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Measure Evaluation Results

GDA 6.1 New Cycles

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Date: February 2013



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Executive Summary

The measure 'New Cycles' aimed at promoting an urban-style of cycling and a daily use of bicycle as a trendy transport mode in Gdansk. The actions carried out within the measure were mainly related to social communication and promotion of cycling. The idea behind the several activities implemented in the framework of the measure is to convince citizens that cycling can be more than a leisure activity and is a convenient and trendy way of daily commuting. Among the actions of promoting cycling addressed to a big public are the "Bike Fashion" competition, the "Artistic Cycle Rack Design Competition", the "Cycle Chic Outdoor Exhibition and the competition for the decor scheme of the TriCity Bike. (The name TriCity is related to the urban area formed by the three coastal cities Gdansk, Gdynia and Sopot "Tricity".) The target group of these actions included not only cyclists, but also representatives of creative arts and other members of the public.

The measure was implemented in the following stages:

Stage 1: Tender procedure (April 2010 – Sept 2010) Organization of a contest entitled 'Moda na Rower'. The competition was divided into two categories: for the best urban style cycling outfit and the best cycling accessories. The jury assessed 20 different projects.

Stage 2: Competition for an artistic design of a cycle rack – "Rowerem do Kultury" (March 2011 – May 2011) The Office of Gdansk 2016 - a candidate for European Capital of Culture in cooperation with the CIVITAS MIMOSA project, announced a competition directed to designers and students specialising in visual arts. The objective was to design artistic cycle racks, with a reference to Gdansk cultural institutions as museums, galleries and libraries. The best designs were selected by a professional jury.

Stage 3: Competition for the decor scheme of TriCityBike (March 2011 – April 2011) 63 artists participated to the Competition for a decor scheme of Trójmiejski Rower Miejski (Tricity Bike) with a total of 80 designs. The jury – composed, among others, of the President of TriCity Bike, Gdansk cycle officer and the coordinator of the CIVITAS MIMOSA project – selected two designs for the final competition. The winning project was chosen by an internet survey.

Stage 4: Gdansk Cycle Chic Outdoor Exhibition (June 2012 - August 2012) Located in four attractive central city outdoor locations, real-life size inspirational photos featuring Gdansk's 15 cyclists in a casual, elegant setting amongst the Gdansk city landscape with written slogans such as "The bike is a magical vehicle, which makes the world seem more beautiful". Representing a whole spectrum of ages, profession profiles and various fashion tastes, the chosen 15 cyclists all had something in common – a passion for everyday urban cycling and design.

The impact and process evaluation was largely based on field studies conducted by the MIMOSA team and online surveys. Three survey actions were carried out between 2010 and 2012, always in comparable conditions, during the annual street campaign called "Bike Fridays". Another survey action was carried out during the MIMOSA Mobility Week Festivals in September 2010, 2011 and 2012. The main focus of the evaluation was the evolution of awareness and acceptance of using bike as a transport mode for daily use beyond leisure time. Since the measure shared the same objective of two other MIMOSA measures (GDA 4.1 and 4.3), the bundled indicator "daily percentage of trips for each mode" was selected for the impact evaluation of this measures.

The **key results** revealed by impact evaluation were:

For the period 2010-2012 the most significant key-result is the rise of walking in the town. Both the use of the bicycle as well as the use of the private car also rose in the period 2010-2011 and decreased only slightly in 2012. Regarding public transportation (bus and tram) a slight decline was observed in its use over the period 2010-2011, whilst in 2012 the trend line retained the level of 2011.

The participation rate of "Bike Fridays" increased about 10% between 2010 and 2011. Based on the declarations of a change in mobility behavior obtained during comparative studies, a growth related to cycling could be registered, as reported by 32% of respondents. Bicycle use showed, compared to other sustainable ways of transport, a favourable trend. 10% more citizens declared to use their bicycles for other purposes than recreation in the following year.

In 2012, a total of 61.2% of respondents have a positive opinion about the state of urban cycling infrastructure (about 30% rating it as good, and 31.4% as excellent). The rate of user satisfaction was awarded by 13.6% of respondents, and the lowest rating (unsatisfactory and poor) together accounted for 16% of responses. 68.1% of cyclists were satisfied with the use of urban cycle paths in 2011. The dynamics of the growth rate of the user satisfaction measurement in the evaluation period 2010-2012, is the smallest compared to the previous period (about 7%). About 70% of bike lane users were satisfied, and only 4% expressed their dissatisfaction.

Besides the general barriers due to Gdansk bureaucracy, the measure encountered **the specific barrier** of financial problems which hindered the private investment for the TriCityBike (rental bike system) by a strategic partner. This resulted in postponing the start of Gdansk's hire bikes system. This barrier prevented the further development of urban-style cycling in Gdansk during MIMOSA.

The main driver recognized was related to the relation with experienced partners and collaborators during the main undertakings like organization of Cycle Chic Exhibition and competition for an urban-style cycling outfit and gadgets. Without this seamless cooperation the execution of some tasks would have been much more difficult or (in some cases) even impossible.

From the Gdansk experience, **we learnt** that a good cooperation with the private investor who wanted to set up a bike rental system in Gdansk was a great opportunity to highlight the importance of a bicycle as a daily transport mode. It enabled us to conduct a number of promotional activities and to start a public discussion about the necessity of creation adequate conditions for increasing cycling in the City. Even though the investment was not completed due to financial problems, it brought expected results from the cycling marketing point of view.

Despite the infrastructural improvements and extension of cycling paths in Gdansk, the increase of cyclists did not reach the expected results. This highlights the necessity to pursue efforts to communicate to a large public in order to encourage a wide change in mobility behaviours of the population towards sustainable modes such as bicycle. Changing behaviours is always a long a demanding process which shows results on a long run. Therefore it is difficult to predict how the Gdansk citizens' attitude to cycling will change. However, the creation of the Active Mobility Department at the Municipality of Gdansk in July 2011 by the Municipality authorities shows a high political priority to sustainable transport modes with a special emphasis on cycling.

A Introduction

A1 Objectives

The measure objectives are:

High Level objectives

- To promote cycling as a realistic and advanced way of getting around
- To bring about new behaviours around cycling in the city by developing and promoting a new generation of 'city bike' that is more suited to road use than mountain bikes.
- To increase the share of sustainable modes of transport in the modal split.

Strategic level objective

Mobility Management, Marketing, Communication and Education

Specific Measure objectives

Objective 1

- Introduction of a new style of city bike for everyday use, less concerned with speed and more concerned with safety and comfort.

Objective 2

- An increase of 10% in bicycle use within the campaign area.

Objective 3

- Cycling safety enhancement

Objective 4

- Making cyclists less concerned with speed and more concerned with safety and comfort.

The objectives have been changed – they were not included in the DoW. To clarify the situation the Evaluation Team decided to give some explanation. Comments on the changes made to defined objectives:

Specific Objective 1 was not included in the impact studies. The available measurement tools did not make it possible to investigate this indicator. Investigation of this indicator is outside the scope of evaluation tasks and is more suitable for in-depth social studies.

Specific Objective 2 has been reformulated to adapt it to the social realities of Gdańsk. The limitations in project objectives compared with the original assumptions (LEP) also result in a reduced impact of Measure 6.1. Furthermore, the existing, limited measurement tools

available for the evaluation team did not make it possible to separate the cyclist group from non-cyclists. The objective was previously inaccurately formulated in relation to the high level and strategic level objectives.

Specific Objective 3 None of the actions in the framework of Measure 6.1 served the achievement of Objective 3, related to the improvement of safety (promotion of urban bike improves safety a small extent) In the opinion of the evaluation team, it does not fit the profile of the high level objective and the strategic objectives specified in the project documents. Therefore, it is not subject to impact studies.

Specific Objective 4 has been added as a supplement to Specific Objective 1.

The changes have not affected the number of objectives indicated or the original intention of the provisions with regard to the approved objectives of Measure 6.1.

A2 Description

The actions carried out within measure 6.1 were mainly related to the use of the tools of social communication and promotion. Promoting the new approach to using the bicycle in urban conditions is concentrated on the change of the image of its function - from typically recreational to commuting. Among the actions serving the promotion of cycling and addressed to a large group of recipients were the "Cycle Chic" outdoor exhibition, the competition for an artistic cycle rack – entitled "Rowerem do Kultury", the competition for the decor scheme of the TriCity Bike undertaking and the competition for designing the urban style cycling outfit and gadgets. The target group of these actions included not only cyclists, but also representatives of creative arts and other members of the public.

The campaigns promoting the use of bicycles in the city-bike version have gained much publicity in the media and the local community, thanks to the application of accurate promotion tools. The Tricity bike decor scheme competition, attracted large groups of residents and Internet users to take part in the contest and vote for selected designs. The strategy turned out to be very effective, amplifying the promotional impact of the activities under Measure 6.1. The Cycle Chic outdoor exhibition turned out to be a great success thanks to adequate use of social media. The casting selecting Gdansk's cyclists taking part in the "Cycle Chic" - style photo session enjoyed a great interest from the public.

In the initial phase of Measure 6.1 implementation, the MIMOSA team engaged in cooperation towards the creation of a bike sharing system – an innovation on a national scale. The undertaking was in line with the project strategy, so the project MIMOSA supported this initiative and organized a lot of meetings, and events related to system implementation, e.g. a competition for the Tri-CityBike decor scheme. Unfortunately the private investor decided to postpone Tri City Bike plans due to financial problems. This fact caused changes in the MIMOSA activity plan.

The evaluation has largely been based on MIMOSA team's own field studies, supplemented with on-line surveys. The survey activities were conducted 3 times (2010-2012) always in comparable conditions, during the annual street campaign titled "Bike Fridays". Another survey action was carried out during the MIMOSA Mobility Week event in September (each year, in on-line version, too).

B Measure Implementation

B1 Innovative Aspects

The innovative aspects of the measure are:

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

Promotion of a new approach to using the urban-style bicycle, as an option of sustainable transport, influencing the popularity of the new trend of moving around the city is innovative in Poland and in Gdansk. This strategy in the long-term perspective will bring positive changes (reducing road congestion) for all users of the public transport system.

- **Innovative aspect 2 - New mode of transport exploited**

The idea of the Tri-City Bike Project (a bike rental system) constituted a new mode in the system of public transport, which would have enabled the extension of current options. Considering the large scale of planned implementations (1200 bicycles), in the course of time, it would have made cycling equal to PT as an undertaking. Despite the promotion and MIMOSA support, the bike sharing system has not been implemented due to financial problems of the strategic investor.

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

One of the key issues regarding promotion of a urban-style cycling was reaching the specific target group. The Cycle Chic outdoor exhibition enabled MIMOSA to start a dialogue with cyclist. The casting among Gdansk`s cyclist for the photo session models let us star a direct relation with the measures target group. Additionally promotion carried out through social media (dedicated facebook fan page and a website) constituted a perfect discussion platform.

B2 Research and Technology Development

To date, no systematic study has been conducted in Gdańsk that would investigate the residents' awareness of sustainable transport mode choices. There is a shortage of such studies particularly in the target group of Measure 6.1 (the attitude of residents to the bicycle as a means of transport).

For several years before the MIMOSA project, Gdansk conducted awareness-raising campaigns to promote a new style of bicycle use in the city. Studies in the scope of modal split for Gdańsk dating from 2005 and 2009 suggest that, since 2005 the share of private transport in the daily journeys of the residents of Gdańsk has not been reduced in favour of sustainable options, such as the bicycle.

This is a difficult beginning of this long-term process towards an increased acceptance of sustainable options in everyday journeys, and the use of the bicycle is still rather for recreational purpose than for daily use.

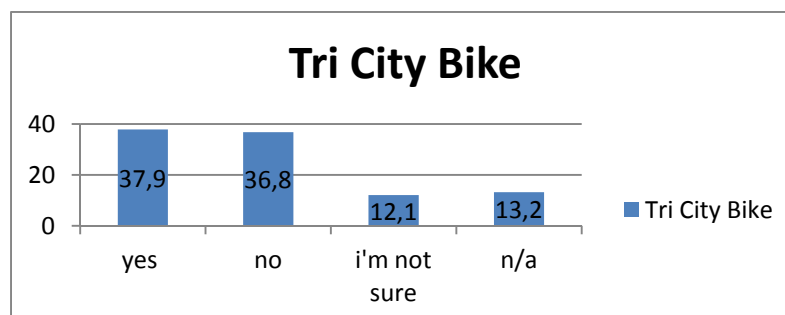
Based on Comprehensive Research Movement held in Gdansk in 2009, it can be concluded that the proportion participating in bicycle traffic in the city amounted to 2%, with the participation of women at 31% and men 69%. Currently there are over 70 km of the separated cycle paths in Gdansk, and for the next few years (until 2014) construction of

about 40 km more is planned. In relation to the existing infrastructure and its high score in the opinion of Gdańsk residents. The bicycle traffic is still very low, the infrastructure features large capacity and has not been fully used. In the light of the records of the Gdansk Charter of Brussels (signed in 2009 during VeloCity conference, the document shows that the City should improve the quality of cycling as the way of travelling and change the modal split in favour of cycling before 2020 – an increase of at least 15 %. The document was signed to bring about transport culture change and according to research, promote investment in social communication and education rather than in infrastructure.

Interesting data were presented by a representative of the City during the debate in September 2011, summarizing the public workshops, in which previously nominated people helped out in the spatial planning with the routing of new cycle paths. According to recent research, 30% of the local travel in the city is at a distance of up to 3 km, while 50% of travel takes place at a distance of up to 5 km. The same studies confirm that in Gdansk conditions, cycling in the city over a distance of 7.5 km, enables one to reach the goal faster than by car. Therefore, most ways in the city are theoretically suitable for bicycle use. This means that it is worth promoting the bicycle as an equal means of transport. The CIVITAS Team through numerous actions and campaigns were trying to show that urban-style bike is the best option for short distance travelling.

For the citizens, information about Tri-CityBike was also very important, because a lot of residents were waiting for implementation of Urban bike sharing system. The graph below shows that a lot of people have heard about the idea of a bike sharing system.

FIGURE B2.1: Do you hear about Tri City Bike, Survey carried out in sea side area in 2010 N=261.



Almost 40 % of inhabitants have heard about Tri City Bikes – due to the fact that the CIVITAS MIMOSA Team were trying to support the subcontractor while the project was being implemented.

B3 Situation before CIVITAS

Before the Mimosa project, cycling was mainly restricted to recreational use. This was caused by the prevailing opinion that cycling is a leisure activity. Also in opinion of residents expansion and improvements of infrastructure facilities was insufficient. The document called Cycling Development Program, signed in 2006 by the mayors of the three cities (Gdansk, Sopot and Gdynia), was included in the project; "Development of the Tri-City Cycling Transport 2007-2013". and contained a list of cycling roads planned for construction and modernization in the individual cities. Gdansk City Council, adopted a resolution on the implementation of cycling development program, assuming a target of 85km of cycling tracks to be built and about 11km to be modernized. In 2008, the City of Gdańsk – as the

beneficiary, submitted an updated application for funding by the EU Project: "The development of Tri-City Cycling Transport 2007-2013 ", carried out jointly by the Cities of Gdansk, Gdynia and Sopot. As a continuation of this project, the local governments involved declared their plans to create 6 cycle roads with a total length of 34.64 km (including 22.84 km in Gdansk, 7.88 km in Gdynia and 3.92 km in Sopot). Construction was planned of 14 "bike & ride" integration nodes (including 9 in Gdansk) and 12 parking locations, reinforcing the transport nature of the network of cycle paths (6 in Gdansk). Bike & ride in Gdańsk was perceived generally as a good option especially when linked to the Fast Commuter Train. Other parking sites were going to be located next to important transport nodes. Cycle paths were meant to contain all the necessary elements for the proper functioning, such as drainage system, lighting, signage and surface marking. The aim of the project was the development of urban and metropolitan functions of the Tri-CityBike through development and integration of the cycling transport system as a sustainable mobility option. This would enable more cycling, improve the modal split and relieve traffic congestion.

B4 Actual Implementation of the Measure

The measure was implemented in the following stages:

Promotional activities from March 2010 to September 2012

Stage 1: (04.2010 - 09.2010): The MIMOSA team organized a contest titled 'Moda na Rower'. The competition was divided into two categories: for the best urban style cycling outfit and the best cycling accessories. The jury assessed 20 different projects. The winners were chosen in two categories, for the best urban style cycling outfit and the best cycling accessories. The awarding ceremony was held during the MIMOSA MOBILITY WEEK 2010 event.

FIGURE B4.1: Poster from competition 'Moda na Rower', and the winning project.



Stage 2: Competition for an artistic design of a cycle rack – "Rowerem do Kultury"

Office of Gdańsk 2016 - a candidate for European Capital of Culture in cooperation with the CIVITAS MIMOSA project, announced a competition directed to designers and students specialising in visual arts. The objective was to design artistic cycle racks, with a reference to Gdańsk cultural institutions (museums, galleries, libraries). The inauguration of the competition took place during the fair 'About Design' on 25 March 2011. The best designs were selected by a professional jury (including CIVITAS MIMOSA representative), and an award was assigned to the winning design. A prototype of the stand was made and a contractor was found. The intention of the organizer, who invited the creative industry to

cooperate, was to change the typical image of cycle racks, and at the same time to promote the new approach of combining utilitarian function with artistic design in the public sphere. "

Stage 3: Competition for the decor scheme of TriCityBike

On 10 March 2011, the contest for decor scheme of Trójmiejski Rower Miejski [*Tricity Bike*] was held. Sixty-three artists participated in the contest and 80 designs were submitted. The jury – composed, among others, of the President of *TriCity Bike*, Gdańsk cycling officer and the coordinator of the CIVITAS MIMOSA project – selected two designs for the final. The winning proposals (each in 2 variants) were voted for in the Internet by the citizens. By 31 March, an opinion poll had been started in which Internet users cast their votes for one of the final graphic designs. Poll results were to serve the promotion of the urban-style cycling and to help take the final decision concerning the colours of the TriCity Bike. The Internet poll, including a presentation of all 4 proposals, was run at www.gdansk.pl

FIGURE B4.2: Result of competition for the colour of Tri-CityBike



Stage 4: The "Cycle Chic" - Gdansk Cycle Chic outdoor exhibition

Located in four attractive central city outdoor locations, real-life size inspirational photos featured Gdansk's 15 cyclists in a casual elegant setting amongst the Gdansk city landscape. Representing a whole spectrum of ages, profession profiles and various fashion tastes, the chosen 15 cyclists all had something in common – a passion for everyday urban cycling and design. Slogans on the posters include "The bike is a magical vehicle, which makes the world seem more beautiful".

Social media played a big part in the exhibition not only in promoting the event but also in finding the 15 cyclists as Gdansk residents were invited to submit their stories via Facebook and bike websites such as www.modanarower.pl. The MIMOSA Gdansk exhibition was breaking the stereotype that a bicycle is only for those who cannot afford a car. They prove that the bicycle is a trendy and reliable transport mode.

As a solid result of the action, a calendar project was created with pictures of the cyclists. It was distributed as promotional material at important events (Active Mobility Conference, Mimosas Mobility Week).

FIGURE B4.3: One of the photographs presented in the outdoor exhibition of “Cycle Chic” competition



Other activities (from July to September 2011) - participation MIMOSA Team TriCity Bike Project - new initiatives taken by the City Hall of Gdańsk - 2011

During 2011, the CIVITAS Mimosa team supported the bike rental company regarding promotion of TriCity Bike Project in Gdańsk.

Appointed representatives of the TriCity Bike company - the project manager, undertook the full scope of the implementation. Numerous negotiations and consultation with the City were supposed to secure the best organization and functionality for the users. Chances of starting the undertaking were still real. However, despite the considerable expenditure on market research, expert opinions and making the prototype - the entrepreneur froze the implementation process, because of financial risks. The City Hall of Gdańsk did not support the project financially, but only promotionally, through competitions and campaigns.

FIGURE B4.4: TriCity Bike prototype



The prototype of the bike had a tough structure, and instead of a chain, it was driven by a shaft. It was one of the first large-scale projects involving public bikes in Poland. Popularization of this project served to change the image and function of the bicycle. The city bike could be an alternative to cars.

The ‘Velorution’ Conference In The Development Office Gdansk on 4 July 2011, the ‘Velorution’ Conference was held (40 participants.) bringing together local government officials, experts and specialists in the field, during which the French solution was presented for the use of bikes in the city. Great French Bike Revolution - Velorution had its echo in Poland in the period from March to July 2011, resulting in a series of similar conferences / seminars in many provincial cities. Special Guest Olivier Schneider, a specialist in the Fédération Française des Usagers de la Bicyclette (French Federation of Bicycle Users), shared the experiences in the French development solutions for mobility in large urban

centres with the audience. The discussion which was led by Piotr Kuropatwiński, vice president of the European Cyclists' Federation (Gdańsk), focused on the issues of:

1. Spatial planning and traffic management.
2. The role of traffic calmed zones in increasing the attractiveness of public space.
3. The French experience in creating a culture of cycling in cities.

Second Congress of Active Mobility 29 – 30 September - 2011. The Congress of Active Mobility, of which the city is co-organizer and main organizer, is The Pomeranian Association Common Europe - the only NGO in Pomerania with European Cyclists' Federation membership. In September 2010, the "Congress of Active Mobility" was held – the first time ever in Poland. It was an important event of international significance during which the "Gdansk Charter of Active Mobility" was signed. The aim of the Congress is to disseminate good practice on mobility management in the international community (Europe and USA).

B5 Inter-Relationships with Other Measures

The measure is related to other measures as follows:

Measure GDA 4.4 Mobility Management – Advertising and Promotion

- actions under the measure 6.1 are closely related to measure 4.4, by using similar tools of influence and impact concentrating on promoting sustainable transport options, especially the bicycle as a means of getting around the city. The interest of designers and manufacturers of cycling outfit and accessories creating a new fashion aims at supporting new urban culture that induces positive changes in mobility habits and modal split.

Measure GDA 5.2 Road Infrastructure - Activities under measure 6.1 strengthen the promotion and dissemination of sustainable transport options, including cycling infrastructure as an important element with an impact on people's preferences in the choice of means of transport to move around the city. Both measures aim at promoting bicycle as an alternative to car use.

Other activities:

Action "Order the cyclerack"

In 2010, the first edition of the "Order the cycle rack" has been held, modelled on the Brussels Card arrangements. Every resident of Gdańsk could indicate the specific site, where he/she expected a cycle rack to be installed. The interest was so great, that 750 racks had to be installed – 250 more than planned. The action will be continued in consecutive years and in this way, residents will be deciding the locations of cycle racks.

Bikes for City Hall employees

One electric and fifteen folding bikes have been purchased by the City Hall of Gdańsk, to be used by its employees, at the July 2011 initiative of the Department of Active Mobility. Municipal officers will be able to use them in order to move around Gdańsk during working hours.. The bicycles perform perfectly on shorter routes, which employees make during working hours, moving all over the city for official purposes.

C Impact Evaluation Findings

C1 Measurement Methodology

1. Methodology and the completion of implemented studies in the framework of Measure 6.1 evaluation

The MIMOSA team in 2011 planned and carried out evaluation studies, considering areas of research in Measure 6.1, using the following methods:

1. Desk research – analysis of secondary sources (of existing findings and reports), on preferences of PT users in the choice of the bicycle as a means of transport in the city. Data come from analysis of:

- a/ areas of research involving the websites of numerous institutions and organizations,
- b/ databases of both reports and research studies of institutions and organizations such as the University of Gdańsk, the PBS (a polling institution) in Sopot, the ZKM in Gdańsk (public transport authority), Public Transport Institute in Gdańsk, The Centre of Environmental Information and Education in Gdańsk, University of Gdańsk Chair of Transportation Market, Gdynia City Hall, Gdańsk City Hall, Polish Ecological Club – Pomeranian Chapter.

2. Questionnaires:

a/ planning and implementing 2 actions of field research – the data coming from surveys conducted by the MIMOSA team was obtained and processed (with the participation of previously trained voluntary interviewers):

- in the course of the campaign Bicycle Fridays (2 research actions in September 2011), questionnaires were distributed on some of the main routes for cyclists (cycle paths and intersections in the city), by MIMOSA team members and volunteers.

- in the course of the Mimosa Mobility Week Feast (in September 2011), questionnaires of the Sustainable Transport Survey were prepared in the printed version, the person leading the event encouraged participants taking part in the event to fill them in. activities undertaken in the GDA 6.1 area were finished earlier than September 2012 and it was decided to use for the evaluation process only data from two years (2010 and 2011). To obtain a reasonable share of measure only on-line survey were used.

b/ the results of the surveys conducted earlier by the MIMOSA team (primary data from the period 2009-2010),

c/ preparing the tool on-line survey on the portal - free on-line survey software.

Own studies concerning attitudes and sustainable behaviours were conducted systematically between 2010 and 2012 (each time in September), Questionnaire of Sustainable Transport and Questionnaire of "Bike Fridays". Two methods were applied - an on-line questionnaire and field study based on a printed questionnaire (PAPI) - without the participation of interviewer). Consequently, five study groups can be identified:

- on-line questionnaire 2010 (N=1176)
- PAPI questionnaire 2011 (N=288)
- on-line questionnaire 2011 (N=385)

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.

Field studies using face to face interviews were carried out in the framework of the "Bike Fridays" actions. It was realized twice: in 2010 (N = 326) and in 2011 (N = 459). The statistical significance of differences between mean answers 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, because slightly modified measurement tools were used in both measurements. Consequently, it was not possible to compare some data from 2010 and 2011.

The tables below present overall data concerning the age, gender pattern and the social and employment status of respondents, for the 2 survey on-line version for the period of two years.

TABLE C1.1: Questionnaire on Sustainable Transport - overall structure of respondents' gender on-line.

sample	gender		total
	female	male	
2010 online	47,00%	53,00%	100%
2011 online	37,20%	62,80%	100%

TABLE C1.2: Questionnaire on Sustainable Transport - overall structure of respondents' age on-line.

sample	age							total
	under 15 years	15-20	21-30	31-40	41-50	51-65	over 65	
2010 online	2,70%	21,20%	49,30%	17,20%	5,10%	4,00%	0,40%	100%
2011 online	2,90%	22,30%	32,80%	21,80%	10,00%	10,00%	0,30%	100%

As the table shows, most of the respondents are young, aged 21-30, constituting ca. 40% of the survey population. 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 C1.3: Questionnaire on Sustainable Transport - overall social and employment structure of respondents on-line.

sample	social and employment status							total
	learner	full-time employee	part-time employee	unemployed	self-employed	unfit to work	retired	
2010 online	40,60%	46,10%	5,50%	1,90%	4,20%	0,30%	1,30%	100%
2011 online	37,40%	51,60%	3,10%	1,30%	5,00%	0,30%	1,30%	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 and employment status are full-time employees (more than 46.1%) and learner (more than 37.4%). Self-employed people and OAPs are comparably represented at the level of circa 5%.

C1.1 Impacts and Indicators

Promoting the bicycle as a means of moving around the city is supposed to result in individual influence (promoting healthy, active lifestyle amongst residents and developing new mobility habits). The main purpose in the social dimension as a result of Measure 6.1 influence was promoting cycling as a mode to use in the city. The attitude of users to utilitarian functions of the bicycle were not included in the general campaigns promoting cycling. A change of attitudes and of mobility behaviour by their very nature take place slowly. Studies allow the observation of change of behaviour on the basis of respondents' declarations, the key area of change in attitude to the use of the bicycle for city journeys.

Deviations from the assumptions in the evaluation

Since it was assumed that promotional activities would play a dominant role in implementing measure 6.1, the final concept and scope of implementation of the measure were substantially modified. Therefore, the course of evaluation widely differs from the scheme proposed in the LEP document of Gdansk. Above all, the CIVITAS MIMOSA team did not undertake the following activities:

- studies and analyses concerning the 'cycling' business environment,
- creating coalitions and involving stakeholder groups in the "new cycling policy" activities,
- creating new products for cyclists.

In this situation, it was impossible to acquire business data from the producers - bike makers and outfit manufacturers. The lack of indicators for this evaluation area made it impossible to conduct CBA analysis for GDA 6.1. Therefore, no evaluation study covers the area of economics, the only area of society (despite the recommendations of LEP). During the selection of indicators, the evaluators were set the difficult task of adapting impact indicators to specific objectives. The proposed method of measurement was limited to possible measurement tools. Moreover, the selection of the specific objectives is regarded as highly

accurate and useful to assess the impact of the measure. These difficulties have significantly reduced the impact of the quality of measurement.

TABLE C1.1.1: Impact related evaluation

Evalua tion area	Evaluation category	Impact	Indicator	Source of data	Success quantification
Trans port	Transport system	28. Modal split	1.1 Daily percentage of trips for each mode (bundled indicator)	Desk research	
Society	Acceptance	14. Acceptance level	Acceptance level: 2.1 willingness to change the frequency of use of the bicycle as a means of sustainable transport (bundled indicator) 2.2 the frequency of the use of bicycle compared to other sustainable options (PT) 2.3 Level of satisfaction with the use of cycleway infrastructure	surveys- evaluation on-going and ex-post (MIMOSA) on-line surveys	An increase of 10% in bicycle use within the campaign area

The table above records the source generating the data related to Measure 6.1, allowing us to acquire impact indicators.

Detailed description of the indicator methodologies:

Transport system – Modal split

1.1 Daily percentage of trips for each mode – Modal Split

The data for 2009 from the Comprehensive Mobility Study in Gdansk (Graph 7) shows that the modal split for the daily journeys of the inhabitants is slightly different from that of 2005. This study reveals a separate indicator of bicycle users (2%), which demonstrates that the rate of walking and cycling has increased slightly compared with 2005, but did not reach the 2003 ratio (including both pedestrians and cyclists). Research carried out by the MIMOSA team in September 2012, will compare the frequency of using different modes of transport (modal split) with the 2011 results.

Acceptance level

2.1 Willingness to change the frequency of using the bicycle as a means of sustainable transport

Expected changes in frequency (increase / decrease in frequency) in the use of bicycle. This indicator is derived from a comparative analysis of data obtained from the two-fold survey (on-going evaluation), executed by the MIMOSA team on the basis of the Sustainable Mobility Survey 2010 and 2011. (Questions were asked like “Do you anticipate a change in

the frequency of using the bike in the following year?”). The indicator of the difference in the measurement from both years allows the inference about the possible course of awareness changes, based on declared behaviours. The respondents' declared willingness to use the bike more often suggests that the proportion of people travelling by bicycle may increase. This is a bundled indicator related to other measures. The CIVITAS MIMOSA Team checked the frequency of not only bike use but also of the other means of transport.

2.2 Bike use frequency compared with other sustainable PT options

This uses the indicator based on the results of comparative tests (on-going evaluation), based on data obtained from a two-fold research - Sustainable Mobility Survey, realized by the MIMOSA team during Mobility Weekend. Due to delays, it was not possible to show the data from all events. Our own survey research from August-September 2010 on a sample (N = 1178), was conducted among residents of Gdansk in an on-line version, using the Survey Monkey website. The study from 2011 was conducted in the field by a network of interviewers in September. The target group (N=288) were residents participating in the festivities of Mobility Week. The object of the survey questions was the frequency of using the bicycle as a means of transport against the frequencies of using other PT options.

2.3 The level of satisfaction with the use of cycleway infrastructure

In the presentation of the index, the results of this year's own research from the field survey "Bike Fridays" (N = 534) were used. The measurement of residents' satisfaction level takes into account the quality of cycle paths in Gdansk. Secondary research, made on behalf of the City, was used to obtain the indicator. The quality of the infrastructure was one of the most important reasons why people use bikes, therefore the level of satisfaction connected with the infrastructure is relatively very important.

C1.2 Establishing a Baseline

Measurement of selected indicators for Measure 6,1 comes from our own research, from the two-fold measurement with the same (or slightly modified) tools, which enables the comparison of results. Outer (secondary) studies were also used, derived from reports made by the company acting on behalf of the city of Gdansk in 2007-2009, the period before CIVITAS MIMOSA implementation. In the evaluation, some valuable data obtained from on-line surveys (on large samples) were also used, carried out by administrators of the popular Gdańsk web portal www.trójmiasto.pl in 2011. The results of research conducted by the Polish Ecological Club, complemented the existing database (secondary).

TABLE C1.2.1: Source of data

Ind No.	Name of the impact indicator	Data for the Baseline	Source of data
1.1	2.1 Daily percentage of trips for each mode	1/ Comparative Analysis, on-line survey Sustainable Mobility questionnaire from 2010 (N=1176), using the Survey Monkey website and 2/ on-line & field research from 2011 (N=385)	Own studies 09.2011 performed during Mobility Weekend
2.1	Willingness to change the frequency of using the bicycle as a means of sustainable transport	1/ Comparative Analysis, on-line survey Sustainable Mobility questionnaire from 2010 (N=1176), using the Survey Monkey website and 2/ on-line & field research from 2011 (N=385)	Own studies from 09.2010 , 09.2011 performed during mobility weekend,
2.2	Bike use frequency compared with other sustainable PT options	1 / Sustainable Mobility survey own research from 2010 on the sample (N=1176), conducted among residents of Gdansk in an on-line survey,. 2 / Sustainable Mobility survey - on-line questionnaire 2011 (N=385)	Own studies from 09.2010 and 09. 2011 performed during mobility weekend,
2.3	Level of satisfaction with the use of cycleway infrastructure	2 / own field survey "Bike Fridays" interview in 2011 (N=459)	Own studies from 09. 2010 and 09.2011, performed during Bike Fridays,

C1.3 Building the Business-As-Usual Scenario

Without the support of the MIMOSA project, particularly in the promotional aspect, it would not have been possible to carry out many actions and initiatives. Raising the awareness and announcing advances in the development of the cycling infrastructure, constitutes a factor supporting the growth of an interest in the bicycle used not only for recreational and tourist purposes. The project is also contributing to whip up interest in the fashion for using the city bike. Promotional actions of the project also influence the interest of other industries connected with the manufacture of bicycles (producers of cycling outfit accessories, designers and other contractors). Initiating the process of preparing a business plan for the public service of the bike rental company would not have been possible without the support of MIMOSA project. The project was originally associated with the City as the implementing authority, enhancing the credibility of the project to build a strong public-private lobbying alliance, at potential investors' cost.

TABLE C1.3.1: BAU assumptions for each indicator

Indicator	BAU assumptions
1.1 Modal split	analysis of the modal split for Gdansk between 2003 and 2009 indicates a stability of the different modes, with an upward tendency of private car use
2.1 Willingness to change the frequency of using the bicycle as a means of sustainable transport	BAU is not possible to deduce due to the nature of evaluation survey. There are no comparable data to use to create a specific BAU. It can be assumed that business as usual is the same or very similar to the baseline.
2.2 Bike use frequency compared with other sustainable PT options	It can be assumed that business as usual is the same or very similar to the baseline.
2.3 Level of satisfaction with the use of cycleway infrastructure	It can be assumed that business as usual is slightly above or comparable to the baseline.

C2 Measure Results

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

C2.1 Economy

Not applicable

C2.2 Energy

Not applicable

C2.3 Environment

Not applicable

C2.4 Transport

Transport system Modal split

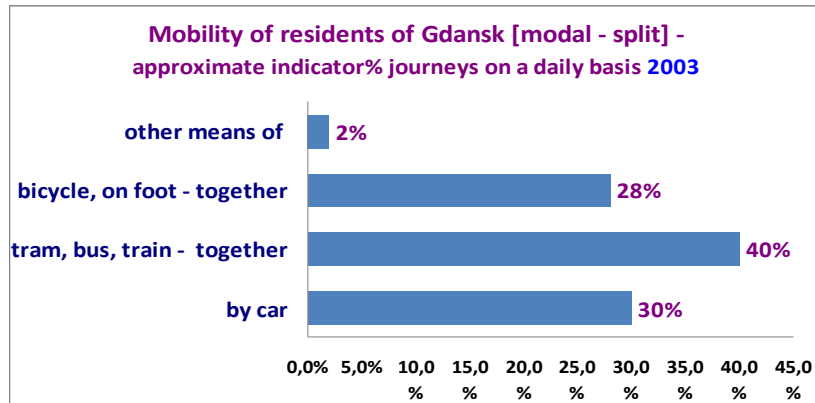
Ad. 1.1 Daily percentage of trips for each mode – Modal Split

The data were obtained from 4 independent studies conducted in Gdańsk every other year between 2003 and 2009. The data on a representative sample of minimum N=1000 % journeys on a daily basis were obtained in the course of reliability studies.

The following data relate to the study of modal split measured at three different times. Data for 2003 and 2005 were obtained from the archives of the Centre of Environmental Information and Education in Gdansk, which is a national database of information provided annually by selected local governments. Data for 2009 come from the Comprehensive Mobility Study in Gdansk, made by the PBS of Sopot in cooperation with the Foundation for

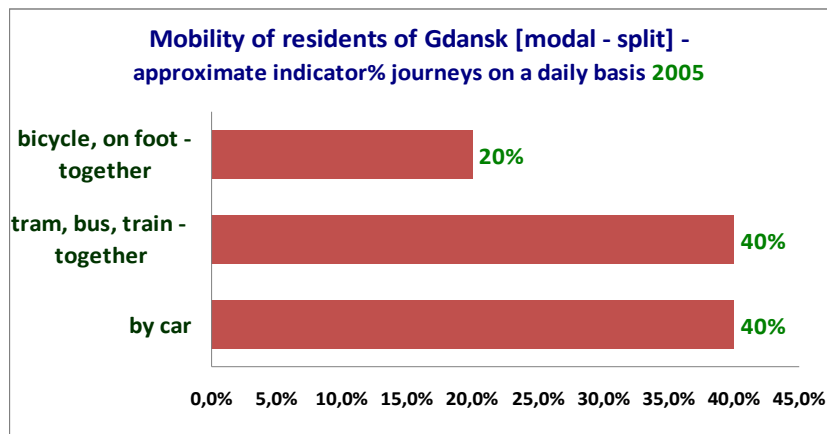
the Development of Civil Engineering. This was conducted on behalf of the City, the method used being direct interviews of 4792 households with 10,874 individuals, different groups of road users.

FIGURE C2.4.1: Mobility of citizens of Gdansk [modal split] – percentage indicator of daily journeys completed in 2003 - external survey.



In 2003, the largest share of daily local trips (40%) of Gdansk residents was made by public transport (tram, bus, train). Car journeys ranked second (30%), while walking and cycling together accounted for 28%.

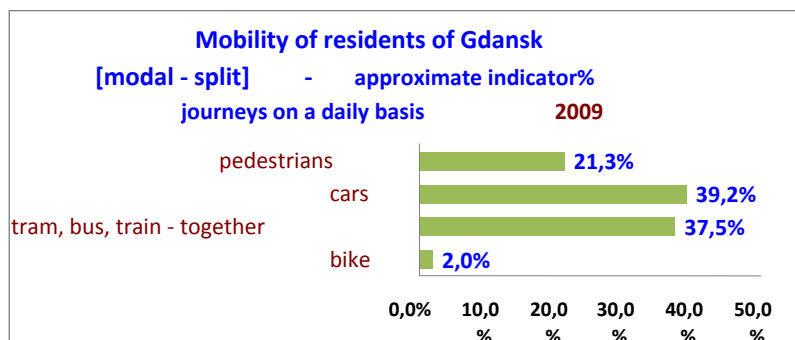
FIGURE C2.4.2: Mobility of citizens of Gdansk [modal split] - proxy % indicator of daily journeys completed in 2005 - external survey.



In 2005, car use rose sharply (to 40%), 10 percentage points up compared with 2003. The use of public transport also increased by 10% during the two years, while walking and cycling decreased by 8% (to 20%).

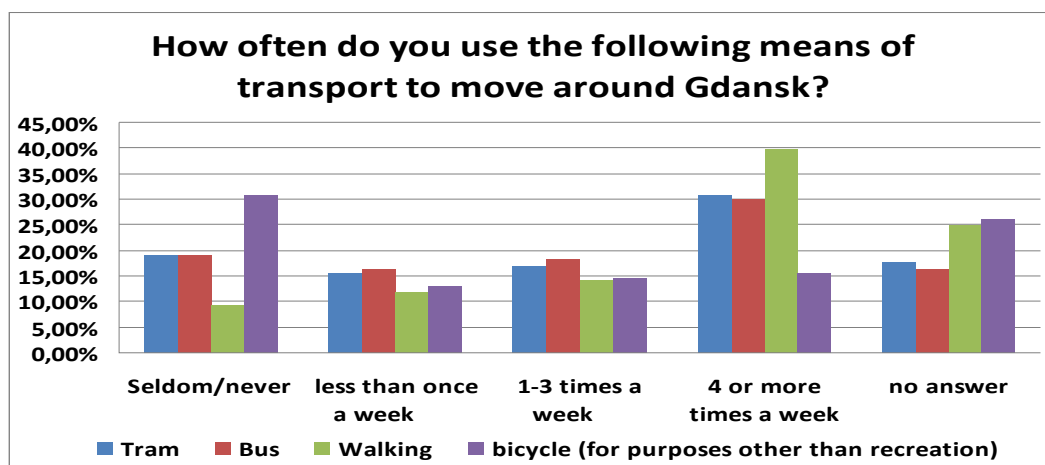
The data for 2009 from the Comprehensive Mobility Study in Gdansk (Graph 3) shows that the modal split for daily journeys of the residents is slightly different from the 2005 figures. This study shows a separate indicator for bike users (2%), demonstrating a slight increase in the rate of walking and cycling if compared with 2005, but still the lower rate compared to 2003 (pedestrians and cyclists).

FIGURE C2.4.3: Mobility of citizens of Gdansk [modal split] - proxy % indicator of daily journeys completed in 2009.



If we analyse the results of the mobility behaviour research conducted by the MIMOSA team, based on Sustainable Transport Survey (2011), regarding to the current transport behaviour, no significant change can be expected.

FIGURE C2.4.4: Sustainable Transport Survey (on-line questionnaire 2011 (N=385)- frequency of using 4 options of sustainable transport (tram, bus, bicycle, walking) by residents of Gdansk.



The graph 4 highlights the structure of travels by PT, broken down to four frequency ranges. The largest group of sustainable transport users, as can be seen, use it on a daily basis (4 or more times per week). Mobility indicators oscillate in the range of 30-40% of regular users, with the largest group of people moving on foot (40%), tram and bus passengers having a 30% share, while 15% are cyclists moving around the city for purposes other than recreation. 30% of respondents admit to not using the bike or using it only occasionally for transport purposes.

An analysis of the mobility structure of the inhabitants of Gdansk prior to project implementation indicates a stable use of the car and the public transport, at a similar level of about 40%, representing a leading trend in city journeys. A change of mobility culture requires promotion of sustainable behaviours consisting in the choice of inter-modality and fostering the use of bicycle in urban travel.

C2.5 Society

Ad. Indicator 2.1 Willingness to change the frequency of using the bike as a means of sustainable transport

The data given below, which comes from the comparative study Questionnaire on Sustainable Transport, depicts in detail impact indicators representing: bicycle use in moving around Gdańsk. Considering the forthcoming year (at the point of the study), lower frequency of bike use as a mobility option is declared by:

- 3% of respondents in 2010,
- 3.8% of respondents in 2011.

The trend is characterised by a favourable increase in the declared readiness to use the bicycle more frequently. No change in the frequency in question was declared by:

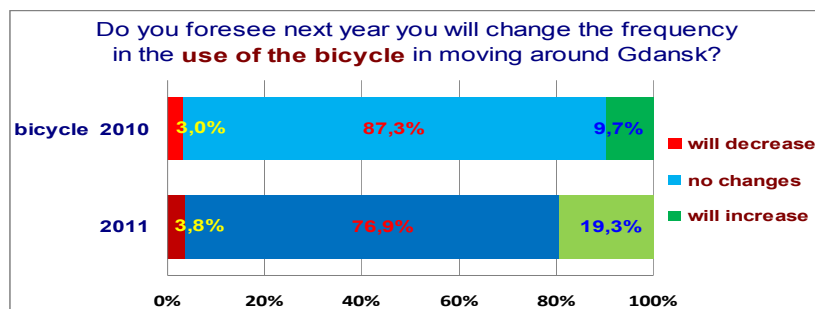
- 87.3% respondents in 2010,
- 76.9% respondents in 2011.

In 2011, 10.4% fewer responding inhabitants declared their habit of using the bicycle to be permanent, as compared with the year 2010, which is a desirable trend. Thinking of the next year, an increase in the frequency of using the bicycle as a travelling option in Gdańsk was declared by:

- 9.7% in 2010,
- 19.3 % in 2011.

The ascending trend – concerning travelling in the city by bicycle – of about 10% in yearly terms is to be regarded as favourable. GDA 6.1 Measure tried to involve citizens and cyclists in the contests and events. It is very important to show good practice to the residents. In this way, a 10% growth has been achieved (FIGURE C2.5.1).

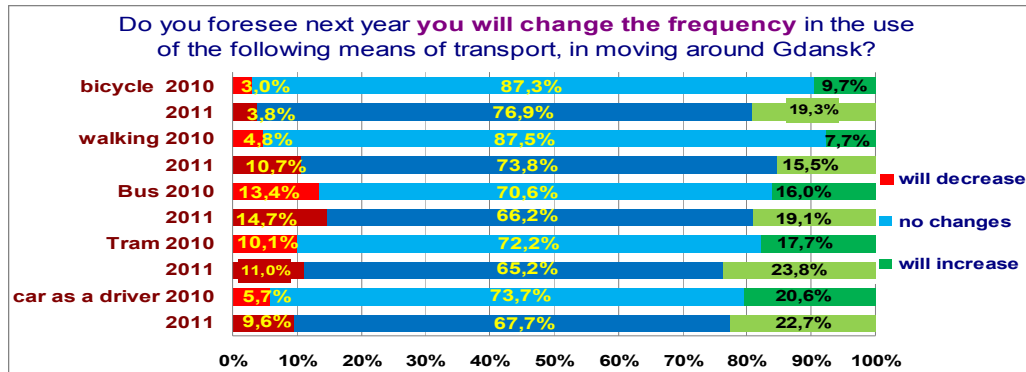
FIGURE C2.5.1: trend in inhabitants' readiness to change the frequency in the use of bicycle -Comparative study on-line (N=1176) of 2010, on-line (N=385) of 2011- Questionnaire on Sustainable Transport



Ad. Indicator 2.2 Bike use frequency compared with other sustainable PT options

FIGURE C2.5.2 presents the trend on a yearly basis, with regard to changing all possible transport options. The frequencies taken into account related to the use of means of public transport (tram and bus), cycling and walking, as well as private car use.

FIGURE C2.5.2: Comparative study (on-line (N=1176) of 2010 and on-line (N=385) of 2011) – Questionnaire on Sustainable Transport – predicted frequency changes in the use of selected options of transport.



The analysis above compared the outcome obtained through comparable questionnaires in two subsequent years, 2010 and 2011. Interestingly, the growth indicator rose most significantly for the following mobility options:

- cycling – more than double the declared use – from 7,9% to 19.4%
- walking – double the declared use – from 7.7% to 15.5%
- tram – more than one-third increase in the declared use – from 17.7% to 23.8%

With regard to the first two options, an increase in the frequency of using them 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 percentage points).

The tendency for a change in mobility behaviours declared (in the frequency of using the particular means of transport) has to be regarded as favourable, except that relating to private car use. 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 inconveniences and obstacles to transport in the period of the study quoted, resulting from the vast extent of road works conducted to modernize the transport system in Gdańsk. In this situation, cycling and walking become more popular, since they make getting around the city simpler and faster, especially for short distances.

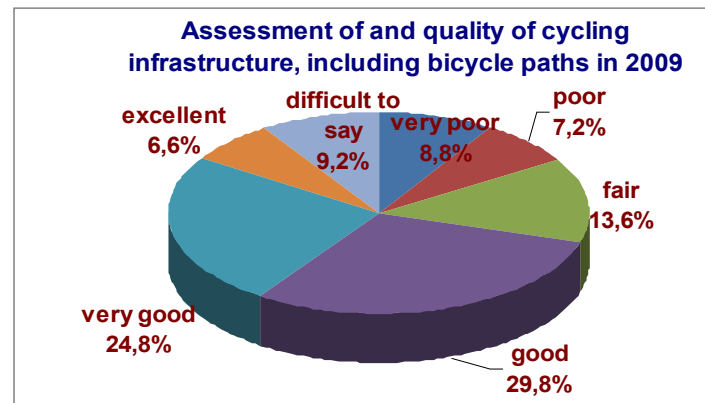
Ad Indicator 2.3 Level of satisfaction with the use of cycleway infrastructure

The social research into the quality of life for residents (N=1000) was ordered by the City Hall and carried out in 2007 by the University of Gdańsk. It also included the measurement of cycle paths and an evaluation by the residents of all the districts of the entire cycleway network and its quality. Detailed indicators are as follows:

34.2% poor/unsatisfactory, 19.5% satisfactory, 30.5% good, 15.8% very good/excellent. A total of 46.3% of residents were satisfied with the existing cycling infrastructure in 2007.

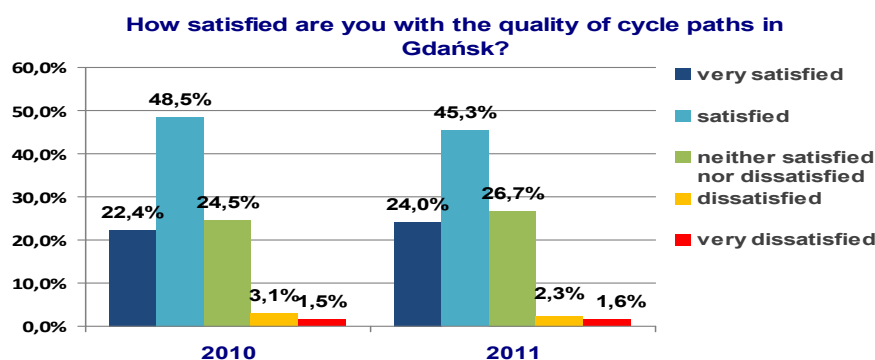
The same study (on the same subject of research as the study of 2007) made in PBS Sopot from 2009 (FIGURE C2.5.3) shows that a total of 61.2% of respondents have a positive opinion about the state of urban cycling infrastructure, including very good and excellent points.

FIGURE C2.5.3: Assessment of and quality of cycling infrastructure - external survey of the 2009, N=1000.



The rating shows that almost 30% of respondents choose the answer “good”. Fair (satisfactory) rate was awarded by 13.6% of respondents, and the lowest rating (very poor and poor) together accounted for 16% of responses. A significant increase of the indicator of the quality assessment of cycling infrastructure by 16.9 % was made in the last 2 years.

FIGURE C2.5.4: Comparative analysis of the study - Measuring the level of satisfaction with municipal cycle paths in the course of the "Bike Fridays" 2010 (N = 326) and 2011 (N = 459).



The research (FIGURE C2.5.4) from September 2010-2011, led by the MIMOSA team as part of the action "Bike Fridays", was conducted at major intersections of the city and concerned cyclists (target group). In the past 2 years about 70% of cyclists have been indicating the two highest satisfaction level ratings (very satisfied and satisfied) as users of the city's cycle paths. Indicators of satisfaction for both measurements in the following years are almost identical and remain stable.

Compared with the assessment based on the 2009 research, there has been an increase of about 7% in the satisfaction level rating given by the users of cycling infrastructure in comparison with the assessment by Gdańsk residents dating from 2009 (61.2%).

Considering the differences between the quoted studies (2007, 2009, 2010–2011) with respect to the measurement tools and sample size, it is noteworthy that there has been a steady progress in the level of satisfaction of cycling infrastructure users. What should be kept in mind is that the high and constantly increasing satisfaction level rating may be partly due to the development of the road network in Gdańsk, including cycling infrastructure, seen over the past 5 years. These results show that the cycling infrastructure expansions and improvements are regarded as sufficient by the majority of users.

C3 Achievement of Quantifiable Targets and Objectives

No.	Target	Rating
1	Introduction of a new style of city bike for everyday use, less consideration to speed and more to safety and comfort.	NA
2	A 10% increase in bicycle use within the campaign area.	**
3	Cycling safety enhancement	NA
NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded		

Specific Measure objectives 1

Objectives formulated in an unquantifiable and vague manner are difficult to evaluate. In their work, the evaluators did not have a measurement tool to assess this objective. Moreover, none of the activities planned in Measure 6.1 project strategy was designed to achieve this specific objective.

Specific Measure objectives 2

Evaluation of bike user growth rate in the target area was performed only during the "Bike Fridays" campaign. It was the only opportunity to investigate changes in this ratio within the planned activities (and their nature) of Measure 6.1.

Specific Measure objectives 3

Objective 3 does not fall within Measure GDA 6.1 evaluation, as it is not related to "society" indicators. None of the activities planned within Measure 6.1 was meant to achieve this specific objective.

C4 Up-Scaling of Results

The City of Gdańsk is still going to implement the municipal bike sharing system. Experience of how to promote this kind of activities is the added value of MIMOSA. Gdansk continues to look for a new investor and we hope that in the next few years Tri-CityBike will become a reality.

C5 Appraisal of Evaluation Approach

Inconvenience in conducting the evaluation was caused by the changes in the evaluation team in the course of the project activities, which made it impossible to plan the evaluation from the beginning of project/Measure 6.1 implementation. As a result, part of the data required to demonstrate the change is missing (especially because there are no data available for base-line).With regard to the provisions of project documentation (Description

DOW and LEP for GDA), the evaluation approach did not include the research area connected with the involvement of the business environment in project activities (impact on the manufacture of cycling accessories and outfit, identification of stakeholders and cyclists' preferences). Therefore, this area was excluded from the evaluation research. The evaluation approach scheme focused on assessing the impact of the numerous activities promoting 6.1 in the area of public perception of the bicycle as a means of getting around the city. During MIMOSA years, data was collected which will be used in the future as a baseline to support decision-making etc.

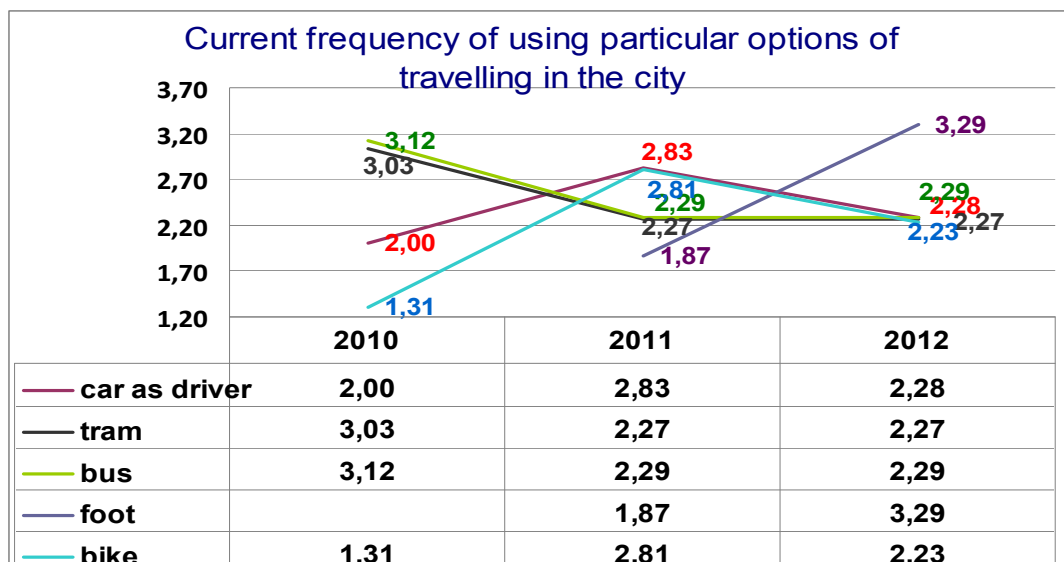
C6 Summary of Evaluation Results

The key results are as follows:

Key result 1

1.1 Daily percentage of trips for each mode

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.



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

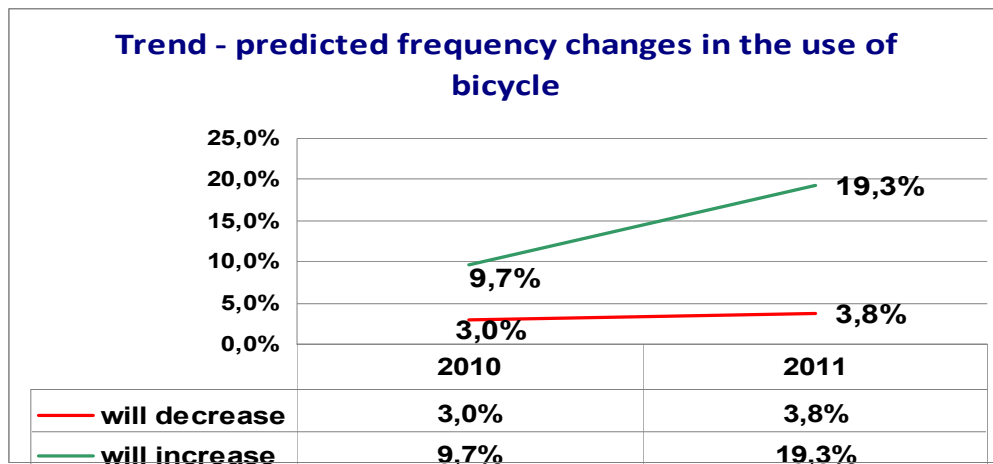
Indicator 2.1 Acceptance level) - level of acceptance of the bike as a means of sustainable transport:

- Observed an increase in growth in the number of participants of the campaign Bike Fridays in 2011 by 10% compared with 2010. This effect can be attributed of MIMOSA project in Gdańsk.
- Based on the declarations of a change in mobility behaviour obtained during comparative studies (*Comparative analysis of the studies Sustainable Transport Survey in 2010 and*

2011) - an equally high rate of growth relates to bike travel around town, as reported by 32% of respondents. These data are encouraging, particularly in relation to journeys made on foot and by bicycle, as they may be indicative of a significant rise in awareness directed at sustainable options and of health-consciousness in the selection of urban transport mode.

- The presented graph 10 (below) indicates the clearly a rising tendency for taking local trips within the city for the selected three options in the years 2010 – 2011. Using a bicycle, as compared to the other sustainable ways of transport, means a favourable image of forecast changes. Citizens covered by the research declare 10% increase in their use of bicycles in the following year for purposes other than recreation.

FIGURE C6.2: The willingness residents to change the frequency in the use of bicycle - Comparative study 2010-2011- Questionnaire on Sustainable Transport.



Key result 3

2.3 (Acceptance level) level of satisfaction with the use of cycleway infrastructure

- The study made by PBS Sopot in 2009 shows, that a total of 61.2% of respondents have a positive opinion about the state of urban cycling infrastructure (nearly 30% rating it as good, and 31.4% as excellent, respectively). Satisfactory-rating was awarded by 13.6% of respondents, and the lowest rating (unsatisfactory and poor) together accounted for 16% of responses. A significant increase of the indicator of the quality assessment of cycling infrastructure by **16.9 %** was made in the last 2 years.

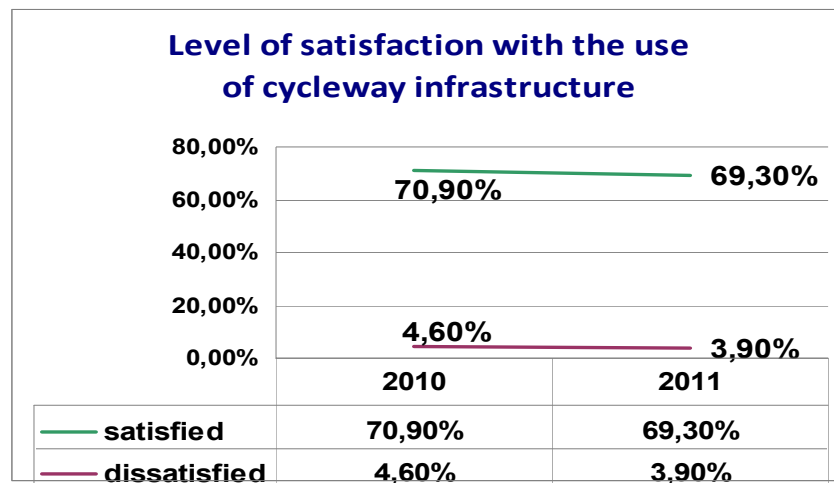
The research from September 2011, led by the MIMOSA team as part of the action "Bike Fridays," was conducted at major intersections of the city and concerned cyclists (target group). As many as 68.1% of cyclists were satisfied with the use of urban cycle paths in 2011. There was an increase in the indicator assessing the level of satisfaction of the users of cycling infrastructure / cycleways by about 7% against the assessment by the residents from 2009 (61.2%).

The level of satisfaction of residents using the infrastructure of cycleways, as compared to the study carried out for the last two years, shows stability, without any diversification in satisfaction and dissatisfaction level. The observed high growth rate of satisfaction from 2007 to 2009 in external study (the change amounts to c.a 17%). The dynamics of the growth rate of the user satisfaction measurement in the evaluation period 2010-2012, is the smallest compared to the previous period (about 7%). Ca. 70 % of the cycleways users are satisfied,

and merely 4% of them expressed their dissatisfaction. Evaluation studies show a the minimum growth rate dynamics of satisfaction users municipal bicycle paths, during the project life. The negligible change in the level of satisfaction with using the urban cycle paths may be indicative of the fact that the residents have got used to something which has existed for years.

Besides, slower growth in this rate may be attributed to higher expectations of the users as to the quality facilities and the urban planning solutions. (FIGURE C6.3).

FIGURE C6.3: Comparative analysis of the study - Measuring the level of user satisfaction municipal bicycle paths in the "Bike Fridays" study (2010, 2011).



C7 Future Activities Relating to the Measure

In Spring 2011, Gdańsk announced its candidacy to host the World Bike Congress Velo-city Global 2014, scheduled for June 2014. The selection decision will be made by the end of the year. The World Congress is held every two years and its organization is a matter of great prestige. The aim of the Congress is to promote the bicycle as an everyday means of transport. Metropolitan Public Transport Association of Gdansk Bay is planning to implement the project city bike system for the entire Tri-City. This organization has a greater capacity than a single investor, which increases the chances of success of the Tri-CityBike initiative.

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

Those reasons were selected at the beginning of the project. During implementation, due to problems with private investor, it was not possible to create a CBA. GDA 6.1 became a very “soft” measure so in evaluation team opinion - it shouldn't be a focused measure

D1 Deviations from the Original Plan

The deviations from the original plan comprised:

- Delays – Due to the delays of the MIMOSA project in Gdansk, advertising and promotion actions were postponed. The project was launched one year later than initially planned. Owing to problems with organisation and with procedures and routines in City Hall of Gdańsk, the CIVITAS MIMOSA Team was created several months later than it had been initially planned. Some of the activities were postponed till the end of the project, which caused reporting delays.
- 2 Due to lack of time and project delays some of the actions were cancelled, e.g. surveys during Bike Fridays. It was not possible to add data from sustainable transport survey. Some of the bundled indicators which include data from 3 years are included in the MRT for GDA 4.3.
- Changes compared to the original assumptions in the Local evaluation Plan – LEP and Description of Work contain some of the unrealistic measure-specific objectives e.g.: introduction of a new style of city bike for everyday use. To make the report clear the Evaluation team decided to adjust the measure-specific objectives to make them more up-to-date and easier to understand. We have decided to introduce changes to some objectives. Due to changes in the implementation schedule of GDA 6.1, the list of stakeholders has changed (changes in comparison with the first version of the Local Evaluation Plan).
- Cancelled objective: Bikes and accessories produced counting (numbers sold) - Project MIMOSA did not cooperate with bike and cycling gadgets manufacturers closely enough to collect this kind of data from private companies.

D2 Barriers and Drivers

D2.1 Barriers

Preparatory stage

- ORGANIZATIONAL: Organizational problems related to long and demanding recruitment procedures in the City Hall of Gdansk. Delays in the project have also been caused by organisational problems.
- INSTITUTIONAL (on-going) - Impeding administrative structures, procedures and routines which slowed down measure execution. CIVITAS MIMOSA had to also struggle with the City Hall of Gdansk internal bureaucracy which was present on each step of project implementation.

Implementation stage

- CULTURAL BARRIER: attitudes - in Poland, car ownership is still a status symbol. The bike, by many people, is not regarded as a mean of transport. Cyclists prefer sports or MTB bikes. It is very difficult to overcome this cultural stereotype.
- CULTURAL BARRIER: infrastructural approach - the construction of cycle paths is promoted, rather than just cycling. Both decision-makers and residents of Gdansk believe that without cycle paths it is not possible to get around the city by bike.
- SPATIAL BARRIER: objective factors - the weather and spatial layout of the city - journey lengths make it difficult to travel by bike all year round. Both the climate and the spatial arrangement of the city, which is dominated by long roads, is still being perceived as inconvenient for bicycle transport development.

Operational stage

- FINANCIAL BARRIER: Private Investor - Tri City Bike (rental bike system) encountered unforeseen financial problems with strategic partners what resulted in postponing the opening of Gdansk`s hire bikes system.
- CULTURAL BARRIER: attitudes - in Poland, car ownership is still a status symbol. The bike, by many people, is not regarded as a mean of transport.
- Cyclists prefer sports or MTB bikes. It is very difficult to overcome this cultural stereotype.

D2.2 Drivers

Preparatory stage

No drives occurred.

Implementation stage

- INSTITUTIONAL DRIVER: the presence of a private investor created the opportunity of introducing a hire bike system in Gdańsk. It enabled the MIMOSA team to introduce several actions promoting urban-style cycling.
- ORGANIZATIONAL DRIVER: the need to create a friendly space in the city centre with balanced urban traffic, providing the opportunity to develop retail trade and create

cafes, gardens or promenades. The introduction of the city bike and promotion of new cycling style will help the municipal authorities to achieve this strategic goal.

Operational stage

- ORGANIZATIONAL DRIVER: The liaison with experienced partners and collaborators during organization Cycle Chic exhibition and competition for a urban-style cycling outfit and gadgets constituted a strong driver. Without this seamless cooperation the execution of some tasks would be much more difficult or (in some cases) even impossible.

D2.3 Activities

Preparatory stage

- Activities 1 ORGANIZATIONAL – The measure leader has been appointed by the Mayor's Regulation of 14th October 2009.

Implementation stage

- Activities 1 ORGANIZATIONAL/PLANNING (10.2010): Liaison with bike producer to create decor schemes of Gdansk hire bikes. The cooperation was set up mostly to promote the urban-style cycling.

Operational stage

- Activities 1 The competition for a project of an urban-style cycling outfit and the cycling gadgets were carried out in 2011. As a result nine projects were awarded with prizes.
- Activities 2 "Rowerem do kultury" - the design competition for an artistic cycle rack. The theme of the contest was to design a cutting-edge concept for a cycle rack mounted near culture-promoter organizations.
- Activities 3 The competition for the decor scheme of the Gdansk hire bikes. The competition was carried out in 2011 and resulted in choosing by Internet users the best project which was planned to be used as official decor scheme for all hire bikes.
- Activities 4 The Cycle Chic outdoor exhibition – the exhibition presenting Gdansk cyclists was displayed in four prestigious spots in Gdańsk during September 2012.

D3 Participation

D3.1 Measure Partners

- Measure partner 1 – City Hall of Gdansk (initially, Development Programs Department, since 06.2011- Public Utilities Department) – leading role, project beneficiary,
- Measure partner 2 - The Gdansk City Bike private company/investor– Principal partner

- Measure partner 3 –Gdańsk Bureau for European Capital of Culture 2016 – Principal partner.

D3.2 Stakeholders

Due to changes in the implementation schedule of GDA 6.1, the list of stakeholders has changed (changes in comparison with the first version of the Local Evaluation Plan).

- Relevant NGOs,
- Producers and traders of bicycles and cycling equipment,
- Cyclists.

D4 Recommendations

D4.1 Recommendations: Measure Replication

- Recommendation 1 – Cycle Chic The outdoor exhibition presenting Gdansk`s trendy cyclists was a perfect opportunity to reach a wide audience. The exhibition was displayed at the most prestigious spot in Gdańsk in order to influence as many people as possible. The great interest shown by the audience was an evidence that is an effective way of cycling promotion.
- Recommendation 2 - The competition for a project of an artistic cycle rack is also worth recommendation. This kind of competition facilitates the influencing some important social groups (in Gdańsk we were targeting the people and institution related to arts and couture) which are not usually associated with cycling but which can help to disprove the stereotype.

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

- Recommendation 1 – The organization of Cycle Chic outdoor exhibition required a lot of organizational effort. The key matter regarding the preparation to the exhibition was conducting the casting among Gdansk`s cyclists though the social media. The casting caused the significant feedback from the cyclists what helped in promotion of the exhibition before it started.
- Recommendation 2 – The cooperation with the private investor who wanted to set up a hire bike system in Gdańsk was a great opportunity to highlight the importance of a bicycle as a daily transport mode. It enabled us to conduct a number of promotional activities and to start a public discussion about the necessity of creation adequate conditions for increasing cycling in the City. Even though the investment wasn`t completed due to financial problems, it brought expected results from the cycling marketing point of view.