

A. Introduction

A1 Objectives

The measure objectives are:

(P) High level / longer term:

- To stimulate people to use public transport and to promote PT service.

(Q) Strategic level:

- To increase the level of the information about PT (accessibility and up-grade) in order to promote public transport and to rationalize and improve the accessibility of the service.

(R) Measure level:

- (1). To reach at least 30% of the citizens of the served area with the PT service information, that consist in communication objects (maps and timetables), information at bus stops and glass showcases (equipping the existing ones or installing them in every town district)
- (2). To reach about the 80% of the student registered for the school year in progress, with targeted information about PT service. Particular attention is given to 13 years old kids.

A2 Description

This measure consisted mainly of dissemination activities in order to promote the PT service in Brescia, i.e. the distribution of redesigned information products dealing with public transport (timetables and maps) and the implementation and renewal of glass showcases and improve web resources. The information campaigns were addressed to those citizens who already use the LPT but also to the potential users, paying attention to improving the information accessibility and quality.

A good dissemination of information is fundamental in order to help citizens to approach LPT: as a matter of fact, potential users could be discouraged and frustrated from either a lack or a scarce readability of the provided information about LPT services. This means that the attention in improving information in order to make it clear and easy to find and to understand is crucial to spread the PT culture among citizens.

Also a constant and well-timed information upgrade is usually appreciated in order to assure a high level of quality and efficiency of the service. As we know, the easy access to upgraded and clear information reduces the distances between citizens and PT service.

Mainly for the considerations reported above, this measure scheduled 3 main activities concerning the rationalization and the improvement of the PT information accessibility/quality, namely:

- New timetable layout distributed through booklet, leaflets and webpages translated into several languages (English, French and Russian) (Fig. 1) and realization of targeted info

packs. A particular attention was given to the information concerning the school bus service addressed to young PT users (13 years old) (Fig. 2).



Fig. 1: Leaflets translated in several languages (English, French and Russian).



Fig. 2: Targeted information campaign to young PT users

- Installation of new glass showcases in every town district and requalification of some bus stops through the installation of new bus shelters foreseeing also specific spaces for the information about LPT, such as posters and maps (Fig. 3 and 4);



Fig. 3 LPT information poster (common to all the showcases or bus shelters)

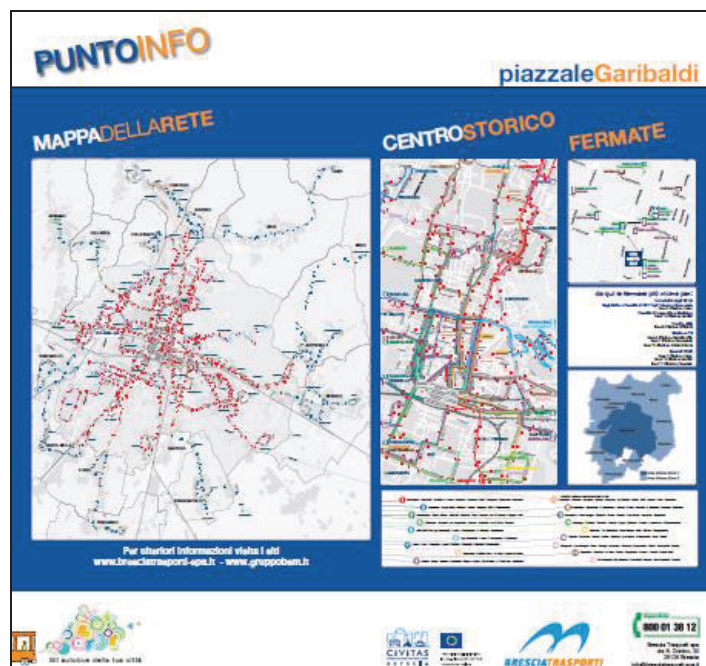


Fig. 4: Poster dedicated to each single bus stop reporting details about the stop, ticket resellers and “where are you”

- Re-design of the information on board of the buses.

This activity took for granted the Check of the correct application of the standards of put information on board. An example of the stickers posted on board is reported in the following picture.



Fig. 5 Positioning of the new version of “Sell of tickets on board” sticker on board

During the project has been preferred to publish on web, also dynamic information.

B. Measure implementation

B1 Innovative aspects

This measure didn't bring effective "innovative" solutions, but it's possible to consider the undertaken actions innovative for the Brescia cultural background. The innovative aspects of the measure were:

- New conceptual approach
- Targeting specific user groups

In particular:

- **Innovative aspect 1 (New conceptual approach)** – The new approach in leading the campaigns was based on the spread of renewed timetables, leaflets and maps translated into several languages (English, French and Russian). This choice derived from the necessity to improve the accessibility to the information about LPT for foreigners. As a matter of fact, besides tourists, in Brescia several ethnic groups are present and they were considered as potential PT users to be favoured;
- **Innovative aspect 2 (Targeting specific user groups)** – Even if the information campaigns were addressed to PT users in general (passengers, potential demand and stakeholders) a particular attention was given to young PT users (13 years old students). In particular, specific leaflets/maps were produced and distributed to the students attending 3rd classes of the middle school, in order to inform them about dedicated fares and about the localization of the high schools that can be reached by PT network.

B2 Research and Technology Development

Starting from the customer satisfaction survey (that BST traditionally carries out every 4months interviewing a sample size of 1200 people among the PT users), the RTD activities consisted in analysing the results of the surveys in order to decide the best solution to improve the readability/accessibility of the info items (timetables, maps, stickers on board, etc.), in terms of completeness, complexity, dimension, level of update, according to the passenger's needs.

Research activities were related to the following topics:

- definition of the places where showcases had to be installed, in collaboration with Brescia Municipality;
- analysis of the situation in order to re-design the information on board of the buses. Aiming at identifying non homogeneous situations, a census of the information objects on board was carried out, in particular, checking which information were present and where they were located;
- research of new solutions in order to simplify the publishing and the handling of the timetables and other information on the web site;

- study of the kind of renewal to be brought to the timetable layout (booklet and leaflet) based on size, readability and multi-language (Russian, French, English,...) parameters;
- definition of the graphic aspect of the maps in order to make PT more desirable and reachable by potential users and in order to make the information about PT service easier to be detected all around the city.

B3 Situation before CIVITAS

Brescia Trasporti consolidated constant care for travellers' needs recently led the company to pay more attention to the quality of the information about the public transport service provided to citizens.

Before CIVITAS, BST usually distributed bus timetables, booklets and leaflets at any seasonal change, but this activity needed an improvement, because of some identified problems concerning the readability, the fonts dimensions, the contents, the language, the target groups etc. of the existing info items.

Alongside this, in occasion of the Metrobus realization (its start up is foreseen by 2013) many road works were opened all around the city. This fact brought also to the further necessity to disseminate a more well-timed and up to date information about the variations caused to the usual PT service.

B4 Actual implementation of the measure

The measure was implemented in the following stages:

Stage 1: Survey, definition of methodology and measure concept (from April 2009 to February 2010) – *This stage scheduled the research activities that led to the new communication campaigns concept. The adopted methodology for the selection of the actions to be undertaken were described in a specific document (Deliverable 04.01.02) and can be synthesized by an in-depth analysis of the results of the customer satisfaction survey that the Transport Company historically carries out among its users, paying particular attention to the info quality perceived by the users.*

The selected actions mainly consisted in 3 activities: development of a new timetable layout (booklet, leaflets and web) and targeted info items; installation of glass showcases in every town district; re-design of information on buses.

The attention to the quality information provided to usual and potential PT users is one of the reasons that pushed BST to renew the leaflets/timetables. From the evaluation point of view, it's important to underline that BST aimed at increasing the level of the information (accessibility and up-grade) in order to promote public transport and to rationalize and improve the accessibility of the service for example through the translation of the booklets into Russian, French and English. Alongside this, specific leaflets addressed to 13 years old students were realized, in order to promote the Public Transport among young people.

Stage 2: Distribution of the new info items to citizens (from August 2009 to April 2012) – *This stage consisted in actually implementing the activities designed during the RTD phase.*

The effective distribution to the public of the new timetables/maps design was carried out at any seasonal change. The image below (Fig. 6) shows the first new winter timetable leaflet produced in 2009, translated into English French and Russian.



Fig. 6: New translated timetable booklet cover (winter period)

After the research activities that defined the target areas where glass showcases had to be installed or existing ones had to be equipped, a special agreement was taken with the company Clear Channel (which already deals with the advertising on bus shelters of Brescia Trasporti) in order to install new bus shelters (20 of its property) and to equip the existing ones (15) (Fig. 7).



Fig. 7: Glass showcases

As regards the activity related to the redesign of the information provided on board, the new developed stickers were the following:

- terms of travel (replaces the previous one);
- fares (replaces the previous one);
- sell of tickets on board (replaces the previous one. New version also in foreign languages as defined for timetables);
- strollers on board (new)

Besides the activities reported above, in summer 2011 the Brescia Mobilità SpA web site (which includes also the information about the PT service managed by BST) was upgraded (www.bresciamobilita.it), in order to improve the dissemination of information about PT (Fig. 8).

The website was conceived to clearly show in specific sections the most updated information about the timetables and the variations to the usual PT service. In particular on website, up to now, “Special timetables for Christmas 2011”, “Special timetables for Easter 2012” and “Special timetables for Winter 2012/2013” has been published.

It’s important to remark that the BST policy is to progressively substitute the targeted paper items with the information provided mainly through the new website, mainly because of economic and environmental reasons.

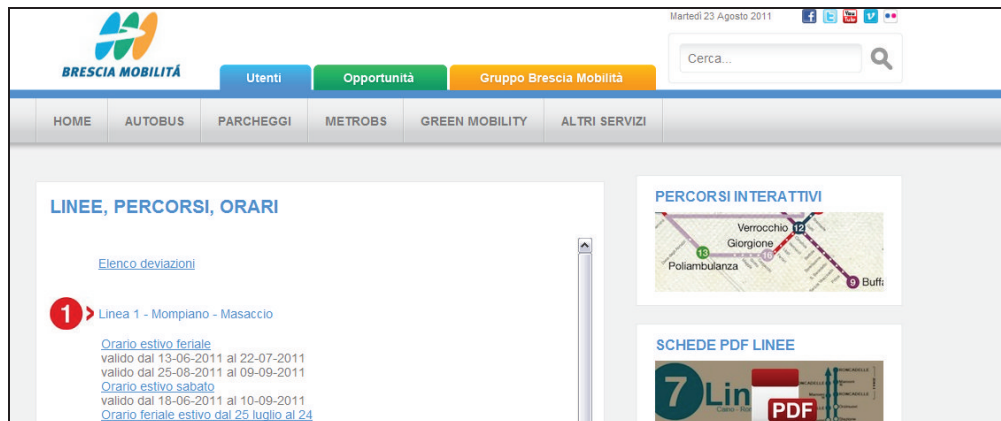


Fig. 8: Snapshot of the new BSM website showing the new seasonal timetables.

Stage 3: Training for the drivers about the information campaign (from January 2010 to February 2010) – This stage at the beginning scheduled specific training courses for the drivers, but due to organizational problems BST decided to train drivers and all the employees developing a specific newspaper item (on the company newsletter).

In occasion of the posting of new stickers on board, an official mail (with sample images) was sent to the communication and garage managers in order to inform employees on how to equip the buses with stickers and to inform drivers on how they could provide these news to passengers.

B5 Inter-relationships with other measures

The measure is related to other measures as follows:

- **Measure M04.03** – “Communication and educational campaigns”;
- **Measure M04.06** – “Mobility management actions”.

In fact, all these measures promote and spread the sustainable mobility policies, even through information campaigns.

It should be underlined that the indicators were set up in order to measure the impacts of the specific actions carried out in this measure, without bundling effect with the other measures mentioned above.

C. Evaluation – methodology and results

The main objective of this measure was to spread information about PT service both generally speaking and in relation to targeted items, developed to reach kids attending different school years. Therefore, the measure was evaluated using the following set of indicators.

For some selected indicators, BST could count on a consolidated historical series of data deriving from the customer satisfaction survey which since many years the company carries out three times a year, confirming its interest to the quality of service perceived by the users. This survey foresees a standard set of questions including topics such as the overall users' satisfaction and environmental issues. In order to investigate some selected indicators, a specific questions have been introduced in the standard questionnaire. The introduction of this specific question was made twice during the period of the Civitas project in order to have an idea of the measure impact.

C1 Measurement methodology

Indicators were divided into two macro-categories: “main” indicators and “complementary” indicators.

Main indicators were able to evaluate the measure efficiency in terms of objectives achievement; complementary indicators were introduced in order to assess specific issues and to better understand the measure performance at local level.

During the measure implementation some indicator was deleted because no more significant in the light of the measure evolution. This is the case of the indicator “Number of customer questionnaire filled in/Number of new customer questionnaires distributed” which was too much similar to indicator n.6 “Number of customer questionnaires filled in /Number of questionnaires distributed”.

Among the selected indicators, the majority was considered “main”, because they were strictly linked to the achievement of the targets at measure level (see paragraph A1). Only indicator n. 8 “Number of leaflets and booklets distributed/Total inhabitants of the area considered” was considered “complementary” because it was mainly interesting at local level.

C1.1 Impacts and Indicators

Table C1.1: Indicators

No.	Impact	Indicator	Data used	Comments
1	Service reliability	Quality of service	Customer Satisfaction interviews – BST Customer Satisfaction database	Main Indicator First data collection after OP: NOVEMBER 2009
2	Awareness	Awareness level	Customer Satisfaction interviews – specific question – BST Customer Satisfaction database	Main Indicator First data collection after OP: NOVEMBER 2009
3	Acceptance	Acceptance level	Customer Satisfaction	Main Indicator

No.	Impact	Indicator	Data used	Comments
			interviews – specific question – BST Customer Satisfaction database	First data collection after OP: NOVEMBER 2009
4	Society	Number of leaflets and booklets distributed/Total number of leaflets and booklets printed	BST database	Main Indicator First data collection after OP: WINTER (2009/2010)
5	Society	Number of glass showcases installed/Total of showcases planned	BST database	Main Indicator First data collection after OP: YEAR 2011
6	Society	Number of customer questionnaires filled in /Number of questionnaires distributed	BST Customer Satisfaction database	Main Indicator First data collection after OP: JULY 2010
7		<i>Number of customer questionnaire filled in/Number of new customer questionnaires distributed</i>	/	DELETED: because too much similar to indicator n. 6
7	Society	Number of targeted leaflets and booklets/Total student of 13 years old	BST database and Regione Lombardia database	Main Indicator First data collection after OP: YEAR 2008
8	Society	Number of leaflets and booklets distributed/Total inhabitants of the area considered	BST database and Istat database.	Complementary indicator First data collection after OP: WINTER (2009/2010)

Detailed description of the indicators methodologies:

- Indicator 1 (QUALITY OF SERVICE)** - Quality of service is usually measured by means of customer satisfaction survey periodically carried out by Brescia Trasporti: this survey is composed of questions related to eight customer satisfaction indicators and of a concise indicator which resume the overall quality of service. Interviewed people express a judgement giving a mark from 1 (very unsatisfied) to 10 (very satisfied) answering the following questions: 1 – time spent for reach the destination; 2 – buses' punctuality; 3 – availability of tickets; 4 – safety about thefts and pick pocketing; 5 – buses' internal cleanliness; 6 – drivers' helpfulness and courtesy; 7 – information about timetables and routes; 8 – Brescia Trasporti attention for reduction of pollution. The sample size is of 1200 people, the survey is repeated 3 times a year (April, July and November) and is carried out to Brescia Trasporti customers: 700 face to face and 500 by phone. The sample is drowned in two different ways: for face to face interview at the bus stops

the place are identified on the basis of the lines, the end of the line or specific parts of lines; for the interview by phone there is a random sample from Omnibus Card database (subscribers) on the basis of the ticket used.

The 8 questions included in the standard customer satisfaction survey are the following:

1. Time spent to reach the destination (*Tempo impiegato per raggiungere la destinazione*);
2. Busses' Punctuality (*Puntualità dei mezzi*);
3. Availability of tickets (*Reperibilità dei titoli di viaggio*);
4. Safety about thefts and pickpocketing (*Sicurezza contro furti e borseggi*);
5. Busses' internal cleanliness (*Pulizia interna dei mezzi*);
6. Drivers' helpfulness and courtesy (*Disponibilità e cortesia degli autisti*);
7. Information about timetables and routes (*informazioni su orari e percorsi*);
8. Brescia Trasporti attention for reduction of pollution (*Attenzione di Brescia Trasporti per la riduzione dell'inquinamento*).

Among these question, the n. 7 expresses this indicator.

- **Indicator 2 (AWARENESS LEVEL)** - Awareness level of the initiatives was measured during the customer satisfaction surveys (described for the indicator n.1) introducing a specific question about the restyling of the timetables.
- **Indicator 3 (ACCEPTANCE LEVEL)** - Acceptance level of the initiatives was measured during customer satisfaction surveys (described for the indicator n.1) introducing a specific question about the restyling of the timetables.
- **Indicator 4 (NUMBER OF LEAFLETS AND BOOKLETS DISTRIBUTED/TOTAL NUMBER OF LEAFLETS AND BOOKLETS PRINTED)** - Data were collected at the end of every seasonal validity of timetables (in June of the following year after the printing for winter timetables and September for summer timetables). Undistributed stock of booklets/timetables were counted (included re-printing) in order to determine the exact number of undistributed items.
- **Indicator 5 (NUMBER OF GLASS SHOWCASES INSTALLED/TOTAL NUMBER OF SHOWCASES PLANNED)** - This indicator was the result of the comparison between the number of glass showcases installed and the planned one.
- **Indicator 6 (NUMBER OF QUESTIONNAIRES FILLED IN/NUMBER OF CUSTOMER QUESTIONNAIRES DISTRIBUTED)** - This indicator was measured using the results of the customer satisfaction surveys described in indicator n.1. As already said, the surveys consists of **1200** (700 face to face and 500 by phone) interviews repeated 3 times a year (April, July and November) and are carried out by conductors of surveys on Brescia Trasporti customers. For this reason there is no distribution of questionnaires and the success of the survey is determined in two steps as follows:
 1. Step one

- By phone: an interview is successful if the customer answers to the call; in case of no answer at the first call, 3 recall are carried out:
- Face to face: an interview is successful if the interviewed is a Brescia Trasporti customer; the location of the interview (at bus stop and on board) make easier the selection.

2. Step two

For both the kind of interviews a questionnaire is considered filled in and counted for the construction of the database if the interviewee answers to at least 6 indicator out of the 8 scheduled by the survey.

- **Indicator 7** (NUMBER OF TARGETED LEAFLETS AND BOOKLETS/TOTAL NUMBER OF STUDENT OF 13 YEARS OLD) - Data were collected by counting the number of targeted leaflets and booklets produced divided by the number of 13 years old students in Brescia.
- **Indicator 8** (NUMBER OF LEAFLETS AND BOOKLETS DISTRIBUTED/TOTAL NUMBER OF INHABITANTS OF THE AREA CONSIDERED) - Data were collected at the end of every seasonal validity of timetables (in June of the following year after the printing for winter timetables and September for summer timetables). Undistributed stock of booklets/timetables were counted (included re-printing) in order to determine the exact number of undistributed items. This data were divided by the total inhabitants of the area considered, composed by the city of Brescia plus the 14 neighbouring Municipalities covered by the LPT service.

C1.2 Establishing a Baseline

BST is the transport company of Brescia and is part of the Brescia Mobilità Holding, whose main objective is to plan and manage, with an integrated approach, several activities concerning mobility, according to the municipal administration policies.

According to the company activities addressed to the improvement of the information accessibility, M04.01 scheduled mainly 3 activities:

1. restyling of the timetables and the realization of targeted info items;
2. installation of glass showcases and
3. information showed on board of buses.

The Baseline of the selected indicators for this measure was built mainly referring to the first 2 activities, which can be considered the most important ones, except for indicators 1 “Quality of service” and 6 “Number of customer questionnaire filled in/ Number of customer questionnaires distributed” which gave an overall perception of the quality of service and of the customer satisfaction survey questionnaire redemption.

It’s important to remark that the stage that led to the measure implementation was mainly the number 2 “Distribution of the new info items to citizens” which lasted from August 2009 to April 2012 (see section B4 “Actual implementation of the measure” for more details). Therefore, the baseline period was set before the beginning of that stage, namely summer 2009.

Indicators related to the general perception of the quality of service/questionnaires redemption	BASELINE (Jul 2009)
1) Quality of service (brief judgement of the information about timetables and routes)	7,07
6) Number of customer questionnaire filled in/Number of customer questionnaires distributed	0,73
Table 4 – Baseline for indicators 1 and 6	

The following indicators were selected to monitor the success of the booklet/leaflet restyling and of the targeted items.

For the indicators n.2 “Awareness level”, n.3 “Acceptance level”, n.4 “Number of leaflets and booklets distributed/total”, n.8 “Number of leaflets and booklets distributed/total inhabitants of the area considered” the baseline was generally referred to year 2009 because they were linked to the booklet restyling made before the release of the 2009/2010 winter timetables.

As regard indicator n.7 “N of targeted leaflets and booklets/total student of 13 years old”, linked to the targeted leaflets produced for the 13 years old students, the baseline was referred to year 2007, which is the situation before the beginning of Civitas.

Indicators for the booklet restyling	BASELINE
2) Awareness level (specific question - “level of awareness about restyling of timetable booklet”.)	Nov 2009 = 22,6%
3) Acceptance level (specific question – “level of acceptance about restyling of timetable booklet – considerations of the interviewed”)	Nov 2009 = 73,02%
4) Number of leaflets and booklets distributed/total number of leaflets and booklets printed	Summer timetable leaflets (2009) = 81,2%
7) Number of targeted leaflets and booklets/total student of 13 years old	1,74 (2007)
8) Number of leaflets and booklets distributed/total inhabitants of the area considered	Summer timetable leaflets (2009) = 40,6%
Table 2 – Baseline for indicators 2, 3, 4, 7 and 8	

As regard the installation of the glass showcases (evaluated through the indicator n.5 “Number of glass showcases installed/total number of showcases planned”), before CIVITAS the situation was represented by the values reported in the following table

Indicators for the glass showcases installation	BASELINE (2009)
5) Number of glass showcases installed/total number of showcases planned	3/14=0,21
Table 3 – Baseline for indicator 5	

C1.3 Building the Business-as-Usual scenario

As general methodological assumption for the BaU building, the time horizon was set in year 2012, before the start up of the Metrobus in Brescia (scheduled by 2013) and in occasion of the end of the Civitas project. After that year, probably, the activities concerning the mobility marketing of the transport company could significantly change.

Over the years Brescia Trasporti showed a great attention to its own customers. As a matter of fact, since 2004 the company has been carrying out periodical customer satisfaction surveys (which are administered 3 times a year face to face and by phone to 1200 users, who are interviewed on the quality of bus service). Brescia Trasporti policy was to invest many resources in improving the quality of the information provided to users, in particular redesigning timetables and itineraries and producing targeted info packs (for example school/university students).

As regards the indicator n.1 “Quality of service” (which is expressed by a brief judgement of the information about timetables and routes) it’s important to highlight that it was calculated using the results of the customer satisfaction survey mentioned above. During the standard survey, interviewees are usually asked to answer to 8 questions, giving a judgment going from 1 (very unsatisfied) to 10 (very satisfied). In particular, the questions concern the following topics: time spent to reach the destination; accuracy in time keeping; availability of tickets; safety about thefts and pickpocketing; buses internal cleanliness; drivers helpfulness and courtesy; information about timetables and routes; Brescia Trasporti attention for reduction of pollution.

The 8 marks are then synthesised into a unique value, expressing the overall quality of service provided by BST. Therefore, for the BaU building, a sufficient series of numeric historical data was available for a projection to the 2012 time horizon (see Graph 1). Table n.4 shows the BaU value obtained for May 2012. The BAU scenario has been built projecting the historical data series trend line (as shown in the following graph) starting from the operational phase (OP) date (autumn 2009):

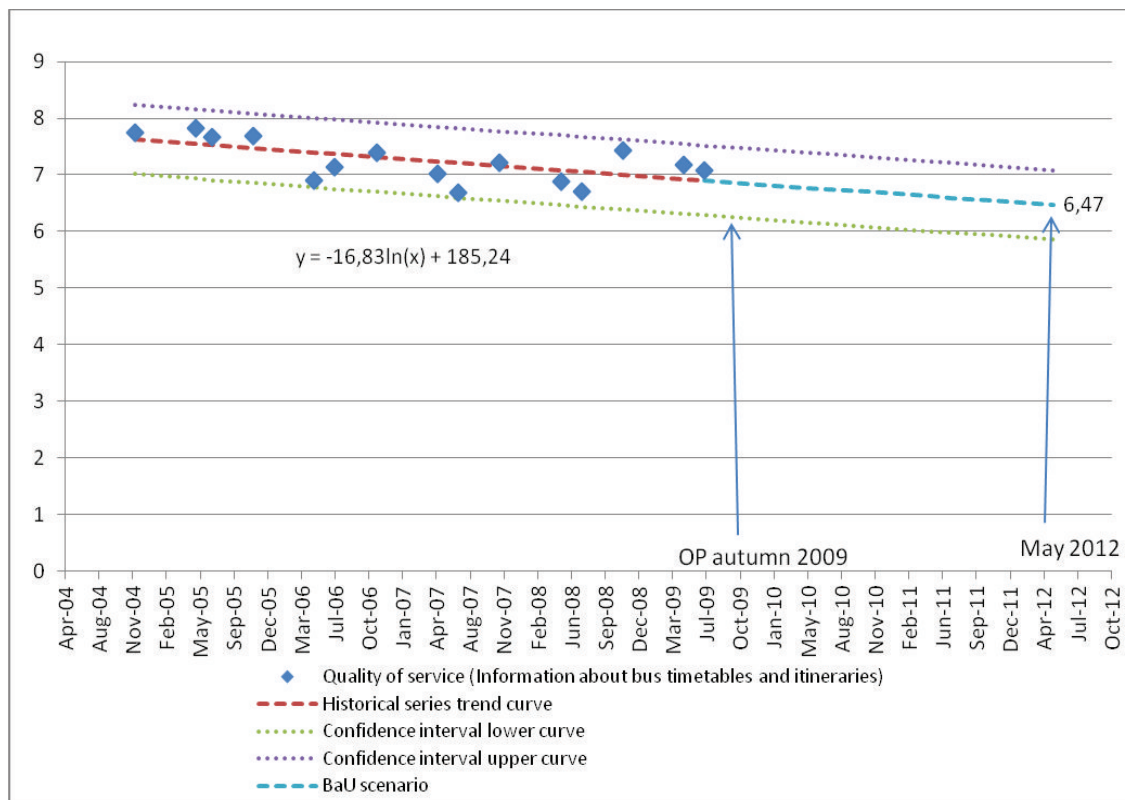


Fig. 8 Indicator 1 “Quality of service” expressed as a synthetically judgement during the Customer satisfaction survey carried out by Brescia Trasporti SpA. Projection of the historical data series in order to obtain the BaU scenario.

The BaU scenario for indicator n. 6 “Number of customer questionnaire filled in/Number of customer questionnaires distributed” (which expresses the standard customer satisfaction survey questionnaire redemption) could equal the Baseline value, because the procedure adopted for the customer satisfaction surveys didn’t significantly change in time.

Indicators for the general perception of the quality of service/questionnaires redemption	BaU (May 2012)
1) Quality of service (brief judgement of the information about timetables and routes)	6,47
6) Number of customer questionnaire filled in/Number of customer questionnaires distributed	0,73

Table 4 – BaU for the indicators related to the quality of service and questionnaires redemption

The participation to the CIVITAS project pushed BST in investing more resources in improving the level of information to citizens in terms of quality (restyling of booklets) and dissemination (number of leaflets distributed, targeted communication campaigns, etc.).

Without the Civitas contribution probably the timetable booklets wouldn't have been restyled, but only updated in occasion of the seasonal change of the bus timetables or itineraries.

As a consequence, indicators n.2 and 3 (related to level of awareness/acceptance towards the booklets restyling) had no BaU scenario; Indicator 4 "Number of leaflets and booklets distributed/total number of leaflets and booklets printed" could equal the average value of the 3 historical data available. As a matter of fact, this indicator expressed the capability of distributing the printed leaflets/booklets. There weren't sufficient historical data series about the undistributed stock, but it was possible to assess that this indicator likely wouldn't have changed without the Civitas contribution.

As regards indicator n.7 "Number of targeted leaflets and booklets/total number of student of 13 years old", its value was set to 0, assuming that likely without Civitas, targeted paper leaflets wouldn't have been physically printed, preferring other communication channels to disseminate the promotional initiative to targeted users (newspaper, website,...).

As regards indicator n.8 "Number of leaflets and booklets distributed/total number of inhabitants of the area considered", it was considered a "complementary" indicator. As a matter of fact the printing of the general timetable booklets was a consolidated activity. The number of printed booklets every year usually depends on the undistributed stock of the previous year and the bus passengers trend. Therefore, the BaU scenario for this indicator was built projecting the historical data series of the timetable printing and population.

Projection of the historical data series available for the distributed timetables leaflets/booklets:

Year	Booklets and leaflets distributed
Winter 2007/2008	145.000
Summer 2008	165.000
Winter 2008/2009	120.000
Summer 2009	130.000
↓	↓
BaU value (Summer 2012)	72.563
Table 5 Projection of the available historical data series about the number of distributed booklet/leaflet timetables	

Projection of the historical data series available for the population served by the local bus network:

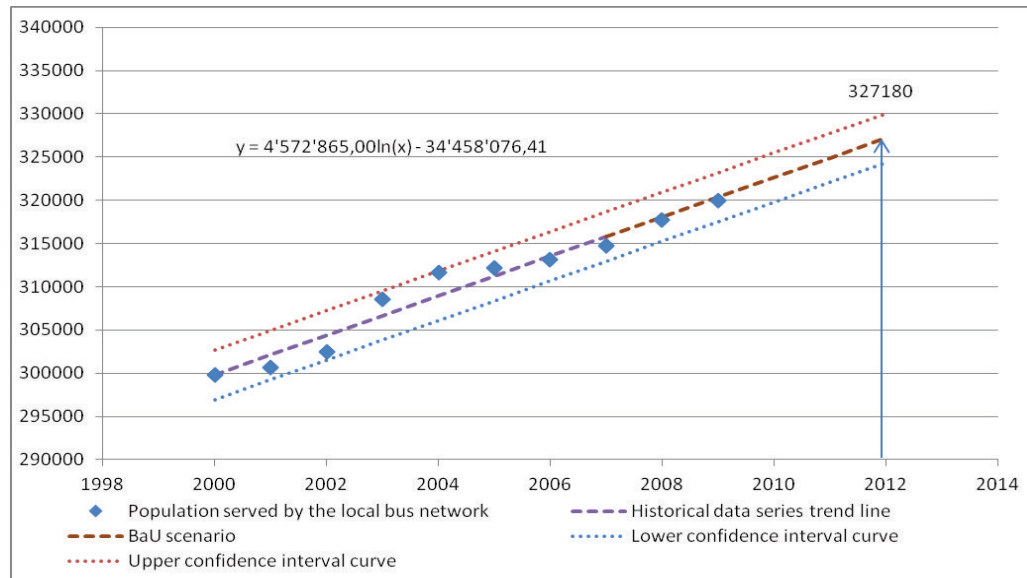


Fig. 9 Projection of the historical data series of the population served by the local bus network in order to obtain the BaU scenario for the indicator n.8 “Number of leaflets and booklets distributed/total number of inhabitants of the area considered”.

Indicators for the booklet restyling	BaU (2012)
2) Awareness level (specific question)	-
3) Acceptance level (specific question)	-
4) Number of leaflets and booklets distributed/total number of leaflets and booklets printed	86,5%
7) Number of targeted leaflets and booklets/total number of student of 13 years old	0
8) Number of leaflets and booklets distributed/total number of inhabitants of the area considered	(summer 2012) 22%

Table 6 – BaU for the indicators related to the booklets restyling

Moreover it’s important to underline that the use of other communication channels (i.e. website, newspapers...) could have influenced the number of printed and distributed leaflets and booklets, besides the undistributed stock of the previous year and the bus passengers trend. Therefore without Civitas the number of distributed leaflets and booklets would have been reasonably reduced, notwithstanding the increase of the area covered by the LPT service.

As regard the installation of the glass showcases (evaluated through the indicator n.5), the building of the BaU scenario was based on the consideration that probably without the Civitas contribution any new glass showcase would have been installed for lack of resources. Therefore, the BaU value for this indicator equalled the Baseline one.

Indicators for the glass showcases installation	BaU (2012)
5) Number of glass showcases installed/total number of showcases planned	3/14=0,21
Table 7 – BaU for the indicator 6 related to the glass showcases installation	

C2 Measure results

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

C2.1 Transport

Table C2.1.1: Results obtained for the Indicators corresponding to area “Transport”

Indicator	Before (July 2009)	After	B-a-U	Difference: After – Before	Difference: After – B-a-U
1) Quality of service (question n. 7 of the standard customer satisfaction survey “information about timetables and routes”)	July 2009: 7,07	Nov-09: 7,55	Nov-09: 6,85	Jul2010-Jul2009: +0,33	Jul2010-Jul2009: +0,65
		May-10: 7,36	May-10: 6,77		
		Jul-10: 7,4	Jul-10: 6,75		
		Nov-10: 7,44	Nov-10: 6,70	Jul2011-Jul2009: +0,07	Jul2011-Jul2009: +0,54
		May-11: 7,46	May-11: 6,62		
		Jul-11: 7,14	Jul-11: 6,60		
		Nov-11: 7,65	Nov-11: 6,55		

Concerning the trend registered for indicator 1 “quality of service” it was possible to say that the overall judgement expressed by the LPT users was positive. The BST interest towards a higher usability of the information led the transport company to re-think the quality of the information contained in the timetables in terms of readability and clarity, and this was one of the Civitas Work Package objective. Thanks to the surveys conducted during the Civitas period, the need of translating the timetables into different languages emerged, in order to better spread the information about the LPT among the foreign citizens and tourists moving in the city. The increasing value of the judgements about the information quality seemed to confirm the success of this initiative, especially just after the first release of the new item (winter season 2009/2010). As a matter of fact, the indicator passed from the value 7,07 registered in July 2009 before Civitas to 7,55 registered in November 2009.

C2.2 Society

Table C2.2.1: Results obtained for the Indicators corresponding to area “Society”

Indicator	Before (variable)	After (variable)	B-a-U (May 2012)	Difference: After – Before	Difference: After – B-a-U
2) Awareness level (specific question)	Not ex ante foreseen	November 2009 = 22,6% July 2010 = 30,6%	Not assessable	Not assessable	Not assessable

Indicator	Before (variable)	After (variable)	B-a-U (May 2012)	Difference: After – Before	Difference: After – B-a-U
3) Acceptance level (specific question)	Not expected foreseen	November 2009 = 73,02% July 2010 = 70,10% May 2012 = 7,2%	Not assessable	Not assessable	Not assessable
4) N of leaflets and booklets distributed/total	Summer 2009 = 81,2%	Winter timetable booklets (2009/2010) = 99,33 %	86,5%	+18,13	+12,83
		Winter timetable leaflets (2009/2010) = 99,13%	86,5%	+17,93	+12,63
		Winter timetable 2009/2010 (leaflets and booklets) = 99,23%	86,5%	+17,97	+12,67
		Summer timetable leaflets (2010) = 99,06%	86,5%	+17,86	+12,56
		Winter timetable booklet (2010/2011) = 94,92%	86,5%	+13,72	+08,42
		Winter timetable leaflets (2010/2011) = 96,86%	86,5%	+17,93	+10,36
		Winter integration leaflets 2010/2011 = 91,58%	86,5%	+17,93	+05,08
		Winter timetable 2010/2011 (leaflets and booklets) = 94,45%	86,5%	+13,25	+13,25
		Summer timetable leaflets (2011) = 91,58%	86,5%	+10,38	+05,08
5) N of glass showcases installed/total of showcases planned	Year 2009 = 0,21	Year 2011 = 2,5	Year 2011 = 0,21	+2,29	+2,29
6) N of customer questionnaire filled in/ N of customer questionnaires distributed	2009 (July) = 0,73	2010 (July) = 0,71	2010 (July) = 0,73	-0,02	-0,02
		2011 (April) = 0,73	Not Assessable	Not Assessable	Not Assessable
		2011 (Nov) = 0,78	Not Assessable	Not Assessable	Not Assessable

Indicator	Before (variable)	After (variable)	B-a-U (May 2012)	Difference: After – Before	Difference: After – B-a-U
7) Number of targeted leaflets and booklets/Total student of 13 years old	2007: 1,74	2008: 0	2008: 0	-1,74	0
		2009: 0	2009: 0	-1,74	0
		2010: 0	2010: 0	-1,74	0
		2011: 5,17	2011: 0	+ 3,43	+ 5,17
8) N of leaflets and booklets distributed /total inhabitants of the area considered (%)	Summer 2009: 40,6%	winter 2009/2010: 46,2 %	winter 2009/2010: 37%	Not Assessable	Not Assessable
		summer 2010: 49,5%	summer 2010: 34%	+ 8,9%	+ 15,5%
		winter 2010/2011: 66,8 %	winter 2010/2011: 31 %	Not Assessable	Not Assessable
		summer 2011: 48,0%	summer 2011: 28,0%	+ 7,4%	Not Assessable
		winter 2011/2012: 52,35%	winter 2011/2012: 25%	Not Assessable	+20,0%

As regards the awareness and the acceptance level about the restyling of the timetables, expressed by indicators n. 2 and n. 3, the success of the initiative was generally confirmed (at least for the time being), probably because the restyling of the booklets is immediately well accepted by the users but in the course of time it isn't perceived as a noteworthy novelty.

The activity of distributing the information pack (indicator n.4 “N of leaflets and booklets distributed/total”) slightly increased going from 81,2% in summer 2009 to 97% in summer 2011, probably thanks to the Civitas contribution, which stimulated both the production and the distribution activities.

As regards the indicator n.5, which expressed the number of new showcases installed, the results were more positive beyond expectation, as thanks to Civitas (which represented a strong driver) an agreement with an advisory agency was signed, therefore the number of new installed glass showcases was higher than the originally planned one (in 2009 the number of showcases installed was 3 out of 14 planned showcases, while in 2011 they were 35 out of 14).

Indicators n. 6 “N of customer questionnaire filled in/ N of customer questionnaires distributed” registered a stable trend because the company in charge of administering the questionnaires had to reach a minimum number of interviewees.

The trend registered for the indicator n.7 “Number of targeted leaflets and booklets/Total student of 13 years old” showed that when targeted info packs were developed, their divulgation was successful. For the same reason, the distribution of the standard timetables and booklets respect to the population (indicator n.8), which was characterized by an up and down trend, seemed to increase probably thanks to a more widespread and capillary distribution.

Therefore, as final consideration, it's important to say the Brescia Transport Company always made a good dissemination of the information concerning the LPT service. Therefore the Civitas contribution mainly consisted in enhancing the way through which BST undertook these activities, allowing a better quantitative assessment of the target achievements.

C3 Achievement of quantifiable targets and objectives

The following table shows the key objectives and numerical targets of the measure and the relative degree of achievement.

No.	Target	Rating
1	<p>Reach about the 80% of the students registered for the school year in progress, with targeted information about PT service, with particular attention to the student of 13 years old.</p> <p>This objective can be considered achieved in full.</p> <p><i>As a matter of fact, in order to verify the objective achievement, it's important to underline that a massive information distribution was done in 2011: the number of targeted leaflets and booklets distributed was higher than the number of kids attending the III classes in Brescia. In 2008, 2009, 2010 other communication channels were chosen (i.e. newspapers, website), then the number of distributed leaflets was 0. It's possible to consider that when leaflets and booklets were printed, these were fully distributed among kids. Then the objective was achieved.</i></p> <p><i>The specific indicator able to express numerically this achievement was the following:</i></p> <p><i>ind. 7 "Number of targeted leaflets and booklets/total student of 13 years old"</i></p> <p><i>Before (2007) = 1,74</i></p> <p><i>After (2011) = 5,17</i></p>	**
2	<p>Reach at least 30% of the citizens of the served area with the PT service information</p> <p><i>The achievement could be evaluated considering both the installation of glass showcases and the distribution of informational material and was exceeded.</i></p> <p><i>As regards the information at the bus stops through the installation of glass showcases, the initial number of showcases which had to be installed was 14. Then Brescia Trasporti decided to place new bus shelters with showcases integrated: these new ones were 20. Furthermore, 15 bus shelters were adapted to offer information at the bus stop.</i></p> <p><i>The indicators able to express numerically this achievement are the following:</i></p> <p><i>ind. 5 "N of glass showcases installed/total of showcases planned"</i></p> <p><i>Before (2009) = 3/14=0,21</i></p>	***

No.	Target	Rating
	<p><i>After (2011) = 35/14=2,5</i></p> <p><i>ind. 8 "Number of leaflets and booklets distributed / total inhabitants of the area considered"</i></p> <p><i>Before (Summer timetable leaflets in 2009) = 40,5%</i></p> <p><i>After (Summer timetable leaflets in 2011) = 47,5%</i></p>	
<p>NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%)</p> <p>** = Achieved in full *** = Exceeded</p>		

C4 Up-scaling of results

For this Measure is not possible to predict an up-scaling of the results, as it is already dedicated to the whole population and to the area served by the LPT service.

C5 Appraisal of evaluation approach

The indicators were selected to evaluate the achievement of measure objectives and they were divided into two different categories: "Transport" and "Society". For the first category, the indicator n.1 "Quality of service" was proposed in order to monitor the perception of the quality of the information provided to the population. This indicator was also useful to evaluate both the high level and strategic objective of the measure (to stimulate the use of PT in general).

The remaining indicators included in the category "Society" were useful to evaluate the measure level goal. In particular, indicators n.2 "Awareness level" and n.3 "Acceptance level" monitored the spread of information to specific target groups and their effectiveness as perceived by the population.

The evaluation approach originally described in the Evaluation Plan didn't vary significantly during the measure implementation.

C6 Summary of evaluation results

The key results are the following:

- **Key result 1** – More than the 80% of the students attending the III class were reached by the targeted information campaign, exceeding the Measure objective;
- **Key result 2** – The goal to reach at least 30% of the citizens of the served area with the PT service information was achieved thanks to the installation of glass showcases at the bus stop (more showcases than the scheduled were installed) and a massive leaflets and booklets distribution to the inhabitants of the area served by Public Transport.

C7 Future activities relating to the measure

The activities implemented in the measure will surely continue also after the end of the CIVITAS project, because they are a consolidated and effective way to spread out information and in particular BST will continue to:

- to keep the information provided to citizens up to date and easily accessible;
- to plan the future information campaign following the same approach used during Civitas, i.e. to detect a specific group of users and to realize targeted info items;
- to promote campaign about the new integrated PT service in occasion of the Metrobus star up in Brescia by 2013.

D. Process Evaluation Findings

D.0 Focused measure

This measure is not a focused measure.

D1 Deviations from the original plan

The slight deviations from the original plan are the following:

- **Deviation 1 Translation of material produced in foreign languages** - the original plan consisted in restyling the timetables only from a graphic point of view. During the initial research activities it was decided to include also their translation into English, French and Russian, in order to make more accessible the information about the PT to the foreign population (both tourists and workers).
- **Deviation 2 Equipment of the existing one glass showcases** – in the measure description proposed in the DOW, initially only the installation of new showcases was scheduled, in order to post the bus timetables and the maps. During the measure implementation, thanks to an agreement with an advertising company, alongside the installation of new showcases, also some bus shelters have been renewed dedicating specific spaces for the bus timetables/maps. Thanks to this deviation, it was possible to equip a greater number of sites than the scheduled.

D2 Barriers and drivers

In the following paragraphs we summarized, under key headings, some of the barriers and drivers experienced during the implementation of the measure.

D2.1 Barriers

Any significant barrier was experienced during the measure implementation, as this measure proceeded as scheduled in the project. The slight deviations from the original plan reported above had only positive impacts.

D2.2 Drivers

In the sequel main drivers, which were experienced during the measure implementation, are pointed out:

Preparation phase

- **Driver 1 – Facilitating cultural circumstances and life style patterns** Brescia
Trasporti constant care for travellers' needs led the company to pay attention to the information dissemination about the public transport products

- **Driver 2 – Planning** A thorough user needs analysis and good understanding of user requirements helped BST in detecting the best solution for the information items restyling and targeting.
- **Driver 3 – Planning** The agreement with specialized advertising companies brought to the equipment of a greater number of sites (glass showcases and bus shelters) than the scheduled.

D2.3 Activities

Any recovery action was undertaken as this measure proceeded as scheduled in the project. The slight deviations from the original plan reported above had only positive impacts.

D3 Participation

D.3.1 Measure partners

- **Brescia Trasporti s.p.a.** - the company, which manages the LPT in Brescia, is also in charge of disseminating the information items to the citizens.
- **Brescia Municipality** - some choices related to the LPT management (such as for example the bus shelters localization or renewal) and the BST strategic policies are agreed with the Municipality of Brescia.

D.3.2 Stakeholders

In this measure stakeholders are represented by the citizens living in Brescia and in the neighbouring municipalities which are served by the LPT service. Their direct involvement was possible through periodic customer satisfaction surveys. Moreover, specific group of users (such as students or foreign people) were considered as target of specific information campaigns.

Another stakeholder for this measure was the advertisement company “Clear Channel” which manages the BST advertising items on board of the buses and at the bus shelters.

D4 Recommendations

Basing on the lessons learnt from the implementation of the measure, the following recommendation can be drawn:

D.4.1 Recommendations: measure replication

Any particular recommendation is given.

D.4.2 Recommendations: process

- **Recommendation 1** – A thorough user needs analysis and the good understanding of user requirements can help in selecting the best solution for the information items design and dissemination.

- **Recommendation 2** – In order to grant a massive dissemination of the information related to LPT, the paper items (such as the printed timetables and booklets) cannot be completely substituted by communication channels characterized by high technological levels (such as the web sites or the smart phones).

Annex 1: Historical data series for the BaU calculation

Indicator 1 (QUALITY OF SERVICE) - The quality of service in this case is expressed by the question n. 7 “**Information about timetables and routes**”. of the standard customer satisfaction survey.

Indicators	Nov-04	May-05	Jul-05	Nov-05	May-06	Jul-06	Nov-06	May-07	Jul-07	Nov-07	May-08	Jul-08	Nov-08	May-09	Jul-09
Time spent to reach the destination	6,31	6,47	6,71	6,25	6,43	6,52	6,55	6,47	6,72	6,84	7,25	6,78	7,2	7,08	7,26
Busses' Punctuality	6,06	5,94	5,89	5,49	5,36	5,96	6,41	6,1	6,84	6,63	6,87	6,58	7,15	6,71	6,76
Availability of tickets	7,76	7,67	7,18	7,54	8,01	8,1	8,48	8,48	8,11	8,19	7,45	7,4	8,04	7,79	8,1
Safety about thefts and pickpocketing	6,83	6,76	6,67	6,3	6,15	6,42	6,53	6,77	6,59	6,69	6,72	6,69	6,91	6,67	6,52
Busses' internal cleanliness	6,58	6,8	6,59	6,17	6,02	5,82	5,77	6,39	5,92	5,99	6,28	6,17	6,2	6,52	6,57
Drivers' helpfulness and courtesy	7,26	7,65	7,62	7,51	7,02	7,64	7,96	7,25	7,21	7,19	7,94	7,49	6,81	7,53	7,49
Information about timetables and routes	7,75	7,83	7,67	7,68	6,91	7,13	7,39	7,02	6,68	7,21	6,88	6,7	7,44	7,17	7,07
Brescia Trasporti attention for reduction of pollution	5,9	5,98	6,63	6,45	6,12	5,9	6,24	7,11	6,87	6,83	6,79	7,08	7,19	7,04	7,33
Total Customer Satisfaction indicator	6,8	6,88	6,87	6,67	6,5	6,68	6,92	6,95	6,87	6,94	7,02	6,86	7,12	7,06	7,14

Indicator 8 (NUMBER OF LEAFLETS AND BOOKLETS DISTRIBUTED/TOTAL INHABITANTS OF THE AREA CONSIDERED)

The printing of the bus timetables is done twice a year at the beginning of summer and in autumn, in occasion of the seasonal timetable changes. This indicator is built making the ratio between the number of printed timetables and the population living in Brescia + the 14 municipalities served by the

bus network as specified in the public transport service contract. The data source for the population is the Istat database and is referred to the population living in the area on 31/12.

Historical data collection of the data concerns the distribution of booklets and leaflets in the year 2008/2009 as following:

	Distributed	Inhabitants of the area	Distributed/ Inhabitants (%)
Winter timetable booklets and leaflets 2007/2008 in 2007	145.000	314.737	46,0%
Summer timetable leaflets in 2008	165.000	317.694	51,9%
Winter timetable booklets and leaflets 2008/2009 in 2008	120.000	317.694	37,7 %
Summer timetable leaflets in 2009	130.000	319.994	40,6%

Population served by the local bus network, as established in service contract:

City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Borgosatol lo	7914	7986	8024	8106	8282	8455	8711	8851	9038	9160	9232
Botticino	9725	9735	9806	9924	10082	10237	10400	10480	10607	10700	10792
Bovezzo	7423	7420	7429	7464	7508	7480	7497	7466	7507	7558	7512
Brescia	187481	187188	187595	191114	192164	191059	190044	189742	190844	191618	193879
Caino	1576	1619	1696	1778	1835	1900	1948	2012	2033	2064	2082
Castel Mella	8043	8158	8478	8754	8928	9081	9430	10032	10338	10573	10803
Cellatica	4671	4733	4711	4757	4843	4849	4821	4862	4889	4942	4943
Collebeato	4357	4367	4426	4553	4679	4709	4747	4762	4758	4763	4771
Concesio	12772	12843	12933	13142	13304	13605	13865	14125	14501	14770	15005
Flero	7518	7496	7467	7570	7631	7806	7893	8145	8330	8375	8525
Gussago	14263	14529	14817	15324	15494	15704	16015	16175	16405	16585	16759
Nave	10321	10469	10575	10712	10798	10802	10860	10906	10952	11012	11142
Poncarale	4052	4143	4211	4413	4592	4860	5044	5143	5228	5272	5269
Rezzato	12226	12357	12547	12724	12851	12908	13076	13127	13143	13351	13429
Roncadelle	7459	7656	7811	8178	8611	8764	8835	8909	9121	9251	9369

Measure title:

MOBILITY MARKETING IN BRESCIA

City: **Brescia**

Project: **MODERN**

Measure number: **04.01**

Total area served	299801	300699	302526	308513	311602	312219	313186	314737	317694	319994	323512
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Annex 2: Ex ante and Ex Post data collection

- **Indicator 1 (QUALITY OF SERVICE)** - This indicator and the related questions are measured with the same methodology since 2004. The quality of service in this case is expressed by the question n. 7 of the standard customer satisfaction survey “**Information about timetables and routes**”.

The **EX-ANTE SITUATION** is as following:

Indicators	July-09
Time spent to reach the destination	7,26
Busses' Punctuality	6,76
Availability of tickets	8,1
Safety about thefts and pickpocketing	6,52
Busses' internal cleanliness	6,57
Drivers' helpfulness and courtesy	7,49
Information about timetables and routes	7,07
Brescia Trasporti attention for reduction of pollution	7,33
Total Customer Satisfaction indicator	7,14

AFTER SITUATION:

Indicators	Nov-09	May-10	Jul-10	nov-10	mag-11
Time spent to reach the destination	7,00	7,36	8,32	7,44	7,36
Busses' Punctuality	6,75	6,85	6,91	6,83	6,76
Availability of tickets	8,09	7,77	7,91	8,24	7,86
Safety about thefts and pick pocketing	6,17	6,28	6,42	6,3	6,8

Indicators	Nov-09	May-10	Jul-10	nov-10	mag-11
Busses' internal cleanliness	6,27	6,45	6,67	5,86	6,49
Drivers' helpfulness and courtesy	7,25	7,58	7,45	7,8	7,53
Information about timetables and routes	7,55	7,36	7,4	7,44	7,46
Brescia Trasporti attention for reduction of pollution	7,04	7,33	7,27	7,19	7,54
Total Customer Satisfaction indicator	7,01	7,12	7,17	7,14	7,22

- **Indicator 2 (AWARENESS LEVEL)** – The final indicator will take into account only the results of the specific question.

AFTER DATA COLLECTION:

It's important to highlight that the new timetables have been released in summer 2009 and the new specific question has been introduced in the **November 2009 survey**. In this period, as you can see from the results, about 70% of the interviewed people weren't aware of the new timetables issue. The good performance of the dissemination activities would be confirmed by the reduction of the percentage mentioned above.

The specific questions introduced in the Nov09 survey is the following:

- "level of awareness about restyling of timetable booklet".

The result is the "level of awareness about restyling of timetable booklet":

100% of the interviewed customer have answered to the specific question and are divided as following:

- 69,06% haven't seen the new booklet (a lot of customers 67,2% use other objects for collection of the information about PT service);
- 22,64% has the new booklet and have noticed differences with the previous one;
- 8,31% has the new booklet and haven't noticed differences with the previous one.

Indicator 2 = 22,64%

The result is the "level of awareness about restyling of timetable booklet"(specific question) referred to the **period 2010II** is:

100% of the interviewed customer have answered to the specific question and are divided as following:

- 65,80% haven't seen the new booklet (a lot of customers 67,2% use other objects for collection of the information about PT service);
- 30,60% has the new booklet and have noticed differences with the previous one;
- 3,60% has the new booklet and haven't noticed differences with the previous one.

Indicator 2 = 30,60%

NOTICE: The specific question hasn't been collected many time because Brescia Trasporti preferred to deepen the topic of the increase of the tariff because it is considered a strategic issue for the company.

- **Indicator 3 – (ACCEPTANCE LEVEL)** - The final indicator will take into account only the results of the specific question. This question has been introduced in order to investigate the acceptance level of the timetable booklet restyling (see indicator 2).

AFTER DATA COLLECTION:

It's important to highlight that the new timetables have been released in summer 2009 and the new specific question has been introduced in the **November 2009 survey**. In this period, as you can see from the results, about 70% of the interviewed people weren't aware of the new timetables issue. The good performance of the dissemination activities would be confirmed by the reduction of the percentage mentioned above.

The specific questions introduced in the Nov09 survey is the following:

- "level of acceptance about the restyling of timetable booklet – considerations of the interviewed".

The result is the "level of acceptance about restyling of timetable booklet – considerations of the interviewed":

22,6% of those have awareness of the restyling of the timetable booklet (see indicator 2) have considered as following:

- 69,42% clear, complete and good structured;
- 11,51% more complicated than the previous one;
- 7,19% orizontal readability of the timetable is more uncomfortable than the previous;
- 4,68 % fonts too small;
- 3,60% good apparence;
- 3,60% other negative considerations.

Indicator 3 is equal to the positive answers sum: "clear, complete and good structured" and "good apparence".

Indicator 3 = 69,42% + 3,60% = 73,02%

July 2010 survey:

In the customer satisfaction survey 2010 II the specific question was introduced concerning the acceptance level

As it was made for the previous survey

Indicator 3 = 70,10%

May 2012 survey:

In the customer satisfaction survey 2012 I the specific question was introduced concerning the acceptance level

As it was made for the previous surveys

Indicator 3 = 7,20%

• **Indicator 4 – (NUMBER OF LEAFLETS AND BOOKLETS DISTRIBUTED/TOTAL) -**

EX ANTE SITUATION:

Collection of the data for the ex ante situation concerns the printing of the booklets and leaflets in the year 2008/2009 as following:

		Printed	Undistributed stock	Distributed	Distributed/printed (%)
Ex ante	Winter timetable booklets (2008/2009)	30.000	0	30.000	100 %
Ex ante	Winter timetable leaflets (2008/2009)	115.000	25.000	90.000	78,3%
Ex ante	Summer timetable leaflets (2009)	160.000	30.000	130.000	81,2%

AFTER DATA COLLECTION:

Collection of the data for the in on going situation concerns the printing of the booklets and leaflets in the year 2009/2010 and 2010/2011 as following:

		Printed	Undistributed stock	Distributed	Distributed/printed (%)
Ongoing Measurement	Winter timetable booklets	30.000	200	29.800	99,33%

		Printed	Undistributed stock	Distributed	Distributed/printed (%)
	(2009/2010)				
Ongoing Measurement	Winter timetable leaflets (2009/2010)	115.000	1.000	114.000	99,13%
Ongoing Measurement	Summer timetable leaflets (2010)	160.000	1.500	158.500	99,06%
Ongoing Measurement	Winter timetable booklets (2010/2011)	29.560	1.500	28.060	94,92%
Ongoing Measurement	Winter timetable leaflets (2010/2011)	175.000	5.500	169.500	96,86%
Ongoing Measurement	Winter timetable integration booklets (2011)	20.200	1.700	18.500	91,58%
Ongoing Measurement	Summer timetable leaflets (2011)	20.200	1.700	18.500	91,58%

• **Indicator 5 (NUMBER OF GLASS SHOWCASES INSTALLED/TOTAL OF SHOWCASES PLANNED)**

The number of installed glass showcases is 3 that will be object of upgrade and restyling (Central hospital, Train Station, Via F.lli Ugoni). The total number of planned new showcases is 11 and are mentioned as below:

- ✓ Casazza – S. Bartolomeo;
- ✓ Pendolina – Urago Mella;
- ✓ Q.re Abba – Torricella;
- ✓ Mandolossa – Villaggio Badia;
- ✓ Villaggio Violino;
- ✓ Primo Maggio – Don Bosco;

- ✓ Girelli – Noce (not residential districts);
- ✓ Villaggio Sereno – Fornaci;
- ✓ Folzano;
- ✓ Sanpolino – S. Polo;
- ✓ S. Polo Case – Buffalora.

The installation of the new showglasses depends on the authorization of Brescia Trasporti Boards of Directors (Consiglio Di Amministrazione).

Actually there is a great level of satisfaction of the information on PT and attention will be focalized on upgrading of the existing ones by means of the up grade of the posters in bus shelters (maps, list of routes and other necessary information).

Therefore, the indicator results is:

Total number of planned showcases: 14

Total number of installed showcases: 3

Indicator 5 = $3/14 = 0,21$

AFTER DATA COLLECTION (Summer 2011)

Instead of installing new showcases, BST has reached an agreement with the Company Clear Channel, which has allows to install new bus shelters, specifically structured to accommodate space for hours, and the requalification of some existing ones.

The current situation is therefore as follows:

Total number of planned showcases: 14

Total number of new installed bus shelters: 20

Total number of requalified bus shelters: 15

Indicator 5 = $35/14 = 2,5$

- **Indicator 6 – (NUMBER OF QUESTIONNAIRES FILLED IN/NUMBER OF CUSTOMER QUESTIONNAIRES DISTRIBUTED)** - This indicator is measured by the results of customer satisfaction surveys filled in.

EX-ANTE SITUATION:

The ex ante of this indicator is referred to SUMMA historical statistics: the number of interviews that must be done to reach the 1200 sample size (filled in questionnaires) is **1650**: given by 900 (face to face) and 750 (by phone).

Therefore ex ante data is the following:

Number of filled in questionnaires = 1200

Number of customer questionnaires distributed = 1650

Indicator n.6 = 1200/1650 = 0,73

For the other surveys, SUMMA has provided the actual number of contacts so that it is possible to have a performance trend for this indicator. The adopted methodology consists in calculating the so called questionnaires “redemption”. This indicator is composed by two contributions: the first one coming from data related to the face to face interviews and the second one from the phone interviews (the sample size is extracted from the omnibus card owner list).

In detail the “redemption” formula is the following:

$$\text{Indicator 6} = \frac{ie_f + ie_t}{ie_f + rif_f + ie_t + rif_t}$$

Where:

ie_f = number of complete face-to-face interviews;

rif_f = number of denials

ie_t = number of complete phone interviews;

rif_t = number of denials and number of failed phone calls (after the third try)

so that the single contributions can be calculated this way:

$$\text{Face - to - face _ redemption} = \frac{ie_f}{ie_f + rif_f}$$

and

$$\text{Phone _ redemption} = \frac{ie_t}{ie_t + rif_t}$$

AFTER DATA COLLECTION (July 2010):

Number of filled in questionnaires = 1210

Number of customer questionnaires distributed = 1706

Indicator n.6 = 1210/1706 = 0,71

AFTER DATA COLLECTION (April 2011):

Number of filled in questionnaires = 1210

Number of customer questionnaires distributed = 1666

Indicator n.6 = 1210/1666 = 0,73

AFTER DATA COLLECTION (November 2011):

Number of filled in questionnaires = 1242

Number of customer questionnaires distributed = 1586

Indicator n.6 = 1210/1706 = 0,78

- **Indicator 7 (NUMBER OF LEAFLETS AND BOOKLETS DISTRIBUTED AT SCHOOL/TOTAL STUDENT OF 13 YEARS OLD)**

The Transport company produced targeted info packs (leaflet) to be disseminated among the students attending the III year at middle school. The goal is to inform them about the promotional activities concerning the public transport in the view of their future travels to reach the secondary school.

In order to evaluate this dissemination activity, the selected indicator consists in the ratio between the number of targeted leaflet distributed at the end of the school year and the number of students attending that school year. As regard the n. of targeted leaflets the source is the transport company; as regard the number of 13 years old students the source is the Regione Lombardia database.

EX ANTE SITUATION (UP TO 2007)

2006: printed 3000 leaflet for the III middle school year students; left at the infopoints in June 2006 as free promotional material addressed to the students at the end of the school year 2005/2006. Students = 1663

2007: printed 10000 unique leaflet for the promotional initiatives addressed to II media e V superiore; distributed to III media students are anyway 3000. Students A.A. 2006/2007 = 1722

	2006	School year 2005/2006	2007	School year 2006/2007
Number of printed targeted leaflets and booklets	3.000		3.000	
Total student of 13 years old		1663		1.722
Indicator 7	1,8		1,74	

AFTER THE BEGINNING OF CIVITAS:

2008, 2009 and 2010 any targeted paper leaflet has been printed but the information have been disseminated through other channels (newspapers, website, etc).

Indicator 7 (2008, 2009, 2010) = 0

2011: printed 10000 leaflet for the III middle school year students. So many leaflets because disseminated directly to each school. Distributed to students attending the school year 2010/2011 (students = 1931)

	2011	School year 2010/2011
Number of printed targeted leaflets and booklets	10.000	
Total student of 13 years old (III class of junior high school) from the Lombardia Region database		1.931
Indicator 7	5,17	

2012: any targeted paper leaflet has been printed but the information have been disseminated through other channels (newspapers, website, etc). A massive campaign will be organized to promote the new Metro line (start up foreseen at the beginning of 2013) and its integration with other mobility forms, so no specific leaflet has been printed.

- **Indicator 8 (NUMBER OF LEAFLETS AND BOOKLETS DISTRIBUTED/TOTAL INHABITANTS OF THE AREA CONSIDERED)**

The printing of the bus timetables is done twice a year at the beginning of summer and in autumn, in occasion of the seasonal timetable changes. This indicator is built making the ratio between the number of printed timetables and the population living in Brescia + the 14 municipalities served by the bus network as specified in the public transport service contract. The data source for the population is the Istat database and is referred to the population living in the area on 31/12.

EX ANTE SITUATION:

Collection of the data for the ex ante situation concerns the distribution of booklets and leaflets in the year 2008/2009 as following:

	Printed	Inhabitants of the area	Distributed/ Inhabitants (%)
Winter timetable booklets and leaflets 2007/2008 in 2007	145.000	314.737	46,0%
Summer timetable leaflets in 2008	165.000	317.694	51,9%
Winter timetable booklets and leaflets 2008/2009 in 2008	120.000	317.694	37,7 %
Summer timetable leaflets in 2009	130.000	319.994	40,6%

AFTER DATA COLLECTION:

After the new timetable restyling since the autumn 2009, the collected indicator is characterized by the following values:

	Printed	Inhabitants of the area	Distributed/ inhabitants (%)
Winter timetable booklets and leaflets (2009/2010) in 2009	145.000	319.994	46,2%
Summer timetable leaflets in 2010	160.000	323.512	49,5%
Winter timetable booklets and leaflets (2010/2011) in 2010	216.060	323.512	66,8%
Summer timetable leaflets in 2011	155.200	323.141	48,0%
Winter timetable booklets and leaflets (2011/2012)	171.000	326.631	52,35%