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Review of behaviour change
and nudging initiatives

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Coordinating partner	<i>University of Bodenkultur, Vienna</i>
Contributors	<i>Valerie Batiajew, Roman Klementschtz, Oliver Roider</i>
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1. Introduction

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and nodes: soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKERS also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

This deliverable presents a comprehensive overview about methods regarding behavioural change initiatives and nudging techniques. This overview will allow each partner and future interested stakeholders to select suiting methods for pilot action.

In the first part of this deliverable a definition about nudging is given and the target groups of the methods are described. Further, different channels for the communication of the nudging methods are explained as well as potential points of contact, which may act as entry point for the introduction of a nudging method.

In the second part a comprehensive table presents all the methods and a short overview, what characteristic each method fits to, for which target group each method is relevant and what possible points of contact are.

In part three each method is described in detail regarding characteristic, target group(s), points of contact/ local stakeholders, planning features and best practise examples.



2. Nudging

2.1. Definition and objective of Nudging

“Nudges refer to purposeful changes in the choice architecture that influence peoples' behaviour by making changes in the environment that guide and enable individuals to make choices almost automatically. This can be done by simplifying the information provided or by offering default choices in a way that facilitates socially desirable decisions. Thus, nudges do not try to change one's value system or increase information provision; instead they focus on enabling behaviours and private decisions that are beneficial for society and usually in the individual's long-term interests, as well.”
Lehner et al. (2016) based on Thaler and Sunstein (2008)

According to Lehner et al (2016) these four types of tools are part of nudging: 1) simplification and framing of information, 2) changes to the physical environment, 3) changes to the default policy, and 4) the use of social norms.

Regarding 1): Simplification and framing mean that information is made more straightforward. It fits the information processing capabilities and decision-making processes of the target group because not only the amount or accessibility of provided information matters, but also how the information is presented (Lehner et al. (2016). Therefore, it matters how the situation/nudge is presented or with what words (Lehner et al. (2016). E.g. people in a rush will try to reduce complexity regarding the information they use to make a decision.

Nudging through changes in physical environment is well known, for example in placement of preferred products in shelves. Defaults are set standards, which determine the result as long as the addressed person does not take action and insist in making changes, e.g.: “print double sided copy” as standard instead of “print single pages”. According to Lehner et al. (2016) social norms are “a strong force that influence human behaviour”. However, social norms can influence human behaviour if they are salient and visible for the target group (Chialdini and Goldstein (2004).

The objective of nudging originally is to promote certain behaviour, which is beneficial for individuals as well as the society and increases the effectiveness of policy (Thaler and Sunstein, 2008 in Lehner et al. (2016).



2.2. Target groups for Nudging

This chapter determines target groups relevant for nudging the use of flexible transport.

2.2.1. Residents

Residents often experience different changes in their individual stages of life, like

- New school or workplace
- Relocation
- Children
- Divorce
- Medical reasons, which implicate the need to change mobility patterns
- Etc.

These framework conditions often cause the reflection of usual mobility patterns and the need to adapt individual behaviour. Each new stage of life offers the possibility to nudge residents towards the use of (flexible) public transportation.

2.2.2. Commuters

Mobility patterns of commuters are highly repetitive and thus have a high potential to provoke sustainable behaviour. In particular, employees that change their work place are open to new mobility options due to changed framework conditions.

2.2.3. Tourists

Tourists do not have habitual trips at their holiday destination. They often have to orient themselves in a new area, thus, they are open for mobility options offered. Addressing tourists offers a high potential to nudge towards sustainable mobility.



3. Channels and potential points of contact for Nudging

3.1. Channels of communication

This chapter includes a description and list of “channels” which can be used as starting point for nudging. These channels describe ideas how to get in contact with the target groups.

Channels of communication I	
Direct way of contact	
Name of Channel	Description of channel
Direct written information <ul style="list-style-type: none"> • Paper based • Electronic 	Sending an information letter and a registration postcard for further information to potential participants by post or email Different kinds of communication material can be included: <ul style="list-style-type: none"> • Announcement Letter • Announcement E-Mail • Training material for contacts • Respond postcard • Leaflet with respond postcard • Accompanying letter to respond postcard • Order form • Envelop (prepaid postage) • Accompanying letter for distribution material • Social media
Direct face-to-face information	Get in touch with potential participants directly on local events/ create an event, knocking on door, public meeting points etc.
Direct phone contact	Get in touch with potential participants directly by phone



Channels of communication II	
Indirect way of contact	
Local stakeholder gets into direct contact	By sending an information letter/ email and/or face-to-face contact with local representatives of the society („Create a friendly background for the direct contact with the participants”) and then get in direct contact with the participants
Infoboards	Infoboards can provide relevant information for the target group in different settings
Radio	(Local) radio provides relevant information for the target groups, so many potential participants can be reached
TV	(Local) TV provides relevant information for the target groups, so many potential participants can be reached



3.2. Points of contact

The following table provides potential local stakeholders, which can act as a point of contact for indirect ways of contact (see described in chapter 3.1.).

The points of contact are local stakeholders, which can address the target groups. Therefore the table shows, which local stakeholders can reach which target group. In case the target groups can be more specified, this is mentioned at the column of the target group.

Points of contact sorted by target groups			
Points of contact / Local stakeholders	Target groups		
	Residents (R)	Commuters (C)	Tourists (T)
Local municipality	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mobility Agency	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Schools	<input checked="" type="checkbox"/> Pupils <input checked="" type="checkbox"/> Parents	<input type="checkbox"/>	<input type="checkbox"/>
Work places	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Leisure facilities	<input checked="" type="checkbox"/> Children <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Elderly p.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Club association	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gastronomy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Doctors/ Hospitals/ Social services	<input checked="" type="checkbox"/> P. with "inactive" mobility patterns/ need for motion	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Shopping facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
"To Go"-Places ("Short visits") - E.g. Kiosk - Bakery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation at local Events (e.g. farmers' market)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



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Self-organized events (e.g. discussion rounds, information evening)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
At home	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tourist accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tourist destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tourist information	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Radio	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TV	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PT/mobility operator (on any spatial level)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



4. Comprehensive table of methods and potential channels for behavioural change & nudging initiatives

The following table provides an overview of all nudging methods, which are further described in chapter 5. In this table, the methods are listed and each method is assigned to a category “information”, “event”, “incentive” and “technology” to give a first impression about the characteristic of the method. Furthermore it is specified, for which target group the methods are usable (R= Residents, C = Commuters, T = Tourists, see also chapter 2.2.. Target groups marked with * are further defined in the fact sheet of each method). Potential points of contact are mentioned as well (see also chapter 3.1).

All nudging methods				
Characteristics of activity	No.	Name of Method	Target groups	Point of contact
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.1	Mobility stand on local and regional event	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input type="checkbox"/> T	All points of contact (see chapter 3.2)
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.2	Self-organized event on local mobility / flexible transport	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input type="checkbox"/> T	All points of contact (see chapter 3.2)
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.3	Presentations at periodic local meetings, establishment of a local mobility forum	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input type="checkbox"/> T	Local municipality Mobility Agency
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.4	Empowering pupils to use (flexible) transport	<input checked="" type="checkbox"/> R* <input type="checkbox"/> C <input type="checkbox"/> T	Schools Mobility Agency
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.5	Mobility management in work places and organisations	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input type="checkbox"/> T	Schools Local municipality Mobility Agency Work places



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<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.6	Guided PT tour per target group	<input checked="" type="checkbox"/> R* <input checked="" type="checkbox"/> C <input type="checkbox"/> T	Schools Local municipality Mobility Agency At home Work places Doctors Participation at local events Self-organized events Club Association Radio TV
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.7	Personal Mobility assistants for elderly people at major transport interchanges	<input checked="" type="checkbox"/> R* <input type="checkbox"/> C <input type="checkbox"/> T	Local municipality Mobility Agency At home Doctors Participation at local events Self-organized events Radio TV Club Association
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.8	"Car-free day" / EU Mobility week	<input checked="" type="checkbox"/> R* <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	All points of contact (see table in chapter 3.2)
<input type="checkbox"/> Information <input type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.9	Public transport try-out activities (free PT test ticket etc.)	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input type="checkbox"/> T	Schools Local municipality Mobility Agency At home Work places Leisure facilities Doctors Participation at local events



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				Self-organized events Shopping facilities Radio TV Club Association
<input type="checkbox"/> Information <input type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.10	"Trips for Trash" & other local charity activities	<input checked="" type="checkbox"/> R* <input checked="" type="checkbox"/> C <input type="checkbox"/> T	Schools Local municipality Mobility Agency At home Leisure facilities Participation at local events Self-organized events Radio TV Club Association
<input type="checkbox"/> Information <input type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.11	With PT to work/school competition with lottery	<input checked="" type="checkbox"/> R* <input checked="" type="checkbox"/> C <input type="checkbox"/> T	Schools Local municipality Mobility Agency At home Work places Participation at local events Self-organized events Doctors Gastronomy Radio TV PT/mobility operator Club Association
<input type="checkbox"/> Information <input type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology	5.12	Bonus mile programme for (flexible) PT	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	All points of contact (see table in chapter 3.2)



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<input type="checkbox"/> Information <input type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology	5.13	Gamification for (flexible) PT	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	All points of contact (see table in chapter 3.2)
<input type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology	5.14	Use of social media to make (flexible) public transport visible	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	All points of contact (see chapter 3.2)
<input type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.15	“Thank you” - Incentives for current PT users	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	PT/mobility operator Mobility Agency Participation at local events Self-organized events Radio TV
<input type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.16	Entertainment event at (flexible) PT	<input checked="" type="checkbox"/> R* <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	PT/mobility operator Radio TV
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.17	Customized PT information packages on paper about selected topics	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	All points of contact (see chapter 3.2)
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.18	Welcome kit - Information packages for new residents about (flexible) transport	<input checked="" type="checkbox"/> R* <input type="checkbox"/> C <input type="checkbox"/> T	Local municipality Mobility Agency At home
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.19	Folder “special ticket for...commuters/ tourists/ elderly persons/ pupils etc.”	<input checked="" type="checkbox"/> R* <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	All points of contact (see chapter 3.2)



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<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.20	Sustainable mobility guidebook with comprehensive information for PT of a region	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	Local municipality Mobility Agency At home Participation at local events Self-organized events Leisure facilities Radio
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology	5.21	Salient implementation of PT information on webpages	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	Work places Local municipality Mobility Agency Leisure facilities Tourist accommodation Tourist destinations Tourist information
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.22	Eco-labeling about sustainable mobility	<input type="checkbox"/> R <input type="checkbox"/> C <input checked="" type="checkbox"/> T	Local municipality Mobility Agency Tourist accommodation Tourist destinations Tourist information
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology	5.23	Time table and other information as APP for mobile devices	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	All points of contact (see table in chapter 3.2)
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.24	Making public transport visible on public places and places where people meet and likely need mobility supply	<input checked="" type="checkbox"/> R <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> T	Gastronomy Tourist accommodations Club Association Doctors Mobility Agency
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event	5.25	Training events for multipliers	<input checked="" type="checkbox"/> R* <input type="checkbox"/> C <input type="checkbox"/> T	Local municipality Work places



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<input type="checkbox"/> Incentive <input type="checkbox"/> Technology				
<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.26	Provision of sustainable mobility related information for touristic destinations at public places or where tourists meet	<input type="checkbox"/> R <input type="checkbox"/> C <input checked="" type="checkbox"/> T	Tourist accommodation Tourist information Participation at local events PT/mobility operator Mobility Agency
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.27	Mobility packages for tourists at origin	<input type="checkbox"/> R <input type="checkbox"/> C <input checked="" type="checkbox"/> T	At home
<input checked="" type="checkbox"/> Information <input type="checkbox"/> Event <input type="checkbox"/> Incentive <input type="checkbox"/> Technology	5.28	Mobility packages for tourists at destination	<input type="checkbox"/> R <input type="checkbox"/> C <input checked="" type="checkbox"/> T	Tourist accommodation Tourist association Mobility Agency



5. Fact Sheets - Methods of nudging in detail

5.1. Mobility stand on local or regional event

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>At regular local events (e.g. farmer's market) a "mobility stand" gets implemented to provide general explanation of (flexible) PT and in detail the following question get answered: How to get the information I need and how to get a bus picking me up (if system is flexible)? How much will the using of (flexible) PT cost for the customer? Why is flexible PT in use (instead of "normal" PT)?</p> <p>The information is provided by trained staff for individual dialogs and consultation but also via infolders and other information material. Where appropriate, specific information for commuters, pupils, etc. can be provided.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see chapter 3.2) depending on the location of the regional event the activity is attached.		
Planning features		
<p>The mobility stand is installed at a local event, which preferably takes place on a regular basis, where target groups show up anyway (e.g. farmer's market). It is important to ensure neutrality as much as possible when choosing the regular event (e.g. not choosing an event, which is related to a specific political party).</p> <p>Contact local transport operators or any other providers of flexible transport systems asking for staff for the event or obtaining information for the staff. In case specific target groups shall be reached, address them with tailor made PT information for them.</p>		
Best practise example		
<ul style="list-style-type: none"> Verkehrsverbund Rhein Sieg, Germany https://www.vrs.de/fileadmin/Dateien/downloadcenter/VRSundNVR_gemeinsam_fuer_die_Region_2014.pdf 		



5.2. Self-organized event about local mobility / flexible transport

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
Self-organized events about local mobility/ flexible transport via municipality or PT/mobility operator take place to inform about local PT. Presentation and discussions about local PT provide information and insights. Contrary to measure 5.1, an additional task is to attract people to visit the event by including an attractive program for this event (e.g. games, demonstrations of vehicles, presentations discussion rounds etc.).		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see chapter 3.2)		
Planning features		
<p>A location needs to be organised: An accessible site within the municipality, e.g. municipal office. Often the municipalities or local organisations (social clubs, health care centres, schools, homes for elderly and similar) can offer relevant infrastructure. Depending on the target group, daytime, duration and kind of day need to be arranged, ideally a date which is not favouring a specific group. Trained staff from a mobility agency or PT/mobility operator or project partner need to provide adequate presentations, depending on the target group.</p> <p>It is important, how the invitations to the event will be sent out. Often the municipalities can assist because they are 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 (it needs to be checked, if all groups are reached that way and no one is excluded). The event and date can also be announced during other activities getting in contact with the target group.</p> <p>Prepare layout and contents of the presentation. When sending out an invitation letter, participants can be asked for the most important information they want to hear. This can be a valuable input, if preparing the presentations. Typical topics to be presented are: Understanding the operation times, maps of area of operation, tariff information (specific and general), how to book or modify a trip (if flexible system is in operation). Hand out material should be provided for the event. Gaming elements, lotteries, the presentation of the vehicles and test rides or other mobility related demonstrations can accompany the event.</p>		
Best practise example		
<ul style="list-style-type: none"> Project Midas https://ec.europa.eu/energy/intelligent/projects/en/projects/midas 		



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5.3. Presentations at periodic local meetings, establishment of a local mobility forum

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
Open periodic discussion rounds/open meetings about important local concerns in the municipality (or within a bigger company) provide a good platform where topics about flexible transport are attached. Target groups get addresses by the local municipality. This could be either a regular meeting series, where all tasks residents are concerned with, are included or periodic meetings with a focus on mobility within the municipality (or within a bigger company).		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
Local municipality, Mobility Agency		
Planning features		
<p>A regular meeting is chosen, which guarantees an “open” characteristic, so that no citizens are excluded in these events and various issues are discussed. Local stakeholders/multipliers should be included in the meetings attracting citizens/employees to attend.</p> <p>It is important, how the invitations for the event will be sent out. The municipalities can publish the event in their media or at their homepages. It needs to be checked, if all groups are reached that way and no one is excluded.</p> <p>Prepare layout and contents of the presentation. When sending out an invitation letter, participants can be asked for the most important information they want to hear. This can be a valuable input, if preparing the presentations. Typical topics to be presented are: Understanding the operation times, maps of area of operation, tariff information (specific and general), how to book or modify a trip (if flexible system is in operation). Hand out material should be provided for the event.</p> <p>Some media coverage in the region should be envisaged to attract further people to attend the next meetings.</p>		
Best practise example		



5.4. Empowering pupils to use (flexible) transport

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>Trained staff presents threats of car usage and highlights alternatives like (flexible) transport in schools. Pupils learn how to use PT, especially flexible PT. If possible, try out activities are provided in cooperation with the flexible transport operator. Discussions with pupils about e.g. daily mobility patterns in a playful way shall encourage the process of reflexion.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/> Pupils	<input type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
Schools, Mobility Agency		
Planning features		
<p>Schools need to be contacted to provide time and space for the event (directors and teachers, where the activity could be integrated in the courses). In case, try out activities are planned, local (flexible) transport operators need to be contacted as well. If there exists an initiative for sustainable behaviour already (e.g. Fridays for future), representatives of this initiatives within the school can be integrated in the activities.</p> <p>Trained staff needs to provide a presentation, which is well tailored for the target group (preferably children in primary school or young children in high school due to openness for new mobility options and the need to establish new daily mobility routines).</p> <p>Information material is a must have to bring, to provide information not only for the pupils but also for their parents to read following the event. Gaming elements could support the usage of public transport (e.g. traffic snake game, where classes are compared with regard to their sustainable mobility).</p>		
Best practise example		
<ul style="list-style-type: none"> Staffordshire County Council case study https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/575323/Home_to_school_travel_and_transport_guidance.pdf 		



5.5. Mobility management in work places and organisations

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>Work places or organisations like schools, tourist accommodations set up a representative, who is a contact person to provide help for individual mobility concerns but also to provide information about alternatives to car usage in general (e.g. through presentations). Preferably, this representative acts as a role model (uses PT or flexible transport for way to work), but actively contacts the employees to put sustainable mobility on the agenda within the company or organisation.</p> <p>Furthermore, organisations implement a bonus system, which encourages the usage of (flexible) PT and active transport modes (e.g flexible access during working hours).</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
Schools, Local municipality, Mobility Agency, Work places		
Planning features		
<p>Work places and organisations need to be contacted and empowered to highlight the importance of the action. Benefits need to be pointed out and the work places and organisations need to be supported by developing and implementing a strategy for mobility management. Information material and options of concrete actions (job ticket, commuter lottery for sustainable mobility) need to be provided for the representative to forward these actions within the companies or organisations.</p>		
Best practise example		
<ul style="list-style-type: none"> Comprehensive overview about different mobility management measures: http://www.epomm.eu/newsletter/v2/content/2015/1115_3/doc/eupdate_en.pdf Travel Smart Initiative, Singapore http://viajeoplus.eu/wp-content/uploads/sites/4/2015/11/Viajeo_PPT_Travel-Smart-LTA.pdf 		



5.6. Guided PT tour per target group

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>This event takes the target groups on a tour with (flexible) PT. The tour is combined with (small) touristic events. Timetables, tariffs and booking are explained and tested, as well as safety rules. The tours are designed for specific target groups like elderly people, pupils, parents and commuters so attention is drawn to specific needs of the target group, e.g. usage of (flexible) PT by wheelchair or walking frame for elderly people.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/> Pupils <input checked="" type="checkbox"/> Parents <input checked="" type="checkbox"/> Elderly	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
<p>Schools, Local municipality, Mobility Agency, At home, Work places, Doctors etc., Participation at local events, Self-organized events, Club association, Radio & TV</p>		
Planning features		
<p>This event can either be attached to an existing local event (e.g. farmers market) or established on its own. Either way, trained staff needs to be found and information of the target group needs to take place. Potential points of contact are the following: schools, local municipality, at home, work places, doctors, participation at local events, self-organized events, club associations and radio.</p> <p>If the event is established on its own, a meeting point needs to be organised per target group. Club associations or local municipality and schools can provide sensible meeting points.</p>		
Best practise example		
<ul style="list-style-type: none"> Von Beginn an sicheres und selbstständiges Busfahren, Münster, Germany https://www.stadtwerke-muenster.de/privatkunden/busverkehr/kundenservice/bustraining/vorschulkinder.html 		



5.7. Personal mobility assistants for elderly people at major transport interchanges

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
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 PT for older people. Project staff should be located at one or two public transport interchange points for certain time slots.		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/> Elderly	<input type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
Local municipality, Mobility Agency, At Home, Doctors etc., Participation at local events, Self-organized events, Radio & TV, Club association		
Planning features		
<p>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 PT connections and bus and tram schedules and assist with the use of e-ticket machines or apps.</p> <p>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 PT/mobility 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 younger people will help older people to enter and leave the vehicles, provide information about available connections, and help with ticket purchase, etc.</p> <p>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.</p> <p>Other potential points of contact, which inform the target group about this service can be:</p> <p>Local municipality, at home, doctors, local events, self-organized events, radio, TV, club associations.</p>		



Best practise example

- AENEAS project, Krakow Poland

<http://www.eltis.org/resources/videos/krakow-assistance-service-older-people-major-public-transport-interchanges>



5.8. "Car-free day" / EU Mobility week

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>"The EUROPEAN MOBILITYWEEK campaign provides the perfect opportunity to present sustainable mobility alternatives to local residents and to explain the challenges that cities and towns are facing. By taking part, towns and cities can showcase the benefits of cleaner transport choices and make progress towards better mobility in Europe. Local authorities are strongly encouraged to use the week to test new transport measures and get feedback from the public. It is also an excellent opportunity for local stakeholders to get together and discuss the different aspects of mobility and air quality, find innovative solutions to reduce car-use and transport emissions, and test new technologies and planning measures."</p> <p>http://www.mobilityweek.eu/the-campaign/</p>		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact		
Planning features		
<p>Interested cities and towns register for the European mobility week. Every European mobility week uses a special topic, which is the theme of the week throughout Europe (e.g. " Safe Walking and Cycling" for 2019). Participating towns can either organize activities, which promote public transport, cycling and walking and other forms of sustainable mobility or can implement permanent measures during this week. Finally yet importantly, towns can carry out a "Car free day", preferably on "World car-free day". The chosen activities are promoted through all points of contact (see table in chapter 3.2). Depending on the chosen activities, different cooperation partners needs to be contacted.</p>		
Best practise example		
<ul style="list-style-type: none"> • IGOUMENITSA(GREECE), Winner of the EUROPEAN MOBILITY WEEK Award 2017 for smaller municipalities <p>http://www.mobilityweek.eu/fileadmin/user_upload/materials/participation_resources/2018/2018%20EMW%20Best%20Practice%20Guide%20LR.pdf</p>		



5.9. Public transport try-out activities (free PT test ticket etc.)

Characteristics of activity		
<input type="checkbox"/> Information	<input type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive
<input type="checkbox"/> Technology		
Description of the method		
<p>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 (flexible transport). 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. 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 can be found, full day or weekly tickets would increase the attractiveness of the measure.</p> <p>This measure can be accompanied by a social media campaign (see measure 5.14), encouraging people, who try out PT the first time, to “post” a picture or similar at social media, about their experience travelling with public transport.</p> <p>This measure can also be extended to other sustainable modes of transport.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
Schools, Local municipality, Mobility Agency, At home, Work places, Leisure facilities, Doctors etc., Participation at local events, Self-organized events		
Planning features		
<p>At first the financial resources need to be clarified, to which extent this measure can be implemented (number of test users, time period or number of trips covered by the try out ticket). Contacts need to be made to potential sponsors, which can be the public transport provider, the public transport authority or any other public institution with some interest to increase the number of passengers in the target area. Another option is to find sponsors outside the public transport system (e.g. companies engaged in sustainable life styles), they can make advertisement of their products either on the ticket itself or the ticket is included in a set of advertisement material, which will be handed over to the potential user. On the other hand such companies can include the sponsorship in their own marketing activities as well.</p> <p>Agree on the formal aspects of the tickets with the public transport provider of the target areas. Especially if electronic ticketing systems are used, the test ticket should be compatible with the system, which means, the public transport operator might need to produce the tickets itself. Anyway the tickets need to be registered somehow, uncontrolled duplication needs to be avoided. The conductors and other ticket controllers (e.g. bus driver) need to be familiar with the ticket in advance.</p>		



For the measure itself, contact need to be established to potential users. An option is to publish the measure in local media, so that interested persons can get in contact. Another strategy is to be present at local events (transport- or non-transport related). In any case, it must be highlighted, that the action is limited to the predefined number of available tickets.

A system must 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 third 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) need 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 or number of trips starting with the first validation by the interested user (with fixed end date of latest usage).

A list of delivered test tickets should be created, which could be forwarded to the public transport provider as well (for any cross checking, e. g. if there are test tickets on their way at a specific day or not).

It is recommended to include a feedback form for the test users, where they are asked to report on their experiences made. This should be already communicated in advance, so that interested users know, there is some expectation to really test the public transport with the try out ticket. Another aspect is a open communication or consulting process with these persons based on their reports sent back. To be able to make reminder calls, to send back a paper questionnaire or for direct telephone interviews, contact details should be collected of those persons.

People, who try PT the first time and enjoy using social media can be encouraged to "post" their experience on social media. Therefore moderation of the activities need to be clarified (host of social media). Potential followers and participants need to be contacted.

Best practise example

- 20.000 test tickets, Salzburg, Austria
https://salzburg-verkehr.at/pa_file/presseinformation-testticket-gewinnspiel-vom-testfahrer-zum-gewinner/?download=650983d5b3b7919354a5fb32fe5a1968.
- E-Taxis Try-out, East-Tyrol, Austria
<https://www.dolomitenstadt.at/2018/09/03/rmo-e-taxis-als-fahrende-infostandIn/>



5.10. "Trips for Trash" & other local charity activities

Characteristics of activity		
<input type="checkbox"/> Information	<input type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive
<input type="checkbox"/> Technology		
Description of the method		
<p>Free try-out PT tickets are exchanged for recyclable materials like plastic bottles and paper (e.g. one ticket per 5 kg plastic waste). The measure can be extended to other charity activities too, where credits can be earned for obtaining a public transport ticket (like assisting senior citizens, doing voluntary community work, etc.). Information about PT is given as well at point of exchange credits/waste against the public transport ticket.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
<p>Schools, Local municipality, Mobility Agency, At home, Leisure facilities, Participation at local events, Self-organized events, Radio, TV, Club Association</p>		
Planning features		
<p>Depending on the format, companies need to be contacted to create an incentive (e.g. waste collection, social institutions, etc.) A place for the exchange needs to be organised, the local municipality can probably help to find a suitable place or take over this task. In case no trash is returned and instead other social efforts are supported, these need to be proven (e.g. via notification). In case trash is returned, it is necessary to provide suitable containers for the trash. The local waste collection company or the municipality can provide these.</p>		
Best practise example		
<ul style="list-style-type: none"> • Trips for Trash, Almada, Portugal http://www.epomm.eu/old_website/study_sheet.phtml?sprache=en&study_id=2887 • Trips of Trash, Rome, Italy https://www.thelocal.it/20190725/you-can-now-trade-plastic-bottles-for-metro-tickets-in-rome?fbclid=IwAR3-H5vWt_OCwAcpSnaiCkHesFAKu9Gau0Zz5TMuZ85WcIIY-E-SVH2o-sk 		



5.11. With PT to work/school competition with lottery

Characteristics of activity		
<input type="checkbox"/> Information	<input type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive
<input type="checkbox"/> Technology		
Description of the method		
<p>A competition with lottery is set up with a competitive character, in which people are acknowledged if using sustainable modes of transport on a specific day or can collect “kilometres” or “PT Points/kilometers” travelled by (flexible) PT and have the chance to win prizes, which, at best, encourage further travelling with PT (e.g. high quality rain jackets, umbrella etc.).</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/> Pupils	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
<p>Schools, Local municipality, Mobility Agency, At home, Work places, Participation at local events, Self-organized events, Doctors etc., Gastronomy, Radio, TV, PT/mobility operator, Club Association</p>		
Planning features		
<p>Potential participants (pupils, employees, tourists) need to be contacted, e.g. via schools or work places. Other points of contacts are also possible (see above). A website and/or app are created to give the opportunity that participants can record their travelled kilometres with PT and with this create a basis for the lottery. Prizes of the lottery can be contributed by local (flexible) PT/mobility operator or local municipality. Alternatively, to the collection of mileage approach a randomly selected day can be the reference day and all registered players win, who used sustainable modes of transport that day.</p>		
Best practise example		
<ul style="list-style-type: none"> • Austria cycles, Austria https://www.radelt.at/ • LOVE TO RIDE, Worldwide https://www.lovetoride.net/global?locale=de-DE • Travel Smart Initiative, Singapore http://viajeoplus.eu/wp-content/uploads/sites/4/2015/11/Viajeo_PPT_Travel-Smart-LTA.pdf 		



5.12. Bonus mile programme for (flexible) PT

Characteristics of activity		
<input type="checkbox"/> Information	<input type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology
Description of the method		
<p>“Kilometres” travelled by (flexible) PT are collected via smartphone or social media and get rewarded with discounts at local shops or other goodies. Ideally, the bonus mile programme is accompanied by a social media campaign: e.g. a winner is selected each week/month etc. and gets “honoured” on social media.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see table in chapter 3.2)		
Planning features		
<p>In principle the system works as any other customer loyalty program, e.g. of telephone companies, supermarkets etc. Potential participants (pupils and employees) need to be contacted through all points of contact, but especially via work places. Participants will register themselves to start to collect, e.g. by downloading an App or receiving a booklet.</p> <p>An app is created to give the opportunity that participants can record their travelled kilometres with PT and create a basis for the discounts in local shops. As low tech alternative a booklet (for stamps) or sticker album can be used, where conductors or bus drivers confirm the usage. If electronic ticketing system is in use (e.g. electronic check-in and checkout), this technology may be used for the recording as well.</p> <p>Interested local shops, museums, pubs or other potential cooperation partners need to be contacted, for preparing discounts or little presents ready to offer to the participants or other goodies need to be purchased. The handing over process needs to be defined.</p> <p>Selected winners, who enjoy using social media can be encouraged to “post” about being selected on social media. Therefore moderation of the activities need to be clarified (host of social media). Potential followers and participants need to be contacted.</p>		



Best practise example

- Honouring of participants, SBS Transit Singapore
<https://www.sbstransit.com.sg/press/2007-03-31-02-S.aspx>
http://viajeoplus.eu/wp-content/uploads/sites/4/2015/11/Viajeo_PPT_Travel-Smart-LTA.pdf
- Bella Mossa' campaign, Bologna, Italy
https://www.polisnetwork.eu/uploads/Modules/PublicDocuments/tc9-dec2017_lo.pdf
- Better Points campaign, Wroclaw, Poland
<https://www.wroclaw.pl/wroclawskie-wyzwanie-mobilnosc>



5.13. Gamification for (flexible) PT

Characteristics of activity		
<input type="checkbox"/> Information	<input type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology
Description of the method		
<p>The use of PT and the collection of “kilometres” or “PT Points/kilometers” is implemented with a playful approach. In this approach the use of (flexible) PT is encouraged by visualizing the user’s scores allowing the user to reach different levels, collecting “trophies”, geocaching etc. (e.g. imagine “Pokemon Go”). Progress bars, which show the amount of CO2 or money saved by using (flexible) PT shall further encourage the behaviour.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see table in chapter 3.2)		
Planning features		
<p>An app with gamification needs to be developed. Therefore, guidelines about the goal of the app and target groups need to be clarified and communicated to the developing company. A system, how to record the mileage need to be included in this app, possibly using interfaces with other tools such as electronic ticketing. Maybe responders in the buses are needed (e. g. blue tooth or nfc) to confirm the usage. Target groups needs to be contacted, preferably through all points of contact (see table in chapter 3.2). In case, winners are selected, similar to measure 5.12, awards need to be organised and the handing over procedure need to be specified, preferably accompanied with a social media campaign.</p>		
Best practise example		
<ul style="list-style-type: none"> • Bolzano in South Tirol, Italy https://www.masstransitmag.com/technology/press-release/12270742/onyx-beacon-gamification-in-public-transportation-passengers-quit-using-own-vehicles-and-participate-in-ecological-competition-based-on-kilometers-of-bus-travel-measured-by-onyx-beacons • Bella Mossa’ campaign in Bologna, Italy https://www.polisnetwork.eu/uploads/Modules/PublicDocuments/tc9-dec2017_lo.pdf • Viaggia Trento e Rovereto Play&Go, Trentino, Italy https://www.smartcommunitylab.it/apps/viaggia-trento-e-rovereto-playgo/ 		



5.14. Use of social media to make (flexible) public transport visible

Characteristics of activity		
<input type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology
Description of the method		
<p>(Flexible) public transport will be visible in social media through its users by putting pictures and stories on the social media page of the region/local public transport operator, etc. or at the users´ page themselves, e.g. by using a specific #hashtag. Cooperation with regional media (e.g. online magazines or print) may be a further option.</p> <p>Participating people can get rewarded and encouraged to join social media challenges.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see chapter 3.2)		
Planning features		
<p>Moderation of the activities needs to be clarified (host of social media). Potential followers and participants need to be contacted. If foreseen, awards need to be organised for competition, e.g. for the best pictures etc. Rewards can be based on number of shares or likes. Ideally, the social media campaign gets recognition in regional media. Therefore regional media needs to be contacted.</p>		
Best practise example		
<ul style="list-style-type: none"> Youth Alpine Interrail http://yoalin.org/challenges/ https://www.instagram.com/p/BwRO2OmAMF-/ http://yoalin.org/do-the-yoaling/ ÖBB, Austria http://blog.oebb.at/schaumalraus-macht-mal-gemuetchlich/ https://www.facebook.com/unsereOEBB/posts/fotowettbewerb-wir-rufen-unter-dem-motto-175-jahre-eisenbahn-alle-hobbyfotografi/248421711927148/ 		



5.15. "Thank you" - Incentives for current PT users

Characteristics of activity		
<input type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
Current PT users receive a little present (like coffee, cake, flowers etc.) before or after leaving the (flexible) PT to show appreciation for the persons effort to actually use (flexible) PT.		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
PT/mobility operator, Mobility Agency, Participation at local events, Self-organized events, Radio, TV		
Planning features		
PT/mobility operator or local municipality need to be contacted, to request interest in this measure. If PT/mobility operator or local municipality show interest, they can support the measure by providing staff for the distribution of the presents. Points of distribution should be chosen carefully: e.g. PT interchanges, destinations or in the PT vehicle. Activities can be done at any day, but typically to select a specific day, e.g. a jubilee of the bus line concerned, a modification or upgrading of a line or the time table, in the course of events such as the European mobility week or local events, etc. Alternatively the beginning of a typical season, e.g. school time, semester start of the university, etc. can be selected as well, if the target group is defined as pupils or students.		
Best practise example		
<ul style="list-style-type: none"> • Verkéiersverbond Luxembourg • Bike breakfast, Bologna, Italy <p>http://salvaiciclisti.bologna.it/bike-breakfast</p>		



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5.16. Entertainment event at (flexible) PT

Characteristics of activity		
<input type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input checked="" type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
Stand-up entertainers perform for current PT users in the (flexible) PT vehicle in an unexpected way (e.g. little concerts, circus, "pub quiz" etc.). Alternatively interested people can participate at a "surprise ride" with PT, where they use PT on a certain day and time and PT takes them to interesting sites.		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
PT/mobility operator, Radio, TV		
Planning features		
Entertainers need to be contacted and be able to perform on a <u>moving</u> vehicle. It needs to be clarified with operators, what is possible for them. Activities can be done at any day, but typically to select a specific day, e.g. a jubilee of the bus line concerned, a modification or upgrading of a line or the time table, in the course of events such as the European mobility week or local events, etc. Alternatively, the beginning of a typical season, e.g. school time, semester start of the university, etc. can be selected as well, if the target group is defined as pupils or students.		
Best practise example		
<ul style="list-style-type: none"> • Verkéiersverbond Luxembourg 		



5.17. Customized PT information packages on paper about selected topics

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
Interested people order customized PT information on paper in which they are interested, e.g.: ticket purchase/usage of flexible transport/ receive individual timetable information online & offline/ PT network map. Therefore, the people <u>only</u> receive the information, which is relevant to them and do not have the barrier of researching this information by themselves.		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see chapter 3.2)		
Planning features		
<p>Cooperation partners need to be contacted, so that necessary staff and material is available (e.g. for the provision of personalized timetables). Especially, local municipality, PT/mobility operator and work places are potential cooperation partners, who can address the target group by letters, including a stamped self-addressed envelope, in which participants can choose the information they are interested in. Potential participants are contacted through all points of contact.</p> <p>The customized PT information can be delivered by post or in person. Information material about the following topics are possible:</p> <ul style="list-style-type: none"> • Information about general use of (flexible) PT • Manual about ticket vending machine • General plan of all (flexible) PT lines • Information about timetable enquiries • Information about online journey planning • Information about time table and other information as APP for the mobile phone • Information about bicycle transport on (flexible) PT • Timetables for specific (flexible) PT lines • Information about special tickets (e.g. Pupils, elderly, students, etc.) • Personalized timetable information for specific station, route, day of the week and ticket price 		



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- Personalized journey planning (e.g. Journey planning for trip to club association with PT)
- Information about specific station (timetable, environment plan etc.)
- Comparison of costs (flexible PT vs. Car) for specific route
- Etc.

Best practise example

- Project SmartMove
<http://www.smartmove-project.eu/>



5.18. Welcome kit - Information packages for new residents about (flexible) transport

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>Providing comprehensive information regarding the range of PT options/sustainable mobility available in town/ neighbourhood for new residents. A welcome kit info pack will be sent individually to new residents in the area. The main objective is to inform new residents on PT and take advantage of the change in personal life to foster the use of PT but the initiative could be expanded to other modes as well.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/> New residents	<input type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
Local municipality, Mobility Agency, At home		
Planning features		
<p>Local municipalities hand over the information packages at the process of registration at the registration office. In case online registration for residence is available, an information package will be send automatically to the new residents.</p> <p>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 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.).</p> <p>As an example, the kit should contain:</p> <ul style="list-style-type: none"> • A map with the PT lines which makes possible for new citizens to combine destinations with potential PT routes, including stops that allow changing to other means of transport. • Information about PT night service for younger PT users but also for occasional PT users. • Information about interesting destinations for excursions which can be reached by PT. • Brief information about the PT fare system. • Flyer explaining how to use a ticket machine. • Timetable of one's individual stop. • Etc. 		



Best practise example

- Verkehrsverbund Rhein-Sieg GmbH, Cologne: „Mobil im Veedel“, Germany
<http://www.vrsinfo.de/streckennetz/mobil-im-veedel-stadtteilkarten.html>
- AGENEAL and Almada City Council, Portugal
<https://www.eltis.org/discover/case-studies/new-residents-mobility-welcome-kit-almada-portugal>



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5.19. Folder “special ticket for...commuters/ tourists/ elderly persons/ pupils”

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
A folder, which promotes and informs about special tickets for different target groups (tickets for: commuters, tourists, elderly persons, pupils). The folder(s) will be available at all points of contacts, to reach each target group.		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/> Elderly <input checked="" type="checkbox"/> Pupils	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see chapter 3.2)		
Planning features		
<p>PT/mobility operator needs to be contacted and asked for provision of relevant information and to distribute the folders to the different points of contact.</p> <p>Folder includes information about:</p> <ul style="list-style-type: none"> • Price • Allowed times for usage • Region, in which ticket is valid (Map) • Description about which lines can be used • Definition of user group • Information about transferability • Information about bicycle transport • Point of sale • Specials (e.g. Number of people which can be taken with customer on PT at the weekend) • Contact information (webpage, phone number) 		



Best practise example

- VRR- Youth ticket, Germany

https://www.vrr.de/fileadmin/user_upload/pdf/service/downloads/broschueren_vrr/Broschuere_YoungTicketPLUS.pdf

- VOR - Youth ticket, Austria

https://www.vor.at/fileadmin/CONTENT/Downloads/Folder/Infofolder/Jugendticket_Flyer_2019-20.pdf



5.20. Sustainable mobility guidebook with comprehensive information for PT of a region

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>Comprehensive guidebook (including comprehensive information about public transport). This measure aims at improving people's mobility through the provision of information and guidance. By sending in a reply-card, further information material can be obtained free of charge (e.g. 5.17: Customized PT information). The guidebook should be additionally available at important points, e.g. touristic destinations, transport nodes, in the buses at the driver, travel agencies, etc. Mobility guidance on the phone is delivered as well if requested.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
Local municipality, Mobility Agency, At home, Participation at local events, Self-organized events, Leisure facilities, Radio		
Planning features		
<p>With the support of the Mobility Agency and PT/mobility operators a comprehensive guidebook can be compiled, giving an overview of public transport in the region. The content can be extracted to all kinds of sustainable mobility, e.g. bike rentals in the region, touristic excursions by using sustainable modes of transport, taxi, car sharing, airport transfer etc.</p> <p>Potential interested households receive an invitation letter from the municipality, in which a stamped self-addressed envelope is included, at which participants can tick off, if they want to receive a sustainable mobility guidebook. Additionally, the book needs to be available at all important points, therefore the selection of such points, the distribution system of the guide books and some instructions for the staff at this distribution points need to be clarified. Local shops might have an interest in advertising their services in the guidebook and therefore are willing to distribute them in their shops.</p> <p>Possible content can be:</p> <ul style="list-style-type: none"> • Timetables of all lines in the region & national lines • Tickets, fares and discounts for PT, Taxi, Car-Sharing • Time table information via telephone • PT service on weekends • Network map • Information about "special" PT (flexible PT etc.) 		



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- Information about PT APP (Journey planner, realtime information, interruption etc.)
- Places of excursions
- News
- Bicycle rental & phone numbers
- Taxi providers & phone numbers
- Bike/Car-sharing providers & phone numbers
- Airport transfers
- Tourist information
- Etc.

Best practise example

- Lungau Tälerbus, Austria
<http://www.taelerbus.at/>



5.21. Salient implementation of PT information on webpages

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology
Description of the method		
<p>Work places, Tourist accommodations, municipalities, Tourist destinations etc. offer salient implementation of PT information on webpages. "Arrival" with PT is displayed. Therefore the nearest (flexible) PT station and an interface for journey planning regarding national, regional and local PT is implemented. Where possible, the option to make a booking for PT on the webpage itself (e.g. webpage of a tourist accommodation) is provided, to offer an "effortless" booking experience.</p> <p>Links to other local mobility options like flexible PT, bike/car-sharing systems, bike/car rental, etc. are displayed, too.</p> <p>This section should be found easily at the start page of any web pages of organizations creating transport demand. Priority should be given to sustainable modes in the web design and order of link lists.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
Work places, Local municipality, Mobility Agency, Leisure facilities, Tourist accommodation, Tourist destinations, Tourist information		
Planning features		
<p>Tourism associations need to be contacted, because of their importance as multipliers regarding mentioned points of contact. At best, tourism associations can reach the points of contact and highlight the importance and advantages of this measure for the points of contact themselves but also the effects for the region. Tourist associations can offer different "modules" (like interface for journey planning, booking, etc.), so that points of contact receive "a low effort offer".</p>		
Best practise example		
<ul style="list-style-type: none"> Tourist association Tyrol, Austria https://www.tyrol.com/good-to-know/arrival/by-train#anchor-anker-journey-planner 		



5.22. Eco-labeling about sustainable mobility

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>An eco-label about sustainable mobility for municipalities and tourist accommodations highlights the positive offers of the municipalities and tourist accommodations regarding sustainable mobility. Participation entities provide the following information on webpage and on-site: e.g. booking options for PT, information about PT (time tables etc.) before and during the stay of tourists etc. Other criteria regarding sustainable mobility are possible (also see planning features).</p> <p>Participating entities receive their eco-label at a media-effective ceremony. The ceremony also can be part of a social media campaign forwarded by local municipality, tourist associations etc.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
Local municipality, Mobility Agency, Tourist accommodation, Tourist destinations, Tourist information		
Planning features		
<p>An eco-label for sustainable mobility gets created and municipalities, tourist accommodation, tourist destinations and tourist information need to train their staff and be able to assure the new competence towards the committee, which award the eco-label.</p> <p>Additional to salient implementation of PT information on webpages and trained staff regarding mobility aspects, infrastructural measures and awareness-raising measures can be honoured with an eco-label as well. The following list of criteria can be used for the selection of the applicants for the eco-label:</p> <ul style="list-style-type: none"> • Number and quality of bike stands at points of interest for tourists • Electric vehicle in fleet of the points of contact • Charging stations for electric vehicles at suitable locations • Attractive public space (relevant for municipalities) • Equality of all transport users (Shared space etc.) (relevant for municipalities) 		
Best practise example		
<ul style="list-style-type: none"> • Stars for mobility, Tyrol, Austria <p>https://www.klimabuendnis.at/tiroler_mobilitaetssterne</p>		



5.23. Time table and other information as APP for mobile devices

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input checked="" type="checkbox"/> Technology
Description of the method		
Provision of a journey planner, time tables, reservations and real-time information and if further development is wanted, the inclusion of payment and booking etc. via one App for (flexible) PT and all other transport modes (like car-sharing, taxi etc.).		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
All points of contact (see chapter 3.2)		
Planning features		
<p>Local PT/mobility operators need to be contacted, to cooperate to build such an APP. In case a third-party provider builds the APP, the local PT/mobility operators need to cooperate to provide their data. In case, different PT/mobility operators operate in the region, they <u>all</u> need to be contacted to be able to build a <u>comprehensive</u> APP, which covers the whole PT offer in the region and preferably national-wide PT as well. At its best, if designed as “mobility as a service”, other means of transport (like taxi, car-sharing, ride-sharing etc.), reservation, booking, payment, real-time information are included, too.</p> <p>Real-time information can be:</p> <ul style="list-style-type: none"> • Time of arrival of PT vehicle at station • Further mobility options at interchanges • Warning about interruptions/ delays • Bidirectional communication between App & PT vehicle for visually impaired users of PT <p>The use of APP needs to be “nudged” through different kinds of measures, like: Mobility stands on local event, self-organized event about local mobility, presentations at periodic local meetings, mobility management, guided PT tour per target group, Car-free day, PT try-out activities, use of social media, leaflets about the app in combination with a “thank you”, customized PT information packages on paper, information packages for new residents, folder “special ticket for...”, sustainable mobility guidebook, training events for multipliers, packages for tourists at origin, packages for tourists at destinations.</p>		



Best practise example

- VonAnachB, Austria

https://anachb.vor.at/bin/query.exe/en?L=vs_voranachb&

- WienMobil App, Vienna, Austria

<https://www.wienerlinien.at/eportal3/ep/channelView.do/pageTypeId/66533/channelId/-3600061>

- Whim, Finland

<https://helpcenter.whimapp.com/hc/en-us/articles/115003538029-Whim-and-the-Mobility-as-a-Service-concept>



5.24. Making public transport visible on public places and places where people meet and likely need mobility supply

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>This measure can manifold, e.g. basic information on public transport such as a network map & phone number for flexible transport on coasters at bars, at tickets for concerts, museum tickets etc. This measure shall inform potential customers about the offer, especially to present an alternative to car usage. The idea is, to be visible at places where people have time to receive such information and a big group of people can be reached. Special flyers or giveaways can be produced and distributed at places where people meet or stay, such as in waiting rooms of doctors or other social services, administrative offices etc. At these places explanation videos about how PT works are also an option. QR-Codes on flyer or at public places can link to explanation videos/ flyers etc.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
Gastronomy, Tourist accommodations, Club Association, Doctors, Mobility Agency		
Planning features		
<p>Points of contact need to be contacted and informed about the concept and asked about willingness to use the provided material. Sponsors of the concept need to be determined, local municipality and PT/mobility operator are possible options but the points of contact itself can be interested as well. The distribution system needs to be clarified with the cooperation partners. The type of information on the material or the flyer (depending on size of printed material, target group etc.) needs to be defined.</p>		
Best practise example		
<ul style="list-style-type: none"> Coasters with PT network, Laa an der Thaya, Austria https://www.ots.at/presseaussendung/OTS_19991011_OTS0108/laa-an-der-thaya-wer-koepfchen-hat-faehrt-achterbahn Coasters as ticket for PT, Hamburg, Germany https://www.horizont.net/marketing/nachrichten/eins-noch.-aber-dann-ist-bus-wie-die-hvv-und-astra-ein-bisschen-bvg-magie-nach-hamburg-holen-174343 Explanation video for public transport, Austria https://www.youtube.com/watch?v=LY7CuPIrOeM 		



5.25. Training events for multipliers

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>Staff with contact to residents, pupils, employees or tourists, acts as a “multiplier” and participate in training events to be able to provide the necessary knowledge in upcoming situations. The following jobs can be seen as “multiplier”: teacher, hotel receptionists, PT driver, staff at tourist destinations. These persons are the contact persons, with which people of the target group can directly communicate and therefore can provide highly relevant information about sustainable mobility. This measure can be accompanied by a social media campaign (see measure 5.14), in which the “multipliers” post about their engagement and at its best, also act as role models (e.g. using (flexible) PT for commuting) and post this as well, to act as role models in the region.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input checked="" type="checkbox"/> Employees	<input type="checkbox"/>	<input type="checkbox"/>
Points of contact / Local stakeholders		
Local municipality, Work places		
Planning features		
<p>Training events need to be organized and a training programme needs to be developed with regard to the different target groups. Potential participating institutions (schools, tourist accommodations, PT/mobility operators etc.) need to be contacted and subsequently potential participants need to be appointed. Umbrella organisations such as the chamber of commerce, the regional school administration, tourism associations can support with organisational details or offering venues for the trainings. At bigger organisations, administrations, schools, hotels etc. the training could take place at site, a venue needs to be specified with the host. A training pass or a certification for the participants can be included in the measure (or even as part of a sustainable mobility labelling, compare with measure 5.22). The frequency of trainings needs to be clarified (e.g. if new offers appear or the time table changes) or at least a communication channel needs to be clarified for the trainees to receive updated information. It is possible to organise the event as webinar or distance learning course with exams to be completed by the participants.</p> <p>“Multipliers” using social media can be encouraged to “post” their experience on social media. Therefore, moderation of the activities need to be clarified (host of social media).</p>		
Best practise example		
<ul style="list-style-type: none"> Mobility manager (can function as “trainers” for multipliers”), Tyrol, Austria https://www.tirol2050.at/de/geschichten-des-gelingens/mobilitaetscoach/ 		



5.26. Provision of sustainable mobility related information for touristic destinations at public places or where tourists meet

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>Information for touristic attractions (like information boards or signposts for hiking, cycling etc.) also provide information about the next PT station, operating times of PT and e.g. phone number for booking flexible transport (for cyclists the options for bicycle transport as well). Recommended hiking routes and bicycle routes in info folders (and at the sites itself) are created in a non-circular way so the usage of a car becomes less attractive. Information about next PT station and time tables need to be provided with the information about recommended routes in any case and were accessible (web, boards, flyers etc.).</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
Tourist accommodation, Tourist information, Participation at local events, PT/mobility operator, Mobility Agency		
Planning features		
<p>Cooperations need to be established with the responsible organisations planning the routes and providing the information material. Eventually adaptations of the public transport offers can be considered or the possibility for carrying bicycles can be added to existing services if appropriate. Relevant information (operating times, next PT station etc.) needs to be provided to the responsible organisations for the signposts, the information boards and any accompanying print and web material. If changes in the service occur, a procedure need to be specified, how this information will be forwarded and the material and boards can be updated minimising the costs for this task (e.g. flexible modules of boards easy to change).</p>		
Best practise example		
<ul style="list-style-type: none"> Different hiking routes, Styria, Austria https://www.verbundlinie.at/freizeit1/freizeit/wanderfolder Sustainable mobility for tourist in Val di Sole, Italy https://www.valdisole.net/IT/Mobilita-Sostenibile/ https://www.valdisole.net/upload/files/Bicibus%20e%20Biketrain_Estate%202019.pdf.pdf 		



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5.27. Mobility packages for tourists at origin

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
<p>The idea is that tourists receive a package about (flexible) PT (or sustainable mobility as a whole) at the tourist destination <u>before</u> they start their travel and therefore can decide whether travelling by car is an appropriate choice or if sustainable transport modes might offer an acceptable or even a better option. Therefore, tourists receive a package directly after their booking with detailed information about (flexible) PT at the travel destination, including e.g. luggage transport, pickup service from PT etc.</p>		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
At home		
Planning features		
<p>Tourist accommodations need to be contacted and, in case they can provide trained staff, who takes care of the customized packages (see also measure 5.25). At least tourist accommodation forward info packages to their guests and additionally establish contacts to them consulting the options for arrival and mobility at the destination. In the second case the packages need to be put together by another organisation (e.g. tourist office, a mobility bureau). Who is sending out the information and contacting the guests needs to be clarified in this case as well.</p> <p>The package should include the following information: customized PT information about how to reach the accommodation from door-to-door (starting point is the home address of the tourist, which they have to provide to the accommodation anyway). Another important information is, which tickets for PT are necessary and where to get them. Instead, in an advanced stage, the option to take care of the booking door-to-door by the accommodation is possible (or at least trustful booking offices should be recommended). Other information is: information about journey planner APP of the region, if available, (online) timetables and route proposal for planning hiking/bike etc. tours.</p>		
Best practise example		



5.28. Mobility packages for tourists at destination

Characteristics of activity		
<input checked="" type="checkbox"/> Information	<input type="checkbox"/> Event	<input type="checkbox"/> Incentive <input type="checkbox"/> Technology
Description of the method		
An information package is displayed in each room or at the reception desk of the tourist accommodation. In these mobility packages, tourists can find detailed information about local mobility options, especially (flexible) PT. If possible, free tickets for PT are provided for the tourists, as well.		
Target group(s)		
Residents (R)	Commuters (C)	Tourists (T)
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Points of contact / Local stakeholders		
Tourist accommodation, Tourist association, Mobility Agency		
Planning features		
<p>A cooperate design needs to be designed for the mobility package of a region. Tourist associations need to be contacted, so they may participate as “distributor” of the cooperate design, which then can be used by participating tourist accommodations. Different kinds of formats can be designed (single folders, which function as mobility package or instead single pages, which can be added to existing “guest books for tourists” which probably already exist at the tourist accommodations).</p> <p>Mobility packages can include:</p> <ul style="list-style-type: none"> • Closest station to tourist accommodation • Timetables of all lines in the region • Tickets, fares and discounts for PT, Taxi, Car-Sharing • Time table information via telephone • PT service on weekends • Network map • Information about “special” PT (flexible PT etc.) • Information about PT APP (Journey planner, realtime information, interruption etc.) • Places of excursions • News • Bicycle rental & phone numbers • Taxi providers & phone numbers • Car-sharing providers & phone numbers 		



Best practise example

- Lungau Tälerbus, Austria
<http://www.taelerbus.at/>

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