

## Objectives of the measure

- **At measure level:**
  - Improve existing formats and establish new ones to collect insights into mobility needs
  - Develop an individual mobility advisory service to promote modal shift
- **Contributing to city level objectives of:**
  - Promoting the use of PT and active modes
  - Strengthening citizen participation and their identification with PT

## Description of the measure

- **Situation before:**

PT planning and operations already features the involvement of citizens in various formats and frameworks. E.g., during any form of construction planning and preparation, different forms of dialogue or objection processes are mandated. During ongoing construction, residents are informed, and their concerns are being considered, to alter the direct affects such as road blockings, limited access to stores or homes, and noise etc. Furthermore, rnv provides multiple channels of customer communication and service, such as a service hotline, mobility centres and various online customer services, where customer feedback, complaints and suggestions are addressed. There are also regular mobility surveys being conducted, both on a local as well as on a regional level. rnv sees a need to further emphasize the topic of mobility needs to better understand central needs, pain points and mobility requirements of different target groups and use-cases.

- **General description:**

This measure proposes different formats of data collection such as surveys, dialogue formats as well as on-site service counters at events, will be designed and carried out. Based on those insights, rnv wants to develop a modular information package, to provide comprehensive but use-case specific information and service. The overall ambition is to develop a mobility advisory service, that supports the modal shift by easing transition from individual motor car traffic to sustainable modes of transport. This mobility advisory service aims at providing relevant information on the availability of mobility services, optimal ticketing product as well as additional services and information, focussing on the specific situation of the target group or use-case.

The specific use-cases shall be identified in a first phase of this measure. At this point e.g., mobility advisory services during events could be one focus area (how to get there and get back home, focus on occasional users also from the wider region). Another potential focus area could be the use-case of commuters (employer subsidized Job Tickets, daily commute, alternatives in case of service disruptions, combination of PT with bike (sharing)).

- **Measure outputs:**

This measure will deliver:

- Data collection through different dialogue formats on mobility needs of relevant target groups/ use-cases with the involvement of at least 100 people
- Concept for a modular and location-independent mobility advisory service
- Production of relevant information materials (digital/ print)
- Piloting of modular and location-independent mobility advisory service

- **Supporting activities:**

Additional specific user groups can be engaged through **U-GOV** to ensure that the results cover the needs of all relevant target groups. The feedback collected from these groups can enrich the information extracted.

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure is related to other UPPER measures aimed at understanding user's need regarding PT.

- **MAN\_06:** Defining concepts and test instruments to improve mobility in peri-urban areas for different user groups.
- **MAN\_07:** Create a network of mobility hubs in cooperation with the regional transport association, open for multi mobility providers.

## Target groups and/or geographical impact areas

- **Target groups:**

- Small group of citizens and different PT-user groups with specific needs

- **Geographic impact area:**

- The measure will have a direct effect on Mannheim, but the results and insights generated will potentially benefit the service region of rnv, covering the metropolitan area of Rhein-Neckar with the three cities of Ludwigshafen, Mannheim, and Heidelberg

## Stakeholders

The following stakeholders will be required for the implementation of this measure.

- Rhein-Neckar-Verkehr GmbH (rnv) - Department of customer service: project lead & expert
- User/ non-users: participate in dialogue formats and mobility advisory service

## U-tools support

The implementation of this measure will be actively supported by one IT tool from the UPPER toolkit:

- **U-GOV:** Testing the U-GOV platform to improve user communication, generate feedback on activities and actively involved citizens and stakeholders in the design of the modular and location-independent mobility advisory service.

## Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **IDF\_01:** Participative governance framework for the update of the regional SUMP [PULL]
- **LEU\_06:** To launch communication campaigns and digital tools to increase the uptake of PT [PULL]
- **IDF\_08:** Improve public perception of PT [PULL]
- **BUD\_03:** To understand dependencies between the level of service and passenger satisfaction [PULL]

## Process of implementation of the measure

Stages	Description	Intermediate milestones
<b>Design</b>	<ul style="list-style-type: none"> <li>- Establish baseline on existing mobility advisory services</li> <li>- Define target groups and use-cases to be considered</li> <li>- Design concept for data collection on mobility needs</li> </ul>	<ul style="list-style-type: none"> <li>- Target groups and use-cases identified</li> <li>- Data collection concept finalized</li> </ul>
<b>Preparation</b>	<ul style="list-style-type: none"> <li>- Collection of data on mobility needs along the identified use-cases and target groups</li> <li>- Design and production of information materials and dialogue formats</li> </ul>	<ul style="list-style-type: none"> <li>- Data collection concluded</li> <li>- Information materials produced</li> </ul>
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Piloting of modular and location-independent mobility advisory service</li> </ul>	<ul style="list-style-type: none"> <li>- mobility advisory service operational</li> </ul>

## Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
MAN_01		<ul style="list-style-type: none"> <li>- Number of citizens involved</li> <li>- Number of events, where mobility advisory service was offered</li> <li>- User satisfaction (of the dialogue process)</li> </ul>