

In brief

Gdynia launched an internet platform to communicate with the local community and mobility stakeholders. The platform follows a concept of Web 2.0 and it is based generally on mass user participation. Standard websites allow just to read the content, while at Web 2.0 the user is encouraged to contribute to the site's content and make comments on published articles. This feature is especially valuable as regards to urban mobility planning (i.e. Sustainable Urban Mobility Plan elaboration). Web 2.0 facilitates more straightforward contact with different stakeholders and provides them with actual information about the planning process.

Context

Before the DYN@MO project there was no internet platform dedicated merely to mobility issues. There were several informal internet discussion forums often related to a specific mobility area. Also the city's existing official website has not provided interaction possibilities as it was intended as static information platform. As a response to the challenge of more inclusive mobility planning an idea of implementation of Web 2.0 technologies under the name Mobilna Gdynia.pl arose. The tools used allow for commenting, participating in surveys, polls, voting, creating or sharing the platform's content. A part of the web 2.0 approach is also high integration with social media – the users have the possibility to “like”, “share”, “follow” the website or single articles, login with their Facebook account etc. 'Response Web Design' technology makes the website accessible for all mobile devices and computers.

In action

The website started its operation in February 2014. Thanks to a thorough conceptual review of existing technological possibilities the implementation proceeded without any significant delays. The existing Facebook profile has been used to promote the new concept among existing users and the combined platform has been used for several surveys related to implementation of the Sustainable Urban Mobility Plan (measure G.1.1).

Results

- Almost 8 times more registered users (4309) at the end of the project in November 2016 than it was for Facebook profile in January 2013 (586).
 - 179,895 views and 53,026 users between February 2014 and September 2016
- Nearly doubled number of visits between 2013 and 2016, reaching 58 979.
- Improved users' usefulness perception with 5% growth of positive ratings and 9% decrease of negative ones in 2016.
- Number of actions suggested by users has grown by 1/3, including all communication channels.
 - Mobilna Gdynia became a source of information for journalists and municipality mobility managers

Challenges, opportunities and transferability

- Seven online public consultations with citizens and stakeholders on various mobility issues
- Any Mobility 2.0 service should have clearly defined objectives and be carefully positioned among other similar services to provide an interesting content.
- Proper balance between mobility themes is critical to attract more users.
- An effort should be made using all available channels to promote the new service.
- Adequate effort is required to run a service at a proper level of quality. Dedicated personal should be provided for this.
- It has been proven that web 2.0 tools can be successfully used in endeavours to strengthen public participation.
- The Mobilna Gdynia website will definitely be used in the future as well since it has already become a fundamental tool.

In depth

To find more information regarding the good practice, please visit these links:

- <http://civitas.eu/content/mobility-20-communication>
- <http://civitas.eu/content/dynmo-final-brochure>
- <http://www.mobilnagdynia.pl/>

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