

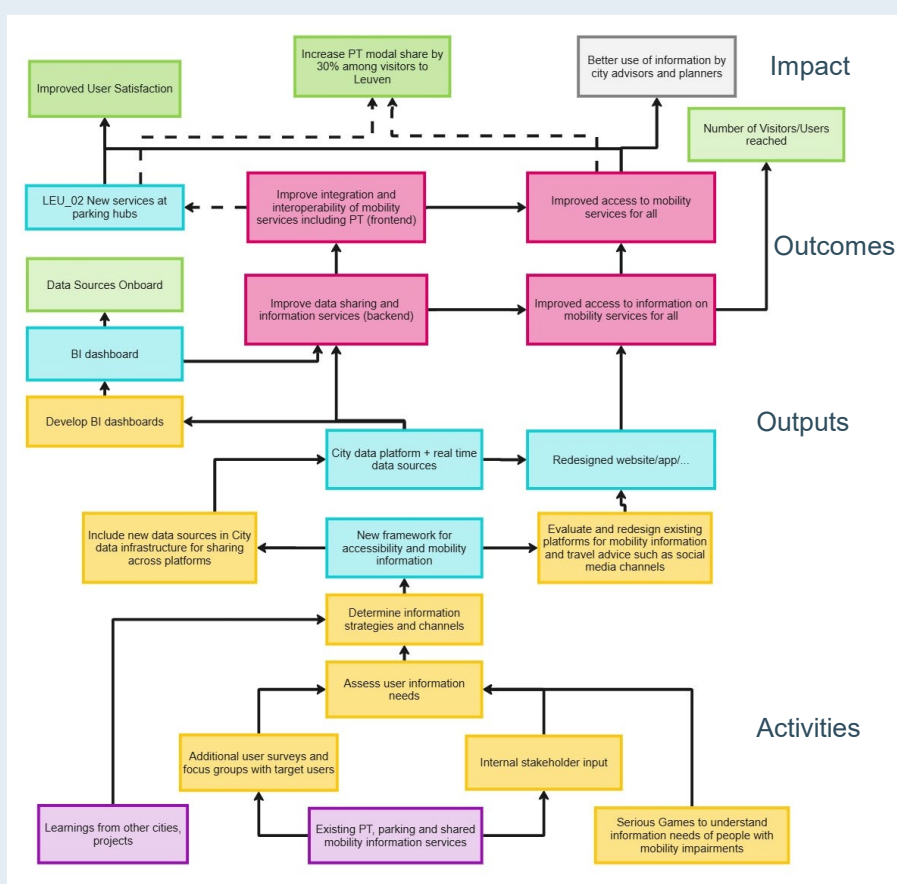
UPPER: Unleashing the Potential of Public transport in EuRope

Collaboration of 10 cities in Europe, universities, NGOs, and other partners implementing 84 measures across 5 innovation themes

Evaluation and Results of Leuven Measures

Theory of Change:

Example of Measure 3 – improved user information



Results of measures:

MEASURE 1: Improve data use for better PT policies

- 4000 citizens participated in surveys and engagement platform
- 6 citations of new data platform in policy documents or decisions

MEASURE 2: Study parking and PT needs

- 15% increase in users at new and existing Park and Rides to 35670
- 150% increase in users of PT connections at Park and Rides to 6070

MEASURE 3: Improving user information

- 210 people reached with new information channels

MEASURE 5: Optimising financial incentives for PT

- 14250 people receiving financial incentives for using PT

Input from public participation to develop measures:

- “All online and sms ticket systems should provide the possibility to save the ticket as pdf so it can be printed or shown on the screen”
- “In buses with a screen: indicate the detour on the screen, if no screen, display it on paper.”
- “Have event routes, stops or shuttles, ... as a standard, known variant to the ‘normal’ route.”
- “The information provided on the signboards, website, PT app, ... should be reliable at all times, even when there is a strike.”
- “Give users option to receive text messages for matters that fit their profile”



Improvements to accessibility:

