



# Response



## DEMAND-RESPONSIVE TRANSPORT & COMMUNICATION NEEDS:

Summary of key findings from a short survey undertaken with rural public transport authorities across the Baltic Sea Region

*November 2020*



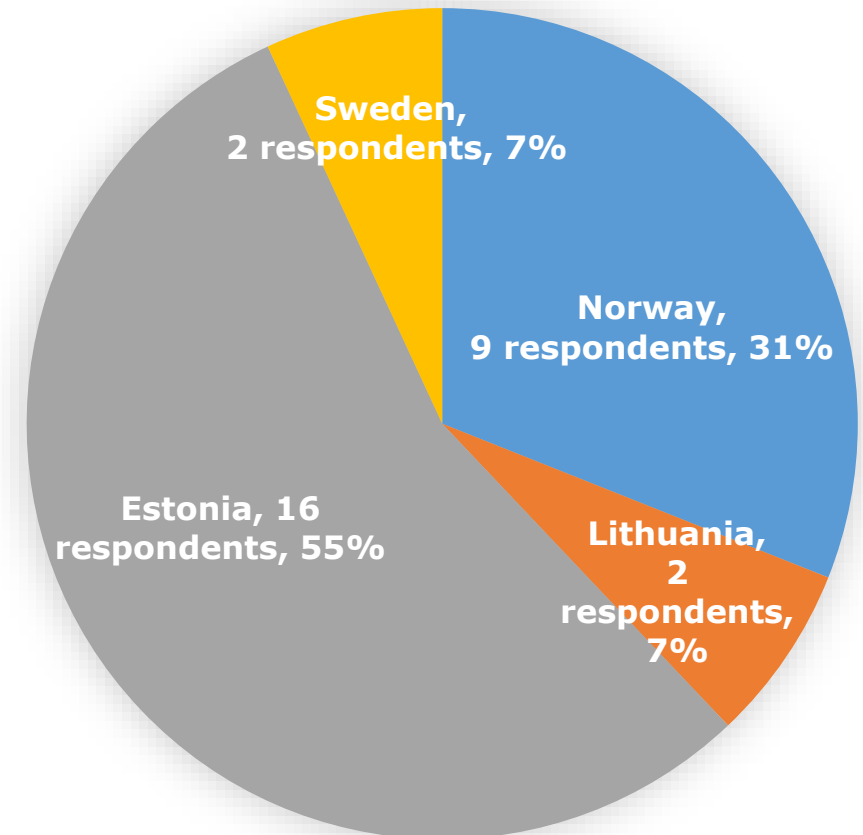
We, the team behind the RESPONSE project and its communication at SEI Tallinn, wanted to know **what information do public authorities need** regarding the designing and piloting of **demand-responsive transport (DRT) and sustainable mobility**.

So we created an **online questionnaire** and distributed it among public authorities in Sweden, Norway, Lithuania and Estonia.

This slide pack displays the **key findings from the survey**, to inform future communication and engagement strategies involving rural and regional public transport authorities.

These findings **can also be useful for DRT service providers** to understand and inform the design process for service provision or capacity building activities.

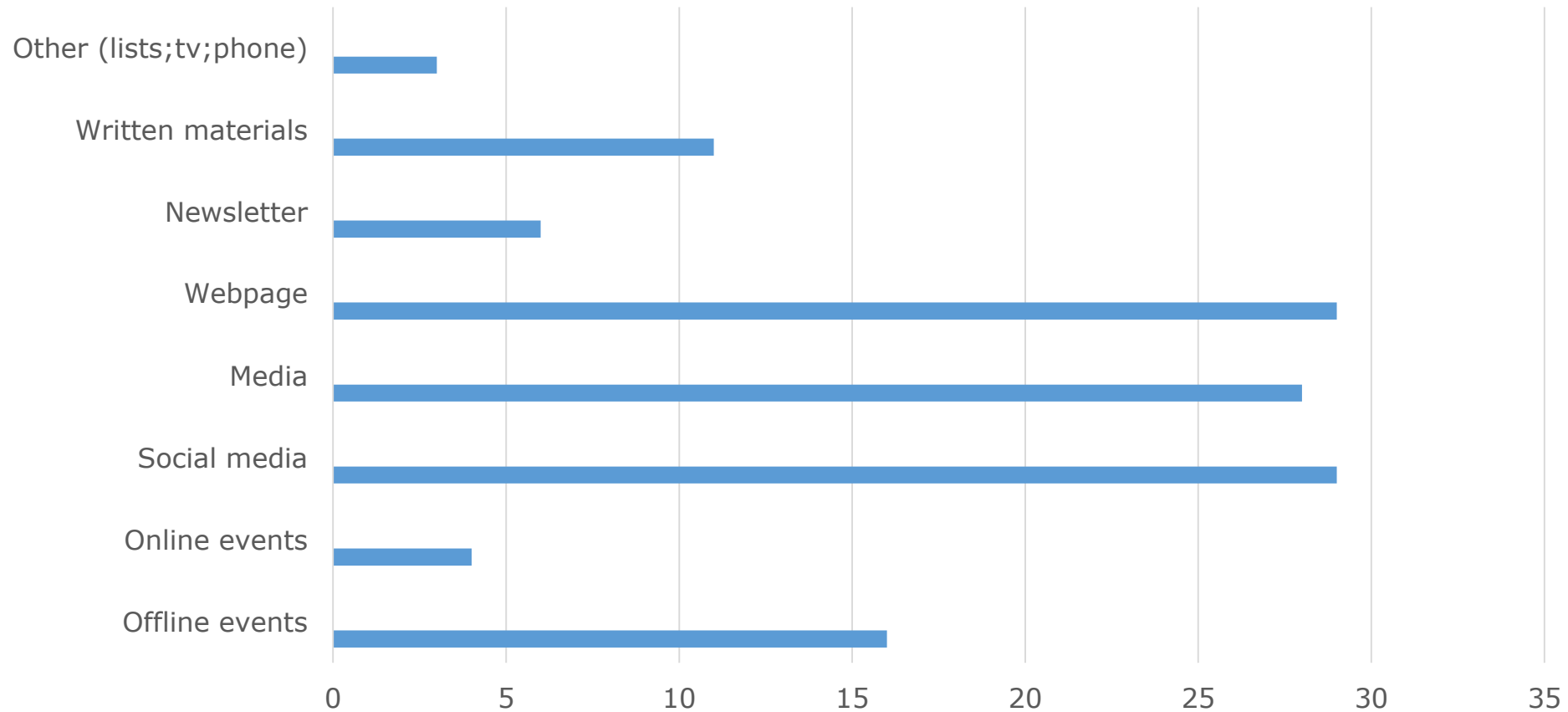
*In the final slide recommendations based on the survey have been put in the context of the Communication outputs that will be created in the context of the RESPONSE project in 2021, including the „online toolkit“ including project outputs, information about project pilots, as well as communication materials to promote DRT.*



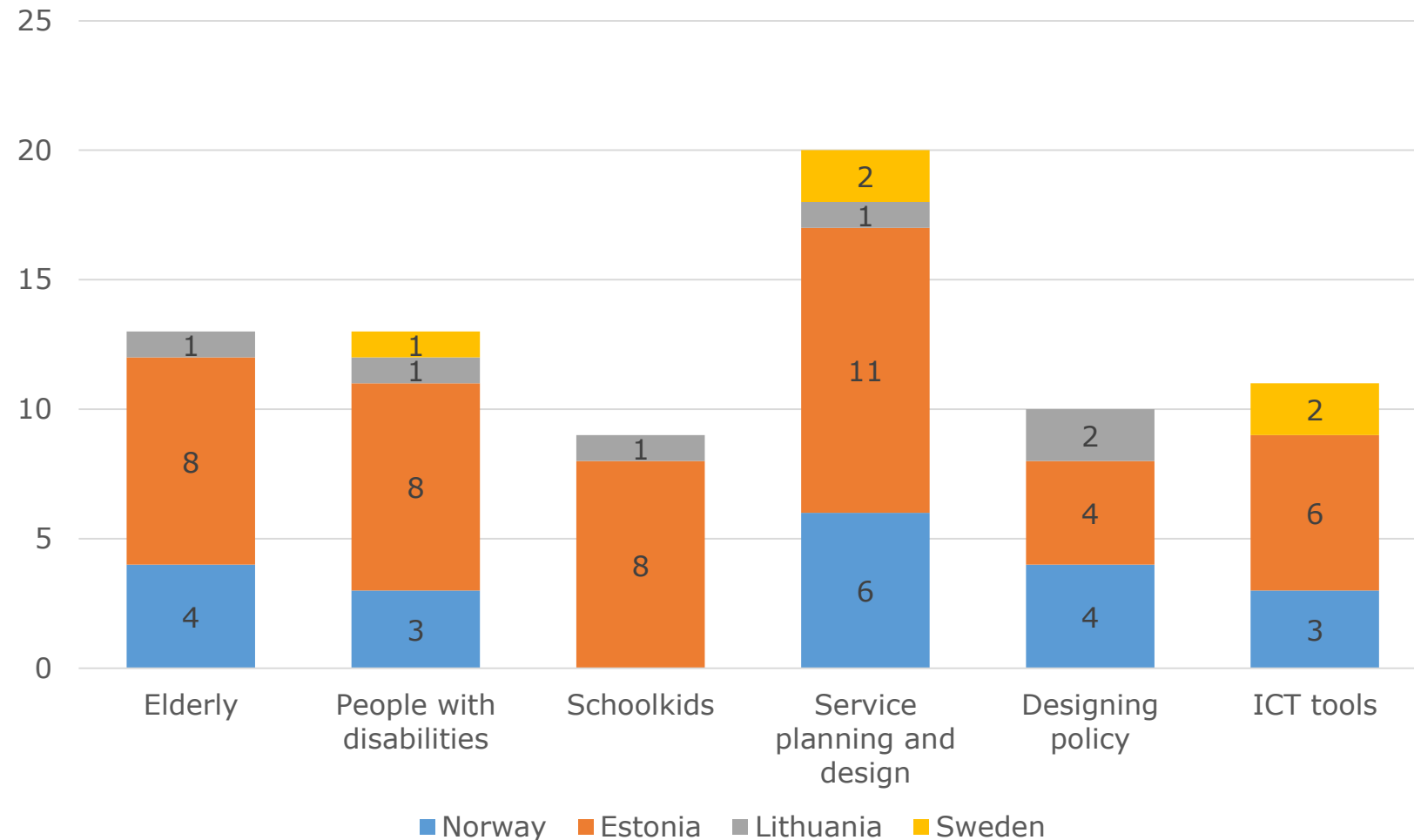
# What we found:

- The most popular modalities used to **engage rural citizens** are via **webpage, media & local media**
- Public authorities are most interested in learning more about **service planning & design**
- Overwhelmingly, most public authorities want **simple 1 page documents** explaining the benefits of a given approach. Respondents are also interested in **short videos**
- *Critical **communication, design and implementation challenges** common to all respondents included:*
  - *Communication (tools, resourcing, targeted marketing)*
  - *Scaling and finding markets (scaling pilots, efficiency)*
  - *Needs and demand identification*
  - *Overcoming needs and legal barriers*
  - *Building knowledge and capability*
  - *Overcoming design challenges*

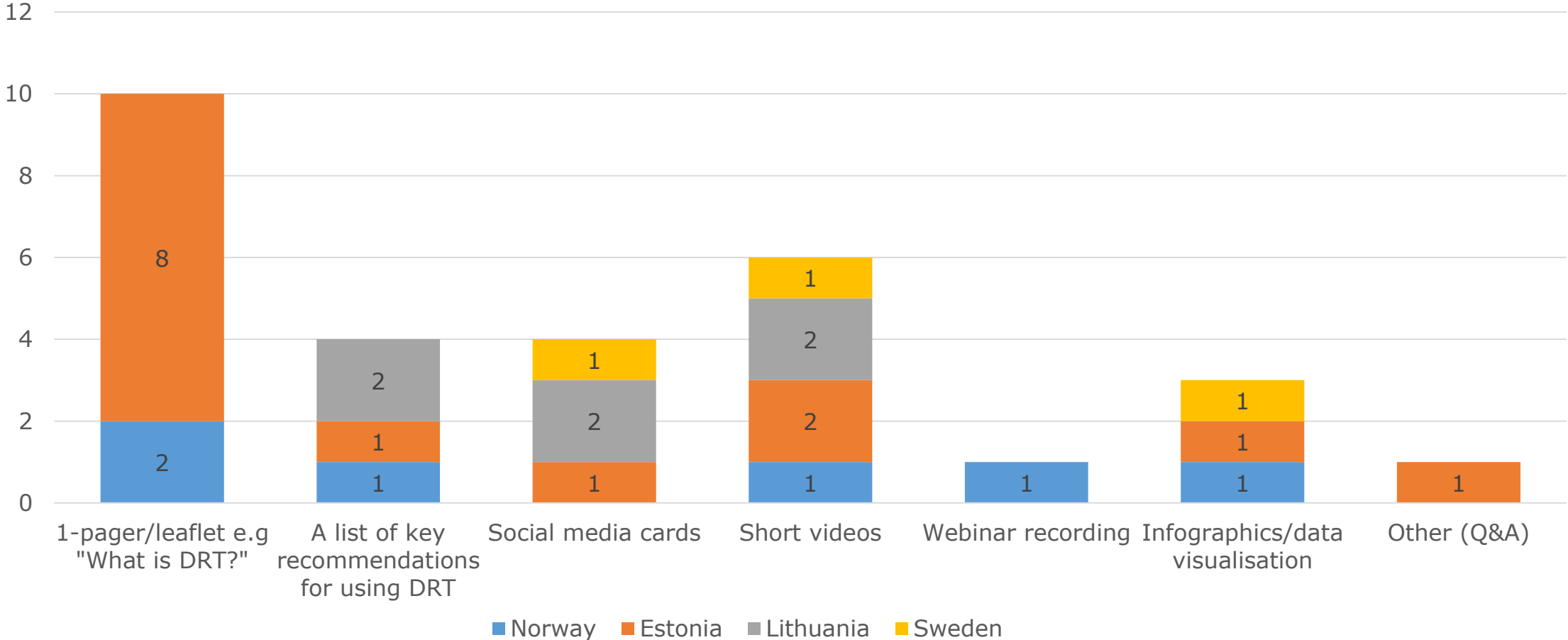
# How do you usually reach out to citizens (about new services/products)?



# Which topics do you need more information about (in the context of DRT)?



# What kind of information materials do you prefer for supporting your DRT communication activities?



# A summary of the challenges with design, communication and implementation of DRT pilots

## Communication

- Need support to develop communications tools and messages
- Need COVID ready communication tool kit
- Finding adequate resources
- Reaching to target group; especially elderly group

## Market related issues

- How to adapt and scale DRT from pilots into “mass production”
- How to make pilots cost-effective
- How to create and organise services and policies that can stimulate investment and national scope

## Identifying needs

- How to identify additional services and needs that serve the greatest numbers?
- How to identify and services demand

## Overcoming legal barriers

- How to address legal regulations & compatibility and integration of different additional special services with the main transport system.

## Lack of experience and information

- How do we get started?
- How do we bring innovation and broker partnerships?
- How to we measure progress?

## Design related challenges

- How to strike a balance between flexible, cost efficient and easy to understand services.
- How to make services sustainable and well coordinated.
- How to make a better booking system for the public to use.

# Conclusion & recommendations

## Recommendations for RESPONSE and other DRT service practitioners:

- On the RESPONSE website - provide **open source, freely downloadable tools** and **ICT solutions** to offer decision support for public authorities (e.g. Activity 2.2 a cost prognostication tool)
- Provide a **tailored tool kit** to support public authorities seeking to design a service or pilot and/or engage their citizens (Activity 3.4)
- **Increase collaboration and knowledge sharing opportunities** between public authorities and partners with varying experiences to share lessons wherever possible
- Use **participatory processes** to determine the **needs of the target group** (e.g. pilot product sheets, see Activity 4.3)
- Create **short, compelling infographics** to communicate knowledge and complex concepts (Activity 4.4)



