

Measure title: ***Sustainable Mobility Marketing***

City: ***Stuttgart***

Project: ***CARAVEL***

Measure number: ***11.04***

A Introduction

A1 Objectives

The measure objectives are:

- Conception and implementation of measures in the field of public awareness.
- Conception and implementation of new ecologically-compatible services such as rental of bicycle boxes.
- Change behaviour through new forms of vehicle use.
- Better information of road users.
- Installation of the Mobility Information Centre as a competence centre in all fields of individual route planning for all transport modes.
- Increase the usage of ecologically-compatible transport services among private users (citizens, tourists), companies and also among public bodies and institutions.
- Increase the usage of the car-pooling system that is already operated by the Stuttgart Mobility Information Centre.
- Reduce motorized private vehicle traffic and congestion.
- Reduce of environmental pollution and energy consumption.

A2 Description

The Stuttgart Mobility Information Centre is located in the Stuttgart tourist information near the main station and organized by the Environmental Protection Office of the city.

In order to increase the targeted demand for ecologically-compatible transport modes, a communication and marketing concept was developed and implemented. A main aim was to install the Mobility Information Centre as a competence centre for all fields of individual route planning and for all transport modes. The conception and implementation of public awareness measures helped to change the behaviour of road users through new forms of vehicle use, supported by better information of users. The increase of ecologically-compatible transport services among private users (citizens, tourists), companies and also among public bodies and institutions helps to reduce motorized private vehicle traffic and congestion, environmental pollution and energy consumption.

Activities concentrated on public awareness campaigns to change behaviour of road users and to increase the demand for ecologically-compatible transport modes such as car-pooling and public transport. In this context promotion material (flyers, large-scale banners, videos, Website etc) was developed. Activities included mobility information in general, promotion of the online car-pooling system Pendlernetz Stuttgart, management of the mobility services, individual route planning for all transport modes (incl. pedestrians), organisation of car-sharing and car-pooling, demonstration with regional authorities and enterprises and indoor workshops.

B Measure implementation

B1 Innovative aspects

Select one or more innovative aspects from the list below (see Guidance notes for further explanation), then describe each in more detail with a few sentences:

Innovative Aspects:

- **New conceptual approach**
- Use of new technology/ITS
- **New mode of transport exploited**
- **Targeting specific user groups**
- New economic instrument
- New policy instrument
- **New organisational arrangements or relationships**
- New physical infrastructure solutions
- Other – please describe

The innovative aspects of the measure are:

- **New organisational arrangements or relationships** – The communication of the common usage of a vehicle needs a new way of approach to the user , otherwise the developed services will not find any users. Development of alternatives to the conventional use of vehicles by means of innovative concepts such as car-pooling, integrating information management systems in order to promote intermodality and involving a high number of companies through new and organised actions regarding commuter mobility.
- **Targeting specific user groups** – The increase of ecologically-compatible transport services among private users (citizens, tourists), companies and also among public bodies and institutions helps to reduce motorized private vehicle traffic and congestion, environmental pollution and energy consumption. Promote environmentally-compatible transport modes like car-pooling, carsharing, cycling, walking etc. through development of new and attractive services for the user groups of citizens, commuters, (event) tourists (e.g. event-oriented car-pooling, lockable bicycle boxes to rent, PDAs for tourists).
- **New conceptual approach** – Installation of the mobility information centre as a competence centre in all fields of individual route planning for all transport modes.

B2 Situation before CIVITAS

Around 60,000 clients per year seek for mobility information. One third of the information concerns public transport, one third concerns city tourism and one third ecologically-compatible transport modes.

The following services are requested:

- Individual mobility information with regard to all means of public transport.
- Car-sharing programs.
- Route planning for car drivers, cyclists and pedestrians.
- Trainings for “Fuel-saving car driving“.
- Organisation of car-pooling (Pendlernetz Stuttgart).
- Information about parking facilities.
- Information for disabled and blind persons.

Pendlernetz Stuttgart is one of the most innovative car-pooling system existing so far in the EU, especially with regard to the three main features communication via SMS, the geographically referenced route mapping and the automatic data transfer to the public transport itinerary.



Fig. 1: Mobility Information Centre Stuttgart

B3 Actual implementation of the measure

The measure was implemented in the following stages:

Stage 1: Set-up of communication concept mobility marketing (01.02.2005 – 31.01.2006) – Concept on communication and marketing of the mobility-centre including yearly planning of marketing events and campaigns (continuous update until project end). Production of communication media.

Stage 2: Assessment of user needs (done together with 9.3) (Date from – 31.04.2006) – Analysis of the communication with commuters within the region of Stuttgart. Interviews were made with clients of the Stuttgart mobility information centre, what kind of information and services they are missing in the mobility information centre in order to define new services. Feed-back letters to mobility information centre as well as feedback mails from the car-pooling system have been collected permanently.

Stage 3: Demonstration Phase 1 (01.01. – 31.12.2006) – Test of mobility services; mobility management for big companies by integrating car-pooling (Pendlernetz) and other environmentally-compatible mobility services into the companies' mobility concepts (organisation of press conferences, meetings etc. with representatives from big companies), accompanied by marketing and promotion activities on environmentally compatible transport, the mobility information centre, and especially the carpooling system Pendlernetz; installation of the Mobility Information centre as a competence centre concerning mobility and transport information; extension of the opening hours/personnel, realization of new "outfit" of the mobility centre (logo, info panel, working dress, German/English info brochures).

Stage 4: Demonstration Phase 2 (01.01.07 – 31.12.2008) – Test of mobility services continued. Management of the mobility services; continuation of marketing and promotion activities. Installation and maintenance of a new service (bicycle boxes to rent).

• Main marketing activities included:

- Interview with local press "Stuttgarter Zeitung" (Sept. 2006)
- Radio interview "Die Neue 107,7" (Oct. 2006)
- Hanging of bridge – banner (Oct./Nov. 2006)
- Video at display panel Neckarstr./Schwabengarage (Nov. 2006)
- Set-up of marketing campaign (Nov. 2006)
- Production of flyers and posters (Jan. 2007)
- Bridge-banners (Jan. 2007)
- Distribution of print media (Feb. 2007)
- Mailing action to all companies in Stuttgart (Mar. 2007), altogether about 400 letters;
- Response of 60 companies ordering marketing media – Mar-May 2007
- Mobility-Day – Sept.2007: Presentation and stand
- Video displays at urban railway stations (underground) – Sept.2007
- Info-desk at the opening of the new trade fair – Oct. 2007
- Online advertisement at the Stuttgarter Zeitung Nov. 2007
- Presentation in Kaunas / Lithuania
- PR for selected magazines (Dec. 2007): IHK-Wirtschaftsmagazin
- Relaunch of Pendlernetz website with integrated event-data pool (March/April 2007)
- Press releases, (Apr./Jun./Oct. 07)
- Poster campaign (360 illuminated city light boards) in January 2008
- Mailing action to 396 cities in the Stuttgart Region (offer to set free web link to Pendlernetz).
- Presentation and demonstration to 22 members of staff management of companies taking part in the ecofit programme in June 2008.
- European Mobility Week 16-22 Sept. 08 free-of-charge fuel saving courses organised by Stuttgart Mobility Information Centre.
- Dispatching of Pendlernetz flyers (20,000) in 2008
- 200 Pendlernetz posters in urban railway in Stuttgart during Oct. – Nov. 2008
- Promotion of Pendlernetz in the stadium newsletter of VfB Stuttgart, Sept. 2008/display on video screen in the stadium in Oct. 2008

A poster campaign on illuminated city lights (360) was done in January 2008. In February 2008 a mailing action to all 396 cities within the Stuttgart Region took place including the offer to set a cost free web link to the Pendlernetz and to communicate it to employees as well as to citizens. The response of 72 cities was remarkable and they all ordered more print- and electronically media.

In June the 10th anniversary of the Stuttgart Mobility Information Centre was celebrated with press conference and poster campaign (new logo "Das ökologische Navigationssystem"). A presentation of the mobility information centre and the carpooling system was given to 22 members of staff manager of companies in Stuttgart who take part on the ecofit programme.

During the entire European mobility week from 16 -22 Sept. 2008 free-of-charge "fuel saving courses were organised by the mobility information centre. A training of 40 – 80 persons was offered. On 16 September 2008 meeting in the city council took place with mobility managers of big companies who presented their experience with the use of Pendlernetz.



Fig. 2: Visit of Stuttgart Mobility Information/Pendlernetz stand by Stuttgart Mayor at the Energy Day, 22. Sept. 07 (right) and the opening of the New Fair, 19-21 Oct. 07 (left): Mayor Schuster together with Measure Leader Regina Lüdert

- **Special marketing activities of Stuttgart Pendlernetz**

- Pendlernetz Campaign 2007/2008 (“Commuter of the year”)

“Be the Face of Pendlernetz Stuttgart 2008” or “Send us your experiences with Pendlernetz Stuttgart” - with slogans like these “Pendlernetz Stuttgart” started its big online marketing campaign to get a feedback from users. By means of this new car-pooling campaign, “Pendlernetz Stuttgart” was also searching for new users. Additionally all users were asked to report about their experiences with “Pendlernetz Stuttgart”. It was planned that all participants of the campaign should take part in a lottery. This had to be modified in the course of the campaign due to administration-internal regulations prohibiting sponsored presents. The campaign was modified to “Face of the Year” with the aim to present the winners on posters and postcards in the Stuttgart Region as “The Face of Pendlernetz Stuttgart 2008”. Due to very low responses no further actions followed.

The aim of the campaign was to get a feedback from users who run functioning car-pools and to recruit, of course, new ones. The idea to collect opinions and pictures of car-poolers and to publish their faces on posters and postcards should make the car-pooling service more personal. This should make the identification of other people with this service much easier. The users were informed through a newsletter–edition. Altogether 5 newsletters were published and distributed by email to users of Pendlernetz and other interested, altogether about 1200 email addresses. Although the campaign was accompanied by an advertisement banner in the online edition of the regional newspaper *Stuttgarter Zeitung*, the reaction was very poor. About 800 persons clicked on the on-line advertisement, but only very few Pendlernetz responses were recorded until January 2008 despite all promotion efforts.

In September 2008 about 20 000 Pendlernetz flyers were distributed in public parking places. 200 Pendlernetz posters were presented in urban rails in October and November 2008. 400 Posters were distributed within the municipality of Stuttgart; 1200 posters were sent to members of employees’ representatives. The Pendlernetz was promoted by an advertisement in the stadium newsletter in September and a display on the stadium video in October 2008.

- Event-car-pooling (www.stuttgart.de/pendlernetz):

New features such as the event-oriented car-pooling were implemented within CIVITAS-CARAVEL. **Event car-pooling** was installed in February 2007 and operated until end of 2007; all premier league soccer games of the local team were announced every fortnight. A relaunch was started in 2008 together with VfB Stuttgart by announcing all premier league football matches of the team every fortnight (accompanied by promotion in stadium newsletter and video display in the stadium). Press releases were issued for *Cannstatter Frühlingsfest* (Wasen) and opening of New Fair Stuttgart (for details pls. refer to MERS 9.3).

“Let’s drive together to the soccer match!” This environmentally-friendly way of mobility was promoted in the Stuttgart region during 2007 and relaunched mid 2008 - an Internet-based

platform of car-pooling with the new feature especially for big events. This new feature was offered to the public the first time for the top game of the German Premier Football League in March 2007 between VfB Stuttgart and Werder Bremen. With the new feature of event-oriented car-pooling, the organisation of car-pools to big events is much easier. This new service especially addresses the visitors of the football matches of VfB Stuttgart at home. Since around 50,000 visitors are expected to each match, the travel demand related to one location at the same time is very high. Together with VfB Stuttgart the event carpooling was relaunched in in 2008 and accompanied by promotion in the stadium newsletter/video in the stadium. Visitors have the opportunity to reach the stadium fast, cheap and in an environmentally-friendly way by using the new event-oriented car-pooling feature provided by [Pendlernetz Stuttgart](#) on the Internet.

Although the event organisers, like e.g. the Stuttgart Fair organisation, installed web links on their homepages as well, there was only low response in 2007. Most probably it is the same problem as with the introduction of the car-pooling system. A new service needs time to establish. For event-oriented car-pooling it is elementary that big events always provide an event-oriented-car-pooling system on their homepage, not only from time to time for some events, so that the user can be sure to find it. Efforts are ongoing with VfB Stuttgart and others to promote event car-pooling (restart in 2008).

Distribution of promotion material

	Brochure	Flyers	Posters	Company newspaper	Multi-address messages	Banners	Container	Exhibitions
Edition	2150	40000	2500					
Organisation (recipient)								
Sportamt		1000						
Job Center		70				1		
Town hall Stuttgart		400						
m-punkt	5	400	3					
LBBW		100						
LHS Gmbh	20	50	2	1	1	1	1	
Diakonie Klein	310	2105	43	39	24			1
motor presse	30	30	25		1			
Messe Stuttgart	5			1	1			
Scholpp		20			1	1	1	1
Messe Fraport	10	60			1	1	1	
Dresdner		300	5					
infotec	150	500	29	1	1	1	1	
ecofit	34	40	13	1				
ecofit II	750	2250						
Sony		60	2		1			1
Companies diverse	60	100	12	2	6	4	4	
Contact persons	32	123	1					
Thieme Verlag	65	110	2	1	1	1	1	
celesio	20	220	24	1	1	1	1	
SSP	30	60	2					
Post (internal)	lost	800						
LBBW	30	100	3					
mobility	30	30						
eisen metall	3	30	4			1	1	1
Municipal Office 32-33		400	3					
Fellbach		30		1	1			
Regional environmental delegate	23	69						
Bezirksrathäuser		500	25					
Libraries		500	24					
Bethesda Hospital	15	30	2	1	1			
Youth centres		750	37					
Serial letters	350	1000		3				
Universities	24	62						
thyssenkrupp		30	2	1	1			
Regional Council		250	5					1
Total	1996	12579	268					
Sum				53	44	11	11	4
Remaining Jan 08	154	27421	2232					

Fig. 3: mpunkt promotion material distributed in 2007/2008

- **Implementation of new service: Bicycle boxes to rent**

This service was introduced in April 2007. Since then altogether 30 bicycle boxes are in use (permanently rented); there is a waiting list containing about 10 further requests. The service has a very high acceptance among the users, but, experience has shown that it is connected with growing maintenance efforts due to rising problems in terms of legal aspects, misuse etc.



Fig. 4 Mobility Information Centre service: Bicycle boxes to rent at Stuttgart main station

Stage 5: Evaluation and analysis (01.07.05-30.09.08) – Definition of indicators, determination of data available and method of measurement, data collection, process and impact evaluation, final evaluation plan.

B4 Deviations from the original plan

All activities took place as planned, no deviations from original plan.

B5 Inter-relationships with other measures

The measure is related to other measures as follows:

- **Measure 9.3 Car pooling system in Stuttgart** – Promotion of the Stuttgart Pendlernetz and the newly developed car-pooling services.
- **Measure 6.3 Policy options for access restrictions in Stuttgart** – Contribution in keeping emission thresholds.
- **Measure 8.12 Security action plan for suburban railway in Greater Stuttgart** – Security action plan will support mobility management and vice versa.

C Evaluation – methodology and results

C1 Measurement methodology

C1.1 Impacts and Indicators

<i>Evaluation Category</i>	<i>N°</i>	<i>Indicator</i>	<i>Units</i>	<i>Source of Data</i>	<i>Methodology for indicator construction (survey, modelling, etc)</i>	<i>Baseline Date</i>
Transport		Demand for services	No of requested services	Environmental Protection Office	Measurement: Overall requested mobility services	03/2007
Transport		Direct user feedback	Type and No of requests	Environmental Protection Office	Survey: No of personal requests, requests by phone, fax, email, letter, according to the languages German/ English/French/Spanish and Italian (permanent registration)	03/2007
Society	13	Awareness level	Type and No of requests	Environmental Protection Office	Requests for main environmentally-compatible mobility services before/after public awareness campaign Marketing actions	10/2006
Society	14	Acceptance level	No of feedback letters	Environmental Protection Office	Feedback letters No of requested services	10/2006

Detailed description of the indicator methodologies:

- **Demand for services** – Measurement (monthly).
- **Direct user feedback** – Measurement (monthly).
- **Awareness level** - Measurement: Overall requested mobility services (permanent registration of demands, since Jan 2006 also registration of demands for new services that have yet not been available).
- **Acceptance level** - Survey, according to the languages German/ English/French/Spanish and Italian (permanent registration ey: No of personal requests, requests by phone, fax, email, and letter).

C1.2 Establishing a baseline

For awareness and acceptance level regular statistics of the Mobility Information Centre Stuttgart are used giving information on number of requests, kind of requests (transport mode), language (common European languages), as well as personal feedback from users of the Mobility information centre (in written form/fax/email) are used.

Regular surveys and statistics of the Mobility Information Centre Stuttgart are used giving information on number of personal requests by phone, fax, email, letter, according to the languages German/ English/French/Spanish and Italian as well as the number of requests for the main environmentally-compatible transport modes and services.

A short survey (personal interview) was carried out in 2007 and 2008 among users of the Stuttgart Mobility Information Centre with regard to the car-pooling service and to determine the level of awareness (for details please refer to the MERS of M9.3 Car-pooling).

Interviews were made with clients of the Stuttgart Mobility Information Centre, what kind of information and services they are missing in the mobility information centre in order to define new services.

C1.3 Building the business-as-usual scenario

C2 Measure results

The results are presented under sub headings corresponding to the areas used for indicators – economy, energy, environment, society and transport.

C2.1 Economy

-

C2.2 Energy

-

C2.3 Environment

-

C2.4 Transport

Indicator: Demand for services:

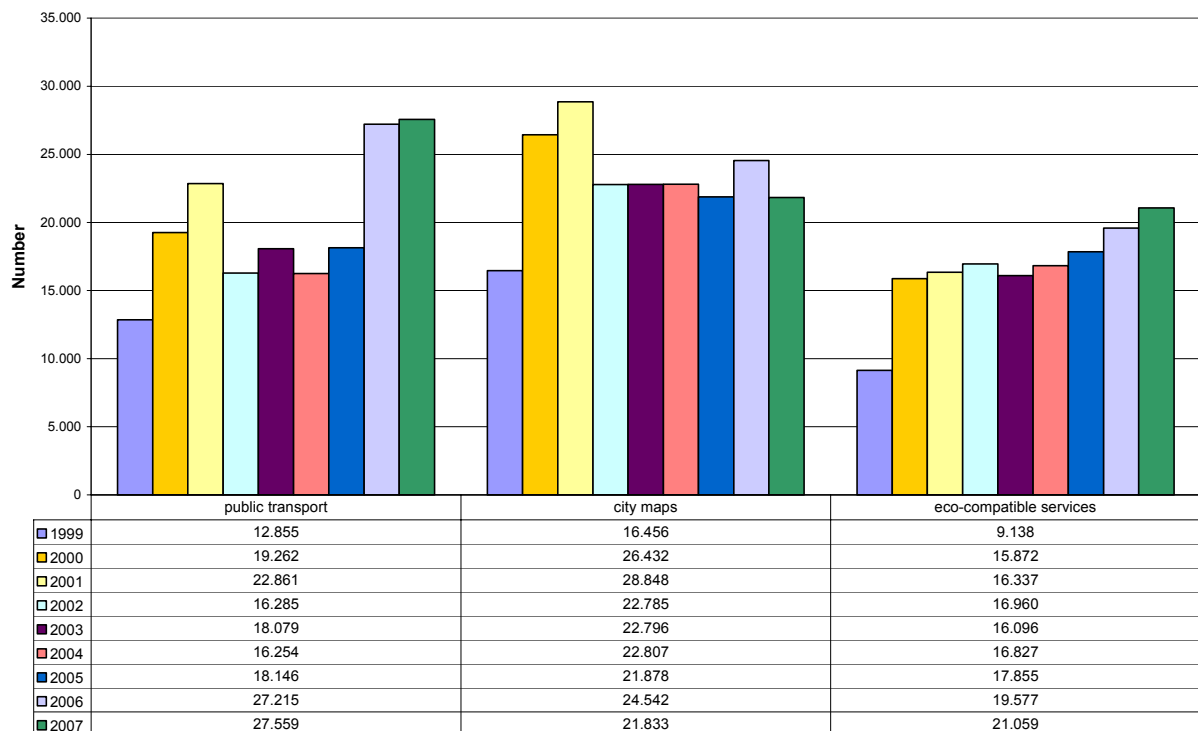


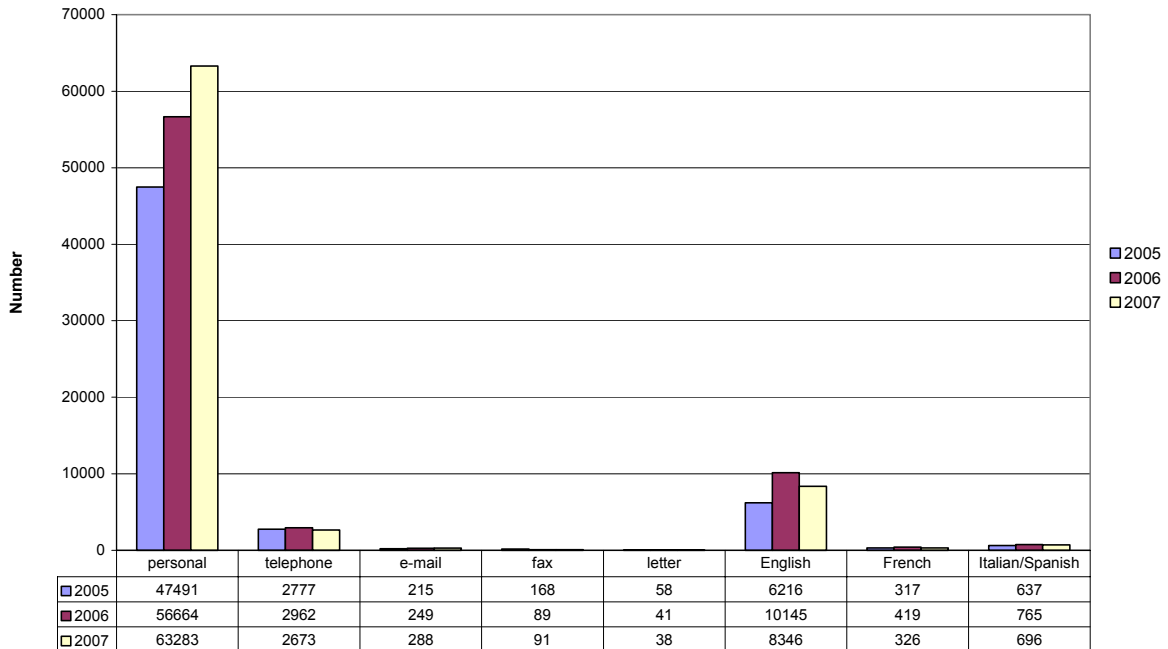
Fig. 5: Mobility Information Stuttgart: Number of requested services 1999 – 2007 (Source: m-punkt statistics 1999 – 2007)

The number of information given by the Mobility Information Centre Stuttgart during 1999 – 2007 is documented in Fig. 5. The amount of requests is distinguished by type of information; in addition, the number of information given in foreign languages is indicated. The comparison shows that the number of eco-friendly service requests has grown constantly in the last 8 years, but considerably since 2005. Especially the increase between 2006 and

2007 is remarkable (from about 19 000 to almost 27 000 requests), compared to the fact that the requests of the other services remained nearly on a stable level.

Indicator: Direct user feedback: User demands according to type and no number of request

Mobility Consulting 03 Jan. 2005 - 31 Dec. 2007 in total



Source: Mobility Information Centre Stuttgart 2005 – 2007

Fig. 6: Mobility consulting 03 Jan. 2005 – 31 Dec. 2007 in total

Fig. 6 shows the mode of mobility consulting and the number of consultations in foreign languages from 2005 to 2007. Altogether the number of requests (personal) is constantly rising. Personal advice is by far the most applied mode and English the most used foreign language. The higher usage of the foreign languages in 2006 can be related to the FIFA World Cup in Germany. A constant increase in the amount of the service is recognizable. Moreover, “traditional” ways of communication, such as fax and letter have increasing importance here.

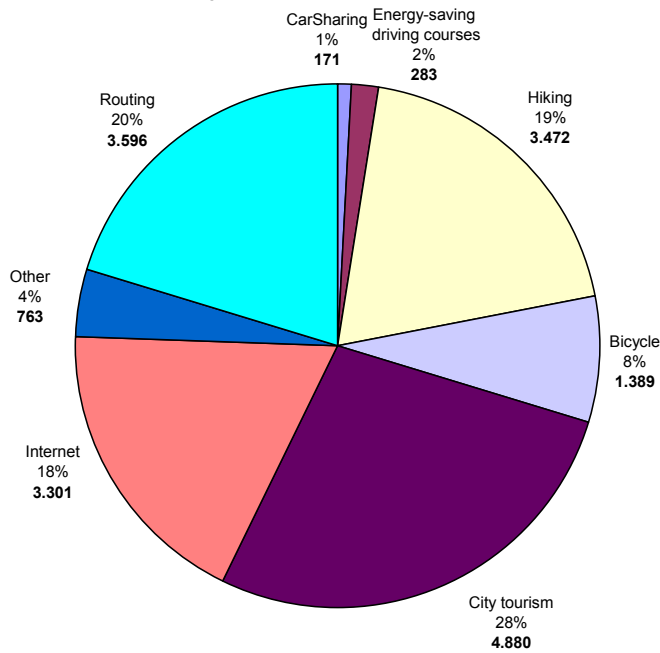
C2.5 Society

Indicator: Awareness level

- **Requests for main environmentally-compatible services**

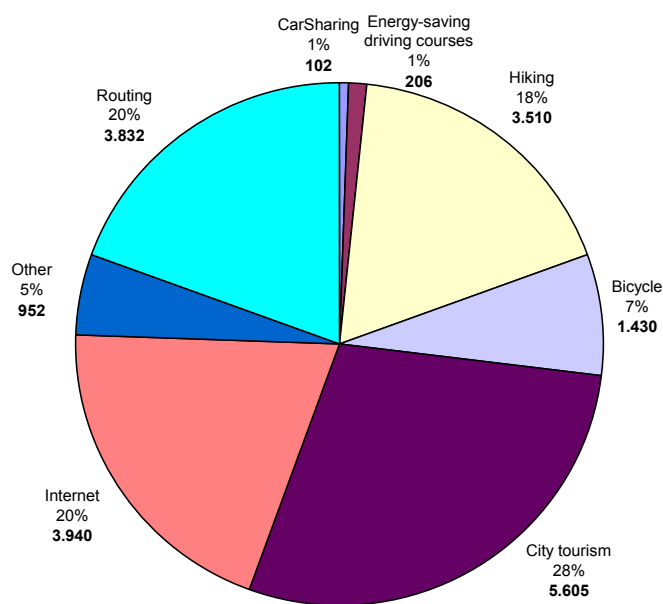
The following diagrams give the requests for eco-friendly transport services during the years 2005 – 2007 in the Stuttgart Mobility Information Centre according to the different types of services. Altogether the requests for eco-friendly transport services have constantly risen during the last few years. The overall figures have grown from about 18,000 requests in 2005 to about 26,500 in 2007, which is an increase by almost 50% (pleaser refer to Fig. 5).

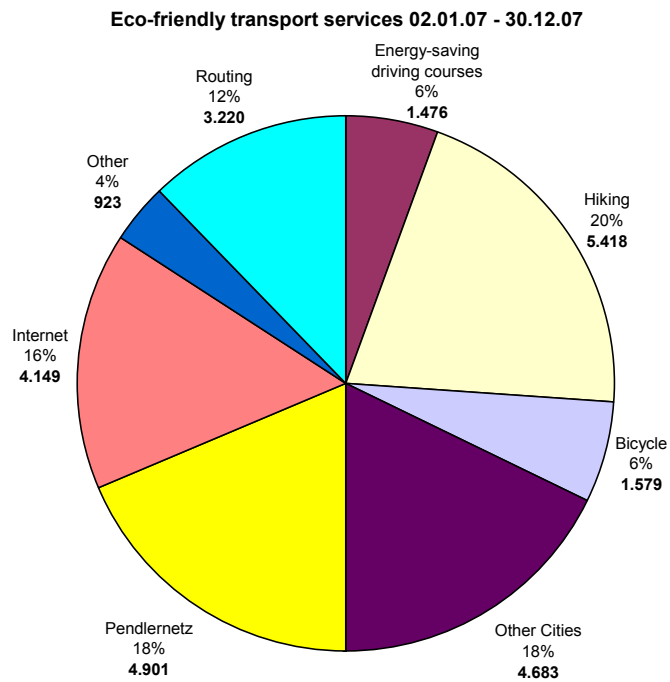
Eco-friendly transport services 03.01.05 - 30.12.05



- **Internet** means requests to the Mobility Centre via Internet.
- **Routing** means including several means of transport.
- **City tourism** means requests for such services in other cities than Stuttgart.
- **Other** covers all other requests concerned with eco-friendly transport.

Eco-friendly transport services 02.01.06 - 30.12.06





- Altogether, the single shares among the eco-friendly transport services due not vary considerably. Since 2007 the requests for Pendlernetz are recorded as well in the Mobility Information Centre.

Fig. 7: Statistics on demand for eco-friendly transport services in 2005 – 2007, Source: m-punkt statistics (2005/2007)

○ **Hits before/after marketing campaigns incl. TV/radio/press**

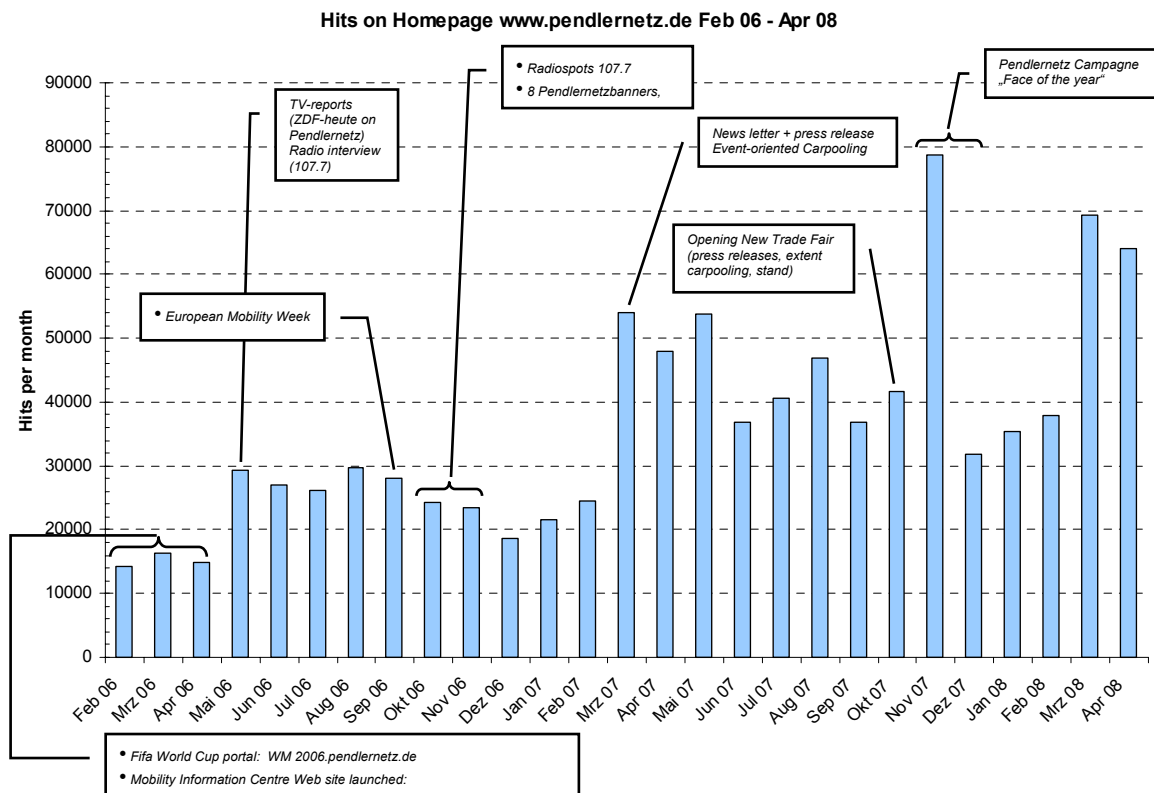


Fig. 8: Usage statistics for stuttgart.pendlernetz.de – number of hits per month (Source: m-punkt Stuttgart Feb. 06 – Apr 08)

Fig. 8 shows the clicks on the homepage www.stuttgart.pendlernetz.de per month, compared with marketing campaigns in TV, local radio and press. The motivation for this purpose was to check if any campaign made a significant impact on the interest in Pendlernetz afterwards. Especially TV- and radio- campaigns in May 2006 lead to a remarkable result - the number of clicks on the homepage doubled. Even higher has been the increase in March 2007, after releasing the Pendlernetz newsletters and running the event car-pooling (for details see below). During the Energy Day on 22 Sept. 07 in Stuttgart 2000 visitors (30,000 visitors altogether) consulted the information desk of the mobility information centre. The big event of the opening of the New Fair Trade in Stuttgart in Oct. 2007 was accompanied by several press releases on the event car-pooling system, a link on the New Fair web site and by stand including demonstration of the system during the 3 opening days with more than 5000 visitors at the stand (altogether about 180 000 visitors).

The online Pendlernetz campaign "Face of the year" started in November 2007 until January 2008 (description see above).

Indicator: Acceptance level

- **Feedback letters**

This concerns personal letters sent to **the Mobility Information Centre**; these letters amount to 10-20 feedback letters per year, containing usually positive reactions on the good and useful information they received, and negative criticism is only very rarely: One of the motivations behind collecting these information was to get an idea on further or new services requested by the clients. As a result it can be stated that "new" ideas or services are either requested on very rare occasions, or the requests concern rather "extraordinary" services that are not suitable for being established as a common service of the Mobility Information Centre (e.g. the request for cross-country ski tracks).

Electronic feedback mails about Pendlernetz have been recorded as well; these concern mainly technical questions about the system (altogether 82 feedback emails were received during 5/2005 – 7/2008).

- **Energy-saving driving courses (m-punkt statistics 2005 – 2007)**

City of Stuttgart		Private
Month/year	No of participants	Letters/requests¹
Total 2005	78	1
Total 2006	45	04/07
Total 2007	39	00/810

Fig. 9: Statistics on energy-saving driving courses 2005-2007 (source: mpunkt)

The promotion, organization and distribution of information material as well as placing of energy-saving driving courses are one of the main tasks of the Stuttgart Mobility Information Centre. These are regularly advertised on the homepage of the Mobility Information Centre as well as by regular press releases or announcements.

- **Special new services: Bicycle boxes to rent**

This service was introduced in April 2007. Since then altogether 30 bicycle boxes are in use (permanently rented); there is a waiting list containing about 10 further requests. The service has a very high acceptance among the users, but, experience has shown that it is connected with growing maintenance efforts due to rising problems in terms of legal aspects, misuse etc.

¹ Written requests from private users that were collected.

C3 Achievement of quantifiable targets

No.	Target	Rating
1	<p>Increase the demand for/usage of ecologically-compatible transport modes: around 60 000 clients per year seek for mobility information: 1/3 concerns public transport, 1/3 city tourism and 1/3 ecologically-compatible transport modes.</p> <ul style="list-style-type: none"> In order to increase the targeted demand for ecologically-compatible transport modes, a communication and marketing concept was worked out and implemented during the project. Requests for eco-friendly transport services increased from 18,000 in 2005 to about 26,500 in 2007. 	***
<p>NA = Not Assessed * = Not achieved ** = Achieved in full *** = Exceeded</p>		

C4 Up-scaling of results

In 2015 there will be a Europe-wide car-pooling system. Fuel saving courses are a regular part of education. The mobility information centre has an estimated budget for the communication and promotion of environmentally compatible services.

C5 Appraisal of evaluation approach

Traffic-related impacts of single indicators cannot empirically be determined in a reliable way, which is due to methodological reasons.

C6 Summary of evaluation results

The key results are as follows:

- Marketing concept to raise public awareness – Conception and implementation of measures in the field of public awareness .
- Increase in the usage of ecologically-compatible transport services among private users (citizens, tourists), companies and also among public bodies and institutions (especially the car-pooling system).
- New eco-friendly service: Bicycle boxes to rent – this service has been successfully launched in Spring 2007; altogether 30 bicycle boxes are permanently rented (waiting list of further requests) . The service has a very high acceptance among the users, but, experience has shown the maintenance efforts are higher than calculated due to rising problems in terms of legal aspects, misuse etc.
- Improvement of the service by professional marketing concept, Internet site, logo, etc.
- Installation of the Mobility Information Centre as a competence centre in all fields of individual route planning for all transport modes.

D Lessons learned

D1 Barriers and drivers

D1.1 Barriers

Financial/political – A resolution of the municipal council (political agreement) is needed to obtain the necessary financial means for running and maintaining the Stuttgart Mobility Information Centre.

Organisational/legal barrier – In connection with the bicycle boxes to rent experience has shown since its introduction in 2006 that high efforts are caused by, e.g. legal disputes in cases of lost keys or misuse of the bicycle boxes.

D1.2 Drivers

Public awareness campaigns/marketing actions – to raise awareness and acceptance of eco-friendly transport modes, particularly car-pooling and saving fuel and costs.

Actual urban transport situation – with respect to congestion, particularly during peak hours, scarce parking spaces and environmental pollution.

Environmental situation - and rising awareness of public with regard to air quality (PM 10) and acceptance of eco-friendly transport modes.

World Soccer Championship 2006 - high mobility information demand followed by increase in service quality (extension of service hours, number of staff, improved/professional corporate identity, Web site, etc.).

D2 Participation of stakeholders

General public/Tourists – especially tourists and visitors who demand mobility information and services. About 60 000 clients per year consult the services of the Stuttgart Mobility Information Centre with growing tendency.

Persons with disabilities - who need special mobility information (for wheel chairs, public toilets etc.).

Cyclists – who need special information on cycle paths, tours as well as services like bike boxes to rent.

Car drivers (municipal employees)– private car drivers interested in energy-saving driving courses and particularly also employees of municipal institutions as part of the education programme within the municipality.

D3 Recommendations

Recommendation 1 – For the introduction of new transport services professional and comprehensive mobility marketing is highly recommended and necessary.

Recommendations 2 – Some new modes of transport for example fuel saving courses need clear regulations, i.e. the obligation for employees in public institutions to take part in such energy-saving driving courses to obtain the official driving licence. At the moment only a written advising document is given to employed.

Recommendation 4 - Collecting all kinds of travel information in one location (mobility information centre) makes it much more comfortable for travellers in every country to choose a suitable transport mode.

D4 Future activities relating to the measure

The mobility information centre will be part of the transport development plan of the City of Stuttgart. In this relation hopefully the municipal council will grant a budget for any further mobility marketing.