the user (e.g. that she/he did not purchase the correct ticket). Nevertheless, the persons receiving a try out ticket for public transport should be contacted again after the usage of the try out ticket asking them to report (and discuss) their experience made. The measure can be supported by individual route plans to be provided. At least a return ticket should be offered to test a trip to a destination within a pre-defined area. If budgetary resources are available or a sponsor could be found, full day or weekly tickets would increase the attractiveness of the measure. A system has to be designed, how test tickets can be delivered to the interested target persons and (if valid for more than a pair of trips), if the ticket can be transferred to a further person, respectively if not, how this can be restricted. In the latter case, the ticket needs to be labelled with a name and the user needs to provide a document to prove his identity, if using the ticket. The delivery of tickets can be implemented personally face to face (e.g. at a stand at an event), via surface mail or by electronic mail. The validity of the ticket (time period or trips) needs to be fixed on the test ticket. This can be fixed either as pre-defined dates or the ticket is valid for a specific time period or number of trips starting with the first validation by the interested user (with fixed end date of latest usage).

#### **Practice example**

In Austria, during the Waldviertel line individualised marketing campaign, in total 229 weekly passes were distributed among interested persons (fig. 6). The measure was included in the individualised marketing campaign itself. The measure was sponsored by the regional public transport umbrella organisation. The try out tickets were sent by surface mail and were included in the information package ordered by the target persons during the campaign. Cost depending on the value of the ticket. Usually the distribution of the tickets is an integrated action with other events and generates no significant marginal cost.



Fig. 6. Test tickets voucher for the bus lines Waldviertel-Linie (Austria)  
 Abb. 6. Ein Gutschein für einen Test-Fahrschein für die Busse der Waldviertel-Linie (Österreich)

### The measure in the rural context

The measure is feasible both, for urban and rural context. On the one hand, the number of passenger using try out tickets will be smaller in the rural context. On the other hand, the validity of the ticket needs to cover a larger area as trips in rural areas are usually longer in terms of distance.

## 14. TAILORED PUBLIC TRANSPORT ADVICE WITH THE HELP OF EXISTING INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) TOOLS

### Description of intervention

With this measure, (potential) public transport users get in contact with existing information and communication technology tools, they are aiming at attracting the use of the public transport either for the whole trip or in combination with other feeder systems (non-motorised or motorised modes). Most of the public transport providers are offering online time tables as minimum standard meanwhile. Advanced operators offering location based information services, real time arrivals at specific bus stops, online ticketing, real time information on connected trips or similar for the smartphone. A significant share or potential users is not familiar with these tools and therefore overestimates the burden of organising a public transport trip. Usually these APPS are for free and can be installed at the users' cell phones. The measure can be supported by individual route plans to be provided or to be developed together with the potential users during the activity.

### Practice example

Practice examples are the mobile app qando (<http://www.wienerlinien.at/eportal2/ep/channelView.do/pageTypeId/66526/channelId/-46623>) can be named, where an real time online time table with arrivals of next buses can be accessed. This is a local based service, next public transport stops are recognized by using the app and suggested for the users. The cost for development of such tools are very high, but aim within the active measure is mainly the support and promotion of existing tools, as many public transport operators or authorities developing such tools I any case.

### **The measure in the rural context**

The market share of smartphone still differs between the urban and the rural context. Additionally the network coverage with mobile internet is poorer in the rural regions. This may restrict the options of mobile usage of such tool. This will be a temporary situation only but need to be considered, if implementing this measure in rural area. As lacking of a central operations control system, real time data may not be available for rural public transport, which need to be checked in advance.

## **15. GUIDED WALKING TOUR**

### **Description of intervention**

With this measure, (potential) public transport users get experience about how their trip would be eventually, if they integrate walking in their mobility chain. Walking can be an alternative to car park & ride or to a private car trip transferred to walk and ride. An important aspect and motivation is the health effect of regular walking tours, which can be included in daily mobility here. Usually the distance and time for walking to the next bus stop is overestimated. With the help of walking tours, distances can be experienced in real life and can be re-evaluated which could influence the mode choice. Some people do not realise possible short cuts they could be explored that way. Security and safety aspects of different routes can be discussed as well during the tour. Additionally, potential objective barriers can be analysed as well during the tour and problems can be forwarded to responsible administration. It is more efficient to offer guided walking tours for a minimum number of participants, which means potential participants should be clustered by walking corridors. Potential participants can be contacted within the individual marketing campaign, with announcements on local media, at local events or initial presentations at local social clubs, health care centres, schools, homes for elderly and similar. The measure can be combined with mobility checks for elderly people (do some critical analysis of the route) or can be institutionalised for school children as pedibus (a common walking group of pupils supervised by experienced and trained guards). Additionally at the public transport stop a small traveller training can be offered (reading and understanding the time table, using the ticket vending machine).

### **Practice example**

The city of Burgos (Spain) has got some experience with such activities (fig. 7). In the course of the activity called “Andar en Salud” (walking and health) more than 9000 citizens per year participated. The target persons of this campaign are elderly people mainly. Cost is comparable to public transport trainings, see chapter above.

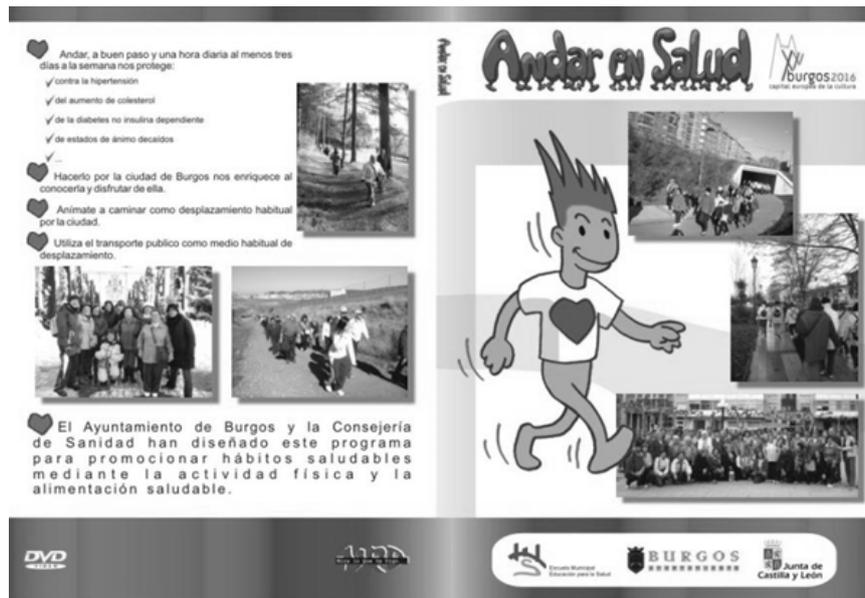


Fig. 7. Invitation leaflet and DVD cover documenting the activity “Andar en salud” (Spain)  
 Abb. 7. Broschüre und DVD-Hülle zur Aktion „Andar en salud” (Spanien)

### The measure in the rural context

Framework condition may differ between rural and urban context, which lead to different topics to discuss on the tour. In rural area no or poor lights, missing sidewalks or the speed level of vehicles are of bigger importance compared to urban areas, where parking (both legal and illegal) or other obstacles along the sidewalk dominates the list of barriers for walking. But in principle the procedure of the measure is comparable. Because of less stops in rural areas, the measure can be implemented more focused.

## 16. GUIDED CYCLING TOUR

### Description of intervention

With this measure (potential), public transport users get some experience about how their trip would be eventually, if they integrate cycling in their mobility chain. Cycling can be an alternative to car park & ride or to a private car trip transferred to bike & ride. An important aspect and motivation is the health effect of regular biking, which can be included in daily mobility here. Usually the distance and time for cycling to the next bus stop is overestimated. With the help of guided cycling tours, distances can be experienced in real life and can be re-evaluated which could influence the mode choice. Some people do not realise possible short cuts (in comparison to drive a car) they could be explored that way. Security and safety aspects of different routes can be discussed as well during the tour. Additionally, potential objective barriers can be analysed as well during the tour and problems can be forwarded to responsible administration. Supporting marketing activities can be a specific map to be distributed with accessible routes within the city, while offering dates for guided cycling tours to persons they are interested. It is recommended to include the way back to the meeting point as well. Left out sections of the route can be discussed based on a map. The ideal route can be drawn on the map, which will be handed over to the participants.

### Practice example

The city of Burgos (Spain) has got various experiences promoting cycling to public transport stops. Normally organized in the European Mobility Week, more than 1000 people in total participated in the activities already. Open to all, finally, mainly elderly people participated. Cost is comparable to public transport trainings, see chapter above. Providing bicycles could demand extra costs for hiring, if foreseen.

### **The measure in the rural context**

Similar to the guided walking tours above, there will be no difference in the procedure of the measure but the topics and problems to be discussed and potential barrier to use the bicycle to access the public transport stop may differ.

## **17. PROVIDING TRY-OUT-PEDELECS**

### **Description of intervention**

(Potential) public transport users get to know the new technology and learn how to integrate pedelecs in their mobility chain. Pedelecs are bicycles assisted by a small electric motor. In many countries pedelecs are classified as conventional bicycles rather than as a type of electric moped. The electric motor stops when the rider is not pedalling or when a certain speed has been reached (normally 25 km/h). Pedelecs are very useful for people who have to ride in hilly areas or where there are often strong headwinds. Pedelecs shall be primarily implemented as public transport feeder in hilly or windy areas or where the distances to the next public transport station is too long offering an alternative to car park & ride or to a private car trip. As pedelecs are more expensive as conventional bicycles, the barrier to purchase a private pedelec can be reduced, if people have the possibility to try out this mean of transport and to become acquainted with the advantages. Ideally the pedelecs should be provided to the users for a longer time to understand the full process of using a pedelecs including battery charging, travel time needed or weather influences. The active measure of offering try-out-pedelecs shall be integrated in the personalised marketing campaign which allows getting in contact with non-public transport users as well. This can be achieved by contacting people by mail or phone together with the marketing campaign and informing them about the possibility of trying pedelecs. At the same time, the measure can be published in local media. People can be contacted at park and ride facilities (car users) directly or at local events (transport- or non-transport related).

### **Practice example**

In the Austrian implementation area Wachau, in the course of the mobility week in autumn 2014, pedelecs were available at a railway station to test within the area of the railways station. Cost is comparable to public transport trainings, see chapter above. Providing bicycles demand costs for hiring, which need to be considered.

### **The measure in the rural context**

Especially in rural areas with its sparse public transport stop network the distances from home to the next public transport stop is bigger. Additionally rural areas can be hillier compared to urban areas. Both aspects could be solved by the use of pedelecs for bike and ride trips.

## **18. CONCLUSIONS**

The accompanying measures supporting dialogue marketing are tested already in several areas in the urban context and are supporting the promotion of public transport on individualised level. This means, the activities can reflect on the individual needs of (potential) public transport users and encouraging these to use public transport (more often). In the rural context, especially active measures focusing on elderly people and explaining the public transport system, where no staff can be contacted for assistance at site are of higher importance. Active measures dealing with these challenges are trainings on ICT-tools, social media, to understand the time table and ticket vending machines or the direct contact through personnel assistance, personnel meetings within citizens' audits, mobility checks or workshops. Another important aspect is the accessibility as in rural areas the density of public transport stops is lower in comparison with the urban situation. Answers need to be provided, how to reach the stop. Pedelecs is a technology capable to deal with this situation. As pedelegs are more expensive try out activities are necessary for potential users.

As a basic pillar of the SmartMove project, these measures are enriching the attractiveness of the dialogue marketing process as visible activities can be offered to interested people additionally to the information packages send out through the dialogue marketing campaign on the one hand. On the other hand new contacts can be made in the course of the activities attracting people to participate in the dialogue marketing programme so far not accessed in the course of the dialogue marketing campaign itself. In either case the main approach is to access new people confronting them to use public transport (more often). As attitudinal survey show, usually there is a principal willing to act in an environmental friendly way within the population. Therefore a lot of persons are willing to participating in such activities and campaign as far as communication can be established with them to be able to make people trust, that the campaigns is not aiming at selling unnecessary goods to them. Additionally many people think, it is rather the duty of the public transport providers to explain the system and the timetable to potential customers as the other way round, which is also be done in the course of all the several activities within the SmartMove project.

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