



Active2Public Transport TESTING SCHEMES

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<https://interreg-danube.eu/projects/active2public-transport>

Active2Public Transport | Better combining cycling, walking and public transport in the Danube region

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More information about Active2Public Transport
and the project activities & results are available on:

<https://interreg-danube.eu/projects/active2public-transport>

Table of contents

1	Background and Context.....	4
2	Objectives and Goals	5
3	Scope of the Pilots	6
4	Roles and Responsibilities	7
5	Pilot Design and Methodology	8
6	Stakeholder Engagement and Communication.....	10
7	Risk Management and Mitigation	11

1 Background and Context

The pilot project is designed to promote active mobility, such as walking and cycling, along with the use of public transportation, by encouraging regular car users to completely abstain from using their cars for a four-week period. This initiative aims to overcome the lack of experience of using different types of bicycles to overcome the first and last mile on the way to and from the public transport station. Many public transport users are not aware of the benefits of combining cycling and public transport, such as personal health, cost savings or environmental protection.

The test period of four weeks was chosen because it is essential to observe meaningful behavioral changes, allowing participants to fully adapt to and evaluate alternative mobility options.

2 Objectives and Goals

The testing scheme seeks to test not only the willingness of regular car users to transition to sustainable modes of transport but also the conditions under which they are willing to make this change. This includes factors such as convenience, infrastructure, time savings, and overall user experience. The study will also examine how many car trips are being replaced, for which purposes (e.g., commuting, shopping, leisure), and whether these changes are sustained over time.

In addition, changing mobility behavior is a key goal, with a focus on capturing users' experiences throughout the transition. The findings will contribute to the development of a comprehensive toolbox with best practices, enabling other regions to replicate and scale the approach effectively.

Key performance indicators (KPIs) include:

- the number of participants who change their mobility behavior as a result of the test period after three months, as well as
- their satisfaction with the provided bicycles and existing public transport services.
- The number of car trips replaced to work, school or university.
- The money not spent by using the bike instead of the car to get to public transport station and drive to work, school or university (two months after the testing)

In addition to measuring these changes, the pilot also aims to gain a better understanding of what is needed—from the users' perspective—to make a lasting shift from cars to active and public transport (A2PT).

Additionally, the project seeks to raise public awareness of the benefits of active and sustainable mobility, encouraging more people to consider alternative transport options in the long run.

3 Scope of the Pilots

The pilot will be implemented in urban and suburban and rural areas. Target groups are:

1. Individuals who drive regularly (two to three times per week) and have regular access to a private car.
2. Commuters who drive the first mile by car and then continue by train/bus can also be part of the testing group.

Participants must abstain from car use entirely during the test phase, including evenings and weekends, except in emergencies. Alternative transport options, including bicycles (cargo bikes, folding bikes, e-bikes) and tickets for the use of local public transport, will be provided.

At least 10 people per testing region will be offered bicycles (cargo bikes, folding bikes, e-bikes) and tickets for public transport. Each participant will participate in a four-week test phase. In order to limit the number of bikes to 3-4, the project is carried out in three to four consecutive rounds, with each round comprising three to four participants. Between each phase, an interval of a few days will be used to inspect and maintain the bicycles. The pilot is expected to launch in April and could extend beyond the summer, depending on local partner timelines.

4 Roles and Responsibilities

The project partners are responsible for procuring bicycles and public transport tickets. They will also oversee logistics, maintenance contracts for the bicycles, and participant selection. Insurance and rental agreements for the bicycles will be clarified and managed by the partners.

Participants are expected to strictly avoid car usage as drivers or passengers throughout the test period, traveling exclusively by bicycle, public transport, or on foot. Feedback is provided every second week in the form of photos and reports on their experiences. The test persons receive a printout from us where they can document their experiences. Potential participants must complete a questionnaire before the testing (to select 10 test participants), after the testing phase of four weeks and two months later to assess the changes in their mobility behaviour.

5 Pilot Design and Methodology

5.1 PREPARATION PHASE

Before the pilot project can start, the first step is finding the right participants. To do this, a detailed questionnaire is created to assess people's mobility habits. This helps ensure that only those who truly meet the criteria take part.

Once the questionnaire is ready, potential participants fill it out, providing insight into their current travel routines and expectations. After reviewing all responses, 10 people who best fit the requirements are selected. To make the group as diverse as possible, factors like age, commuting habits, and place of residence should be considered.

At the same time, all necessary materials are prepared. This includes purchasing bicycles and public transport tickets so that participants have easy and reliable ways to get around. To increase visibility, branding materials—such as stickers with EU funding logos and campaign names—are applied to the bicycles.

It is important to promote the testing scheme properly in order to find suitable testing participants. This includes multiple channels, such as social media, local/regional media, and flyer distribution in key areas.

Two more questionnaires will be created. One questionnaire will be presented to the test persons directly after the test phase. This questionnaire asks about mobility behaviour during the test phase. The second questionnaire will be asked two months later so that any mobility behaviour can be determined.

Furthermore, a document is prepared in which the test persons can enter their positive and negative experiences.

5.2 IMPLEMENTATION PHASE

With everything in place, the test phase begins. Participants start using the bicycles and public transport for their daily commutes, whether for work, university, shopping or leisure. To track their experiences, they share updates every two weeks. These updates include photos from their trips, as well as notes on what's working well and what challenges they're facing based on the forms provided.

5.3 DOCUMENTATION & POST-PROCESSING PHASE

At the end of the test phase, participants complete a follow-up questionnaire to share their thoughts on the experience. Two months later, a final survey is conducted to see if the new mobility habits have stuck and what long-term effects the project has had.

All the collected data is then used to develop a toolkit to help other cities looking to implement similar initiatives. This toolkit could include the manual, the questionnaires and the promotional material. To make the findings more relatable, participants' stories could also be shared on the project website through interviews or short videos. [Link to A2PT Toolbox](#)

Finally, project partners and stakeholders will be informed about the results. This ensures that key decision-makers can evaluate the impact, discuss potential improvements, and explore opportunities for further implementation or expansion.

6 Stakeholder Engagement and Communication

The project will be promoted through local media, social media campaigns, network partners and flyer distribution in key areas, such as shopping centers and big car parks especially in the surrounding of public transport stations. Photos of participants receiving their bicycles or public transport tickets will be shared on social media, alongside updates of their experiences.

To maintain participant engagement and promote transparency, participants will share photos at least every second week from their journeys, showcasing highlights such as great bicycle lines, -parking facilities or traffic congestion avoided by using alternative transport. These updates will help create a dynamic and relatable narrative for the campaign.

7 Risk Management and Mitigation

The project anticipates several potential risks, including difficulty in recruiting a sufficient number of participants or technical issues with the bicycles or public transport systems. To address these risks, the recruitment strategy will include multiple channels, such as social media, local media, and flyer distribution in key areas. Regular maintenance and immediate troubleshooting support will ensure that bicycles remain reliable throughout the test phase.

If the test persons have negative experiences with public transport, walking or cycling (e.g. footpaths & cycle paths), we will take a closer look at these and work out possible solutions for improvement.

Another important point to reduce risks is insurance. In the event of an accident, the insurance covers any damage to the bike but not to persons (more detailed information in the hire contract).

These measures will help ensure the smooth operation and overall success of the pilot project.