



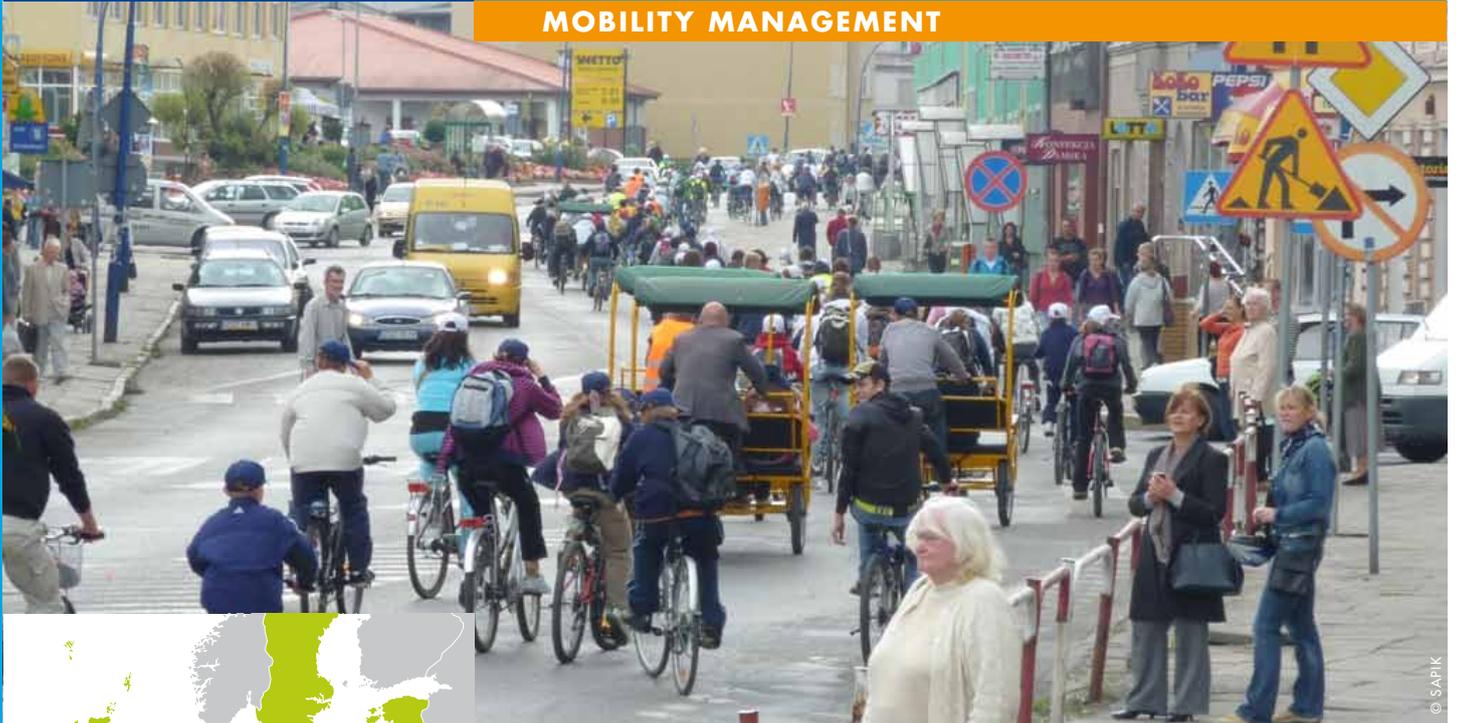
CIVITAS
Cleaner and better transport in cities
RENAISSANCE

CASE STUDY



CAMPAIGNS PROMOTING THE USE OF PUBLIC TRANSPORT AND CYCLING

MOBILITY MANAGEMENT



SZCZECINEK

MUNICIPAL PROFILE

LOCATION
Szczecinek, Poland

POPULATION
39,637

LAND AREA
48.46 km²

CIVITAS BUDGET
EUR 1,721,638

This measure supported all other measures at the local level in their dissemination and promotion work. Campaigns were organised to promote new forms of mobility and increase cycling, especially among school children and youngsters, to influence travel behavior and increase the use of public transport. Campaigns are the best way to address large target groups, particularly youth and children.

Municipal context

Szczecinek is a sub-regional centre in Middle Pomerania in North Eastern Poland. Its stunning location between two lakes with a beautiful park spanning its shore draws countless tourists. The surrounding forests are well-known for their exceptional beauty.

The city sees the growing tourism sector as the central pillar of the city's development. That is why Szczecinek is planning investments in sports and recreation across the city.

Szczecinek joined the CIVITAS RENAISSANCE project to collaborate with other historic European cities faced with the challenge to

ensure sustainable development without harming the environment. A set of ten integrated measures was implemented to improve the public transport service through the integration of public transport modes, the introduction of alternative transport modes and cleaner buses, as well as better communication with customers.

A central part of the city's urban transport strategy was the revival of a mode of transport that has been used by residents and tourists since the 19th century: water transport. A more flexible and attractive service of water trams and water taxis as part of an integrated public transport system is aimed to attract more passengers to public transport and avert an increase in individual car trips. Missing links in



SZCZECINEK IN CIVITAS

Szczecinek participated in CIVITAS RENAISSANCE. Under the motto of “Testing Innovative Strategies for Clean Urban Transport for historic European cities”, the project connects five cities that face mobility challenges through seasonal tourism: Perugia (Italy), Bath (UK), Gorna Oryhavitsa (Bulgaria), Szczecinek (Poland), and Skopje (Macedonia).

PROJECT INFORMATION

CIVITAS RENAISSANCE aims to demonstrate how the legacy of the renaissance can be preserved and developed through innovative and sustainable clean urban transport solutions. The project aims to test and develop a valuable, reliable and integrated package of mobility measures that will make historic cities cleaner and safer.

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One of the events promoting bicycles, public transport and road safety

the bike path network were closed to create the conditions for the development of cycling in the city. Bike and rickshaw rental points are combined with other modes of public transport.

Introduction

The aims of the campaigns were:

- influence travel behavior to change the modal split;
- increase the awareness concerning new transport solutions in the city;
- increase the willingness of car users to shift to other modes of transport.

A Campaign Steering Group (CSG) was created to include representatives of all the partners in Szczecinek (SAPIK, MIAS, SZLOT, KMSZ). Its main responsibilities were to coordinate activities and to monitor the progress. SAPIK created a Campaign Managing Group; each campaign was managed by a Campaign Manager (CM), responsible for developing campaign partnerships, managing the campaign budget, monitoring the inputs and outputs, communicating with media and the public, reporting the progress to the CSG.

Taking a closer look

The main part of the campaign was represented by events promoting cycling, public transport and road safety for thousands of participants. These events were based on active participation of children and youth and included different elements such as a cycle tour (for hundreds of participants each) showing the results of the RENAISSANCE project, competitions, games for children and many more. The presence of local politicians, including the Mayor, was also important. Different kinds of promotional materials were produced and distributed. These included leaflets, arm bands, caps, pendants, and pencils.

Several buses were branded with the CIVITAS logo; and flags, roll-ups and banners were also used to promote CIVITAS and familiarise citizens with the Initiative's brand identity.

Media were intensively involved: the presence of CIVITAS on local TV, internet and local, regional and national press was frequent.

The innovative aspects of the measure were:

- **A new conceptual approach** – Szczecinek is one of the first cities in Poland promoting integration of all public transport modes, including water transport and bike rental system.
- **A new policy instrument** – creation of incentives for sustainable mobility.
- **New organisational arrangements** – introduction of a new form of information and the facilitation of public transport use.
- **Targeting specific user groups** – usage of the internet to promote public transport and eco-friendly behaviours.

BACKGROUND INFORMATION

Before the start of CIVITAS, there was an urgent need to change transport behaviours in the city and to plan dissemination activities for the integration of the local public transport. One important target group were pupils, especially in primary and secondary schools, as well as teenagers in general. By addressing youngsters, the city aimed at reaching their parents too.



Key contacts

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Results

Awareness levels have risen significantly in the city, although they have not reached the target of 55 percent. On the other hand, the number of citizens having a positive image of CIVITAS increased from the beginning of the project. During the baseline research more than 50 percent of respondents, who were asked about their willingness to switch from private car to public transport, bike or walking, gave positive answers. However, during ex-post survey a slightly smaller number of respondents declared the real positive behavioral change. The acceptance level at the end of the project exceeded the target of 45 percent.

During the final (ex-post) survey respondents were asked if they agreed with the statement that one should more often use public transport or bicycle instead of a private car. Over 89 percent accepted the statement.

In addition it was revealed the most noticeable tools of the campaign were banners (33.5 percent) and leaflets (20.9 percent) and the less noticeable folders (7.1 percent).

Lessons learned

From its experience in CIVITAS, Szczecinek learned that campaigns are an efficient and successful way of raising awareness. However, to have successful campaigns, it is important to precisely define the target groups.

Moreover, smaller but more frequent events dedicated to specific target groups rather than the general public seem to be more effective as the message can be more precisely focused.

The main barriers that Szczecinek faced were the lack of any pre-existing cycling culture, and financial liquidity problems.

On the other hand, the main drivers were represented by the strong involvement of the partners and a well established communication between partners and stakeholders. The fact that the city celebrated its 700th anniversary contributed to make the measure a success. The support of CIVITAS RENAISSANCE in engaging decision makers and the general public was also vital.

Upscaling and transferability

Campaigns promoting cycling and PT will be continued. As the results of previous activities in this area are not fully satisfactory, some changes in the conducted campaigns will be implemented. Target groups will be re-defined more precisely (divided into smaller groups of similar age), and smaller but more frequent awareness raising events will be organised.

Generally, the evaluation results indicate the campaigns have raised significantly the social awareness and acceptance of new transport attitudes, and in spite of some problems they can be considered as successful. Positive results indicate that similar campaigns can be conducted in other Polish cities. It would be interesting to implement the elements of campaigns that involved primary and secondary school teaching programmes, as young persons have shown to be more open to new ideas than adults.



Acknowledgements

This publication is produced under the auspices of CIVITAS VANGUARD, a Support Action for coordination and dissemination funded through the EC's Seventh Framework Programme for Research and Technological Development. VANGUARD stands for Advancing Sustainable Urban Transport in an En-larged Europe through CIVITAS.

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Publisher

ICLEI – Local Governments for Sustainability, Freiburg, Germany
Executive Director: Wolfgang Teubner

Series editors

Sean Carroll
Ciara Leonard
Gloria Spezzano (ICLEI)

Layout

Mostra, ICLEI



Awareness raising activities