

A2PT Toolbox – Focus Group

Activity 2.2. Testing the A2PT Online Toolbox

EU-Interreg Danube Region project

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A2PT Online-Toolbox

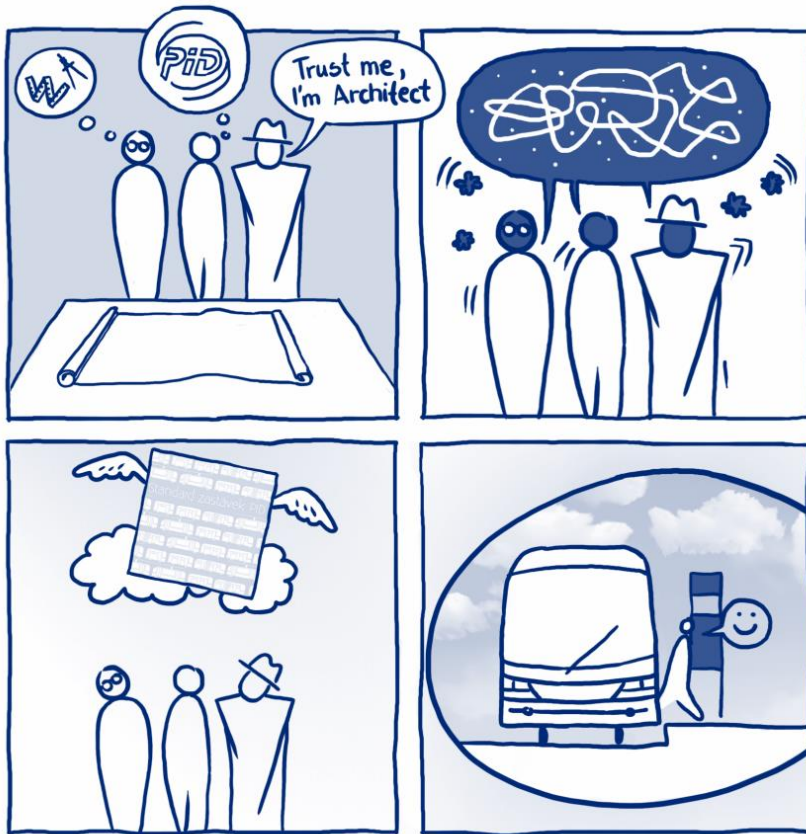
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Interreg
Danube Region



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Active2Public Transport



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Active2Public Transport

EU Interreg Danube Region project to better combine cycling, walking and public transport

About A2PT →

Good Practice →

Pilot Activities →

Fields of action

The Active2Public Transport (A2PT) partnership identifies nine fields of action to better connect active mobility with public transport. These action fields are based on European and global good practices, pilot activities, and study visits.



Bike parking and sharing at stations

Sufficient bike parking and sharing options at public transport hubs help to create seamless connections between cycling and public transport. Learn more.



Ticketing and fares

Providing fair and attractive pricing is essential to make sustainable mobility more appealing. Integrated ticketing or flexible fare systems make sustainable travel easier, more affordable and more convenient.

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This project is supported by the Interreg Danube Region Programme co-funded by the European Union

A2PT Online-Toolbox

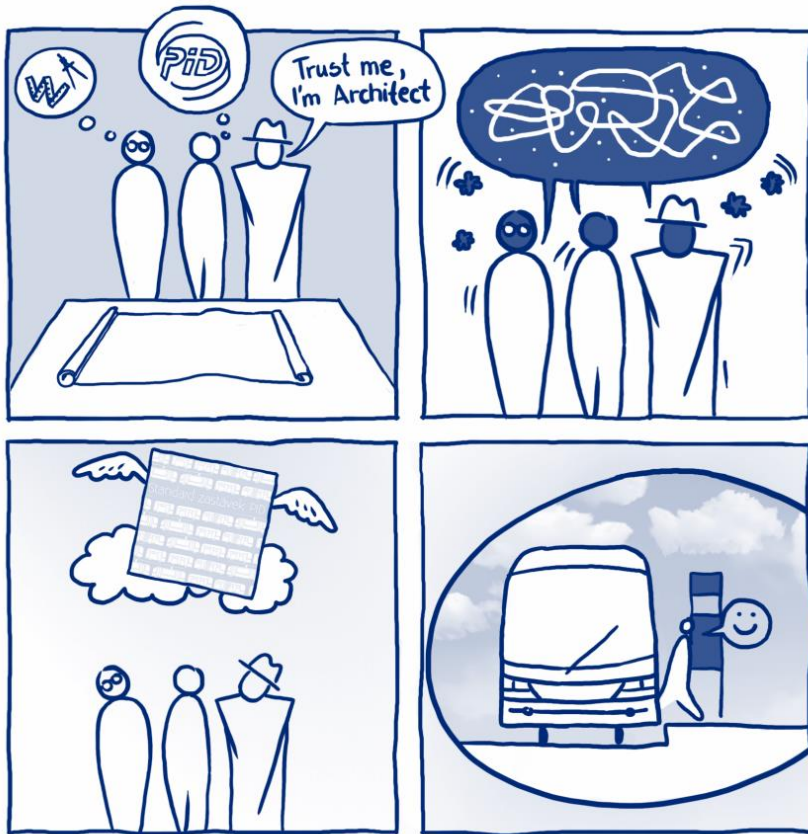
9 fields of action

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Information for
Users & Maps

Accessibility
(safe & barrier
free)

Vehicles &
Capacity
Management

Catchment Area

Data Assessment
& Monitoring

Additional Services
(at stations)

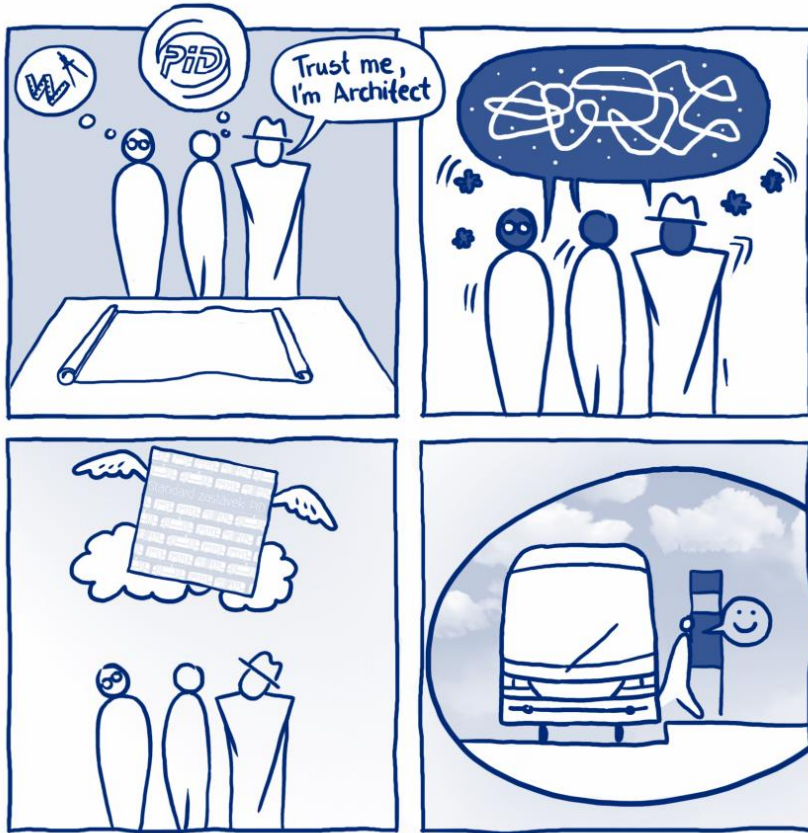
Ticketing & Fares

Communication
(Awareness
Raising,
Campaigns)

Parking & sharing

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1

**Information for
Users & Maps**

Catchment Area

Ticketing & Fares

2

**Accessibility
(safe & barrier
free)**

**Data Assessment
& Monitoring**

**Communication
(Awareness
Raising,
Campaigns)**

3

**Vehicles &
Capacity
Management**

**Additional Services
(at stations)**

Parking & sharing

Fields of Action (each)

- 1) First **impression** (visual)
- 2) Is the **content** helpful for you as a practitioner? Why?
- 3) Are the **good-practice** examples helpful? Why?
- 4) What do you **like, miss and would like to see in the final version?**

3 groups (30 min)

- 10 min for each field of action
- one notetaker (flipchart) /
- one presenter

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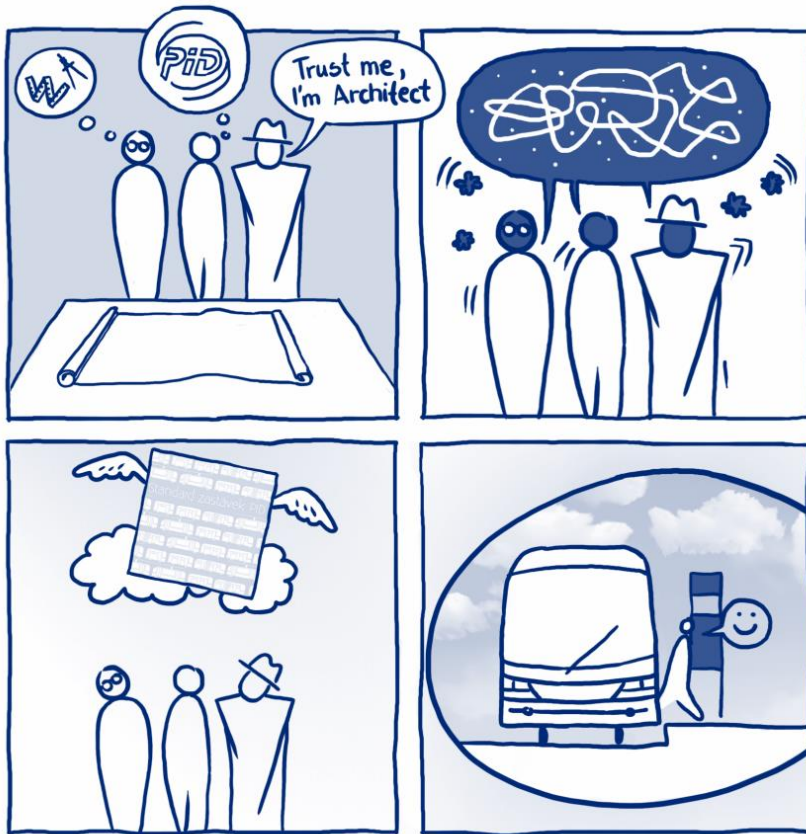
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www.klimaaktivmobil.at/en/fachpersonen/mobilitaet/active2public-transport

CATCHMENT AREAS

- 1) TOO MUCH TEXT, DETAILS SHOULD BE OLD FASHIONED ☹️ IN LAST STEP.....
- 2) TOO LONG, NOT SPECIFIC
"HEAVY" TEXT
COULD BE BETTER PHOTOS
NOT VERY ATTRACTIVE ...
- 3) PROBABLY YES ☺️, BUT....
- 4) FRONT PAGE, PICTURE + HEADLINE
MISS - MORE PHOTOS (WHERE IS IT ???)
BETTER ORGANIZED / STRUCTURED
- VIDEOS !!! REELS
- LESS TEXT (BETTER GRAPHICALLY ORGANIZED; ICONS, ...)
- WHAT SHOULD I DO, IF I WANT IT?
"GO TO ACTION" BUTTON / CONTACT

- 1) FIRST PAGE STRUCTURE:
 - WHAT? PURPOSE
 - "HERO" SHOULD SHOW KEY THEMES
 - NAVIGATION IS MISSING
 - "ABOUT US" AND PARTNERS COUNTRIES
 - COLOR CODING FOR BETTER RECOGNIZING
 - PICTOGRAMS FOR BETTER UNDERSTANDING
 - CAROUSEL WITH NEWS
- 2) THEME: DATA COLLECTION AND MONITORING
 - WHAT? AND PURPOSE
 - NAVIGATION POINT
 - DESCRIBE INFOGRAPHICS THEMES AND EXPLANATORY VIDEO (SHORT)
 - USER FRIENDLY (IN CAPSULES, SHORTER) TEXT FIGURES SCHEMES
 - DYNAMIC GRAPHICS
 - KEY STUDIES IS MISSING (STANDARDISED FIGURES)
 - CHAT BOOT and CONTACT PERSONS
 - "BEFORE and AFTER" PICTURES
 - MOBILE RESPONSIVENESS FIRST!

1*

1) not-interested (?) - missing costs/budgets, barriers, \oplus/\ominus
- when suitable? / scenarios, challenges, risks

structure - lot of texts \rightarrow shorter
- links? // bullet points?

missing context - who implemented (specific/small/big city?) - reference size

missing contact? \rightarrow where to collect more info? \Rightarrow not tool! just a list

financing - how much, by who?

\rightarrow First page \rightarrow easy, more appealing
after click \rightarrow structured more detailed // H1 // H2 // bullet points


potential partners to cooperate? (missing)
better inter-linked lists/catalogues

absolutely confused
more numbers/

inconsistency \leftarrow !!

Services

target group
learn more
 \downarrow am I the one?
For me?



Contact

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Österreichische Energieagentur – Austrian Energy Agency (AEA)

Active2Public Transport – Interreg Danube Region

Further web links

- Federal Ministry of Innovation, Mobility and Infrastructure (BMIMI)
- klimaaktiv mobil
- Mobilitätszentrale Burgenland

 Federal Ministry
Innovation, Mobility
and Infrastructure
Republic of Austria

klima**aktiv**

mobil


Mobilitätszentrale Burgenland