



CiViTAS
Cleaner and better transport in cities

CAPITAL



Take-up city:	Lisbon
Population:	547733 inhabitants
Area:	84,9 km2
Take-up level:	1
Thematic Focus:	Mobility Management (T. F. 2)
Cooperating Pioneer City:	-
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Dissemination level:	Public





THE CIVITAS INITIATIVE
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Abstract

The **Move-te Connosco / Let Us Move You** was launched to create a new mobility culture, aimed at increasing the use of public transports, by the younger generations and, as a consequence, improve the quality of life in Lisbon, reduce congestions and GEE emissions. The campaign targeted university students. The campaign included workshops and awards for the best innovative public transport project, developed and submitted, by university students.

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1 Project description

The project agenda was:

- **2 workshops:** took place on the 25th and 31st March 2015, about these issues: 'Transportes de Lisboa' group strategy and future challenges; Public transport vs. private transport: Portuguese vs. European reality; Current trends and the transport's sustainability; Innovative projects for urban mobility; The reality of transports in the city of Lisbon; The importance of young people contribution's to reverse the decreasing trend on the use of public transport; Young people and the transport system in Lisbon; The importance of public transport in the city; The public transport and its impact on health; The bicycle as a sustainable mean of transport integrated within the public transport network.
- **Online survey:** Have you ever thought about Lisbon Public Transport System and imagined how it could be improved? Do you want to have an active role in improving the quality of life in your city? With this project, we wanted to engage young people in the future decisions aiming to achieve a **sustainable** mobility in Lisbon. In order to do this, we have collected the opinion of about 270 young people.
- **Transport innovation competition:** to apply for innovative proposals concerning the improvement of the public transports performance.

Metropolitano de Lisboa organized workshops on university campuses close to metro stations and a competition for students to submit innovative approaches in order to attract new metro users. The workshops took place in two Lisbon universities: the first one was held in 'Universidade de Lisboa', with 18 participants, and the second one in 'Instituto Superior Técnico', with 29 participants. The program included interventions of the Chairman of 'Transportes de Lisboa', specialists in transports, a well-known writer and Public Transport user and an university student.

An online survey about the travel behavior of young people in Lisbon was also made and 270 questionnaires were submitted, which contained very useful answers to understand their needs of public transport.

The results of these activities will allow Metropolitano de Lisboa to address the barriers that young people perceive in the use of public transport, influence their travel behavior and persuade on the use of public transport, increasing the market share of public transport and promoting long term sustainability.

2 Outcomes

Item	Description
N. of workshop participants	18 (25 th of March) plus 29 (31 st of March)
N. responded surveys	256
N. of participants interviews	9
N. of awards	1
N. of followers on facebook	79 'going' and 12 'maybe'
N. of people reached on facebook	2300
N. of contacts to follow up	161
Nomeação para prémios UITP	2 nomeations on "Youth Health Awards of Y4PT- 2015" and "Mobility Demand Management" categories
BEST Lisboa – Board of european students of technology	Invitation to participate on the summer course "Lisbon Design Thinking Boot Camp" for European university students
Sustainable Development Symposium	Invitation to participate on this international symposium

Table 1: Table of project outputs.

3 Evaluation

The project's main evaluation will only be made at the beginning of school, in September/October 2015. The supplied contact from those who have answered the questionnaires, will allow a re-evaluation of the transport modes used for commuting.

The responses to the questionnaire presented many interesting suggestions on how to improve public transport services and attract new clients, like the following:

1. Correct information concerning the next bus waiting time ;
2. Correct information concerning the next metro waiting time before ticket validation;
3. Information on the itineraries of all buses servicing a zone and clear indication of the stops location;
4. More metro personnel in the stations;
5. Transport network and dwell times in a Smartphone App;
6. Ticket buying in a Smartphone App;
7. Free wifi at bus stops and metro stations;
8. Music at bus stops and metro stations;
9. Information available to tourists about all public transports;
10. Shelters at all bus stops;
11. Secure parking for bicycles near the stops/stations.

The best innovative public transport project submitted to the competition, which focus on bikes and E-bikes for rent, functioning as a complement to the public transport network, with secure parking on key points of the city, will be properly studied and, eventually, implemented, along with all the other suggestions, if they are found to represent an added value to the company.

4 Issues arising

4.1 Drivers

The drivers that positively influenced the project are:

- Sponsorship of the Transportes de Lisboa board (Metropolitano de Lisboa + Carris + Transtejo);
- Stakeholders involved - Instituto Superior Técnico (IST), Universidade de Lisboa (UL), Transportes em Revista;
- International transport experts as speakers at the workshops;
- University students as speakers at the workshops;
- Team building and on job training between different areas of the organization of Transportes de Lisboa;
- Pioneer project about public transport issues;
- Positive overall assessment of the project;
- Dissemination: posters were displayed in all the universities of Lisbon and inside the trains, an event on facebook, site 'Metropolitano de Lisboa' and 'Carris', Tommi (digital platform inside metro stations), 'Transportes em Revista' magazine, 'Jornal Metro' newspaper, by e-mail to all the universities and student associations and informational interviews in university canteens;
- Pens and neck ribbons to hang pen drives with the image of the project, were given to all participants in the project.

4.2 Barriers

The challenges and barriers that negatively influenced the implementation of the project were:

- It was created an event on 'Metropolitano de Lisboa' facebook, where many negative comments about public transports strikes can be found;
- The target audience - university students - were in midterms;
- The mobilization of this generation, which is very difficult, due to their various events;
- As mentioned since the beginning of the project, this initiative starts a path that must be continuously powered for greater adhesion in order to obtain better results in the future.

4.3 Risk assessment

The project presented some risks. These were the main ones:

- How to communicate with young people, which is different from the company, in terms of language and means of communication;
- How young people manage their schedules, with lots of snap decisions
- The workshop registration wasn't compulsory, so, there was no way to previously know the number of participants;
- There are other innovation competitions under the H2020 program, which can lead to a dispersion of participants.

To minimize these risks:

- Informal language was used, aiming at young people;
- The preferred media of young people was used, in particular a web site created for the project and also events created on facebook;
- The number of members in facebook events was monitored;
- A pre-registration request, was placed at the project site, although not mandatory;
- Workshops were done in days without public transport strikes;
- In person mobilization was made in university canteens, the locations with the highest turnout of young people during lunch hours.

5 Reimbursement

- IBAN: PT50078101120112001281707
- Name of bank: IGCP
- SWIFT: IGCPPTPL
- Address of bank: Av. da República, 57, 6º - 1050-189 Lisboa



**movi
menta-te
CONNOSCO
let us
move you**

Participa e torna Lisboa mais sustentável!
Join in and create a more sustainable Lisbon!



Workshops
25/03 | Salão Nobre da Reitoria da Universidade de Lisboa (Cidade Universitária)
31/03 | Salão Nobre do Instituto Superior Técnico (Alameda)

Questionário on-line
Online survey

Concurso inovação nos transportes
Innovation in transport competition

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Figure 1 - Let us move you poster



Figure 2 – Workshop's speakers



Figure 3 – Discussion during the workshop



Figure 4 – Interactivity during the workshop



Figure 5 – Interview at the end of the workshop