



Information, Consultation and Campaigns

Annex A of the Handbook 'Navigating Transport NAMAs'

TRANSfer Project – Towards climate-friendly transport technologies and measures

The concept

Infrastructure provision for low-carbon modes and car use regulations alone are often not sufficient to realise the full potential of modal shifts and to induce sustainable travel behaviour. Optimally, infrastructure development and policy guidelines go hand in hand with information and campaigns that promote individual transport measures or sustainable low-carbon transport as a whole (Pardo, 2006).

Some parts of the population might not have realised that riding a car is unsustainable and are not fully aware of different transport options available to meet their travel needs. Others might use sustainable modes of transport from time to time, but do not use them on a daily basis. Campaigns sensitise the public about mobility behaviour and its impacts. Moreover, information or marketing activities can improve the public perception of public transport services or non-motorised modes. Targeted information and individual mobility consulting further supports the use of low-carbon transport modes. Certainly, marketing and information is only successful if there is a high quality public transport system and well-developed infrastructure for non-motorised

Elements of information, consultation and campaigns:

- Carry out public awareness campaigns;
- Establish mobility service centres in urban areas.

For more details on the elements' characteristics see Box 1.

modes, which appears attractive to the target group. In principle, every improvement to the public transport system or to the infrastructure for non-motorised modes can be communicated to the public to encourage the use of these modes. Public information has also been identified as a suitable means to overcome barriers and resistance to regulatory sustainable urban transport policies. For example, the introduction of London's congestion charging scheme was accompanied by a targeted information campaign, which delivered messages in a straightforward manner, *i.e.* as information and not as marketing. Communication of the significant co-benefits of a congestion toll would be a necessary condition for its implementation in highly congested cities like Beijing (Creutzig *et al.*, 2012).

Table 1: GHG reduction matrix of information, consultation and campaigns

	Avoid	Shift	Improve
Direct effects	<input checked="" type="checkbox"/> Can reduce travel activity by improving the organisation of trips	<input checked="" type="checkbox"/> Raises awareness and promotes the use of low-carbon modes <input checked="" type="checkbox"/> Enables easy integration of alternative modes into individual travel patterns	<input checked="" type="checkbox"/> Promotes low-carbon fuels and vehicle technologies
Indirect effects			<input checked="" type="checkbox"/> Increases the occupancy rate of public transport vehicles
Rebound effect			
Complementary measures <i>(to achieve full mitigation potential)</i>	<input checked="" type="checkbox"/> Dense and transit-oriented urban development (see Factsheet 'Dense and Transit-oriented Urban Development')	<input checked="" type="checkbox"/> 'Public Transport First' strategy (see Factsheet "'Public Transport First' Strategy") <input checked="" type="checkbox"/> High quality cycling and walking infrastructure (see Factsheets 'High Quality Cycle Infrastructure' and 'High Quality Walking Infrastructure') <input checked="" type="checkbox"/> Road traffic regulation (see Factsheet 'Economic and Regulatory Instruments for Road Traffic') <input checked="" type="checkbox"/> Promotion of low-carbon modes for passenger transport	<input checked="" type="checkbox"/> Promotion of energy-efficient vehicles (see Factsheet 'Promotion of Energy Efficient Vehicles')

On behalf of

Box 1: Possible elements of information, consultation and campaigns

Carry out public awareness campaigns

Besides the availability and quality of various transport options, the public perception of different transport modes has a large influence on travel behaviour. Public awareness campaigns can alter the public opinion by informing about the economic, environmental and social impacts of motorised transport and by promoting alternative modes. Ideally, public awareness campaigns combine informative and persuasive elements with concrete actions. For instance, a cycling campaign informs the public about available cycle tracks and promotes the advantages of cycling (e.g. costs, health benefits and environmental friendliness). These efforts can be accompanied by a community cycling event to overcome the barrier to actually start cycling. Other popular events are car free days or clean air days. Besides promoting alternative modes, public awareness campaigns can also be designed to disseminate knowledge about low-carbon fuels and vehicle technologies.

Furthermore, public awareness campaigns can help to communicate individual transport projects. The success of several transport measures highly depends on the attention they get from the public. For instance, marketing new public transport services (e.g. by initially providing free rides) is a key aspect of growing ridership. Public awareness campaigns that outline the benefits of regulatory or pricing instruments can also raise their acceptance and increase compliances (Pardo, 2006).

How it works and intended effects:

- Promote alternative modes and inform about improvements or extensions;
- Raise the awareness for adverse effects from motorised traffic;
 - ➔ Induce a shift towards alternative modes.

To be considered for implementation:

- Some sources of information (e.g. websites, maps, leaflets, radio advertising) can be generated at low costs.
- Make use of multipliers (e.g. the media, clubs and teachers).
- Identify your target audience to tailor the programme design to the group's characteristics. (How to reach them? What are their transport needs?)

Responsible actor: Municipal public relations department

Establish mobility service centres in urban areas

A mobility service centre provides information and consulting services on different mobility options for the public. Customers can visit or call the mobility centre to get personal consultation or they can make use of information terminals and online services.

Mobility service centres combine information on different modes (e.g. public transport, car sharing, car pooling) to provide each individual client with adequate advice on how to best meet his or her mobility needs. Besides the advisory function, a mobility centre also offers services like ticket sales or reservations. For large traffic generating institutions (e.g. schools, companies) or special events, the mobility centre can develop mobility plans to steer the traffic. As interface between transport providers and costumers, mobility centres can provide valuable input to local transport improvements. Citywide mobility centres are best situated in a central location. Additionally, branch offices can be located in districts to address local residents and companies (EPOMM, undated).

How it works and intended effects:

- Raise awareness of alternative transport options;
- Provide easy access to travel information on alternative modes;
 - ➔ Support a shift towards alternative modes.

To be considered for implementation:

- The local transport department and transport providers often jointly develop and operate urban mobility centres.
- Costs arise from operating expenses, employment and training of mobility counsellors and from marketing activities.

Responsible actor: Local transport planning department

GHG mitigation effect and co-benefits

The GHG mitigation effect of soft measures such as information, consulting and campaigns is hard to quantify. Evaluations of past campaigns confirmed their positive effect on travel behaviour. However, the magnitude of a change in behaviour that is attributable only to a campaign is difficult to determine. Extensive surveys are necessary to monitor alterations in travel behaviour and it is difficult to isolate their effect from other transport related measures (e.g. infrastructure development). In general, the underlying objective and individual circumstances determine travel choices.

Since the participation in public awareness campaigns and urban mobility centres is voluntary, the overall effect of these instruments depends on the number of people who respond to the programmes. Evaluations show that voluntary travel change programmes typically achieve reductions in vehicle miles travelled of 5 to 8% among participants (Spears *et al.*, 2011). In general, the more intensive and individually tailored information and consultations programmes are, the higher the chances for behavioural changes.

A comprehensive evaluation (Sloman *et al.*, 2010) of very intensive information and awareness campaigns in three medium-sized English cities shows that the programmes successfully induced a modal shift. To reduce car travel, the cities developed a strategy, which combined personal travel planning, travel awareness campaigns, promotion of walking and cycling and public transport marketing. The programmes successfully reduced car trips by 9% and also distances travelled by car by 5 to 7%. At the same time, per capita bus trips increased by more than 10% and walking and cycling trips grew considerably. Annual emission reductions were estimated to amount to 50

kg of CO₂ per capita, which is equivalent to a reduction in per capita emissions from car driving of 4.6%. The annual cost for the programme was approximately GBP 10 (-USD 15) per capita.

In addition to emission reductions, information and campaigns for sustainable low-carbon transport can lead to several co-benefits:

- Greater awareness of the quality of the low-carbon transport infrastructure and services among citizens and decision-makers;
- Improvement of information and communication for current customers, pedestrians and cyclists;
- Enables citizens to take an informed choice.

Towards implementation

This measure targets all residents and their perception of different transport options. In particular, motorists that use their car for the majority of their trips and that are not aware of other transport options are addressed.

Key stakeholders

- Municipal public relations department:
The public relations department communicates the city's transport projects and goals; it can develop awareness raising campaigns, can carry out events and can prepare information about new transport improvements.
- Local transport departments:
The local transport departments have a clear overview about the different transport options within the city and can communicate this information to the individual users in urban mobility centres.

Table 2: Potential barriers to implementation and countermeasures

Barriers	Options to overcome
Insufficient financial resources to carry out high quality campaigns	<ul style="list-style-type: none"> ■ Multilateral banks or development organisations provide funds for comprehensive campaigns. ■ Cooperate with NGOs, transport operators or private companies to raise funds and capacities*).
Knowledge and information about sustainable low-carbon transport is scattered among different departments	<ul style="list-style-type: none"> ■ Set up joint working groups with members from all departments that hold valuable information to develop comprehensive information campaigns.
Lack of financial resources to operate urban mobility centres	<ul style="list-style-type: none"> ■ Usually, public transport providers have a strong interest in mobility centres and are willing to provide institutional support or funding.

*) Community-led activities with lower budget have proven to be as successful as high budget campaigns that receive international support (Pardo, 2006).

Success factors

- Existence of high quality low-carbon infrastructure and services;
- The provided information or message should be easy to understand;
- Ideally, public awareness campaigns address an issue from different angles (e.g. some people will start cycling because of reduced costs, others are persuaded by health effects or environmental benefits);
- Adapt the design of a campaign to specific target groups;
- Evaluation of the effects of public awareness campaigns (to improve future initiatives);
- Marketing of public transport expansions should not start before the service operates effectively to avoid unsatisfactory experiences;
- Selection of a central, easily accessible location for mobility centres;
- High user friendliness in mobility centres.

Practical example: 'Car Free Day' in Bogotá

The Mayor of Bogotá and an international environmental organisation first established an official 'Car Free Day' in the city of Bogotá, Colombia on February 24th, 2000. This was one of the first 'Car Free Days' organised in a developing country. On the 'Car Free Day', nearly one million private vehicles stopped circulating for 13 hours and left the streets to citizens to walk, bike and skate. 75% of the Bogotanos travelled by public transport as public buses and taxis were available. Environmental and noise pollution was considerably reduced on this day and it was the first day in three years that no fatal traffic accidents were reported. The event was successful and highly popular (88% of the citizens wanted to hold another 'Car Free Day'). On the second 'Car Free Day' a year later, the citizens had the opportunity to get to know the new Bus Rapid Transit (BRT) system of Bogotá (Díaz, undated).

Contact

E transfer@giz.de
 I <http://www.TRANSferProject.org>

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Editor:
 Deutsche Gesellschaft für
 Internationale Zusammenarbeit (GIZ) GmbH

P. O. Box 5180
 65726 ESCHBORN / GERMANY
 T +49-6196-79-0
 F +49-6196-79-801115
 E transport@giz.de
 I <http://www.giz.de>

Further reading

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- **Díaz, O. E. (undated)** 'Car Free Bogotá: the response to the transportation challenge'. Available at: <http://www.newcolonist.com/bogota.html>, accessed 20 October 2011.
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- **Sloman, L., Cairns, S., Newson, C., Anable, J., Pridmore, A. and Goodwin, P. (2010)** 'The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report' Report to the Department for Transport. Available at: <http://assets.dft.gov.uk/publications/the-effects-of-smarter-choice-programmes-in-the-sustainable-travel-towns-summary-report/summaryreport.pdf>, accessed 20 October 2011.
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Car Free Day, Kampala, Uganda – Photo by Amanda Ngabirano, 2011