

The destination mobility brief

A working framework for municipalities, tourism businesses and mobility providers. Define the journey, agree responsibilities, prepare passenger information and measure service adoption.

Reviewed: 6 October 2026

The information that makes a service usable

Complete the brief with the operator before planning publicity. Use aggregated service data for evaluation.

Define the journey → Agree ownership → Inform passengers → Review use

Service record

Route, dates, capacity and accessibility

Verified by the operator

Stakeholder register

Decision, approval and operating responsibilities

One accountable owner for each action

Passenger content

Greek and English instructions, contact and alternatives

Test with someone unfamiliar with the service

Utilisation

Passenger journeys ÷ available passenger capacity

Same route and reporting period

Schedule completion

Completed scheduled journeys ÷ planned journeys

State cancellations and reasons

Cost per passenger journey

Agreed operating costs ÷ completed passenger journeys

Include the cost boundary in every report

Application checklist

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- Approve the operational facts before campaign copy
- Make disruption updates visible across partner channels
- Separate communication reach from actual use
- Compare equivalent periods before recommending expansion

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Working checklist

- 1** Journey: specify the arrival point, destination, passenger groups, peak periods and the connection that needs improvement.

- 2** Operating status: record whether the offer is a proposal, trial or service in operation. Add the date and the source confirming that status.

- 3** Technology: distinguish propulsion, driving automation and booking technology. Confirm what each capability means for the passenger.

- 4** Responsibility: assign the operator, maintenance owner, charging responsibility, information editor and disruption contact.

- 5** Passenger information: approve route, stops, timetable, fare, accessibility, booking requirements and alternatives during disruption.

- 6** Distribution: agree one source of current information and the links used by hotels, attractions, event venues and municipal channels.

- 7** Stakeholders: document each institution's decision, approval or operating role. Identify the issues residents and businesses need answered.

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Notes, owners and next actions.

- 8** Claims: identify the evidence for environmental and service statements. Define comparison period, occupancy assumptions and calculation boundaries before publishing figures.

- 9** Measurement: agree completed passenger journeys, capacity utilisation, schedule completion, operating cost per passenger journey and passenger feedback.

- 10** Review: set a review date, an accountable owner and criteria for continuation, adjustment or expansion. Record what evidence is still missing.

Further reading:

European Commission CORDIS · CityMobil2 final report
SHOW · Trikala demonstration site
Municipality of Trikala · City control room, October 2017
Tourism Strategy · Electric + Micro Mobility Forum
Tourism Strategy · Trikala case study