

Measure title: 11.11.O Personal transport choice marketing in Odense

City: Odense

Project: MOBILIS

Measure number: 11.11

A Introduction

Odense has a strong identity as Denmark's National Cycle City and has had positive experience from personal marketing and executing of business transport plans for firms and public institutions in Odense. Our initiative targets 25,000 citizens in Odense and it touches the heart of the sustainable transport issue - the culture and habits of people. The aim is to provide unique information to 25,000 people about transport possibilities in Odense.

Objectives

- To execute a programme of direct personal marketing of environmentally friendly mobility modes – target population 25,000.
- To increase the number of individuals and families who choose environmentally friendly traffic modes.
- To remove physical and psychological barriers which limit mobility choice.
- To establish an internet sustainable transport support portal.
- To execute necessary events and marketing activities to support the objectives above.

A2 Description

Odense's project builds upon the ideas behind the TRAVELSMART concept for personal transport choice marketing carried out in Australia, England and Sweden. Experiences show a decrease of 5 - 10 % in car use as result of personal contacts and dialog.

TRAVELSMART – the concept

TravelSmart can be seen as a part of the development of mobility management. Mobility Management is about affecting and limiting demand for transport through local co-operation between companies, authorities and other organizations. The goals are primarily to limited car traffic and promote other and more environmentally friendly means of transportation through predominantly 'soft' effects and elective arrangements. Mobility management is a part of a new turn in transport research and praxis trying to understand the social motives for moments and using it to transform peoples travel patterns.

TravelSmart is essentially a voluntary program that aims to inform and motivate people for changing their travelling behaviour through personal choice. It does not involve any form of regulations, fees or taxes directed at compelling changes in travel behavior, and it focuses on the possibilities to improve people's perceptions of the infrastructure and services available. TravelSmart encourages the use of environmentally-friendly transportation such as public transport, cycling, walking and car pooling. It supports voluntary change in the behavior of individuals and organizations by raising awareness through campaigns, and improving access to

information and opportunities to use environmentally friendly transport etc. The TravelSmart programs ask people to make voluntary changes in their travel choices, encouraging people to use other ways of getting about, rather than driving alone in a car. For example - using buses, trains and ferries, carpooling or by cycling or walking, or by tele-working.

The concept in Odense

The concept was tested by two members of the staff who visited citizens themselves at a test street. To carry out the project, a group of students have been trained to go out visiting citizens in Odense. Every household which was visited received a portfolio with brochures promoting soft modes of transport. If people weren't at home they didn't get another visit.



The material handed out to the people visited

Some of the visited households agreed to be contacted again after three months. Every 10th household was asked if they were interested in a revisit. They were then asked the same questions again. Data has been collected for the evaluation.

B Measure implementation

B1 Innovative aspects

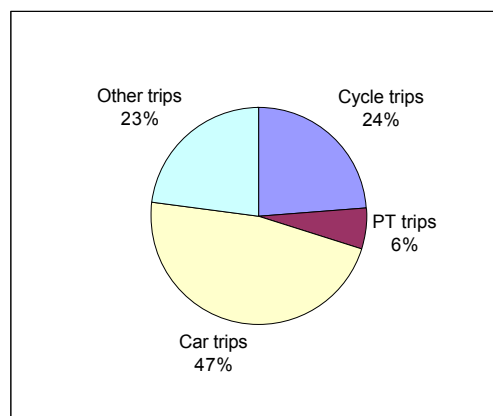
The innovative aspects of the measure are:

- **New organisational arrangements or relationships:** Methods for co-operation between providers of route planning support + information systems and personal contact (“Demonstration value”).

- **Targeting specific user groups:** Compilation of data on changes in transport behaviour (“Scientific value”)
- **Targeting specific user groups:** Exposure and focus on positive experiences from affected citizens (families) (“Political value”).
- **New conceptual approach:** Increased revenue for public transport modes (“Economic value”)
- **New conceptual approach:** As best practice example – extension of knowledge regarding personal mobility marketing (“Trans-national value”).

B2 Situation before CIVITAS

The City of Odense has built up a strong identity as Denmark’s National Cycle City and has had positive experience from personal marketing and executing of business transportation plans for firms and public institutions in Odense. Attempting this form of working to change transport habits (following the Travel Smart concept) fit into Odense’s image well. The measure is expected to be a success in Odense because a number of existing mobility support systems can be directly integrated into the project.



Modal split

Direct marketing in a transport mode context has never been tested before in Odense or elsewhere in Denmark. A demonstration of this direct involvement of citizens could create new possibilities for other ways of citizen participation in Odense in the coming years.

B3 Actual implementation of the measure

The measure was implemented in the following stages:

Stage 1: Planning the concept – from January 2006 to April 2006

Bringing students from the University into the project, training them and providing them with relevant material concerning cycling, cycle routes, walking, time tables for buses etc... Training was made both in the office and

on street by learning from each other from one house to the next. - A video from Sweden inspired us how to meet people in direct transport marketing.

A plan for visits were made. We selected households within a radius of three kilometres from the city centre. We choose households which were close to the city centre because we believed that these families would be able to change habits – at least when going short distances such as to the city, to the bakery, to the movie and so on.

The students spent approx. 5 minutes by each family presenting a portfolio containing alternatives to the car. Also maps with suggestions of walks in the local area was presented. The students also gave the families a postcard with useful links to alternative transport.

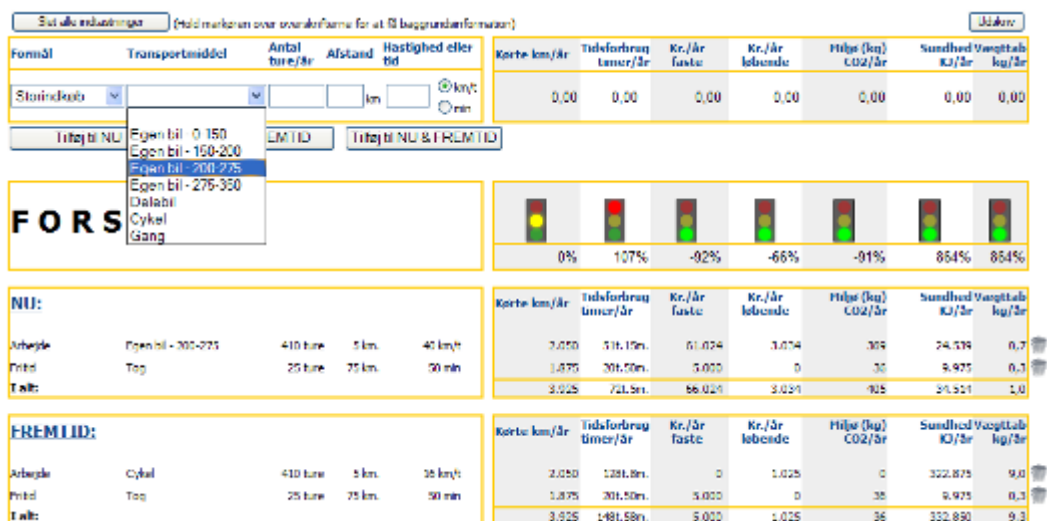
Stage 2: May 2006 – October 2006

8 students visited approx. 5000 households. Each visit took from 3 to 10 minutes. The students were not allowed to go inside for safety reasons, so the talk was done in the door. The students asked every tenth household questions such as “How did your household transport yourselves today”, “Do you often go by bike, car and bus?” After some months the students phoned the same families again repeating the questions concerning transport habits.



As part of this measure we created a mobility magazine which has sent out to 76.000 households in Odense. The magazine dealt with sustainable transport – focusing on several aspects of benefits from cycling, health issues, car sharing in Odense and the new technical services related to the bus service, which were implemented in measure 8.7.O. Also it mentioned the possibility of getting rid of the second car in the family and instead take a taxi when needed – and save money.

As a supplement to the visits we developed a transport budget site <http://www.cykelby.dk/budget/index.asp> - a site where citizens can calculate their transport budget and the results concerning time, economy, environment and health.



Stage 3: May 2007 – October 2007

4 students visiting some 2000 households in spite of the bad weather. Due to heavy rain the project was postponed time after time. The students were equipped with clothes to resist rain, but it was not possible to visit household in that kind of weather. The students transported the portfolios in an open cycle trailer and the materials were damaged. We tried to cover the portfolios but did not succeed in keeping them dry.

Tag børn ud af bilen - de har ret til at gå og cykle	Tag cyklen, hvis du vil nedsætte risikoen for dødelige hjerte-karsygdomme	Cykling er yderst gavnlige for dig og dine omgivelser	Bilen er stærkt vanedannende - få hjælp til at slippe af med den
Gør noget for miljøet - Tag cyklen!	Cykling kan nedsætte risikoen for en langsom og smertefuld død	Cykling kan forlænge og redde liv	Cyklen er stærkt vanedannende - begynd i dag!
Snup cyklen og slip af med sækken!	Cykling øger levealderen	Cykling gavner dit barns sundhed	Cykling strammer huden op - kom i gang i dag!

Stickers regarding the benefits of cycling - the visual image is similar to the messages on tobacco packages, but in contrast, the messages are positive – describing benefits of cycling

Stage 4: October 2007

The project ends. Data has been collected for the evaluation. Aalborg University has produced an English report on best practice for Travel Smart.

Stage 5: Preparation of mobility magazine – February 2007 – April 2007

Writing and publishing a mobility magazine for every household in Odense.

Stage 6: Preparation of cycle trailer campaign – January 2007 – April 2007

Stage 7: May 2007 – December 2007
 Cycle trailer campaign in 16 kindergartens.

B4 Deviations from the original plan

The deviations from the original plan comprised:

- In the Technical Annex it is stated that our target group for this measure was 25,000 people. We have chosen to see one household as 4 persons and therefore our goal was to visit 5,000 - 8,000 households during the campaign period.
- It was originally planned to hire unemployed people, as part of a training scheme, to carry out the house visits and interviews. But due to the very low unemployment rate in Denmark this was not possible. Students have been employed instead to carry out the personal contacts. This has left the measure with a surplus of Person Months. Some Person months have been transferred to 'Equipment' (within this measure) to finance an extra demonstration activity promoting the use of cycle trailers in child care institutions. Others have been transferred to 'Equipment' in measure 11.12.O for purchase of cycle pumps.
- A demonstration activity has been added, promoting the use of cycle trailers in child care institutions (promoting cycling with cycle trailers as an alternative to car use for shopping etc.)

B5 Inter-relationships with other measures

1. Connection between space, transport mode and transport users

The table illustrates how sites, transport forms and users fit together to target change at both zone and city level.

	6.10.O	8.7.O	9.5.O	11.10.O	11.11.O	11.12.O
Transport site	X	X				(X)
Transport form	X	X	X	X	X	X
Transport users	X	X	X	X	X	X

(X) County, city and zone level

2. Connection between target groups and measures

In order to create as much public and stakeholder interest in MOBILIS as possible, different demographic and social groups are targeted as follows:

	6.10.O	8.7.O	9.5.O	11.10.O	11.11.O	11.12.O

Target group	Residents	Economically weak citizens	Families	Children	Families	Everyone
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3. Connection between plan types and measures

Within the fields of transport and traffic planning, many specialised plans often operate independently of each other. Odense’s MOBILIS project ensures that all relevant plan types are brought together within the project.

	6.10.O	8.7.O	9.5.O	11.10.O	11.11.O	11.12.O
Plan type	Speed Reduction Plan, Road safety Plan, Town Centre Plan, Traffic and Safety Plan for Odense City Centre	Public Transport Plan, City Design Manual (bus stops)	Public Transport Plan	Road Safety Plan, Plan for Safe Routes to School	Public Transport Plan, Cycle Plan	Regional Plan for Funen, Municipal Plan for Odense, Public Transport Plan, Harbour Development Plan. Plan for Ring Road 3

4. Connection between private and public transport firms and institutions

The success of Odense’s MOBILIS project is dependent upon co-operation between firms and institutions responsible for the provision of transport in Odense.

	6.10.O	8.7.O	9.5.O	11.10.O	11.11.O	11.12.O
Firm/institution	Odense City Council, Copenhagen City Council, Haulage firms,	Odense City Council, Funen County Council, Private bus companies, Taxi companies, car sharing companies	Odense City Council, Taxi companies, Car sharing companies, Cycle manufacturers	Odense City Council (Technical Dept. + Schools Dept), MOBILIS partners	Odense City Council, Car sharing companies, Route planning web sites	Odense City Council, Funen County Council, Danish State Railways

C Evaluation – methodology and results

C1 Measurement methodology

C1.1 Impacts and Indicators

Table of Indicators. *Insert own table where available, use landscape layout as necessary*

No.	Impact	Indicator
1	Change in modal shift	Change in trips among a sample of 10 % of the visited households
2	Higher awareness on travel options	Number of users at the web based transport budget
3	Higher use of cycle trailers in Odense	Participants in the cycle trailer campaign

Detailed description of the indicator methodologies:

- **Indicator 1** (Change in trips) – international surveys show that all over the world most people travel 3 trips per day each. If you ask people about the trips they took the day before, the results should be quite secure. In this case we asked about all trips in the household, as trips in the family are usually quite connected.
- **Indicator 2** (Number of users) – the web site is integrated in the well-known website www.cyclecity.dk and is easy to use. In a few minutes the users get an overview of the results when changing the family's modes of transport.
- **Indicator 3** (Participants) - Two cycle trailer campaigns were set up – one targeting kindergartens and one as an add-on to a cycle-to-work campaign (this campaign is not part of the project).

C1.2 Establishing a baseline

Concerning the direct personal marketing, families were asked their actual transport habits at the first visit. The questions dealt with trips carried out the day before the visit. Answers to the questions could therefore not be affected by the visit itself.

C1.3 Building the business-as-usual scenario

In this case families were asked about their transport habits 3 months after the visit. This period was so short that we assumed that a control group wouldn't show any significant change. Because of the personal visit the citizens were positive to respond for the later phone call which wouldn't necessarily be the case for other families. Therefore we chose not to have a business-as-usual scenario in this case. Due to the time schedule we couldn't follow up on the families a year later.

C2 Measure results

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

C2.1 Economy

The measure was quite cost effective as most of the work was based on student salaries and the fact that every visit just took 5 – 10 minutes each.

The reductions in car use will benefit the individual families economically. But even though than cars are more expensive in Denmark than in any other country, most costs are linked to the ownership and not the use of the car. More use of PT will take most of the savings in this case, as long as people don't skip their car which saves approximately 10,000 Euros/year.

C2.2 Energy

Participants were given practical insight on how they could affect their own ways of transport in the families, and how the web site in a few minutes could show the results of their possible impact on the energy consumption. The change in energy consumption has not been measured, but changes in transport modes indicate a decrease of more than 5 % among the participants. This comes from savings in used petrol while the extended use of PT didn't mean extra supplies of more trains and buses.

C2.3 Environment

Participants were given practical insight on how they could affect their own ways of transport in the families, and how the web site in a few minutes could show the results of their possible impact on the environment. The environmental impact has not been measured, but changes in transport modes indicate a decrease in energy consumption by more than 5 % among the participants which expectedly will have a positive impact on the environment.

C2.4 Transport

310 households with 546 persons where asked concerning their travel habits on the day before the visit. They were asked again three months later. The sample was chosen by asking every 10 th household on the visited streets.

The visits where made on Monday – Thursday. The results showed that car trips dropped by 9 %, bus trips raised by 58 % and train trips increased by 54 %.

	Households	Persons	Car trips	Bus trips	Train trips
Before	310	546	805	33	13
After	310	546	735	52	20
Change #	0	0	-70	19	7
Change %	0	0	-9	58	54

Walking and cycling trips weren't part of the survey because the respondent should answer on behalf of the complete household. Walking and cycle trips are often quite short and this could result in quite irregularly answers.

The transport budget portal at the internet had 1,546 different persons using the calculations – 64 of them even used the calculations several times. The numbers cover the period from spring 2006 until the summer of 2008.

15 cycle trailers were donated to 13 child care institutions. The campaign was marketed by distribution of 840 flyers among the parents and the trailers were tested by 74 families in total. In average the families tested the trailers for 2½ week each.

In relation to the cycle to work campaign 15 persons employed by the city administration received a cycle trailer each to test it in the month of May 2008. Every trailer was used for 72 km in average and the purpose of the trips was:

- Going to school 26 %
- Going to work 45 %
- Going shopping 10 %
- For leisure 19 %

C2.5 Society

Personal visits at 7,000 households have given quite a broad interest in the choice of transport modes and how to make easy changes in your daily life. The household's equivalent to somewhat 20 – 25,000 citizens which is around 12 – 15 % of the population in Odense. Many of these people talk to friends, families and colleagues and by that the message gets out to a large proportion of the overall population.

C3 Achievement of quantifiable targets

No.	Target	Rating
1	To execute a programme of direct personal marketing of environmentally friendly mobility modes – target population 25,000.	**
NA = Not Assessed 0 = Not achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded		

C4 Up-scaling of results

The project could easily be up-scaled to the whole municipality by setting a budget 6 times as high. The difference for residents living further away from the city centre would be to find reasonable alternative ways of transport, since cycling distance is longer and bus trips are less attractive. As a whole changes of 2/3 could be expected if the project became fully up-scaled.

The trailer campaign is suitable for up-scaling. In Odense there is approximately 150 child institutions and each of them could have a cycle trailer to lend to parents.

C5 Appraisal of evaluation approach

The evaluation approach was based on a compromise looking at the cost of gathering data which affects the time available for asking and answering questions. Asking people simple questions concerning trips taken by the household the day before worked fine. People could remember this quite well and the costs of the evaluation could be equivalent to the project budget.

C6 Summary of evaluation results

The key results are as follows:

- **Key result 1** – Contact to a target population of 25,000
- **Key result 2** – Decrease of 9 % of the car trips among the target group
- **Key result 3** – 1,546 users of the transport budget portal
- **Key result 4** – 74 families and 15 test pilots participated in the cycle trailer campaigns.

D Lessons learned

D1 Barriers and drivers

D1.1 Barriers

- **Barrier 1** – It was not possible to hire unemployed staff for this activity due to very low unemployment in Denmark.
- **Barrier 2** – The weather conditions during summer 2007 affected the project. Heavy rain made it very hard to work outdoor with personal marketing.
- **Barrier 3** – Our visits were announced one week before coming to the street. The students handed out postcards to each household telling that we would be knocking on their doors the coming week. We did this to make sure that the households knew why we were knocking on their doors and that we would not caught them by surprise.
- **Barrier 4** – Though announcing our visit we could not avoid closed doors or rejections. If the resident was not home, we left a portfolio in their post box. We did not experience a great deal of rejections but we instructed the students to say good bye politely. Another way of preventing rejections was to equip the students in a uniform that stated clearly that the employed by the city. This helped a lot because the city is not commercial nor religiously. As mentioned earlier we also tested the concept at one street and we felt very welcomed. We took some time to ask if people found it annoying but they did not. They only thought that it was very nice of us to come to the household telling about something the might not give a second thought in the busy everyday life.

D1.2 Drivers

- **Driver 1** – Students are a very flexible workforce and they're usually very positive to meet citizens face to face. Many of them can use these experiences later on in their professional carrier. The students did not meet

many rejections – of course, some residents were more willing to talk than others were. But the overall picture is that the students welcome.

- **Driver 2** – Citizens are normally very positive to personal contacts as long as it's voluntarily and without any commercial pressure. Hardly anyone rejected to participate. Every household just got one visit each regardless of whether anyone was home or not.
- **Driver 3** – Odense has a lot of basic information (brochures, web sites etc.) which could easily be presented for the citizens in this very efficient way.

D2 Participation of stakeholders

- **Stakeholder 1** – The city council supported the project already by signing the Mobilis contract
- **Stakeholder 2** – FynBus – the local public transport body – participated with basic information for the project.
- **Stakeholder 3** – Odense Taxi and Odense Mini Taxa – the local taxi companies – participated with basic information for the project.
- **Stakeholder 4** – Hertz Delebilen – the local car club company – participated with basic information for the project.
- **Stakeholder 5** – The kindergartens helped by lending out cycle trailers to the parents.

D3 Recommendations

- **Recommendation 1** – Direct marketing concerning transportation is very suitable for many cities in Northern Europe all though this has not been tried in very many cases before.
- **Recommendation 2** – Direct marketing could be a way to get a very high citizen involvement and ownership just ahead of major changes in the overall mobility in a city. The concept also underlines that citizens themselves can do just as much as the local authorities just by changing a few trips per week.
- **Recommendation 3** - In coming actions of a similar kind, data can be improved by comparing the households with other households and by adding an extra survey 1 year later - in this case the budgets couldn't include that.

D4 Future activities relating to the measure

The City of Odense and the public transport body FynBus will consider enlarging the measure into coming activities as the results were very positive. The project showed that the bottom-up approach in some cases is more cost effective than traditional top-down strategies.