

SUSTAINABLE MOBILITY FOR EVENTS

INFORMATION ON THE ACCESSIBILITY VIA INTERNET AND OTHER COMMUNICATION CARRIERS

What & Why to do it

Information and Communication campaigns for sustainable transport modes are extremely important. The **existing event website should be extended** with accessibility information. Also the printed communication channels (programme brochures, etc.) can be extended likewise. Very often, attractive alternatives for car driving are available but hardly known by the visitors. Extended communication should help solving this problem.

How to do it

- Map the origin of the visitors: do they come from the surrounding cities or do they originate from all over the country?
- Make an overview of the accessibility of the location by bicycle (including bike parking), public transport (including last departures) and car (including car parking facilities).
- Make an overview of the information channels used for communication on the event itself: website, programme brochure, flyers distributed before the event, posters, etc.
- Decide on which of these channels – as many as possible – accessibility information will be added.
- Provide a general overview of the accessibility, with focus on sustainable modes: cycling, public transport and carpooling. Add this information to the website, the programme brochure, and other information channels.
- Consider an individualised approach in addition: especially on the website it's possible to point at mobility alternatives for a wide range of departure points.

Costs and benefits

Costs

- The material costs are very limited, as the communication channels are those which have been set up already for communication on the event itself.
- The workload will depend on the level of detail planned.
 - o If only general information is provided (which bus lines, which cycle routes, overview of the parkings and prices, 1 man day should be sufficient.
 - o If detailed information is provided, e.g. for 50 departure points, 3 to 4 man days are necessary to provide this information.

Benefits

- Additional visitors can reach the event ground, resulting in additional income for the organisers.
- The number of parking places needed to accommodate all visitors can be considerably lower if good public transport services are provided.
- There are substantial gains on for the environment: if only 100 visitors, travelling an average distance of 20 km one way, are diverted from the car to a bus, CO² emissions are reduced with 156 kg. If they start cycling, the gains are even more important: 332 kg for cycling the same distances.

Accessibility information Night buses for the SFINKS festival

The SMASH-EVENTS team implemented an extended information campaign for the Sfinks festival in 2002 (world music, 50.000 visitors in 4 days).

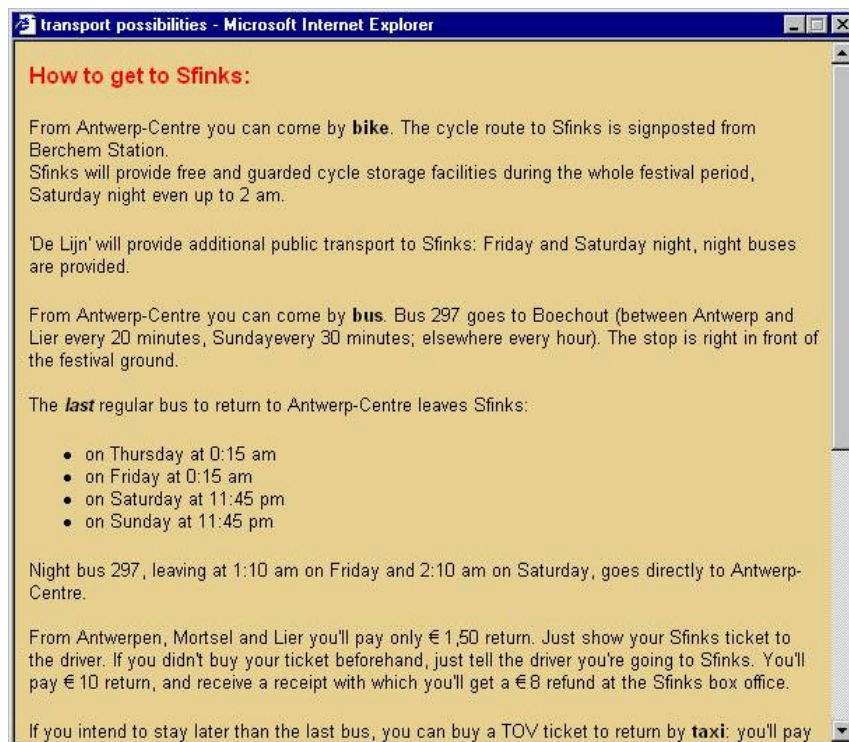
The website provided:

- general information on the accessibility, with an overview of the implemented measures: guarded cycle storage facilities, signposting for cyclists, night bus services, combined ticketing bus + entrance fee.
- personalised information: people were invited to select their departure point from a list of 50 towns in Belgium and abroad. For each town, targeted information was then given on accessibility by bicycle (for distances up to 10 km from the festival site), public transport, and car. A link was established to the carpool website, to find carpool partners to get to and from the event.

In the festival brochure the general information from the website was copied

The general information phone number was open to accessibility information as well: people answering the phone had access to all detailed accessibility information.

The information stand at the festival ground disposed equally of all detailed information on the accessibility of the event.



The results

The number of hits on the accessibility section of the website is unknown. For the results of the information stand, please refer to the related description, elsewhere in this manual. 1.000 to 1.500 visitors to the festival used the bus services, 90 of which travelled by the additional night buses.

Contact: Jan Vanseveren, Traject, jvs@traject.be, phone +32 9 242 32 80