

# Urban Transport Benchmarking Initiative – Year Two

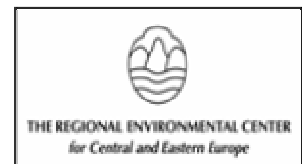


## Annex A6

**Joint working group meeting report**

**The Behavioural & Social Issues in  
Public Transport and the Cycling  
working group**

**July 2005**





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## Joint Working Group Meeting Report

### The Behavioural & Social Issues in Public Transport and the Cycling Working Group

#### Joint Working Group Report

Prepared for

European Commission  
Directorate General for Energy and  
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by



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## **1. INTRODUCTION**

The site visit held by the Cycling working group in Brescia in March 14<sup>th</sup> and 15<sup>th</sup> 2005 and attended by the Behavioural & Social Issues working group provided the first opportunity of the Urban Transport Benchmarking Initiative for two groups to consider the links between their chosen themes. It is hoped that this meeting will pave the way for future joint benchmarking activities across the two themes of cycling and public transport.

This document has been produced in order to record the key points identified during the joint working group meeting attended by the two groups and is set out as follows. Section two considers the rationale for the joint working group meeting and section three outlines the central themes which emanated from the meeting between the two working groups. The final section of this report proposes a number of recommendations for further exploiting the links established between the two working groups.

## 2. BACKGROUND AND RATIONALE FOR THE JOINT SITE VISIT

Since the launch of the second year of the Urban Transport Benchmarking Initiative the idea of a joint site visit between the Cycling working group and the Behavioural & Social Issues in Public Transport working group has been proposed as a way of linking the common aspects of the two themes. This section outlines the rationale for the joint working group meeting and site visit held in Brescia and a brief overview of the themes each working group has chosen to pursue during year two of the Urban Transport Benchmarking Initiative.

During earlier site visits and reports, the members of the Cycling working group demonstrated an interest in developing a link with one of the Public Transport related working groups participating in the Urban Transport Benchmarking Initiative. In particular the group were interested in learning about the interchange facilities for cyclists at public transport stops and the potential for greater joint marketing activities between public transport operators, local authorities and cycling organisations. In terms of marketing activities, one preference of the Cycling working group was to encourage young people (aged 10-25) to take up cycling. The belief is that attracting young people to cycling is the best way to encourage cultural change in cycling through the generations.

The Behavioural & Social Issues in Public Transport working group's chosen theme for year two focused on the user group of young people (aged 10-25) and considered factors that appear to encourage and discourage them from using public transport. The general hypothesis of the working group was that younger people are a major group of public transport users, primarily because their travel options are constrained by being too young to travel by car. Once people become old enough to drive the belief of the working group members is that their use of public transport declines, despite the fact they may have used public transport intensively whilst in education or prior to being legally allowed to drive. The logic is that by encouraging younger people to combine their public transport trips with the use of other sustainable modes it may be possible to reduce long-term car use.

The two groups' intention to focus upon younger people was one of a number of areas in which there was considerable overlap between the two themes of the working groups. As a result it was agreed that a joint site visit and discussion session would be an interesting way of consolidating the ideas from the participants in the two groups. This general aim was also broken down to include the following objectives:

- To learn about the topics and existing indicators covered in each of the working groups.
- To consider the degree of crossover and linkage between the two themes.
- To discuss how commonalities between the two groups could be exploited.
- To suggest potential new "crossover topics and indicators" which could be collected by both working groups in order to widen the scope and scale of the analyses.
- To outline examples of good practice relevant to both working groups.

Representatives from the following cities were present to contribute their views:

- Lisbon
- Paris
- Bietigheim-Bissingen
- Prague
- Brescia
- The Ile de France Region
- Malmö
- Copenhagen
- Athens
- Glasgow
- Aalborg

### 3. CENTRAL THEMES FROM THE JOINT DISCUSSION SESSION

This section outlines the key points which arose from the discussion session held in Brescia and is structured around the main issues of links between themes and indicators, marketing issues and potential for joint examples of good practice to be developed.

#### 3.1 Cross-over between themes and indicators of the two groups

The members of the two working groups discussed where their topics and interests overlapped in order that they could suggest ways for improving the links between public transport and cycling in an urban mobility context. The key points can be summarised as follows:

- **Neither cycling nor public transport offer what can be deemed as a direct replacement to car use, but, in combination, these modes can offer a method for travelling from door-to-door which rivals the mobility afforded by the private car.** As a result the integration of public transport with cycling modes should be considered as a key objective for cities seeking to attain a greater level of sustainable mobility. The general consensus from the two working groups was that people currently travelled by bicycle *or* by public transport, rather than by combining the two modes, thus reducing their ability to complete a journey sustainably. It was also specifically mentioned that cycling was only ‘part’ of the solution and could not be considered in isolation to address the problems of urban mobility. Combining the budgets of cycling and public transport could allow a greater collective impact to be made in confronting the car and reducing car travel. Calls were made for cycling to be considered as a ‘proper’ mode and one which is considered equally alongside the car and other modes (‘choice’ versus ‘lifestyle’). Due consideration of possible integration with the car may also be needed.
- **Initiatives for integration of cycling and public transport need to, where possible, prove financially viable and attractive to public transport organisations in order to encourage their greater participation and in respect of the fact that they are often driven by revenue gains.** The example given by RATP of a bicycle hire scheme which lost money demonstrates this need. It is important for cyclists to be considered as a potentially lucrative customer base and one that needs to be recognised and exploited accordingly.
- **Greater dialogue between public transport operators, local authorities and cycling organisations is a fundamental requirement for formal integration of these modes.** The majority of the examples of public transport and cycle integration put forward during the discussion (e.g. in Copenhagen and Glasgow) stemmed from one of these organisations taking a lead, rather than joined-up thinking at a local level. What is often needed is some kind of ‘champion’ in order to drive forward innovation and progress. The two groups thought that the idea of an ‘intermodality officer’ would be a justified and effective role to create. The two groups also agreed that in their cities the two arenas of cycling and public transport are treated as separate entities, despite the fact that it would be logical to consider them jointly at the policy making and planning stages of urban transport delivery. Both working groups conceded that it may take the influence of central government to enforce such an approach in order for it to be implemented. One summation was of the transition from politics, to policy, to practice. The examples from

Lisbon and Glasgow highlight how cycle path infrastructure can be put in place, but without integration with other modes of transport it is likely to remain underutilised.

- **The inability for cyclists to carry bicycles on public transport modes, particularly during peak hours, represents a major barrier to the extent of integration between cycling and public transport.** While the groups acknowledged that taking bicycles onto public transport services during the peak hours may not be feasible when there is large demand to do so (in fact it was stated as a fear by certain cities that overloading of the public transport system was possible), it was suggested that there is generally inadequate provision of storage facilities, both on-board public transport services and at stops/stations. The general consensus from both of the working groups was that, in order to encourage commuters to integrate a cycle trip with their daily public transport trip (rather than driving to the local station or all the way to work), the provision of secure storage facilities for bicycles at stops and stations was essential (also the provision of spare parts and other equipment via a workshop). The carriage of bicycles on buses is not legal in many countries for health and safety reasons, although some exceptions were cited (e.g. Bremen and Bietigheim-Bissingen). The suggestion of an ‘affordable’ collapsible bike was made.
- **A key distinction to be made is that between the “commuting” cyclist and the “touring” cyclist.** The commuting cyclist travelling to their place of work is unlikely to want to take their bicycle on public transport (particularly during the peak hour) and may therefore be happy to secure their bicycle at their local public transport stop/station while they travel the rest of the journey by train, bus, tram or metro. The touring cyclist is identified as someone seeking to cycle recreationally, and therefore may benefit from public transport services which permit them to take their bicycle to a local site of natural beauty or special interest. In many cities it is possible to carry bicycles on public transport in the off-peak hours, which caters for recreational cyclists travelling outside of the busiest transport hours, but there are seldom sufficient secure storage facilities for the commuting cyclist (as discussed in the previous point).
- **Better integration of public transport and cycling information would make it easier for people to plan journeys using these two modes in combination.** The groups agreed that better information, which allows people to plan journeys by bicycle and public transport journeys and compare them against comparative car journeys, would encourage greater use of cycling and public transport in combination. Although partly reliant upon the relevant cycle infrastructure being in place (e.g. cycle paths and storage facilities at stops), better information would enable people to plan their journeys around locations where secure cycle storage was available, or using public transport services on which they could carry their bicycle. Some of the cities in the group (Copenhagen and Aalborg for example) have already implemented cycle network journey planners which could be integrated with public transport journey planning facilities. The internet and other real time modes (such as SMS and WAP) were proposed as potential media for this type of integration and the Cycling working group expert explained that there are already examples of such journey planning facilities. One dilemma for route planners was the recommendation of the fastest journey versus the safest journey. Considering the above good practice examples will allow greater understanding of the key issues and benefits of integrated information. Another idea was to use RTI which notified available capacity on

services to accommodate bicycles. It was recognised that information had to be reliable in order gain trust for the system.

- **Bicycle and public transport/commuter user-groups often exist in isolation and could also be integrated to concentrate the support for users of these modes.** Having a sustainable transport modes user-group, which included cycling, walking and public transport users might encourage greater appreciation of the potential for modal integration among users.

### 3.2 Links between the marketing activities of the two groups' studies

The issues of marketing for public transport and cycling to younger people are already being pursued by both of the working groups individually, and therefore part of the joint working group session centred upon the potential for jointly considering marketing activities across the two working groups. The key points discussed can be summarised as follows:

- **The overarching goal of marketing is to make both cycling and public transport at least as attractive as, if not more attractive than, travelling by car.** The groups agreed that by marketing sustainable modes of transport collaboratively, rather than in isolation, there may be a better success rate for attracting interest in sustainable modes. The current scenario is that each cycling organisation and public transport operator in a city tends to undertake marketing campaigns in isolation. By combining these efforts it may be possible to reach a wider, more diverse audience with marketing information, or to improve the quality of information provided. The greater flexibility afforded by walking, cycling and public transport when used in an integrated way may also be conveyed through integrated information and marketing activities. In some cities, cycling and public transport are not considered as 'trendy' and require marketing to reverse this. In some cities the image of cycling is not a problem and so the challenge lies in the transferral of this positive mindset towards cycling. Further research aimed at the psychology of mode choice is needed, for example 'independence' may be more important to young people as an issue than say the 'environment' (this has implications for marketing strategies also). With regard to joint marketing and encouraging participation from public transport organisations in this area, evidence is sometimes required that proves there is sufficient demand for cycling.
- **The two working groups appeared to be focusing upon the same age groups (young people aged 10-25) as the main recipients of marketing information.** As a result it may be possible to develop some element of joint benchmarking across the two groups. The Cycling group were particularly interested in the age group divisions (10-14, 15-18 and 19-25) which have been established by the Behavioural & Social Issues in Public Transport working group. The younger age groups and their parents were cited as the best target groups for marketing information, because they are the commuters and car drivers of tomorrow. The key aim is therefore to interest people in cycling and public transport use while they are young in order to foster cultural change through the generations regarding public attitudes towards car use and sustainable transport modes.
- **Parents can act as barriers to independent or group travel among younger people.** Regarding younger children, the barrier to successful marketing is not the lack of enthusiasm; rather it is the decisions of their parents/guardians who often prevent them

from travelling by bicycle or by public transport. The reasons for this include safety/security and affordability. As a result marketing information should consider providing information for parents, particularly relating to the health and fitness benefits of combined cycling and public transport use. The group agreed that this sort of message may encourage parents to allow their children to travel in a more sustainable way. The cities of Copenhagen and Malmö have never undertaken any cycling-related marketing activities, because of the strong cycling cultures that already exist in their cities. As a general rule, the example set by parents in cycling leads to interest from children in cycling, therefore allowing the process to become self-reinforcing. Other cities with sustainable mobility agendas are effectively seeking to artificially recreate this ethos among their citizens.

- **A distinction between “professional” and “occasional” cyclists should be drawn for marketing information.** The group suggested that, in the case of cycling marketing, the regular cyclists who travel by bicycle for many of their local trips should not be considered as the main targets of marketing information. Occasional cyclists, i.e. people who own bicycles and seldom use them, should be the primary aim of marketing campaigns, because these people already have the equipment required to cycle more frequently but need to be encouraged to actually get their cycle out and use it. A similar distinction could be made of public transport users, e.g. for season ticket holders and occasional travellers. In addition, the bicycle industry often seems to focus on mountain bike sales that do not necessarily reflect a suitable mode/image for mainstream commuters. This needs to be addressed with alternative bike types of perhaps simpler design so that occasional cyclists can feel less intimidated.
- **Participants from both of the working groups demonstrated a broad range of marketing experience which could be exploited to develop guidelines for joint cycling/public transport marketing.** Many examples of marketing to encourage shifts in travel behaviour from car use to sustainable modes were contributed from participants in both of the working groups. These could be compiled to produce a good practice guide focusing upon how it may be possible to integrate marketing for sustainable modes such as cycling and public transport. The examples presented included:
  - Green workplace and school travel plan schemes applied in the UK.
  - Safe Routes to Schools campaigns in the UK.
  - Pedi-bus schemes in Brescia.
  - INDIMARK – Individual Marketing schemes by Socialdata.
  - Imagin’r public transport fare offer and young persons club in Paris.
  - Marketing sustainable transport to people that have recently moved – a work in progress in Glasgow.

It was argued that although Travel Plans have merit in treating ‘the masses’ and tackling multiple issues, the marketing impact of these was sometimes dissipated. A targeted marketing approach such as TravelSmart in the UK could be more effective, exhibiting a longer life, although it is recognised as being resource intensive.

The importance of ‘interception’ was recognised in the context of influencing people with marketing prior to making an important life-changing decision such as buying a new car

or moving to a new house. This would provide people with the opportunity to consider alternative modes at the critical point before simply (or otherwise) adopting the car.

- **The “Club” aspect of public transport fare schemes for younger people (e.g. Imagin’r in Paris) could be broadened or replicated to apply to cycling as well.** The example of Imagin’r, a reduced rate season pass for young people in Paris was considered with great interest by the cycling group. The central focus of Imagin’r is on improving the mobility of younger people and uses the mentality of a club, providing a dedicated website and promotions such as special offers for Disneyland Paris and cinema tickets to encourage younger people to use public transport. This is not something that has previously been established for cycling, primarily because the public transport examples are based around the premise that young people are buying a product (the reduced season pass). The cycling group liked the idea that a young cyclist “club” could be established in a city to encourage young people to cycle more. The opportunity to allow independence for younger people was also recognised here.

## **4. POTENTIAL FOR FUTURE COLLABORATION**

### **4.1 Key cross-over themes identified**

The wide range of ideas developed through the joint discussion session have the potential to be developed into a more formal link between the working groups in order that further benchmarking of the themes which link cycling and public transport can take place. The key links and issues identified through the joint discussion can be summarised as follows:

- Collaboration between local cycling organisations, public transport operators and local authorities could greatly help to improve integration between public transport and cycling and therefore foster greater sustainable travel in cities.
- Public transport and cycling infrastructure improvements, such as the provision of secure cycle storage at public transport stops and links from them to local cycle routes would help to encourage people to combine cycling and public transport modes for trips.
- In the short-term carriage of bicycles on public transport modes during the peak hour appears not to be a feasible option. Instead the focus of current integration should be upon safe and secure storage of bicycles at public transport stops/stations. The Netherlands and Scandinavian countries could be considered as ideal locations for best practice examples and, possibly another joint site visit at a later stage in the project.
- The development of integrated public transport and cycling journeys using route planners, accessible via the internet, could be considered as a useful way of encouraging people to use sustainable modes for urban trips.
- Collaborative marketing aimed at people who occasionally cycle and/or use public transport (especially young people, who are seen as the car drivers and commuters of tomorrow), should be considered as a way of promoting sustainable modes of urban transport.

### **4.2 Recommendations for further development of joint working**

The following recommendations represent attainable goals and potential outputs to be gained from future joint working and benchmarking activities between the Cycling working group and Behavioural & Social Issues in Public Transport working group:

- Consideration should be given to the development of a small number of benchmarking indicators to reflect the key topics identified in section 4.1. These could be collected by all participants in the two groups and would enable a comparison of the extent of cycling and public transport integration achieved to date in the cities.
- Good practices identified from within, and beyond, could potentially be drawn upon by the two working groups to develop a good practice guide focusing upon examples of integration between cycling and public transport modes.

- Consideration should be given to presenting the outcomes of the joint discussion and any future cross-over activities at forthcoming events for the Urban Transport Benchmarking Initiative.