



# PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING



## Delivering PTP “in the field” events: Burgos

Joint Project Conference: MOBI, PTP-CYCLE, STARS  
Unlocking Urban Mobility Behaviour Change  
B4. PUBLIC ‘IN THE FIELD’ EVENTS  
Brussels, 18<sup>th</sup> February 2016

# Site: Burgos

- In the Field actions, developed in **two phases** (2014, from June to September and 2015 in March-April, before the elections).
- **European Mobility Week** to give more visibility (the most successful one).
- **Different events:** Feria, Concerts, Leisure activities...



# Total numbers

IN THE FIELD	ORIGINAL PLAN	FIRST YEAR	SECOND YEAR	TOTAL	%
Number of PTP group	2,000	1,636	454	2,090	104.50%
Number of persons contacted	1,400	1,636	454	2,090	149.29%
Number of PTPs delivered	980	1,636	454	2,090	213.27%
	(10 events)	(7 events)	(3 events)	(10 events)	



# The Implementation

- **Visibility:** very important to attract attention.
- **Reliability:** Very good opinion about advice received.
- More **open** to new means of transport: people who already moved to the events in sustainable means they wanted information.



# Success Factors

- **Good rates of people involved**, especially in events with young people.
- People preferred to **receive information with no rush**. In some events like concerts or activities some of them asked to be informed at the end.
- Video

