TES_10 'Incentivize the use of PT in combination with active modes'

Objectives of the measure

- **At measure level:**
  - Increase PT ridership.
  - Promote the use of micromobility modes

- **Contributing to city level objectives of:**
  - Decrease car usage
  - Increase PT attractiveness.

Description of the measure

- **Situation before:**

Currently incentives are not provided to PT users that are willing to combine micromobility or other green modes with PT to complete their trip. Additionally lack of available services (shared micromobility modes) and infrastructure results to a low share of travellers that use micromobility modes and PT.

- **General description:**

This measure will incentivize the use of PT in combination with active modes. It aims to promote the use of PT and active modes, by offering to passenger the ability to exchange their tickets by vouchers to be used in local shops.

This measure will be based on measure 8, in which mobility packages have been identified in order to provide the best incentive per user. It is noted that vouchers will be used supplementary to mobility packages in measure #8.

A stated preference survey must be conducted to estimate the willingness to use PT for financial incentives. An algorithm will be developed and will be used to estimate time of day/type of incentive/redeem method, etc.

Following the development of an algorithm, we must identify who will provide the incentives.

- **Measure outputs:**

This measure will deliver:

- A report on travellers' WtP and incentives.
- Incentive packages and allocation method.

- **Supporting activities:**

The success of the developed measure depends on the identification of travellers' behaviour and linkage to appropriate incentives to boost PT use.

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

This measure is linked to measure 8 another measure (create new incentive-based services in the MDMS system to increase the use of PT in Thessaloniki

Target groups and/or geographical impact areas

- **Target groups:** Travellers, PT users, TSP, PT authorities.

- **Geographic implementation area:** The implementation is focused in central Thessaloniki area.

Stakeholders

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

- **CERTH:** Definition of implementation area, traveller survey, incentives.

- **TheTA:** Definition of implementation area, identification of stakeholders (e.g., micromobility) to be involved. Provide data regarding existing costs, and stakeholders that participated/participate in relevant initiatives.

U-tools support

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

U-GOV: CERTH has already developed gamification and incentivization mechanisms for encouraging active mobility, U-GOV can assist in the validation of these mechanisms and capture citizens' opinion regarding incentives.

Link to other UPPER measures

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

- **ROM_09:** To create incentive packages to support multimodality

- **IDF_07:** To incentivise the use of Public Transport for commuters

- **OSL_07:** To incentivise the use of PT and shared/active modes of transport

- **LEU_05:** Mobility for all by optimising the use of financial incentives to increase the share of PT

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Data collection	- User characteristics and mobility data - Who will provide incentives
Preparation	Preparation	- Estimation of WtP - Linkage of incentives with transport modes - Development of incentives - Technological integration
Implementation	Formation of service	- Provision of incentives to travellers.

Sub-measures and preliminary indicators

Measure	Sub-measure *(if applicable)*	Impact indicators
TES_10	n/a	- Modal split (intention to shift to PT-based trips) - Incentives given and used