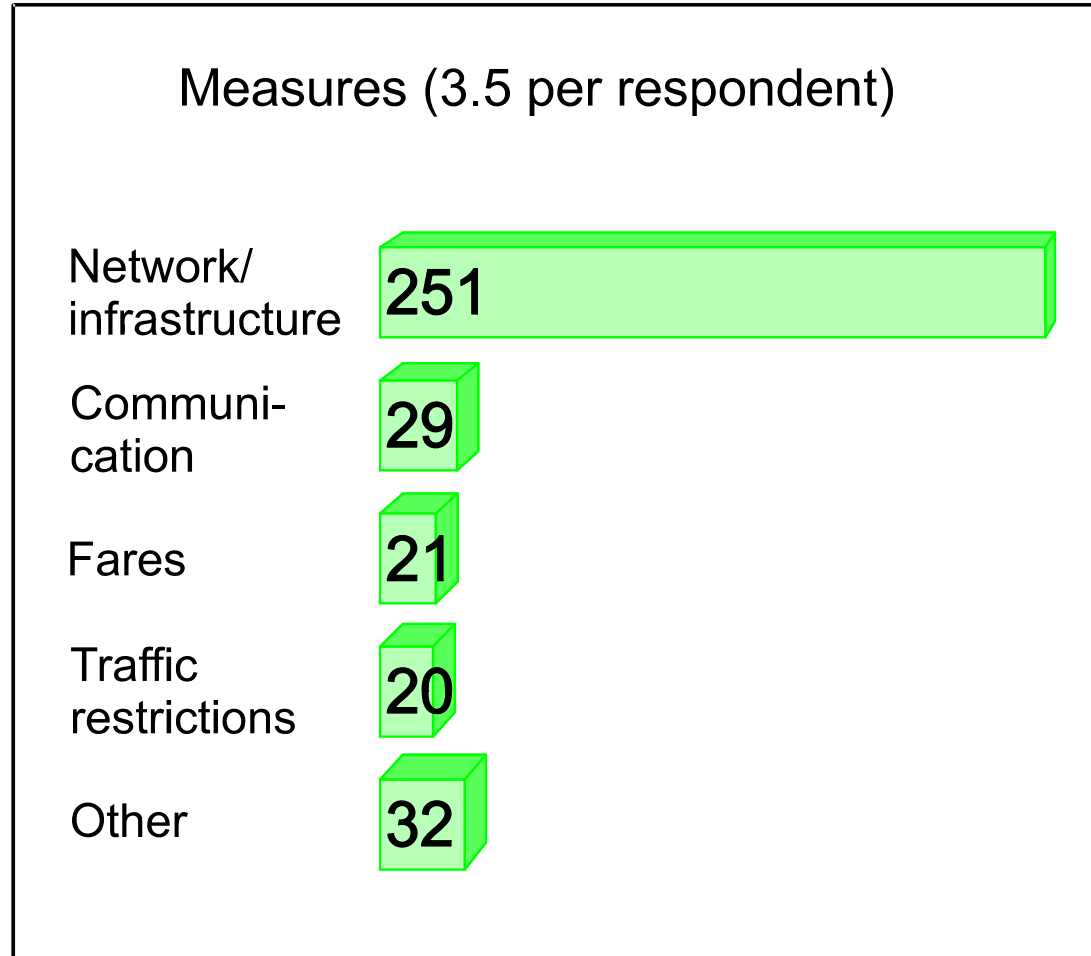
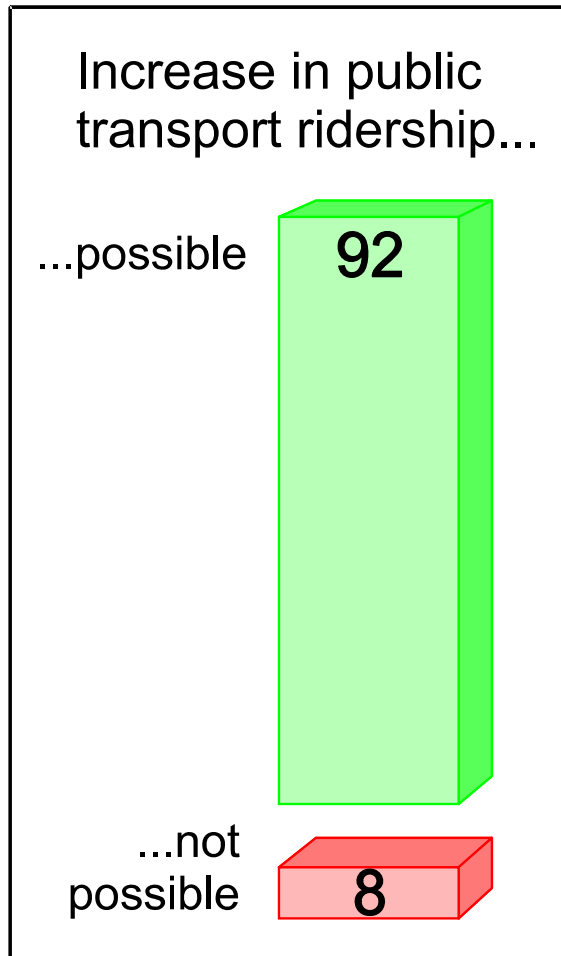


Awareness of public transport

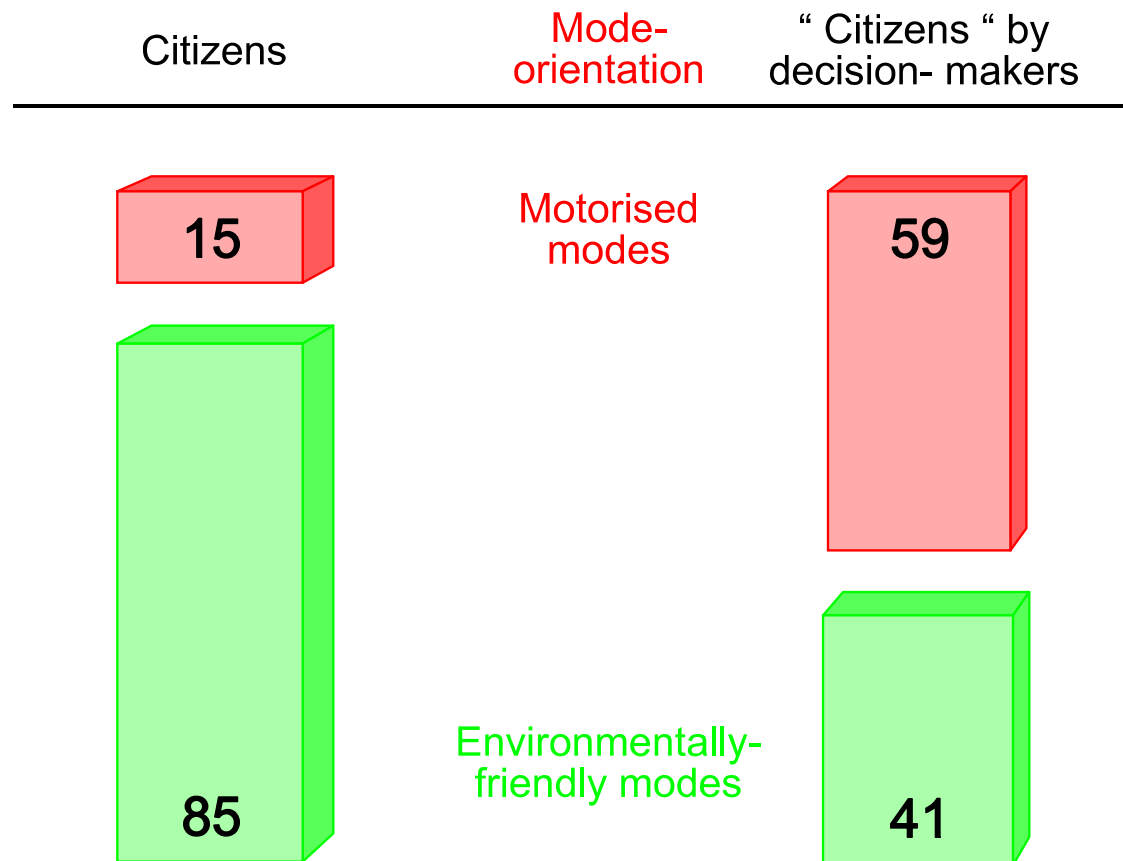
Working Group Meeting
Zagreb
04-05 October 2007

- Decision-makers (EU) -



EXPECTATIONS FROM TRANSPORT PLANNING/POLICY

- EU -



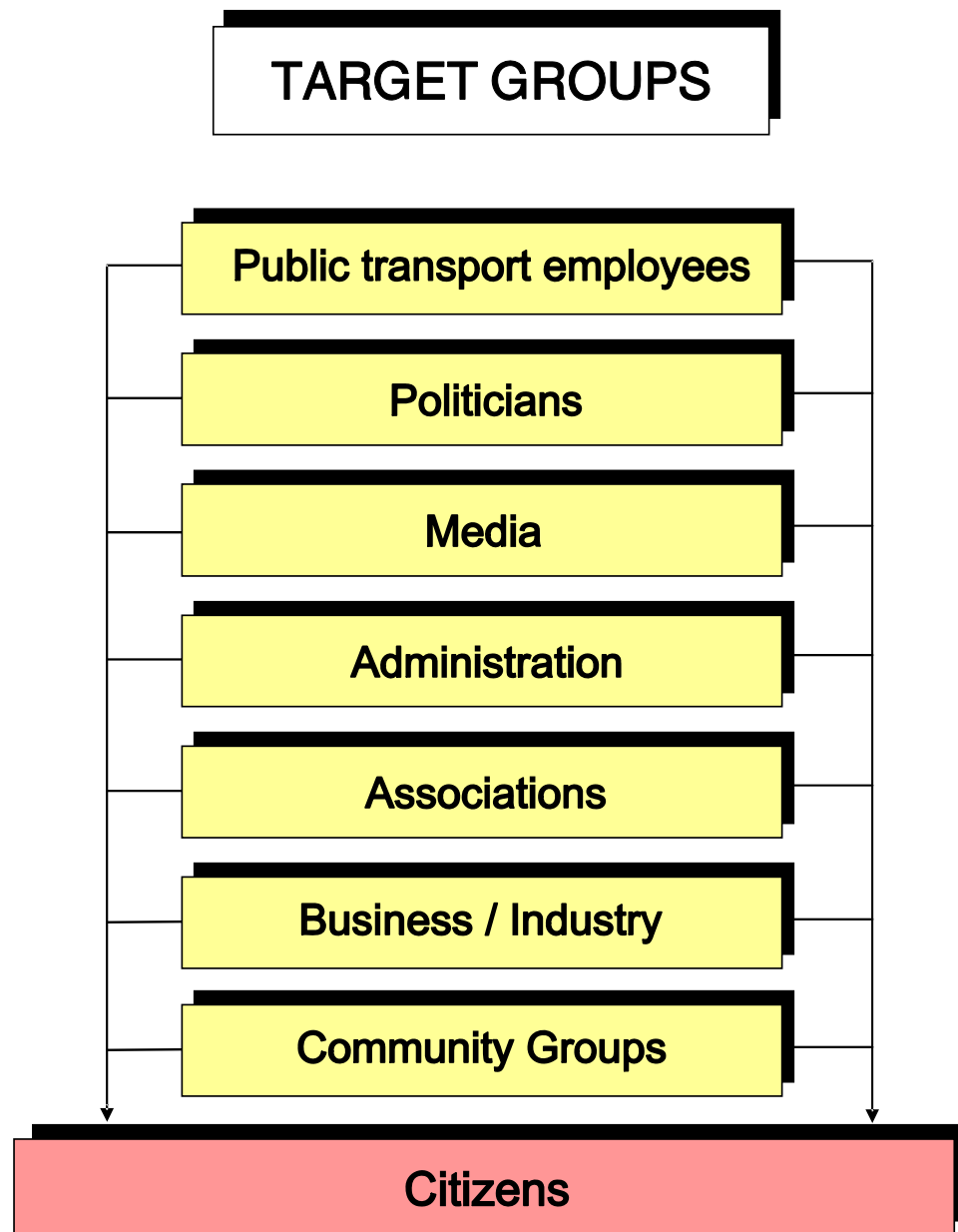
PUBLIC AWARENESS CONCEPT

**CREATE
PROBLEM AWARENESS**

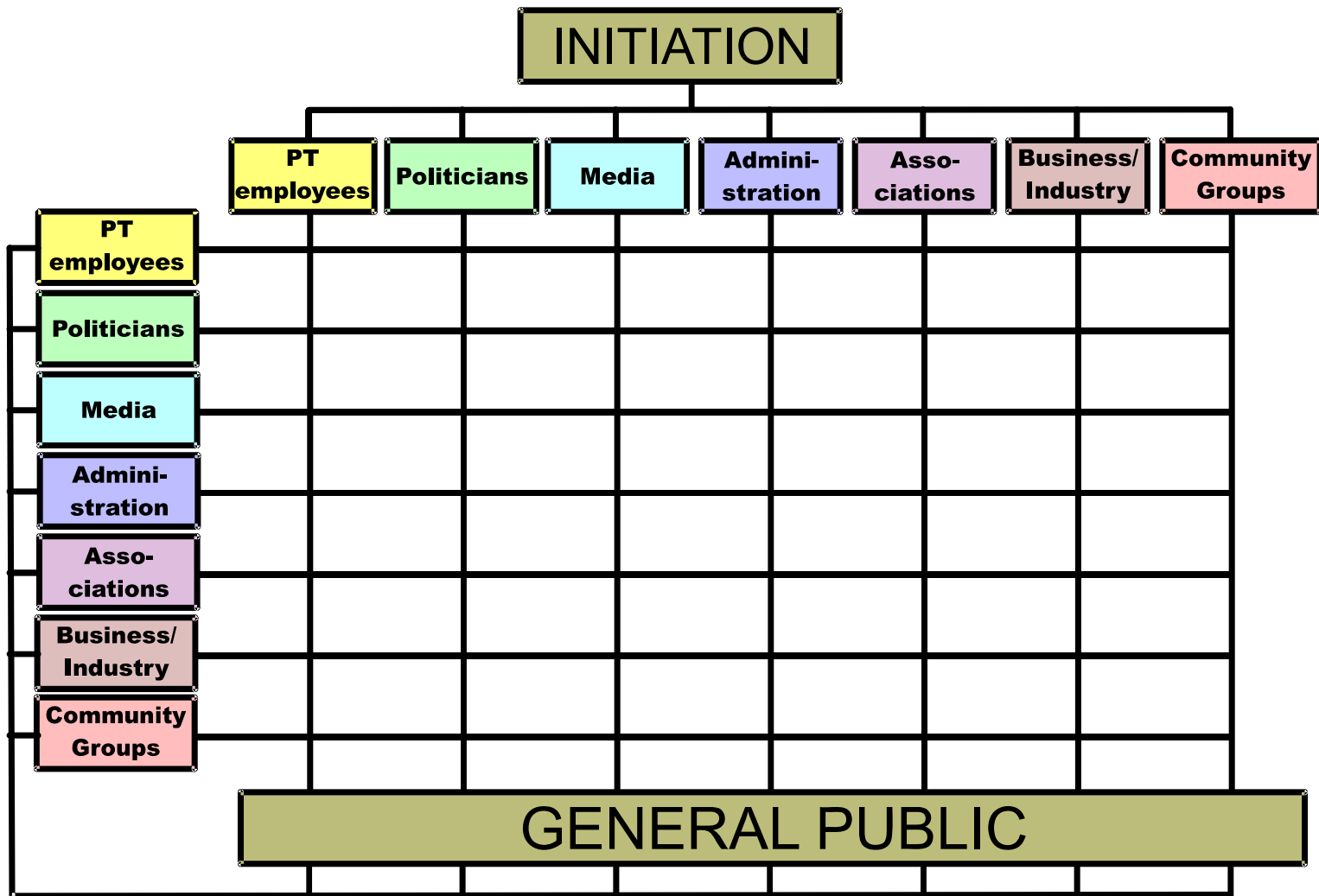
**GENERATE
PERSONAL CONCERN**

**ENSURE
SOCIAL ACCEPTANCE**

**EFFECT
SUSTAINABLE CHANGE**



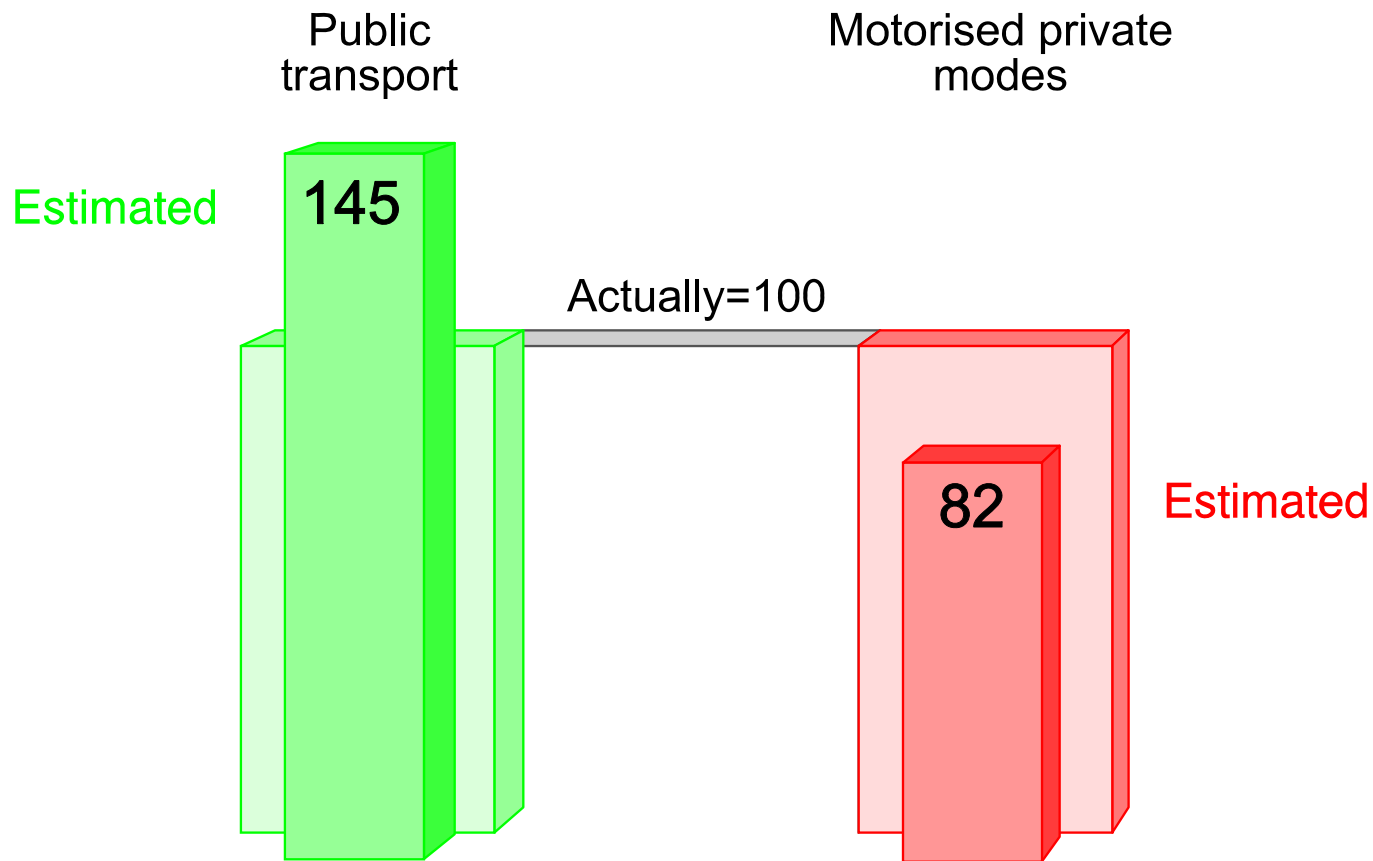
PUBLIC AWARENESS APPROACH



ESTIMATIONS OF TRAVELTIME

- GERMANY; motorised private modes -

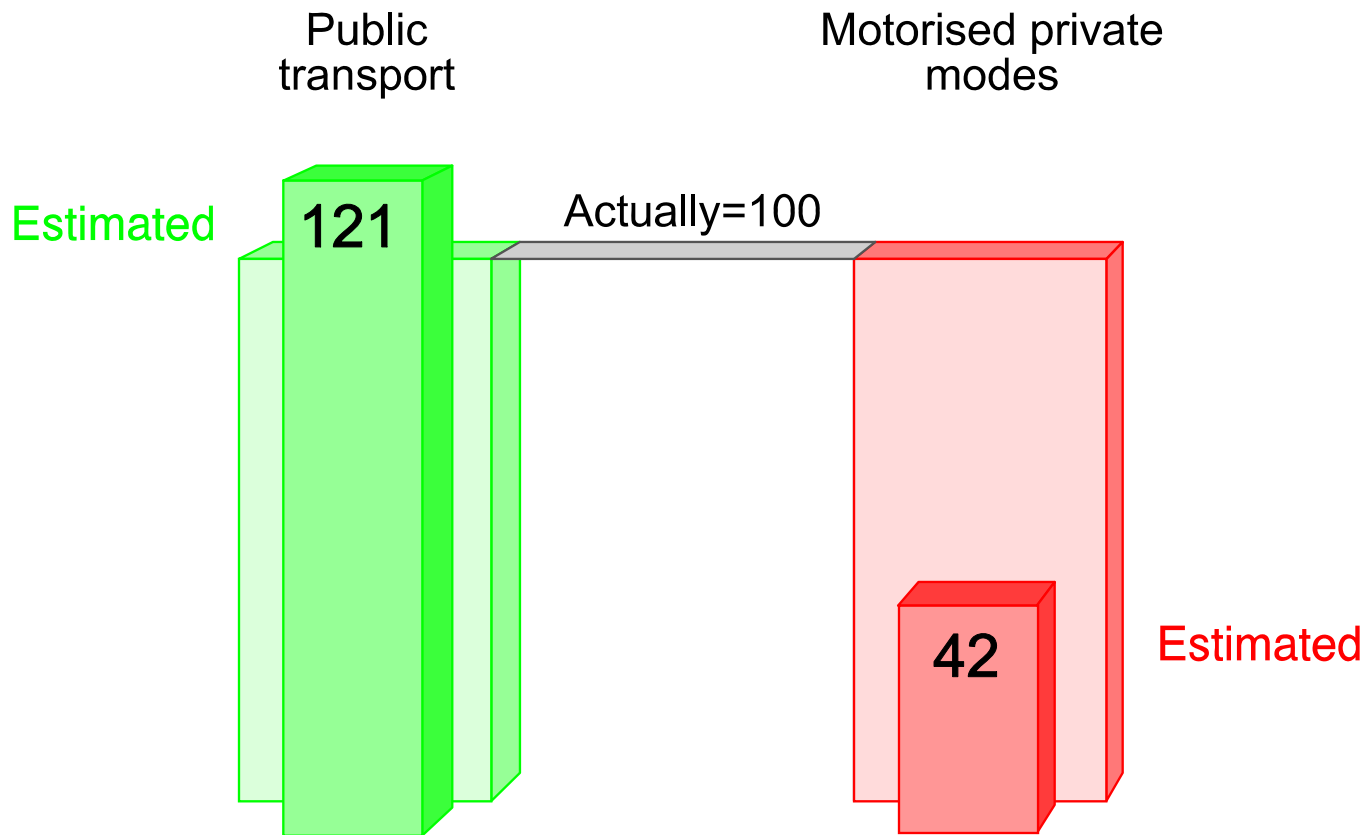
Public transport available; informed; no constraints



ESTIMATIONS OF COST

- GERMANY; motorised private modes -

Public transport available; informed; no constraints



COMMUNITY BENEFITS of PUBLIC TRANSPORT

- Selection -

Social Integration

Traffic safety

Space consumption

Traffic noise

Air pollution

Inner city, Shopping

Community costs of transport

Economy and Motorisation

External costs

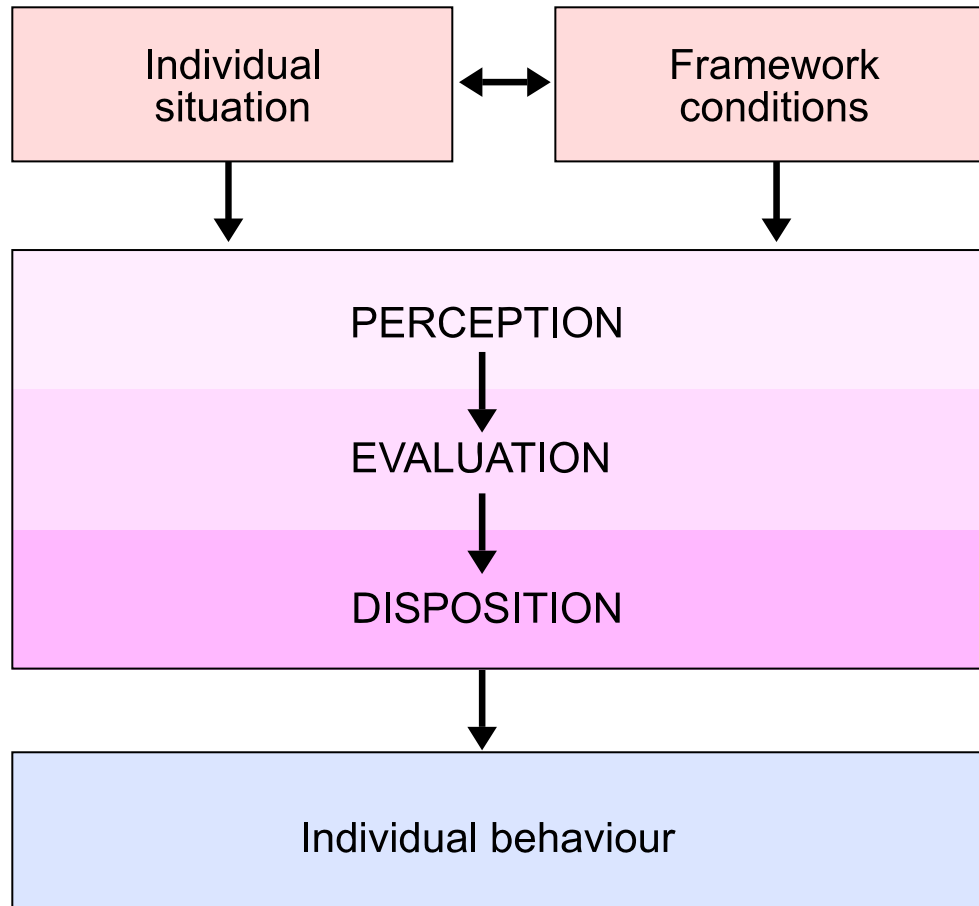
Energy efficiency

Climate change

Peak Oil

„Active Living“

THE "SUBJECTIVE FILTER"



ANALYSIS OF SITUATIONS

1) CONSTRAINTS

2) "OBJECTIVE" CHOICE
ALTERNATIVE MODE

3) INFORMATION ABOUT
ALTERNATIVE MODE

4) EVALUATION AND PERCEPTION
"TIME"

5) EVALUATION AND PERCEPTION
"COSTS"

6) EVALUATION AND PERCEPTION
"COMFORT/SERVICE"

7) SUBJECTIVE DISPOSITION

8) USE OF ALTERNATIVE MODES
"OBJECTIVELY" AND
SUBJECTIVELY POSSIBLE