WEBINAR

Friends or enemies? Practicalities in SUMP communication

22. January 2019

András EKÉS | Mobilissimus
What is your profession or your main relation to mobility?

- Consultant
- Planner
- Operator
- Authority / administration
- User
- Communication
- Researcher
- Other
MOBILISSIMUS

Mobility planning and consultancy company based in Budapest

Committed to smart, eco-friendly and cost-efficient mobility systems

Working in local and international context

Main activities: strategic planning and consultancy
ROLE OF MOBILISSIMUS’ EXPERTS IN SUMP SIMs IN HUNGARY

2010–2011: Participation in the international SUMP developing process

2012–2015: Implementation of SUMP methodology in Hungary

2014: First SUMP proposals for Hungarian cities

2015–2018: Preparation of SUMP SIMs for 4 Hungarian medium and smaller cities and negotiations with others
ROLE OF MOBILISSIMUS’ EXPERTS IN SUMPsin Hungary

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MOBILISSIMUS – AWARENESS RAISING ROLES
SUMP RELATED COMMUNICATION IN NATIONAL TRAININGS AND COACHING

• Trainings in Katowice (PL), Szeged (HU), Varna (BG).
• Communication and stakeholder engagement and other SUMP related topics
• Secretariat of „Magyar CIVINET“
COMMUNICATION FORMS
THE LANGUAGE OF THE COMMUNICATION

How do the participants understand each other?

Do they understand each other?

• If the (spoken) language is the same

Do they understand each other?

• If the two participants are at the same place

Do they understand each other?

• If the two participants know what is the topic of the communication

The Tower of Babel (Brueghel)
PART 1. COMMUNICATION OF SUSTAINABLE URBAN MOBILITY PLANNING - SUMP
GENERAL QUESTIONNAIRE
Thematic questionnaires
- For primarily public transport users
- For primarily cyclists and pedestrians
- For primarily car users

Topics:
- Main problems
- Successes
- Main suggestions
- Mobility habits
- Satisfaction or complaints
- Substitution and reasons of the chosen modes
COLLECTING PROBLEMS ON MAPS

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COLLECTING PROBLEMS ON MAPS
VISITING THE PROBLEMATIC AREAS AND MUTUAL SEARCHING FOR SOLUTIONS
MAKING COMMON VISION

Involving the population – what kind of city we would like to live in?
Involving the population – what kind of city we would like to live in?
Making Common Vision

Involving the population – what kind of city we would like to live in?
COMMUNICATION WITH THE CITIZENS
SUMMER UNIVERSITY
COMMUNICATION WITH THE CITIZENS – TESTS (LJUBLJANA, SI)
AWARENESS RAISING VIDEO (EGER, HU)

https://www.youtube.com/watch?v=Om1trrI0SJM
POLL 1.

Which form of communication do you prefer when expressing your opinion related to mobility issues?

- Online survey
- Paper-based survey
- On-site questionnaire (interview)
- Problem mapping online
- On-site problem mapping
- Smartphone app
- Other
PART 2. METHODS OF THE CONTINUOUS COMMUNICATION IN PUBLIC TRANSPORT
METHODS OF THE CONTINUOUS COMMUNICATION

- From operator to user
- From user to operator
- Virtual solutions
- Physical solutions
STATIC OR ONLINE STATIC INFORMATION

- Maps, timetables
- Regulations, information on fares
- Visual and user-friendly brochures
- Combinations of tourist and transport products
- Combinations of cultural and transport products
CONFUSION OF LINES
(SZÉKESFEHÉRVÁR, HU)
TAKE A NETWORK MAP (MÜNCHEN, DE)
CLEAR TO UNDERSTAND (SALZBURG, AT)
NETWORK OF A DISTRICT (BUDAPEST, HU)
VISUAL MAPS AND INFORMATION (SALZBURG GNIGL, AT)
MEDIUM SIZE CITY’S PLANNED NETWORK, AS A SUMP PRODUCT (ZALAEGERSZEG, HU)
IS PASSENGER AT FIRST?
(BUCHAREST, RO)
CONFUSION OF INFORMATION
(BELOSLAV, BG)
IS PASSENGER AT FIRST? (ZALAEGERSZEG, HU)
### Érvényes: 2013. július 1-től

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**Információ**

Tel.: (22)-311-378

H-V. 5.00 óráig – 22.00 óráig hívható.

Web: www.albavolan.hu

E-mail: avzt@albavolan.hu

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A menetidőben forgalmi viszonyoktól függően pár perces eltérés lehetséges!
IMPROVED VERSION
(SZÉKESFEHÉRVÁR, HU)
A GOOD SOLUTION FOR TIMETABLE (BERN, CH)
SIMPLE AND GOOD
(MAASTRICHT, NL)
IS USER AT FIRST? (VARNA, BG)
USER IS AT FIRST
(KARLSRUHE, DE)
TEMPORARY CHANGES – THE BAD SOLUTION

(SZÉKESFEHÉRVÁR, HU)
TEMPORARY CHANGES – THE GOOD SOLUTION (BRNO, CZ)
MARKETING CAMPAIGNS (TFL – LONDON)
DYNAMIC ELEMENTS

• Info points
• Customer service center
• On-line customer service
• All kind of dynamic passenger information (vehicles – inside / outside, stops)
• Applications
• MaaS solutions
• Chatbot
CUSTOMER SERVICE, CUSTOMER SERVICE CENTER

[Image of customer service center with signage and a logo for Mobilissimus]
ADVERTISING PUBLIC FORA, EVENTS

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S+U Zoologischer Garten

- Hertzallee
- Hertzallee

Stop

12:07
ON-LINE MAP + JOURNEY PLANNER
MESSENGER BOT

Rossz a klíma buszon?
Jelentsd be Messengeren!
Írj a Tudatos Közlekedő appnak!

Tudatos Közlekedő
19 új fényképet töltött fel ebben az
albumban: „Ilyen koszosak a budapesti járművek – január első
hete” — Budapest környékén.
január 8., 22:11 -

Ezeket a képeket ti küldtélnek be a BKK-nak kivizsgálásra a Tudatos
Közlekedő segítségével. Külön fotót te is, ha hasonlót látsz!

Ilyen koszosak a budapesti járművek – január első hete
19 fénykép
Tube, DLR, and London
Overground, TfL Rail and Tram

Central
Severe delays

London Overground
Part suspended
Severe delays

Northern
Minor delays

Good service on all other lines

This weekend

View all statuses

Buses

Traffic

River

Emirates Air Line

Waltham Forest Borough of Culture
Find out about the exciting events celebrating the borough in the year ahead

Where will your bus take you?
Visit iconic London sights on iconic London buses

Ultra Low Emission Zone
Toxic air affects every child in London. ULEZ will help tackle it

Major works & events
Find out about upcoming works or events across London which may affect your journey

Travel tools

Experience London Blog

Air quality
JOURNEY PLANNING & MaaS

In der Nähe

Wollzeile 1-3, Wien

Mobilissimus

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POLL 2.

What do you think how important is in your city for the PT-organizer to communicate regularly with the passengers?

- Not at all
- Slightly important
- Important
- Very important

Which forms of PT passenger information do you feel need improvement in your city / region?

- Online and offline static information
- Network maps
- User friendly bus stop timetable
- Dynamic boards and visual passenger information
- Customer service centre
- On-board dynamic elements with interchanges
- Online map
- Other
VESZPRÉM CASE STUDY
(THE FORMER OPERATOR)
VESZPRÉM CASE STUDY
(THE FORMER AND THE NEW OPERATOR)

2 weeks later
VESZPRÉM CASE STUDY (THE NEW OPERATOR)
VESZPRÉM CASE STUDY (THE NEW OPERATOR)
VESZPRÉM CASE STUDY
(THE NEW OPERATOR)
# PROSPERITY INNOVATION BRIEFS

http://sump-network.eu/tools-resources/

<table>
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<th>Innovation brief</th>
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<td>Changing roles in mobility planning: New citizens’ movements</td>
<td>Prof. Dirk Lauwers</td>
<td>17.12.2018</td>
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<td>Regulating dockless bike-sharing schemes</td>
<td>Antal Gertheis</td>
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<td>Cultural and recreational activities as catalysts for Sustainable Urban Mobility</td>
<td>Irina ROTARU</td>
<td>12.09.2018</td>
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<td>Use of Apps, Mapping, Social Media and Crowdsourcing to gather urban mobility data</td>
<td>James McGeever</td>
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<td>Innovation brief on crowd funding of studies</td>
<td>Dirk Lauwers</td>
<td>28.08.2018</td>
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<td>Innovation brief on Graphic facilitation to support participation within SUMP</td>
<td>Miguel Mateos Arribas</td>
<td>17.07.2018</td>
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<td>Innovation brief on PLACEMAKING STRATEGIES &amp; SUMPS</td>
<td>Miguel Mateos Arribas</td>
<td>28.03.2018</td>
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<td>Innovation brief Children as active stakeholders in the process of city transformation</td>
<td>Susanne Wrighton and Karl Reiter</td>
<td>28.03.2018</td>
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<td>Innovation Brief on the Superblock approach from Vitoria Gasteiz in Spain</td>
<td>Juan Carlos Escudero</td>
<td>22.08.2017</td>
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<td>Innovation Brief on the Mobility as a Service approach (MaaS)</td>
<td>Prof. Tom Rye</td>
<td>22.08.2017</td>
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<td>Innovation Brief on UBER as a new service for mobility in cities</td>
<td>Karl-Heinz Posch</td>
<td>22.08.2017</td>
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In general, mobility plans recommend the use of public transport, cycling and walking as healthy and sustainable alternatives. Public transport in cities with poor public transport require user patience, local knowledge and the availability of time for their journey because interchanges are not reliable. Without motivation or enough finance for development, public transport is not a real alternative for much of the population. A poor public transport system holds those who rely on it and have no alternative means to travel, hostage. The public abandon low quality services as soon as possible in favour of more attractive alternatives and in most cases use a car. This impacts fewer fares that reduce company revenues, low service quality, falling passenger numbers, increased congestions, poor air quality and transport stress for all users.

Under these circumstances it is difficult to brand the car as merely a “status symbol” because car use is clearly used to escape the low quality, unreliable, infrequent and unattractive transportation on offer. Many users cannot accommodate their journey route choice due to these issues which are compounded by poor connections. It is for these reasons that public transport is inferior to a personal car.

This situation, and its impact on vulnerable users, is contrary to SUMP principles and will limit the ability of cities or regions to achieve sustainable urban mobility goals. The growing car modal share and shrinking public transport services exacerbate the problem in the long term, cause traffic jams, reduces air quality, it produces carbon-orientated use of public spaces, creates frustration for all transport users and promotes decision makers to make car-based policies and structures.

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**Fig. 1. Real “mass mode” instead of attractive public transport, Autobus station, Sarajevo (B&H).**
Thank you for your attention!

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