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Measure Evaluation Results

GDA 4.3 Mobility Management – Mobility Week

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Executive Summary

The measure 'Mobility Management - Mobility Week' aimed at the development of a long-term communication concept to raise citizens' awareness on alternatives for a sustainable transport system in Gdansk. The long-term objective is to encourage citizens, especially car owners, to shift towards sustainable transport modes. Activities undertaken within the framework of the measure relied on the use of social communication in the area of advertising, information and promotion. The main activity of the measure is the organisation of specific activities during the well-established European Week of Sustainable Transport campaign taking place yearly in Gdansk. An external positive outcome of this measure was to make visible the interaction between the several measures implemented in the frame of MIMOSA project and highlight the comprehensive vision for a sustainable mobility management initiated by the municipality of Gdansk.

The events and activities of this measure were strongly related to the activities organized in the frame of the measure GDA 4.1 'Mobility Management. Marketing Tram' and the measure GDA 6.1 'New Cycles' which shared the same high level objective to "increase modal split towards sustainable modes".

The measure was realized in the following stages:

Stage 1: European Car Free Days (2010 - 2012) Since 2010, a yearly Car Free Day was organized by public transport organizations supported by the MIMOSA team during which the city centre was closed to private cars and financial incentives were given to car owners to take public transport systems. Three Car Free Days were organised during the period of the MIMOSA project.

Stages 2-4: MIMOSA Mobility Weeks (2010 - 2012) The aim of the three yearly Mobility Weeks was to raise citizens' awareness on the sustainable transport alternatives such as bicycles, public transport and electric vehicles. Several playful activities took place during the events to reach children, teens and adults. The MIMOSA Mobility Weeks took place under the umbrella of the European Mobility Week and contributed to create a synergy between the several actions and initiatives undertaken in the field of urban mobility in Gdansk. Additionally to these main events, a contribution to two local primary school fests was given in the framework of the Mobility Week.

The impact evaluation was conducted based on data collected among citizens attended the several activities organized during the MIMOSA project period (2010-2012). During the Mobility weeks of 2010 and 2011, four questionnaire-based surveys were conducted by the MIMOSA team in order to analyse the impacts of the activities undertaken during the campaign on the awareness and transport behaviours of Gdansk citizens. At the three Mobility Weeks between 1176 and 288 citizens were surveyed online and about 300 yearly at the events. In 2012, surveys were also conducted during the "Bike Fridays" and "Clean Stops" campaign. Since the measure shared the same objective of two other MIMOSA measures, the bundled indicator "daily percentage of trips for each mode" was selected for the impact evaluation for these three measures. Within the measure, the daily percentage of bicycle trips was measured. The additional indicators were selected to measure (i) the awareness level regarding the activities implemented during the measure, (i) the modal split habits and (iii) the acceptance for sustainable practices/solutions among citizens.

Some **key-results** were highlighted through the impact evaluation. Regarding the awareness level on the activities of the measure, the results highlighted that 26.4 % of the interviewed citizens knew about the Change Your City campaign while ca. 54% knew about the Bike

Fridays events. Regarding the percentage of bicycle trips, an increase of 9% was observed between 2010 and 2012 in trips made by bicycles more than 4 times a week. The results extracted from the impact evaluation are positive. Especially since the evaluation was conducted in a two years period of time which is a relative short period for achieving significant changes in mobility behaviours.

Impeding administrative structures, procedures and routines, impeding laws, rules, regulations and their application, hierarchical structure of organisation were altogether **the main barrier** encountered during the realization of the measure. This caused delays from the beginning of the measure.

The measure is part of a city healthy lifestyle promotion programme which proved to be a **driver** for the measure and gives high priority to all actions connected with it. Marketing and Promotion of the campaigns/actions was supported by the Press Office and the Promotion Office in the City Hall of Gdansk. The involvement of NGOs, citizens and users was an additional significant driver and contributed to improve the quality of measure implementation, particularly for the organisation of thematic events.

For the organization of a city-scale event, it is highly **recommended** to choose a strategic location in order to reach a wide number of citizens. To convince citizens to shift from using cars towards bikes, walking and using public transportation, a **recommended communication strategy** consists on emphasizing the healthy lifestyle that “active mobility” provides and to present these sustainable transport modes as the modern and responsible urban way of life.

Organization of Mobility Week activities proved to be a very good idea to raise citizens' awareness on sustainable transport modes and to promote facilities which are already available in the city. The successes of the activities launched in the frame of the MIMOSA project - Car Free Days, Bike Fridays, Mobility Week – encouraged and convinced the Municipality of Gdansk to carry on these initiatives in the following years. Furthermore, the idea to organize a second Mobility Week during the year is in discussion and several NGOs that are active in Gdansk have been identified as potential supporters to ensure these activities on a long-term.

A Introduction

A1 Objectives

The Measure objectives are:

High level objective: To increase awareness of sustainable options and modal split towards sustainable modes.
To increase the impact of European Mobility Week through an integrated programme of actions and information campaigns in Gdansk.

Strategic level objective Mobility Management, Marketing, Communication and Education

The Measure objectives are:

Measure specific objectives:

- **Objective 1** To hold 3 annual integrated informative events in the City during Mobility Week, starting September year 2
- **Objective 2** To promote awareness of the City's web tools for mobility management (tram, bicycles) and all CIVITAS Measures.
- **Objective 3** Promoting alternative fuels and clean vehicles.
- **Objective 4** Creating a new urban mobility culture.
- **Objective 5** Stimulating the use of public transport.
- **Objective 6** Promoting cycling as an alternative to motor vehicle travel.
- **Objective 7** To promote awareness and accessibility of sustainable options.

All the established objectives were taken into account while implementing the programme of the annual European Mobility Week celebration in Gdańsk. With the exception of Objective 2, each of the specified objectives was also pursued through separate activities such as campaigns, events, competitions, 'urban game' and others. Objective 3, promoting alternative fuels and clean vehicles, did not give rise to separate activities (campaign actions), but constituted only one of the elements of the Mobility Week event, involving a presentation of manufacturers of electric vehicles, as well as a range of electric bicycles, electric scooters and other innovative solutions.

A2 Description

Activities undertaken within the framework of Measure 4.3 rely on the use of social communication in the area of advertising, information and promotion, meant to increase awareness of sustainable options and voluntary modal change. The key tool of Measure 4.3 for social impact is an integrated set of events held as part of the annual campaign entitled the European Mobility Week. The MIMOSA team also prepared and implemented separate actions and events associated with the celebration of Mobility Week and serving the same

purpose. The range of accompanying events enabled to take advantage of all possibilities of reaching the largest possible group of recipients and diverse target groups. This situation enabled implementation of tasks falling under other Measures and conducting the Project evaluation through an improved access to diverse groups of residents. An important benefit of the execution of tasks associated with Measure 4.3 was the synergy of all forms of MIMOSA Project impacts. Similarly, activities outside the scope of the Project were used to enhance MIMOSA's own activities. Tasks in the framework of Measure 4.3 consisted of:

- the dissemination of information and promotional gadgets under Measure 4.3 and under other measures — intensification of media actions (through the radio, regional TV, Internet websites and local press) accompanying campaigns and actions,
- preparation and implementation of social campaigns and actions, including:
 - *The European Mobility Week with the main event called MIMOSA Mobility Weekend (3 editions),*
 - “Car Free Day” campaigns (3 editions),
 - Urban Game, based on the sustainable transport theme, (“Magic Without a Car”) aiming at promoting travelling by public transport without the use of private transport,
 - many street actions such as free rides on vintage buses and trams,
 - contribution to two local school events organised as part of the Mobility Week by Gdansk primary schools in 2012;
 - number of smaller events carried out in co-operation with partners
- *To improve the scale of Mobility Weekend in Gdańsk we decided to organise events related to other Measures during Mobility Week:*
 - Clean Stops campaign,
 - Bike Fridays campaign (3 editions),
 - conducting activities of an educational character addressed to primary school students, as part of workshops run by the MIMOSA team and the Police,
- Preparation and execution of evaluation studies associated with the activities under Measure 4.3, conducted by the MIMOSA team in the form of field surveys during the *European Mobility Week*.

B Measure Implementation

B1 Innovative Aspects

The innovative aspects of the measure are:

- **Innovative aspect 1 - New conceptual approach**

The actions and campaigns promoting *sustainable transport* options are chiefly based on activities involving active participation of Gdańsk residents and local communities. The promotional strategy minimized the use of passive forms of promotion (posters, leaflets, adverts, media reports) in favour of interactive social communication using contemporary media (outdoor events, educational guided tours, parades of vintage buses, free vintage tram lines).

- **Innovative aspect 2 - New organisational arrangements or relationships**

European Mobility Week is organised through extensive co-operation between numerous public institutions, enterprises, organisations and other entities. The idea was to create a civil society platform supporting organization of the European Mobility Week. The concentration of diverse events and actions within a short time span increases the chances of an enhanced impact of the action on the awareness of Gdańsk residents. The attractions available on the day included e.g. free vintage trams and buses tours, outdoor events, educational activities for children, free PT tickets for car owners on Car Free Day and other incentives made possible thanks to the common strategy pursued by Project partners and stakeholders. In 2012, the MIMOSA team made a contribution to the organisation of two local primary school Festivals in the framework of the European Mobility Week, thus stimulating the increase in local community participation in promoting the idea of sustainable transport.

- **Innovative aspect 3 - an innovative form of social education** – an urban game for Gdańsk residents is a completely new formula in social education, aimed chiefly at the young generation (the participants form teams of maximum 5 people, at least one of which must be an adult). The game involves performing tasks that combine elements of transport education, local history and cultural heritage. An additional attraction is the aspect of play, competition and recreation. "Magic Without a Car" was a game offered as an independent element of the EWM organised on the "Car Free Day", concluding the European Mobility Week 2012.. The previously organized Tram Urban Game, organized on 21 April 2012, offered the participants an opportunity to discover the history of the tram transport in Gdańsk. For MIMOSA team it was a great lesson before organizing "Magic Without Car" event.

B2 Research and Technology Development

TABLE B2.1: Scope of conducted and planned studies within the framework of Measure GDA 4.3

Type of survey/type of study (target group)	Particulars of studies executed in 2010	Particulars of studies executed in 2011	Particulars of studies executed in 2012
1. Clean Stops - face to face survey (PT users)	X X X	N = 318 09.2011	09.2011- N =100 12.2011- N =145
2. Survey of Sustainable Transport — a/ questionnaire survey (control group)	X X X	a/ N = 288 09.2011 questionnaire survey	a/ N =255 09.2011 questionnaire survey
b/ on-line survey — surveymonkey.com (inhabitants)	a/ N = 1173 09-10/2010	b/ N = 385 09-10/2011 surveymonkey.com	b/ N =248 09.2012 surveymonkey.com

Research and Technology Development activities undertaken by the MIMOSA team in Gdańsk were based mostly on their own field studies with only a few external analyses quoted. The Table above shows the new survey plan.

In order to increase the amount of test material, the MIMOSA team continued research in the evaluation in 2012 (until September 2012) - Table1 - 4th column. Review and revision of earlier research tools made MIMOSA team's 2010 research comparable with their more current research. The research was carried out each year during Mobility Week (field study and on-line) and under two "Clean Stops" campaigns. The review of available data based on external study results provides baseline information about the transport situation with regard to preferences in the choice of transport modalities and modal split. Desk research – an analysis of secondary sources - concerned preferences of urban transport users in their choice of different means of transport. The data were obtained from websites of numerous institutions and trade organisations related to the areas of research - databases, research reports and studies by the following institutions and organisations: the University of Gdańsk, PBS (Lab for Social Research) in Sopot, Transport Authority in Gdansk, Department of Public Transport in Gdańsk, Centre for Ecological Information and Education in Gdańsk, Faculty of Economics of the University of Gdańsk, Department of Transport Market, the City Hall of Gdynia, the City Hall of Gdańsk. The desk - research analysis shows that so far there have been no extensive studies conducted with regard to the awareness of issues related to sustainable transport among the residents of Gdańsk. The studies focused mainly on the level of inhabitants' satisfaction with the functioning of urban infrastructure and on analyses of a marketing character (for transportation purposes and with to identify the demand, preferences and mobility behaviour of residents). A good example of desk research analysis is the results concerning the modal split. The data for 2003 and 2005 have been obtained from the archives of the Centre for Ecological Information and Education in Gdańsk, consisting of a national database with the data acquired on an annual basis from selected local governments in the whole country. The data for 2009 came from Comprehensive Traffic Studies in Gdańsk, carried out by PBS in Sopot, and commissioned by the City (face-to-face

interviews with 10,874 persons in 4,792 households; target group: various traffic participants).

FIGURE B2.1: Mobility of Gdańsk population [modal split] – percentage of daily journeys in 2003.

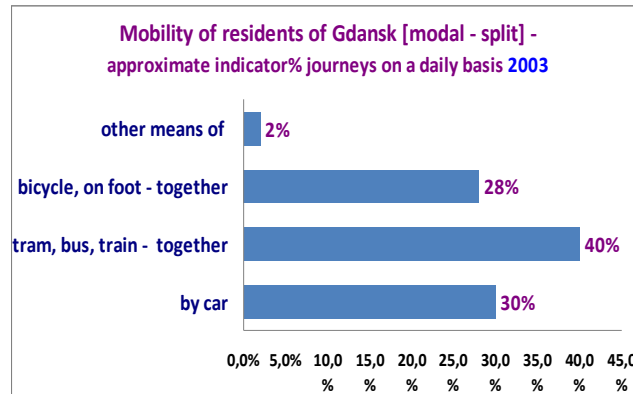
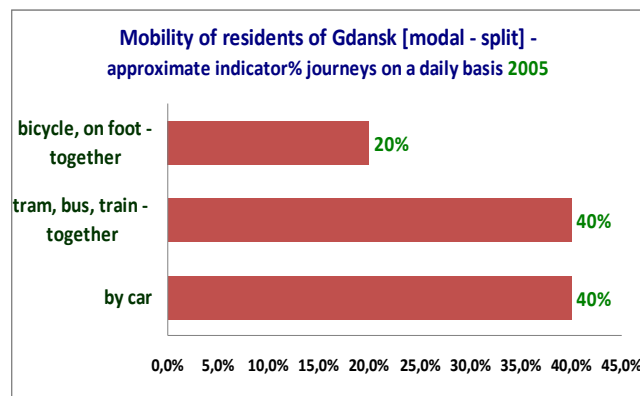


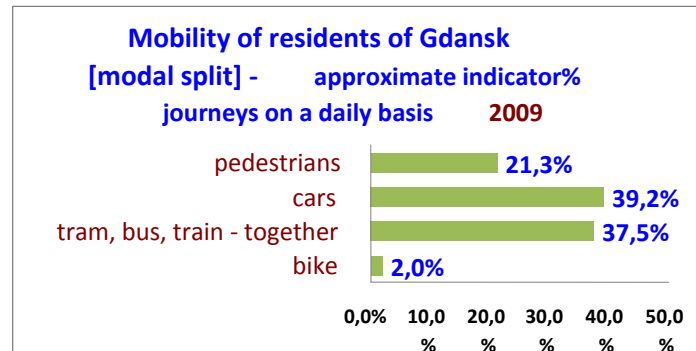
FIGURE B2.2: Mobility of Gdańsk population [modal split] – approximate percentage of daily journeys in 2005.



In 2003, means of public transport (tram, bus, train) had the largest share in local daily journeys of Gdańsk residents (40%). Car journeys ranked second in the transport structure (30%), whereas cycling and walking jointly accounted for 28% of journeys around the city.

In 2005, the share of private transport increased significantly (car — 40%), by no less than 10 percentage points compared with 2003. The use of public transport also increased by 10% within 2 years, while the share of cycling and walking journeys dropped by 8% (20%).

FIGURE B2.3: Mobility of Gdańsk population modal split-approximate percentage of daily journeys in 2009.



The data for 2009, sourced from Comprehensive Traffic Studies in Gdańsk, suggest that modal split for daily journeys of residents does not differ significantly from that of 2005. The study shows the individual share of cyclists (2%), which suggests that the share of pedestrian and bicycle traffic slightly increased as compared with 2005, but did not reach the 2003 level (pedestrians and cyclists together).

The modal split presented in chapter B2 (RTD) shows that private and public transport have the same appeal to users (2005-2009). But for the limitations arising from the economic situation of residents in 2003, there would probably have been more car users. It was not until 2009 that a slight decrease in the number of car users was observed, which might be the beginning of a gradual reversal of trend in favour of sustainable means of urban transport, also forced by delays due to the transformation of the entire transport system in the city.

A minor study with regard to sustainable behaviour of Gdańsk inhabitants was carried out by ZTM in 2009 on a representative group of 1,000 respondents. The study concerned the general awareness of the benefits of using public transport as an alternative to driving. Such benefits were indicated by a total of 41% of the residents surveyed, 21.5% could see no benefits, whereas 37.5% were unable to evaluate this aspect of the study. When asked about the benefits, the respondents most often (ca. 40%) mentioned the ability to avoid being stuck in traffic jams. A quarter of respondents indicated environmental considerations, whereas every fifth respondent using public transport saw economic benefits. The respondents also considered the time of journey and reduced congestion. However, the factors regarded as most encouraging in the change to public transport were: (i) an increased number of public transport connections and (ii) financial reasons (reduced fares - 45% of responses, or the increased cost of parking and fuel).

B3 Situation before CIVITAS

1. Means of public transport

In 2004 Gdańsk started to modernise infrastructure; the process was divided into several stages, covering:

- modernisation of the overhead line network,
- modernisation of tram and bus stops,
- construction of new tramlines,
- purchase of public transport vehicles.

2. Cycling infrastructure

The cycling development programme includes a list of cycle roads to be constructed and modernised. The city of Gdańsk is perceived as the country's leader in terms of the length of cycle paths. However, the existing cycle roads, although of high quality, do not form a transport network, because in many locations they are not interconnected into a continuous route. Compared with foreign European cities, bikes are less commonly used as a local means of transport (they are mainly used for recreation purposes). However, the number of cycle path users is increasing year by year.

3. Awareness

Despite prior actions and campaigns carried out in Gdańsk, the European Mobility Week remained an initiative with poor recognition, e.g. the "Car Free Day" had little impact and was seen as an isolated event. Most inhabitants were unaware of the concept of sustainable transport. Promotion of sustainable transport trends was perceived as an innovative measure. Private motor car transport was seen as an icon of independence and a symbol of wealth in post-communist Poland. There was a shortage of comprehensive actions arising from promotional and educational strategies in the City's local policy.

B4 Actual Implementation of the Measure

On-going activities before each Mobility Week event

- preparation and production of promotional materials and leaflets (e.g. informing on changes in traffic regulations relevant to cyclists and about campaigns organised within MIMOSA Project),
- ongoing Facebook and website publication of CIVITAS MIMOSA information concerning the forthcoming events, including promotional contents of the social campaigns under Measure 4.3.
- planning and preparation, in collaboration with other social partners, of the social campaign promoting the European Mobility Week 17-23/09 and the organisation of an annual series of actions: the "Bike Fridays" Campaign, MIMOSA Mobility Week event, and the "Car Free Day" event.

Stage 1. European Car Free Day 22/09/2010, 2011 and 2012 - On this day, many people from Gdansk leave their cars in the garage and travel by public transport (free PT tickets for the car owners) or bicycle, demonstrating the same commitment to the environment and support for sustainable transport. Gdańsk authorities encourage involvement in the campaign on the announced Car Free Day. The main incentive addressed to citizens is a free public transports to all car owners. In order to receive a free pass a car owner has to show a car registration certificate.

Stage 2. MIMOSA Mobility Week – (Main event on 21 September 2010) – Successful organisation of 'MIMOSA Mobility Weekend' within the Measure in 2010; the first event entitled 'MIMOSA Mobility Weekend' took place in Rajska Street in Gdańsk on 25 September.

The attractions during this Fest included:

- electric vehicles demonstration,
- cycling competitions,
- "Cycle Chic" shows,

- bike slaloms,
- crossword competitions,
- art competitions - 'Draw a bike of your dreams'.
- face painting,
- parent and child games and competitions,
- special "cycling town" event in cooperation with the Police where each child could take a cycle license exam,
- awarding ceremony of the "Cycle Chic" competition for the best urban cycling outfit and accessories,
- awarding ceremony of the "Smart Transport – Better Life" painting competition (12 schools participating, over 300 works).

During the event, the organisers also carried out data collection.

FIGURE B4.1: Photography mix from 1st MIMOSA MOBILITY WEEK FEST on 25 September 2010 in Gdańsk



Other activities undertaken during MOBILITY WEEK 2010 (related to other measures)

• "Bike Fridays" 2010

During the "Bike Fridays" campaign in 2010 (10;17;24.09.2010 at main 10 intersections in Gdańsk), the organisers performed precise measurements of the bicycle traffic, showing that 4,852 people took an active part in the campaign, including 1,441 women. On the first Friday of the campaign a total of 1,277 persons, including 362 women, received gifts/gadgets. On the last day of the campaign the number of cyclists was 58% higher as compared with the first day. In the light of the data collected, the number of women using the bike as a means of transport increased by 75% on the last, third day of the campaign as compared with its beginning.

Outcome of 'Bicycle Fridays':

- around 1400 bags filled with snacks, cosmetics and CIVITAS MIMOSA leaflets handed out to cyclists during the first Friday
- next Friday about 1800 rainproof coats with the CIVITAS MIMOSA logo were given out to encourage people cycling regardless the weather conditions.

- 2300 MIMOSA Mobility Week invitations and flowers given out on the final Friday, 460 invited cyclist took part in 'MIMOSA Mobility Weekend'.

FIGURE B4.2: Local government, including The Mayor, handing out gifts during the “Bike Fridays” 2010 action



Stage 3 MIMOSA Mobility Week – (Main event on 18 September 2011) - an second outdoor event of this kind, this time organised in Targ Węglowy (Coal Market) in the historic centre of Gdansk, was an opportunity to promote the image and achievements of the CIVITAS MIMOSA Project, through promotional materials, a banner with visual identification and gadgets, as well as messages transmitted by the event announcer.

The viewers had an opportunity to take a ride on concept bikes, electric bikes, electric scooters and cars. Special anti-vandalism workshops for children were organized in a vintage bus, children could pass a cycling licence exam under supervision of the Police, all was completed by numbers of different competitions. Exhibition tents with promotional materials were set up. The residents (2,000 participants) were offered the following attractions:

- demonstrations of eco-vehicles (cars, scooters and electric bicycles),
 - Bike Town for Kids,
 - free bike clinics,
 - demonstration of unusual bikes,
 - classic bus rally,
 - Car Driving Simulator,
 - activities, arts competitions, and games for children and parents,
 - awarding ceremony of the winners of the "Stop Vandalism" contest.
- **Free vintage buses and trams torus** – 17 September 2011 - the programme included a parade of classic buses, free tram and bus tours in the centre of Gdańsk.

Other activities undertaken during MOBILITY WEEK 2011 (related to other measures)

"Clean Stops" 2011 – The idea of the action came from the need of improvement in feeling of safety and security of the PT users through the upswing of aesthetics of PT stops. The campaign became a part of the European Mobility Week held on 16–22 September. The 2010 year's "Clean Stops" campaign was run on the initiative and with participation of the Deputy Mayor of Gdańsk Maciej Lisicki. Over the period of ca. 8 weeks preceding the European Mobility Week, special teams walked from stop to stop, cleaning the shelters, removing posters and ads and encouraging the waiting passengers to join in these activities. These activities were accompanied by a widespread media campaign under the catchphrase "Tear it off — it's no shame", encouraging city residents to remove unlawful advertisements. By involving the residents in removing advertisements from stops several goals were

achieved: promoting desirable behaviour, improving the cleanliness of PT stops and discouraging unlawful advertising.

The main event of the “Clean Stops” campaign was held in front of Gdańsk Railway Station on 16/09/2011 at 1 p.m. Members of the MIMOSA team led by Deputy Mayor Maciej Lisicki, with the assistance of volunteers, were removing unlawful advertisements and notices defacing the nearby stop shelters. The organisers were wearing distinctive blue jackets with the action logo. The advertisements removed from stops could be brought to the MIMOSA MOBILITY WEEK event on Targ Węglowy on 18 September and exchanged for promotional materials. The Clean Stops action was continued in the next year (MER 5.1).

“Bike Fridays” 2011 – two actions held on 16 and 23 September at main intersections in Gdańsk - to promote cycling as a way to get around the city, co-organised by the CIVITAS MIMOSA team and the Pomeranian Association Common Europe (PSWE). During both days of the campaign, a team of volunteers, along with the CIVITAS MIMOSA team, conducted a survey among cyclists participating in the campaign. The idea behind the action was to reward cyclist for daily use of bicycle and to make cyclists visible in the city (especially for the car drivers). Cyclists riding in the early morning hours through seven main Gdańsk crossroads were pleasantly surprised when offered little souvenirs and gadgets with the logo of the action.

The gift bags also contained a brochure **on new cycling regulations in Poland**. The brochure, issued by the Department of Active Mobility of Gdańsk City Hall within the framework of CIVITAS MIMOSA Project, promoted cycle paths, active mobility and healthy lifestyle.

Educational workshops for primary schools students.

Educational action in Gdańsk primary schools (for 170 children altogether) on 21 September 2011. Workshop (co-organised with the Police) on active mobility, focused in particular on promotion of safety daily cycling. All participants were handed a special DVD called “Cyclist’s Handbook”, an interactive computer program which helps in learning the principles and regulations in cycling.

Stage 4 The European Mobility Week - 16-22 September 2012

Details of the events planned for the European Mobility Week were revealed during an open press conference in the City Hall on 13 September, by the CIVITAS MIMOSA Project representatives and co-organisers (Public Utilities Department of The City Hall of Gdańsk, Public Transport Company (ZKM) .

The main event of the European Mobility Week celebrations in 2012 was the urban game called “Magic without a car”.

MIMOSA Mobility Week event - started on 22 September 2012 at 12.30, next to the pier in Reagan Park. The viewers were invited to participate in a number of outdoor competitions organised by CIVITAS MIMOSA and other Project Partners: City Guard, Road Traffic Department of the Voivodeship Police Headquarters and ZKM (Public Transport Company) in Gdańsk. Participants had an opportunity to travel on a magic train to the Fest, where lots of attractions were waiting for them, provided by a group of conjurers and a music band called Blues&Folk Connection. The competitions offered participants an opportunity to ride a

unicycle, walk on stilts, chase a witch on a broom or walk the tightrope. The Fest also featured a show of bmx bike jumping, a cycling contest and a parade of cyclists accompanied by magic characters. The winners of different competitions were awarded with promotional gadgets of such as bike locks and pumps, T-shirts with the CIVITAS MIMOSA logo, calendars and others.

A new Urban Game titled "Magic Without a Car" - on 22 September 2012, before Mobility Week Event, was the highlight of the event in Reagan Park, organised under the "Car Free Day". The Urban game was played by teams of a total of 170 members (in 5-person teams). The scenario of the game was developed by the CIVITAS MIMOSA and a cooperating cultural agency. Equipped with maps, the participants were searching for places where mysterious creatures were hiding, as the theme of the game was magic. The participants were given 10 tasks to complete in order to put together a magic spell. The winners taking part in the Urban Game competitions could draw lots for its rewards. The media partnership of the Fest was provided by Dziennik Bałtycki daily, Radio Gdańsk, and trojmiasto.pl.

FIGURE B4.3: Outdoor activities during the 2012 fete; cycling competition for the participants of the 2012 fete in Reagan Park



FIGURE B4.4: A poster promoting the city game "Magic Without a Car"; the magic train during the Mobility Week Fest 2012 in Reagan Park; a broom-riding contest for family teams.



On 22 September 2012 - two primary schools in Gdańsk — no. 16 and 81 (previously participating in the "Walking Bus" initiative) organised their **own Mobility Week events**, for the school and local communities, working in partnership with CIVITAS MIMOSA. The presentations, competitions and games offered educational and leisure activities for children focused on sustainable transport and the knowledge of traffic regulations, including those applicable to cyclists.

Other activities undertaken during MOBILITY WEEK 2012 (related to other measures)

"Bike Fridays" on 21 September 2012 - another edition of the campaign was held. As in the previous years, on two consecutive Fridays on 21 and 28 September 2012, cyclists "caught" at the busiest Gdańsk intersections received surprise gifts. The participants of Bike Fridays on 21 September 2012 were given vouchers, prepared by MIMOSA team. Cyclists could use them later in the prize lottery during the European Mobility Week in Reagan Park on 22 September.

Stage 5 Evaluation activities related to Measure 4.3

Throughout the European Mobility Week, members of the MIMOSA team and volunteers conducted 4 questionnaire-based surveys together meant to study the impact of actions and campaigns (on the awareness and preferred mobility behaviour of Gdańsk inhabitants). After the questionnaire (of 2010) on Sustainable Transport had been modified, there was a study conducted among participants of the MIMOSA Mobility Week event on 18/09/2011 (field study N=288). A part of the data (N= 385) was obtained on-line with same tool applied through the Survey Monkey website. In September of the same year, there was also another survey conducted – with support from volunteers – during the second action "Bike Fridays" among cyclists and during the "Clean Stops" campaign. Desk-research analysis was also used in the evaluation. The Survey plan (with details) is included in RTD part.

B5 Inter-Relationships with Other Measures

The measure is related to other measures as follows:

Measure 1 GDA 4.4 Mobility Management – Advertising and Promotion - actions within the framework of Measure 4.3 are closely connected to Measure 4.4. The promotion of healthy lifestyle and development of recreation facilities in the city contribute to the introduction of new urban culture, inducing positive changes in commuting habits and, consequently, having a positive effect on the modal split structure.

Measure 2 GDA 4.2 Mobility Management - Education – the use of social education instruments is another important mean of achieving the goal beside information and publicity activities. The actions and campaigns within the framework of Measure 4.2 contain numerous educational features targeted at children and adults, especially forms that activate the beneficiaries (competitions, quizzes, etc.). The educational element is present in a majority of promotional actions endorsing sustainable transport (brochures, leaflets, publications and other information and promotional materials).

Measure 3 GDA 5.2 Road Infrastructure – the actions within the framework of Measure 4.3 enhance the promotion and popularization of sustainable transport modalities, including the cycle path infrastructure, as an important aspect of changes in residents' awareness and preferences in the choice of public transport as a means of getting around the city. Both measures aim at promoting the bicycle as an alternative to motor cars.

Inter-relation with other measures:

On 21 September 2012 the fifth issue of **"Przystanek Metropolitalny" (Metropolitan Stop) periodical** published by MZKZG (Metropolitan Transport Association of the Bay of

Gdańsk) was added as a supplement to "Gazeta Metro". The issue contained information about the programme of the European Mobility Week, the operation of public transport in the metropolitan area and about a new way of fare payment through the mobile phone.

Between 16 and 22 September 2012 passengers of the SKM city train had an opportunity to take advantage of the **ZOOM-SKM offer**, intended for group trips (between 2 and 5 persons) on the same train. The passengers could buy single and return tickets at a 33% discount.

"Development of the Tri-City Cycling Transport 2007-2013" programme signed in 2006 by the Mayors of the three cities (Gdańsk, Sopot and Gdynia), includes a list of cycle paths to be constructed and modernised by the individual municipalities. The City Hall of Gdańsk adopted a resolution on the implementation of the cycling development programme, assuming the construction of 85 km of cycling paths and modernisation of approximately 11 km as a target.

Gdańsk Urban Transport Project signed in 2004 by the Municipality of Gdańsk contained several stages involving modernisation of the tram track network.

On 22 September 2012 for one day, MZKZG (Metropolitan Public Transport Association of Gdańsk Bay) together with ZTM in Gdańsk and ZKM in Gdynia (Public Transport Authorities), organised free rides on the historic **No. 101 bus route** from Gdańsk to Gdynia. The line boasts a long and rich history, having been launched soon after WW2 and functioning until 1990.

C Impact Evaluation Findings

C1 Measurement Methodology

Characteristics of the research group

Study questionnaire on Sustainable Transport

For the questionnaire on Sustainable Transport there were 5 measurements made altogether in the period in question, i.e. from 2010 till 2012), each year in September (European Mobility Week). The studies were carried out by means of an online questionnaire (with the questionnaire-oriented website Survey Monkey being used) and a paper questionnaire (PAPI). The exceptional situation occurred in 2010, when only online studies were conducted. The respondents of the questionnaire were Gdańsk inhabitants, who were acquired for the study during the Mobility Week (passers-by and participants of the event). They filled the questionnaire by themselves, without a pollster's presence. In the online study Internet users of a city's websites participated, including persons visiting the website of the CIVITAS MIMOSA project. This way was used each time in 3 subsequent years 2010-2012. The questionnaire on Sustainable Transport was applied 5 times with large samples. In the case of all the samples a section with particulars was applied) showing the respondents' age, gender, social-professional status).

Sample specification:

- Sample selection: purposive (participants of the Mobility Week, Internet users)
- subject of questionnaire: inhabitants of Gdansk, including Internet users
- sample unit: participants in the Mobility Week/users of the city's websites related to transportation systems activity
- spatial range: city agglomeration – the City of Gdańsk;
- time and place of questionnaire: the European Mobility Week, each time – September 2010-2012, residents - internet users.

Each research cycle was executed in a parallel fashion (in the same week of September). The samples sizes differ due to unpredictable activity on the part of Internet users. The minimum sample volume adopted was at the level N=250. The following research design was implemented accordingly:

TABLE C1.1: Questionnaire on Sustainable Transport - the sample size

delivery time	SAMPLE N=minim 200	
	on-line	PAPI questionnaire
09.2010	N=1176	-
09.2011	N=385	N=288
09.2012	N=248	N=255

In each of the 5 measurements (in 2011 and 2012) questionnaire which contains number of the same questions was applied. A tool constructed in 2010, with numerous methodological

defects, was used. After being improved, the tool remained consistent with the initial version, with some details being different from the original version. This fact rendered comparability of selected questionnaire items impossible. The data included in the section on particulars, concerning the characteristics of respondents, was collected and analyzed in a routine fashion, and also subjected to deep inference and interpretation.

The tables below present overall data concerning the age, gender structure and the status of socio-professional of respondents, for the 2 survey versions together - for the PAPI and on-line version for the period of one year.

TABLE C1.2: Questionnaire on Sustainable Transport - overall structure of respondents' gender (PAPI and on-line together)

sample	gender		total
	female	male	
2010	47.00%	53.00%	100%
2011	49.20%	50.80%	100%
2012	53.70%	46.30%	100%
total	48.3%	51.7%	100%

TABLE C1.3: Questionnaire on Sustainable Transport - overall structure of respondents' age (PAPI and on-line together)

sample	age							total
	under 15	15-20	21-30	31-40	41-50	51-65	over 65	
2010	2.70%	21.20%	49.30%	17.20%	5.10%	4.00%	0.40%	100%
2011	3.80%	8.30%	14.20%	23.80%	17.90%	26.70%	5.40%	100%
2012	6.00%	12.90%	30.20%	23.40%	11.70%	10.10%	5.60%	100%
total	3.3%	18.2%	41.5%	19.0%	7.9%	8.2%	1.9%	100%

As the table shows, a majority of the respondents are young, aged 21-30, constituting ca. 40% of the surveyed persons. Nearly a quarter are persons aged 15-20 and 31-40. In the study using the Sustainable Transport questionnaire the gender structure of the respondents was fully symmetrical.

TABLE C1.4: Questionnaire on Sustainable Transport - overall socio-professional structure of respondents' PAPI and on-line together)

sample	social and employment status							total
	learner	full-time employee	part-time employee	unemployed	self-employed	Unfit to work	retired	
2010	40,60%	46,10%	5,50%	1,90%	4,20%	0,30%	1,30%	100%
2011	14,90%	42,30%	9,50%	7,50%	11,20%	2,10%	19,10%	100%
2012	25,90%	43,30%	3,20%	7,70%	8,50%	0,00%	11,30%	100%
total	34,7%	45,1%	4,8%	3,6%	5,8%	0,5%	5,4%	100%

In the comprehensive annual presentation for all studies made with the questionnaire on Sustainable Transport, the groups most strongly represented in terms of their social-professional status are full-time employees (45.1%) and (secondary and tertiary level)

students (34.7%). Self-employed people and pensioners are comparably represented at the level of circa 5%.

Study-questionnaire 'Coastal strip'

Interviews with persons using the coastal strip, in particular the Reagan Park, have been conducted three times: in 2010 (N=270), 2011 (N=173) and 2012 (N=224). In the subsequent years slightly different versions of questionnaires were used, as a result of which not in every case the answers obtained could be used. The statistical significance of differences between averages of responses given was studied by means of the t-Student test, with the significance level assumed $\alpha=0.05$. The study was conducted by means of a face-to-face questionnaire, along the recreational promenade of the coastal strip, adjoining the bicycle path. The pollsters stopped pedestrians or inhabitants at leisure and conducted a short questionnaire-based interview.

Sample specification:

- Sample selection: purposive (inhabitants met in the Reagan Park in field conditions),
- subject of questionnaire: users of the Reagan Park (pedestrians and bicyclists exercising recreation),
- sample unit: the Reagan Park,
- spatial range: city agglomeration – coastal strip of the Gdańsk agglomeration,
- time and place of questionnaire: summer months of 2010-2012; promenade of the coastal strip in Gdańsk, in the Reagan Park (pilot area of CIVITAS MIMOSA).

TABLE C1.5: Questionnaire - 'Coastal strip' - the sample size

Sample	gender		total
	female	male	
2010	55.70%	44.30%	100%
2011	52.40%	47.60%	100%
Total	54.50%	45.50%	100%

TABLE C1.6: Questionnaire - 'Coastal strip' - the gender-based classification shows women to outnumber men as the users of the Reagan Park studied.

sample	age							total
	under 15 years	15-20	21-30	31-40	41-50	51-65	over 65	
2010	4.50%	4.50%	20.70%	28.20%	18.00%	18.40%	5.60%	100%
2011	5.90%	7.10%	24.10%	18.80%	12.90%	26.50%	4.70%	100%
2012	7.40%	10.60%	23.60%	16.70%	12.00%	19.40%	10.20%	100%
total	5.80%	7.20%	22.50%	21.90%	14.70%	20.90%	6.90%	100%

The largest group of respondents were young people aged 21-30 and people above 40. An equally numerous group were senior respondents aged 51-65. In terms of the social and

C1.1 Impacts and Indicators

The measurement is based on the own field research, carried out each year in the period 2010-2012, involving face-to-face surveys. The results of 2012 surveys were updated both in the online version and the field (paper) version. The indicators were selected with consideration to the newly formulated measure-specific objective. That is why a new indicator, awareness of recreational facilities in the coastal strip was added; it was related to specific objective 2 - Raising residents' awareness / improving their knowledge of the opportunity to take advantage of the recreational infrastructure. Questionnaire surveys conducted in 2012 concerning the users of the coastal strip area were carried out shortly after the modernisation of the facilities along the cycle path (within the framework of Measure 5.2). The short time separating these events (the survey and modernisation took place in the same month) resulted in a relatively low indicator of change in the respondents' perception.

The range of indicators includes the measurement of the impact of promotional activities using a wide spectrum of impact tools under the aegis of European Mobility Week in the above-mentioned period. The study included the results of our own surveys conducted in the coastal strip area and at the venues of the MIMOSA Mobility Week, "Bike Fridays" campaign and "Car Free Day".

TABLE C1.1.1: Table of indicators

No	POINT ER No.	Impact	Indicator	Source of data	Success quantification
1.	13	<u>Awareness level</u> , recognition of MIMOSA's actions/ campaigns	1. Awareness level: - <u>recognition of MIMOSA's actions / campaigns</u> (carried out as part of the Sustainable Transport Week)	Surveys- evaluation on- going and ex- post (C.MIMOSA) field study, on-line survey	Public awareness increased to 10% for spontaneous recall of campaign materials
2.	26	modal split	2. Average Modal Split trips <u>the degree in the use of sustainable transport options in travel in the city</u> - percentage of trips for each mode (bundled indicator)	surveys- evaluation on- going and ex- post (C.MIMOSA) field study, on-line survey	-
3.	14	<u>Acceptance sustainable awareness</u>	3. Acceptance level - <u>level of acceptance for sustainable practices/ solutions</u> - the sustainable attitude - orientation on sustainable choices	surveys- evaluation on- going and ex- post (C.MIMOSA) field study, on-line survey	Public awareness of individual items (prompted) at 40%

Detailed description of the indicator methodologies:

Indicator 1 (Awareness level) – recognition of MIMOSA's actions / campaigns

This indicator is used to study the awareness of actions conducted under the aegis of MIMOSA during the Sustainable Transport Week and their recognition by Gdańsk inhabitants. The data used for this purpose were obtained in the surveys conducted in September 2010 (N=1176), 2011 (N=385) and 2012 (N=248) using the Sustainable Transport questionnaire (only on-line study). This indicator is related to the specific objective 2 “To promote awareness of the City’s web tools for mobility management (tram, bicycle) and all CIVITAS Measures”.

Indicator 2 (Modal Split) - the degree in the use of sustainable transport options in travel in the city (percentage of trips for each mode); the measurement of the indicator was based on the results of an on-line “Sustainable Transport survey” conducted in September 2010 (N=1176), 2011 (N=385/288-PAPI) and 2012 (N=248/255-PAPI), during the Mobility Week Festival. The survey was conducted using the same questionnaire for a field study version for each measurement. For the purpose of indicator measurement it was assumed that the declared willingness to change the frequency of using a chosen transport option is an indicator of the direction of change in mobility behaviour. These two methods of research with the use of the same tool were the starting point for the investigation of mobility behaviour using the “willingness to change the frequency” for indicated means of transport. This indicator is related to specific objective 5 – “Stimulating the use of public transport”.

Indicator 3 (Acceptance level) – level of acceptance for sustainable practices/solutions

The measurement of indicator 3 involves investigation of the awareness of sustainable modes and sustainable behaviour. The measurement was based on the results of an on-line study conducted in September 2010 (N=1176), 2011 (N=385) and 2012 (N=248), using the Sustainable Transport questionnaire. The study was carried out in a field survey version too, during the Mobility Week. This indicator is related to specific objective 7 – “To promote awareness and accessibility of sustainable options”.

C1.2 Establishing a Baseline

The baseline data for Measure 4.3 have been mostly obtained from MIMOSA team's studies using two methods of measurements (field studies and research on-line) with the same tools (or slightly modified), which makes it possible to compare the results. The Table below shows the sources of data used for Measure 4.3, and related to the impact indicators presented.

The output data of Measure 4.4 are derived mostly from the MIMOSA team’s own studies (from 2010 to 2012) and existing external studies, bound by their subject matter. Most of the research material gathered comes from a study conducted with the same or slightly modified tools three times during the Project’s implementation period. Owing to the uniform methodology and the use of significance tests, it is possible to compare the results and to examine the impact exerted by campaigns and actions within the framework of Measure 4.3. The Table below shows sources used to obtain data for the indicators.

TABLE C1.2.1: *Baseline for Measure GDA 4.3.*

Ind. No.	Name of the indicators	Data for the Baseline	Source of the data
1.	Awareness level (recognisability)	<u>Study with survey questionnaire concerning:</u> recognisability of the names associated with the project and the actions/campaigns under Measure 4.3	Own field study: <i>Survey on the coastal strip</i> in May 2010, N = 270, - target group: inhabitants, - <i>Clean stops</i> survey conducted in 2011 N = 245 (basic sample from two measurement conducted in 2011) - <i>Walking-bus survey</i> 2012 (N=531), <i>Questionnaire Sustainable Transport</i> (2010-2012), - target group: residents - internet users, September 2010 (N=1176), 2011 (N=385) and 2012 (N=248),
2.	Modal Split	<u>Study with survey questionnaire concerning:</u> - preferences in transportation choices (percentage of trips for each mode)	Own field studies: - <i>Survey on the coastal strip</i> in May 2010, N = 270, May 2011, N = 173 2012 N= 224 - target group: users of the coastal strip <i>Questionnaire Sustainable Transport</i> (2010-2012) - target group: residents - internet users, Mobility Week fest participants, September 2010 (N=1176), 2011 (N=385/288- PAPI) and 2012 (N=248/255-PAPI),
3.	Acceptance level	<u>Study with survey questionnaire concerning:</u> <u>level of acceptance for sustainable practices/solutions</u> - the sustainable attitude - orientation on sustainable choices	Own field studies: <i>Questionnaire Sustainable Transport</i> (2010-2012). - conducted in Sept 2011 on-line, N = 385 - target group: residents - internet users, Mobility Week fest participants 2011, N=385 (on-line) Sept 2012, N=255 PAPER

C1.3 Building the Business-As-Usual Scenario

TABLE C1.3.1: *BAU assumptions for each indicator*

Indicator	BAU assumptions
1. Awareness level: level of recognition of MIMOSA actions / campaigns (carried out as part of the Sustainable Transport Week)	It may be assumed that business as usual is very similar or slightly higher than the baseline. There are no data for the time before the baseline for European Mobility Week, or for any other event / action in the programme.
2. Modal split : Percentage of trips for each mode	It may be assumed that business as usual is very similar or slightly higher than the baseline. The data for the base-line study come from MIMOSA Team's own study (2010 -2012).
3. Acceptance level: <u>level of acceptance of sustainable practices/ solutions</u> - the sustainable attitude	It may be assumed that business as usual is very similar or slightly higher than the baseline. The data for the base-line study come from MIMOSA Team's own study (2010-2012).

Most of the data presented were obtained from measurements coordinated by the MIMOSA team, based on a field survey carried out in the area of influence of the project (in the coastal strip and in the city centre of Gdansk), in the consecutive years from 2010 to 2012. Thus, the initial data constitute the baseline for 3 indicators. In terms of information and promotion, the project involved the organisation of annual events within European Mobility Week celebrations, promoting sustainable transport options and a healthy lifestyle among Gdańsk residents.

There is no growth in the value of selected indicators to measure the period 2011-2012. The increase in values of the indicators (awareness, acceptance) may not be very explicit, especially in such a short time span (from the last measurement) and due to annual intervals for subsequent measurements. The study of such complex social processes requires a longer period to demonstrate the impact (ex-post).

C2 Measure Results

The results are presented under sub headings corresponding to the areas used for indicators – economy, energy, environment, society and transport.

C2.1 Economy

Not applicable

C2.2 Energy

Not applicable

C2.3 Environment

Not applicable

C2.4 Transport

Not applicable

C2.5 Society

Indicator 1 (awareness level) - level of recognition of MIMOSA actions/campaigns.

In January 2010, the first study was conducted, which was meant to evaluate the recognisability of the CIVITAS brand name among inhabitants of Gdańsk. The study was conducted by two methods: in the on-line mode and through a public-space field study (on trams and at tram stops). The on-line study in 2010 used the city's website: www.gdansk.pl.

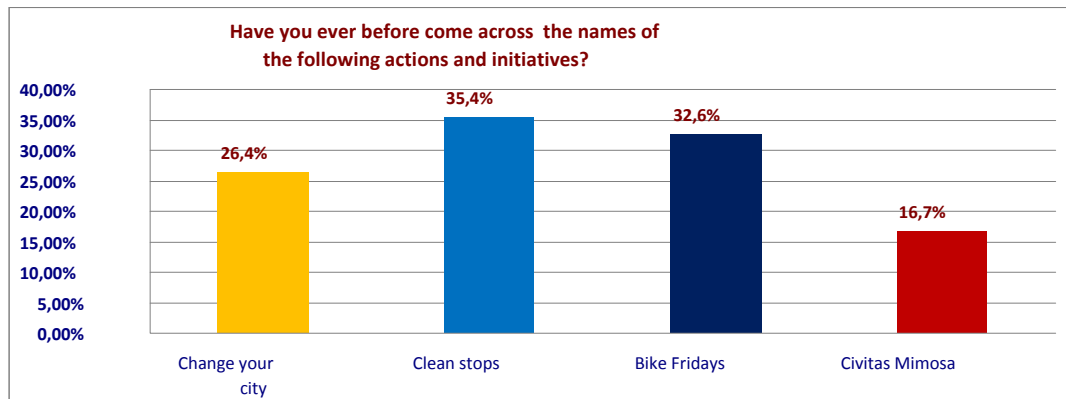
The recognition study of MIMOSA is an important element of most of the research tools. These data come from surveys (on-line and field study) using the Mobility questionnaire, carried out during the European Mobility Week, between 2010 and 2012.

TABLE C2.5.1: Recognisability – own field study Questionnaire on Sustainable Transport, 2010, N=1176

Have you – over the last few of months – heard of actions concerning the following issues:	Yes %	No %	I am not sure%
investment and activities for the new tramlines to Gdańsk-Chełm undertaken over the last 6 months?	92.0	4.9	3.1
means to improve the situation of cyclists in Gdańsk?	65.4	21.6	12.9
the "Cycle Chic" competition?	32.3	56.2	11.5
Did you hear of the CIVITAS MIMOSA concept earlier?	18.1	81.9	-

Table 4 presents a certain trend in the results of the said study and shows that the best associated/recognised initiatives are those that are followed by a tangible change in technical infrastructure, such as e.g. new tramlines (92% informed people) or new cycle paths (about 65% indic.). The recognisability level of the name MIMOSA is very low (17% respondents).

FIGURE C2.5.1: Comparative analysis – recognisability of actions/campaigns – Questionnaire on Sustainable Transport, 2011 (N=385).



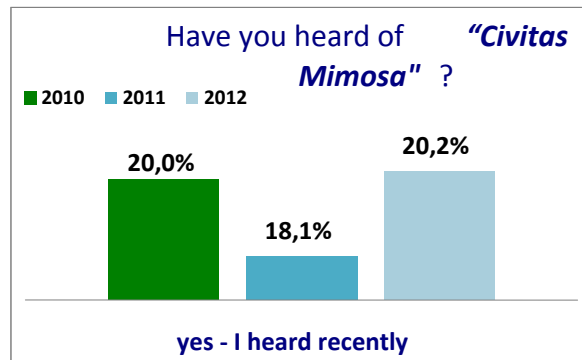
As shown by the field study of 2011 conducted with the questionnaire **Sustainable Transport** (a tool comparable with that of 2010), the best recognised names of social campaigns are: Clean Stops and Bike Fridays, with their indicators retaining a similar fairly high level (ca 32-35%). An increase of more than 10% in the level of indicator concerning the name “We change your city”, compared with “CIVITAS MIMOSA” implies a significant improvement in the recognisability of the project.

Graph 2 presents a comparison of recognition rates of the MIMOSA brand obtained during the 3 years of the project implementation (2010-2012). All results were obtained by means of on-line measurements performer with the use of the Survey Monkey portal. The recognition rates of the brand name are very similar in all measurements and reach the 20 percent level, with the exception of the 2011 results. The slight improvement observed in 2012 is of no statistical significance.

A consequence of the measures taken in the framework of CIVITAS MIMOSA project is better recognition of the names of the actions and campaigns conducted, most of which are recognized by about a half of the respondents. The most frequently recognised catchword is “Bike Fridays,” recalled by 54% of those surveyed (compared with 32.6% in 2011). Last year (2012), the greatest improvement in recognition was observed with regard to the action “We

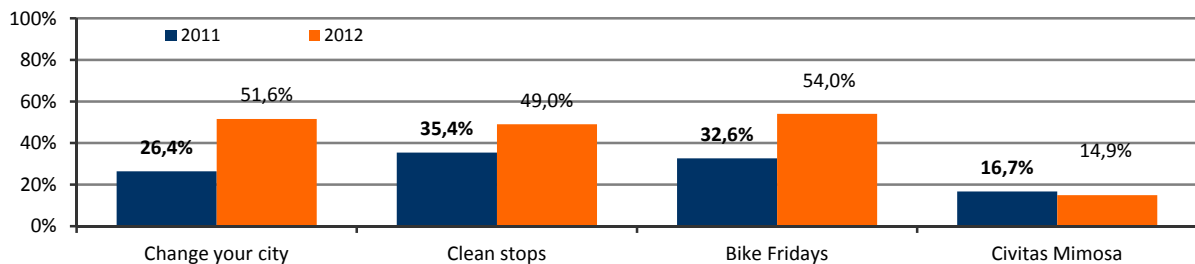
Change Your City” — from 26.4% to 51.6%. The success of the highly recognisable slogan ‘We Change Your City’ is a result of the wide publicity given to it over the preceding year, therefore the recognition of the catchword is better than of the name CIVITAS MIMOSA (names of foreign origin are not easily identified in Poland). An analysis of the dynamic of change in the recognition rates for the best-known campaign, Bike Fridays, demonstrates that the measurements made by means of a field survey on the day of the Mobility Week Festival in September 2012 (paper) and during the Fest in the coastal strip area (June 2012) produced the highest recognition rate levels.

FIGURE C2.5.2: Comparative analysis – recognisability of CIVITAS MIMOSA name based on 3 measurements (2010-2012) - Questionnaire Sustainable Transport (on-line study).



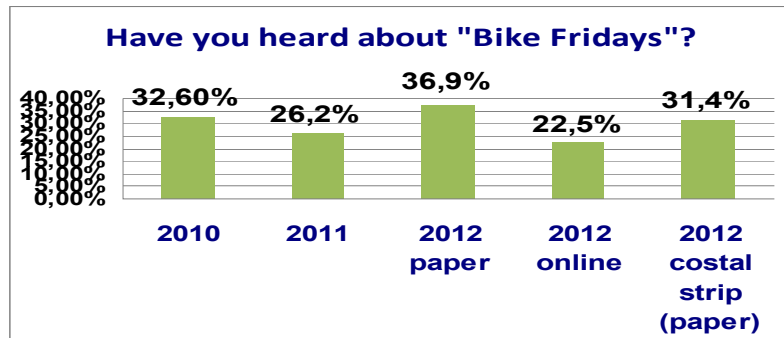
The differences between the indicators obtained in the individual measurements are statistically significant and show a marked upward trend. The indicator values vary between 22.5% and ca. 37%. Presumably, the measurement method itself may have had an effect on the indicator differences obtained (Graph 3).

FIGURE C2.5.3: Comparative analysis - recognisability of actions/campaigns - Clean stops survey 2011 (N=245) and Walking-bus survey 2012 (N=531) of parents.



Promotion of the "Tri-CityBike" undertaking conducted in the framework of the project resulted in a surprisingly high and uniform recognition rate level for 2 measurements carried out in 2011 and 2012. The results varied between 41.3% and 43.7% of indications in the field survey using the Sustainable Transport Questionnaire. The promotion strategy for this project was based on the local Web portal trojmiasto.pl, which proved to be a very effective tool.

FIGURE C2.5.4: Comparative analysis - recognisability of Bike Fridays campaign – own field study – Questionnaire Sustainable Transport (2010-2012) and Coastal Strip survey 2012.



The recognition rates for the MIMOSA Mobility Weekend campaign did not change in the preceding year compared with the 2011 measurement conducted using the Sustainable Transport Questionnaire, and varied between ca. 22% and 25 % of indications (graph 4).

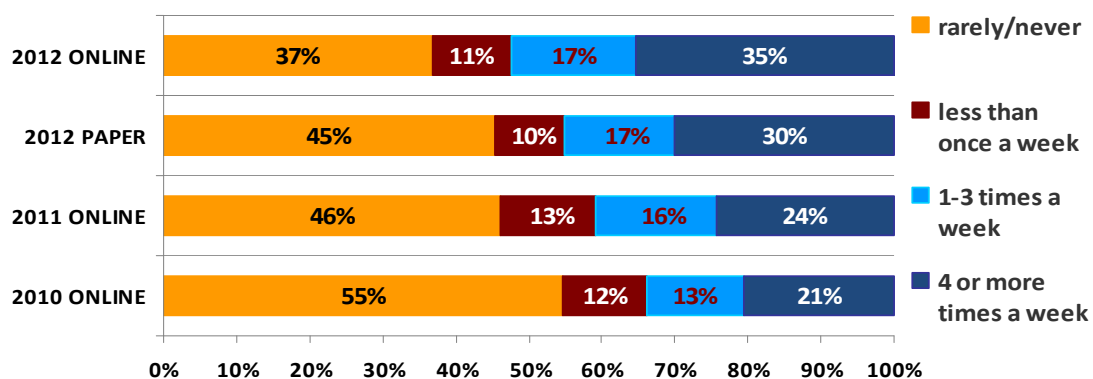
Indicator 2 (modal split) Percentage of trips for each mode

1. How often do you use the following means of transport to move around Gdansk?

The assumption made for the analysis below was that the number of trips around the city made by Gdańsk residents using different modes of transport is in direct relationship with their mobility preferences. At the same time, these choices reflect the attitudes to the individual modalities included in the modal split.

Below is an overview presenting the figures concerning the current use of means of transport as of the year of study. The comparative analysis was based on the results of both field and on-line surveys of 2010-2012, using the same Sustainable Transport questionnaire.

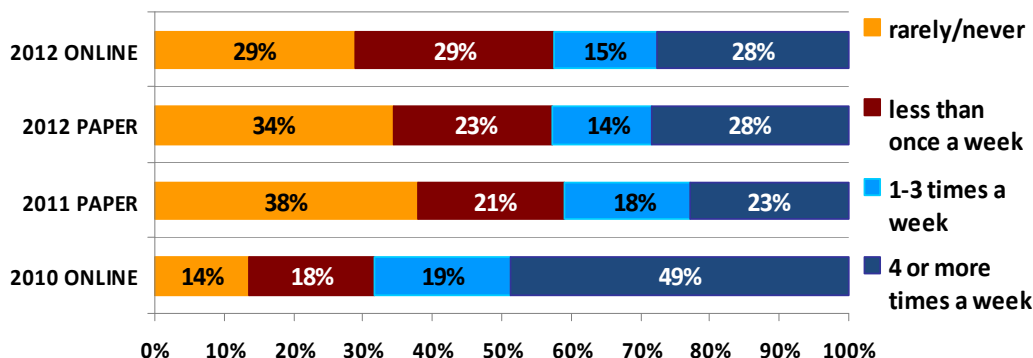
FIGURE C2.5.5: Comparative analysis - % indicators of CAR trips in Gdańsk – own research – Questionnaire Sustainable Transport (2010-2012).



There is an upward trend in the percentage of drivers frequently moving around the city by car in the period from 2010 to 2012. Daily use of the car (4 or more times a week) increased from 21 to 35% (max. 14%) in relation to 2010 (depending on the type of study). There is no distinct trend as to infrequent use of the car or no longer using it, which makes evaluation

difficult. The figures concerning car use of up to 3 times a week are stable (between 9 and 17% of respondents). The extent of road and tram track modernisation projects in Gdańsk in the period of the evaluation may have contributed to the increased use car use.

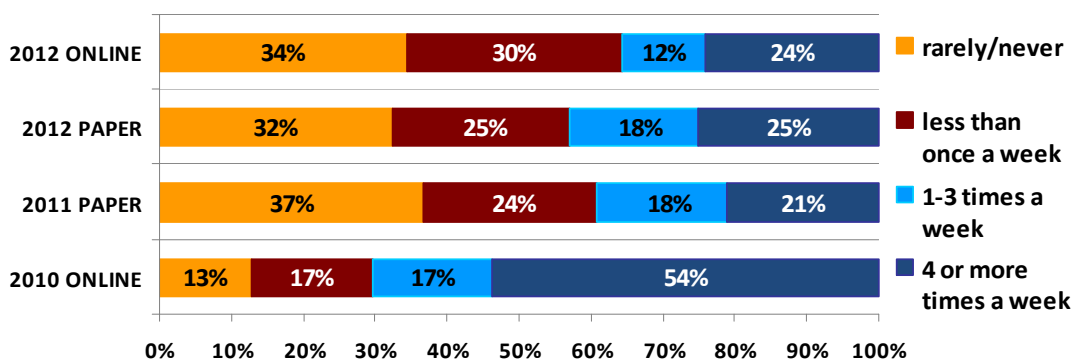
FIGURE C2.5.6: Comparative analysis - % indicators of TRAM rides in Gdańsk – own research – Questionnaire Sustainable Transport (2010-2012).



The percentage of respondents making daily tram rides (4 or more times a week) fell by no less than 21% relative to the 2010 measurement. However, the results of field surveys (paper) for 2011 and 2012 are similar. The unfavourable change arises from the high indicator of limited tram use (rarely/never) - between 29% and 34% of indications in 2012 (paper-on-line).

Compared with 2010, the percentage of respondents travelling by tram the least frequently (rarely/never) rose significantly, by at least 15%. Following the loss of a certain proportion of passengers, the tram is likely to maintain a stable position in the city’s transport system. Migration of some of the passengers to other modes may have been connected with the wide extent of modernisation work in the transport system in Gdansk.

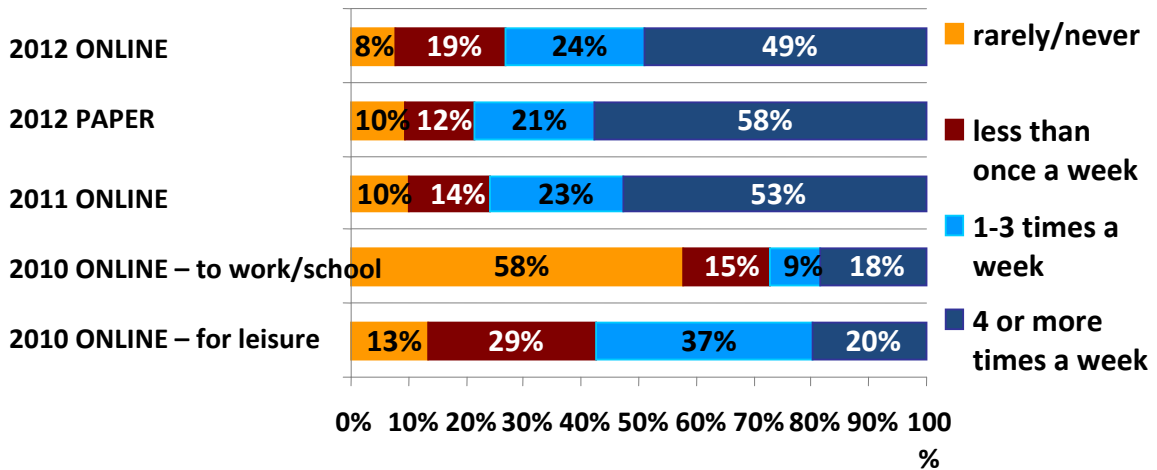
FIGURE C2.5.7: Comparative analysis - % indicators of BUS rides in Gdańsk – own research – Questionnaire Sustainable Transport (2010-2012).



The number of regular passengers of city buses (4 or more times a week) fell by ca. 30% compared with 2010. An unfavourable change was observed in the group of occasional bus passengers (rarely/never), whose number increased by ca. 20% compared with the 2010 measurement. Like in the case of trams, there has been a significant decrease in the number of commuters using the bus every day – by ca. 30% since 2010.

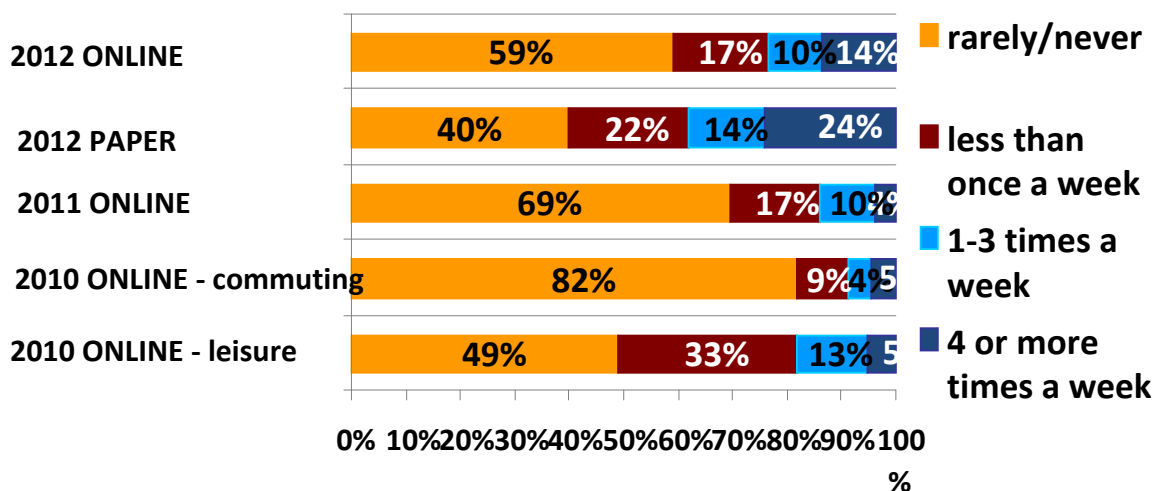
Since 2011, bus ride figures in the individual frequency ranges have stabilised. The number of respondents indicating rare use of this mode of transport rose significantly compared with 2010, by no less than ca. 20%.

FIGURE C2.5.8: Comparative analysis - % indicators of trips in Gdańsk made on FOOT – own research – Questionnaire Sustainable Transport (2010-2012).



The percentage of respondents moving around the city on foot increased significantly compared with the base-line measurement – by more than 30%. At the same time, a favourable change was observed in the group of respondents walking around the city only occasionally, whose number decreased by nearly 50% (in the rarely/never category). The extent of modernisation works on roads and tram tracks must have resulted in increased frequency of reaching the usual destinations on foot, especially in the case of persons who do not have a car.

FIGURE C2.5.9: Comparative analysis - % indicators of trips in Gdańsk made by BIKE – own research – Questionnaire Sustainable Transport (2010-2012).



Since 2010, there has been a marked increase in bike use for purposes other than leisure. Daily urban bike trips increased by 9%. The figures for other frequencies of cycling remained

stable. The smallest number of respondents showing rare use / no use of the bicycle for city journeys is for 2012. The indicator has been falling by 10% a year since 2010, which is a very positive trend.

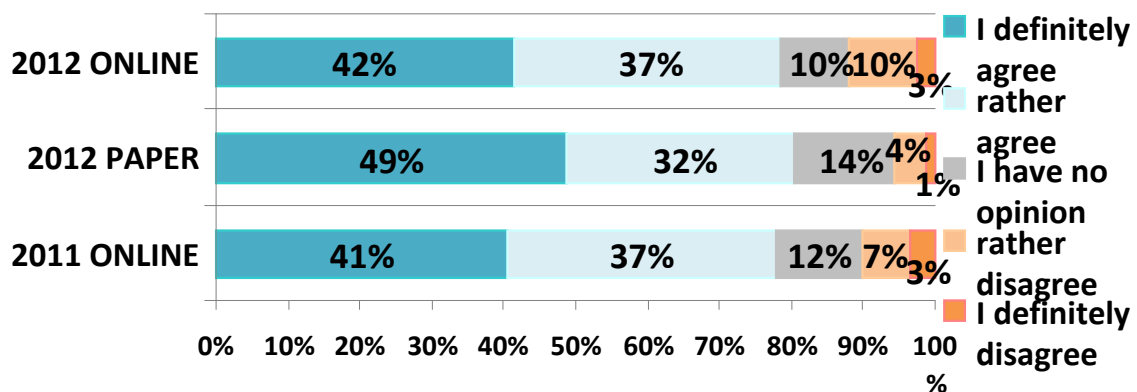
The greatest increase in the declared frequency of moving around the city was observed in the pedestrian and cyclist groups. Compared with the 2010 measurement, the growth indicator is ca. 45% in the case of no use or rare use. This represents a positive trend in the way of moving around the city as a possible project impact. The impact of the project can most clearly be demonstrated in the case of cyclists and pedestrians. In the span of a year (2010 and 2011 surveys) the number of persons declaring that they never or rarely use the bike fell by half, which is a sign of a very positive change. At the same time, there was a 32% increase in the indicator of bicycle use for other than recreational purposes.

Indicator 3 – Level of acceptance of sustainable practices/ solutions

How far do you agree with these statements?: The purpose of the survey questions addressed to the inhabitants of Gdańsk was to identify the orientation and the degree of bias to sustainable choices. The questions were intended to investigate views/opinions connected with respondents’ attitudes to the issues of transport. Analysis of the answers provides one of the indicators of the impact of the CIVITAS MIMOSA project on awareness changes.

The level of acceptance of children's travelling to school by PT

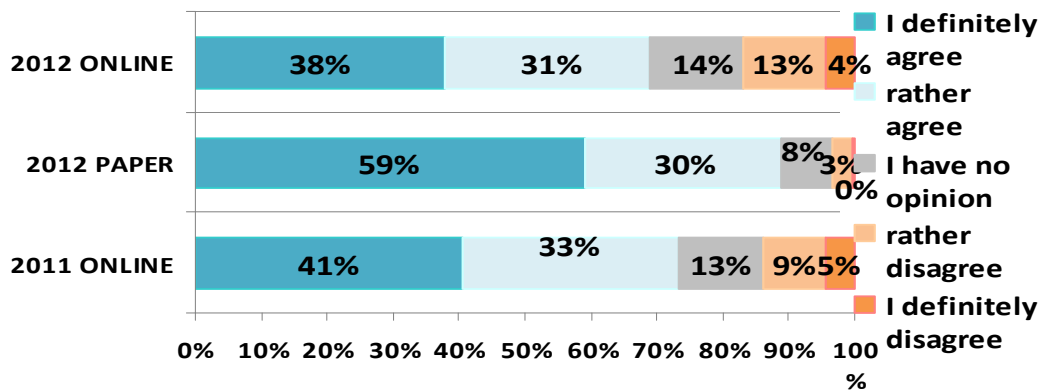
FIGURE C2.5.10: Comparative analysis – own research – Questionnaire Sustainable Transport (2010-2012). The level of acceptance of children's travelling to school by PT.



The level of acceptance of children's travelling to school by PT is shown by well over 40% of the respondents (definitely agree to 49%). The level of acceptance shows an upward trend, increasing by 8% between the 2 measurements (2011-2012). On the whole, ca. 80% of the respondents expressed their approval of this practice (strongly agree and partly agree options). This is a high level of acceptance, whereas the level of disapproval is small, a total of between 5% and 13% of those surveyed.

Level of acceptance of the increased use of cycle paths

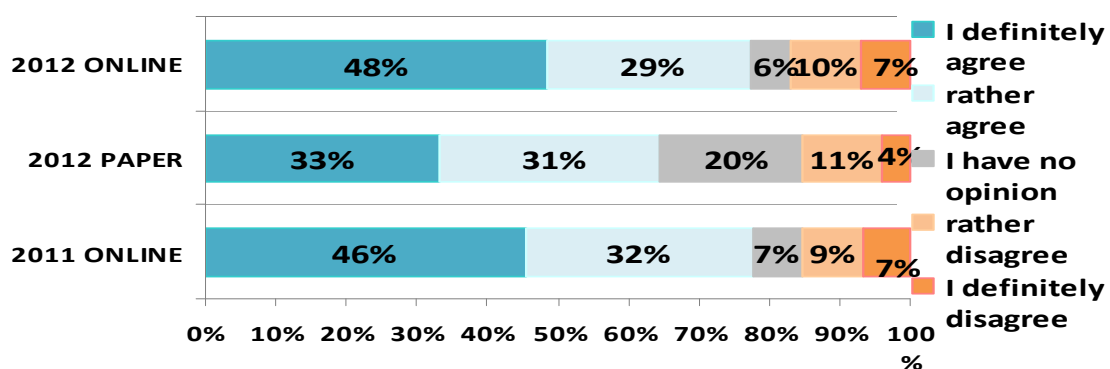
FIGURE C2.5.11: Comparative analysis – own research – Questionnaire Sustainable Transport (2010-2012). Level of acceptance of increased cycle paths use.



In a study of the residents' attitudes to the use of cycle paths by a growing number of users there was an increase in the positive answers given in the field survey of 2012 compared with the 2011 on-line survey. The number of respondents expressing the highest level of acceptance (strongly agree) increased by 18%. On the whole, ca. 80% of the respondents expressed their acceptance of this statement (strongly agree and partly agree). Only ca. 12-14 % did not have an opinion. Meanwhile, the percentage of respondents not accepting the growing use of the cycle paths, amounted to 3 - 17% of all respondents. This trend should be considered highly favourable.

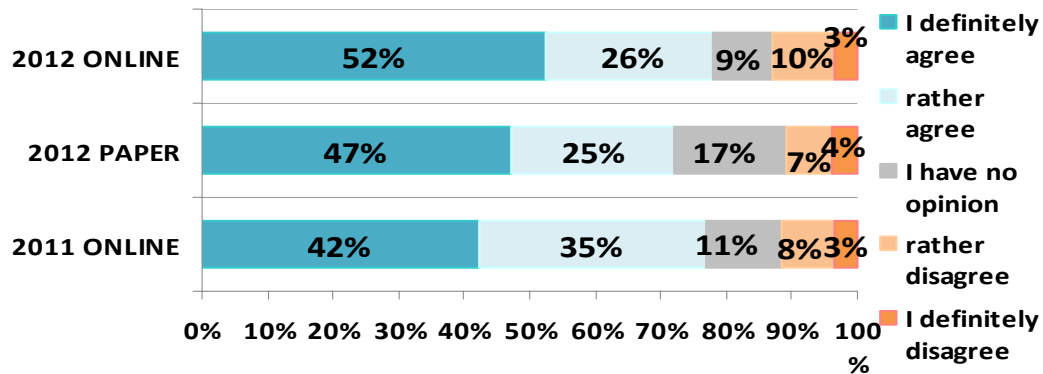
Level of acceptance of reducing car use in favour of PT

FIGURE C2.5.12: Comparative analysis – own research – Questionnaire Sustainable Transport (2010-2012). Level of acceptance of reducing car use in favour of PT.



The level of acceptance of reducing car use by residents in favour of PT is very high - nearly half the respondents expressing their agreement. Although the increase in the indicator per annum is very slight for the on-line measurement, the overall level of acceptance (together with the 'rather agree' option) is 77% in 2012. The level of disapproval is small, reaching a total of between 15% and 17% of those surveyed. Level of acceptance of more people travelling in the same car (e.g. parents and children; co-worker groups)

FIGURE C2.5.13: Comparative analysis – own research – Questionnaire Sustainable Transport (2010-2012). Level of acceptance of more people travelling in the same car.

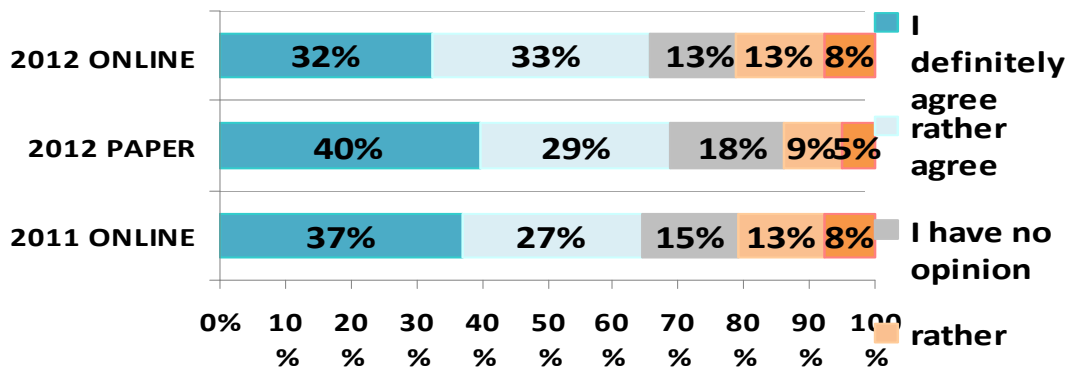


A large percentage of the respondents accept the sustainable attitude to optimizing the use of car space. About 50% of the respondents are in favour of the idea of several people commuting together in the same car; the difference between measurements over the period of one year is not statistically significant. The level of disapproval for the practice of joint travel is stable, is max. from 14% to 21% in the on-line research

Level of acceptance of avoiding car use during peak hours

Over 70% of the respondents accept the idea of avoiding car use during peak hours (Graph 14). About half of the respondents agree with the statement about refraining from driving a car during rush hours, whereas ca. 30% indicates partial acceptance. A mere 11-13% of those surveyed expressed their disapproval of the statement. The difference between measurements in 2011 and 2012 is 10% and is statistically significant.

FIGURE C2.5.14: Comparative analysis – own research – Questionnaire Sustainable Transport (2010-2012). Level of acceptance of avoiding car use during peak hours.



The rate of acceptance reflecting the residents’ attitudes and bias towards sustainable options is found to be at a very positive level. On average, at least ca. 40% of the respondents definitely agree with the “sustainable” statements listed. As for the two options expressing agreement, (“I definitely agree” and “rather agree”), on average ca. 75% of the respondents express their approval of the presented statements. The opposite views are expressed by an average of 11% of those surveyed, which is an insignificant percentage. The differences between the individual results are in most cases statistically significant, showing small fluctuations and a slight upward trend per annum with respect to the issues.

There is no growth in the value of selected indicators for the period 2011-2012. The increase in values of the indicators (awareness, acceptance) may not be very explicit, especially in such a short time span (since the last measurement). The study of such complex social processes requires a longer period to demonstrate the impact (ex-post).

C3 Achievement of Quantifiable Targets and Objectives

No.	Target	Rating
1	Recall of campaign items at 40% for prompted recall. (Names of campaigns and the MIMOSA brand)	*
2	Spontaneous awareness at 20% in campaign areas.	*
3	Public awareness increased to 10% for spontaneous recall of campaign materials	NA
4	Public awareness of individual items (prompted) at 40%	*
NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded		

The results of evaluation show that most of the quantifiable targets and objectives have substantially been achieved. This is a fairly good result in view of the conditions in the city and barriers in the City Hall of Gdańsk, and if we wanted to compare these results with other measures. Target no 3. was not assessed, because in our reality it makes little sense asking about campaigns materials. This target had not been realistic since the beginning of the project. The names of quantifiable targets contained in the project documents are not clearly understood by Polish people and hardly translate into the Polish language.

C4 Up-Scaling of Results

Other Public Institutions (PT organisations, Police, Road and Greenery Authority, Active Mobility Unit) supported by NGOs are going to organise many kinds of events during Mobility Week in Gdańsk. The idea of sustainable option promotion is innovative and modern and owing to MIMOSA activities, also popular. Therefore, different institutions and organisations express their will to continue annual organization of EMW celebrations. This year, some schools have notified their readiness to organize or co-organize school events related to sustainable transport promotion. Some smaller towns in the region have also started to organise events related to sustainability, so there is a chance that the number of events will grow.

The social campaign “**Bike Fridays**” won the prestigious competition on “Social Campaign of the Year 2010” in the category of local initiatives. This campaign will be continued by the Active Mobility Unit from the City Hall of Gdańsk.

C5 Appraisal of Evaluation Approach

To investigate the impact of our events, the evaluation team decided to collect data in two ways. One part of data came from the Internet (using Survey Monkey) - on-line survey directed to all citizens. The second part came from a direct survey which was conducted during MIMOSA Mobility Week events.

1. The key project documents are lacking an adequate list of effects / results for the Measure 4.3. The evaluators have prepared a set of three indicators that allow the measurement of the achievement of specific Measure 4.3 objectives:

- objective 4 Creating a new urban mobility culture.
- objective 5 Stimulating the use of public transport.
- objective 7 Promoting awareness and accessibility of sustainable options.

2. The limitations of the evaluation, conducted within the framework of Measure 4.3, are clear in view of the lack of baseline data from the period prior to the implementation of the CIVITAS MIMOSA project (databases and research materials having been scrutinized thoroughly). Also the scant range of own research conducted by the MIMOSA team at the beginning stage of the project (2010) constitutes an obstacle to obtain a full picture of the impact of the project.

3. In the middle of 2012, at the time of former reports being corrected, we ventured to verify databases from the studies conducted in terms of their statistic comparability. By the end of the research period (September 2012) this process had been completed.

4. Large dispersion of promotional activities of the project (in different forms, different beneficiaries). In the case of such a large metropolitan area as Gdańsk, in which many projects exert influence simultaneously, many sources of impact occur.

The campaign to promote sustainable transport, run during the September celebration of the European Mobility Week, creates a synergy of multiple actions and initiatives; however the occasional nature of the event may prevent the development of long-term results.

Recognition rates regarding the action and the campaign have been relatively low during the life of the project, according to the analysis of the results for indicator No. 1. The ability to recall the name of action or campaign under the aegis of MIMOSA is a relatively poor measure of the magnitude of impact on awareness. The proposed indicators of attitudes and "sustainable" orientation (index 3) show positive trends. They present a positive image of the changes at the awareness level, and indirectly of the effectiveness of the campaign. Nevertheless, we do not know the results of earlier studies of awareness in this area, due to lack of a baseline for evaluation. Consequently, care must be exercised when interpreting the results of evaluation of these Measures.

C6 Summary of Evaluation Results

The key results are as follows:

Key result 1 – Recall of campaign items at 40% for prompted recall.

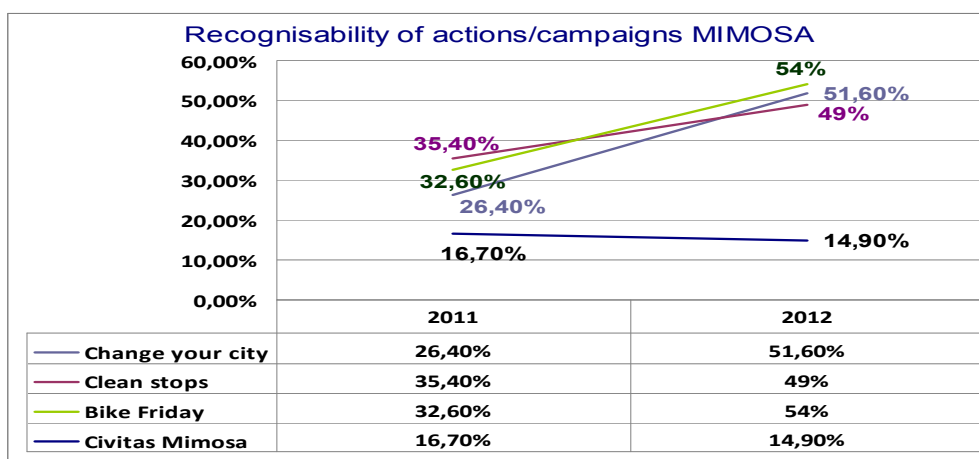
- The recognisability level of the MIMOSA name is very low (concerns 18% respondents). The recognition rates for the MIMOSA Mobility Week campaign did not change in the past year compared with the 2011 measurement conducted with the Sustainable Transport Questionnaire, and varied between ca. 22% and 25 % of indications.
- The greatest improvement in recognition was observed with regard to the action "Change Your City" — from 26.4% to 51.6%. The highly recognisable slogan "We

Change Your City” does much better than the CIVITAS MIMOSA name (the foreign language name is difficult to identify in Poland).

- The best-recognised names of social campaigns are: Clean Stops and Bike Fridays. The most frequently recognized slogan is "Bike Fridays," recalled by 54% respondents in the last year (2012), of those surveyed (compared with 32.6% in 2011).
- Analysis of the dynamic of change in the recognition rates for the best-known campaign - Bike Fridays – demonstrates that the measurements made by means of a field survey on the day of the European Mobility Week in September 2012 (paper) and during the main event in the coastal strip area (June 2012) produced the highest recognition rate levels.
- Clean Stops indicators retaining a similar, fairly high recognition level (ca 32-35%).
- The differences between the indicators obtained in the individual measurements are statistically significant and show a marked upward trend. The recognisability indicator values for all action/campaign vary between 22.5% and ca. 37%.

Due to the shortcomings in research methodology in the early stages of evaluation (the requirement of comparability of data was not fulfilled), the recognition rate indicators have a limited scope.

FIGURE C6.1: Comparative analysis – Questionnaire Sustainable Transport (2010-2012) – Recognisability of actions/campaigns MIMOSA.



The summary of percentage ratings of civitas mimosa campaigns' recognisability shows a significant surge in the final year of the project. Recognisability of the catchword: "We Are Changing Your City" showed the greatest increase (ca. 25%) between 2010 and 2012. The curve for "Bike Fridays" looked favourable, too (a rise of 21.4%). Clean Stops also did well, (an annual increase of 13.6%). The ratings for civitas mimosa are the lowest, having fallen slightly in the final year of the project. The name is recognised by ca. 15.8% of the residents surveyed, only.

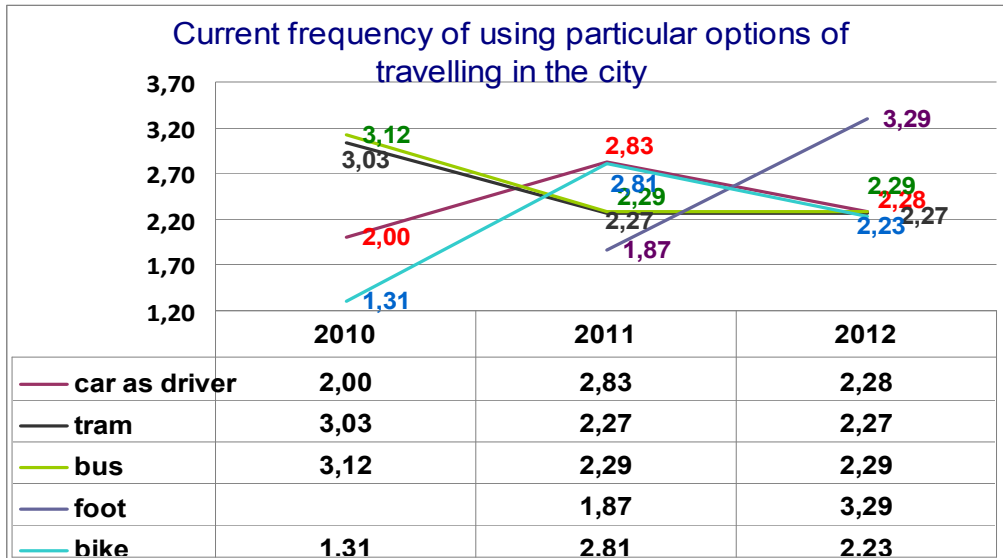
Key result 2 – the degree in the use of sustainable transport options in travel in the city

There is an upward trend in the percentage of frequent car trips made by drivers around the city in the period from 2010 to 2012. Daily use of the car (4 or more times a week) rose from 21 to 35% (max. 14%) in relation to 2010. The extent of road and tram track modernisation projects in Gdańsk in the period of the evaluation may have contributed to the increased car use.

- The percentage of respondents making daily tram trips (4 or more times a week) fell by no less than 21% relative to the 2010 measurement. The unfavourable change arises from the high rate of limited tram users (rarely/never) - between 29% and 34% of indications in 2012.
- The number of regular passengers of city buses (4 or more times a week) fell by ca. 30% compared with 2010. An unfavourable change was observed in the case of occasional bus passengers (rarely/never), whose number increased by ca. 20% compared with the 2010 measurement. Like in the case of trams, there has been a significant decrease in the number of commuters using the bus every day – by ca. 30% since 2010.
- The percentage of respondents moving around the city on foot increased significantly compared with the base-line measurement – by more than 30%. The extent of modernisation works on roads and tram tracks must have resulted in increased frequency of reaching the usual destinations on foot, especially in the case of people not having a car.
- Since 2010 a marked increase of bike use for purposes other than leisure has occurred. Daily bike trips in Gdańsk have increased by 9%. Systematic decrease in respondents who rarely ride a bike is a very positive trend.
- The greatest increase in the declared frequency of moving around the city was observed in the pedestrian and cyclist groups. Compared with the 2010 measurement, the growth indicator is ca. 45 % in the case of no use or rare use.

A positive trend in the way of travelling around the city as a possible result of the project impact trend is most clearly seen in the case of cyclists and pedestrians. In the span of a year (2010 and 2011 surveys) the number of persons declaring that they never or rarely use the bike fell by half, which is a sign of a very positive change. At the same time, there was a 32% increase in the bike use rate for other than recreational purposes.

FIGURE C6.2: Trend in selected transport options of travelling in the city in the period 2010-2012; average of responses given for the current frequency of using particular options - Questionnaire Sustainable Transport



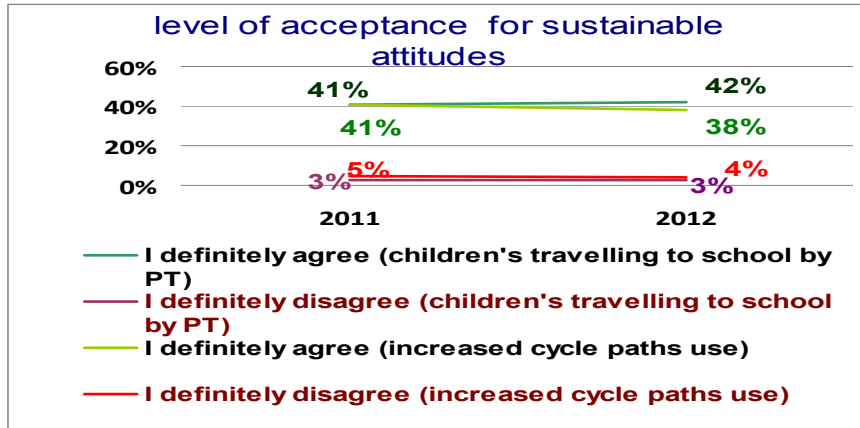
In the period 2010-2012 the most dominant is the rise in people's travelling in the town on foot. Both the use of the bicycle as well as the private car rose in the period 2010-2011 and fell slightly in 2012. In the case of PT (bus and tram) there occurred a slight decline in its use over the period 2010-2011, whilst in 2012 the trend line retained the level of 2011.

Key result 3 – The increase in the level of acceptance of sustainable transport solutions

- The level of PT acceptance of children travelling to school is well over 40% of the respondents (definitely agree to 49%). The level of acceptance shows an upward trend, increasing by 8% between the 2 measurements (2011-2012). The level of disapproval is small, a total of between 5% and 13% of those surveyed.
- The level of acceptance of the use of cycle paths increased, if results of the field survey of 2012 are compared with the 2011 on-line survey. The number of respondents expressing the highest level of acceptance (strongly agree) increased by 18%. On the whole, ca. 80% of the respondents expressed their acceptance of this practice. This trend should be considered highly favourable.
- The level of acceptance of reducing car use in favour of PT is very high - nearly half of the respondents expressing their acceptance. The level of disapproval is small, the total is from between 15% to 17% of those surveyed.
- A large percentage of the respondents accept the sustainable attitude to optimizing the use of car space. About 50% of the respondents are in favour of the idea of several people commuting together in one car. The level of disapproval for the practice of joint travel is stable, is max. from 14% to 21% in the on-line research
- Over 70% of respondents accept the idea of avoiding car use during peak hours (Graph 14). About half of the respondents agree with the statement about avoiding car use in rush hours, whereas ca. 30% indicate partial acceptance. A mere 11-13% of those surveyed expressed their disapproval of the statement. The difference between the 2011 and 2012 measurements is 10% and it goes in the sustainable direction.
- The acceptance indicator reflecting the residents' attitudes and bias towards sustainable options is found to be at a very positive level. On average, at least ca. 40%

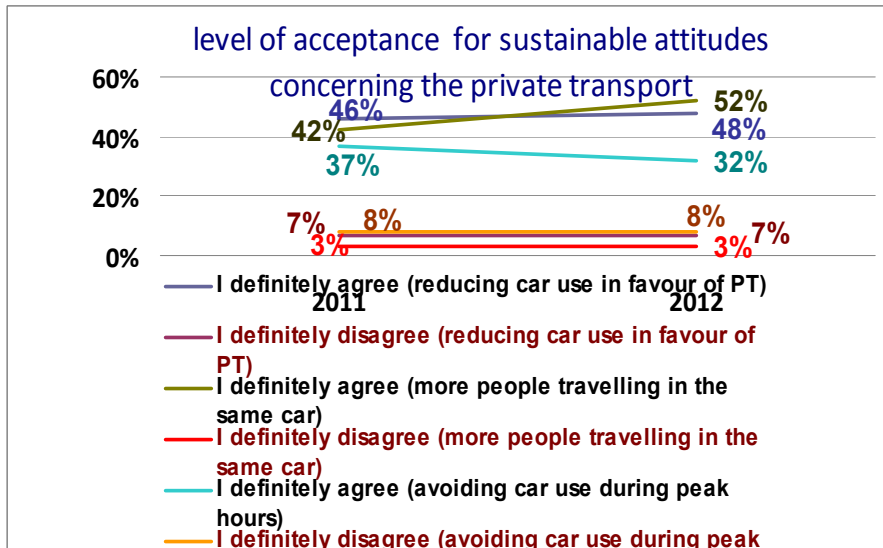
of the respondents definitely agree with "sustainable" practices.. As for the two options expressing agreement, ("I definitely agree" and "rather agree"), on average ca. 75% of the respondents express their approval of the statements presented.

FIGURE C6.3: Comparative analysis– Questionnaire Sustainable Transport (2010-2012). Level of acceptance for sustainable attitudes.



No significant changes were noted for the acceptance of 2 sustainable postulates. The "increased cycle path use" option showed an annual decline in acceptance of 3%. The level of definite lack of acceptance reached a negligible rating (3 to 5 per cent), which should be interpreted as a positive development.

FIGURE C6.4: Comparative analysis – Questionnaire Sustainable Transport (2010-2012). Level of acceptance for sustainable attitudes concerning the private transport



Acceptance level of sustainable behaviours looks best for the proposal of more people travelling in the same car (annual increase of 10%). Unfortunately, residents are not prepared to avoid using the car in rush hours (annual decrease of 5%). The other car use options remain at the same acceptance level.

C7 Future Activities Relating to the Measure

In the next years, the City of Gdańsk will continue implementation of MIMOSA campaigns and actions. Car Free Day and events like Bike Fridays during European Mobility Week will certainly take place next year. There are also plans to organise another European Mobility Week outdoor event. Many NGOs are likely to support these activities.

D Process Evaluation Findings

D1 Deviations from the Original Plan

The deviations from the original plan comprised:

Deviation 1 - Delays – Due to delays in MIMOSA project in Gdansk, the advertising and promotion actions were postponed. The project started one year later than initially planned. Problems with organisation and with procedures and routines in the City Hall of Gdańsk caused CIVITAS MIMOSA Team to be created a few months later than planned. The first MIMOSA Mobility Week was organised in 2010, one year later than initially planned.

Deviation 2 - Changes compared with the original assumptions in the Local Evaluation Plan – LEP and Description of Work like e.g.: quantifiable target: Public awareness increased to 10% for spontaneous recall of campaign materials. This target wasn't assessed because in the Polish realities it makes little sense asking about campaign materials. This target wasn't realistic from the beginning of the project. The names of quantifiable targets contained in the projects document are not clearly understood by Polish people and hardly translate into the Polish language.

D2 Barriers and Drivers

D2.1 Barriers

Preparatory stage

Barrier 1 - (overall barrier) Impeding administrative structures, procedures and routines, impeding laws, rules, regulations and their application, hierarchical structure of organisation – all these time consuming factors caused delays in the commencement of the measure realization. There were some organisational problems related to long and demanding recruitment procedures in the city hall of Gdansk, which caused some slight difficulties in the implementation of the first tasks. This may result in further, minor delays. These kinds of procedures and structures cause delays in the project implementation process.

Implementation & Operational stages

Barrier 1 – Most implementations under Measure 4.3 were completed in September 2012. Meanwhile, the last evaluation studies were being conducted in the area of impact of this Measure (3 types of questionnaire) at the same time. This coincidence is an adverse factor in terms of the possibilities of observing changes in study results.

Barrier 2 – Mobility Week is a one-time event with a limited scope of influence, and therefore its impact on awareness and modelling of sustainable mobility behaviour is also subject to limitations.

Barrier 3 – Cultural - advertising and promotion associated with a change in mobility habits have an impact on a relatively small number of inhabitants. Most inhabitants still claimed that the car is a status symbol and commuting without a car is hardly possible.

Barrier 4 - The increase in the values of the indicators (awareness, acceptance) may not be very explicit, especially in such a short time span (since the last measurement) and due to

annual intervals for subsequent measurements. The study of such complex social processes requires a longer period to demonstrate the impact (ex-post).

D2.2 Drivers

Preparatory stage

Since 2008, a number of programmes and projects have been run in Gdańsk, intended to improve transport infrastructure, including cycling infrastructure. This contributes to the synergy effect, enhancing the effect of the activities undertaken in this sphere. Moreover, the city policy clearly reflects the idea of sustainable spatial planning of the transport system, with due consideration for the needs of pedestrians and cyclists. Prior to 2010, the policy strongly favoured motorists.

Implementation stage

Driver 1 – Positional - The measure is part of a city healthy lifestyle promotion programme, which gives high priority to all actions connected with it. Marketing and Promotion of our campaigns/actions was supported by the Press Office and the Promotion Office in the City Hall of Gdańsk.

Driver 2 – Strategic – effective co-operation between key stakeholders has initiated a successful organisation of important events, e.g. ‘Bike Fridays’ campaign’. Without co-operation. such a big campaign, capable of winning The Best Social Campaign in Poland award, would not have been possible.

Driver 3 – Municipal policies - With the establishment of the Department of Active Mobility in the City Hall in 2011, the previous function of the Cycling Officer was replaced by a team, whose members initiate and coordinate activities arising from the provisions of Gdańsk Charter of Active Mobility. This fact demonstrates that the City has now placed greater importance on this sphere.

Driver 4 - Involvement, communication – strong commitment of NGOs, citizens and users has improved the quality of measure implementation. Support of NGOs is very important when you want to organise thematic events.

Operational stage

Driver 1 – Cultural – Cycling, active mobility and healthy lifestyle are becoming more and more fashionable in Gdańsk. In the seashore area there are a lot of citizens riding bikes, skating or practising Nordic walking.

Driver 2 – Spatial - The promotional activities in the framework of Measure 4.3 and other Measures (5.2, 4.4, 6.1) were usually focused on the coastal strip area near Reagan Park (outdoor events, Urban Game, cycling actions etc.) This drew the residents' attention to the leisure activities offered in this area and the improvement in the facilities. The use of this attractive location as the venue of actions and campaigns at the same time resulted in an increasing number of people taking advantage of the existing amenities.

D2.3 Activities

Preparatory stage

Activities 1 – The measure leader has been appointed by the Mayor’s Regulation of 14th October 2009. It was the only activity during preparation phase, but it was very important for the measure implementation.

Implementation & operational stages

Activities 2 – Mobility Week (each year), organised together with the Police, many local partners and NGOs. This campaign was organised in 2010, 2011 and 2012. Mobility Week organisation was the most challenging task during MIMOSA project.

D3 Participation

D3.1 Measure Partners

- Measure partner 1 – Gdansk City Hall – Public Utilities Department – the leading role
- Measure partner 2 – Office of the Marshal of Pomorskie Voivodeship (region) – Principal participant
- Measure partner 3 – Amenity providers - Principal participants
- Measure partner 4 – Municipal & Regional Police HQs - Principal participants
- Measure partner 5 – The Pomeranian Association of Public Transport Fans – a local NGO – Principal participant
- Measure partner 6 – City Guards - Principal participant

In this measure, there were many smaller partners during the organisation of the main event, who e.g., prepared the presentation of their bikes during MIMOSA Mobility Week Festival.

D3.2 Stakeholders

- Stakeholder 1 – Citizens – the knowledge of sustainable mobility idea, and the sustainable transport options in the City of Gdańsk.
- Stakeholder 2 – Authorities – need of constant development of mobility strategies towards more sustainable options.

D4 Recommendations

D4.1 Recommendations: Measure Replication

- **Recommendation 1** – ‘Bike Fridays’ – one of the best CIVITAS MIMOSA campaigns. (winner of the prestigious national social campaign award in 2010) New approach – we decided to promote cycling in those places (crossroads) where drivers have got a chance to see the benefits of cycling.
- **Recommendation 2** – “MIMOSA Mobility Week” event - Organisation of European Mobility Week gave a unique chance to present the idea of sustainable mobility to a wider audience. Each year the organized events offered a number of great attractions aimed at promotion of EMW ideas. It also offered an opportunity to promote newly built

facilities which are available in the event area. We recommend the organisation of the EMW events in the city centre, where the traffic is big enough to convey the idea to as many people as possible.

- **Recommendation 2** – creation of a local a civil society platform - supporting organization of the European Mobility Week – it gives a unique opportunity to learn from the experience of the other partners, creates possibility to obtain different synergies and at last but not least enables to prepare a number of great events for the citizens.

D4.2 Recommendations: Process (Related to Barrier-, Driver- and Action Fields)

- **Recommendation 1** – In order to attract the audience of European Mobility Week the events there should be promotet though the innovative tools and perceived as trendy promotional actions. This is the best way to change the modal split towards a more sustainable option.
- **Recommendation 2** – Mobility Week and Car Free Day are campaigns which will be continued. It should be noted that if these events are to grow, public involvement must rise too, both in terms of organisation and participation.