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Measure Evaluation Results

GDA 4.4 Mobility Management – Advertising and Promotion

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Executive Summary

The Measure ‘Mobility Management - Advertising and Promotion’ aimed at organizing public events to promote active and healthy mobility behaviour in Gdansk and especially promoting leisure and sport activities along the coastal strip. The seaside cycle path one of the most used cycle path in Poland. Nevertheless, road safety and facilities’ improvements were necessary. To promote cycling among the citizens, the city of Gdansk worked in close collaboration with multi-sectoral key-stakeholders such as the Traffic Department of the Voivodeship Police Headquarters, and the Department for Environment of Gdansk, the Academic Culture Centre of Gdansk, the Pomeranian Association Common Europe (NGO) and others local cultural associations, local grass-root non-governmental organisations and private companies. Several events were organized to promote daily cycling, safety cycling, healthy and active lifestyle and increase awareness of sports and leisure activities. The promotional strategy focused on interactive social communication (picnics, fetes, social campaigns, contests, events, city-games) to increase awareness and acceptance of sustainable modes and stimulate a modal shift in favour of sustainable modes in the long run. This measure was strongly related the measure GDA 4.4 ‘Mobility Management - Mobility Week’ and GDA 5.2 ‘Safety and Security - Road Infrastructure’. The impacts of the three measures were strongly interdependent.

The measures’ activities were implemented in the following stages:

Stage 1: Planning and preparing of promotion and citizen involvement activities (2009-2012). Several events and activities such as Bike Fridays and Open competition were planned by the MIMOSA team as an essential part of this measure.

Stage 2: MIMOSA promotion during “City Hall Open Day” (June 2010) The CIVITAS team informed citizens about existing projects and planned activities related to this measure and for promoting an healthy lifestyle. It was decided to use this event as annual promotion.

Stage 3: Events promoting sustainable transport (May -September 2011) Outdoor bike festival titled “**Rowerem do Celu**” was organized in May in cooperation with the Department of Traffic of the Regional Police Headquarters (and was repeated in 2011 and 2012). **Open-air Family Picnic** on the pier in Brzeźno took place within the framework of Green Weekend 2011. Several attractions and an exhibition of educational materials were organized to raise awareness on health and environment oriented approaches, with a spatial focus on the coastal strip. The street event and promotion campaign “**Bike Fridays**” (September) were tested to raise the awareness of car drivers to use the bike as a city transport mode by distributing small gifts to cyclers at strategic crossing points in Gdansk.

Stage 4: Bike Fridays (September 2011 and 2012)

The action of Bike Fridays as explained in stage 2 was repeated twice and evaluated again.

Stage 5: Open competitions (March-April 2012, August-September 2012) The task of the first competition was to design a T-shirt promoting sustainable transport with a folding city bicycle and the opportunity to print the draw T-shirts as a first prize which was distributed during the following events organized in the frame of the measure. The second competition was to describe “the most absurd journey using a car”. 20 citizens participated and a jury selected one winner awarded with a city bicycle and some runner-up awards. The competitions aimed to raise awareness in an unconventional and funny way by involving citizens.

Between 2010 and 2012, field researches, face-to-face and online surveys were conducted in order to collect pertinent data to conduct the impact evaluation of the measure. Three

indicators were selected to measure (i) the level of awareness on the MIMOSA initiative among citizens, (ii) the degree of satisfaction regarding facilities offers along the coastal strip and (iii) the use rate of these facilities.

Key-results of the impact evaluation put the success of the measure into perspective. **Concerning the level of awareness** on the initiative, the recognition rate for the brand name CIVITAS MIMOSA remained stable during the first year of the measure, between 2010 and 2011: around 20% of the citizens interviewed knew about the initiative. In 2012, the number of citizens reached by the initiative raised over 50 % when the new slogan "We Change Your City" was adopted. This highlighted the success of the change in the communication strategy. The most popular campaigns were the "Clean Stops" and the "Bike Fridays" with respectively 49% and 54% of citizens interviewed knowing them. The evaluation on the **degree of satisfaction** regarding facilities offers along the coastal strip showed that 5 to 13% of citizens which were interviewed in 2012 are very satisfied with available facilities along the coastal strip. The level of satisfaction (compared to the previous year) amounted to 5-13% - very satisfied. The comparative study of 2010-2012 showed, on a yearly scale, a growth in the level of satisfaction with most aspects of the recreational facilities studied. This situation is caused by new facilities and better quality of coastal strip what was supported by soft advertising and promotion activity. **Regarding level of acceptance**, the most significant increase in the use of facilities concerned walking (approximately 15% increase between 2010 and 2012) and cycling (approximately 5% increase between 2010 and 2012). There was a positive upward trend in the use of the coastal strip by joggers — from 2 to 7.6% over the past 3 years. Despite the decrease compared to 2011, the frequency of using the cycling infrastructure in 2012 was higher than in 2010.

Barriers and drivers were identified in the frame of the process evaluation. **The most obstructive barrier** was the heavy internal bureaucratic burdens required by The City Hall of Gdansk. For each planning and implementation activities, a long procedure had to be followed and disproportionately high number of documents had to be produced. Nevertheless, the good cooperation with the Police during "Rowerem do Celu" Bike Festival and with PSWE NGO during Bike Fridays constituted a **strong driver**, it would not have been possible to organise those popular campaigns without their support.

One of the most significant lessons learnt regarding organizational issue was the relevance of creating a civil society platform to support all the activities related to promotion of healthy lifestyle. Thanks to cooperation with a large number of experienced organizations and institutions it was possible to create synergies which contributed to generate better outputs of planned actions and social campaigns than expected. Good practices in the area of social communication were exercised by all the involved public institutions and non-governmental organisations.

According to the results of the evaluation, the innovative approach to promote coastal strip as an attractive recreation area for Gdańsk inhabitants has proved to be effective. The present actions and campaigns will not end with Mimosa. Instead they will continue, for instance the European Mobility Week festival, Bike Fridays, the campaign being developed at present entitled "Direction: Respect" and other promotional activities. Throughout the CIVITAS MIMOSA period, the quality of the urban cycling infrastructure improved significantly. At the same time, numerous promotional and educational campaigns had a significant impact on the change in collective awareness.

A Introduction

A1 Objectives

The measure objectives were:

High level objective:

Increase of Modal Split towards Sustainable Modes

Strategic level objective:

Mobility Management, Marketing, Communication and Education:

- **Formation of desirable transport practices and behaviours** on the part of inhabitants of Gdańsk, **with a view to effecting a change in mobility management**, by promoting sustainable transport options and a healthy lifestyle.
- **Increased awareness** of inhabitants leading to a change in transport practices and expansion of access to recreational infrastructure (with the option of sustainability being added).

Measure specific objective:

Objective 1 Promotion of bicycle and urban bicycle paths infrastructure through informative, promotional and educational activities.

Objective 2 Raising residents' awareness / improving their knowledge of the recreational infrastructure along the coastal strip through information, promotional and educational activities.

Objective 3 Increased acceptance of the existing facilities along the coastal strip (in the target area).

Objective 4 Increased use of the urban recreational infrastructure throughout the year on the part of Gdańsk's inhabitants, particularly in the area of the coastal strip.

The following activities related to the objective set out in the LEP - GDA and DOW documents were excluded from the scope of this Measure 4.4:

- To track the number and type of traders/service providers operating in the target area
- Assessment of the trade/services in the coastal area was not included at the implementation stage or during the evaluation/research activities. There is a lack of coherence between the excluded objective and the other Measure 4.4 objectives. The implementer focused on tasks related to information, promotional and campaign activities.

A2 Description

The measure 4.4 Advertising and Promotion was aiming at increase of sports and health benefits activities among Gdansk citizens. Activities undertaken within the Measure 4.4 first of all used the social communication tools based on information, promotion, social

campaigns and outdoor events. They aimed at an increase of inhabitants' awareness of the new possibilities of travelling around the city by bike and on foot as a active and healthy way of mobility. They also favoured the popularisation of an active and healthy lifestyle through the promotion of sports and leisure facilities placed along the coastal strip. Promotion of the existing recreational infrastructure facilities constitutes the main direction of measures undertaken to advance sustainable development. In the period 2010-2012 many actions and campaigns aimed at all groups of citizens were carried out, e.g. outdoor events, social campaigns, accompanying regular events such as the European Mobility Weekend.

It is important to highlight that the measure 4.4 is strongly related to the measure 4.3 Mobility Week. A number of undertakings carried out within the European Mobility Week fulfilled the assumptions of active and healthy lifestyle promotion. In the same way promotional actions, outdoor events and social campaigns organized under measure 4.4 served the idea of the European Mobility Week.

Development of desirable transport habits and behaviour consistent with sustainable development, was carried out through:

- promotion of cycling and of urban bicycle path infrastructure,
- informing residents about the existing facilities and promoting the use of recreational facilities along the coastal strip.

The most important activities within the measure were the “Bike Fridays” (a social campaigns that took place in 2010, 2011 and 2012) and “Rowerem do Celu” a bike festival that was organized three years in row including 2012.

FIGURE A2.1: Map of area of impact Measure GDA 4.4



B Measure Implementation

B1 Innovative Aspects

The innovative aspects of the measure are:

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

The promotional strategy relating to sustainable transport was based mostly on participation activities stimulating active engagement amongst Gdansk's inhabitants and local communities. In the promotional strategy, traditional forms of promotion (posters, leaflets, advertisements, media broadcasts) were minimised in favour of interactive social communication (picnics, social campaigns, contests, outdoor events). One example here is the use of a new form of promotion, i.e. a "Bike Fridays", organized especially to reward cyclists for daily cycling to work, school etc. and to show the car drivers the alternative kinds of mobility.

- **Innovative aspect 2 - New physical infrastructure solutions**

Innovative solutions were applied to the recreational infrastructure of the strip with the aim of making Reagan's Park accessible to all Gdansk's inhabitants. The implementation of "outdoor gym" and a boullodrome where petanque can be played was genuinely innovative on a regional and national scale. It is important to underline that non of above facilities was purchased from CIVITAS MIMIOSA funds. However CIVITAS MIMOSA financed investments along the costal cycle path listed below:

- purchase and installation of cycle racks next to each entrance to the beach
- improvements of the lightning next to pedestrian crossings,
- creation of resting points for cyclists and pedestrians,
- implementation of road signs and markings increasing safety.

- **Innovative aspect 3 - Targeting specific user groups**

Each of campaigns or events carried out within the measure was directed to a specific target group. A good example constitutes a bike festival "Rowerem do celu" which was divided into stages directed to active cyclist (bike parade), families with small children (family feast), youngsters (Bike & Roll rock concerts), young couples (Bike cinema).

At the Active Mobility Congress International and Polish experts exchanged best practice examples in active mobility management.

B2 Research and Technology Development

A desk-research analysis revealed a lack of extensive research on citizens' awareness of issues related to sustainable transport. The majority of studies conducted concerned inhabitants' satisfaction with different areas of urban infrastructure and analyses of a marketing nature (for transportation purposes and with a view to measuring demand, preferences and behaviour). The RTD studies were based on MIMOSA team's own studies.

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

Type of survey /type of study (target group)	Particulars of studies executed in 2009	Particulars of studies executed in 2010	Particulars of studies executed in 2011	Particulars of studies executed in 2012
1. Survey 'Coastal Strip' questionnaire, survey (area users)		N = 261 05.2010	N = 174 05.2011	N= 224 06.2012
2. Survey of Sustainable Transport- a/ questionnaire survey (field research) b/ online survey surveymonkey.com			a/ N = 288 09.2011 questionnaire survey	a/ N =255 09.2012 questionnaire survey
		b/ N = 1173 09-10.2010	b/ N = 385 09-10.2011 surveymonkey.com	b/ N = 248 09.2012 surveymonkey.com
3. Survey questionnaire concerning recognition of the CIVITAS MIMOSA name a / questionnaire – online version b / field research version – on trams / at tram stops	a/ (online) 11.2009 N = 187 b/ N = 81	b/ 09.2010 field study N = 217	a/ 09.2011 Clean stops field study (N=183+114)	Walking-bus survey 06.2012 (N=531)

This report is also based on an external field study by the Polish Ecological Club (conducted in April 2010, N= 470).

The need for research related to sustainable transport was recognised at an early phase in the project.

The research process included such elements as working meetings, debates and social consultations, favouring exchange of experience and good practices in the area of sustainable transport options. During the International Congress of Active Mobility (in 2010, 2011, 2012), theoretical and practical issues relating to sustainable transport were discussed from the perspective of other European cities and the USA, and the CIVITAS MIMOSA approach was also promoted.

The recognisability study was conducted by the MIMOSA team in 2009 and 2010. In the subsequent years it was decided that the project impact would be studied mainly through the Mimosa team's own research targeting users of the coastal strip. In order to improve the quality of effects of RTD actions, the MIMOSA team conducted their own research in May and September 2012 (Table1/ 5th column).

B3 Situation before CIVITAS

Since 2000 a long-term plan of revitalisation of the coastal strip has been run in Gdansk, with a view to restoring its former function and counteracting its biological and social degradation. This area is very attractive to investors and thus exposed to disordered planning; it serves as a vital recreational resource for inhabitants and tourists.

In January 2004 there was a debate held in Gdańsk (within the cycle of 10 sub-regional debates in the Pomeranian voivodeship – region/land) with experts and representatives from

local authorities, which identified the main issues relating to the development of the city's tourist and recreational functions. Among other things, a lack of tourism/recreation-oriented marketing studies for the Gdańsk/Tricity area was indicated. In the SWOT analysis the list of drawbacks included the following:

- lack of integration of communication and transport networks in the region;
- low quality of road infrastructure, lack of motorways,
- lack of synchronisation between different transport connections,
- low sense of security among inhabitants,
- low level of spatial aesthetics.

The situation prior to the CIVITAS MIMOSA project in recreational infrastructure, particularly in the coastal strip along Gdansk's beaches, called for further development of the infrastructure along routes characterised by heavy traffic, especially at the point of contact between strollers/pedestrians and cyclists/rollers. The existing bicycle path in the targeted area lacked markings and bicycle stands/parking lots, and thus did not sufficiently meet security requirements. The key challenge turned out to be providing security to two groups of users (pedestrians and cyclists), travelling on two adjoining pedestrian-and-bicycle routes (path and pavement), with two-way traffic on both of the routes. The development of new recreational facilities along the coastal strip (Reagan's Park, which adjoins the Przymorze district, and the revitalisation of the park in Gdańsk - Brzeźno in the years 2005 - 2008), brought a significant number of users. The commerce-and-service base gradually adapted itself to the growing consumer needs of sunbathers, inhabitants and tourists. It was also necessary to promote the intensively developing recreational amenities for all residents. The promotion of those areas was meant to enhance accessibility for users and provide extensive health education. These measures fall under the scope of the document Strategy of Tourism Development in the Pomeranian voivodeship (2004-2013) and its objective 2.10.1. "Supporting the development of additional base, including a recreational and specialist one, particularly for activity and health."

B4 Actual Implementation of the Measure

The measure was implemented in the following stages:

Stage 1: Planning and preparing of promotion and citizen involvement activities (2009-2012). Several events and activities such as Bike Fridays and Open competition were planned by the MIMOSA team as an essential part of this measure.

Stage 2: MIMOSA promotion during "City Hall Open Day" (June 2010) The CIVITAS team informed citizens about existing projects and planned activities related to this measure. It was decided to use this event as annual promotion. The CIVITAS team informed citizens about MIMOSA Project but also about simple ways to change the lifestyle towards more healthy and active one as well as about available options of sustainable mobility.

Stage 3: Events promoting sustainable transport (May -September 2011) Outdoor bike festival titled "**Rowerem do Celu**" was organized in May in cooperation with the Department of Traffic of the Regional Police Headquarters (and was repeated in 2011 and 2012). **Open-air Family Picnic** on the pier in Brzeźno took place within the framework of Green Weekend

2011. Several attractions and an exhibition of educational materials were organized to raise awareness on health and environment oriented approaches, with a spatial focus on the coastal strip. The street event and promotion campaign “**Bike Fridays**” (September) were tested to raise the awareness of car drivers to use the bike as a city transport mode by distributing small gifts to cyclers at strategic crossing points in Gdansk.

The Bike festival “Rowerem do Celu” was organised three times:

1. 30 May 2010 – The bike festival was organized in the centre of the measure’s area, next to the pier in Gdansk. The event had a character of family feast with lots of attractions and activities prepared especially to draw an attention of visitors to issues of safety cycling and healthy lifestyle promotion. The police organised a cycling town where each child could pass a cycling licence exam. The visitors could take part in various competitions, take a ride on concept bikes, see a first aid show or repair a bike in a free bike clinic. The event was preceded by the meeting of the mayors of Gdańsk, Sopot and Gdynia who talked about cycling issues of the region.
2. (29 May 2011) Bike festival “Rowerem do Celu” 2nd edition.

FIGURE B4.1: Participants Tricity Bicycle Festival at the Neptune Fountain in 2011



The second edition of “Rowerem do Celu” had a character of outdoor bike festival and was held in the same location i.e. next to the pier in Gdańsk. However it was a new venture within the framework of *bike festival*, undertaken in cooperation with: the MIMOSA team, the Academic Culture Centre in Gdansk, the Police and Fabryka Kreacji which is an NGO dealing with events organization. The aim of the event was to increase awareness of issues relating to safety cycling among Tricity’s inhabitants, and also to make drivers sensitive to cyclists as legitimate users of the road. The organisers promoted cycling and communicated the conveniences and recreational values of Tricity’s bicycle paths, particularly those along the coastal strip.

In order to attract different target groups the festival was divided into four blocks: *On Bicycle through the City* [Rowerem przez Miasto”] (a bike parade starting at the Neptune fountain in the Old Town and ending at the event place), *Safely On Bicycle* [“Rowerem Bezpiecznie”] a family feast where the visitors, similarly to previous year feast could take part in various competitions, take a ride on concept bikes, see a first aid show or repair a bike in a free bike clinic, *On Bicycle to a Concert* [“Rowerem na Koncert”] “BIKE ‘N ROLL” and *On Bicycle to the Cinema* [“Rowerem do Kina”] (open-air film screening).

The festival attracted thousands of participants who, except for attractions mentioned above, could enjoy a family event offering cycling town where each child could pass a cycling licence exam, various competitions, free rides on concept bikes, first aid shows and free bike clinic.

3. The third edition of “Rowerem do Celu” bike festival took place on June, 3rd 2012 and was combined with a Green Weekend organised by the Department of Environment of the City Hall of Gdańsk. Due to the situation in the city caused by EURO 2012 the decision was taken to limit the scope of the event by cancel the bike parade. The main attraction of the feast was an exhibition of replicas of old (19th century bikes) and classic bicycles. The event, which took the form of a family picnic, traditionally offered cycling town were each child could pass a cycling licence exam, various competitions, free rides on concept bikes, first aid shows and free bike clinic The MIMOSA team also distributed gadgets and promotional materials.

The open-air family event on the pier Family Picnic on the pier in Brzeźno – within the framework of Green Weekend 2011. On June 11, 2011 the Department of Environment of the City Hall of Gdańsk organised an event to promote environmental awareness among inhabitants. The event, which took the form of a family picnic, was accompanied by numerous attractions with a recreation programme, and an exhibition of educational materials prepared by the environmental organisations invited. The event was participated by a numerous institutions, organisations and plenty of inhabitants. The event took a health - and environment-oriented approach, taking advantage of the recreational features of the coastal strip.

FIGURE B4.2: At the Family Picnic program - promoting safe swimming in the sea



The first edition of a social campaign called “**Bike Fridays**” was organized on three following Fridays of September 2010 (10, 17 and 23 September 2010). The campaign was organised by CIVITAS MIMOSA in cooperation with the Pomeranian Association Common Europe. The “Bike Fridays” campaign is a street event intended not only encourage people (mainly the car drivers) to use the bicycle as a city transport mode but also reward cyclists for daily cycling. On three Fridays of the September, at the main intersections in the City, cyclists were awarded with gifts and promotional materials. The all intersections were hosted by famous Gdansk inhabitants including Olympic Games gold medallists, actors, politicians and celebrities. The decision to promote cycling at the intersections was made to make cyclists visible in the city and to show the car drivers the alternative means of transport. It was a promotion addressed not only to cyclists but also to drivers and other citizens. Bike Fridays, which acquired thousands of cyclists, was announced the Social Campaign of the Year 2010. It is important to highlight that all cyclist were handed the invitation to MIMOSA MOBILITY Week, what resulted in presence of over 500 cyclists in the event.

Stage 4: Bike Fridays (September 2011 and 2012)

The action of Bike Fridays as explained in stage 2 was repeated twice and evaluated again.

The **second edition** of “Bike Fridays” took place on 16 and 23 September 2011. The campaign was performed as two separate events which coincided with the celebrations of the European Mobility Week. The idea of Bike Fridays 2011 was the same as the year before but the implementation of the action was slightly different. At the city’s selected crossroads cyclists travelling to work/school in the morning (6 – 8 a.m.) were rewarded with gadgets and souvenirs. The CIVITAS MIMOSA team had an own intersection marked with CIVITAS banners and unique tandems where the cyclists were additionally informed about the project assumptions. Ty cyclists were handed over project-related gadgets. On both days of the action a team of volunteers together with members of the MIMOSA team carried out a survey among cyclists participating in the actions.

3. The **third edition** of “Bike Fridays” was organized on 21 and 28 September 2012. The latest edition of the “Bike Fridays” campaign was launched, aimed at encouraging inhabitants to use the bike in their day-to-day commuting. Following the pattern established in previous years, on two consecutive Fridays, 21 and 28 September, gifts were given out to cyclists at the busiest intersections in the city. The action was accompanied by a short field survey (using a face-to-face questionnaire), concerned with the safety of cyclists. The participants of Bike Fridays 2012 on the September 21st were presented with gifts — vouchers prepared by the MIMOSA team, to be used in the prize lottery taking place during the European Mobility Week event in Reagan Park (in the coastal strip area) on the 22 September.

FIGURE B4.3: Town Hall officials were handing out gifts on the main streets of Gdańsk during the Bike Fridays 2010 action.



Stage 5: Open competitions (March-April 2012, August-September 2012) The preparation, announcement and implementation of two **open competition** were conducted. The task of the first competition was to design a T-shirt promoting sustainable transport with a folding city bicycle and the opportunity to print the draw T-shirts as a first prize which was distributed during the following events organized in the frame of the measure, including the European Mobility Week 2012. On 10 July 2012 in a hired vintage tram, a press conference was held, intended to promote and publicise the achievements of the CIVITAS MIMOSA project, during which the winner of the competition for the T-shirt design was announced.

FIGURE B4.4: T-shirt design awarded the first prize in a competition organised by MIMOSA



The second competition was to describe “the most absurd journey using a car”. 20 citizens participated and a jury selected one winner who was awarded with a city bicycle and the story was presented during the Active Mobility Congress 2012. The competitions aimed to raise awareness in an unconventional and funny way by involving citizens.

B5 Inter-Relationships with Other Measures

This measure is related to other measures as follows:

Measure GDA 4.3 Mobility Management – Mobility Week – actions under measure 4.4 are strictly related to measure 4.3, with similar impact tools being used that concentrate on the promotion of sustainable transport options. The actions undertaken within the framework of these two measures are meant to promote desirable transport practices among inhabitants so that the modal split could be altered towards sustainable transport options. GDA 4.3 differs from GDA 4.4 with regard to its time scale, since the action (European Mobility Week) lasts only one week and with regard to the strong emphasis on healthy lifestyle and promotion of recreational facilities in measure 4.4, although its effects should persist after the campaign ends.

Measure GDA 4.2 Mobility Management - Education – Education (GDA 4.2) exerts similar influence on inhabitants’ behaviours as GDA 4.4. The primary aim was a change in transport practices so that sustainable options would be used to a greater extent. Actions and campaigns covered by Measure 4.4 include numerous educational elements addressed to both children and adults such as competitions, quizzes, events and educational games.

Measure GDA 5.2 Road Infrastructure – Both actions are aimed at the promotion of cycling. The difference between them is that GDA 5.2 is meant to increase safety and security along the coastal strip cycle path through the improvement of bicycle infrastructure, whilst GDA 4.4 is focused on promoting the use of existing facilities in this area.

Other MIMOSA actions realized under other measures, related to the GDA 4.4 measure:

“Bike Fashion” – a competition announced in April 2010 to design a cycling outfit and accessories. The winners were awarded cash prizes and the opportunity of producing a trial series of outfits based on the award-winning design. The award ceremony in all categories took place on 25 September 2010 during MIMOSA Mobility Week.

Active Mobility Congress in Gdańsk, The City Hall of Gdańsk Pomeranian Association organised three Active Mobility Congresses (September 2010, September 2011 and September 2012). These were prestigious internationally-recognised events which attracted a wide range of specialists and experts in the field of sustainable transport (from 10 European countries and from the USA). A representative of the MIMOSA team participating in the Congress helped to promote and present the project's accomplishments.

Rowerem bezpiecznie przez Gdańsk (*Cycling safely around Gdańsk*) is a brochure containing a map of cycle paths in Gdańsk.

The organisers of the action planned a city-wide distribution of the publication in the summer months of 2012 — between July and September. The brochure was delivered to every household in Gdańsk (165,000 copies). In addition to the maps, it included traffic regulations for cyclists, information on speed limit zones and comprehensive information on the objectives and implementations of the CIVITAS MIMOSA project.

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

C Impact Evaluation Findings

C1 Measurement Methodology

Characteristics of the research group

Study questionnaire on Sustainable Transport

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

Sample specification:

- sample selection: purposive (participants of the European Mobility Week, Internet users) ,
- subject of questionnaire: inhabitants of Gdansk, including Internet users,
- sample unit: participants in the European 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, residents- internet users.

Each research cycle was executed in a parallel fashion (in the same week of September). The samples sizes differ due to unpredictable activity on the part of Internet users. The minimum sample volume adopted was at the level N=200. The following research design was implemented accordingly:

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

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

In each of the 5 measurements (in 2011 and 2012) 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 analyzed in a routine fashion, and also subjected to deep inference and interpretation.

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

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

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

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

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

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

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

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

In the comprehensive annual presentation for all studies made with the questionnaire on Sustainable Transport, the groups most strongly represented in terms of their social-

professional status are full-time employees (45.1%) and (secondary and tertiary level) students (34.7%). Self-employed people and pensioners are comparably represented at the level of circa 5%.

Study-questionnaire ‘Coastal strip’

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

Sample specification:

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

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

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

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

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

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

professional status, the predominant group were young people continuing their education and people with full-time employment. In 2012 23.7% of the group were old-age pensioners.

C1.1 Impacts and Indicators

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

TABLE C1.1.1: Table of indicators

No	Point er No.	Impact	Indicator	DESCRIPTION	DATA /UNITS
1.	13	Awareness	Awareness level, (recognisability)	1. Awareness level: - <u>recognisability of the name of CIVITAS MIMOSA</u> - <u>awareness of CIVITAS MIMOSA’s actions and campaign</u>	Questionnaires face to face survey, online surveys
2.	14	Acceptance	Acceptance of recreational facilities in the coastal strip	2. Acceptance level: - <u>level of users’ satisfaction with the costal strip’s facilities</u>	Questionnaires
3.	13	Awareness	Awareness level (lifestyle)	3. the degree of use of the facilities: - frequency of using the coastal strip’s facilities	Questionnaires online surveys

Detailed description of the indicator methodologies:

Indicator 1 (Awareness level) – recognisability of the brand name and the CIVITAS MIMOSA actions and campaign

This indicator is related to one of the specific objectives and belongs to one of the expected results of the project. The MIMOSA team’s own questionnaire-based studies concerning the recognition of CIVITAS MIMOSA’s name and actions were conducted during most of the research activities performed in the period 2010-2012. The impact study covered the following indicators:

- recognition rates of the name CIVITAS MIMOSA,
- awareness of actions/ campaigns run under the name of CIVITAS MIMOSA in the coastal strip.

The nature of the tasks carried out in the framework of Measure 4.4 fully justifies the choice of this indicator, indirectly investigating the effectiveness of the promotional strategy.

Indicator 2 (Acceptance level) - level of users' satisfaction with the coastal strip's facilities

This indicator is related to 2 specific objectives, because satisfaction level is linked to the awareness of and approval for the existing facilities. In order to research the impact of Measure 4.4 on inhabitants' acceptance of the existing recreational infrastructure of the coastal strip, we conducted studies in 2011 and 2012 using an online survey questionnaire (surveymonkey.com), The measurement was conducted by applying the following indicators:

- level of users' satisfaction with the existing facilities offered in the coastal strip area,
- level of satisfaction with accessibility of facilities (this is understood here as how easy it is to get to the coastal strip (by bicycle, by means of public transport, by car).

Indicator 3 (Acceptance level) – the degree of use of the facilities

This indicator is related to 2 specific objectives. The degree of use of the coastal strip facilities is measured by means of the indicator of frequency of use of the facilities. This indicator is also based on the MIMOSA team's own survey conducted in the coastal strip area in 2010-2012. The results of an external study were also used here, obtained from the Polish Ecological Club.

C1.2 Establishing a Baseline

The output data for Measure 4.4 were obtained mostly from the MIMOSA team's own studies (from 2010 to 2012) and existing external studies with a similar subject matter. Most of the research material gathered comes from a three-time conducted study with the same or slightly modified tools, during the project's lifetime. An external study by the Polish Ecological Club dated 2010 was also used (the study was conducted on a sample consisting of the coastal strip's users). Owing to the uniform methodology and the use of significance tests applied to the individual studies, it is possible to compare the results of studies and analyse the impact exerted by Measure 4.4. The table below specifies the sources of the data from which the impact indicators were obtained.

TABLE C1.2.1: Baseline for Measure GDA 4.4.

Ind. No.	Name of the indicators	Data for the Baseline	Source of the data
1.A	Awareness level, (recognisability) <ul style="list-style-type: none"> awareness of CIVITAS MIMOSA's name (common core indicator no. 13) 	1. A <u>Studies with survey questionnaire</u> - awareness of CIVITAS MIMOSA's name	Own studies conducted partially with an online questionnaire and partially by a field study - conducted in 2009 (n=268) and 2010 (n=217) by MIMOSA team - target group: inhabitants
1..	Awareness level, (recognisability) <ul style="list-style-type: none"> recognisability of CIVITAS MIMOSA name and actions and campaigns (common core indicator no. 13) 	1. <u>Study with survey questionnaire concerning</u> - identification of the names associated with the project and the activities under Measure 4.4	Own field study: - "survey the coastal strip" in 05.2010, N = 270, - target group: inhabitants, - "Clean stops" survey conducted in 09.2012 N = 297, - Walking-bus survey 06.2012 (N=531)
2.	Acceptance level (satisfaction) <ul style="list-style-type: none"> level of users' satisfaction with the costal strip (common core indicator no. 14) 	2. <u>Study with survey questionnaire concerning;</u> - inhabitants' opinion concerning the level of satisfaction of use of recreational infrastructure in the vicinity of Reagan's Park	Own field studies: - "survey the coastal strip" in <i>Survey on the coastal strip</i> in May 2010, N = 270, May 2011, N = 173 2012 N= 224 - target group: users of the coastal strip
3.	Awareness level <ul style="list-style-type: none"> <u>frequency of using</u> 	3. <u>Study with survey questionnaire concerning;</u> - inhabitants' opinion concerning the <u>frequency of using</u> facilities of recreational infrastructure at the coastal strip (in the vicinity of Reagan's Park). <u>Study with survey questionnaire</u> conducted by the Polish Ecological Club within the framework of the project "Concept of coastal strip development"	in May 2010, N = 270, May 2011, N = 173 2012 N= 224 - target group: users of the coastal strip External field studies: - conducted in 04-05.2010 - N = 470 - target group: users of the coastal strip

C1.3 Building the Business-As-Usual Scenario

TABLE C1.3.1: BAU assumptions for each indicator.

Indicator	BAU assumptions
1. Awareness level: - recognition of the name of Civitas MIMOSA - awareness of CIVITAS MIMOSA's actions and campaign	It's possible to assume that business as usual is very similar or slightly higher than baseline because GDA 4.4 involves only "soft activities". For the questions related to recognition of names and awareness of MIMOSA it is not possible to prepare a BAU. The data for the base-line study come from the MIMOSA Team's own study (2010 -2012).
2. Acceptance level - level of users' satisfaction with the coastal strip's facilities	It is possible to assume that business as usual is very similar or slightly higher than baseline. There are no data for the time before baseline. So a BaU scenario cannot be calculated.
3. Awareness level - <u>frequency of using</u> the coastal strip,	It is possible to assume that business as usual is very similar or slightly higher than baseline. GDA 4.4 has got only "soft activities" and it is not possible to separate them from other activities conducted in the city. The data for the baseline study come from a study conducted by the Polish Ecological Club on a sample of N = 474 in 2010. Visits to the recreational areas are rated by users of Reagan's Park in the coastal strip as happening very often (49%), with 28% of respondents choosing the option 'often'. A total of about 19% of respondents use the recreational facilities of the coastal strip only occasionally.

Most of the data presented were obtained from 3 measurements coordinated by the MIMOSA team, based on a field survey carried out in the coastal strip area in the consecutive years 2010-2011. Thus, the initial data constitute the baseline for 3 indicators. In the period when the evaluation was being conducted, the recreational infrastructure and amenities along the coastal strip were in a relatively good condition as a result of investments made over a number of years in that area. Therefore, the increase in the indicators may not be very impressive, especially in such a short time span (from the first measurement). The main contribution of the CIVITAS MIMOSA project with regard to amenities is the improved safety along the coastal strip and the installation of notice boards and bike stands. In terms of information and promotion, the project involved the organisation of annual events and actions, popularising Reagan Park and the entire coastal strip area among the city residents.

C2 Measure Results

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

C2.1 Economy

Not applicable

C2.2 Energy

Not applicable

C2.3 Environment

Not applicable

C2.4 Transport

Not applicable

C2.5 Society

Indicator 1 (awareness level)

- recognisability of CIVITAS MIMOSA name.
- recognisability of CIVITAS MIMOSA's actions and campaigns.

At the end of 2009 (December 2009) and beginning of 2010 (January 2010) the first study was conducted using a survey questionnaire, which served to evaluate the recognisability of the CIVITAS name among Gdańsk inhabitants. The study was conducted by two methods: in the online mode and in the public space (on trams and at tram stops). In the Internet study (using city's website www.gdansk.pl) data from 187 respondents were obtained within 1 month. In the case of the field action, 84 respondents took part in it, which amounted to 217 respondents. Altogether, there were twice as many men (145) taking part in the study as women (72).

TABLE C2.5.1: Recognisability - Questionnaire on Sustainable Transport, Sept. 2010, N=1176.

Have you – over the last couple of months – heard of actions concerning the following issues?	Yes %	No %	I am not sure %
New tramline in the direction of Gdańsk-Chełm investments and actions, undertaken over last 6 months	92.0	4.9	3.1
improving the situation for cyclists in Gdańsk	65.4	21.6	12.9
"Bike Fashion" Competition	32.3	56.2	11.5
Have you heard of the CIVITAS MIMOSA concept before	18.1	81.9	-

TABLE C2.5.1 presents a certain trend in the results and shows that the most frequently recognised initiatives are those that bring about a tangible change in technical infrastructure, such as a new tramline (92% awareness) or new bicycle paths (about 65% awareness). The recognition rate of the MIMOSA name is very low (18% respondents).

As revealed by the 2011 field study conducted with the questionnaire Sustainable Transport (a tool comparable to that of 2010), the most frequently recognised social campaigns were: Clean Stops and Bike Fridays, with their indicators remaining on a similar, fairly high level (approximately 32-35%). An increase of more than 10% concerning the name "We change your city", compared to "CIVITAS MIMOSA", implies a significant improvement in the recognisability of the project (graph1).

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

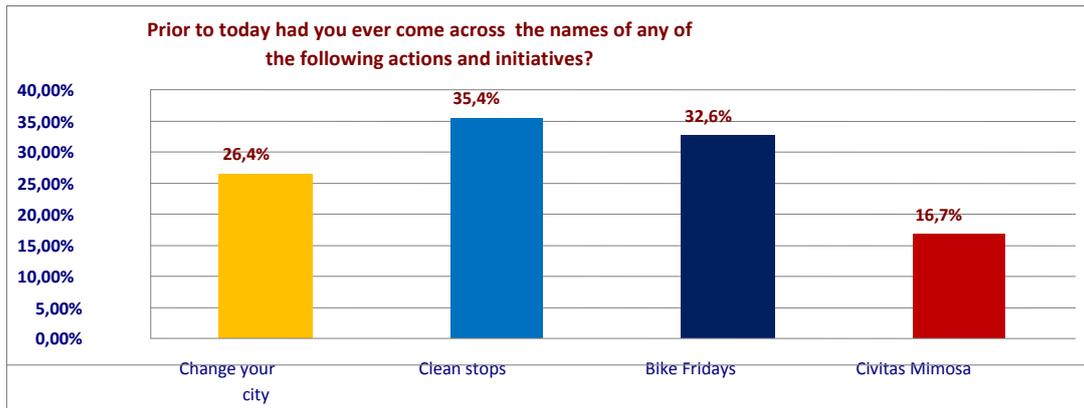
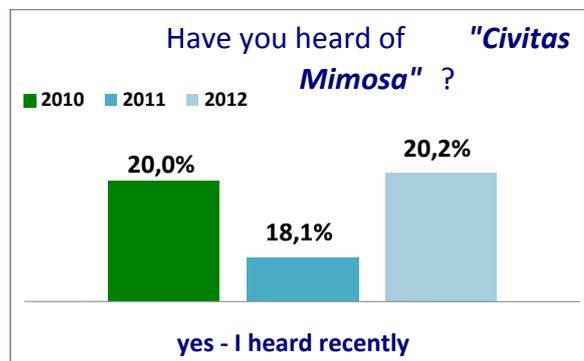


FIGURE C2.5.1 presents a comparison of recognition rates of the MIMOSA brand obtained over the 3 years of the project (2010-2012). All results were obtained by means of online measurements using the Survey Monkey portal. The recognition rates of the brand name are very similar in all measurements and reach the 20 percent level with the exception of the 2011 results. The slight improvement observed in 2012 is not statistically significant.

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



A consequence of the measures taken in the framework of the CIVITAS MIMOSA project is better awareness of the actions and campaigns conducted, most of which are recognised by about a half of the respondents. The most frequently recognised slogan is “Bike Fridays”, recalled by 54% of those surveyed (compared to 32.6% in 2011). Last year (2012), the greatest improvement in recognition was observed with regard to the action “Change Your City” — from 26.4% to 51.6%. The success of the highly recognisable slogan ‘We Change Your City’ is a result of the widespread publicity given to it over the last year. Consequently, the recognition of the slogan is better than the CIVITAS MIMOSA name (which was also difficult to remember due to the foreign language aspect).

The field survey during European Mobility Week in September 2012 (paper) and during the event in the coastal strip area (June 2012) produced the highest recognition rates for the “Bike Fridays” campaign.

The differences between the indicators obtained in the individual measurements are statistically significant and show a marked upward trend. The indicator values vary between 22.5% and approximately 37%. Presumably, the measurement method itself may have had an effect on the indicator differences obtained (FIGURE C2.5.3).

FIGURE C2.5.3: Comparative analysis - recognisability of actions/campaigns - Clean stops survey 2011 (N=297) and Walking-bus survey 2012 (N=531) survey for parents.

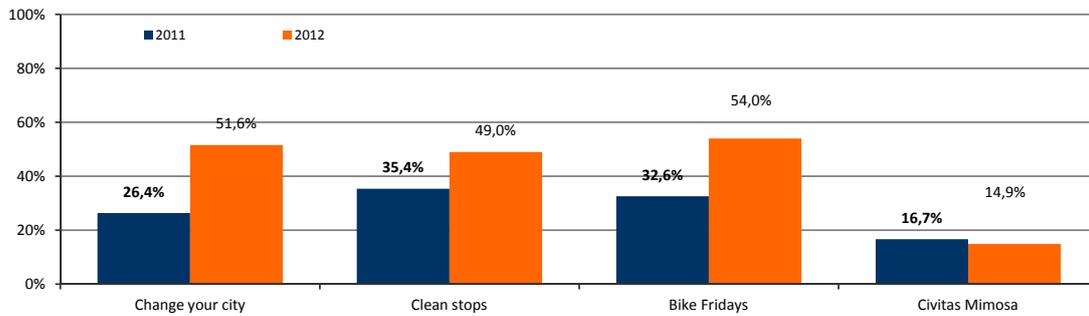
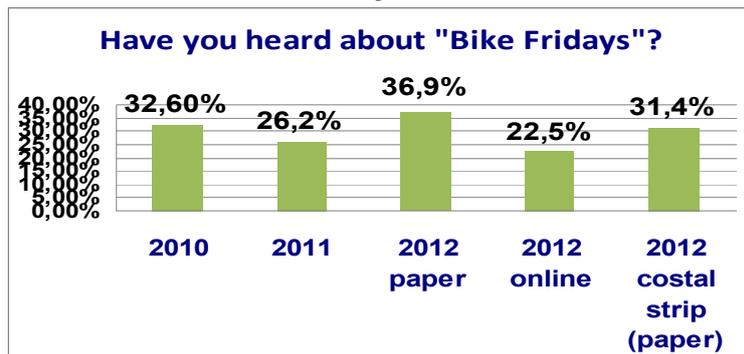


FIGURE C2.5.4: Comparative analysis - recognisability of Bike Fridays campaign – own field study – Questionnaire Sustainable Transport (2010-2012) and Coastal Strip survey 2012.



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

The recognition rates for the MIMOSA Mobility Week campaign did not change in the past year, varying between approximately 22% and 25 %.

Indicator 2 (Acceptance level) - level of satisfaction with the recreational facilities of the coastal strip.

The measurement with regard to satisfaction with selected leisure facilities in the coastal strip area was conducted using the "Coastal Strip" questionnaire in consecutive years 2010-2012. For most of the facilities listed, satisfaction levels remained the same. In the case of cycle path infrastructure, satisfaction increased over the 3 years of project with regard to:

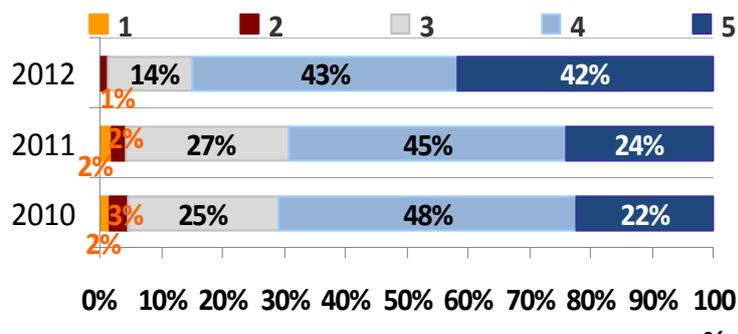
- the quality of cycle paths in Gdańsk,
- the total length of cycle paths in the coastal strip area.

There was no statistically significant increase in satisfaction with respect to the other facilities in the coastal strip area, which is important in terms of Measure 4.4 impact. The facilities showing no changes in satisfaction are:

- information boards for pedestrians,
- barriers separating pedestrians and cyclists,
- bicycle racks.

The survey question intended to measure the satisfaction level was: *How satisfied are you with the quality of bicycle paths in Gdansk?* – The respondents could choose from a 5-point scale, where 1 meant ‘very dissatisfied’, and 5 – ‘very satisfied’.

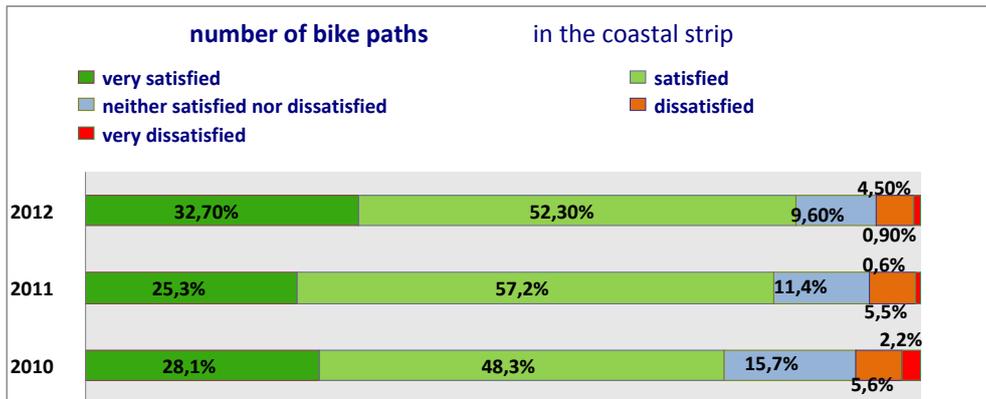
FIGURE C2.5.5: Comparative analysis – Own study carried out 3 times in 2010-2012 - “survey the coastal strip” – level of satisfaction with the quality of bicycle paths in Gdansk.



The level of satisfaction with the quality of cycle paths shows a growing trend over time. The proportion of 'Very Satisfied' respondents increased by an impressive 20% between the 2010 and 2012 measurements as seen in graph 5.

As shown in FIGURE C2.5.6 below, the number of respondents choosing the highest satisfaction rating (very satisfied) concerning the number of cycle paths in the coastal strip area increased by approximately 4.6% and the difference was statistically significant. There was also an upward trend in the case of the next satisfaction rating – “satisfied”, and a slightly downward trend for the negative “dissatisfied” rating.

FIGURE C2.5.6: Comparative analysis – Own study carried out 3 times in 2010-2012 – ‘coastal strip’ survey – level of user satisfaction concerning the number of cycle paths in the coastal strip.



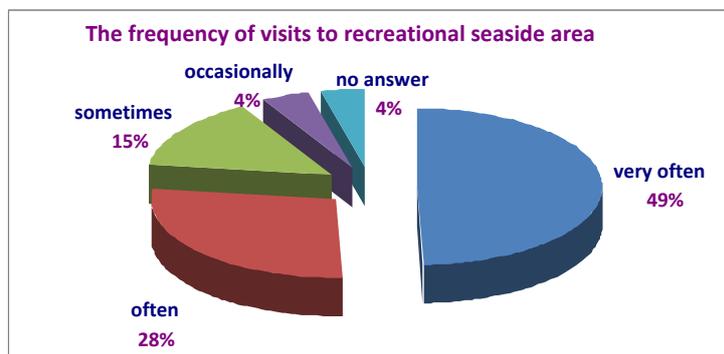
The increase in satisfaction with the number and quality of cycle paths on the coastal strip, indicates an increase in the acceptance of existing facilities. This is an important predictor pointing to the positive impact of the CIVITAS MIMOSA project on the lifestyle of the inhabitants of Gdansk.

Indicator 3 (Awareness level) – Frequency of use of the facilities

Frequency of use of the facilities was measured among visitors to Reagan Park. 49% of the respondents visit the park very often and 28% — often.

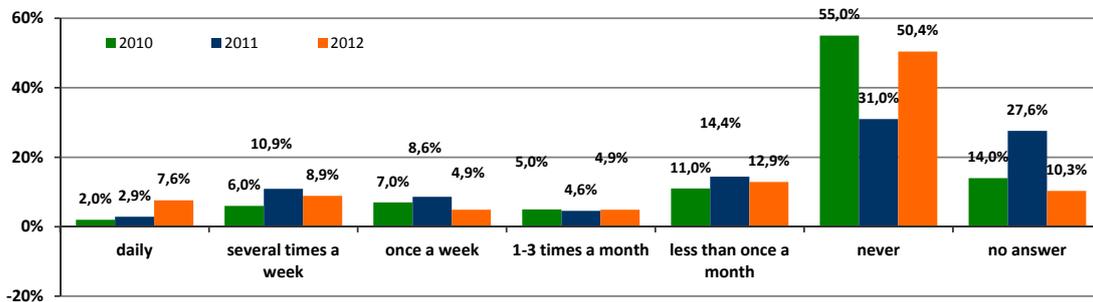
About 19% of the respondents use the recreational facilities of the coastal strip only occasionally (FIGURE C2.5.7).

FIGURE C2.5.7: Preferred forms of recreation and frequency of visits to the coastal strip - External field questionnaire-based study (Polish Ecological Club 04. 2010. N= 470).



The frequency of use of the different facilities on the coastline was explored in detail in the evaluation survey " Survey of coastal strip ".

FIGURE C2.5.8: Frequency of using the Reagan’s Park’s facilities for jogging purposes in the comparative field study - Survey of coastal strip (05.2010 = N = 261, 05. 2011, N= 174. 06.2012, N= 224).

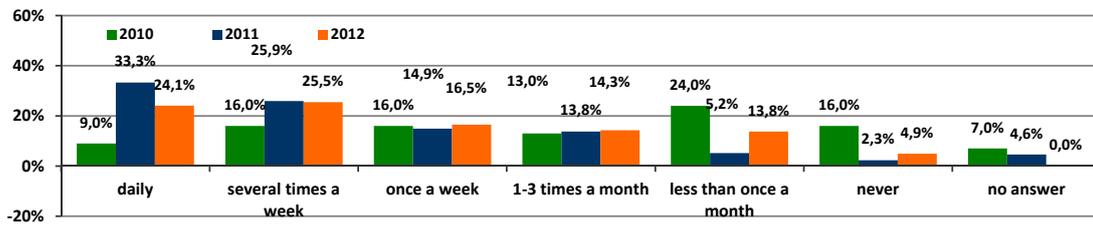


As demonstrated by the FIGURE C2.5.8, between 2010 and 2012 there have been significant changes in the frequency of use of Reagan Park by joggers. The frequency of jogging around the park in 2011 was significantly higher than in 2010, whereas the 2012 average is slightly lower than that for 2011, but the difference is not statistically significant. The data presented in the graph show that since 2010 the percentage of respondents jogging every day has been steadily growing (2% in 2010 and 2.9% in 2011 to 7.6% in 2012). At the same time, both in 2010 and in 2012 more than half of the respondents said that they never go jogging in Reagan Park (55% and 50.4%, respectively), whereas in 2011 this answer was given by approximately one third of the respondents (31%). There is a positive upward trend in the use of the coastal strip by joggers — from 2 to 7.6% over the past 3 years. The percentage of people not taking this type of exercise is stable, amounting to approximately half of those surveyed.

Between 2010 and 2011 (FIGURE C2.5.9) there was a significant increase in the frequency of walking around Reagan Park, whereas between 2011 and 2012 this frequency dropped significantly (statistically significant results). This is also shown in the decrease in the number of people walking around the park every day (from 33.3% in 2011 to 24.1% in 2012) and the increase in the percentages of people walking there less than once a month (from 5.2% to 13.8%) or never (from 2.3% to 4.9%).

FIGURE C2.5.9: Frequency of taking walks – comparative study – Survey of coastal strip (05.2010.

N = 261, 05. 2011, N= 174, 06.2012 N=224).

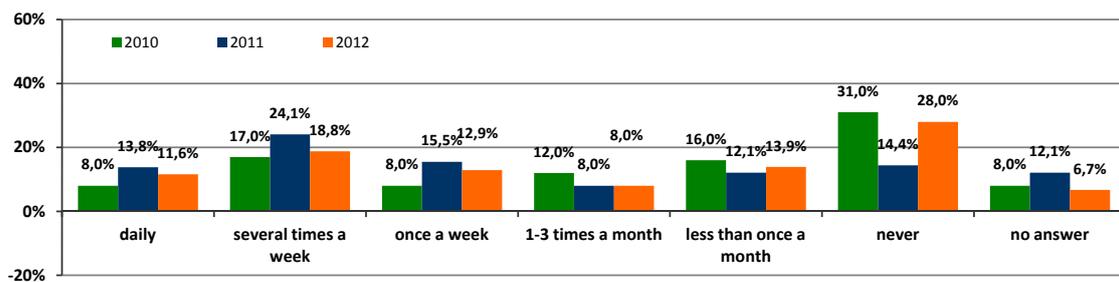


This may be explained by the temporarily limited access to the infrastructure of the coastal strip and the development of attractive recreation areas in other areas closer to the city.

Although the overall number of pedestrians in 2012 was lower than in 2011, there was a statistically significant increase in the percentage of respondents taking a walk along the coastal strip on a daily basis — this applies to both 2011 (24% increase compared to 2010) and 2012 (approximately 15% increase compared to the 2010 measurement).

These are favourable indicators of increased use of the coastal strip (in the Reagan’s Park area) for walking.

FIGURE C2.5.10: Frequency of taking advantage of the cycling option in the Reagan’s Park area– comparative study – Survey of coastal strip (05.2010. N = 261, 05.2011, N= 174, 06.2012 N=224).

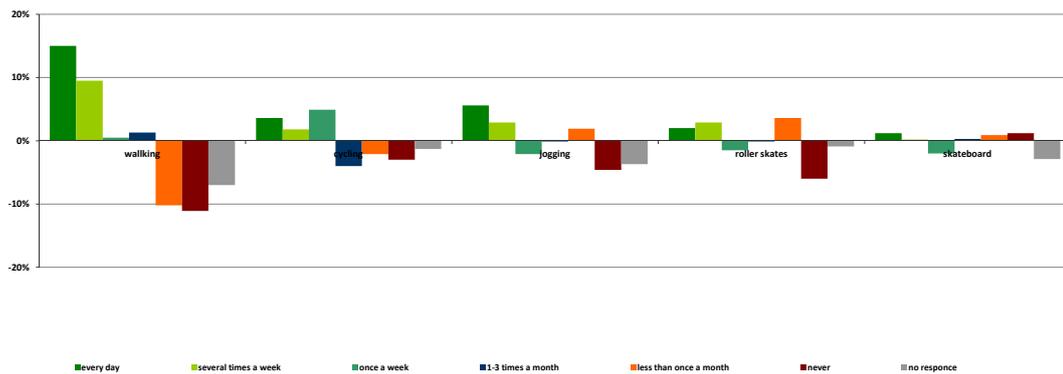


As for cycling, the average frequency of use of the park by cyclists was significantly higher than in 2010, and significantly lower than in 2011 (statistically significant results). Over the last year, the percentage of people cycling in the park fell in the case of those cycling every day (from 13.8% to 11.6%), several times a week (from 24.1% to 18.8%) and once a week (from 15.5% to 12.9%), whereas the percentage of respondents who never go cycling rose (from 14.4% to 28%). It is noteworthy that, despite the decrease compared to 2011, the frequency of using the cycling infrastructure in 2012 was higher than in 2010. The adverse change between 2012 and 2011 may have been a result of the ongoing development of the

cycle path system (safety improvements — marking, improved surface, construction of new paths).

The graph below (FIGURE C2.5.11:) presents the changes observed in the frequency of taking different forms of exercise between 2010 and 2012. The most dramatic changes occurred in the frequency of walking, with a considerable increase in the percentage of people walking every day or several times a week and a simultaneous decrease in the percentage of respondents walking less than once a month or never.

FIGURE C2.5.11: Comparative analysis for different forms of recreation - own field study - Coastal Strip (05.2010. N = 261, 06.2012 N=224).



Similar changes, although less dramatic, apply to cycling. In the case of roller skating and jogging, there was an increase in the percentage of people engaging in these forms of activity every day or several times a week, but also in the percentage of respondents skating or jogging occasionally – less than once a month. At the same time, the percentage of people who never go jogging or skating decreased. The main types of exercise taken by the respondents are: walking, cycling and jogging. The most significant increase in the use of facilities applied to walking (approximately 15% increase) and cycling (approximately 5% increase).

Generally results related to Indicator 3 (Acceptance level) – the degree of use of the facilities — shows that citizens are more and more frequently using the seaside area for walking, jogging and cycling. Promotion of sustainable modes and healthy lifestyle is very popular in the city. Numerous activities are offered, promoting this kind of behaviour. Most of them are supported by the City but some of them were also supported by the MIMOSA project. Unfortunately it is very difficult to separate the results of the individual CIVITAS activities. One fact is that a healthy lifestyle and facilities related to the seaside area (jogging, walking and cycling) are becoming more and more popular.

C3 Achievement of Quantifiable Targets and Objectives

No	Target	Rating
1	<ul style="list-style-type: none"> Recall of campaign items at 40% for prompted recall. (Names of campaigns and the MIMOSA brand) 	**
2	<ul style="list-style-type: none"> Spontaneous awareness at 20% in campaign areas. 	NA
3	Increased use of the leisure facilities along the coastal strip (cycle paths and other facilities)	**
NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded		

GDA 4.4 Local Evaluation Plan proposed objective indicators with regard to 2 areas – recognition and awareness. The evaluation team obtained research material that made it possible to demonstrate the level of approval for the existing facilities of the coastal strip and the level of their utilisation, which is in line with the established objectives.

In addition to the campaigns and promotional actions, the activities within the framework of Measure 5.2 also included some promotional activities related to facilities in the seaside area. The synergy between these measure activities made it possible to achieve the assumed objectives. That is why the survey questions referred to the elements of the infrastructure and the respondents' opinions about their use.

C4 Up-Scaling of Results

- The social campaign “**Bike Fridays**” won the prestigious competition “Social Campaign of the Year 2010” in the category of local initiatives.

- Incubating projects related to mobility**

The city is currently implementing three major projects, and two more are at the phase of application for EU funds. Activities will cover the entire metropolitan area, and the overriding objective of the project is to stimulate people to change their travel behaviour. The city has long been cooperating with various Gdansk organisations from the area of mobility to encourage local community participation. The first stage of the project will entail population studies on behaviour and communication, upon which action plans will be developed, to lead to increased participation in active forms of mobility. The output of the project will be a map with the best route directions by bicycle, on foot or by public transport, and the recommended routes will be technically prepared, for example by designating bike lanes on roads or traffic calming areas.

C5 Appraisal of Evaluation Approach

The evaluation within this measure faced several challenges which restricted the quality of evaluation and can be summarised as follows:

- Lack of properly formulated aims and an excessively concise description of the results causes lots of problems for the evaluation. With a view to greater methodological

consistency, the objectives were verified and re-edited. The rephrasing served to maintain the original assumptions and the primary idea behind the measure was retained.

2. The obvious limitations of the evaluation conducted within the framework of measure 4.4 arise from the lack of baseline data from the period prior to the implementation of the CIVITAS MIMOSA project (available databases and research materials having been scrutinised thoroughly). Also, the lack of research conducted by the MIMOSA team at the beginning of the project (2010) constitutes an obstacle to obtaining a full picture of the impact of the project.
3. In relation to the comparative data which were obtained throughout the last two years of Mimoso research (2011-2012), in most cases there are no baseline data, which forced evaluators to be extremely cautious in interpreting the results.
4. In the middle of 2012, while former reports were being corrected, evaluators ventured to verify databases from the studies conducted in terms of their statistic comparability. By the end of the research period (September 2012), this process was completed.
5. The great diversification of promotional activities of the project (in different forms, for different beneficiaries), especially in the case of such a large metropolitan area as Gdańsk, in which many projects have a simultaneous effect on behaviour. It is virtually impossible to identify or control the impact of each individual activity.
6. The campaigns and actions within Measure 4.4 served as a support for other Measures. Measure 4.4. does not have a unique catalogue of tasks which can be specified separately. Therefore, identifying meaningful impact indicators for this Measure was difficult, retrospectively, the bundled indicators should have been chosen to attribute the impact of measures to their main objectives.

However the evaluation results have shown that the activities led to an increased number of cyclists, and the number of users satisfied with the number of cycle paths is constantly growing.

C6 Summary of Evaluation Results

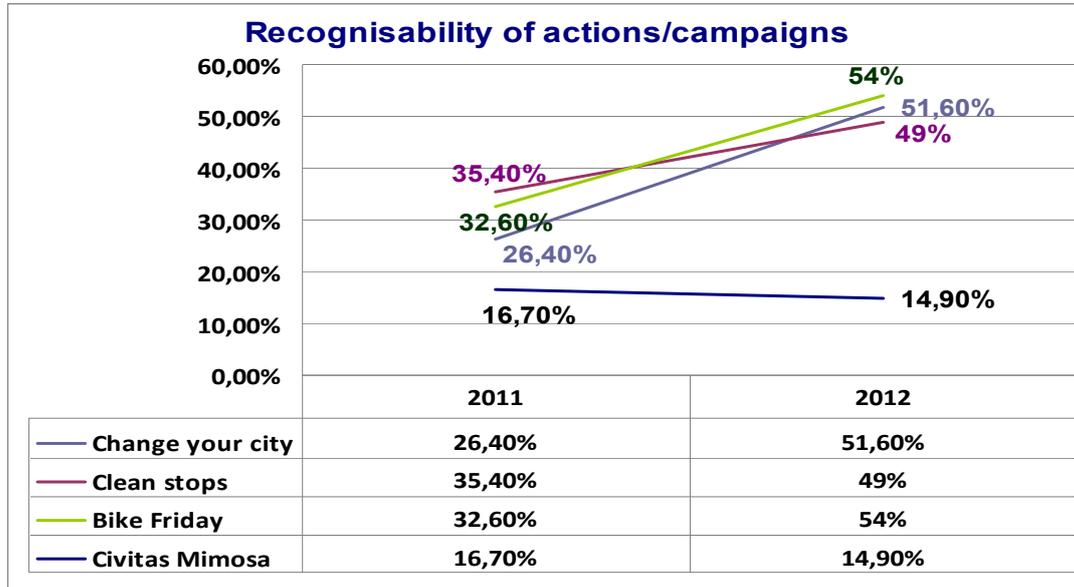
The key results are as follows:

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

(Names of actions and campaigns and the MIMOSA brand itself)

The recognition rates for the brand name CIVITAS MIMOSA are very similar in the consecutive measurements, reaching a relatively low 20% level with the exception of 2011. The change in the promotion strategy brought about higher recognition of the project's name when the new slogan identifying the project was implemented. Within a year (2011-2012), the recognition rate for the slogan "We Change Your City" increased from 26.4% to 51.6%. We found that the actions and initiatives achieving the highest recognition rates are those associated with introducing specific changes to the technical/leisure infrastructure, such as the new tram line (92%), new cycle paths (approximately 65%) or Tri City Bike (max. 43%). The recognition rates for the actions and campaigns within the framework of the CIVITAS MIMOSA project turned out to be the most favourable for 2 social campaigns: "Clean Stops" and "Bike Fridays", with the indicator levels varying between 22.5% and approximately 37%. In the case of the MIMOSA Mobility Weekend campaign the recognition rates did not change significantly over the past year compared with the 2011 measurement and varied between 22%-25%.

FIGURE C6.1: Comparative analysis – Questionnaire Sustainable Transport (2010-2012) – recognisability.



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

Key result 2 - level of users' satisfaction with the costal strip's facilities

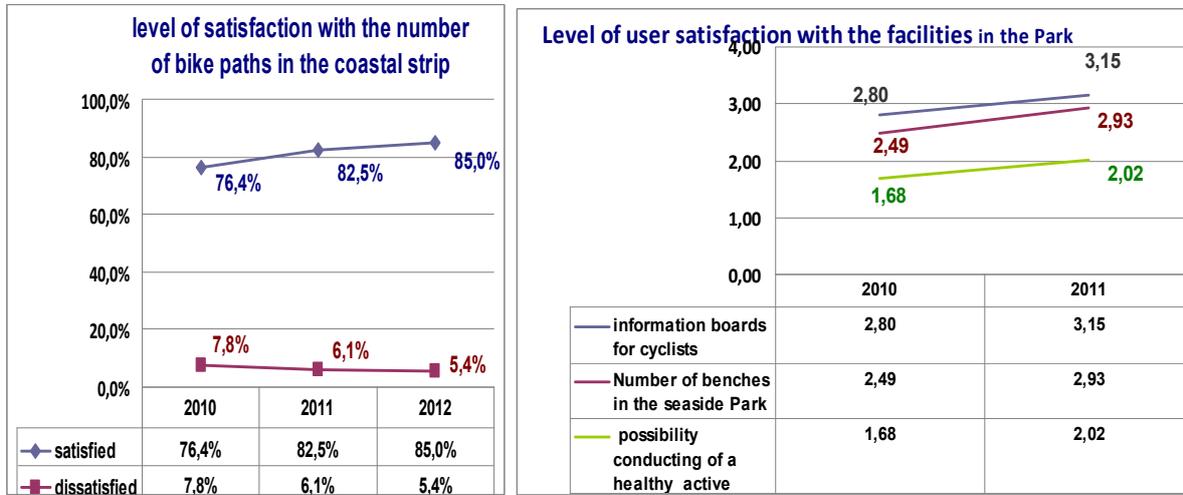
Two extreme ratings have been treated together to highlight indicator 2 evaluation results of the survey of user satisfaction with recreational infrastructure of the coastal strip (satisfied + very satisfied) and (dissatisfied + very dissatisfied).

The facilities at the coastal Reagan Park for which there was a statistically significant increase in user satisfaction include:

- additional lightning at the pedestrian crossings,
- road signs and markings,
- the number of park benches and cycle racks.

There was a slight increase in the rating for each of the facilities, expressing the difference between the mean values of the responses (statistically significant). The short time between the two measurements did not help to record more considerable changes, yet the forecast of the rise in user satisfaction with the coastal strip facilities looks promising.

FIGURE C6.2 / C6.3: Coastal Strip (05.2010. N = 261, 06.2012 N=224) - Level of user satisfaction with the facilities in the Reagan Park.



Satisfaction level with the number of cycle paths in the coastal strip grew by 8.6% in the final year of the project. Dissatisfaction is at a very low level and shows a downward trend in the subsequent year in which it was measured.

- **Key result 3** the degree of the use of recreation facilities along the coastal strip (cycle paths and other facilities).

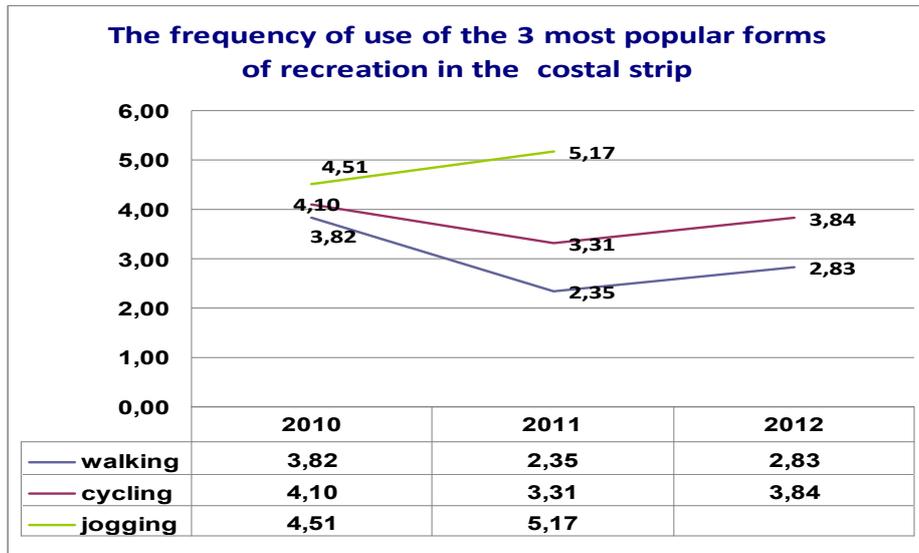
There was a positive upward trend in the use of the coastal strip by joggers — from 2 to 7.6% over the past 3 years. The percentage of people not taking this type of exercise is stable, amounting to approximately half of those surveyed.

There was a statistically significant increase in the percentage of respondents taking a walk along the coastal strip on a daily basis — this applies both to 2011 (24% increase compared to 2010) and in 2012 (approximately 15% increase compared to the 2010 measurement).

These are favourable indicators of increased use of the coastal strip (in the area of Reagan’s Park) for walking. It is noteworthy that, despite the decrease compared to 2011, the frequency of using the cycling infrastructure in 2012 was higher than in 2010. The adverse change between 2012 and 2011 may have been a result of the ongoing development of the cycle path system (safety improvements — marking, improved surface, construction of new paths).

The most significant increase in the use of facilities applied to walking (approximately 15% increase) and cycling (approximately 5% increase). The level of satisfaction (compared to the previous year) with the coastal strip’s infrastructure was ca. 5-13% (very satisfied). The comparative study of 2010-2012 showed an increase in the level of satisfaction with most aspects of the recreational facilities studied over the period of one year.

FIGURE C6.4: Coastal Strip (05.2010. N = 261, 06.2012 N=224) The frequency of using the recreation area of the coastal belt by walkers, cyclists, and joggers.



The mean difference in responses is the highest in the case of practicing jogging and has shown a constant growing tendency during the last three measurements. Practicing walking and riding a bicycle in 2011 clearly decreased the mean ratio of utilisation of the ways as compared with the 1st measure taken in 2010. The recent year (2012) shows an increase in pursuing both options, however it has not reached the level of 2010.

C7 Future Activities Relating to the Measure

After the completion of the project, the present actions and campaigns are going to be continued, including the European Mobility Week, Bike Fridays, the campaign being developed at present titled “Direction: Respect” and other promotional activities.

D Process Evaluation Findings

D1 Deviations from the Original Plan

The deviations from the original plan comprised:

- **Deviation 1 - Delays** – Due to delays in the MIMOSA project in Gdansk, advertising and promotion actions were postponed. The project started one year later than initially planned. As a result of problems with organisation and with procedures and routines in the City Hall of Gdańsk, the CIVITAS MIMOSA Team was created several months later than initially planned.
- **Deviation 2 - Changes compared to the original assumptions in the Local Evaluation Plan** – The LEP and Description of Work contained some unrealistic measure specific objectives associated with the tasks, e.g. identification and development of cooperation with traders/service providers operating in the target area. To make the report clear, the evaluation team decided to change the measure specific objectives to reflect the changes in the measure and to make them more understandable.
- **Deviation 3 - activities directed mostly towards citizens rather than Traders / Amenity providers'** – The CIVITAS MIMOSA team decided to focus on promoting a healthy lifestyle rather than supporting traders and amenity providers. If more inhabitants use the seaside area and recreational facilities in parks then other stakeholders will reap the benefits.

D2 Barriers and Drivers

D2.1 Barriers

Preparation phase

- **Barrier 1 – Barrier 1 - (overall barrier)** Impeding administrative structures, procedures and routines, impeding laws, rules, regulations and their application, the hierarchical organisational structure — all these time consuming factors caused delays in measure implementation. There were some organisational problems related to long and demanding employment procedures in the City Hall of Gdansk that caused some slight difficulties in the implementation of the first tasks. This caused further, but not significant delays. These kinds of procedures and structures cause delays in the project implementation process.

Implementation phase

- **Barrier 1 – Planning** – the lack of user needs analysis has led to misunderstanding of the main aims of measure implementation. Many ideas were put forward about how to deal with GDA 4.4 measures. This barrier was actually only valid during final preparation and at the beginning of implementation phase.
- **Barrier 2 – Weather conditions** – The weather in Gdańsk is not conducive to promoting a healthy lifestyle associated with reduced car use (particularly for the whole year – summer is very short).

Operation phase

- **Barrier 2 – Cultural** - advertising and promotion associated with a change in transport habits have an impact on a relatively small number of inhabitants. Most inhabitants still believe that the car is a symbol of financial status and that it impossible to travel to work/school without a car.

D2.2 Drivers

Preparation phase

There were no drivers during the preparation phase.

Implementation phase

- **Driver 1 – Positional** - The measure is part of the city's healthy lifestyle promotion program, which gives high priority to all related actions. Marketing and Promotion of our campaigns/actions were supported by the Press Office and Promotion Office in City Hall of Gdańsk.
- **Driver 2 – Strategic** – effective co-operation between key stakeholders ensured successful organisation of important events, e.g. 'Bicycle Fridays' campaign and "Rowerem do Celu" bike festival. Without this co-operation it would not have been possible to organise such a major campaigns or to win the competition for the best social campaign in Poland.
- **Driver 3 - Involvement, communication** – the strong commitment of NGOs, citizens and users improved the quality of measure implementation. The support of NGOs is very important when organising thematic events.

Operation phase

- **Driver 1 – Cultural** – Cycling, active mobility and healthy lifestyle are becoming more and more fashionable in Gdańsk. The seaside area is visited by numerous cyclists, skaters and Nordic walking enthusiasts.
- **Driver 2 – Spatial** – the seaside strip proved to be an excellent area for promoting sustainable transport, with access to a bike path, and extensive leisure infrastructure, attractive especially in good weather conditions.

D2.3 Activities

Preparation phase

- **Activities 1** – The measure leader was appointed by the Mayor's Regulation on 14 October 2009. This was the only activity to take place during the preparation phase, but it was very important for the Measure implementation.

Implementation & operation phase

- **Activities 1** – The organisation of the 'Bicycle Fridays' campaign in conjunction with the Pomeranian Association Common Europe. This activity was organised in 2010, 2011 and 2012.

- **Activities 2** – The organisation of Poland’s first Mobility Conference by the City Hall of Gdansk. The conference was a great chance to promote CIVITAS MIMOSA among professionals from Poland and all around Europe.
- **Activities 3** – Bike festival “Rowerem do Celu” organised together with the Voivodeship Police Headquarters. The event, including a bike ride and a picnic, was aimed at cyclists in the seaside area. This campaign was organised in 2010, 2011 and 2012.

D3 Participation

D3.1 Measure Partners

- **Measure partner 1** - Gdansk City Hall – Department of Community Facilities Management – City - leading role
- **Measure partner 2** – Office of the Marshal of Pomorskie Voivodeship - Principle participant
- **Measure partner 3** - Amenity providers - Principle participant
- **Measure partner 4** – Voivodeship Police - Principle participant
- **Measure partner 5** – Pomeranian Association Common Europe – local NGO - Principle participant

D3.2 Stakeholders

- **Stakeholder 1** – Traders – increasing the number of seaside area users offers greater benefits for stakeholders.
- **Stakeholder 2** – Amenity providers – increasing the number of seaside area users offers greater benefits for stakeholders.
- **Stakeholder 3** – Citizens – the knowledge and promotion of new facilities in the seaside area gives citizens a chance to lead a healthier lifestyle.

D4 Recommendations

D4.1 Recommendations: Measure Replication

- **Recommendation 1** – ‘Bike Fridays’ was one of the best CIVITAS MIMOSA campaigns. (social campaign of the 2010).The key to success was a new approach – we decided to promote cycling in locations (intersections) where the drivers could also see that cycling results in benefits.
- **Recommendation 2** – “Rowerem do Celu” bike festival — a new approach to cycling promotion was applied. Thanks to cooperation with different entities like Police, students organizations and NGOs the bike festival could attract the different target groups: families with children, youngsters and also active cyclist.

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

- **Recommendation 1** – The most important issue from the organizational point of view was creating a civil society platform supporting all the undertakings related to promotion of healthy lifestyle and organization of different actions. Thanks to cooperation with a large number of experienced organizations and institutions we managed to obtain synergies resulting in much better outputs of planned actions and social companies than expected. Thanks to support of the external institutions we could overcome the our internal barriers or draw from our partners experience.