



## Measures to Influence transport Demand to Achieve Sustainability

### January 2006 MIDAS launched!

#### MIDAS partners

- Merseytravel  
(Transport Authority of Liverpool region, UK) 
- Transport & Travel Research (UK, FR) 
- ATC (Transport Authority of Bologna, IT) 
- City of Aalborg & NT (Transport Authority of Aalborg region, DK) 
- City of Suceava (RO) 
- Cork County Council (IE) 
- SMTC (Transport Authority of Clermont-Ferrand, FR) 
- POLIS (BE) 

The objective of MIDAS is to encourage transfer to less energy intense modes of transport by optimising the use of soft measures such as information and marketing campaigns, car clubs etc. A range of barriers exist which hinder the successful introduction of soft measures on a scale sufficient to make a lasting impact on travel behaviour and energy consumption.

These include the need for different organisations 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.

In 6 cities, all the transport actors commit to improve mobility by different means.

Liverpool (UK) will use new

land-use developments to involve stakeholders in sustainable mobility policies and a range of awareness and marketing techniques will persuade and assist travellers to use public transport, to cycle and to walk.

Aalborg (DK) will implement an integrated marketing strategy for cycling and public transport in the university corridor.

Cork (IE) will use an operational transport strategy in the framework of a rail line re-opening to encourage maximum use of energy efficient means of transport.

Clermont-Ferrand (FR) will implement parallel policies of mode transfer and multipolar urban development, around the notion of living areas.

Bologna (IT) will help travellers and citizens to make "intelligent" mobility choices,

by promoting existing services as alternatives to private cars. Suceava (RO) will implement targeted information actions towards young people and students, employees from the municipality and the private sector, targeted travel plans and information services.

The main outcomes will be policy recommendations regarding the use of soft measures within city mobility plans and their potential contribution to EU energy objectives; assessments of the MIDAS measures effects on public attitudes to sustainable mobility; reductions in traffic levels, energy consumption and pollution in each city; and transfer of knowledge and experience to decision-makers in other cities, particularly in New Member States.



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### A European commitment for sustainable mobility

In January 2006, in Bologna, all the MIDAS partners have committed to achieve a sustainable mobility in their city, through various consultation means, involving the local decision makers so that they integrate transport issues in their urban policies, and through communication and marketing actions.

A second meeting, held in Aalborg last September, has been the occasion to make first conclusions about the state of integration of mobility issues in

the 6 MIDAS cities land-use plans and policies.

A cross-site analysis of the 6 case studies permits to compare the institutional background, the land-use and transport planning organisational framework, the existing plans, their function and their evaluation, the urban forms, the land acquisition policy for new developments...

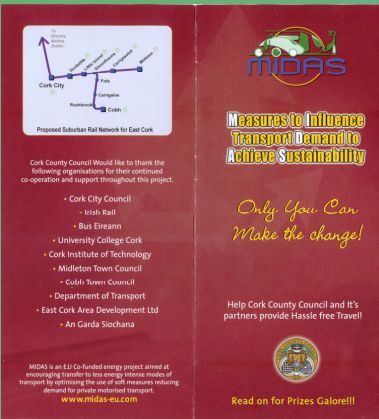
MIDAS will also review the LUTR conclusions and recommendations, regarding those cities experiences.

The LUTR cluster had synthesised European and national research on all topics concerning transport and urban mobility planning by September 2005. (See [www.lutr.net](http://www.lutr.net))



Meeting in Aalborg for the MIDAS partners: an occasion to discover the city by bike!

## Cork (IE) survey for the re-opening of a rail link



**Proposed Suburban Rail Network for East Cork**

Cork County Council would like to thank the following organisations for their continued co-operation and support throughout this project:

- Cork City Council
- Irish Rail
- Bus Éireann
- University College Cork
- Cork Institute of Technology
- Midleton Town Council
- Cobh Town Council
- Department of Transport
- East Cork Area Development Ltd
- An Garda Síochána

*Only You Can Make the change!*

Help Cork County Council and its partners provide Hassle free Travell!

**Read on for Prizes Galore!!!**

Cork County Council has begun the process of surveying the population of the catchment's area within the transported corridor selected for MIDAS. This is the Cork – Midleton rail line, which lies to the east of the city and is due to have their rail link re-opened by 2008.

ously undertaken, and the information to be gathered is seen as being critical, as a first step towards changing people behaviour in terms of public transport and enthusing the citizens of the selected transport corridor to use the service when it becomes available.

This involved a large advertising campaign, which included a mail drop of a specially designed brochure to the 28 000 homes in the catchment's area and a 2 week radio campaign.

People were also incited to get involved by offering a draw for a prize worth 1000€ to one lucky respondent.

Cork County Council produced a leaflet to incite citizens to register to the web-based survey.

To register on line and to know more about MIDAS in Cork: [www.corkcoco.ie/co/web/midas](http://www.corkcoco.ie/co/web/midas)

This survey is seen as one of the most important aspects of Cork County Council MIDAS actions as this is a task, which was never previ-

The survey is being carried out in a few steps the first step is to get people registered to take part in the survey.

## The survey registration principles

In order to get maximum return, 3 possible modes of registering and taking part in the survey are being offered to people, namely a free text service, freepost service or by logging on to the specially designed website.

After registration a travel diary is being sent to all registered and they are being asked to fill in their 4 most significant journeys each

day for a period of one specified week. All participants are being encouraged to submit their travel information via the website and an extra prize of a laptop computer is being offered to one lucky web respondent. As the web element of this survey is seen as being of the up most importance and will form the basis of further web based initiatives

throughout the remainder of the project, all hardcopy diaries returned will also be uploaded.

Following this survey it is hoped that all most common travel patterns in this corridor will have been identified, enabling this information to be used when planning future MIDAS actions and eventually when time-tabling the route.

*The travel diary will permit to the surveyed people to fill in their 4 most significant journeys each day for the week beginning 16<sup>th</sup> October.*

Please enter details of the 4 longest journeys \* taken by you on **FRIDAY 13th OCTOBER 2006**

No.	Purpose of Journey	Departure Zone (see map/list)	Destination Zone (see map/list)	Time of Departure	Time of arrival at Final Destination	Mode of Transport	Number of Persons in party
1.	Work	Zone 11	Zone 1C	07:30	08:00	Bus	
	Home					Train	
	School					Walk	
	College					Cycle	
	Leisure					Car	
	Other					Other	
2.	Work	Zone 1C	Zone 15	17:30	18:10	Bus	
	Home					Train	
	School					Walk	
	College					Cycle	
	Leisure					Car	
	Other					Other	
3.	Work	Zone 15	Zone 8	19:30	19:45	Bus	
	Home					Train	
	School					Walk	
	College					Cycle	
	Leisure					Car	
	Other					Other	
4.	Work	Zone 8	Zone 11	20:00	20:20	Bus	
	Home					Train	
	School					Walk	
	College					Cycle	
	Leisure					Car	
	Other					Other	

## Next local MIDAS events

- September 2006**
  - Radio advert
  - Official Cork Launch of Project
- October 2006**
  - 2<sup>nd</sup> Steering committee meeting

## MIDAS in Aalborg (DK)

The City of Aalborg is Denmark's fourth largest city, and with more than 163,000 inhabitants, it is the largest metropolitan area in the region of Northern Jutland. Aalborg can be characterised as two semi-circular urban areas reaching north and south of the Limfjord. The city is located geographically, where the distance over the Limfjord is the shortest. As a result, the main infrastructure for crossing the Limfjord has

been placed here, and has made Aalborg the gateway to Northern Jutland.

On the 1<sup>st</sup> of January 2007, the City of Aalborg will merge with three neighbouring Municipalities. The new City of Aalborg will then have an area of 1,144 km<sup>2</sup> and a population of more than 192,000 inhabitants.

In the MIDAS project, Aalborg is implementing an integrated plan for cycling

and public transport in the University Corridor, a commuter route from the city centre to the university. The objective is to integrate the cycling policy of the past 15 years and the many hardware investments into the mobility and transport planning strategies. A new transport plan was initiated in 2004, and a local train line has been established in order to improve the service level of public transport in Aalborg.



Aerial view showing the bridge across the Limfjord connecting the northern and southern centres of the city

## Direct marketing for alternative transport modes

The scheme is to use direct marketing, by proposing an individualised tool to each single user, in order to provide combined and targeted information about public transports and their use, no matter the chosen mode. The focal point is the ability to deliver travel information and good advice to all users or groups of users at e.g. educational institutions and

large companies in Aalborg. The awareness campaign will concern the promotion of alternative transport modes and a direct marketing approach.

New types of service like real time passenger information (RTPI) via mobile phone and/or online e-mail support on the individual mode may also be implemented.

The City of Aalborg (AK) is the site manager and Nordjyllands Trafikselskab (NT) is the local partner in the MIDAS project. AK is the local planning authority, and is thus responsible for local public transport in Aalborg. NT is the public transport authority of Northern Jutland and is thus responsible for public transport in the region.

*« In the MIDAS project, Aalborg is implementing an integrated plan for cycling and public transport in a commuter route from the city centre to the university»*



Bus at the bus terminal stop and a RTPI information sign

## Next local MIDAS events September 2006 - August 2007

**Autumn 2006**, distribution of Danish MIDAS leaflet  
**September 2006**, consultation process with 4-6 focus group interviews with students and employees from a large Aalborg based company for the elaboration of a future questionnaire and a further strategy.

**October 2006**, web-based questionnaires conducted on a sample of 250-500 potential users among university students and employees

**October to December 2006** Marketing Strategy conducted by Griffin and Bjerre on the basis of the focus

group interviews and the questionnaires

**January to August 2007**, testing MIDAS Information material

**August 2007**, *Trafikdage*, conference at Aalborg University



Cyclists heading towards the city centre along the main road through Aalborg and across the Limfjord

## Merseyside « Travelwise »: smarter choices for travel patterns



‘Merseybike’ – innovative cycle training initiative launched in Merseyside : children cycle training and supporting materials including maps produced for all participants

UK Government recognises that new public transport measures alone don’t encourage people to switch from private cars.

A “Smarter Choices” agenda is being promoted nationally with planning guidance and training on travel plans, personalised information, targeted marketing and ongoing campaigning.

Merseyside “TravelWise” is a major part of the second Local Transport Plan (LTP), including travel plans for businesses, for schools and initiatives to ‘sell’ LTP measures to planners, developers and the public.

New branding for the LTP and TravelWise have been developed during spring 2006. The aim was to design a consistent imagery to show links between LTP strategy,

specific schemes and travel awareness campaigns.

A new media campaign has been planned, which aims to broaden understanding of the transport strategy and to encourage people to change their travel habits.

### KEY MESSAGES AFTER FIRST SURVEYS

Focus transport marketing materials on perceptions of ‘freedom’ and ‘control’

Focus on people’s self-image

Don’t focus on the environment and congestion

Promote quality products that work (e.g. new rail stations)

## New branding and marketing campaigns

‘Baselining’ work for evaluation of future travel awareness campaigns means to identify the potential audience, assess peoples’ psychology and attitudes to sustainable transport.

To achieve that goal, Merseytravel organises consultation with Merseyside residents, market research study to identify baseline and tar-

get audiences, on-street surveys, focus groups and interviews with key agencies...

The key messages can be summarised:

1. People want the transport offer to be reliable, affordable, comfortable and clean. ‘Control’ and ‘freedom’ is what people aspire towards.

2. Local transport can be seen as less attractive than big UK transport brands (e.g. Virgin Trains), that managed to capture the imagination.

3. Don’t waste time and money on the modest percentage off car drivers who won’t change their travel habits.



Consistent and humorous messages

## Next steps for MIDAS

Next travel awareness campaigns:

- Marketing of the car-club
- Rail based campaign
- Car-share campaign

Next steps:

- Evaluation of individual campaigns
- Identification of candidate sites for targeted travel plans across Merseyside
- Progress planners’ training sessions, based on new planning guidance

## Suceava (RO): an economical context involving a strong transport policy

The economic context of Suceava - decrease of industrial activity, development of commerce and service sectors, with a special emphasis on tourism branches, retail commerce and financial institutions - is requiring an increased demand for transport, appropriately planned to serve a society that speeds up the economic and social changes, in order to become a European integrated city.

The City Hall of Suceava is the local planning authority and is responsible with public transport and mobility issues. Since 2005, it administers the Local Public Transport Company, undertaking the initiative of modernizing and making it profitable, in order to serve better the needs of both public transport and, more importantly, the passengers.

The urban extensions along with the economic boost are

serious causes for many issues related to travel, distances, congestion.

This economic boost will create lots of opportunities that will attract business people and tourists as well; with this prospect in view, local administration along with urban planners carried out studies and developed an audacious urban development plan, including a horizontal extension besides the vertical one.



Children's approach of the Low Emission Zone in Suceava city centre

## The new urban travel plan

The need for transport is answered with a New Urban Travel Plan, modernization of infrastructure, reduced access to limited traffic zones.

But the most important in this matter are the citizens who need to be well-informed, to willingly accept the changes and to be aware of traffic and environmental issues.

MIDAS will be used to implement targeted information and actions towards young persons, students, employees of municipality and private sector, active people who'll take benefit of the positive impact of these soft measures.

The campaigns for raising awareness and acceptability and information related to

the new approach and tackling the issues resulted from the present economic and social trend will be developed at large scale within a workshop organized next year in April 2007 in Suceava, at European level, to disseminate results, to share experiences and good practices with other cities involved in similar actions.

*MIDAS: an opportunity to develop awareness actions towards children to achieve a real education to the sustainable mobility*

## MIDAS : an occasion to involve all the local stakeholders through a dynamic consultation!

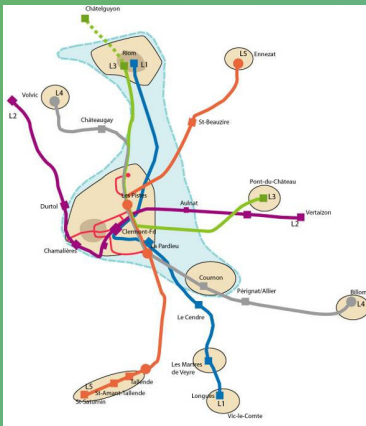
Suceava municipality will also focus on organizing workshops with local representatives like employees from public and private sector, students at the Suceava University, pupils from different high schools and secondary schools and their

parents to encourage them to use more the public transport, cycling and walking, ecological, less pollutant and energy saving means of transport.

Through MIDAS project, Suceava will procure mobile touch screen equipment which will be temporarily placed in different, accessible areas, along with 25.000 pieces dissemination materials, like leaflets and brochures.



Dynamic workshop in school on European related themes!



In Clermont-Ferrand the objective is to achieve an integrated transport system, through a multipolar development

## A new urban travel plan in Clermont-Ferrand (FR)...

The urban travel plan of the Grand Clermont has been revised in December 2005. Six months will have been necessary to set up a referent scenario, at the scales of the mobility area and the future SCOT (local planning scheme).

Based on a strategic modelling tool, commonly used by the urban planning and transport technical actors (urban community, urban planning agency, SEPAC, SMTC, the municipality, the

department and the region), the referent scenario aims to lean on the Grand Clermont rail cross, to improve and to hierarchize progressively the coaches network, so that finally, an integrated structuring network, can link the living areas to the urban districts.

Based on that referent scheme, all the local partners are committing now, with the support of a private company, to a concrete declination by theme, in focus-

ing on the urban scale (through the urban travel plan), in order to set up different kinds of plans, concerning deliveries, parking, public transports, soft modes, schools and businesses travel plans.

The fusion of all those plans should be ready for the new school year 2007, for a clear definition of the priorities, the budgets, the operators, by leaning of the method of the "travel account".



## ... based on a modelling strategic tool (MOSTRA)

At the urban scale, the project means to anchor the suburban network, integrated and structured by the rail cross, to the central railway station of Clermont-Ferrand, which will be served by a second tramway line.

Then the main challenge of a network which makes the

loading break acceptable and runs at the living area scale, finds an answer in that crossroads of public transport dedicated lanes: one tramway of urban type, and one train of suburban type.

Strategic modelling has allowed stressing how important is the role of urban development on mobility behaviours and how necessary is to accompany the local

will in terms of alternative transports improvement and cars restrictions (road charging and parking).

Training has been organised for the involved technicians and will permit to continue to use the model, answering then to one of the local objectives to increase the local expertise capacities.

Before coming to...



## Next steps in MIDAS

### Communication about the urban travel plan:

- local associations' participation to the Grand Clermont reference scenario by setting-up working groups
- Public information campaign: brochure, film, exhibition for the local municipalities

### Communication about the travel guide:

- Diffusion to public transports subscribers, new students, new residents, tourism centre, libraries and city halls
- Internet extension



The Clermont-Ferrand Intermodal Travel Guide Internet version has won an award in the category «Intelligent Transport Systems » at the 2006 European Mobility Exhibition in Paris

## MIDAS in Bologna (IT)

Owing to its central position, Bologna is a crossroads for the main motorways and roads. Bologna is also a strategic railroad junction for Italy crossed by all the main national and international lines.

Bologna as all the modern cities have to face with traffic and pollution especially in the city centre area.

Within the MIDAS project Bologna will encourage the use of low emission transport modes (bike, car-sharing, public transport, etc..) through the realization of soft measures as: awareness and marketing campaigns, coordination of the stakeholders on a common mobility policy that encourage sustainable mobility, surveys among citizens concerning mobility needs.

Main goals of the projects are to promote and increase the use of bike-sharing and car-sharing in the city centre and to realize a “mobility vademecum” that allows the citizens to easily find the sustainable services suitable to his needs.



Car sharing parking area

## Citizens survey to assess the mobility services awareness: Do people know existing sustainable mobility services in Bologna?

In the next months, a survey, addressed to citizens, will be done to understand:

- the awareness of existing mobility services such as car-sharing, bike-sharing, guarded parking spaces for car+bike or car+bus;
- the reasons for using or not using the existing services;
- the real needs of mobility and the suggestions to satisfy them

The survey results will be a fundamental input to set up an effective awareness campaign to promote the MIDAS activities.

ATC, as a part of MIDAS project will develop a case study: the idea is to create a kind of “sustainable mobility island” in the city centre where citizens will find: an

information point, car-sharing and bike-sharing opportunities, public transport buses, etc..

Linked with the case study implementation, targeted information campaigns will be carried out to increase awareness on sustainable mobility themes.



Car sharing in the city centre

## MIDAS local partnership & consultation processes

The MIDAS project is managed from ATC that is the Public Transport Company that runs the urban, suburban and extra-urban service in the whole Bologna Province.

ATC within MIDAS will work in strict co-operation with the Bologna Municipality and the Province.

The Municipality will be involved in the questionnaire preparation and in developing the case study.

The Province will work to extend a project for a sustainable mobility to the whole “metropolitan area” that includes Bologna and all the adjacent municipalities.



Free bike rent

**More information about MIDAS:**

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**MIDAS on Internet**  
[www.midas-eu.com](http://www.midas-eu.com)

## What are soft measures?

The different existing classifications of the soft measures are complex, since the soft measures implementations have impacts at different scales and on different target groups. As a result, the soft measures can be classified under one or several items. A travel plan will gather actions of awareness, information, cycling and walking promotion...

In the field of sustainable mobility, the “soft measures” complement the “hard measures” such as infrastructures (tramway lines, bus networks, purchases of new cleaner vehicles...) but both aim at achieving the same goal of a sustainable mobility. Only the means are different: the soft measures accompany the “hard measures” and ensure their understanding, appropriation and finally their use by the citizens.

Typically, soft measures are: promotion, awareness raising, provision of information so as to increase levels of walking, cycling car sharing, use of public transport and to encourage a reduction in the use of private car.

The principal work ensuring the soft measures implementation is the mobility management, gathering the following:

- Education
- Participation and consultation
- Awareness, information and advice
- Planning and coordination
- « Soft » implementations

## Which soft measures are tackled by MIDAS?

**Education:**

To learn citizens, stakeholders or children about the adverse impacts of traffic, of the existence of sustainable modes and their potential to fulfil individual mobility needs.

**MIDAS:** accompaniment of school travel plans in Suceava...

**Participation and consultation:**

To involve the local stakeholders in a common reflection to assess the local context and then to organise the ways for a sustainable mobility.

**MIDAS:** travel conference in Clermont-Ferrand / web-based survey for a new rail link in Cork / consultation with users to improve bicycle facilities and public transport services in Aalborg...

**Information and advice:**

To inform people (wide or targeted public) of the alternatives to the private car and to give them the necessary advices to change their travel habits towards sustainable modes.

**MIDAS:** intermodal guide of Clermont-Ferrand / vademecum of mobility and creation of a “sustainable mobility island” in Bologna / direct marketing and personalized travel information by mobile phones in Aalborg...

**Planning and coordination:**

To integrate the transport issues in urban policies and to organise the mobility patterns through the supply of integrated transport modes, at different scales, for different target groups

**MIDAS:** review of 6 cities urban plans to assess the integration of mobility issues...

**Soft implementations:**

To implement structures and technologies helping people to change their travel behaviours towards sustainable mobility: cycle lanes, information systems, integrated pricing, innovative products to propose an integrated offer of sustainable transport modes as a real alternative to the private car (incentives, products, associated services like personal reservations, insurance systems...), bike rental, walking roads...

Although some of those are in progress or about to be implemented in the MIDAS cities, MIDAS particularly tackles the accompaniment to those implementations described in the first 4 points above.

Sources:  
[www.civitas-initiative.org](http://www.civitas-initiative.org)  
[www.epommweb.org](http://www.epommweb.org)



Communication



Information



Consultation



Travel plans



Education