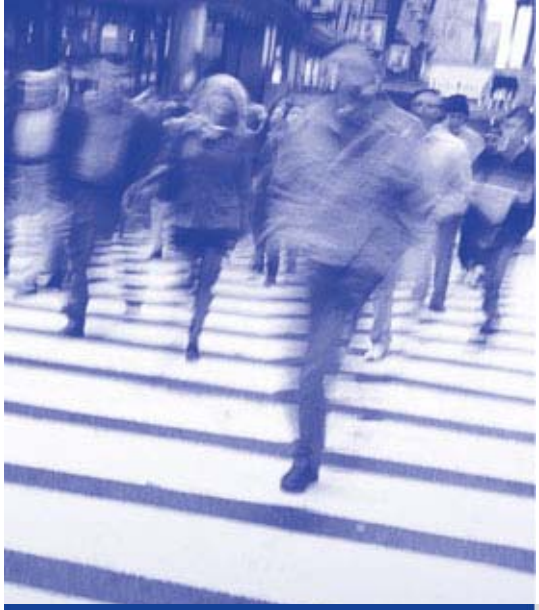

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Measure Evaluation Results

GDA 4.1 Mobility Management – Marketing Tram

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Executive Summary

The measure 'Mobility Management - Marketing Tram' was initially elaborated to promote the existing tram line connected the city centre of Gdańsk and the district of Chelm. The preliminary analysis revealed that this tram line has been already used by residents and its capacity has been reached at peak hours. Therefore a promotional campaign on this single line was regarded as not necessary. However, it was also recognized that service quality of other tram lines required improvements to match users' needs revealed in one survey. For this reason, the objective of the measure was redefined and focused on improvement of public transportation (PT) service quality. The scope of the promotional campaign, which got the slogan "Change your City" was extended to the entire PT network of Gdansk. The events and activities of this measure were strongly related to the measures GDA 4.3 'Mobility Management - Mobility Week', GDA 5.1 'Safety and Security – Anti Vandalism' and GDA 6.1 'New Cycles' which shared the same high level objective to "increase modal split towards sustainable modes".

The measure was implemented in the following stages:

Stage 1: MIMOSA promotional strategy (from 2011) Promotional strategies and tools were designed.

Stage 2: Tram Banners (August 2011) Banners were placed on one tram to promote MIMOSA.

Stage 3: "Change Your City: "Clean Stops" (June 2011 - July 2012) "Clean Stops" billboards have been placed at selected tram/bus stops to eliminate illegal forms of advertisements (see also GDA 5.1).

Stage 4: Preparation of the European Mobility Weeks (2010-2012) Mobility Week and the Car Free Day Action were planned and prepared (see also GDA 4.3).

Stage 5: Workshop "The Image of Public Transport" (September 2011) A workshop to encourage knowledge transfer and share good practices with a focus on the service quality in public transport was conducted.

Stage 6: TRAKO 2011 - International Railway Fair (October 2011) Fair concerning transport systems and railway infrastructure in Poland with representatives of MIMOSA team.

Stage 7: Tram Movie (25 November 2011) A film shooting of a 10 min. movie promoting tram transport in Gdansk took place in cooperation with ZKM (PT Provider).

Stage 8: Large scale trams occupancy survey (Spring 2012) Survey was carried out to adjust tram timetable to real passengers needs.

Stage 9: **T-Shirt Competition** (March 2012) The contest promoted sustainable transport.

Stage 10: Tram Urban Game *(21 April 2012)* a urban game was organised entitled *"Your Turn. Explorers of tram projects. Discover their secrets".*

Stage 11: Press conference on the tram (July 2012) A press conference promoting tram transport was held in a hired classic tram at an unused tram stop.

Stage 12 – **Picnic with the Tram** (May 2012) Public transport companies together with Project Mimosa celebrated the end of building the 3rd stage of Gdańsk Urban Transport Project.

Stage 13: **Competition for a short story** (July 2012) (The idea behind the competition about the most ridiculous car use was to show that in many cases car use in the city is not reasonable

Stage 14: Tram Spot (July - September 2012) A competition was launched for the realization of a short promotional spot for Tram communication.

Evaluation of Measure 4.1, which has been carried out so far by means of on-going research and has been supported by in-house and external research, mainly served the investigation of influences of social action campaigns on the opinions and behaviours of the inhabitants of Gdansk concerning their choice of sustainable transport modes and transport habits.

Since the main objective of three MIMOSA measures in Gdansk were meant to reach the same goal, the bundled indicator “daily percentage of trips for each mode” was used. In the frame of the present measure, the percentage of daily trams and cars usage resulting from the Sustainable Transport Survey was taken into account.

Three key results came out from the impact evaluation. First, a positive shift of attitude towards PT of 10% was measured between 2010 and 2011. Secondly, there was an attitudinal shift towards use of PT among residents, even of those who owned a car. Despite the everyday use of the car by about 22% of car drivers and 14.6% of car passengers, a level that has remained similar over the past 8 years. The position regarding sustainable transport modes has improved, especially regarding the tram which proved to be the most popular means of public transportation in Gdansk. The willingness to reduce the use of private transport did not reach the planned 7%. Nevertheless, the activities and small changes paved the way towards a sustainable transport modes shift which is expected to occur in long-term process.

For the **process evaluation**, three meetings were organized to gather the MIMOSA team, the representatives of key institutions/ organizations involved in the management of public transport systems in Gdansk, the Police and the Road and Greenery Management with the aim to discuss the project implementation process. During the measure implementation **two main barriers** were encountered. The first barrier was the implementation of city-scale re-organization of PT infrastructures planned in the frame of Gdańsk Urban Transport Project Stage III which occurred during MIMOSA life time. The work on the tram infrastructures implied to provide temporary buses. For this reason the period was not appropriate to implement PT promotional activities. Another significant barrier was the IT security restrictions applied at the City Hall of Gdańsk which severely hampered the development and management of promotion tools based on social media.

The **overall driver** which contributed to implement successfully the measure was the good cooperation between the key-actors. The competences and fields of expertise of these partners were complementary and the well-working partnership contributed to achieve better outputs than expected.

The **most relevant recommendation and lesson learnt** is that PT capacity and quality improvements should be implemented and achieved prior to the promotion of PT. It is therefore highly recommended to conduct a preliminary analysis of the PT features to identify if user needs are matched and to evaluate the demand-supply balance.

In the field of public transportation modernization, Gdansk is recognized as a leader city in Poland. Gdansk started the long process of tram fleet renewal. Currently the ratio of low floor modern trams is the highest in Poland (74% of tram vehicles fleet). The range of tram infrastructure investment will substantially enhance access to transport services and will encourage a change in the modal-split toward sustainable mobility. The several promotional events organized in the frame of this measure contributed to build a fundamental basis to ensure a high acceptance among citizens.

A Introduction

A1 Objectives

The measure's objectives are:

High level objective:

- Modal split shift towards sustainable modes

Strategic level objective:

- Mobility Management, Marketing, Communication and Education

Specific objectives:

- **Objective 1** Positive shift of attitude towards PT of 10%, i.e. *attitudinal scales converted to a percentage – new column in c1*
- **Objective 2** Modal shift of at least 7% from private transport to PT (this objective eliminated on advice from the evaluation team)
- **Objective 3** Creation of a youth-oriented social web network
- **Objective 4** Number of 'hits' to be compared against other networks which have yet to be researched / identified.
- **Objective 5** Promote tram travel along an extended line in the district of Chelm.

The successful launch of the new tram line to the district of Chelm did not require any outlay on promotion from the CIVITAS MIMOSA project implementation team.

The results of the implementation of web-based innovative promotion tools were not evaluated, either. There are formal barriers to access and full use of the Internet and certain social websites in the City Hall of Gdańsk. The trojmiasto.pl website is the leading accepted tool presenting information to residents, so the launched blogs were not fully functional or their activity was low. Therefore, all evaluation and research activities in this area were given up.

No studies were begun, either, in order to recognise the preferences of PT users (to create a map positioning the individual transport modalities). Such tasks are beyond the limited range of activities in the framework of measure 4.1 and should be entrusted to specialised research centres. The evaluators conducted studies of less specific nature, related to the level of satisfaction with the means of public transport used and the awareness of sustainable modalities. The evaluators were forced to struggle with low quality tools created in the initial phase of project evaluation (before they took over the evaluation tasks).

A2 Description

The activities in the framework of measure 4.1 are closely related to other measures of Gdańsk, which serve the purpose of stimulating Gdańsk inhabitants' awareness of sustainable transport and participation in the development of new sustainable transport habits and behaviour. Therefore in measure 4.1 as in the measures 4.3, 4.4 and 5.1. social communication tools in the area of advertising, information and promotion were applied during MIMOSA. The use of tram as a sustainable transport modality has been promoted throughout the duration of the project, including the tram line to the district of Chełm. The successful launch of the new tram line to Chełm did not require any outlay on specific promotion from the CIVITAS MIMOSA project implementation team. So the main types of tasks carried out in the framework of measure 4.1 involved:

1. Promotional activities associated with improving tram service and encouraging citizens to use PT.

- promotional campaigns and actions (“Clean Stops” campaign)
- the European Mobility Week campaign,
- promote new actions based on the use of tram (Tram Spot, Tram Urban Game, press conference in tram, sustainable transport t-shirt contest, short movie promoting tram transport in Gdansk).

2. The evaluation tasks conducted for measure 4.1 were prepared and carried out from August 2010 to November 2012, together with the evaluation tasks concerning the other measures.

The actions in the framework of measure 4.1 introduced a significant qualitative change in the approach to the application / testing of innovative promotional activities.

B Measure Implementation

B1 Innovative Aspects

The innovative aspects of the measure are:

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

A new approach to the promotion of tram was used both in the Tram Urban Game and 'Clean Stops' campaign, supplementing them with innovative solutions (a change of promotion strategy). Inhabitants engaging could be mentioned as a good example of new conceptual approach. In addition, new promotional tools are based on the participation of residents and tourists in interesting leisure activities highlighting the cultural heritage of the City and its tourist attractions, with the use of sustainable transport modalities (The "Tram Tour" action, the Tram Urban Game, the press conference in a vintage tram, sustainable transport t-shirt contest, short movie promoting tram transport in Gdansk, Tram Spot contest).

- **Innovative aspect 2 - Use of new technology**

The use of new IT tools such as Facebook or web site supports the project's information and promotional activities and provides an important instrument for social communication. The inhabitants of Gdańsk were informed of all phases of the construction of the new tram lines and the resulting inconveniences on an ongoing basis. They participated in public consultations, voicing their opinions regarding the most advantageous route option.

- **Innovative aspect 3 – New organisational arrangements**

Development of cooperation between the public and non-governmental entities working jointly to promote tram transport (PT providers ZTM, ZKM, MZKZG –, PSSTM local NGO and City Hall of Gdansk), to the city residents. Joint organisation of actions and campaigns promoting trams and other sustainable transport modalities was a new element is involving the residents in active participation (using the tram as a tool of promotion and enrichment of the tourist offer of the city, participation in the Tram Urban Game, vintage trams tours).

B2 Research and Technology Development

The awareness and acceptance of public transport in Gdansk has been influenced in particular in the last 3 years by dynamic quantitative and qualitative development of tram infrastructure (at present, 6 subprojects involve the reconstruction of tram lines). By the end of 2012 the third phase of Gdansk Urban Transport Project was completed. The construction of another section of the new tram line “Nowa Łódzka" is an extension of the line to Chelm launched in 2007, ending in the "Nowa Łódzka" terminus and covering the districts in the south of Gdansk, where the public transport had previously been poorly developed. The current transport situation should be considered highly favourable for increasing the share of sustainable transport modalities in the PT modal-split in Gdansk in future. Within the RTD work, Gdansk has conducted some desk research analysis to collect information of previous studies about public transport assessment and quality of the services.

Assessment of the functioning of Public Transport in Gdansk

The analysis was based on a selected sample N=1000 of citizens from 2 districts (Chełm & Orunia) due to the continuity of external studies (2007-2009) and the relation to the subject matter of the CIVITAS MIMOSA project.

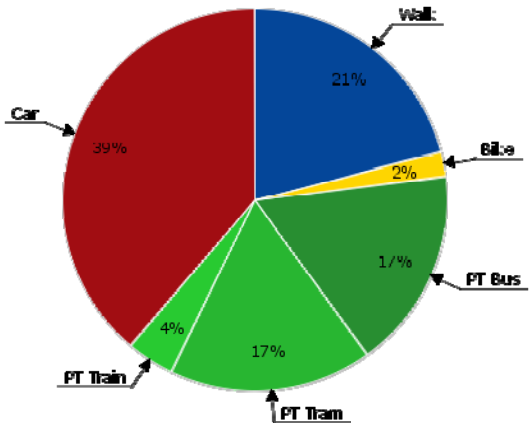
The results of 2008 studies, realised in 2 Gdansk districts, show that 64% of inhabitants view transport within their district as very good or rather good (average assessment of a 5-point scale is 3.7), with only 9% of respondents not being satisfied with PT solutions in their district and 27% respondents not having an opinion about it. It needs to be emphasised that the level of inhabitants satisfaction had increased by 14% in comparison to the assessment made in 2007.

The assessment of PT services in the entire Gdansk agglomeration made among the respondents from the two districts under analysis was on a lower level than that of the PT in their own district: 47% assessed it as either *good* or *rather good* (average assessment on a 5-point scale: 3.5).

Only 9% of respondents were not satisfied with PT services in the city and 34% had no opinion about it. In comparison to the earlier assessment of 2007, in 2008 the number of PT passengers in the Orunia and Chełm districts increased by 10% (the new line of TRAM 1 had been implemented) as compared to 2007, with nearly 69% of inhabitants using public transport, whilst the number of people travelling by car has fallen by 6 points. Revenues from the sales of PT tickets have been continuously growing since 2007 (no detailed data available), whilst in the other districts the number of passengers has remained at the same level.

In the study of 2009 with the same target group, N=1500 (the sample share of inhabitants of the Chełm district: 80%, Orunia district: 20%). The respondents' assessment covered among other things the entire PT network (Table 3), the positive overall assessment – similar to the assessment of PT in the region – was made by 57% of respondents. A negative assessment was made by nearly every tenth respondent, and one third had no opinion about it.

FIGURE B2.1: The data derived from the database online Intelligent Energy Europe project EPOMM- PLUS (Source: City of Gdańsk, in-house research in 2009, N=4792)



Analysis of secondary sources (existing studies and reports), concerning the modal split and the preferences of city transport users as to their choice of means of transport in travelling around the city. The data analyzed were sourced from:

a/ websites of numerous institutions and organisations from sectors connected with the areas of research,

b/ databases and research results from reports and studies carried out by institutions and organisations such as:

University of Gdańsk, PBS (Laboratory for Social Research) in Sopot; ZTM (public transport authority) in Gdańsk, ZKM (public transport company) in Gdańsk, the Centre for Ecological Information and Education in Gdańsk, the Faculty of Economy at the University of Gdańsk, Department of Transport Market, City Hall of Gdynia, City Hall of Gdańsk, Polish Club of Ecology - Pomeranian Division in Gdańsk.

Studies of the transport behaviour of the Bay of Gdańsk Urban Area inhabitants (November 2007 - January 2008). The studies involved a survey carried out among passengers of the Tri-City public transport (ZTM Gdańsk, in the area of 10 communes). The survey was commissioned by MZKZG (Metropolitan Bay of Gdańsk Association of Public Transport) based in Gdańsk. A report from community studies entitled “Quality of life in Gdańsk of 2007 and 2008” carried out by the Sociological Research Laboratory of the University of Gdańsk commissioned by City Hall of Gdańsk in 2007 and 2008, Study report — Quality of life of Gdańsk inhabitants – 2009 carried out by PBS (Laboratory for Social Research) in Sopot. The results have shown that the quality was better and the number of passengers has increased (also due to new tram lines).

B3 Situation before CIVITAS

Gdańsk has yet not solved the problem of road and transport infrastructure adjusting to the needs of residents. Owning a car is still the sign of a higher social status and, according to the data, there are only 1.37 people travelling in each car. Within the last 10 years, the number of cars has grown from 430 up to 626 per 1,000 people. 2008 marked the end of the multi-stage modernisation of the tramway rail tracks planned as Gdansk Urban Transport Project (GPKM), launched by the municipality Gdańsk and implemented in partnership with the Department of Urban Transport. The upgrading works covered:

- Modernisation of the network (so-called large loop) with a total of 19.9 km of tram track along with a traction network as well as road surface reconstruction with its accompanying infrastructure.
- The construction of a new tram line to the district of Chełm, with a length of 2.9 km with a traction network, and associated facilities (implementation completed in December 2007).

  Trams operate on the newly built line to Chełm; 3 new vehicles modern types NGD-99 and operated by ZKM enabled the new transport tasks (taking over part of passenger flows from buses).
- In 2009 the purchase of public transport fleet to support the new bus-tram junction included 3 sets of tram vehicles and 28 buses.

  New low-floor buses have been directed to the feeder lines of the final section of the tram line to Chełm, contributing to the integration of public transport, based on the junctions equipped with a passenger information system.

Before the CIVITAS MIMOSA project was launched, there had been no comprehensive promotional strategy with respect to tram transport because the demand for tram transport services had been stable until 2008.

Despite huge outlays on the public transport infrastructure made by 2008, according to the latest data for Gdansk sourced from NIK (the Supreme Chamber of Control) report, the number of PT users decreased by 10000 in the last three years. That is why it is urgently necessary to counteract this outflow of potential PT users by the promotion of PT, constant improvement of the quality services and increasing the residents awareness. Modal shift in favour of sustainable transport modalities ought to alleviate the problem of rush hour congestion in the long term. Such a situation makes it necessary to pay more attention to the research activities and organisational improvements related to the PT, in parallel to the promotional activities.

B4 Actual Implementation of the Measure

The method of implementation and, consequently, the evaluation of measure 4.1 have been considerably modified compared to the initial assumptions. The idea of supporting the promotion of the new tram line to Chełm was given up and electronic tools of social communication turned out to be less useful for this measure than planned. At the same time, the assumption was made that the quality and safety of tram transport has a positive impact on the willingness to use this means of transport. Therefore, the MIMOSA team took steps towards implementing new tram promotion solutions based on the innovative use of the 'Clean Stops' campaign and the Tram Urban Game. The measure was implemented in the following stages:

Stage 1: MIMOSA Promotional strategy (from 2010) - Developing promotional strategies and tools to promote the slogan: "Change Your City", including the preparation of the "Clean PT stops" action, aimed at improving the quality of tram services. As a result of previously unsatisfactory state of identification and recognition of the CIVITAS MIMOSA project among the inhabitants of Gdansk, the MIMOSA team has modified its promotional strategy and uses slogans in its activities which should be more evocative for the inhabitants. The new communication tools by the use of social networking services, were used to promote the tram and tram travel. The project implementation team mobilised resources and lobbied for the extension of communication tools to ensure effective promotion of public transport and the raising of awareness of the inhabitants. Campaigns and actions within measure 4.1 also used the local media, Internet, radio, media sponsorship to expand the impact of actions. MIMOSA project was present during all of the important events related to the trams in the city(e.g. events related with purchase of new fleet).

FIGURE B4.1: ***advertisement on the side of the tram to promote the password : "Change Your City" and the fair of the campaign- European Mobility Week***

Stage 2: **Tram Banners** *(from 15.08.2011)* - placing banners promoting MIMOSA`s actions on trams. Initially, banners informed citizens about MIMOSA Mobility Week and Clean PT Stops. On 24.09.2011, one tram was provided with an advertisement posted on the entire surface of the vehicle, which is blue-coloured and contains the inscription: “CHANGE YOUR CITY”.

Stage 3: The campaign “**Change Your City: “Clean Stops”** *(from 26 June 2011 to 3 July 2012)* - This action was related mostly to measure GDA 5.1, but it is also very important for GDA 4.1, so a description was included also under this measure. It was born from the desire to improve the aesthetics of urban space in PT vehicles and at bus/tram stops, to eliminate illegal forms of advertisements (leaflets, posters and other unsightly forms of advertising). “Clean Stops” billboards have been placed at selected tram/bus stops included in the action. In the pilot stage 20 shelters are involved, including 4 tram shelters, 7 bus shelters at the main railway station, two tram stops and a bus stop at the Hucisko junction, and 4.

FIGURE B4.2: ***Vice president of the city and CIVITAS MIMOSAsite leader - open and promote the campaign “Clean Stops”***

tram and 2 bus shelters in the area of Targ Rakowy. The organiser and leader of the campaign was once again the MIMOSA team. The institutions involved in the 2012 action included: the Gdańsk City Guard, the Gdańsk Police Headquarters, ZDiZ (Road and Greenery Management), ZTM (Public Transport Authority) in Gdańsk, ZKM (Public Transport Company) in Gdańsk, PSSTM (Pomeranian Association of Public Transport Fans), FRAG (Gdańsk Conurbation Development Forum) and the Internet magazine "Na przystanku” ("On the stop"). The media partners of the MIMOSA team were: Radio Gdańsk, Dziennik Bałtycki daily and the main local internet portal www.trojmiasto.pl.

Stage 4: European Mobility Week (*September each year, 2010-2012*).

Planning and preparation of the social campaign accompanying the European Mobility Week and the Car Free Day Action. These actions were an opportunity to promote the image and achievements of the CIVITAS MIMOSA project, through promotional materials, a banner with the visual identification and gadgets, and by educational outdoor events, exhibition tents, entertainment and competitions. In the program the residents were offered, among other things, a parade and tour of classic buses and free rides on vintage trams, a trip around the city on that day as one of form of promoting public transport. During MIMOSA MOBILITY WEEK information about new tram lines and future plans related to trams were spread among the residents.

Stage 5: workshop *The Image of Public Transport* (12 September 2011). Training on Quality in Public Transport for PT Providers, PT Management and NGOs (together 38

people) professionally associated with the area of PT. During workshop international experts pointed to the possibilities of change in public transport in Gdansk. Specialists exchanged experiences and shared the best practices to support building the positive image of the Gdansk PT.

Stage 6: TRAKO 2011 - International Railway Fair

Within 12 - 14 October 2011 was the largest and most prestigious in Poland and other European rail industry meeting. Presentation of the current level of development of transport systems and railway infrastructure in Poland, Europe and the world. The event was accompanied by a rich program including debate, many seminars and presentations. The CIVITAS MIMOSA project team were present in the exhibition.

Stage 7: **Tram Movie** (25 November 2011) In cooperation with ZKM (PT Provider) a 10 min. movie promoting tram transport in Gdansk. The movie purpose was to show the personal attitude of Gdansk`s tram users to their favourite tram lines. The movie was broadcasted in local TV.

Stage 8: **A large scale trams occupancy survey** (Spring 2012) carried out in cooperation with (ZTM – PT Management) in order to adjust tram timetable to the real passengers needs. The survey results were necessary to address the problems of tram transport and to measure passengers satisfaction and constitute the introduction to proper promotional activities.

Stage 9: Organizing a **competition for a T-Shirt** project promoting sustainable transport. The contest was announced on 13 March 2012. Citizens- participants sent 16 interesting projects. The main award (City bike) was handed to the winner during CIVITAS MIMOSA press conference in vintage tram.

FIGURE B4.3: ***tram, where a press conference was conducted***

Stage 10: Tram Urban Game - *(21 April 2012)* a urban game was organised entitled *"Your Turn. Explorers of tram projects. Discover their secrets".*

The game involved a 'journey' through the 130-year history of Gdańsk trams. The event was held one week before the opening of the new tram line to Łostowice - Świętokrzyska. At the starting point, next to an unused tram stop, a game area was set up. The participants were supposed to perform a dozen or so tasks of diverse nature and level of difficulty, related to the tram transport. The players had to travel on foot as well as by tram. For the purpose of the game, an additional tram line was organised between Hucisko and Brama Wyżynna. The purpose of the event was, above all, to promote the tram transport and tram-related investments, i.e. replacement of fleet vehicles with more ecological ones and the

development of tram network. The game was created by the City Hall employees form the MIMOSA Team and the Pomeranian Association of Public Transport Fans in Gdańsk. Participants included people of all ages, individual players and groups of maximum five persons.

FIGURE B4.4: ***a poster tram city game and organisers of the inactive tram stop***

Stage 11: Picnic with the tram (May 2012) **–** Public transport companies together with Project Mimosa celebrated the end of building the 3rd stage of Gdańsk Urban Transport Project. this occasion lead partners to organized picnic which was held in Jelitkowo. During the event residents had chance to get some information about new public transport system and some promotion materials from MIMOSA project.

Project MIMOSA was present during main events realized by PT management (eg: when the new trams comes to the city or when the new investments related to PT were opened).

Stage 12: Press conference on the tram *On 10 July 2012* a press conference was held in a hired classic tram at an unused tram stop, accompanied by the launching of a competition for a tram-related video spot (the winner is to be announced at the end of August 2012). The winner of the competition was awarded a folding city bicycle and the opportunity to use their work in tram promotion. During the event the name of the winner of the earlier competition for a T-shirt design related to sustainable transport was announced.

Stage 13: Organizing a **competition for a short story** about the most ridiculous car use. The idea behind the competition was to show that in many cases car use in the city is not reasonable. The contest was announced on 19 July 2012. 16 short stories were submitted by participant. The main award (City bike) was presented during Active Mobility Congress.

Stage 14: Tram Spot (July, August, September 2012). The last action under GDA 4.1 was competition for the best short spot which promoted tram transport. The special web site (www.tramspot.pl) was created and information about the contest announced on Facebook. The residents could record a short video using camera or mobile phone and submit through the website. The citizens sent 11 movies and the jury chose the best and also 5 others to get awards. The main prize (include city bike made by Dahon) was given during Mobility Week main event 2012.

FIGURE B4.5: T-shirt design awarded the first prize in a competition organised by MIMOSA

B5 Inter-Relationships with Other Measures

The measure is related to other measures as follows:

Measure GDA 5.1 Safety and security – "Clean Stops" campaign.– The main aim is the promotion of Public Transport use by overcoming different kinds of barriers. It is assumed that an improvement in feeling of safety and security, clean vehicles and the stops, contributes to a growing demand for PT services (the tram). At the same time the tram, for the promotion of PT (conference to work on the tram, Tram Urban Game, sustainable transport t-shirt contest, short movie promoting tram transport in Gdansk, vintage Tram Tour), forms a friendly image for this mode of transport. The flagship action in this respect is the 'Clean Stops' campaign.

- Measure GDA 4.2 Education – One of the aims of this measure is to shift the modal split in favour of sustainable travel modes and to encourage the use of sustainable transport by schoolchildren and their parents. The largest user group PT (including the tram) are schoolchildren and the youth, so forms of promoting the tram address the needs of this target group (art competitions, Tram Urban Game, vintage Tram Tour).
- Measure GDA 4.3 Mobility Week – Public transport was also promoted during MIMOSA Mobility Weekend (free rides on historic trams). The actions and campaigns organised as part of the European Sustainable Transport Week are conducive to changes in the attitudes and transport behaviours of Gdańsk residents.
- Measure 4.4 Mobility Management – Advertising and Promotion - Promotion of the tram, contributes to the formation of desirable transport practices and behaviours on the part of Gdańsk's inhabitants, towards greater use of sustainable transport options. Both Measures use for this purpose, similar tools of influence (campaigns, promotion actions and IT messaging).

<u>Other activities</u>

- From 2009 by means of community websites created in addition to the project website, and communication tools such as Facebook, Twitter and blogs, it is possible to obtain feedback from public transport users and make it possible to conduct public consultations (as in 2009, during the selection of one of three available route variants for the III stage of construction of tram tracks for the southern districts of Gdańsk). The project CIVITAS MIMOSA created the conditions for an open forum for public information exchange between City Hall officials, service providers, NGOs and PT users. Tram issue is present there and promoted.

The "Tram Tour" action - tours on vintage trams - from the end of June to the end of September from 2010

- As a result of cooperation with the MIMOSA team, the PT provider – ZKM (City Transport Company) decided to organise holiday rides by vintage tram, yearly starting 2010. By operating this special tram line, ZKM in Gdańsk is promoting sustainable transport, while enabling residents and tourists to reach the most attractive spots of the city. The vintage trams run only at weekends, on two routes: between the city centre and the district of Oliwa and between the centre and the lighthouse. Every passenger who bought a "Tram Tour" ticket received a discount on a visit to the lighthouse. As for the route between city centre and Oliwa, every Saturday a guided tram tour is held there.
- Participation of the MIMOSA team members and project partners in consultations (2010 and 2011) concerning the installation of ticket machines on pilot PT stops in Gdańsk. However it is important to highlight that the ticket vending machines at PT stops were not installed as part of the Civitas Mimosa project.
  These projects were implemented by ZTM (Transport Authority in Gdansk).
  July 2011 was the first month of operation of 22 ticket vending machines in Gdańsk installed for the first time at main transport interchanges in the city centre (Mimosa impact area). In July alone, more than 51,000 tickets — mostly half-price and night-line tickets — were purchased by passengers. The achieved sale indicator was considered very high, and the type of tickets purchased indicates a young passenger. By the end of 2011 another 28 ticket vending machines were installed outside of the city centre. The machines were provided with an additional feature, allowing passengers to top up their city cards. This way, the passengers can top up their city cards while waiting for a tram or bus, without the need to visit a card sale point. These features increase the attractiveness of travelling by tram.
- During the life of the project a number of websites were created, promoting tram transport, initiated e.g. by the Pomeranian Association of Public Transport Fans in Gdańsk (gdanskietramwaje.psstm.prohost.pl, http://www.tramwajemdalej.psstm.org.pl). In 2011 a web magazine entitled "At a stop" began to be issued, with tram travel (http://www.naprzystanku.pl) being promoted in it.

C Impact Evaluation Findings

C1 Measurement Methodology

Evaluation of Measure 4.1, which has been carried out so far by means of on-going research and has been supported by in-house and external research (from 2010 to mid-2011), mainly served to investigate the influence of social action campaigns on the opinions and behaviours of the inhabitants of Gdansk concerning the choice of sustainable transport modes and transport habits.

During the life of the project, a total of 3 evaluation meetings were organised, including the Learning History workshop. Apart from the MIMOSA team, the meetings were attended by representatives of key institutions/ organisations involved in the management of public transport systems in Gdańsk, of the Police and the Road and Greenery Management.

The meetings were held on:

01.02.2010 — 18 participants,

06.12.2010 — 18 participants,

14.03.2012 — 24 participants.

During the meetings the current project implementation status was presented; the topics discussed included the barriers and factors supporting the implementation of Measure 4.1, as well as overcoming the difficulties encountered during the implementation. The participants joined forces in seeking new solutions for the optimisation of the assumptions of the adopted project strategy.

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 the city's website participated, including persons visiting the website of the CIVITAS MIMOSA project. This method 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).

<u>Sample specification:</u>

- Sample selection: purposive (participants of the European Mobility Week, Internet users)
- subject of questionnaire: inhabitants of Gdansk, including Internet users
- sample unit: participants in the Mobility Week/users of a few 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

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=200.The following research design was implemented accordingly:

TABLE C1.1: Characteristics of the research samples

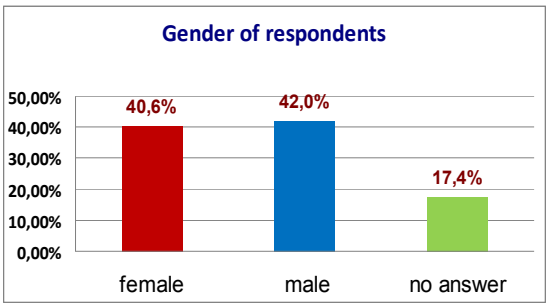
delivery time	**SAMPLE** **N=**minim 200	
	on-line	**PAPI questionnaire**
09.2010	N=1176	-
09.2011	N=385	N=288
09.2012	N=255	N=248

In each of the 5 measurements (in 2011 and 2012) the same questionnaire 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 analysed in a routine fashion, and also subjected to deep inference and interpretation. The statistical significance of differences between mean answers obtained by means of the Sustainable Transport questionnaire was investigated using the Student's t-test, with the chosen level of significance $\alpha=0.05$. The analysis of average mean significance was executed in a limited scope; mostly in cases where statistically significant differences in respondents' answers to the questionnaire on Sustainable Transport were observed.

The Civitas Mimosa evaluation did not include investigation or analysis of the data characterizing target groups. From the point of view of evaluation, such an investigation went beyond the approved scope and character of evaluation study. In-depth analysis in this respect was also impossible in view of the limited size of MRT reports. The data included was the basic information on the type of study, time of study and sample size. Including full information and interpretation would have required additional work.

In the study of 2011 the data coded in the section on particulars for the online version was selectively described :

FIGURE C1.1: Questionnaire on Sustainable Transport - Gender of the respondents - on-line survey 2011, N = 385 and Graph 2 Questionnaire on Sustainable Transport - Age of the respondents - on-line survey 2011, N = 385



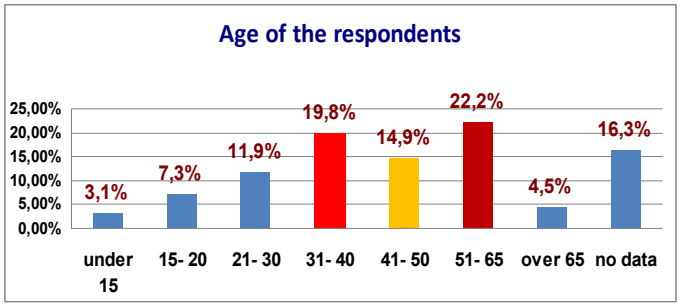
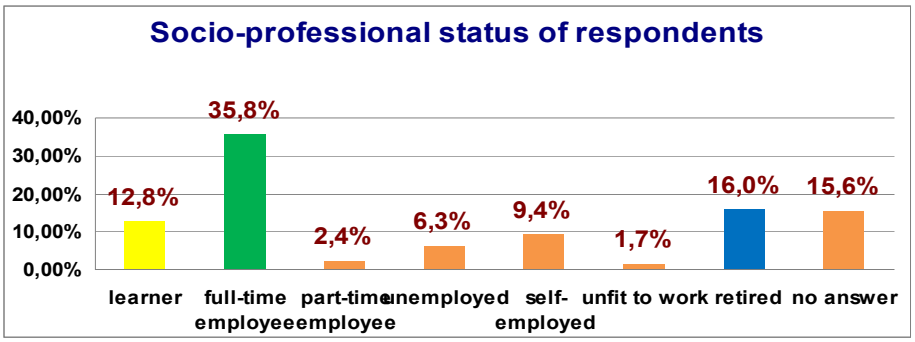


FIGURE C1.2: Questionnaire on Sustainable Transport Social and employment status of respondents- on-line survey 2011, N = 385



The respondent's profile in the 2011 on-line study N=385 indicates that the majority of respondents were full-time employees aged 31–40 and persons around the retirement age (aged 51–65). The largest groups with regard to social and employment status were pupils and students, full-time employees and pensioners. The sample was symmetrical with respect to gender. The tables 2 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	gender							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 3 shows, the majority of 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%.

C1.1 Impacts and Indicators

In the comparative analysis covering the period 2010-2011 the online version of this tool was used, with a large difference in the sample size occurring there. The reason for the data being thus presented was lack of analyses with the field version (PAPI) for the year 2010.

The list of indicators contains 2 immeasurable indicators and 2 measurable ones, including a positive shift of attitude towards PT by 10%, as well as a modal shift of at least 7% from private motor transport to PT. It was also possible to obtain data for the BAU analysis with respect to one of the indicators — PT users' satisfaction level — based on 2 different sets. With regard to the other indicators, the BAU analysis is hampered by the absence of adequate data (from in-house and external studies) for establishing the baseline.

TABLE C1.1.1: Table of indicators

Evaluation area	Evaluation category	Impact	Indicator	Source of data	Success quantification
Society	**Acceptance**	**Acceptance level** **Level of satisfaction**	**Acceptance level:** **1.1** level of acceptance for sustainable options of transport **1.2** acceptance for reduced use of motorised private transport **1.3** level of satisfaction with the means of PT used	surveys- Modal shift of at least 7% from motorised private transport to PT) -2009-1012 on-line surveys field studies	**Positive shift of attitude towards PT of 10%** **-** -
Transport	**Transport system**	**Modal-share**	**2.1** Weekly percentage of trips for selected mode	surveys - in-house study- on-line	**Modal shift of at least 7% from motorised private transport to PT**

Detailed description of the indicator methodologies:

Acceptance level

- **Indicator 1**

1.1 Level of acceptance for sustainable options of transport

This indicator indirectly shows the level of acceptance for sustainable transport options in the period 2010-1012 by investigating the users' declared willingness to change the frequency of use of selected transport modalities. The data are based on the results of Sustainable Transport surveys conducted by MIMOSA Team in the years 2010-2012.

- **Indicator 2**

1.2 acceptance for reduced use of motorised private transport

Indicator based on the study's outcome (on-going evaluation), on the basis of data from an external analysis of 2010 (Polish Ecological Club), and on the basis of data obtained throughout two independent studies **Sustainable Mobility Survey.** The subject-matter of the questionnaire's questions aimed at Indicator 1.2, is acceptance for reduced use of car when travelling round the city, and reduction in private transport to in favour of the PT option, including combining driving by car with travelling by means of sustained means of transport.

This indicator relates to object of reducing reliance on the private car ownership. This objective is connected with the improvement of public transport (PT) service quality, and therefore the selected indicator refers to the perceived satisfaction of PT passengers.

Level of satisfaction

- **Indicator 3**

1.3 level of satisfaction with the means of PT used

For the presentation of the indicator, the results of this year's studies were used from the field study with Sustainable Transport Survey of 2011 (field study, N=385). used for comparison, the results of external studies. The level of inhabitants' satisfaction focusing on the level of satisfaction with the city's transport services (for all means of transport jointly and separately for tram and bus options). This indicator relates to object of positive shift of attitude towards PT.

Modal-split

- **Indicator 4**

2.1 Modal split – weekly frequency of use of selected means of transport.

Weekly percentage of trips for selected mode - is a set of data providing information on the modal split for the years 2009-2011. The indicators were obtained on the basis of our in-house studies (2010–2012) with the use of the Sustainable Transport questionnaire, using the frequency of use of selected transport modalities in travelling around the city. Once the next study is conducted in September 2012, the data for the current year will be added to the result description. This indicator refers to the frequency of use of selected means of transport declared by their users in the period 2010-1012. This indicator is associated with the level of use of a particular means of transport. The data are based on the results of Sustainable Transport survey conducted by MIMOSA Team in the years 2010-2012.

C1.2 Establishing a Baseline

A desk-research analysis concerning the scope of research undertaken complements data from earlier years, by other organisations and research centres. The data for Measure 4.1 come from own independent research – on-going evaluation of the CIVITAS MIMOSA project from 2010 and 2011, as well as from external analyses. Desk-research analysis concerning the scope of research undertaken complements data from previous years, compiled by other organisations and research centres.

Obtaining base line data for the study area concerning the specific objectives of Measure 4.1 was very challenging because, prior to MIMOSA, no detailed studies had been conducted in this respect in the entire Gdańsk conurbation. Furthermore, since 2008 there has been a qualitative and quantitative development of transport infrastructure combined with the extensive construction and modernisation of the elements of the city's transport network (also those connected with UEFA Championship EURO 2012). This prolonged process of reconstruction generated an image of changes that is difficult to attribute to individual variables. Hence, investigation of the impact of the CIVITAS MIMOSA project had to allow for many factors modifying the data obtained.

TABLE C1.2.1: Sources of data related to Measure 4.1 which allow for impact indicators to be obtained:

Nb ind	Name of the impact indicator	Source of data - *raw data*	Source of data - *secondary data*
1.1	level of acceptance for sustainable transport options	**1/** independent questionnaire study Sustainable Mobility Survey- on-line 2010, N=1176	**4**/data from reports on external studies commissioned by the city or the Public Transport Company in 2007, 2009
1.2	acceptance for reducing private car use	In-house questionnaire study Sustainable Mobility Survey: **1/** on-line questionnaire 2010 (N=1176), **2/** on-line 2011 (N = 385).	**3**/ data from reports on external studies commissioned by the city or the Public Transport Company in 2007, 2009 **4/** analysis by the Polish Ecological Club .
1.3	level of satisfaction with the use of public transport	In-house questionnaire study Sustainable Mobility Survey: **1/** on-line questionnaire 2010 (N=1176), **2/** on-line 2011 (N = 385).	**3/** data from reports on external studies commissioned by the city or the Public Transport Company in 2007, 2008 and 2009 **4/** analysis by the Polish Ecological Club.
2.1	Modal-split - weekly percentage of trips for selected mode	In-house questionnaire study Sustainable Mobility Survey: **1/** on-line questionnaire 2010 (N=1176), **2/** PAPI questionnaire 2011 (N=288), **3/** on-line questionnaire 2011 (N=385), **4/** PAPI questionnaire 2012 (N=255), **5/** on-line questionnaire 2012 (N=248).	-

C1.3 Building the Business-As-Usual Scenario

TABLE C1.3.1: BAU assumptions for each indicator

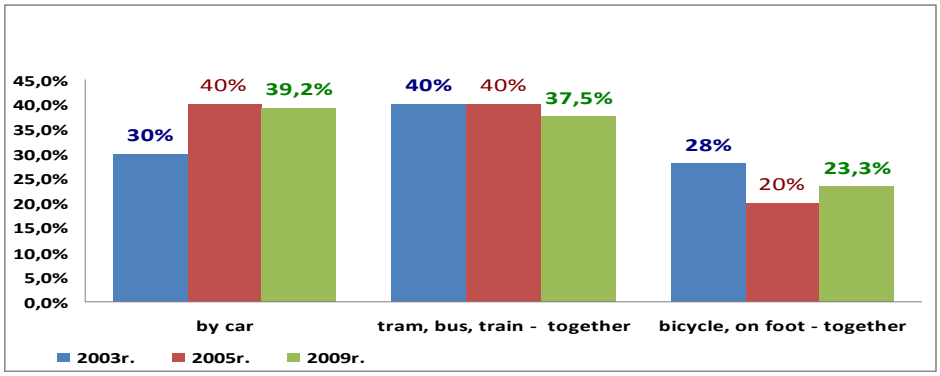
Indicator	BAU assumptions
1.1 level of acceptance for sustainable options of transport	It is possible to assume that business as usual is the same or very similar to baseline. There does not exist any data before baseline.
1.2 acceptance for reduced use of "motorised" private transport - respondents' acceptance level for introducing the walking bus	It is possible to assume that business as usual is the same or very similar to baseline. Car was still very popular and for most of inhabitants is kind of prestige.
1.3 level of satisfaction with the means of public transport used,	In 2009 we had about 77% people who rated quality good to excellent- (See RTD graph nr 2). In 2010 – (baseline data) 74% of people claimed that PT quality was good or very good. This means that we can assume that BAU is about 75% of people who are very satisfied.
2.1 modal-share - weekly percentage of trips for selected mode	It is possible to assume that business as usual is the same or very similar to baseline for most options of transport. Travelling by bicycle or on foot may be exceptions in view of the inefficiency of the transport system in Gdańsk being modernised (throughout the lifetime of the project).

The analysis of BAU should consider the impact of the two most important external factors, such as:

- Intensive modernisation of the transport system in Gdansk during the project CIVITAS MIMOSA,
- Changes in the organisation of the transport system for the implementation of the UEFA football championship Euro 2012 in Gdansk.

Any evaluation activities during this intense and comprehensive modernisation of the transport system required a very thorough interpretation of the results of the evaluation.

FIGURE C1.3.1: Comparison of indicators of mobility [modal split] % of the daily journey - trends for the residents of Gdansk from 2003, 2005 to 2009 (N=1000 for each study), obtained on the basis of results from external analyses



The low dynamics in the modal-split changes is confirmed by the graph, showing that over 7 years (starting with 2003) no significant changes have been observed with regard to the

structure of daily trips with the division into 3 ways of travelling through the city. Only about 3-percent increase in pedestrians and cyclists occurred over the period of 4 years (between 2005 and 2009). The inhabitants' declarations favouring transport behaviours (in section C1) are generally more optimistic that a real picture following from measurements of daily fluxes of people's streams (at 3 points under analysis). The modal split from 2003 to 2009 has been presented as a background.

C2 Measure Results

The results are presented under sub-headings corresponding to the areas used for indicators – society and transport.

C2.1 Economy

Not applicable

C2.2 Energy

Not applicable

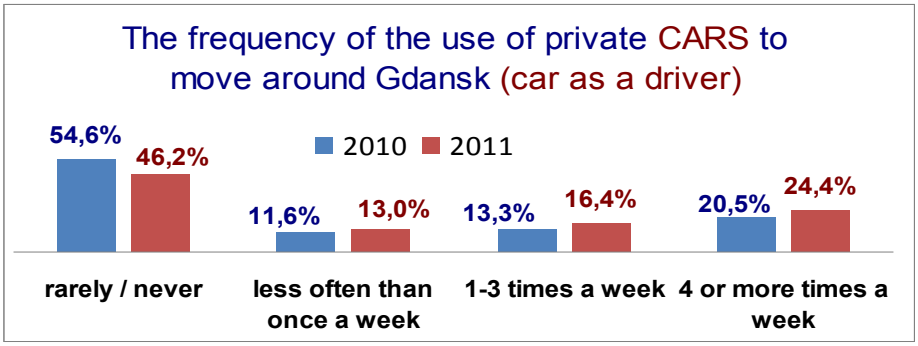
C2.3 Environment

Not applicable

C2.4 Transport

Indicator 2.1 Weekly percentage of trips for selected mode

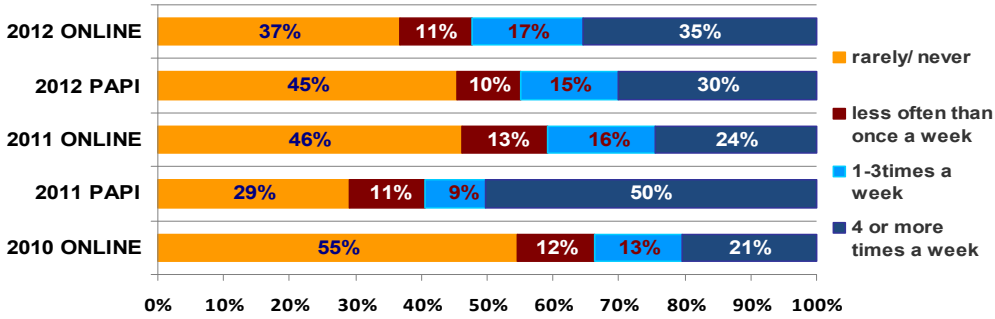
FIGURE C2.4.1: Comparison of indicators of the frequency of use of private cars to move around Gdansk (car as a driver) - Sustainable Transport Survey on-line (N=1176) of 2010 and on-line (N=385) of 2011



Between 2010 and 2011 the declared frequency in the use of car as drivers increased (mean amounting to 2.00 in 2010 vs. 2.83 in 2011; statistically significant difference t=-9.32, p=0.000).

FIGURE C2.4.2: Comparison of indicators of the frequency of use of private cars to move around

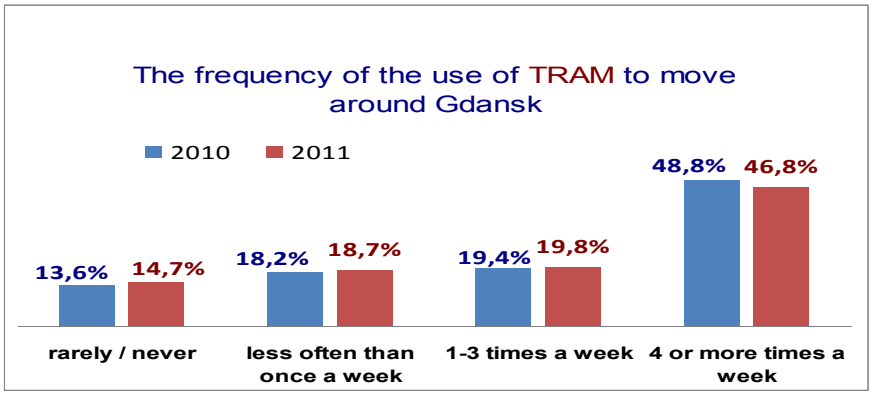
Gdansk (car as a driver) - Sustainable Transport Survey: on-line 2010 (N=1176), PAPI 2011 (N=288), on-line 2011 (N=385), PAPI 2012 (N=255), on-line 2012 (N=248).



On the other hand, between 2011 and 2012 a decline occurred in this respect (mean 2.83 in 2011 vs. 2.28 in 2012; statistically significant difference – t=4.62, p=0.00).

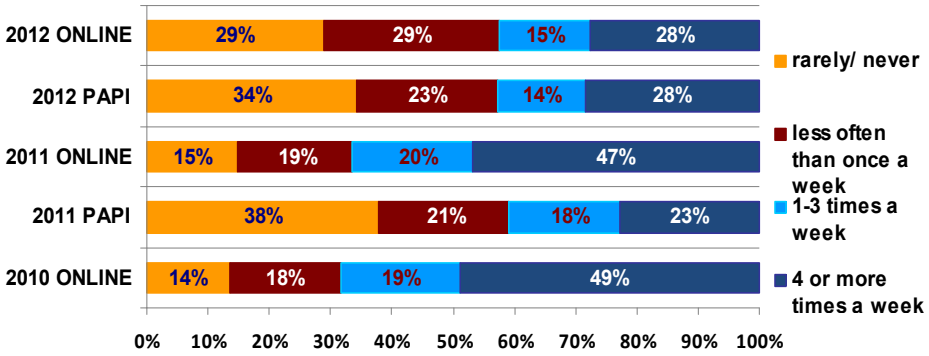
The desirable trend of the last study is rather not to be attributed to the influence of the CIVITAS MIMOSA project. Probably this situation was an answer to the problems associated with the organisation of public transport – reconstruction of the transport system in Gdańsk, before Euro 2012.

FIGURE C2.4.3: Comparison of indicators of the frequency of the use of tram to move around Gdansk - Sustainable Transport Survey on-line (N=1176) of 2010 and on-line (N=385) of 2011.



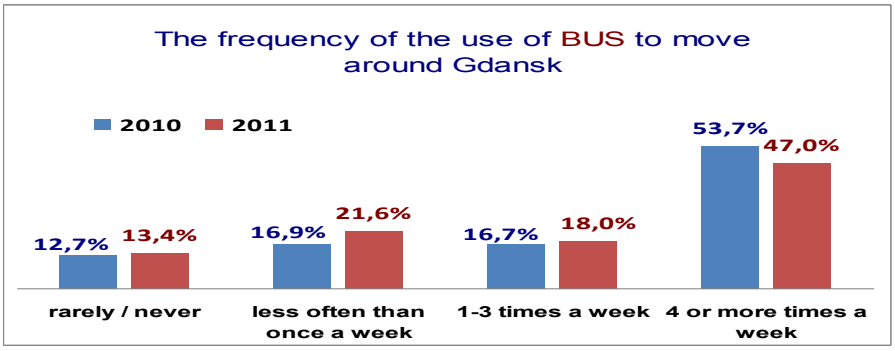
Between 2010 and 2011 the declared readiness to use tram transport fell (mean 3.03 in 2010 vs. 2.27 in 2011; statistically significant difference – t=9.62, p=0.000), whereas in 2012 no significant changes in this respect occurred as compared to the year 2011.

FIGURE C2.4.4: Comparison of indicators of the frequency of use of TRAM to move around Gdansk (car as a driver) - Sustainable Transport Survey: on-line 2010 (N=1176), PAPI 2011 (N=288), on-line 2011 (N=385), PAPI 2012 (N=255), on-line 2012 (N=248).



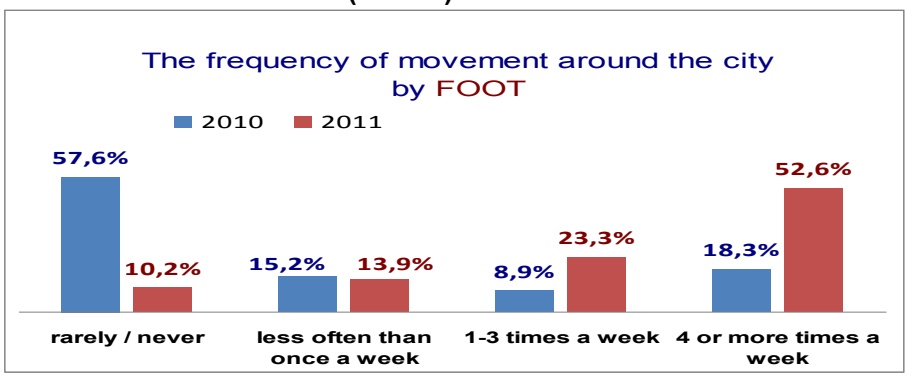
Significant fluctuation in the frequency of use of tram transport occurred between 2010 and 2011, with the year 2011 being less favourable. This fact can undoubtedly be accounted for by the rail lines road works being at their peak at that time and the city transport being changed.

FIGURE C2.4.5: Comparison of indicators of the frequency of the use of bus to move around Gdansk - Sustainable Transport Survey on-line (N=1176) of 2010 and on-line (N=385) of 2011.



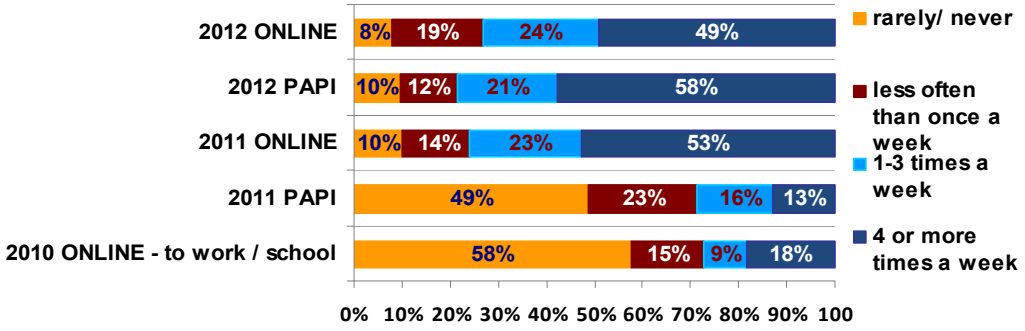
The data concerning the bus travel are very similar for both years except the decrease in the highest frequency of bus trips (4 or more times a week) with a 6.7 % difference between the two years. The difference in the means of 2010 and 2011 also confirms the downward trend. The declared frequency of use of bus transport (mean 3.12 in 2010 vs. 2.29 in 2011; statistically significant difference – t=10.62, p=0.000), whereas in 2012 no significant changes in this respect occurred as compared to the year 2011.

FIGURE C2.4.6: Comparison of indicators of the frequency movement around the Gdansk on foot - Sustainable Transport Survey on-line (N=1176) of 2010 and on-line (N=385) of 2011



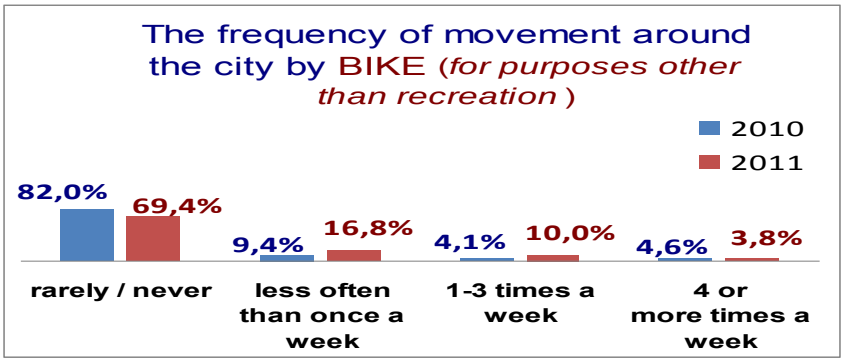
The greatest increase in the indicator over the period of one year was observed in the case of walking (on foot), among other transport options. The increase was 14.4% (in the case of the frequency of 1-3 times a week) and as much as 34.3% for the greatest frequency (4 and more times a week). This situation was probably caused by problems with public communication prior to EURO 2012 (rebuilding the transport system), which cause a lot of people to decide to choose bike, car or travelling on foot.

FIGURE C2.4.7: Comparison of indicators of the frequency movement around the Gdansk on foot (cars a driver) - Sustainable Transport Survey: on-line 2010 (N=1176), PAPI 2011 (N=288), on-line 2011 (N=385), PAPI 2012 (N=255), on-line 2012 (N=248).



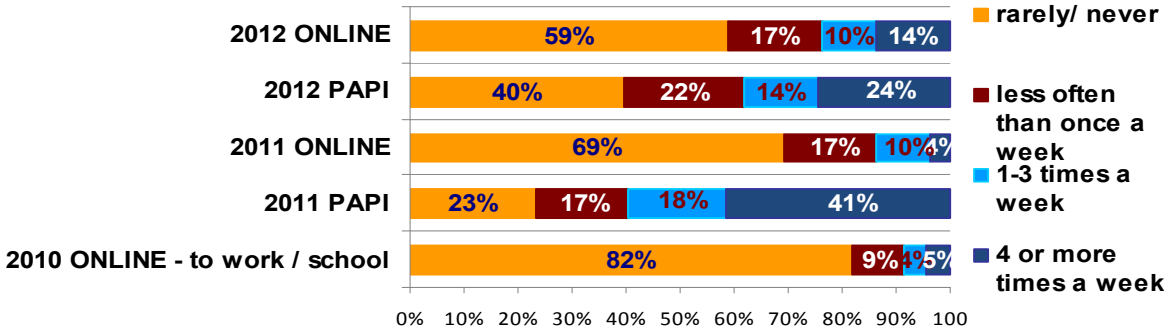
In 2012 the declared frequency of travelling in the city on foot increased significantly as compared to 2011 (mean 1.87 in 2011 vs. 3.29 in 2012; statistically significant difference – t=-14.74, p=0.000).

FIGURE C2.4.8: Comparison of indicators of the frequency movement around the Gdansk by bike (for purposes other than recreation) - Sustainable Transport Survey on-line (N=1176) of 2010 and on-line (N=353) of 2011.



There was a 7.4% increase in cycling for the 'less often than once a week' option, and a ca. 6% increase for the frequency of 1-3 times a week.

FIGURE C2.4.9: Comparison of indicators of the frequency movement around the Gdansk by Bike (for purposes other than recreation) - Sustainable Transport Survey: on-line 2010 (N=1176), PAPI 2011 (N=185), on-line 2011 (N=353), PAPI 2012 (N=248), on-line 2012



Between 2010 and 2011 the declared frequency in the use of bicycle as a means of transport rose (mean 1.31 in 2010 vs. 2.81in 2011; statistically significant difference – t=-24.08, p=0.000), whereas in 2012 a declined occurred in this respect as compared to 2011 (mean 2.81 in 2011 vs. 2.23 in 2012; statistically significant difference – t=5.19, p=0.000). Paper survey made during MIMOSA MOBILITY WEEK gave better results, because most of participant prefer sustainable transport than private car.

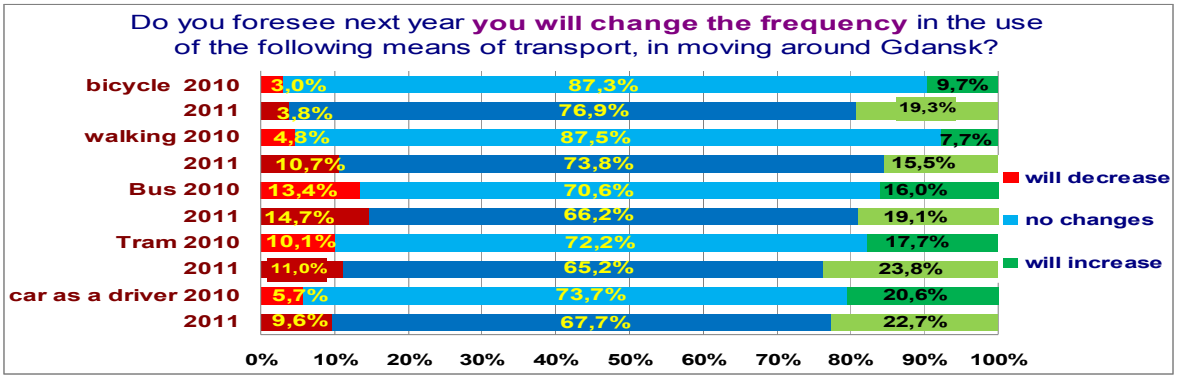
The slight increase in the use of car transport may be attributed to the peak of transport inconveniences caused by the modernisation of the city road system in that period, which had a negative effect on travelling by means of public transport, as evidenced by the fall in the use of buses and trams. The evaluation studies do not show that a modal shift in the direction of PT took place during the lifetime of the project . There was a distinct positive modal shift in the case of sustainable options such as walking and cycling around the city (the results are statistically significant). Indicators can be overstated, given the methodological (be it the size of study samples) issues and interference in the transport system.

C2.5 Society

Indicator 1.1 level of acceptance for sustainable options of transport

The evaluators have adopted the assumption that the frequency change of the declared choice of the different means of transport (in next year), is an indicator of the level of acceptance for each of the options. The graph 11 presents the trend on a yearly basis, with regard to changing all possible transport options. The frequency taken into account was that relating to the use of means of public transport (tram and bus), bicycle and travelling on foot, as well as by private transport.

FIGURE C2.5.1: Comparative study (on-line (N=1176) of 2010 and on-line (N=385) of 2011) – Questionnaire on Sustainable Transport – changes of frequency in the use of public and private transport in future.



A comparative analysis (above) was conducted between the outcome obtained through comparable questionnaires in two subsequent years, 2010 and 2011. Interestingly, the highest increase in the growth indicator was observed with regard to the use of the following options:

- bicycle - two-fold increased use - of 7,9% to 19.4% (9,6% in favour of the 2011),
- travelling on foot – two-fold increased use - of 7,7% to 15.5% (7,8% in favour of the 2011),
- tram increased use by over 34,4 % - of 17,7% to 23,8% in favour of the 2011.

With regard to these first two options, an increase in frequency of both these options being used is anticipated by 100% more inhabitants than in the previous study. Indicators pertaining to the other means of transport point to a slight increase in 2011 (by several percent points).

The tendency for a change in transport behaviours declared (in the frequency of particular means of transport being used) needs to be regarded as favourable, excepting those relating to private transport.

Unfortunately, as far as the use of cars is concerned, the trend is opposite, with a slight (2.1%) indicator increase in 2011, this being a disadvantage.

The result should be interpreted with caution in view of the numerous transport inconveniences and obstacles resulting from the vast extent of the road-works conducted for

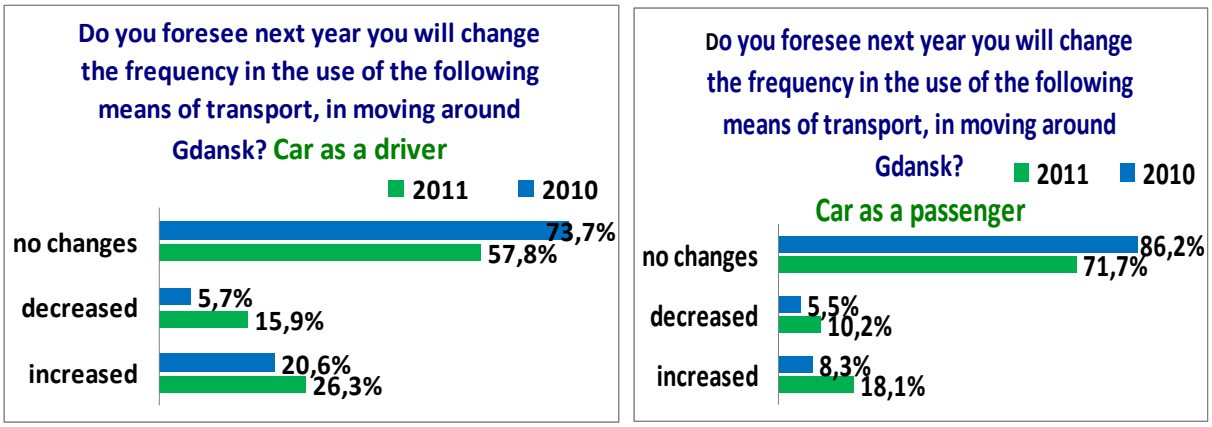
the purpose of modernisation of the transport system in Gdańsk in the period of the study quoted. In this situation cycling and walking becomes more popular, since it makes getting around the city simpler and faster, especially at short distances.

Indicator 1.2 acceptance for reduced use of "motorised" private transport

The issue of encouraging Gdansk inhabitants to change their earlier behaviours and to join the actions aimed at counteracting against the phenomenon of congestion on the roads, particularly at rush hours, constitutes a great challenge to those that manage mobility. The measurement of planned or expected changes in the frequency of use of private transport constitutes an important symptom of sustainable attitudes and behaviours. The data come from studies made with the same tool (Sustainable Transport Questionnaire), comparatively for the years 2010 and 2011.

The Gdansk inhabitants declare an intended increase in the frequency of their use of private motorised transport, as compared to the preceding year, both as drivers (the level of 6% height) and also as passengers (10% increase).

FIGURE C2.5.2: Expected change in frequency of use the car for city driving by drivers and passengers- Comparative analysis of the study twice Sustainable Transport Survey (on-line (N=1176) of 2010 and on-line (N=385) of 2011).



Ca. 10% of drivers declare a decrease in the frequency of using car and 4.7% passengers are planning to reduce the number of trips made by PT. The differences in possible transport behaviours, in the case of the 2 years analysed, are negligible and are very close in balance. The declared level of the frequency of using private transport does not thus point to essential changes occurring throughout the year. Lack of changes in the field of prior behaviours is, unfortunately, declared by the largest group of people using private transport, the result falling within the range of 57.8% up to 86.2% indications.

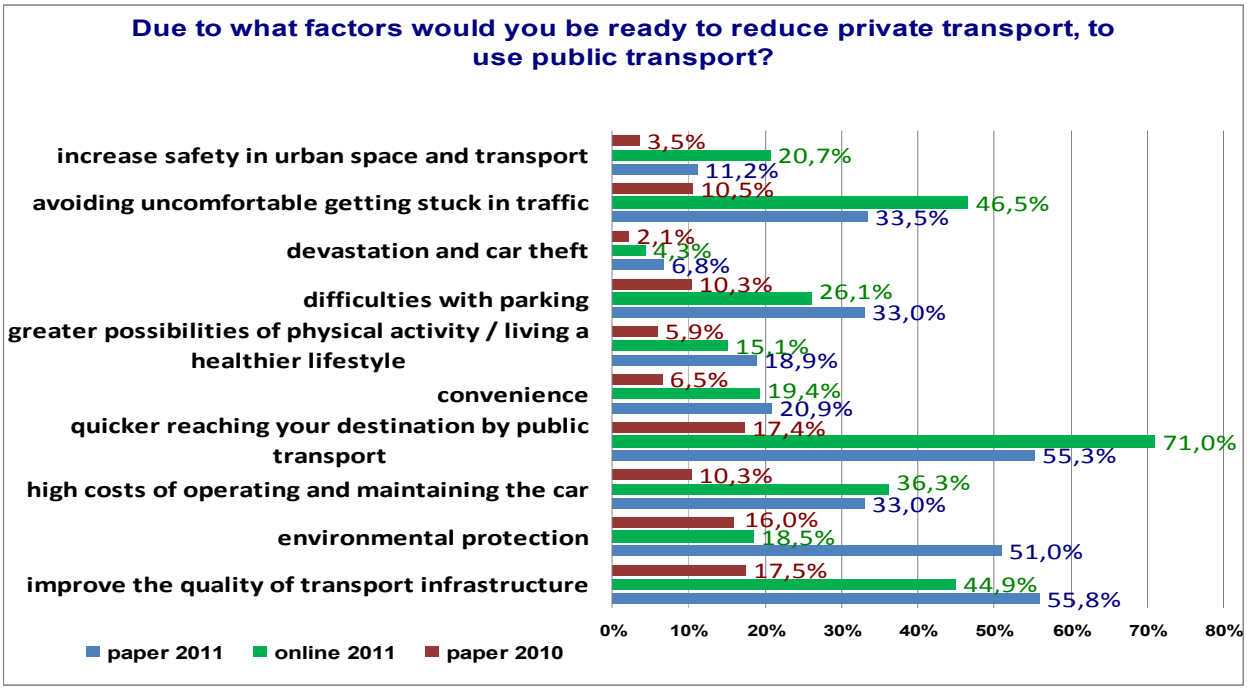
The majority of car users report no changes as to the frequency of private transport use (in 2010-2011) Ca. 57-86% of car owners in Gdańsk are not going to make any changes to the frequency of car use in the coming years, both as drivers and as passengers of private transport.

Another reflection of the approach to the use of private transport is provided by Graph 13, which presents factors/motives which are significant to respondents and for which they might be ready to reduce the use of their cars. The questions directed at respondents read: For

which reasons would you be ready to reduce private car use to the benefit of PT means? In the light of results of each of the 3 studies (Graph 9) in the respondents' opinion the most important factor favouring reduction in private transport proved to be the motive of reaching more quickly the destination by means of public transport. Compared to the study of 2010, the online version of 2011 points to an increase in this factor's weight by as much as 53.6%. The improvement of quality of transport infrastructure is the second most significant factor likely to prompt inhabitants to reduce the use of public transport: by 38.3% of indications, the share of this factor in the field studied in 2011 as compared to the study of 2010. The need to avoid getting stuck in traffic jams and the awareness of environmental protection are next very significant factors motivation people to reduce the use of cars.

A very positive increase in the indicator, auguring well for a change in the reduced use of cars by inhabitants studied, fills one with enthusiasm. In the case of all factors under analysis, a significant increase in the indicator of change occurred, from the level of 4 % up to 53% indications relating to a year (Graph 13).

FIGURE C2.5.3: Sustainable Transport Questionnaire – comparative analysis between 3 studies of 2010-2011 meant to recognise the most important factors for the reduction of private transport (on-line (N=1176) of 2010 and on-line (N=385) of 2011.



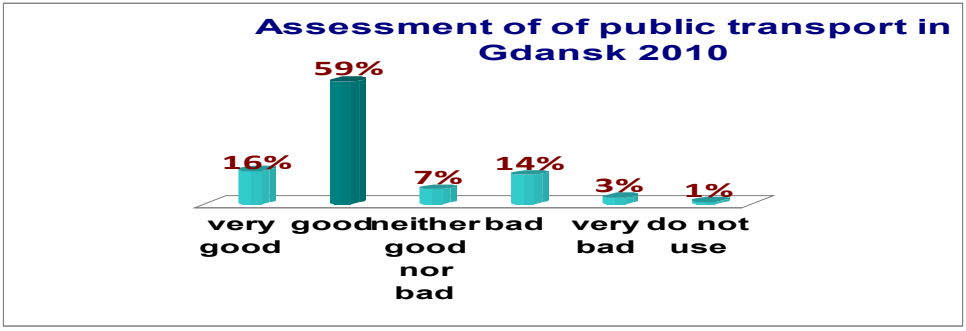
Indicator 1.3 Level of satisfaction with the use of means of public transport

In an Internet questionnaire study conducted in 2010 by the Gdansk City Hall (N=1070) focusing on the level of satisfaction with the city's transport services, 39.6 % respondents show that they are satisfied or very satisfied, whilst 30.2% are dissatisfied or very dissatisfied (two options altogether).

In a study from 2010 (Graph14) indicators of high level of satisfaction in the evaluation of public transport totalled 75% (very good, good). Only 17% respond negatively and evaluate public transport in Gdansk as *bad* or *very bad*. Neutral rating (neither good nor bad) refers to

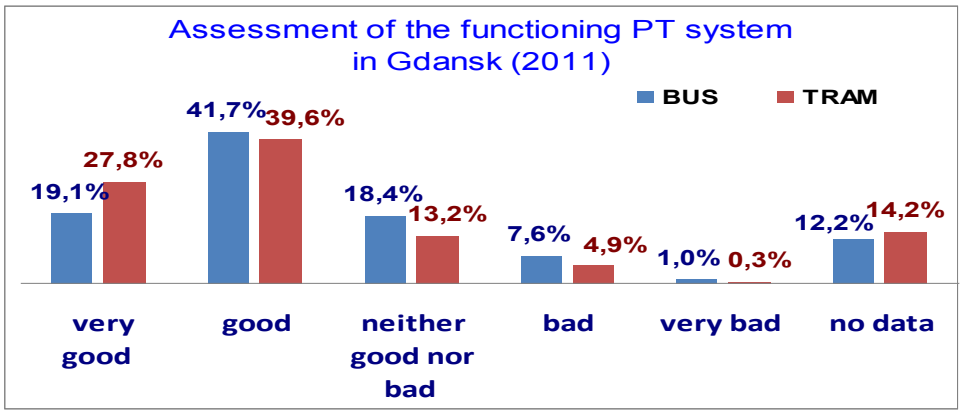
7% of respondents, and 1% respondents declare not to use the public transport. The assessment of 2011 returned the highest rates of satisfaction among users of the earlier mentioned studies since 2007.

FIGURE C2.5.4: Assessment of public transport in the study conducted by the Polish Ecological Club, a field survey in spring 2010 (N = 470).



The assessment obtained with the questionnaire on sustainable transport and concerning the functioning of public transport in 2011 has markedly higher results as to the level of satisfaction on the part of the inhabitants studied than of 2010. Altogether, 50.8% of respondents assess the functioning of PT in Gdansk positively (very good, good) with regard to the bus, and in the case of the tram – significantly more, i.e. 67.4% of inhabitants. Low assessment of the bus was presented by 8.6% of respondents (bad, very bad), and in the case of tram – only 5.2% (Graph 16).

FIGURE C2.5.5: Assessment of the functioning PT system in Gdansk (bus and tram) - Sustainable Transport Survey of 2011 (field study N=288 of 2011).



The assessment coming from the questionnaire on sustainable transport concerning the functioning of public transport in 2011 shows markedly higher indicators of satisfaction on the part of inhabitants studied than those coming from the study of 2010. In total, 50.8% respondents assess the functioning of Gdańsk PT positively (very good, good) with reference to the bus, with significantly more with regard to the tram, namely 67,4% inhabitants (very good, good). About 8.6% have assessed the bus transport negatively. At a similar level (i.e. 5,2%) respondents assessed the tram transport with the lowest grades on the scale (bad, very bad).

C3 Achievement of Quantifiable Targets and Objectives

No.	Target	Rating
1	Positive shift of attitude towards PT of 10%, i.e. attitudinal scales converted to a percentage	*
2	Modal shift of at least 7% from private transport to PT (Reduced on advice from the evaluation team)	**NA**
3	Creation of a young persons' social web network	**0**
4	Number of 'hits' to be compared against other networks which have yet to be researched / identified)	**NA**
5	Promotion of tram travel along the extended line in the Chelm district	**0**
NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full * = Exceeded**		

1. In the assessors' opinion, the indicators of attitude change to PT observed are going in a favourable direction, given that the change of awareness with regard to sustainable transport occur over a longer period than that of the project's duration.
2. Lack of data & tools necessary to assess.
3. At the begging of the measure implementation, MIMOSA Team members did not have access to social networking during working time. The situation has changed in 2012. Mimosa team began working with eg. facebook and tweeter, but it was to late to create well-working social network. On the other hand, a local website, very popular among young people, www.trojmiasto.pl was used as a promotion tool in many actions and campaigns..
4. As above in point 3.
5. During MIMOSA activity line in the Chelm district was very popular so it was not necessary to promote this line.

C4 Up-Scaling of Results

not applicable

C5 Appraisal of Evaluation Approach

The evaluation in the framework of Measure 4.1 is partly based on the existing results of in-house studies and also uses results of external studies of a representative sample (for e.g. University of Gdańsk). Since the change in the evaluation team (in 2011) the team's own studies include the rating indicators for Measure 4.1. In the case of one indicator (satisfaction level) we managed to assess results of external studies concerning the tram and bus option, which made it possible to create a base line and BAU in this case. The difficulties in obtaining base line data for other indicators are due to the low quality of measurement tool (the original version Sustainable transport survey from 2010) and poor evaluation planning at the beginning of the project. The evaluators were forced to struggle with low quality tools created in the initial phase of project evaluation (before they took over the evaluation tasks). A high demand for transport services in the district of Chełm did not require application of promotional tools for the new tram line in the framework of the CIVITAS MIMOSA project. Therefore, the previously developed evaluation research plan (in the LEP document) has

been thoroughly changed, since the specific objective for Measure 4.1: "promote tram travel along an extended line in the district of Chełm" has lost its initial importance. Moreover, because of the failure to conduct the evaluation process properly in the period 2009-2011, there is a limited possibility to comply fully with the indications in the methodology and evaluation process contained in the LEP document. Due to the facts described above CIVITAS MIMOSA team decided to change character of the implementation of GDA 4.1. Activities undertaken during reporting period was concerned on advertising and promotion, in particular related to the change of tram image and infrastructure of PT. During the implementation of the project several IT tools were created, e.g. Facebook and Twitter profiles, blogs, forums. The results of implementation of web-based innovative promotion tools and network were not evaluated. There are formal barriers to access and full use of the Internet and certain social websites in the City Hall of Gdańsk. The website trojmiasto.pl is the leading accepted tool presenting information to the residents, so the launched blogs were not fully functional or their activity was low. Therefore, the proposed evaluation process does not include a mechanism for monitoring and assessment indicators for online communication tools. There were no studies in order to recognise the preferences of PT users (to create a map positioning the individual transport modalities). Such tasks are beyond the limited range of activities in the framework of Measure 4.1 and should be entrusted to specialised research centres. The evaluators conducted studies of a less specific character, related to the awareness of sustainable modalities.

C6 Summary of Evaluation Results

The key results are as follows:

Key result 1 Positive shift of attitude towards PT of 10%, i.e. attitudinal scales converted to percentage terms.

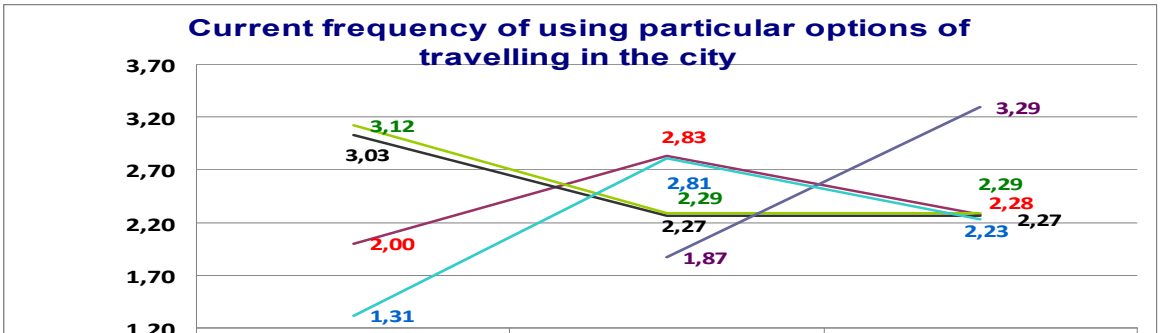
On the basis of the results of in-house research conducted by the MIMOSA team, one can determine a systematic increase in positive attitudes / acceptance for sustainable transport options, also expressed by the level of satisfaction with the use of PT. The highest increase in usage indicator in favour of the 2011 ,was observed with regard to the following options:

- **two–fold** increase in the use of **bicycle,**
- **two–fold** increased **travelling on foot**,
- an increase **of about 34.4% for tram**.

The willingness to increase the use of sustainable options (tram, bus, bicycle on foot) reached in 2011 the indicator of declared growth at the rate of 25%.

The assessment obtained with the questionnaire on sustainable transport and concerning the functioning of public transport in 2011 has markedly higher results as to the level of satisfaction on the part of the inhabitants studied than of 2010. Altogether, 50.8% of respondents assesses the functioning of PT in Gdansk positively (very good, good) with regard to the bus, and in the case of the tram – significantly more, i.e. 67.4% of inhabitants.

FIGURE C6.1: 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.



	2010	2011	2012
car as driver	2,00	2,83	2,28
tram	3,03	2,27	2,27
bus	3,12	2,29	2,29
foot		1,87	3,29
bike	1,31	2,81	2,23

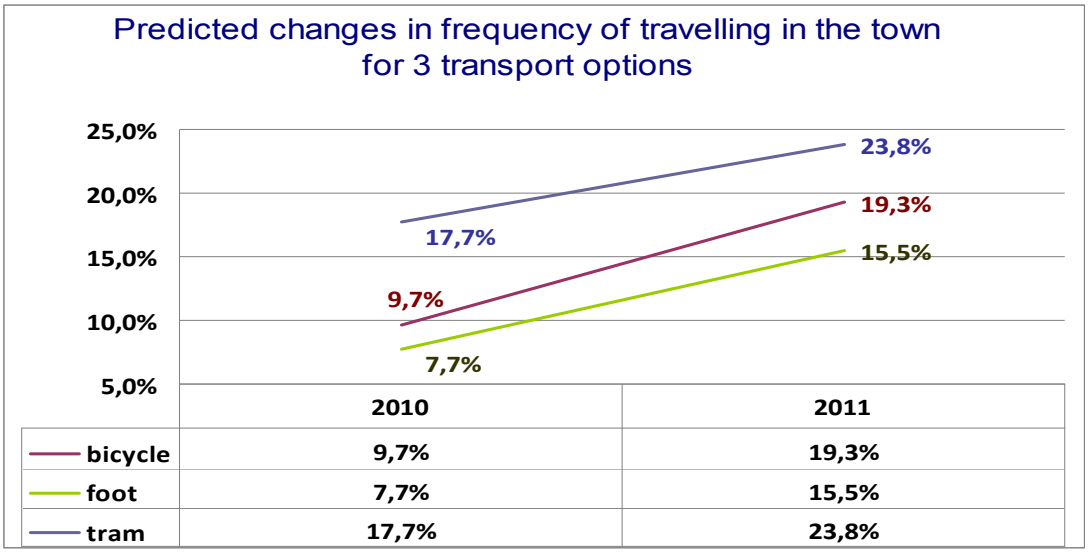
In the period 2010-2012 the most dominant is the rise in people's travelling in the town on foot. Both the use of the bicycle as well as the private car rose in the period 2010-2011 and fell slightly in 2012. In the case of PT (bus and tram) there occurred a slight decline in its use over the period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

Key result 2 Attitudinal shift towards continued use of PT even if a car is owned.

Despite the everyday use of the car by about 22% of drivers and 14.6% of the passengers, the position of sustainable options is unwavering, and especially the tram, as the most popular mean of transportation within the city.

The external studies conducted since 2007 as well as the team's own analyses made within the project's evaluation point to a continuous increase in the level of acceptance among the users of trams and buses (44% rate), with the tram being favoured in the year 2012 (52% rate). The level of satisfaction on the part of tram users is higher in the area the Measure 4.1 impact (Chełm/ Orunia district) by a dozen or so percentage points in comparison with analogous studies with inhabitants with all the districts (on a representative sample).

FIGURE C6.2: Trend for selected options of travelling in the town in the period 2010-2011; mean of responses given for the predicted frequency of use of 3 options



	2010	2011
bicycle	9,7%	19,3%
foot	7,7%	15,5%
tram	17,7%	23,8%

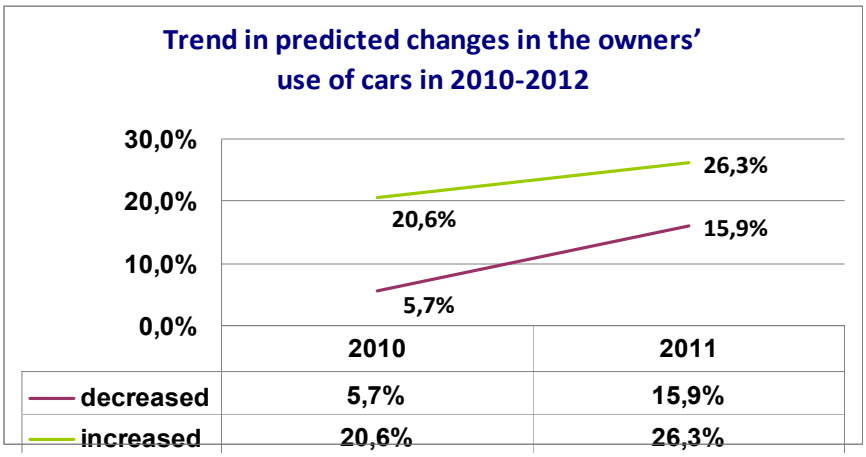
In declarations concerning future changes in the frequency of use of selected transport options (by bicycle, on foot, by tram) the dominant trend in the period 2010-2011 in that of a rise, meaning increased willingness to change frequency in their use.

Key result 3

Modal- split of at least 7% from private transport to PT willingness to reduce the use of private transport indicator does not reach 7%, and probably would not reach that level at the end of the project activities.

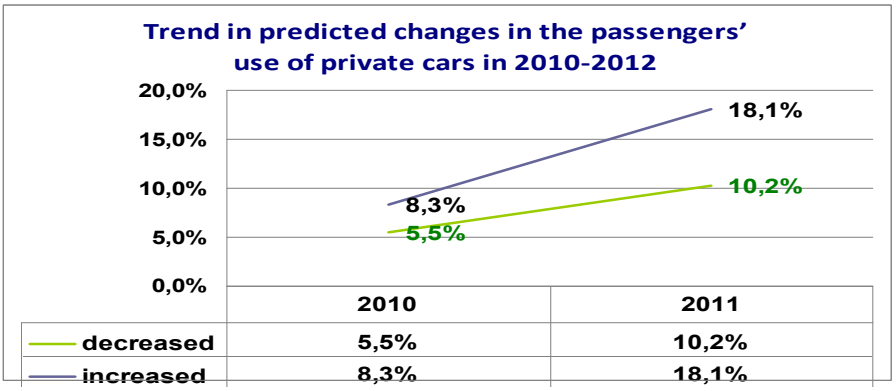
A change of Modal Share in this respect is a long-term process, with the path to the change of transport behaviours and attitudes on the part of Gdansk's community towards the sustainable approach appearing promising and yet requiring many years.

FIGURE C6.3: Trend for predicted changes in the owners' use of own cars for travelling in the town in the period 2010-2012; mean of responses given for predicted frequency of car use by their owners.



Drivers' increased readiness to resign from the use of their cars can be observed, as compared to the expected rise in the use of private cars (in 2010 and 2011).

FIGURE C6.4: Trend for predicted changes in the passengers' use of private cars for travelling in the town in the period 2010-2012; mean of responses given for predicted frequency of car use by their passengers.



Passengers' higher readiness to use public transport can be observed, as compared to their resignation from the passenger's role (in 2010 and 2011). The increasing tendency among passengers to use private transport is favorable from the perspective of the modal-split (it may result in vehicles being more effectively used).

C7 Future Activities Relating to the Measure

Currently implemented by the city of Gdansk is the Stage III of Urban Transport Project.

Gdansk is a leader in the country as far as modernisation of the public transportation is concerned. By the end of 2012 the public transport fleet will be changed in Gdansk (100% buses and 74% trams). In the nearest future the last old trams will disappear. Systematic replacement of rolling stock was made from 2008. Investment tasks were divided into two parts, A and B and they refer to the construction and modernisation of trams, purchase and repair of depots, remodelling kilometres of railways, construction and repair of stops, shelters, upgrading tram depot and a power line supplying the stock. So serious range of

tram infrastructure investment will increase access to transport services and will force a change in the modal-split, in favour of sustainable options. This will significantly improve public transport, through an expanded network of connections and shorten the time to reach the goal, considering the privileged position of the tram among the road users.

D Process Evaluation Findings

D0 Focused Measure

	0	No focused measure
x	1	Most important reason
x	2	Second most important reason
x	3	Third most important reason

1. The measure fits into the EU policy towards clean urban transport (five pillars of the EU Green Paper).
2. The measure fits into the city policy towards sustainable urban transport and/or towards sustainability in general.
3. The high level of innovativeness of the measure with respect to technique, consortium, process, learning etc.

Those reasons have been selected at the beginning of the project. During implementation, due to approach changes, there was no possibility to create CBA. GDA 4.1 became very "soft" measure so in evaluation team opinion - it should not be focused measure.

D1 Deviations from the Original Plan

The deviations from the original plan comprised:

- **Delays** – The project was started one year later than initially planned. E.g. New Tram Line promotion did not make sense in 2010, because the citizens were already aware of new possibilities and new tram destination.
- **Some of action was cancelled or changed**

  Situation in the city was changing at the beginning of the project. CIVITAS MIMOSA TEAM decided to change the following aspects:
  - cancellation of the CBA analysis - CBA did not make sense due to "soft" measure character. During project life tram system in Gdańsk were being changed several times - it also made a lot of barriers to create CBA.
  - The new tram line promotion - The new tram line was very popular among residence, so it was not necessary to promote this line.

  The organisation of the City Euro 2012 involved a major reconstruction of tram line and caused also problems with the functioning of the tram system. Those factors caused the CIVITAS MIMOSA project in Gdańsk to focus on improvements to the tram system and promotional activities.
- **Changes compared to the original assumptions in the Local Evaluation Plan** –

In this situation CIVITAS MIMOSA evaluation team decided to change unreal or obsolete objectives towards more relevant ones (see part A)When the indicators were being chosen, to a small extent the proposals contained in LEP were applied (due to the reasons specified in Chapter A1 and B5). The elements of change introduced to the evaluation approach follow from:

- redefinition of the target group and scope of research subjected to the project's impacts,(respondents are inhabitants of different ages, representing many districts of Gdansk, and not only Chelm, where a new tramline was implemented in the course of the CIVITAS MIMOSA project). The successful launch of the new tram line to the district of Chełm did not require any expenditure on promotion from the CIVITAS MIMOSA project implementation team.
- lack of measurement tools necessary to identify the number of passengers travelling on the recently admitted stretches of tramline in the Chelm district,
- due to the negligence at the early stage of project's evaluation, no data derived from studies of users of the new tramline,
- refrainment from the execution of CBA analysis for Measure 4.1, as consented by the body governing the project's evaluation (Technical University of Berlin),
- changes to the recommended indicators proposed in the LEP document,
- refrainment from the study the perception of internet users who use public transport, due to the obstacles resulting from official barriers of the entity conducting the project in the use of social network websites (various tools for social communication launched under the project's framework).

D2 Barriers and Drivers

D2.1 Barriers

Preparation phase

Organisational - Organisational problems related to long and demanding employment procedures in the city hall of Gdansk. Delays in starting the project have been also caused by other procedural barriers, e.g.: the need to collect signatures on key documents. Furthermore, neither the actual needs and capabilities with respect to the promotion of tram transport nor the scale of impact were verified during the preparation phase.

Institutional (on-going) - Impeding administrative structures, procedures and routines which slow down measure realisation. CIVITAS MIMOSA team wasted a lot of time in order to organise any event, it is necessary to collect a number of official signatures, which is not an easy task. Procedures in the City Hall of Gdańsk are entirely different from those which are adequate in the case of European project implementation. These differences generate delays in the management and organisational process.

Implementation phase

FINANCIAL BARRIER: It is difficult to encourage people to use public transport when the demand is greater than supply during rush hour. This situation is caused by insufficient funds for the purchase of rail vehicles to ensure adequate tram service. Insufficient tram fleet and the consequent overcrowding of trams create a situation where promoting tram travel is not an easy task. Such a situation makes it necessary to pay more attention to the diagnostic activities and organisational improvements related to the tram service in Chelm district before the implementation of advertising and promotion activities.

ORGANISATIONAL BARRIER:

Recognising the barrier

The poor brand recognition of the MIMOSA project is a barrier, because the weakness of MIMOSA brand limits the effectiveness of the promotional activities realised within the project. The CIVITAS MIMOSA name is very difficult to remember for Polish people. Therefore, it is difficult to achieve the results of Measure activities assumed in the project.

INSTITUTIONAL BARRIER: The administrative barriers arising from the need to ensure security of the municipal network hinder any action on facebook, Twitter and blogs. This constitutes a barrier, because it is not easy to organise and maintain a web-based social network without actions on Face-book and Twittter. Therefore, it is difficult to achieve the results assumed in the project through the web-based activities. And this kind of action is essential in order to implement the measure.

Operation phase

FINANCIAL BARRIER: It is difficult to encourage people to use public transport when the demand is greater than supply during rush hour. This situation is caused by insufficient funds for the purchase of rail vehicles to ensure adequate tram service. Insufficient tram fleet and the consequent overcrowding of trams create a situation where promoting tram travel is not an easy task. Such a situation makes it necessary to pay more attention to the diagnostic activities and organisational improvements related to the tram service rather than to promotion activities.

ORGANISATIONAL BARRIER: The poor brand recognition of the MIMOSA project is a barrier, because the weakness of MIMOSA brand limits the effectiveness of the promotional activities realised within the project. The name of project is very difficult to remember for Polish people. Therefore, it is difficult to achieve the results assumed in the project only through promotional activities.

ADMINISTRATIVE BARRIER: The procedures imposed by public authorities in Gdansk (as well as in the whole Poland) are very time-consuming. Implementation of projects is highly challenging because simple matters require a lot of time and effort, which leads to poor performance. Simplification of procedures would be an excellent idea, although rather impossible to achieve in the foreseeable future.

INSTITUTIONAL BARRIER: The administrative barriers arising from the need to ensure security of the municipal network hinder any action on facebook, Twitter and blogs. This constitutes a barrier, because it is not easy to organise and maintain a web-based social network without actions on Face-book and Twitter. Therefore, it is difficult to achieve the results assumed in the project through the web-based activities. And this kind of action is essential in order to implement the measure.

D2.2 Drivers

Preparation phase

Due to the fact that the measure realisation is in a preparation phase no drivers have been indicated yet.

Implementation phase

STRATEGIC DRIVER: The need to use public transport instead of private cars is easily perceived by the society. It is a driver, because the widespread awareness of the problem helps to implement the measure. The impact of this driver is very positive as increased awareness of the need to use PT instead of private cars encourages this type of actions.

STRATEGIC DRIVER: Pro-environmental attitudes of the society encourage the use of environmentally-friendly urban transport. It is a driver, because young people – the target group of the measure - can be easily reached through the web-based actions aimed at promoting public transport. The impact is due to the fact that pro-environmental attitudes, especially among young people, support the promotion of sustainable mobility measures.

INVOLVMENT/COMMUNICATION DRIVER: The diagnostic direction of the project - the need for a study of the passenger loading of vehicles, direction of travel and the expectations of passengers across the communication network in Gdansk - will be in line with passengers' expectations. It is a driver, because correct diagnosis of the problems associated with public transport will help to make organisational improvements that will contribute to increased passengers' satisfaction. The increased passengers' satisfaction in turn will have a positive impact on the popularity of sustainable mobility, including trams.

Operation phase

STRATEGIC DRIVER: The need to use public transport instead of private cars is easily perceived by the society. It is a driver, because the widespread awareness of the problem helps to implement the measure. The impact of this driver is very positive as increased awareness of the need to use PT instead of private cars encourages this type of actions.

STRATEGIC DRIVER: Pro-environmental attitudes of the society encourage the use of environmentally-friendly urban transport. It is a driver, because young people – the target group of the measure - can be easily reached through the web-based actions aimed at promoting public transport. The impact is due to the fact that pro-environmental attitudes, especially among young people, support the promotion of sustainable mobility measures.

INVOLVMENT/COMMUNICATION DRIVER:

Good cooperation with PT operators, companies, authorities and NGOs -it is a driver, because correct diagnosis of the problems associated with public transport helped to make organisational improvements that contributed to increased passengers' satisfaction. The increased passengers' satisfaction in turn had a positive impact on the popularity of sustainable mobility, including trams.

D2.3 Activities

Preparation phase

Activities 1 – **INVOLVMENT/COMMUNICATION and PLANNING** Gdansk held a working meeting concerning the liaison with PT Providers, PT Management Institution and the relevant departments of the City Hall of Gdańsk. As a result, Gdańsk gained access to an important knowledge base consisting of the results of relevant surveys (collected in the Chelm district). In the near future, Gdansk will also receive the results of the surveys planned for following years. The meeting produced a number of important ideas but unfortunately the survey materials made available at this conference were not useful during the operation phase.

Implementation phase

Activities 2 – **INVOLVMENT/COMMUNICATION** The CIVITAS MIMOSA Gdańsk website is running. The blog presents information about the MIMOSA project and related topics of interest. The MIMOSA is present on Facebook and Twitter. A residents' forum on transportation and mobility in the city is active. These actions were taken in order to assure better conditions for the implementation of the measure**.** The impact of this action is the increased visibility of the MIMOSA project both in local and electronic media. The small number of web visitors of the existing local website with the most important PT information (www.trojmiasto.pl) and the Internet access at the City Hall of Gdańsk - made this activity less spectacular than expected.

Operation phase

Activity 1: INVOLMENT COMMUNICATION ACTION: On 15.08.2011 one of Gdańsk trams was covered in banners promoting MIMOSA`s actions. This action refers to the organisational barrier mentioned above. The tram was painted blue and provided with the inscription "CHANGE YOUR CITY". Initially, the banners informed citizens about MIMOSA Mobility Week and Clean PT Stops. The banners were changed when the new action was initiated.

D3 Participation

D3.1 Measure Partners

- **Measure partner 1 –** City Hall of Gdansk (at the beginning Development Programs Department, from 06.2011- Department of Community Facilities Management) – leading role, project beneficent,
- **Measure partner 2** – PSSTM (Pomeranian Association of Public Transport Fans) – Non Government Organisation – Principle participant
- **Measure partner 3** – ZKM Public Transport Operator – Public transport company – Principle participant
- **Measure partner 4** – ZTM Public Transport Management - Public transport company Principle participant
- **Measure partner 5** – ZDiZ f Roads and Greenery Management – City organisation – Principle participant
- **Measure partner 6** – GIK Public Infrastructure Management – City organisation – Principle participant

- **Measure partner 7** – MZKZG Public Transport Management - Public transport company – Principle participant

D3.2 Stakeholders

- Public transport operator from Gdansk and public transport management company promotion oft their services.
- NGOs dealing with public transport issues such as PSSTM(Pomeranian Association of Public Transport Fans), - chance to develop new initiatives
- Local self- government of relevant district – support during the district development related with PT.

The measure has been implemented with active participation of the young people living in the City.

D4 Recommendations

D4.1 Recommendations: Measure Replication

Recommendation 1 – Tram Urban Game organisation. It was a highly innovative and interactive way of tram promotion. The urban game had a very positive outcome therefore another urban game was organized to celebrate the European Mobility Week 2012 r.

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

Recommendation 1 – It is better to improve quality than promote something what does not work correctly. One of the biggest communication problem in Gdańsk shows that it is difficult to encourage people to use public transport when in peak hours demand is greater than supply. Therefore, it was decided to concentrate more on diagnosis and possible organisational improvements than on promotion. And this is a success, because better defined the tasks will contribute to successful implementation of the measure. Another problem was fact that Gdansk suffered major reconstruction before EURO 2012 European Football Championship organisation. Many tram lines were substituted by bus lines. This made it very hard or not possible to evaluate this measure as focused. It meant that many actions organised by Gdansk CIVITAS MIMOSA TEAM were associated with other measures.