

## Evolis Chailluz

### “Bus + bicycle” service available on request

#### Short Summary

*Launch of a new service available upon reservation, allowing the inhabitants of Greater Besançon to visit the forest for a picnic, a bicycle ride or a walk, while leaving the car at home. This service offers the possibility of transporting a bicycle.*

#### Problem description

A relaxing day in the forest and physical activity are ideal for good health. Besançon is a very green city and even has its own forest, – Chailluz forest – on the outskirts.

On Sundays, the Ginko network does not provide a bus service to the forest. Therefore, people living in Greater Besançon prefer to take their car when they want to visit the forest.



#### Description of the campaign / measure

Setting up of a service available on request to the Chailluz forest on Sundays with the possibility of bringing a bicycle.

Operation of the service:

- Every Sunday in July and August 2006
- Reservation by telephone or Internet (from 30 days to the day before until 6pm).
- Special route in Besançon serving 11 stops on the city's major roads and streets, ensuring perfect correspondence with the Ginko Sunday service.
- 2 departure and return journeys per day.

Access to this service is possible with all Ginko's pricing options.

Services on board the bus (possibility of borrowing games to play: *pétanque*, beach bats, skipping ropes, card games, boomerang, croquet bats)

#### Publicity campaign

- Posters in buses, bus shelters and in the Ginko boutique to inform existing customers (approximately 1,000 copies).
- Temporary signs at bus stops from which the service is available.
- Posters on the back of buses
- Highlighting the new service on the ginkobus.com website
- Distribution of promotional leaflets in the Ginko boutique, in buses, at Ginko ticket outlets, public places and other brochure distribution points (10,000 copies).
- Bus image + decoration of the bus dedicated to this service
- Background music with a “nature” theme on board
- Bus driver uniforms for the service: visor or scarf

- Information in the Colibri letter
- Website newsletter
- Internal communication

### **Who is the driving Force behind it? Who is the beneficiary? Who and how many are involved?**

This operation is run by Keolis Besançon, the company that runs the Ginko network (the Agglomeration of Greater Besançon Community authority), and is part of the European Interreg 3B, Via Nova project, which aims to preserve and protect the environment and the general health of the public by reducing the number of cars on the road and encouraging inhabitants to be more physically active.

### **Main slogan / statement**

A Sunday in the forest with Ginko

*Take the bus to the Chailluz forest and bring your bicycle!*

### **Results / Potentials**

Over 7 days of operation: 98 different people used the service including 37 who brought their bicycles (the weather was very poor in August).

70 % of customers were women

52 % went with their families

Overall customer satisfaction: 19.6 /20

Very positive image of the Ginko network

### **Opportunities and barriers - Factors of influence and criteria of success and possible barriers**

A lot of publicity necessary to raise awareness of the service

The poor weather conditions

### **Steps of implementation**

- Preparatory meetings to define the service,
- Definition of the communication plan
- Writing and printing of the various publicity documents

### **Cost / Benefits**

Sub-contracting of the vehicle and Accompanying trailer

€7.5 K

Purchase of equipment (Balloons, folding chairs, bats, etc.)

Decorations for the bus

Publicity

€1.2 K