



Measures to Influence transport Demand to Achieve Sustainability

ECOMM 2008

5th June 2008 – London, UK

**Implementing and measuring the impact
of the MIDAS soft measures**

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Transport & Travel Research Ltd



Overview of presentation

Summary of the project

Background of the project

Implementation activities in each city

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Evaluation (role and method)

Preliminary conclusions

Final steps

Summary of the project

Objective:

To encourage transfer to less energy intense modes of transport by optimising the use of soft measures.

Duration:

3 years (Jan 2006 to Dec 2008)

Total Budget:

2.245.795 € with an EC contribution of 1.099.999 €



Summary of the project (cont.)

Partners:

- Merseytravel (co-ordinator), UK
- Transport & Travel Research Ltd, UK+ FR
- Aalborg Kommune, DK
- Nordjyllands Trafikselskab, DK
- Cork County Council, IE
- SMTC, Clermont Ferrand, FR
- ATC, Bologna, IT
- Suceava Municipality, RO
- POLIS, BE



Background of the project

The rational behind it:

A range of barriers exist which hinder the successful introduction of soft measures:

- the need for different organisations with different objectives to work together;
- the lack of awareness amongst stakeholder organisations and the general public about sustainable mobility issues;
- economic and social barriers;
- and the long time frame for urban planning.

Background of the project (cont.)

SOFT MEASURES

- Education & Awareness
- Participation & Consultation
- Information, Advice & Marketing
- Planning & Coordination

“Mobility Management”

ASSOCIATED MEASURES

- Cycling facilities
- Pedestrianisation and walking facilities
- Car-sharing facilities
- Public transport information systems
- Integrated travel services (mobility management centres, smartcards, etc.)
- Incentives for alternatives to private cars
- Car pooling / car clubs
- Logistics / freight facilities
- Vehicle technology
- Car parking measures

Implementation activities in each city

- Aalborg (DK) -

Target:

- Employees of a large company in Aalborg (KMD);
- Students from an upper secondary school, teacher training college and Aalborg University

Measures:

- Direct marketing and information package (with a Mobility Manager in charge of direct marketing/individualised marketing by means of road shows)
- Marketing Strategy
- SMS-services regarding public transport and the general traffic situation
- Individualised web based time and cost calculator

Implementation activities in each city

- Aalborg (DK) (Cont.) -

The Little Devil and the GREEN Angel



DEN LILLE DJÆVEL

DEN GRØNNE ENGEL

“So what are you today - a little devil or a green angel?”
(Conscience about choice)



Event “Angels in the Night”, Oct 07

Implementation activities in each city - Aalborg (DK) (Cont.) -



“Make the bus happy”

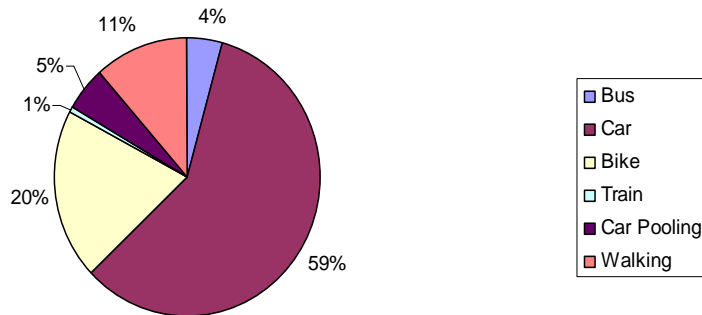
www.AtilBnu.dk



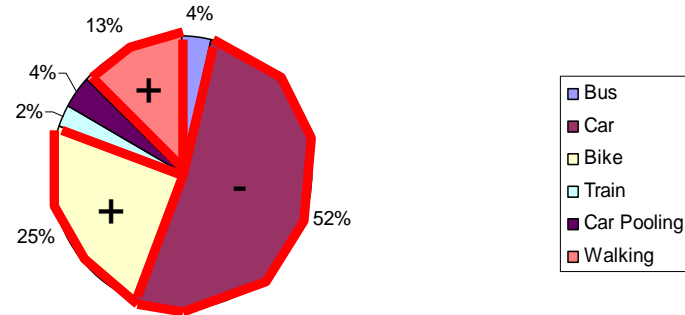
Implementation activities in each city - Aalborg (DK)

Initial results - Changed behaviour, large company

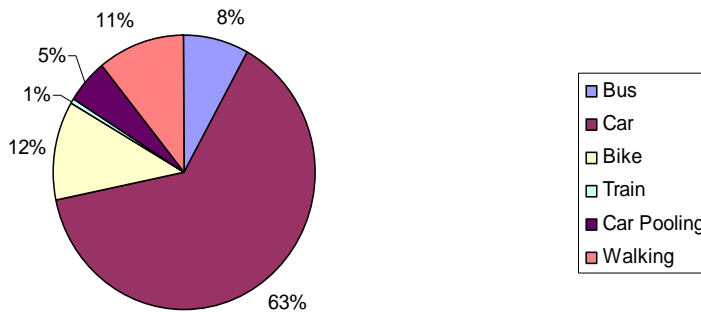
Transport Indicator, Summer 2006



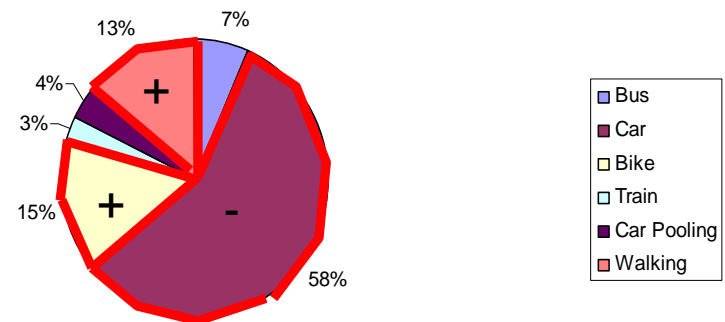
Transport Indicator, Summer 2007



Transport Indicator, Winter 2006



Transport Indicator, Winter 2007

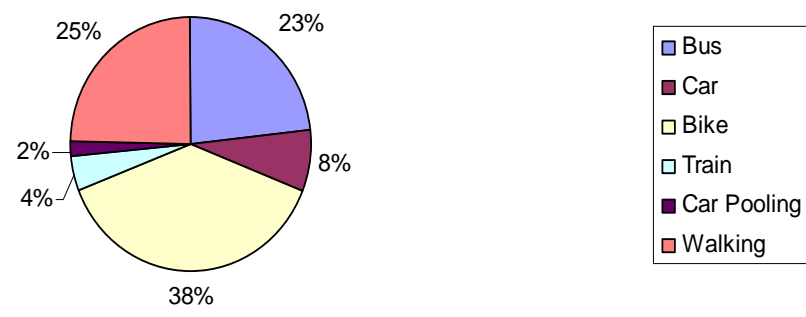


From: CAR to CYCLING and WALKING

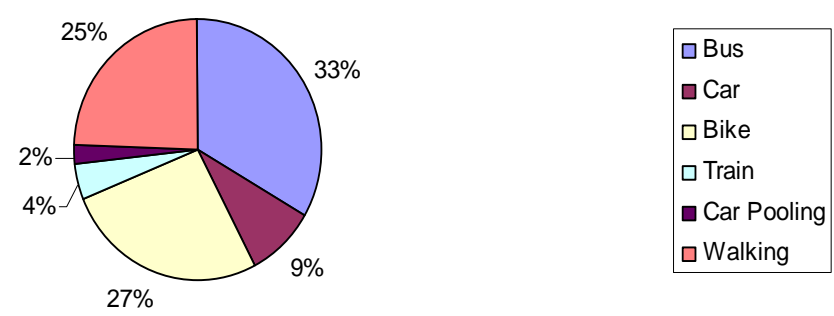
Implementation activities in each city - Aalborg (DK)

Initial results - Changed behaviour. students

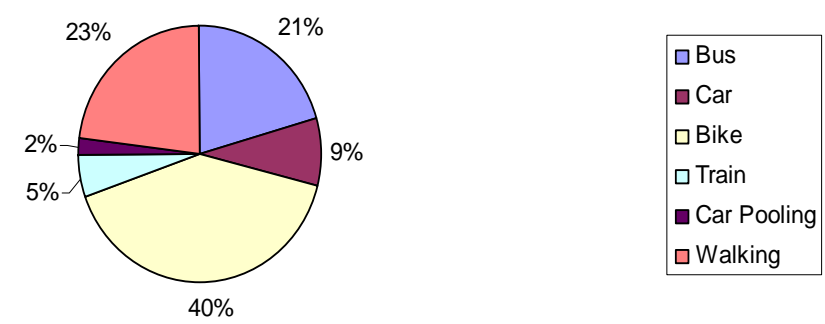
Transport Indicator, Summer 2006



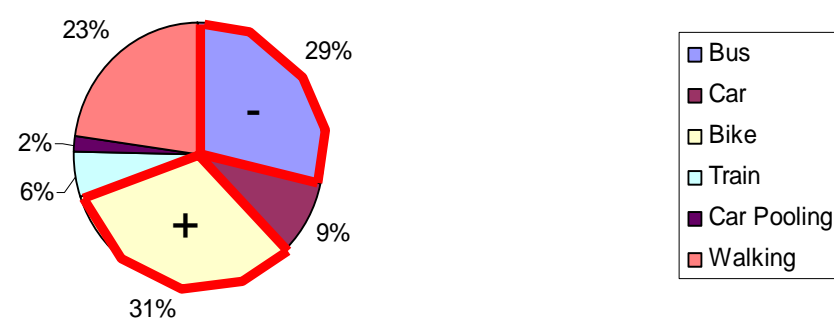
Transport Indicator, Winter 2006



Transport Indicator, Summer 2007



Transport Indicator, Winter 2007



From BUS to BIKE



Implementation activities in each city

- Bologna (IT) -

Target:

City centre

Measures:

Information campaign

Sustainable Mobility Zone

Mobility Guide (“Carta della Mobilità”)



Implementation activities in each city

- Bologna (IT) (cont.) -

“La Carta della Mobilità”

Issued in August 2007 groups information on all Bologna sustainable mobility services:

- public transport
- car-sharing service
- bicycle paths, bicycle services and facilities.

Delivered at home to all annual season ticket holders and available at ATCittà info point.



Implementation activities in each city

- Clermont-Ferrand (FR) -

Target:

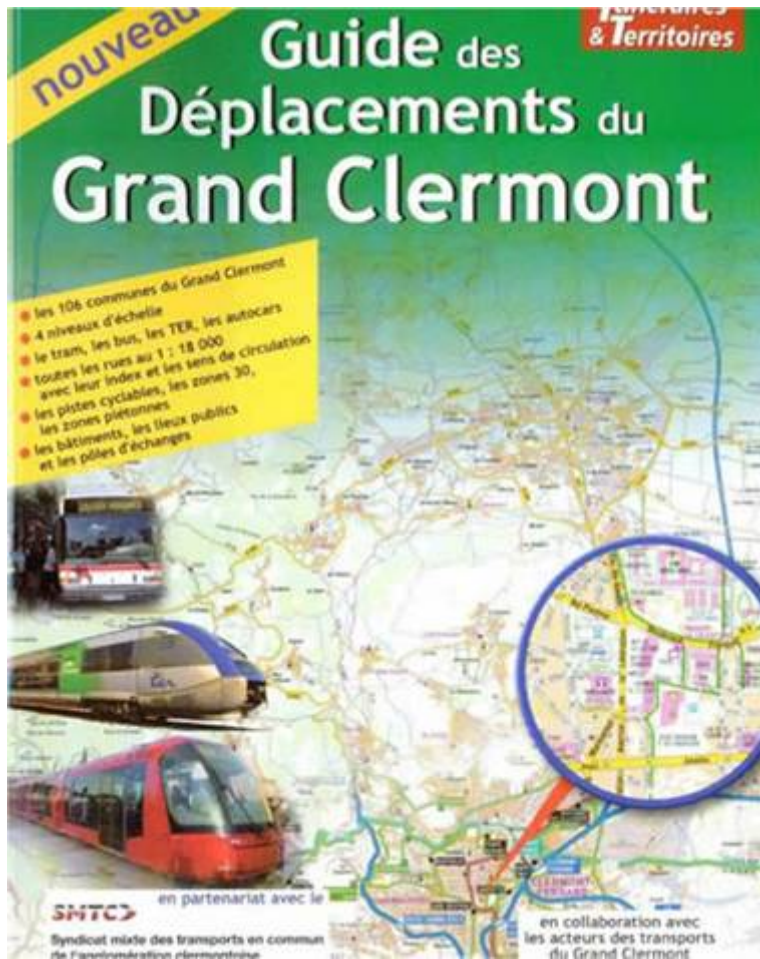
Focus on two areas of the “Grand Clermont”:

- sub-urban centres (about 30 000 inhabitants)
- metropolitan area (about 300 000 inhabitants)

Measures:

- Grand Clermont Travel Guide (Targeting existing and new users)
- Travel Conference
- Communication Strategy on the Urban Travel Plan

Implementation activities in each city - Clermont-Ferrand (FR) (cont.) -



Travel Conference launched Feb 07.

Implementation activities in each city - Cork (IE) -

Target:

Focus on new suburban rail network corridor to the east of Cork, the Cork Middleton Rail Line. This rail corridor serves three satellite towns in East Cork: Carrigtwohill, Midleton and Dunkettle.

Measures:

1. Brochure – “The Cork Connection”
2. Walking Route to Rail Station
3. Poster campaign
4. Promotion Day – “Habit Breaking”



Measures to Influence Transport Demand to Achieve Sustainability

A comprehensive survey of travel patterns and attitudes in the East Cork area was recently undertaken by Cork County Council, as part of an EU project, titled MIDAS.

MIDAS Partners

Transport & Travel Research (TTR)	UK / France
ATC Bologna	Italy
Aalborg Kommune	Denmark
Nordjylland Trafikskib	Denmark
Suceava Municipality	Romania
Cork County Council	Ireland
SMTC Chemnitz-Ferrard	France
POUS	Belgium

- The findings of the survey showed the following:
- Car trips make up 92% of all recorded journeys within the East Cork area.
 - Walking is the next used mode after car. Significant numbers of people walk for up to 30 minutes.
 - Rail has a strong share of the market from the city centre on rail routes
 - Bus mode share is highest for trips to and from school and college.
 - Only 2.8% of the respondents made any trips at all where the main mode was bicycle.
 - MIDAS respondents spend an estimated average of €43 per week on motor fuel.



DID YOU KNOW...

- Areas that are within a 10 minute walk of Kent Station include the Bus Station, City Hall and the City Centre (based on an average walking speed of 5km/h).
- The single occupancy private car is the most environmentally unfriendly mode of transport.
- More than 16 million customers travelled on Bus Éireann services in the Cork Area last year.
- Approximately 3.5 million customers passed through Parnell Place Bus Station.

This brochure is a collaboration between Bus Éireann, Irish Rail and Cork County Council, to promote their shared vision for an energy efficient, well connected Cork.

CONTACT DETAILS

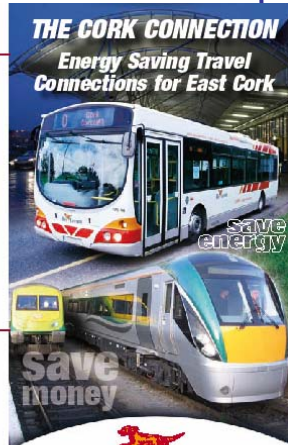



IARNRÓD ÉIREANN
Kent Station, Cork
Tel: 021 450 0785
irishrail.ie

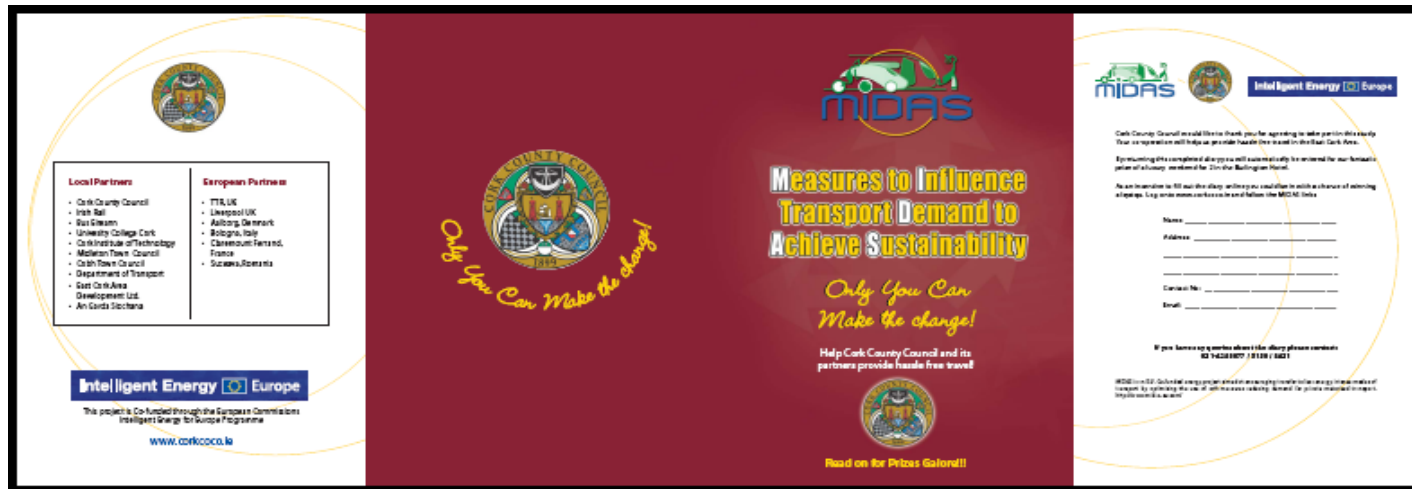



BUS ÉIREANN
Parnell Place, Cork
Tel: 021 450 9188
www.buseireann.ie

www.midas-eu.com



Cork (IE) (cont.) – Travel Diary



Local Partners

- Cork County Council
- Irish Rail
- Sail Coasam
- University College Cork
- Cork Institute of Technology
- Midwest Town Council
- Cash Town Council
- Department of Transport
- Saer Co. Aina
- Development Ltd.
- An Garda Síochána


European Partners

- TTU, UK
- Linwood UK
- Aalborg, Denmark
- Bologna, Italy
- Carrefour, France
- France
- Suzuka, Romania

Measures to Influence Transport Demand to Achieve Sustainability

Only You Can Make the change!


Help Cork County Council and its partners provide hassle free travel

Intelligent Energy  Europe

This project is Co-Funded through the European Commission's Intelligent Energy for Europe Programme

www.corkcoco.ie

Midast

Intelligent Energy  Europe

Cork County Council would like to thank you for agreeing to take part in this study. Your cooperation will help us provide better services in the future.

For returning this completed diary you will automatically be entered for the monthly prize of a luxury weekend for 2 in the Ballybeg Hotel.

As an incentive to fill out the diary online you will enter with a chance of winning a laptop. To see more details go to the MIDAS site.

Name: _____

Address: _____

Contact No.: _____

Email: _____

If you have any queries about the diary please contact
02 7422807 / 0129 / 0021

MIDAS is an EU funded programme aimed at encouraging innovative energy technologies of transport by reducing the use of oil-based energy. Demand for private transport is expected to increase.

Read on for Prizes Galore!!!

- Car trips = 92% of all recorded journeys
- Rail has 6% of relevant market – East Cork to City
- Bus use is low at 2.8% (5.5% in city)
- Walking next highest mode share after car (14.3% in city)
- No. of walking trips drops off when >30 mins
- Whole of city centre within walking distance of rail station
- Cycling = 0.4% of all trips; marginal increases will have negligible impact

Implementation activities in each city

- Merseyside (UK) -

Target:

Merseyside (residents, schools, employers, employees)

Measures:

- Work to identify potential audience, assess peoples' psychology and attitudes to sustainable transport. Key messages:
 - people want transport to be reliable, affordable, comfortable and clean
 - 'Control' and 'freedom'
 - local transport viewed less favourably than big UK transport brands (e.g. Virgin Trains)
 - Some 30% of their audience are willing to change their travel habits
 - Don't waste time and money on car drivers who won't change their travel habits
- New branding and PR approach to travel awareness
- Innovative cycle training initiative

- Merseyside (UK) (cont.) -



"I get chauffeur driven everywhere"

That's a Wise Move!

www.LetsTravelWise.org

TRAVELWISE
MERSEYSIDE



Pay by the hour cars

the smart alternative to car ownership

TRAVELWISE
MERSEYSIDE



Implementation activities in each city

- Suceava (RO) (cont.) -

Target:

Town centre residents, students, employees, employers.

Measures:

- Campaigns to raise awareness
- Information and promotion of alternative travel modes
- Mobile Touch Screen equipment
- Travel Plans

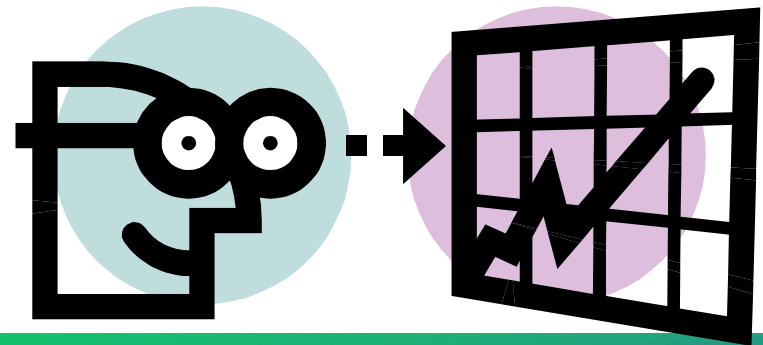
Implementation activities in each city

- Suceava (RO) (cont.) -



Expected results

- Policy recommendations regarding the use of soft measures
- Assessments of the effect of MIDAS measures on public attitudes
- Reductions in traffic levels, energy consumption and pollution
- Transfer of knowledge and experience to decision-makers in other cities, particularly in New Member States



Evaluation – role and method

To determine if the aims of the project have been met, and if the measures implemented are successful.

The impact on Energy Consumption is a key indicator for this IEE project.

1. Impact indicators

- Energy: Total energy use for the journeys within each MIDAS implementation and the change as a result of MIDAS.
- Emissions: Total emission data for a selection of standard pollutants, including CO₂.
- Transport: The number of trips, average trip length, modal split and average journey speed may be relevant depending on the MIDAS measure.

2. Attitudinal indicators

3. Process evaluation

Final steps

- Evaluation of the measures to end Sept. 08 (before and after data)
- Reporting of the evaluation results to the EC
- Finalising last deliverables and final report
- Publishing the guidelines on the Potential of Soft Measures in Land-use Planning and Transport Policy Integration Strategies
- Promoting the project experience through more training (“Staff Exchanges”, “**Train the Trainers**” **Nov 08, POLIS event – 30th Oct 08**)



Thank you!

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