



CiViTAS
Cleaner and better transport in cities



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

CIVITAS Forum

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Malmö (Sweden)

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Representing the Intelligent Energy Europe

Ad Personam Project

What is Ad Personam?

- Intelligent Energy Europe Project
- Fits well with CIVITAS measure of “Innovative soft measures” & “Collective passenger transport”
- Partnership with Modena, Italy (Project Managers); Besancon, France; Funchal, Portugal; Baia Mare, Romania; Albacete, Spain; Heraklion Greece and Lancashire County Council, England.
- Innovative new Direct Marketing Campaign for Public Transport (Buses).



Project principals

What we ALL did.

- Target all households in Urban areas
- Research residents current travel habits, write to them personally, letter from mayor or senior officials.
- Promote the project locally – marketing campaign
- Target market was residents between 18-60, using a car or motorcycle to commute to work each day at Peak times.
- Analyse results of the research.



Second phase

From initial results.

- Develop personalised travel plans for 1000 respondents in each City.
- Supply travel plans to each respondent, along with a **FREE** weeks trial bus ticket/pass and additional local PT information.
- Choose a common week for the project to allow free travel for respondents.
- Follow up telephone research (2 months later) from all ticket users in the trial week to ascertain usage and continued use of local bus services.



What did it achieve in each City?

	Modena	Albacete	Baia Mare	Besancon	Funchal	Heraklion	Lancaster
Tickets	765	1000	1000	1110	224	448	960
Promo users	512	410	700	410	62	217	210
Average trips in week	7	5	7	7	6	4	11
% shift car to PT	26.4	25.2	21.4	12.1	4.9	8.9	4.7
% taking part in promo week	66.9	41	70	36.9	27.7	48.4	21.9

Telephone Research Results

	Modena	Albacete	Baia Mare	Besancon	Funchal	Heraklion	Lancaster
Database for phone research	765	1000	1000	1110	224	448	960
Int. complete	460	356	325	600	127	228	110
% people know bus to work after Ad P	28%	22%	76%	12.6%	32%	?	70%
Opinion about PT system 1 – 10	6.2	6.7	9.1	7.4	7.9	8	7.8

What people thought... interesting comments

	Modena	Albacete	Baia Mare	Besancon	Funchal	Heraklion	Lancaster
% say will use PT in future	31%	29%	67%	10%	31%	61%	41%
Avoid stress	30%	13%	9%	15%	8%	41.5%	54%
Environ Ment	27%	25%	5%	7.7%	6%	13%	5%
Save money	17%	6%	53%	10%	37%	15%	16%
Save time	8%	0%	29%	15%	10%	9%	24%

Will they, won't they.

	Modena	Albacete	Baia Mare	Besancon	Funchal	Heraklion	Lancaster
% who will not use pt in future	69%	71%	33%	90%	69%	39%	49%
Why not? Delays, connect, inconvenient	79%	67%	75%	50%	35%	76%	54%

Profile

	Modena	Albacete	Baia Mare	Besancon	Funchal	Heraklion	Lancaster
Male	34%	35%	24%	31%	40%	24%	31%
Female	66%	65%	76%	69%	60%	76%	69%

	Modena	Albacete	Baia Mare	Besancon	Funchal	Heraklion	Lancaster
Up to 35	21%	27%	48%	13%	33%	36%	16%
36-45	29%	37%	36%	37%	32%	32%	16%
46-55	37%	29%	11%	47%	24%	32%	26%
56+	13%	7%	6%	3%	11%	0%	42%

Overview and general results.

Similar results in seven cities. Is this surprising?

Key potential influencers –

Future Marketing messages - Avoid stress, go by bus.

Environmental aspects – little interest.

Female - Over 35's – Employed - Well educated, IT literate, that like to walk in the City and eat out.

Is this what your local profiles are, or what you thought?

A new way of delivering Personalised Travel Planning.

Aimed at commuters, using cars, rather than all modes.

Option to try this elsewhere, on specific routes or areas.

Would we do it again? Yes.



Further Information

More details and data are available

Visit www.marketingpublictransport.eu

**Come and talk to us in the exhibition hall at the
AD Personam Stand**



Intelligent Energy  **Europe**



Thank you

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