



PE4PTRANS – Public Engagement for Sustainable Public Transport



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PE4Trans addresses the issue of potential for improvement of public transport policies by including citizens to the process of design and implementation of sustainable transport strategies and plans with the view to change peoples’ mobility habits and routines incorporating findings of behavioural sciences.

Mutual learning process involving experts

Regions and cities across Europe invest significant funds in public transport infrastructures, introduce incentives and regulations as well as information campaigns with the view to reduce carbon footprint by stimulating peoples more pro-environmental behaviours. P4Trans partners adopt the approach “for the people, by the people and with the people” as a guiding principle for the possible policy improvements. A significant change that project will bring is the transferable frames for dialogue and mutual learning process involving experts to bring state of the art insights and provide feedback, policy makers shaping their short- and long-term agendas and citizens who will integrate their hopes and concerns, viewpoints and ideas adding significant value to the process. PE4Trans focuses mainly on improvements in the policy instrument governance in 5 participating territories (3 of them belonging to Growth & Jobs programmes and 2 financed from local budgets). As a result specific solutions are being elaborated in a participatory way in each partner territory enhancing the use of sustainable mobility solutions and contributing to substantial reduction of the carbon footprint, both policy-makers and inhabitants benefitting from the outcomes.

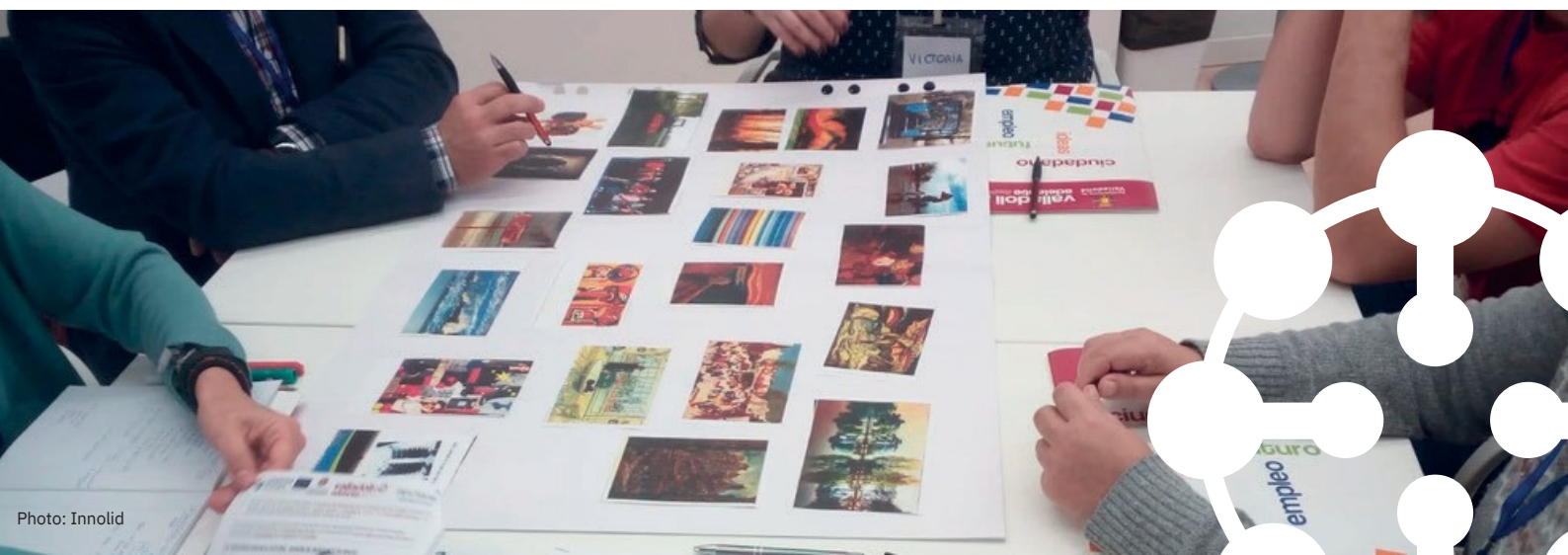


Photo: Innolid

Spanish citizens in the spotlight of PE4Trans

One important data regarding the current situation of public transport in Valladolid is that 53% of people living in Valladolid move around the city on foot, but many still depend on their cars. The challenge was to identify and understand the situation of people who travel by car and/or who are dependent on it. The participants generated detailed definitions of different user profiles using an empathy map. In the process of outlining this type of profile, it is important to observe behaviour regarding variables and factors that affect the choice of one mode of transport or another. Consequently, when creating the empathy maps, participants assessed key factors, including travel time, price, accessibility, safety and reliability, when it comes to choosing more sustainable means of transport. The Third Citizen Panel focused on identifying the mobility habits of the inhabitants of Valladolid that have the greatest potential for change, the Main Target Group.

Social media campaign

The importance of social media and hashtags on creating trends nowadays is widely proven on several sectors. The idea of exploiting social media was included in the pool of actions co-shaped with the citizens during the 4th virtual Citizens' Panel meeting in the frame of the PE4Trans project. So, the action of exploiting the social media accounts of TheTA and conducting activities such as social media campaigns, challenges, transport #hashtags, etc., was inspired by the relevant Good Practice «#retofotograficoAUVASA - Social media campaign fostered by AUVASA» coming from Valladolid partner.

Bus services for university students

The main objective is to identify general patterns of university student's mobility to adapt bus lines to their needs and improve the quality of the service. University services were limited to 2 bus lines operating in the early morning hours. Also, there were areas of the city uncovered by this service. The data obtained from more than 1000 surveys has contributed to shape the model. Main factors for non-using the bus, travel time, schedules and distance to "bus stops" have been reviewed to make the necessary changes. This good practice is promoted by the Municipal Bus Transport Company of Valladolid City (AUVASA).

PE4Trans actions at a glance

- Promotion of the bike to work in Industrial Parks & business areas combining public transport and bike.
- New ways in which we gain understanding and grapple with decision making process (CITIZENS PANEL)
- Label Bike friendly spaces. Municipal support and other public companies. Label could be a useful tool to give visibility to some messages and orientations of the public policies to put in place.
- Green routes to explore new friendly urban spaces for pedestrians and cyclists. PE4TRANS partners proposal to involve different audiences or target groups.



Contact