

How Communication Can Turn Your Pilot into a Real Driver of Change

3.4 - Pilot Action Promotion Manual

Ondrej Benek

Partnership for Urban Mobility CZ

9. 4. 2025

Why that matters

Actually, **why?**

- A pilot without impact is a **lost opportunity**
- **Showcasing impact** means preparing the field for broader adoption
- **Communication and participation** are integral parts of a successful pilot - not just optional add-ons

“We don’t just test mobility – **we test how to make people care.**”

*“Communication is very important,
especially when it comes to explaining
the **reasons behind the changes** and
how they will affect people.*

*Funds are more often invested in building
another bike lane **than in explaining
why it’s needed** — but it should be the
other way around.”*



Pedro Homem de Gouveia 1st
Senior Policy and Project Manager, Governance & Integration
Brussels Region, Belgium



*“We need to **engage** people from the general public. And it starts with questions — what kind of streets do they want, what kind of community do they want to live in, and how can we make it better.*

*It’s about asking the **right questions** that trigger the **right emotions**. The main priority is to **build understanding** and get people on board.*

*Then comes the **easy part**: discussing how to actually make it happen.”*



Chris Bruntlett • 1st
Marketing Manager at Dutch Cycling Embassy
The Randstad, Netherlands



If there is no clear narrative explaining why changes are being made, people will immediately resort to irrational claims about a 'war on cars'.

Workers begin removing second bike route in Elche under orders of local rightwing coalition

Interreg
Danube Region



Co-funded by
the European Union

Active2Public Transport



▶ Play Again

📷 Council workers start to remove a second cycle lane in Elche. Photograph: Alicante Plaza

You are not alone

Interreg
Danube Region



Co-funded by
the European Union


Active2Public Transport

- Pilot Action Promotion Manual = **100+ pages of guidance**

Practical
Easy to read
Applicable / Actionable
Built to support you

100+ pages? Overwhelmed?

Buffet-table selection
(variety of pilots and local contexts...)

Structure

1. **Cornerstone to build upon:** Principles of communication in sustainable mobility
2. **Execution:** Ready-to-adapt blueprints for all 7 pilot measures
3. **Inspiration to finetune:** case studies and examples
 - a) **Contextual:** Integration into A2PT (project related)
 - b) **Checklist:** Your guide to cover everything

Guidance you can rely on

A

1

2

1	Introduction	6
1.1	Purpose and Significance of the Manual	6
1.2	Target Audiences of the Manual	6
1.3	Context and Link to the Concept of Communication Guidelines	7
1.4	Link to Other Project Activities	8
2	Fundamental Principles of Effective Communication	10
2.1	Core Elements of Clear and Effective Communication in Mobility	10
2.2	Approach to Promotion and Communication in Sustainable Mobility	12
2.3	Planning and Participation	14
2.4	Governance	15
2.5	The role of storytelling and visual identity	16
2.6	Other Factors to Consider (Psychology, Habits, Context...)	21
3	Key Topics and Framing	24
3.1	Topics	26
3.2	Public Transport & Combined Mobility Advantages	28
3.3	Areas specified by A2PT	34
4	Target Audiences	35
4.1	Pilot action target groups	37
5	Communication Channels and Tools	38
5.1	Incentives and Gamification	41
6	Pilot Measures and Their Promotion	43
6.1.1	First Step – Pilot Preparation	44
6.1.2	Second Step – Pilot Execution	45
6.1.3	Third Step – Capitalising on The Learnings	46
6.2	Pilot Actions	47
6.2.1	A2PT Testing Programs (BGL, DOU, VNC, BID, PUM)	49
6.2.2	Temporary Street Space Modifications (BGL, MOP, VNC)	52
6.2.3	Testing of Bicycle Boxes (MMP, MOP, DCC)	56
6.2.4	Mobility Lab for Bicycle transport on Buses (BGL, MMP, BID)	60
6.2.5	New Services for Pedestrians, Cyclists, and Rail Passangers (GYS)	63
6.2.6	Integrated Tickets for A2PT (BID, GYS)	65

6.2.7	Integration of Expanded Information into Apps/Tools (DCC, PUM, VNC)	67
6.3	A2PT Action Day Promotion	70
6.3.1	Suggested Activities	72
7	Best Practices – Use Cases	74
7.1	A2PT Testing Programs	75
7.1.1	Three Months Without a Private Car	75
7.2	Temporary Street Space Modifications	76
7.2.1	Open-air Furniture for Public Spaces	76
7.2.2	Before After visual comparisons	78
7.2.3	Car-Free Day & Take Back Your Street!	79
7.2.4	Parklet: A Mobile Public Space on a Parking Spot	81
7.2.5	Argentinerstraße: From Car Street to Cycle Boulevard	83
7.3	Testing of Bicycle Lockers	84
7.3.1	Prague Public Bike Boxes	84
7.4	Mobility Lab for Bicycle transport on Buses	86
7.4.1	Video ride-through	86
7.5	New Services for Pedestrians, Cyclists, and Rail Passangers	88
7.5.1	Cyklohráček – Fun Family Train with Bikes Onboard	88
7.6	Integrated tickets	90
7.6.1	PID Lítačka + Shared Bikes	90
7.7	???	91
7.8	Apps	91
7.8.1	Citymapper: Seamless Multimodal Travel Planning	91
7.9	General Usecases	92
7.9.1	We Live Cities of the Future" Exhibition	92
8	Implementation and Timeline	95
8.1	Strategy Forming	95
8.2	Recommended Communication Schedule	96
8.3	Division of Responsibilities	96
8.4	Monitoring and Evaluating of Campaign Success	97
9	Communication Checklist to promote pilots	99
10	###	102
10.1	###	102

2

3

A

B

1) Cornerstones

Intro

Topics

Audience

Channels

2) Blueprints

3) Inspiration

A) A2PT Context

B) Checklist

1) Cornerstones

Fundamentals

Communication / Promotion / Participation

Interreg
Danube Region



Co-funded by
the European Union

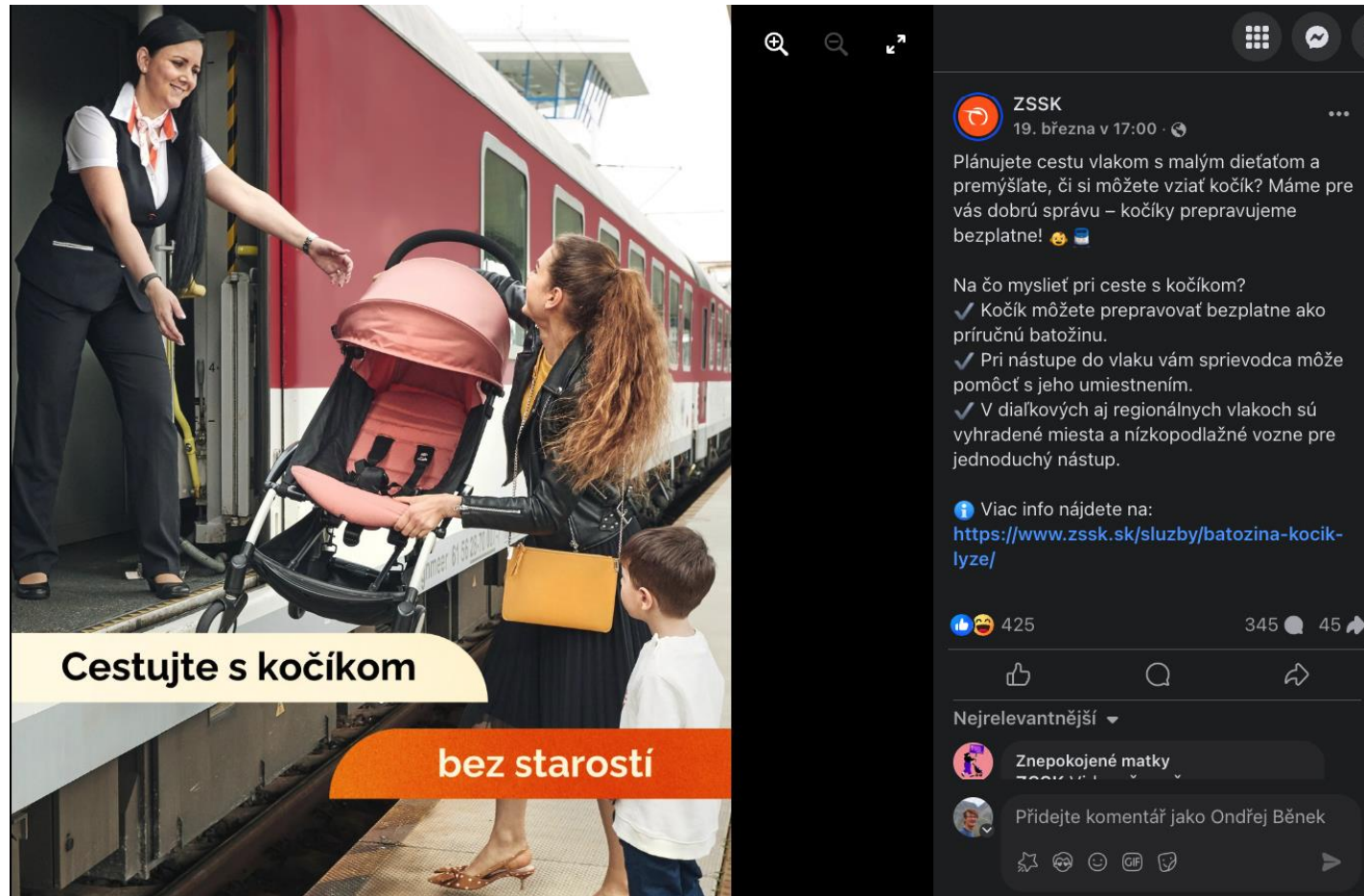


- **Influences decision-making and policy development**
(processes/politicians)
- **Supports the introduction and acceptance of change**
(infrastructure/modes)
- **Encourages behaviour change** (habits)
- Must be accompanied by “**hard**” measures
- Has **limited power** – we will never convince everyone



Reflecting reality.

Travel with your stroller – stress-free and easy.

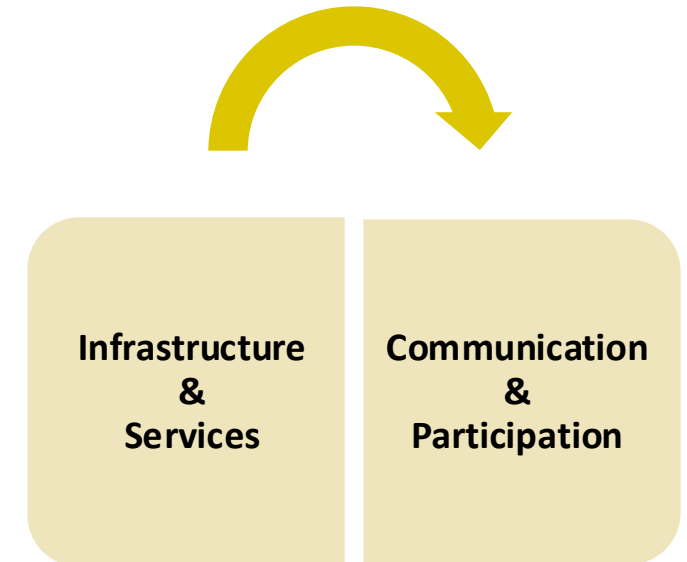


Interreg
Danube Region



Co-funded by
the European Union

Active2Public Transport



Know your operating environment

Be aware.

Interreg
Danube Region

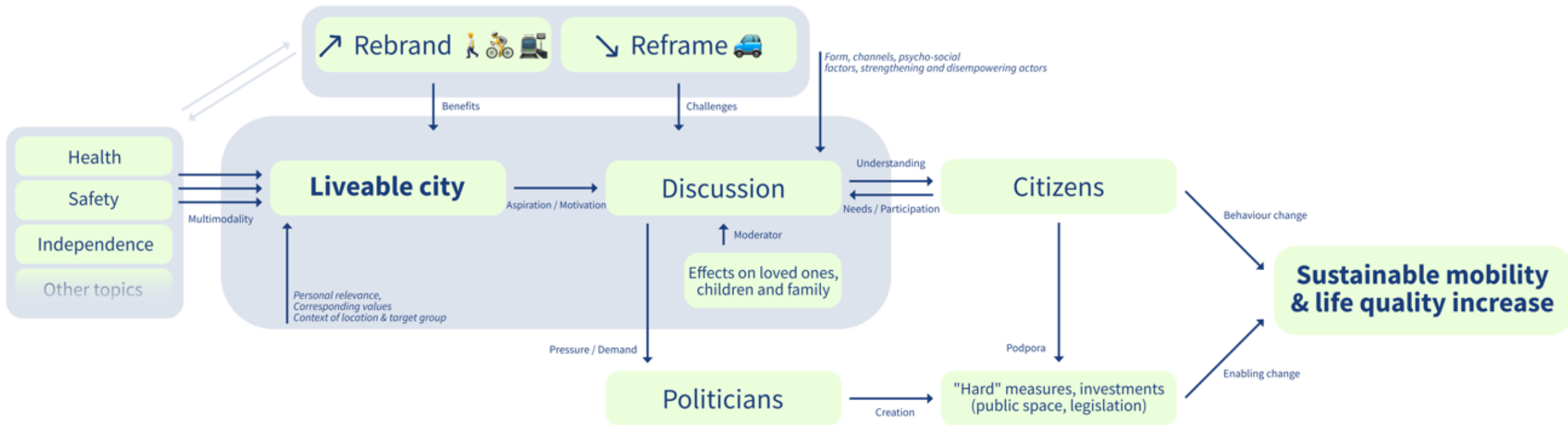


Co-funded by
the European Union





Active2Public Transport

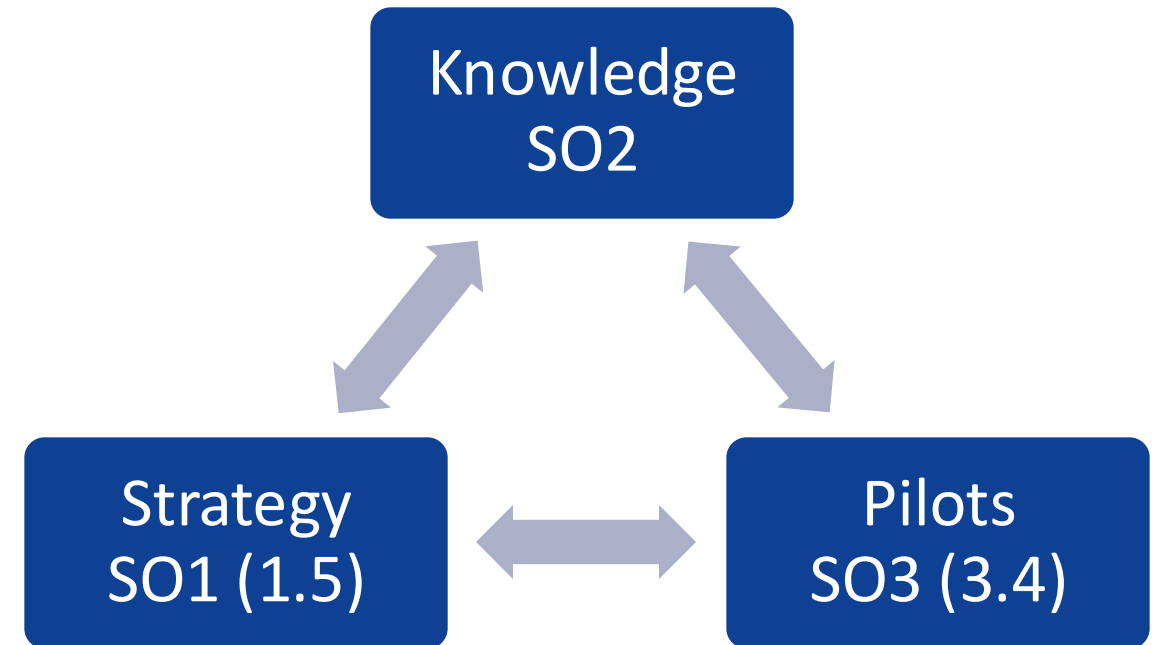
The communication model for promoting sustainable mobility

BĚNEK, Ondřej. *Strategická komunikace témat udržitelné městské mobility*. Praha, 2023.



Strategy is a foundation

-  **Two-way communication**
Listen, adjust, and respond
-  **Adaptive process**
Stay flexible and responsive.
-  **Evidence-based**
Use surveys and feedback.
-  **Stakeholder engagement**
Involve the right people early



Participation / Engagement

Interreg
Danube Region



Co-funded by
the European Union






Active2Public Transport



ZDROJ: wienzufuss.at



Rules are set (the environment) Now it's time to set the team

-  Who you need **in the team** (& who could join opposition)
-  Build **long-term**, cross-party **relationships**
-  Understand the **political context** (timing, opportunity windows)
-  Embed **participation** early (...to build ownership and legitimacy)
-  **Coordinate** across levels, sectors, and parties



**Mayors, regional government,
regional transport authority,
experts.**

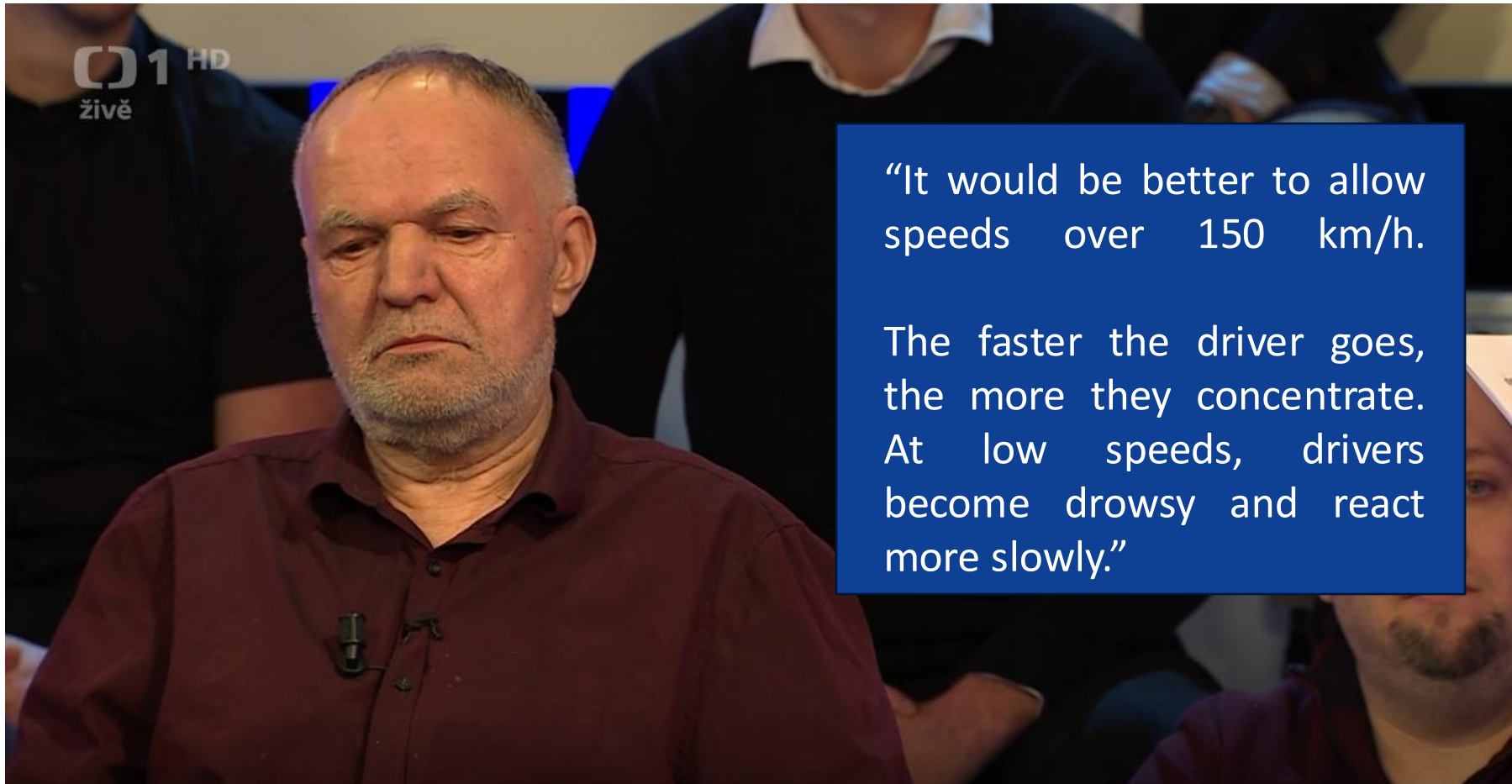
...



That day Ministry
of Transport released
**Press release about
Cyclists breaking
traffic rules.**

Not a single word
regarding Declaration.

Watch out for counter-messages



Packaging of your content

Fear of changes

Interreg
Danube Region



Co-funded by
the European Union


Active2Public Transport

→ We are changing the city.

X

→ Small tangible changes

Fear of changes





→ We are changing the city.

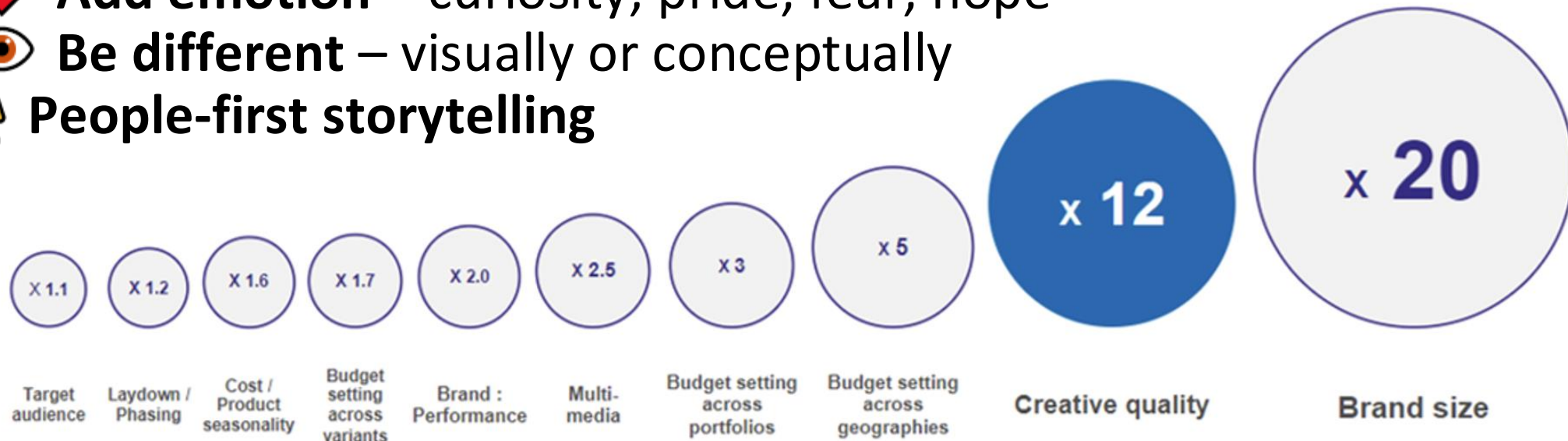
X

→ Small tangible ~~changes~~ improvements

10.000 messages every day

How to stand out?

-  **Start with real needs** – safety, convenience, local relevance
-  **Add emotion** – curiosity, pride, fear, hope
-  **Be different** – visually or conceptually
-  **People-first storytelling**



Branding – Recognize & Trust

Interreg
Danube Region



Co-funded by
the European Union

Active2Public Transport



So appealing. Teachers stole it.



wienzufuss • [Sledování](#)



wienzufuss Heute ist UNESCO-Tag der Bildung
Uns ist das Thema sehr wichtig. Deshalb haben wir in
den letzten Jahren viel Energie in den Aufbau eines
Bildungsprogramms investiert. "Die Stadt & Du"

#Bildung #Chancengleichheit
60 týd. Zobrazit překlad



19 To se mi líbí
24. leden 2024



Přidejte komentář...

Zveřejnit

Three packs of stories (basically)

1. Multimodality (Burgenland 60%)
2. Public space (Argentinierstraße)
3. CycloTourism (EuroVelo/Family tracks)



Topics

- 1) Health
- 2) Safety
- 3) Independence

Multimodality & local context

Better neighbourhood relationships (social cohesion), energy resource utilization, fuel costs, discussions on urban space use, the spatial efficiency of different transport modes, congestion reduction, and creativity enhancement.....

Target groups

Target groups differs by phase

- **Preparation & Execution** – more end-user
- **Capitalising** – More Public Authorities

 *As discussed yesterday regarding the A2PT Toolbox*

Diffrent needs, diffrent approaches

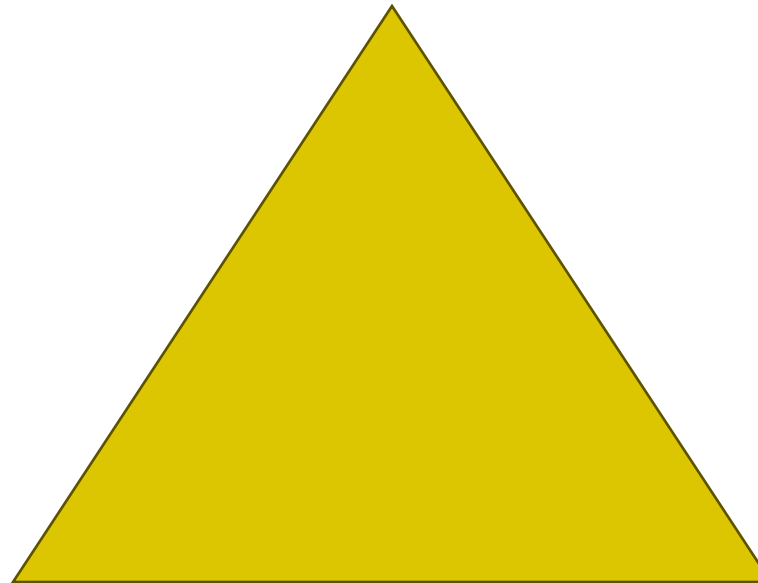
- **Public**
 - **Politicians**
 - **Businesses**
 - **Partner Organisations**
 - **Additional Stakeholders**
-
- **Pilots are specific!**
Early adopters (identify, reach, engage)

Channels

Channels Triagle

A reliable reference point (e.g. website or project page)
It's where you clearly say *what is changing, why, and what it will bring.*

A lively, visible channel
(social media), Fast,
emotional, interactive.



A repeatable outreach tool
(Newsletter) To those who
have shown interest

Covered in the manual

- Social media
- Owned media (websites, newsletters, print, apps)
- Events (A2PT Action Day!)
- Traditional Media (Print, Radio, TV...)

- **Capacity!**
- **Quality > Quantity**

2) Blueprints to support your pilots

Step by step

- **Preparation**
 - Strategy making, team/stakeholders
- **Execution**
 - Activation, co-creation, trust-building
- **Capitalising**
 - Making it visible, transfereble, actionable

Structure of Pilot Blueprints

1. Communication **Objectives**
2. Key **Target Groups**
3. Communication **Channels**
4. Proposed **Tactics** (Implementation Phase & Approaches)
5. Practical **Examples**
6. Impact **Measurement**

All suggested approaches related to each pilot programme should be seen as inspiration

6.2.1 A2PT Testing Programs (BGL, DOU, VNC, BID, PUM)

A2PT TESTING SCHEMES implemented by BGL, DOU, VNC, BID, PUM.

Per region at least 10 persons will be offered e.g. cargo-/folding bikes purchased by the responsible PPs (incl. costs for maintenance) if they decide not to use the car in the testing period.

In order to facilitate a real change in travel behaviour, the test period for each test person should be 4 weeks.

You may find more in project documentation: **NO DOCUMENTATION YET**

1. Communication Objectives

- Collect insights on user experience and challenges to inform further development and communication strategies.
- Generate authentic testimonials that can be used for further promotional efforts. These personal stories will serve as powerful, relatable content to build trust and inspire others to adopt A2PT solutions.
- Raise awareness about the A2PT concept and its benefits through first-hand experience.
- Encourage behavioural change by motivating selected users to temporarily switch from car use to sustainable modes.

2. Key Target Groups

- Early adopters and mobility enthusiasts (especially young people and members of active urban subcultures).
- Local business owners, service providers, and hospitality staff operating in areas with limited car access or interest in last-mile solutions (e.g., pedestrian zones, historic city centers). This group is particularly relevant for the use of cargo bikes as alternatives for deliveries or local logistics.
- People already considering reducing car usage but lacking alternatives.
- Influencers and respected local figures active in sustainable mobility, environmental awareness, or urban innovation—individuals with the potential to inspire lifestyle change through relatable storytelling and visible leadership.
- Importantly, the target group is **not** current users of public transport or regular cyclists (e.g. daily bike commuters), but rather individuals who currently rely on private cars and are open to trying a shift in their daily routines. Locations can be strategically selected where this shift is most promising—e.g., residential areas

located a few kilometers from train stations with direct connections to major employment or educational centers.

3. Communication Channels

- Social media platforms (especially Instagram or ones targeted younger population) for engaging visual storytelling from participants, local businesses, and community figures. Paid promotion for specified demographics.
- Collaboration with local cycling NGOs, small business associations, and environmental groups to reach early adopters and entrepreneurs.
- Direct outreach through chambers of commerce or local business networks to engage small delivery operators, restaurants, and service providers.
- Posters, flyers, or briefings in strategic locations (e.g., local cafés, shared workspaces, logistics hubs) to reach potential testers not active on digital platforms.
- Local and regional media coverage (print, radio, online) to create broader awareness and legitimacy—especially through town hall newsletters, community radio, local blogs, and information boards at municipal offices, coworking spaces, and community centers.
- A dedicated project microsite—ideally as a sub-page hosted on a trusted local partner's website (e.g., a public transport provider, city hall, or mobility agency)—to allow users to register, follow participant stories, and monitor impact. The site should be easy to navigate and offer regular content updates and calls to action.

4. Proposed Tactics (Implementation Phase & Approaches)

- Targeted recruitment through trusted local networks (e.g., small business associations, municipal contacts, university departments) with clear value proposition tailored to the audience.
- We strongly recommend using **existing, trusted branding**—preferably from the local public transport integrator or municipality—to build credibility and avoid perceptions of spam or unsolicited marketing.
- Communication materials should immediately highlight **the concrete benefit for the recipient**, such as *"Get a free public transport pass and access to a high-quality bike"*, followed by a simple explanation of the pilot.
- All materials should **link to a dedicated landing page** (visually consistent with the trusted brand), featuring a clear call-to-action and full digital measurability. If linking directly to a questionnaire, it must be **well-branded** and include official contact information for trust-building.

- Identification and engagement of **local ambassadors** (e.g., mobility advocates, community leaders) to share the offer within their networks.
- Focus outreach on **strategically selected neighborhoods**—ideally within 3–5 km of regional rail stations with good connections to jobs or schools.
- Participants should be encouraged to share a few photos or quotes from their experience for future storytelling materials, with support to make this easy and optional.

Examples of possible campaign messaging:

- *"Try a new way to move—without your car."*
- *"Your city. Your ride. Your choice."*
- *"Test sustainable travel. No cost. No hassle."*
- *"A better way to commute—discover it yourself."*
- *"Get there smarter. Try bike + public transport."*
- *"Free bike. Free ticket. Just try it."*
- *"Travel differently. On your terms."*

5. Practical Examples

- Vienna's "Pendlerbad" test campaigns offering e-bikes to suburban commuters for free trials.
- Copenhagen's family-focused cargo bike trials promoting modal shift among parents.
- German "car-free weeks" where participants were challenged to stop using private cars and document their experience, supported by local governments.
- Ghent's business cargo bike testbeds targeting inner-city logistics challenges.

6. Impact Measurement

- **Participant engagement:** The goal is to fully utilize all available test slots (e.g., 3–5 bikes across several 1–3 week testing periods).
- **Feedback collected:** Qualitative input from participants is crucial to understand user experiences, barriers, and potential for scale-up.
- **Media assets prepared:** Although no real-time social media campaign will be implemented, photos, quotes, and testimonials should be collected for later communication activities or reports.
- **Insights for replication:** Evaluate what types of users and locations proved most promising for modal shift.

A2PT Action Day Promotion Included

Interreg
Danube Region



Co-funded by
the European Union


Active2Public Transport

- ✓ Objectives
- ✓ Approach/Strategy
- ✓ Outputs
- ✓ Suggested Activities


3) Inspiration – Best Practices

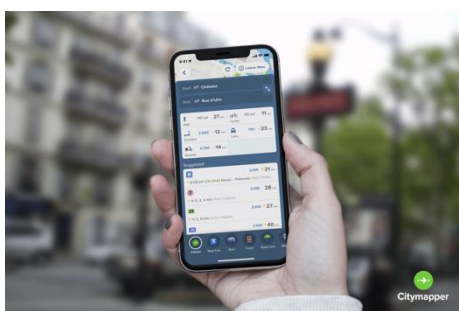
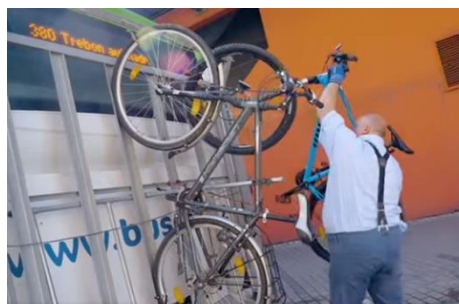
Don't reinvent the bike. Adjust it.

7	Best Practices – Use Cases	74
7.1	A2PT Testing Programs	75
7.1.1	Three Months Without a Private Car	75
7.2	Temporary Street Space Modifications	76
7.2.1	Open-air Furniture for Public Spaces	76
7.2.2	Before After visual comparisons	78
7.2.3	Car-Free Day & Take Back Your Street!	79
7.2.4	Parklet: A Mobile Public Space on a Parking Spot	81
7.2.5	Argentinierstraße: From Car Street to Cycle Boulevard	83
7.3	Testing of Bicycle Lockers.....	84
7.3.1	Prague Public Bike Boxes.....	84
7.4	Mobility Lab for Bicycle transport on Buses	86
7.4.1	Video ride-through.....	86
7.5	New Services for Pedestrians, Cyclists, and Rail Passangers	88
7.5.1	Cyklohraček – Fun Family Train with Bikes Onboard.....	88
7.6	Integrated tickets	90
7.6.1	PID Lítačka + Shared Bikes.....	90
7.7	???	91
7.8	Apps.....	91
7.8.1	Citymapper: Seamless Multimodal Travel Planning	91
7.9	General Usecases	92
7.9.1	"We Live Cities of the Future" Exhibition	92

1. Overview

2. Promotion/Communication

 Hard to collect data regarding communication.



**Interreg
Danube Region**



Co-funded by
the European Union

Active2Public Transport

a) A2PT context

b) Checklist

Guidelines <> Manual

Interreg
Danube Region



Co-funded by
the European Union


Active2Public Transport

Communication Guidelines

Main use	Project-wide rules & branding
Focus	Visibility, logos, templates, rules
Audience	Manager team
Style	Strategic, formal

Pilot Promotion Manual





Pilot-specific promotion support
Promoting pilot actions
Project Partners, implementers
Practical, hands-on

+ A2PT Brand book & comm guidelines

Your guide

Before the Pilot

- Understand the pilot's scope, goals, and expected outcomes
- Get familiar with the overall A2PT Communication Guidelines and Promotion Manual
- Identify your main stakeholders (local partners, municipalities, operators, media)
- Clarify your timeline and communication milestones with the project team
- Decide which branding will be used (A2PT visuals or locally adapted identity)
- Draft a communication plan tailored to your pilot (incl. visuals and tone)
- Define specific communication objectives (clear and measurable – not vague or general)
- Segment your target audiences (e.g. parents, students, seniors, tourists)
- Prepare visuals and communication materials (based on chosen branding)
- Gather contacts for local media, influencers, community groups
- Plan if and how you will use **incentives** (e.g. giveaways, discounts, contests)
- Begin collecting materials (photos, quotes, statistics) for future use
- Prepare a simple concept for how you will use your **A2PT Action Day** during EMW 2025

-  Before pilot
-  Strategy & Engagement
-  During pilot
-  After pilot

What's ahead?

Next steps (v3 finalising)

1. The Manual will be **shortly available** via e-mail
 - Anything critical or missing? Comment! ([Deadline?](#))
2. **Sync with your Pilot Action Concepts (3.1)**
 - 1/7 available
 - Add a short chapter on communication strategy/approach
 - Need help? 1:1 meeting can be arranged
3. Need of adding local – communication - examples?
 - Send them my way

Contact

Interreg
Danube Region



Co-funded by
the European Union


Active2Public Transport



Ondrej Benek

Partnership for Urban Mobility



Dobramesta.cz



ondra@dobramesta.cz