

2020
CiViTAS
Cleaner and better transport in cities

DESTINATIONS



Measure Evaluation Results

LPA 7.1 - Communication for the introduction of the new Bus Rapid Transit (BRT)

| | |
|---------------------------|--|
| Project Acronym: | DESTINATIONS |
| Full Title: | CIVITAS DESTINATIONS |
| Grant Agreement No.: | 689031 |
| Workpackage: | 9 - Evaluation |
| Responsible Author(s): | Jordi Casas (CINESI) |
| Responsible Co-Author(s): | Antonio Artiles (Guaguas Municipales) and Clara Bellera (Cinesi) |
| Date: | 18/03/2021 |
| Status: | Final |
| Dissemination level: | Public |

The views expressed in this publication are the sole responsibility of the authors and the DESTINATIONS project consortium and do not necessarily reflect the views of the European Commission.

2020

CiViTAS
Cleaner and better transport in cities
DESTINATIONS



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Executive Summary

Measure LPA 7.1 was strongly linked with the main urban project in Las Palmas de Gran Canaria for the coming years: designing, implementing, and operating a brand-new **Bus Rapid Transit (BRT) system** in the city. The new BRT (Metroguagua) plans to connect the northern and southern neighbourhoods of the city with a high-quality bus-based transit system. The new BRT system was planned to be inaugurated in 2021, but due to technical difficulties and the delays caused by the COVID-19 pandemic, the inauguration was postponed until 2022.

The main aim of this measure was to carry out a communication campaign in order to raise awareness of the importance and scope of the new BRT project. It is important that the system brings economic and environmental benefits as well as contributes to an eco-friendly city where pedestrians are the main players.

Therefore, several communication actions were carried out, such as a 3D-clip to promote the upcoming BRT system, a short film called *La Oficina del Tiempo Perdido* (https://www.youtube.com/watch?v=K2mf28a_GIA&t=672s). In addition, dedicated information sessions for target users such as elderly people, journalists, students, and neighbourhood associations were carried out, as well as meetings with stakeholders.

The evaluation framework of this measure focused on the impact of the communication campaign. In particular, on the impact of the short film created to promote the upcoming BRT system (*La Oficina del Tiempo Perdido*), funded by the DESTINATIONS project. It was presented within the framework of the European Mobility Week 2019, and was a 12-minute short film supported by a plot with fantastic characters, which promotes the advantages of the new BRT (Metroguagua). The premiere of the film was attended by the mayor of the city, who was accompanied by the Mobility Councillor, together with different representatives of the local, island, regional, and state Public Administrations.

The number of views and likes of the BRT promotional video on the first day of its launch was higher than expected and continued along a very positive trend (over 1,000 views on YouTube on the first day and over 5,000 in the 6 months after launch). Therefore, the communication actions carried out under this measure contributed to enhancing the awareness and acceptance towards the new BRT system.

A Description

The Bus Rapid Transit will provide a modern transit service connecting major employment, education, and recreation destinations through Las Palmas de Gran Canaria. It will connect destinations such as the historical centre of ‘Vegueta’, the shopping area of ‘Triana’, museums, the cruise terminal, the new Aquarium, and two intermodal stations. The BRT intended to provide improved access to the city’s most vital, most travelled, and most congested corridor (the lower area of the city).

When operational in 2022, the new Metroguagua system will have an important impact on the public space and mobility in the city. Metroguagua will not only be an urban PT project, but also a city project, where all the facilities surrounding the BRT lane will be improved by adding cycle lanes and widening sidewalks and green areas over provision for private vehicles.

Nonetheless, the BRT construction works might cause some inconveniences to neighbours and visitors. For this reason, the main focus of this measure was to carry out a communication campaign in order to raise awareness amongst citizens and tourists about the benefits of this new transit service.

Therefore, the core of this measure was to record a 3D-clip simulating a real BRT trip (of about 4 min). The video is also available in full and ultra-high definition (Full HD and 4K).

In addition, a short film about the Metroguagua was also recorded and presented in a public event and shared through Guaguas Municipales’ social networks (Twitter, Facebook, etc.).

Dedicated information sessions for target users such as elderly people, journalists, students, and neighbourhood associations were also carried out.

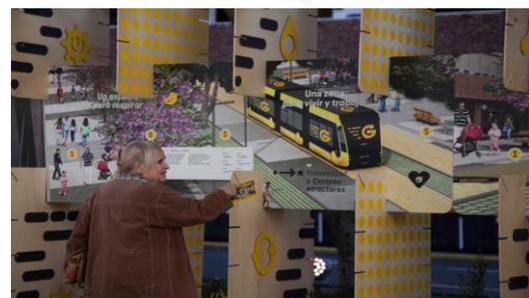


Figure 1: Communication activities about the new BRT system.

A1 Objectives and outputs

City policy level objectives:

- Promotion of sustainable mobility among citizens and visitors
- Increase private transport effectiveness (by reducing traffic congestion and solving traffic problems)
- Efficient and coordinated use of different transport modes (urban public transport, pedestrian and bike mobility)

Measure specific objectives:

- Raise awareness of the benefits and impact of the Bus Rapid Transit (BRT) system
- Achieve an effective introduction and public acceptance of a new transport system that must become fully integrated into the mobility patterns of the city

Outputs

- A communication and information campaign about the new BRT
- 3D-clip to promote the upcoming BRT system
- Short promotional film about the Metroguagua called *La Oficina del Tiempo Perdido*
- Dedicated information sessions for target users such as elderly people, journalists, students, and neighbourhood associations
- Meetings with stakeholders

Supporting activities

This measure was supported by a public presentation of the promotional video, which was attended by the city Mayor (<https://www.youtube.com/watch?v=-bVwAk-WmHw>).

A2 Inter-relationship with other measures

This measure was developed in parallel with the construction of the BRT and was related to measure *LPA 7.3 - Real time mobility and tourism information services*, as the real-time information service devices were installed at the new BRT stops. It was also related to measure *LPA 7.4 - Integrated payment solutions for mobility and tourism* as the new ticketing machines acquired in LPA 7.4 will be installed in 2 of the new stops in the new BRT system. The touristic tickets developed in LPA 7.4 can also be used in the new BRT system.

A3 Target groups and/or affected part of the city or region

The BRT will connect the two most important areas of the city (where almost 75% of urban PT trips take place). The target group for this measure were the inhabitants (including elderly people, journalists, students, and neighbourhood associations) of Las Palmas de Gran Canaria, as the BRT will serve different parts of the city. Moreover, the communication campaign was also targeted to tourists as they will also be able to use this service.

A4 Stakeholders: CIVITAS project partners and other important actors

| Stakeholder name | Activities description |
|--|--|
| Municipality of Las Palmas de Gran Canaria | To promote the BRT project amongst citizens and key local stakeholders |
| Geursa | To draft the BRT project and to carry out the construction work |
| Gran Canaria Film commission | To prepare tender documentation for the BRT 3D film |
| Journalists | To attend information sessions and communication |
| Neighbourhood associations | To attend information sessions |
| Schools | To attend information sessions |

Table 1: Stakeholder involvement

B Measure implementation

B1 Situation before CIVITAS

Before the outset of the CIVITAS DESTINATIONS project, the BRT project had already been adopted by the Municipality of Las Palmas de Gran Canaria and was expected to be in service in 2021 (after the project lifetime).

Concerning communication campaigns, prior to the DESTINATIONS project, several campaigns informing locals about the future BRT system were carried out. However, these were not specific like the ones carried out in the framework of the CIVITAS DESTINATIONS project, as the works for the BRT system did not begin until June 2017.

B2 Innovative aspects

In order to deliver a high-quality 3D production, a comprehensive and multidisciplinary team was needed. Moreover, technical equipment such as camera cars, HD drones, movie set, etc. have been used to develop an innovative 3D film.

B3 Research and technology development

Not applicable.

B4 Actual implementation of the measure

The measure has been implemented in different stages, following the development of the Metroguagua construction works.

One of the main milestones of the communication campaign of the new BRT system was the Metroguagua 3D film, and the production of this occurred between July 2017 and September 2018. The Communication department of Guaguas Municipales subcontracted an expert in order to prepare the tender and production processes properly. The tender was published in Summer 2017 and the 3D film was launched in September 2018 during the European Mobility Week.

In addition, several dedicated workshops with different target users took place during the project lifetime, along with meetings with key stakeholders. Furthermore, public events were also organised in order to explain the project to citizens:

- 24/11/16: Public event to officially present Metroguagua to the citizens (<https://www.guaguas.com/empresa/noticias/la-metroguagua%2C-nueva-denominacion-para-la-linea-urbana-de-alta-capacidad-de-guaguas-municipales-1040>)
- 15/02/17: Signature of a loan with the European Investment Bank (EIB) for the Metroguagua project
- 15/05/17: Meeting with the Media to explain the project
- 19-20 and 23/06/17: Meeting with schools to explain the project and specific mobility plans for BRT works

- 14/11/2020: Meeting with students from the University of Las Palmas de Gran Canaria to explain the project and gather comments and suggestions (<https://www.guaguas.com/empresa/noticias/estudiantes-de-la-ulpqc-conocen-el-proyecto-de-la-metroguagua-1772>)



Figure 2: Communication activities about the new BRT system.

As result of those meetings, audio-visual material and a model of the Metroguagua route has been produced.

The other promotional video about the Metroguagua, the short film which was recorded with CIVITAS DESTINATIONS funding, was launched on YouTube on September 18th 2019 (https://www.youtube.com/watch?v=K2mf28a_GIA&t=1s). It was disseminated during the European Mobility Week and was presented in a public event in the Auditorium of Las Palmas de Gran Canaria, which was attended by the city mayor (<https://www.guaguas.com/empresa/noticias/%9C%9A-oficina-del-tiempo-perdido%9D,-un-cortometraje-inspirador-para-promocionar-las-ventajas-de-la-metroguagua-2083>).

These promotional videos are available on the Guaguas Municipales YouTube channel.

C Impact evaluation

C1 Evaluation approach

Expected impacts and indicators

| Impact category | Impact indicator | Unit of measure |
|-----------------|--|-----------------|
| Society | 1 – Awareness about the new BRT system | Nº |
| Society | 2 – Acceptance of the new BRT system | Nº |

Table 2: Expected impacts and indicators

Method of measurement

| Impact indicator | Method * | Frequency (Months) | | | Target Group | Domain (demonstration area or city) |
|--|----------|--------------------|------|-------|--------------|-------------------------------------|
| | | Bef. | Dur. | After | | |
| 1 – Awareness about the new BRT system | DC | - | - | 37 | citizens | city |
| 2 – Acceptance of the new BRT system | DC | - | - | 37 | citizens | city |

* (Data collection (DC), Estimation (E), Survey (S))

Table 3: Method of measurement

Detailed description of the indicator methodologies:

- Awareness about the new BRT system** – This indicator assessed the "awareness" about the new BRT system and was measured through the number of views on YouTube of the BRT promotional short video on the first day of release (https://www.youtube.com/watch?v=K2mf28a_GIA&t=1s).
- Acceptance of the new BRT system** – This indicator measured the acceptance of the new BRT system and has been measured through the number of likes on YouTube for the BRT short film promotional video on the first day of release.

The Business-as-Usual scenario

Not applicable.

C2 Measure results

| Impact category | Impact indicator | Unit of measure | Baseline | Ex-Ante | Ex-Post |
|-----------------|--|-----------------|----------|---------|---------|
| Society | 1 - Awareness about the new BRT system | Nº | - | 1.000 | 1.175 |
| | 2 – Acceptance of the new BRT system | Nº | - | 10 | 30 |

Table 4: Measure results

C2.1 Society

1 - Awareness about the new BRT system

On the first day of its release, having 1,000 views of the YouTube promotional video was defined as being a good indicator of people being “aware” of the new BRT system, based on the population of Las Palmas de Gran Canaria. This value was achieved and exceeded.

2 - Acceptance of the new BRT system

The acceptance of the video was very positive – 10 likes on the video was expected on the first day, and in reality, 3 times more than this was achieved, with a total of 30 likes.

C3 Quantifiable targets

| No | Target | Rating |
|---|--|--------|
| 1 | The campaign will increase BRT system acceptance | *** |
| 2 | The system is expected to increase the number of PT users by 20% in the period 2014-2020 | NA |
| NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded | | |

Table 5: Assessment of quantifiable targets

Target 1 was Exceeded. According to the social media indicators (94 likes and 5,747 views by July 2020), the communication activities increased the upcoming BRT system acceptance amongst citizens.

Target 2 was Not Assessed because the BRT was not in service by the end of the project. Originally, it was supposed to be inaugurated in 2021 but due to technical difficulties in some sections and the delays caused by the COVID-19 crisis, the inauguration was postponed to 2022.

C4 Up-scaling of results

After the first day of its release, the short film to promote the Metroguagua continued to receive more views and likes on YouTube (as of January 2021 it has more than 6,000 views and 98 likes). The video will stay posted on the YouTube channel, to encourage new views every day, and to remain accessible for everybody who wants to watch it anytime.

D Process Evaluation Findings

D1 Drivers

The Communication department of Guaguas Municipales – which is in charge of all information, dissemination, and communication campaigns of the company – supported and coordinated all activities related to this measure.

D2 Barriers

All communication activities related with the new BRT system (Metroguagua) were affected by the delays, changes, and other issues related to the construction, including that of the COVID-19 pandemic.

D3 Main Lessons Learned

A key element of successful communication campaigns were the dedicated workshops with different target groups (including older people, journalists, students, and neighbourhood associations). These were mainly informative meetings, in order to explain to them what the final result of the BRT system would be and how the works would affect their daily life, giving them alternatives for their mobility needs.

Moreover, the meetings were intended to give citizens a “champion” to whom they could turn to in order to solve possible problems during the BRT works period. In conclusion, the aim of these meetings was to increase the acceptance level from the citizens and the results were positive.

E Evaluation conclusions

This measure was implemented on time and was also evaluated according to the expected methodology, which were the views and likes of the promotional videos. This measure showed the potential of attractive communication campaigns in order to increase public awareness and satisfaction regarding sustainable mobility projects.

F Additional information

F1 Appraisal of evaluation approach

As this measure was focused on communication campaigns, the indicators selected for its evaluation pertained to the “society” impact category (awareness and acceptance). Both the indicators were estimated through the statistics of the BRT promotional video launch, as this was considered the most appropriate way to measure the impacts.

Due to the COVID-19 situation, it was not possible to complete the measure evaluation. The initially planned indicator “increase the number of PT users by 20%” was not assessed as the inauguration of the new BRT system was postponed until 2022. Despite this, within this measure the local team performed the evaluation process, gaining lessons for future activities.

F2 Future activities relating to the measure

Guaguas Municipales will continue to disseminate the benefits of the new BRT system in a wide range of communication activities.