SWITCH Project

Guideline for Personalised Travel Planning

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Intelligent Energy – Europe

IEE/13/561/S12.674853

1. Personalised Travel Planning

## Recruitment Phase

### Choose of target group / target persons

SWITCH basics for local campaigns:

* In general: people using the private car at least sometimes
* In specific: defined target group from the application form and/or first training seminar

Lessons learned from SWITCH

* It can be an advantage to choose a clear defined area of your city, where high success is expected.

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### Get contact data of target persons

SWITCH basics for local campaigns:

* Personal contact and address data is needed

Information to be provided for local campaigns

* How do you intend to approach the contact persons?
* How do you intend to get the address data (including telephone numbers)?
* What partners do you need and how do you convince them to support you?
* What steps will you undertake to get into personal contact?

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## Contact Phase

### Send Announcement letter

SWITCH basics for local campaigns:

* Announcement of campaign and of the telephone contact later on by an official letter to addresses of target persons

Information to be provided for local campaigns

* Who is the right person to sign the letter/to promote campaign?
* What kind of distribution channels will you apply?

Lessons learned from SWITCH

* Be aware that it should be a trustworthy and almost neutral person; if possible there should be no segmentation by political parties etc. The choice of person may depend on the area or topic chosen for campaign.

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## Motivation

### Prepare information material

SWITCH basics for local campaigns:

* List of material, Local information (provided by city): e.g.
	+ Cycling and walking maps,
	+ Neighbourhood maps,
	+ Information on dos and don’ts for cyclists and walkers;
	+ Better health by active travel,
	+ General information provided by the SWITCH project (i.e. factsheets about walking, cycling, health)

Information to be provided for local campaigns

* What are the expected information needs of target persons?
* Name what information is available and to what extent!
* Do you plan to provide new information and does it have to be printed, published etc.?
* Who can provide additional information?
* Who stores the information material and where?

Lessons learned from SWITCH

* What is the state of knowledge and the state of distribution of information in the city? How to distribute something “new, they do not know yet” to the target person?

Be aware that storing information material and incentives need some space.

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### Send out service sheet

SWITCH basics for local campaigns:

* Offering information, personal consultancy (and incentive)

Information to be provided for local campaigns

* What are the best distribution channels in your city?
* Which will you apply?
* How will you distribute the service sheet (mail, email or personal hand over at doors, events etc.)

Lessons learned from SWITCH

* Professional design, readability, accessibility

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### Incentives

SWITCH basics for local campaigns:

* Incentives to motivate and endorse the behaviour offered in the service sheet and/or during the contact phase to convince persons to register on a platform and to become participants of the campaign etc.

Information to be provided for local campaigns

* What are the best distribution channels in your city?
* Which will you apply?
* How will you distribute the service sheet (mail, email or personal hand over at doors, events etc.)

Lessons learned from SWITCH

* Professional design, readability, accessibility

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## Consultancy

### Service Sheet / Service phase

SWITCH basics for local campaigns:

* Return of service sheet. People who did not send the service sheet back are contacted by mail or phone to remind them they still need to answer or to answer the service sheet directly

Information to be provided for local campaigns

* Who is collecting the service sheets?
* Who is doing the reminder calls/letters and emails?
* Who asks the participants to complete the service sheet by phone?

Lessons learned from SWITCH

* Reminder one to two weeks after sending the service sheet by mail, one week after sending it by email.
* If the participants do not send the completed service sheet, offer them the opportunity of telling their information needs in a phone call.

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### Arrange information material

SWITCH basics for local campaigns:

* Arrange personalised information packages

Information to be provided for local campaigns

* Who will arrange the information material to personalised packages geared to the service sheet?
* Are you using own existing staff or do you need additional staff.

Lessons learned from SWITCH

* Staff needs to be reliable but not highly qualified. More crucial is to have enough staff and time for that.
* Be aware that sorting and string information material and incentives need some space.

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### Distribute information bundles

SWITCH basics for local campaigns:

* Personal delivery Personalised information packages

Information to be provided for local campaigns

* Who will distribute the information material to personalised packages geared to the service sheet?
* Are you using own existing staff or do you need additional staff.

Lessons learned from SWITCH

* Distribution should take place as soon as possible after receiving the service sheet back.
* Distributing person has to have comprehensive knowledge, must be trustworthy and must be able to give reliable information and consultancy.
* Check whether a mobility agency/association can provide experienced staff.

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### Appointments for personal consultancy

SWITCH basics for local campaigns:

* Personal consultancy is offered, when asked for in the service sheet. Appointment for this consultancy talks has to be fixed with the participant.

Information to be provided for local campaigns

* Who is arranging the appointments?

Lessons learned from SWITCH

* Appointments should be fixed shortly after receipt of the service sheet

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### Personal consultancy

SWITCH basics for local campaigns:

* Personal consultancy is offered, when asked for in the service sheet. Visits at the participants’ houses take place. Alternatively counselling interviews can take place at a consultancy office.

Information to be provided for local campaigns

* Who is doing the personal consultancy?

Lessons learned from SWITCH

* Consulting person has to have comprehensive knowledge, must be trustworthy and must be able to give reliable information and consultancy.
* Check whether a mobility agency/association can provide experienced staff.

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## Test new behaviour and further motivation, supplement measures

SWITCH basics for local campaigns:

* Encourage people to test and enjoy new behaviour

Information to be provided for local campaigns

* What do you intend to do to encourage persons to test new behaviour?

Lessons learned from SWITCH

* There are many examples available from other projects:
* RTF System with games and competitions (IH), Apps to track behaviour and measure positive effect (moves, etc.),
* Test rides with private or with hire cycles, events, competitions

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1. SWITCH consortium

Five European cities take the lead in support SWITCH travel – supported by eight experts in alternative travel, health or economical aspects of mobility. This enthusiastic team combines practical expertise; a clear and transferable methodology; and tried and tested examples of locally effective campaigns





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