

CiViTAS

Cleaner and better transport in cities

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Implementation status report on marketing campaign

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1. A GOOD TRADITION

Ghent has a sound tradition as regards mobility communication and accompanying measures. In 1994 the Bicycle Plan Ghent was insured with an explicit communication section and also with the Introduction of the Mobility Plan Ghent Centre an initial impetus was given towards a clear-cut communication strategy around mobility projects.

In the recent past, the campaigns “Zone-30, enkel voor hartrijders” (campaign to promote the streets where 30km/h is the maximum speed) and “Gent, Wild van fietsen” (promotion campaign for cycling in general) were quite successful.

In the following years, we want to go a little bit further. “An inconvenient truth” has sensitised a lot of people and has made obvious that:

- The global warming is a problem.
- It is time to do something about this.
- We can and must do something about this.

What we can do as a citizen to contribute in this aspect, certainly in the field of traffic, we want to make clear in a target-oriented (families, companies) and area-oriented campaign (residential areas). Having good practice in general campaigns, we want to go more in the direction of mobility management.

2. STRATEGIC OBJECTIVES

Our Department has 6 strategic objectives. The ones important for this measure are the following:

1. We maintain Ghent good and selectively accessible in time and in space for all target groups.
2. We consider as essential for strategic importance: coordination, communication, regulation, preservation and research.
3. We develop and implement our pioneering and directing role as regards the design of a contemporary cityscape and a current mobility and parking culture.

For us, communication is a strategic objective, but it is also searching innovative methods to involve citizens in campaigns and to assume a pioneering role in creating a new mobility culture.

3. OPERATIONAL OBJECTIVES

Three major operational objectives of the Mobility Department are being defined as follows:

1. Drivers are persuaded by means of sensitisation campaigns to participate in the new mobility culture, of which the bearing surface and the preconditions are being developed.
2. Plans and achievements as regards sustainable mobility are being communicated in an optimal way.
3. Initiatives enhancing the use and the image of soft means of transportation are being developed.

4. AREA ORIENTED AND TARGET-ORIENTED APPROACH

We pursue a communications campaign district by district. This enables us to provide very specific information with close relation to the transport needs of the inhabitants of these districts.

Furthermore, we undertake various steps to involve citizens in actions aiming at convincing auto-solists to use alternative transportation means such as cycling or public transport for their daily transfers.

4.1. How?

We wish to extend the campaigns in several ways:

1. Distribution of a district-oriented leaflet to all inhabitants. New inhabitants obtain general information about mobility in Ghent, such as a cycle map, mobility plan, and public transport information.
2. Personal coaching of citizens in searching transportation initiatives (performed by a specialized mobility agency).
3. Organise possible actions or events which should persuade citizens to switch from an unsustainable towards a sustainable transportation means.

4.1.1. District brochure

The main element of the campaign is the district brochure – ‘Our district moves’. This brochure is inspiring and district-oriented. It determines the success of the action with the population.

The leaflet shortly and clearly explains all sustainable transportation means:

- bicycle routes and recent infrastructure improvements;
- bus and tramway lines;
- free public transport (children, night busses,...);
- traffic liveability measures (zone-30, ...);
- safe school surroundings;
- car sharing (Cambio);
- parking facilities;
- hints for energy-saving and ecological car driving, information as regards to the purchase of the most ecological cars;
- taxis.



The district brochure 'Our district moves' for the Ghent district Rabot – Blaisantvest - Bloemekenswijk – Wondelgem.

4.1.2. Personal coaching

Quite some inhabitants maybe wish to reduce the car use, but ignore how to start doing so. It is indeed not always easy to know which bus line to use to get to the city centre or which bicycle route to employ to go to work. There probably exist quite some prejudices against alternative mobility choices which can be neutralised by means of communication. With this project call, the Municipality wants to stimulate behaviour modification regarding mobility amongst the inhabitants of Ghent through personal advice to the population.

Concretely, the following elements are being elaborated or readily available:

- offering personal multimodal travel advice on demand of local inhabitants who wish to modify their mobility behaviour via telephone and e-mail (Traject)
- the website www.gentfiets.be where a digital bicycle route planner offers the opportunity to elaborate a safe and comfortable bicycle route on the basis of a series of conditions and resistances
- www.delijn.be/gent where all information as regards public transport in Ghent is digitally available
- <http://www.b-rail.be> of the National Belgian railroad company NMBS for information about train transport in Belgium

Only very few citizens have accepted the offer for personal travel advice. Probably people who are looking for information about public transport and bicycle services are already aware of the existing information channels and websites that exist. The cycle route planner for instance has around 1,500

visitors per month and the website www.gentfietst.be has more or less 4,500 visitors per month, a number that is growing every month.

4.1.3. Sensitisation through district information and mobiteams

In a first phase of the campaign we have undertaken initiatives to appeal to citizens within the area where the information leaflet was distributed, to engage into actions in so-called “mobiteams” to achieve a sustainable change of the transfer mode behaviour.

This occurred by organising and moderating meeting moments with local inhabitants willing to change their mobility behaviour. By reuniting various “testers”, we wanted to obtain an exchange of ideas and experiences and convince local inhabitants that another, more sustainable mobility is possible. These meetings should also be an occasion to offer tools such as budget calculations, which can positively influence the choices of the participants. With these “mobiteams” we wanted to pursue the following objectives:

- Exchange of information
- Examine cost aspects
- Assigning tasks (homework) to the participants
- Exert social pressure on the participants
- Carry out a positive message in group

These tasks were outsourced to the bureau TRAJECT.

In practice, nothing has been achieved. At the meetings we organised in three districts, only people appeared who already thought and acted strongly about sustainable mobility and mainly formulated suggestions towards improvements or asked questions about detailed information. Not one single tough-minded autosolist appeared during these moments. Neither information evenings, during which a group of interested people were given a multifaceted presentation nor the system of information markets where one could inform himself in a time span of 4 hours (between 6 p.m. and 10 p.m.) at 8 information stands about sustainable mobility, attracted inhabitants which had a lot to learn about sustainability.

The following organisations were present with an information stand:

1. Community-based Action City of Ghent
2. Environmental Department City of Ghent
3. BIVV
4. De Lijn
5. NMBS
6. Max Mobiel
7. Fietsersbond Gent
8. Office for Mobility

4.1.4. Appeal through playing streets

After that it became obvious that citizens did not look spontaneously for information as regards to sustainable mobility, let alone that they declare themselves willing to engage into a mobiteam for a mid-term experiment in the field of sustainable transportation means, we have been looking to other ways to attain citizens and sensitize them for the project.

We opted for the group of inhabitants who engage themselves via the system of playing streets to close their streets on a particular day of the week for motorised transportation. We assumed that in

such streets, sufficient families could be found who were willing to engage themselves into a campaign in the field of sustainable mobility and mutually exchange experiences.

We were convinced that this action could persuade citizens to participate in a project in which a series of families, preferably of the same street (playing streets) engage themselves to make at least three times a week a transfer on foot, with the bicycle or with public transport instead of using the car. They would have to enter their transfers online in a specially developed tool and mention the number of driven kilometres. A database would immediately calculate the result into saved CO₂, burnt calories and saved euros.

4.1.4.1. Website tool 'Our district moves'

We had a website tool developed which enabled us to register and process the data of this action.

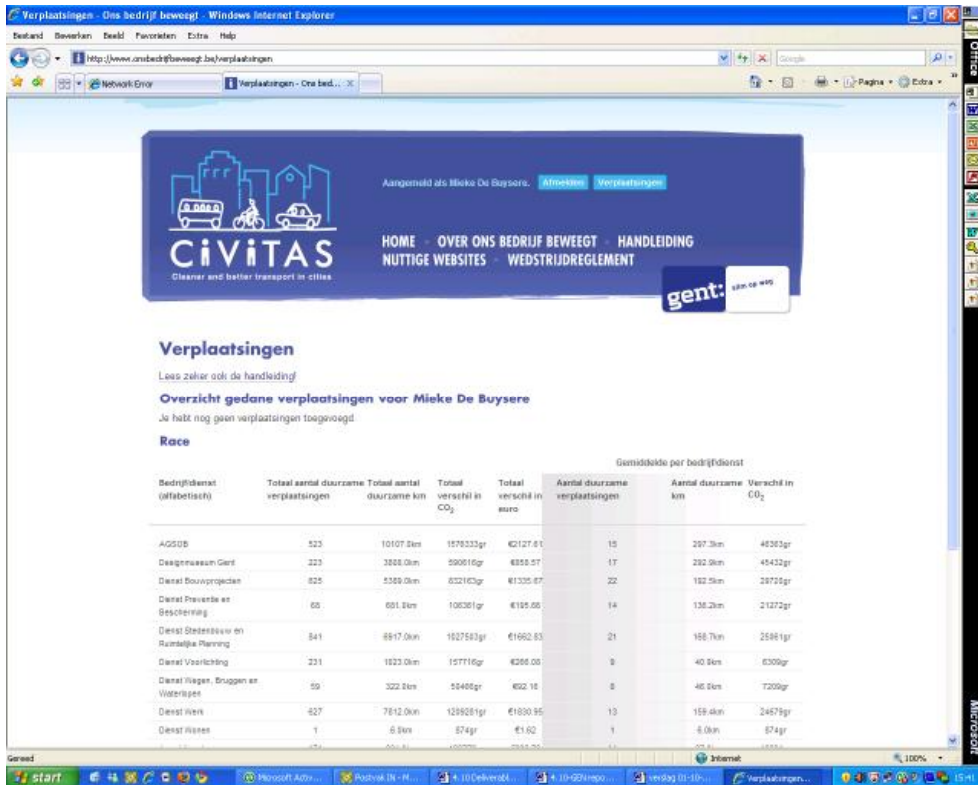
This website www.onzedienstbeweegt.be comprised the following elements:

- Possibility to registration and login of the participating families.
- Agenda (day by day).
- Which transfer mode was chosen instead of using the car.
- Number of driven kilometres.
- Calculation towards CO₂, calories and euros.
- Assessment between 1 and 5 of the quality of the alternative.
- Addition of all data on street level.
- Survey of the sustainable number of driven kilometres of the various participating streets.

Furthermore, the competition regulations and an instruction of using the tool were readily available.



Printscreen of the website's homepage.



Printscreen of what the user sees after login.

4.1.4.2. Call

Via the Youth Department, the godfathers and godmothers of 80 playing streets were contacted by e-mail to elucidate this action and to appeal to sensitise their neighbours to participate in this action. Every inhabitant of the street received a letter in his mailbox, in which he was incited to actively support this action through participation.



The email the families received in their mailbox.

A few (unfortunately) families responded, but the number was insufficient to initiate this action. A public appeal via an article in the newspaper De Zondag produced no responses of new candidates.

4.1.4.3. Why not?

To examine what was the cause of this total lack of interest, an inquiry was held in four playing streets:

Eendrachtstr	49
Londenstraat	14
Twaalfkameren	22
Voetbalstraat	10
Total	95

In the inquiry, the following questions were asked and we received the following answers:

Did you receive the brochure?

Yes: 58
 No: 32
 Do not know: 5

Did you read the brochure?

Yes: 21
 No: 10

Why did you not respond to the appeal of the Municipality?

Lack of time: 12
Not interested: 4
Too time-consuming: 1
I am waiting for the initiative of someone else: 1
Nothing to gain: 1
Too vague: 1

The most respondents indicated to have no time to respond to the appeal of the city.

Are you interested to participate in this project?

Yes: 52
No: 40

Remarkable fact: only a minority of the respondents received and read the brochure but 52 respondents answered to be interested to participate in this project. These persons have mentioned all telephone numbers and/or e-mail addresses.

Remarks and questions

Relevant remarks were:

- Leaflet was not sufficiently clear, when could the car be used and when not.
- Lack of parking facilities for bicycles.
- I need the car for my work.

Conclusions

It is striking to notice that a majority says not to have received the leaflet. Here, the time between the distribution and the inquiry can play a role (approximately two months), one has forgotten about receiving the leaflet.

Furthermore, there are people who remember the leaflet but did not read it. And finally one fifth of the respondents has read the leaflet but did not undertake any steps towards participation in the campaign.

Simultaneously we see that about half of the respondents during personal contact with the poll-takers mention his coordinates for possible participation in the campaign.

Then the conclusion seems to be that (maybe especially with such campaigns which appeal to conduct modification) a quite personal approach is much more successful than a (less personal) leaflet which is to be found amongst the daily mail. Personal contact engages more. The poll-takers have given feedback, mentioning a pleasant interaction with the majority of the respondents and animated conversations about the item mobility.

4.1.5. Our department moves

With a slightly adapted website tool, this action was held in several departments and offices of the City of Ghent. 12 offices and 250 participants participated in this action. Participants of the competition registered their sustainable house-work and service transfers in the online registration system. There they could see how many sustainable transfers their office had scored and how many CO₂-emissions they had prevented. Evaluation turned out to be positive (11% of the respondents changed to a more sustainable mode of transport). So a second edition of this contest will be held from 19-22/09/2011. Preparations were done during summer 2011.

Winners became the Office Building Projects (the largest number of sustainable transfers) and the MIAT (largest CO₂-saving).

This reveals that when we succeed in attaining and motivating the potential participants personally, the chances on participation to this action become greater.

4.1.6. I also move without a car

4.1.6.1. Mission

From these findings, we have started a new initiative to encourage citizens to switch towards sustainable transportation means during a well-defined trial period. To this effect, two trainees were engaged of the University College. They received as task to work up into the matter via an explorative research and consequently elaborate a questionnaire to make a conclusive inquiry with some 300 Ghent inhabitants who often use the car but are prepared to switch towards the bicycle and public transport.

From this group of 300 people, at least 10 persons should be found who were prepared to examine their transportation conduct and to find a sustainable alternative for their car transfers.

The central question of the mission was: “How sustainable is the mobility conduct of the Ghent citizen, which are possible obstacles to modify his behaviour and which “incentives” can incite him to modify his conduct in the scope of sustainable mobility?”

Furthermore, we examined the preparedness of the Ghent citizen to participate in the action ‘I also move without a car’, after that the principle of this action was explained by the poll-takers.

4.1.6.2. Questionnaire

The conclusive inquiry occurred on the basis of a list of questions which were presented by means of a personal interview.

This questionnaire comprised next to the assembly of a series of personal data as regards to the current transportation conduct of the respondents, their readiness to switch to public transport or bicycle and also the reasons not to do so.

Enclosed, you will find the complete questionnaire.

4.1.6.3. Population

The population of the inquiry comprised first and foremost inhabitants of Great Ghent, therefore persons of which the postal code of their residence is between 9000 and 9052.

Moreover, we have opted for a sample survey comprising only Ghent citizens of an age group between 18 and 65 years. The inquiry examines not only the mobility behaviour of the Ghent citizen, but also the intention of the Ghent citizen to modify his car use conduct and possibly to participate in this field of action. Hence, people under the age of 18 years did not enter into consideration to participate in the inquiry. It also seemed senseless to involve persons above the age of 65 years. According to the customer, it is harder for these persons to show a behaviour modification.

Moreover, two restrictions were used which determined the target group even more:

- Respondents must have the disposition of a car.

For people who do not dispose of a car, it is only logical not to ask them to reduce their car use. Evidently it is not those people who are asked to participate in the action ‘I also move without a car’.

Respondents are already “in consideration” to modify their mobility conduct in the direction of more sustainability or are already “in preparation”.

4.1.6.4. Inquiry

In the month of April, hundreds of people were asked whether they wanted to participate in the inquiry. This occurred at public places where a lot of people were present: shopping centres, library, sporting centres ... A striking number of people wanted to participate, but a large group of them were afterwards not considered because they did not belong to the target group. In practice, this meant that they already were frequent users of the bicycle or the public transport. In total, 236 people participated in the inquiry.

4.1.6.5. Conclusions of the inquiry

Enclosed, you will find the entire report of the inquiry.

The conclusion of this report can be summarised as follows:

It is evidently the case that a certain delineated part of the Ghent population was questioned and that conclusions normally can be drawn around this part of the population. Yet, it is worth mentioning that many people within Ghent are already involved with sustainable mobility. From the 454 persons who were questioned, 44 persons did not dispose of a car. Their transfers therefore always occurred in a sustainable manner. From the 410 persons who did have the disposition of a car, one third was of opinion that they sufficiently used public transport or bicycle. It is clearly the case that a large part of the Ghent population is willing to make its transfers in a maximally sustainable manner.

The members of the sample survey are already involved with sustainable mobility, which is proven by the fact that only 46 people never use public transport and 22 people never use the bicycle. However, these people do understand that their sustainable mobility conduct can be changed to an extensive degree. The car is regularly used for inner city and outer city transfers. If the respondent disposes of a company car this is even amplified. Yet, the Municipality could undertake considerable actions to convince these persons to make sustainable transfers. Actions such as 'I also move without a car' are most certainly not useless and can give a boost to the sustainable mobility behaviour of the Ghent citizen – provided that the advice of the poll-takers is taken into account.

The Mobility Department should evidently aim at possible obstacles which impede the sustainable mobility behaviour. Many of those obstacles are mentioned by the respondents themselves. The malfunctioning of public transport and the feeling of insecurity if the respondent makes transfers with the bicycle, either or not in the presence of children are obstacles which are often mentioned. The Department can deal with the malfunctioning of public transport provided that there is a sound concern with De Lijn and the national Belgian railroad company NMBS.

Also thorough communication towards Ghent citizens, pointing out that there are sufficient safe routes to use the bicycle can positively influence mobility conduct.

However, promoting sustainable mobility should not be exaggerated. Numerous car users uttered the criticism that the City of Ghent did already do too much for public transport and cyclists. Although someone from outside Ghent has his doubts, it is not necessary to antagonize these persons. Thus, the Mobility Department can in the future try to convince these persons without being perceived all too negatively and overcome possible prejudices.

If incentives are to be offered, such as cost-free season tickets for public transport or a cost-free bicycle, the respondent is always more inclined to participate in a certain action or to modify his mobility conduct for a definite time span. The question is to know whether this is lasting. Many persons who engage themselves for such an action or indicate that they are willing to modify their mobility behaviour do so in order to get hold of such an incentive. This is evidently not interesting to achieve lifelong sustainable mobility conduct modification. Persons should be able to be convinced that it is effectively necessary to modify their mobility conduct. The advantages should also be clearly communicated.

Ghent is undoubtedly a pioneering city in Belgium as regards sustainable mobility. This is proven by the numerous numbers of cyclists and the considerable offer of public transport. Other cities are years, if not decades behind in this respect. Yet, it is important for future generations that Ghent continues to develop itself as a sustainable mobility pioneer, thus able to show the way to other cities as regards to

sustainable mobility. It requires still a lot of work to convince each Ghent citizen to make sustainable transfers, but the City of Ghent is well underway to achieve this objective.

4.1.6.6. Mobiteams

From this sample survey, approximately 10 people were prepared to participate in a mobiteam action "I also move without a car". From these 10 people, in the end 6 persons participated in this action. In the month of June 2011, they were asked for each transfer normally done by car, to ask themselves whether there was a sustainable alternative and to try this out.

They received personal coaching and extensive information. They could dispose of city plans, brochures and websites about sustainable mobility. The bureau Traject was constantly standby to provide online information or by telephone. If necessary they could make use of a cost-free bicycle, bus passes or rail passes. During the trial period, the participants were contacted a few times to hear how the experiment was going, or if they needed additional help, etc.

They also received an Excel-file in which they could register their alternative transfers. These are the results.

	Km	CO2	Euro saved
Doris	296	46.176	81,87 €
Gert	33	5.148	8,84 €
Carole	67	10.452	19,43 €
Ann	405	63.180	117,51 €
Femke	302	47.112	92,00 €
Daria	1060,5	165.438	2,83 €
TOTAL	2163,5	337.506	322,48 €

These data reveal that 6 people during one month have already driven 2.163 sustainable kilometres, a reduction of 337.506 CO2 emissions and saved 322 euros.

4.1.6.7. Obstacles

Also here we find once again that the candidates of such action are people who are already active with sustainable mobility in one way or another and are therefore no hardcore car users willing to change their behaviour. Neither there were people who needed to move more for health reasons. Only one participant (An) approached the standards we were looking for. She had a car that broke down and did not have the financial means to have it repaired and had no choice but to look for an affordable alternative. She was evidently quite pleased about this experiment and intends to make lasting use of the bicycle.

5. OVERALL CONCLUSION OF THE MARKETING CAMPAIGN

Literature indicates that people are only willing to change their habits if their living circumstances are modified. Another job, marriage, divorce, removal, ... are cantilever moments in the life during which all habits are jeopardized and then the moment has come to start thinking about sustainable habits. It

goes without saying that such moments are ideal to offer a transfer modification behaviour. And this is the problem. We ignore when such cantilever moments are occurring and are therefore too late to suggest proposals for a sustainable mobility. This could be dealt with by proposing mobility advices to people who have entered the population register on the occasion of a removal, their marriage, or divorce. But for the moment, finding those correct people on the correct moment is still the main challenge within this measure.

A possibility is approaching people willing to become a cycle coach and to help people not used to cycling cycle in the city. The ML will think about this concept and, if possible, implement this during the fourth CIVITAS-ELAN year.