# Implementation of the Mobility 2.0 communication platform for Gdynia

Implementation Status Report G3.4

<table>
<thead>
<tr>
<th>Deliverable No.:</th>
<th>D3.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Acronym:</td>
<td>DYN@MO</td>
</tr>
<tr>
<td>Full Title:</td>
<td>DYnamic citizens @ctive for sustainable MObility</td>
</tr>
<tr>
<td>Grant Agreement No.:</td>
<td>296057</td>
</tr>
<tr>
<td>Workpackage/Measure No.:</td>
<td>WP3 / G3.4</td>
</tr>
<tr>
<td>Workpackage/ Measure Title:</td>
<td>WP3 ICT and ITS / G3.4 Mobility 2.0 communication</td>
</tr>
<tr>
<td>Responsible Author(s):</td>
<td>Dorota Gajda-Kutowińska</td>
</tr>
<tr>
<td>Responsible Co-Author(s):</td>
<td>Aleksandra Romanowska</td>
</tr>
<tr>
<td>Date:</td>
<td>April 2016</td>
</tr>
<tr>
<td>Status:</td>
<td>Final</td>
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Abstract

Within CIVITAS DYN@MO measure G3.4 *Mobility 2.0 communication* the City of Gdynia implemented the internet platform Mobilna Gdynia on [www.mobilnagdynia.pl](http://www.mobilnagdynia.pl). It was launched on 10 February 2014. The platform is based on web 2.0 tools and allows meeting key objectives:

- providing information,
- supporting mobility planning and administrative processes,
- using social media to involve citizens in mobility planning and decision making processes,
- supporting analysis and assessment processes, incl. data collection, analysis and publication,
- increasing people’s awareness and knowledge on sustainable transport development,
- increasing public awareness regarding alternative urban transport modes.

With the implementation of the platform, the City of Gdynia aimed to involve its citizens in mobility planning processes by providing information and receiving feedback from website users and guests. To enable this involvement the platform was equipped with e.g. a news feed, a collection of articles on good practices and Gdynia’s activities, microblogs for users to publish their posts, surveys, and an event calendar. One of the key assumptions was social media integration – the platform is closely linked to the Mobilna Gdynia Facebook profile and allows sharing, likes, and tweets or promoting the content in other social media: Twitter, Google+ and Pinterest for the City of Gdynia.

Project Partners

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<tr>
<th>Organization</th>
<th>Country</th>
<th>Abbreviation</th>
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<tr>
<td>City of Gdynia</td>
<td>PL</td>
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<tr>
<td>Gdansk University of Technology</td>
<td>PL</td>
<td>GUT</td>
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Document History

<table>
<thead>
<tr>
<th>Date</th>
<th>Person</th>
<th>Action</th>
<th>Status</th>
<th>Diss. Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.09.2015</td>
<td>Aleksandra Romanowska</td>
<td>First draft version</td>
<td>Draft</td>
<td>SC</td>
</tr>
<tr>
<td>22.01.2016</td>
<td>Dorota Gajda-Kutówska</td>
<td>Second draft version</td>
<td>Draft</td>
<td>SC</td>
</tr>
<tr>
<td>18.03.2016</td>
<td>Dorota Gajda-Kutówska</td>
<td>Update of information</td>
<td>Draft</td>
<td>SC</td>
</tr>
<tr>
<td>15.04.2016</td>
<td>Dorota Gajda-Kutówska</td>
<td>Final draft version prepared</td>
<td>Draft</td>
<td>TC</td>
</tr>
<tr>
<td>21.04.2016</td>
<td>Marcel Braun</td>
<td>Final proof-reading and editing</td>
<td>Final</td>
<td>PC</td>
</tr>
</tbody>
</table>

Status: Draft, Final, Approved, and Submitted (to European Commission).
Dissemination Level: PC = Project Coordinator, SC=Site Coordinator, TC=Technical Coordinator, EM=Evaluation Manager.
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1 Executive Summary

A Mobility 2.0 internet platform “Mobilna Gdynia” was set up and officially launched in February 2014 by the City of Gdynia within the CIVITAS DYN@MO project following a concept elaborated by the Gdansk University of Technology. The main aim was to create a tool, which would allow the city to communicate with the public and stakeholders more easily and on a wider scale and to conduct consultations with the local community, especially during transport planning and the Sustainable Urban Mobility Plan (SUMP) elaboration process.

With the Mobilna Gdynia platform, the city decided to take one step forward and designed a website, not only to provide information, raise awareness and promote activities, but also to include citizens and stakeholders in the SUMP planning and decision making process, collect data and opinions for analysis and evaluation and involve people in mobility related discussions. This was made possible through the use of social media and other web 2.0 tools integrated into the platform. These tools include: comment boxes, opinion polls and questionnaires published on the website, as well as microblogs. The last one allows users to create content by themselves, by adding articles, texts, opinions, interesting photos, videos or links to other websites. In addition, all social media groups used by the city to promote sustainable mobility including the Mobilna Gdynia Facebook page and Gdynia’s Twitter account are linked to the portal.

Since the launch of the website, it has been actively used by Gdynia’s administration for communicating with citizens on mobility issues and involving them in the transport planning process. The City of Gdynia is currently in the process of updating and revising its Sustainable Urban Mobility Plan. By encouraging the general public to participate in the planning process the City of Gdynia envisages to reach several aims: to provoke discussion, to find out about public opinions on planning issues and understand better people’s attitudes, to get citizens to participate in online surveys published on the platform, to receive suggestions for overcoming mobility related problems and to collect concrete proposals for actions. All these aims are important in the SUMP process.

2 Starting point

Gdynia is a port city situated in the northern part of Poland on the Baltic Sea. The city belongs to the Gdansk-Gdynia-Sopot Metropolitan Area with more than 1.5 million inhabitants. It is a Polish centre of maritime economy, international trade, science and education, culture and tourism. It is one of the most rapidly developing Polish cities where the port, but also small and medium-sized enterprises play the leading role.
2.1 Evidence for SUMP development

The city is struggling with congestion and an increasing motorisation rate for many years. The motorisation rate extended to the level of 500 cars per 1,000 residents. According to the transport preference survey conducted in 2013 car trips account for 53.1% (6% more compared to 2008). At the same time the share of public transport in modal split is constantly decreasing – in 2013 it accounted for 45.4%, 7% less than in 2008. The share of cycling is below 1%.\footnote{The presented modal split does not include walking}

In response to the problem the city undertakes a number of activities aimed at stopping and reversing the negative trend.

Strong emphasis is put on the development of public transport. The fleet is continuously modernized. The city is investing in energy-efficient and low-emission vehicles: trolleybuses, buses powered by compressed natural gas or modern buses that meet the highest environmental standards. Simultaneously, within DYN@MO the City of Gdynia started prioritising public transport in traffic through designated bus lanes and priority at traffic lights as the result of the implementation of Gdynia’s traffic management system TRISTAR.

In order to increase bicycle use the City of Gdynia implements both infrastructure measures to increase the coherence of the cycling network and conducts promotional, educational and informational activities. In 2013, a bicycle audit (BYPAD methodology) was conducted which identified the main challenges and priorities for cycling development.

Also, the City of Gdynia is giving more attention to pedestrians, including people with reduced mobility. Actions include e.g. the development of accessibility standards (universal design), providing information, trying to ensure safe and attractive conditions for walking. There is an intense discussion with stakeholders and citizens on how pedestrian-friendly the city centre should be, but with no concrete actions so far.

Despite a lot is being done, in most cases mobility measures in Gdynia are implemented ad hoc, without an integrated, systemic approach, institutional cooperation and constant monitoring and evaluation in place. The Sustainable Urban Mobility Plan should be the answer to this problem, pointing out the objectives and measures for sustainable urban mobility development and integrating them into a single, comprehensive document.

2.2 Role of Mobility 2.0 platform in SUMP process

The most and important aim of creating the Mobilna Gdynia platform was to support the SUMP process in Gdynia. The City of Gdynia is a pioneer as regards SUMP elaboration in Poland according to EU standards. The Mobility 2.0 platform is an additional, important tool to involve citizens and stakeholders of each stage of the whole process. Based on the City of Gdynia’s experience, other Polish cities interested in developing Sustainable Urban Mobility Plans started to work on their plans. The City of Gdynia as local consortium partner of the CIVITAS DYN@MO project determined the roles of the Mobilna Gdynia platform in the SUMP process:
- **Providing information**
  Each stage of the SUMP process has been described on the platform to inform and consult stakeholders and inhabitants. The website is also a tool for announcements of events which are linked with the SUMP. Mobilna Gdynia is also a source of good practices from other cities which can be an inspiration.
- **Supporting mobility planning and administrative processes**
  Information on local initiatives in transport and mobility issues, e.g. marketing research on transport prepared by the Public Transport Authority, public consultation on the spatial plan elaborated by the City Planning Office is spread by Mobilna Gdynia. Moreover, modules integrated into the platform allow creating own polls and questionnaires.
- **Using social media to involve citizens in mobility planning and decision making processes**
  Stakeholders and inhabitants can use the platform to voice their opinion about transport solutions, plans, investments, etc. This is done without any additional costs for the City.
- **Supporting analysis and evaluation processes, including data collection, analysis and publication**
  Mobilna Gdynia has a rich collection and variety of data about transport behaviour, simulations and suggestion based on conducted research by both external and internal experts.

### 3 Concept of Mobilna Gdynia

The concept of the platform called “Mobilna Gdynia” as well as the platform itself was prepared by the CIVITAS DYN@MO local consortium partner Gdansk University of Technology in consultation with experts from the City of Gdynia. It was done in 2013 and the official opening was in February 2014. It is located under the address: www.mobilnagdynia.pl. The name of the website refers to the Facebook profile “Mobilna Gdynia”, which has been used by the municipality administration to inform the public on realised projects, implemented measures, upcoming events, planned activities, as well as to collect information and opinions from users, however, in a much narrower range than the Mobility 2.0 platform.

The “Mobilna Gdynia” website uses web 2.0 tools. The aim of the platform is to involve citizens in mobility planning processes in Gdynia. The platform consists of elements such as: news, information on current initiatives and activities on transport and mobility realised by the City of Gdynia, micro-blogs (called “Moja Gdynia” on which citizens can publish their content on the website) and surveys. Moreover, “Mobilna Gdynia” is integrated with popular social media websites: Facebook (Mobilna Gdynia), LinkedIn, Twitter, Pinterest or Google+ (City of Gdynia).

### 3.1 Web 2.0 technology

The term “web 2.0” was defined at the O'Reilly Media conference in 2001, where the revolution in the approach to websites development was announced. Using new technologies: AJAX, XHTML, SOAP, XUL, RSS, RDF, web developers enable users to
create the content of websites. Through the use of dynamic tools web 2.0 models enable users to add articles, photos, their own videos and music, links, create blogs, etc.

Web 2.0 is nothing more than the attempt to combine, aggregate and personalise many websites and services using web 2.0 technologies. A good example is the aggregation of the flagship Google services (maps, e-mail, drive in the cloud, documents in the cloud, etc.) around a single e-mail account. Another aspect is the fact that all services are available on different types of devices simultaneously, including mobile devices.

Web 2.0 technologies are widely used for designing websites in business, education and transport fields. Currently, the prevailing trend in business websites is to use the tools in the form of social networking sites, wikis, blogs or RSS feeds. In order to remain competitive on the market, companies are using innovative technologies with Service Oriented Architecture, which facilitate the integration of business and IT. Web 2.0 in education is mainly used for distance learning. The beginning of distance learning dates back to the 80’s. However, together with web 2.0 technologies and development of internet tools for creating, distributing and providing data, so called “e-learning” started to develop dynamically. It is now called “e-learning 2.0”. With regard to transport web 2.0 technologies are mainly being used as a connection of many tools that are to increase the effectiveness of planning, project design and to raise awareness on transport issues. There are four main categories of web 2.0 applications in transport:

- Providing information,
- Supporting planning and administrative processes – tools for providing data, opinions e.g. on the planned changes or initiatives,
- Social media: websites enabling creating thematic groups, sharing content and information, meeting people with similar interests and beliefs,
- Analysis and evaluation: internet applications for groupware, supporting collection, analysis and publication of the data.

![Figure 1: Example of use of web 2.0 technology in business on www.dekoral.pl. The website allows to present paints colours in different kinds of interiors.](image-url)
Figure 2: Example of use of web 2.0 technology in education – “E-learning by TJ” – blog which explores the knowledge on the use of technology in education (www.jankowskit.pl)

Figure 3: Example of use of web 2.0 technology in transport – Gdynia on SeeClickFix

3.2 Mobilna Gdynia website

3.2.1 Objectives

Mobilna Gdynia platform was created based on objectives which are used as in Web 2.0 applications dedicated for in transport field:

- Providing information on actual local and regional measures and activities in the area of mobility.
- **Supporting planning and administrative processes**
  by spreading information on local initiatives on transport and mobility issues, e.g. marketing research on transport prepared by the Public Transport Authority, public consultation on the spatial plan elaborated by the City Planning Office.

- **Social media use: involving citizens in planning and decision process**
  By giving citizens the possibility to voice their opinion about transport solutions.

- **Supporting analysis and evaluation processes, including data collection, analysis and publication**
  By collecting a variety of data about transport behaviour and suggestions based on prepared research.

- **Increasing people’s awareness and knowledge on sustainable transport development**,
  By providing case studies and good practise examples from European cities

- **Increasing public awareness regarding alternative urban transport modes**.
  By disseminating campaigns run in Gdynia on increasing esp. walking and cycling among different citizen groups.

### 3.2.2 Target groups

During the preparation for setting up the Mobilna Gdynia website, the targets groups of the platform were defined:

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<tr>
<th>Target groups</th>
<th>Information</th>
<th>Possible activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users (&quot;friends&quot;) of Facebook profile “Mobilna Gdynia”</td>
<td>News, calendar, comments, “likes” on Facebook, microblogs, user input</td>
<td>Commenting, providing opinions, participating in surveys/polls, co-creation of content, sharing content</td>
</tr>
<tr>
<td>NGOs who are actively involved in activities towards improvement of accessibility, information, road safety, etc.</td>
<td>News with category division, user input, microblogs, downloads</td>
<td>co-creation of content, topics observation, providing solutions, sharing the content</td>
</tr>
<tr>
<td>District Councils</td>
<td>News, information on projects and initiatives/ investments in districts</td>
<td>Review of news and another contents</td>
</tr>
<tr>
<td>Public institutions, private companies</td>
<td>News, information on projects and initiatives</td>
<td>Review of news and another contents</td>
</tr>
<tr>
<td>Public transport providers and organisers</td>
<td>News (by categories), information on projects</td>
<td>Co-creation of content, input to articles, review of information and topics</td>
</tr>
<tr>
<td>Citizens who are actively involved in discussions and public consultations, who have an internet access</td>
<td>News, calendar, comments, “likes” on Facebook, microblogs, user input, information on projects, downloads, links</td>
<td>Commenting, providing opinions, participating in surveys/polls, co-creation of content, sharing content, providing solutions</td>
</tr>
</tbody>
</table>
### Target groups

<table>
<thead>
<tr>
<th>Target groups</th>
<th>Information</th>
<th>Possible activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>City officers from different departments and institutions</td>
<td>News, information on projects, comments and opinions of users, downloads</td>
<td>Official co-creation of content, input to articles, review of information and other contents, review of proposed solutions and users opinions</td>
</tr>
<tr>
<td>Senior citizens – but in a small degree (only part of them have internet access)</td>
<td>News and information on projects, initiatives, investments</td>
<td>Review of articles, providing solutions, indicating problems</td>
</tr>
<tr>
<td>Citizens with disabilities e.g. visually impaired or with limited mobility</td>
<td>News and information on projects, initiatives, investments, calendar, surveys</td>
<td>Review of articles and contents, providing solutions, indicating problems, participating in surveys</td>
</tr>
<tr>
<td>Drivers, pedestrians, cyclists, PT passengers – as transport users</td>
<td>News (especially on infrastructure, traffic organisation), comments, opinions</td>
<td>Review of content, adding comments, participating in surveys, indicating problems and providing solutions</td>
</tr>
<tr>
<td>Students</td>
<td>Articles, information on projects, downloads, links, surveys results</td>
<td>Review of content, searching information, collecting the data</td>
</tr>
</tbody>
</table>

**Table 1:** Target groups for Mobilna Gdynia platform

### 3.2.3 Web accessibility

Web accessibility of internet services is the degree how it can be perceived, understood and viewed by all users, regardless of their characteristics or disabilities and properties of software and hardware used by these people.

Different types of disabilities have different effects on the use of web services. Four groups of people with disabilities were taken into account on “Mobilna Gdynia”: users with visual difficulties, impaired colour vision, people with physical disabilities and with impaired hearing.

In the case of the Mobility 2.0 platform the following facilities were considered to be applied for visually impaired users:

- Possibility to magnify the font on the page without magnifying the whole page
- Buying a licence for “iWebReader” based on the Polish voice synthesizer “Ivona”. The facility is often used in popular Polish websites, e.g. the official the of Gdynia website.

Some people do not recognize all colours and their shades. Some people cannot see the red colour (prolanopia), others do not distinguish between green (deuteranopia – colour blindness), yellow and blue (Tritanopia). There are also people who have trouble seeing any colours (monochromatism).

In the case of users with impaired colour vision, “Mobilna Gdynia” was prepared in such a way that colours aren’t the only way to communicate information on the website. When the
website was designed, special attention was paid to the use of elements of typography to highlight text gradation.

Some people with physical disability use a standard keyboard and mouse, but there is also a group of people that have to use dedicated equipment or software tools to use the internet, e.g. “head mouse” devices that allow moving the cursor on the screen with head movements. “Mobilna Gdynia” doesn’t provide facilities for the use of “head mouse” devices. This is due to the high unit cost and increased complexity of the website to implement this facility.

People with impaired hearing are another group often excluded from full access to the internet. In case of “Mobilna Gdynia”, multimedia content shared in the form of video files is enhanced with subtitles in Polish.

3.2.4 Web usability

The term “web usability” determines the degree to which networking tools and implemented features help to achieve the goals assumed by web developers. When the website meets the criteria of utility, it is easier to learn how to use it and how to work with the website to achieve a greater effect.

While creating the concept for the CIVITAS DYN@MO web 2.0 platform, the focus was put on the use of the “user-centred design” method (UCD).

3.2.5 Selection of content and use of the tools

For taking into account the objectives indicated in chapter 3.2.1, appropriate tools were chosen. Not all of them are typical for web 2.0.

(1) Providing information:
- News
- Microblogs
- Event calendar
- Information on projects
- Links collection
- Downloads
- RSS feeds

(2) Supporting planning and administrative processes:
- Comments below the articles
- Polls/ voting
- Questionnaires
- Microblogs

(3) Use of social media:
- Links to social media
  - Facebook: Mobilna Gdynia
  - Twitter: Gdynia
  - Pinterest: Gdynia
- Possibility to share website content (e.g. articles) on users profiles in social media
  - Facebook: Mobilna Gdynia
  - Twitter: Gdynia
  - Linkedin, Google+ of private users
- Possibility to initiate Gdynia’s Facebook and Twitter content tracking by users on their social media profiles
(4) Supporting analysis and evaluation processes:
- Microblogs
- Comments below articles
- Polls/voting
- Questionnaires

The entire webpage as well as tools used were designed for desktop PCs, laptops, tablets and smartphones in the so-called “Responsive Web Design” technology. This means that the page doesn’t have separate versions for desktop computers and mobile devices.

3.2.6 Scenarios

Based on the elements of the website, groups of users, their permissions and possible scenarios of actions were identified.

The division into users and administrators has practical significance, but it is sufficient only in simple solutions. Therefore, for each of these groups smaller groups have been indicated based on permissions given to their members.

By granting rights, the user is being assigned to one of the privileged groups. Each group has a default set of rights:

(1) Unregistered users:
- The right to access the front of website
- The right to review resources
- The right to download shared documents

(2) Registered users (in addition to the rights of unregistered users):
- The right to comment
- The right to access their account and change their profile
- The right to publish forum topics and content

(3) Among the group of all users there is a more narrow group of users: co-authors, who are entitled to add and modify content of the website. Their privileges are wider than those of any other logged-in user. There are three different groups of among co-authors with different rights:

1. Authors, which have the rights
   - to send materials to the indicated article categories in micro-blogs
   - to edit their materials in micro-blogs

2. Editors, which have the rights
   - to add and edit articles in the indicated article categories in micro-blogs
   - to edit (redact) articles of all other authors

3. Publishers, which have the rights
   - to add articles to each category on the website
   - to edit (redact) articles of all other authors
   - to decide on publishing or finishing the publication of each article

As shown, each of these three groups of users has one more privilege which in each case result in much wider possibilities to change the content of the website.
(4) System operators: Operators are the group of managing users, who have the right to access the back of the website, and to the administration panel. For this group of users also three subgroups are indicated:

1. Operators: Operators are able to manage articles and positions of the website menu. They are also allowed:
   - to create, delete, copy, move article categories and sections
   - to create, delete, copy, move articles
   - to create, delete, copy, move menu positions that enable article presentation
   - to modify parameters and to move to trash (but do not remove physically!) all other menu items

   Operators are not allowed to add users or modify their privileges.

2. Administrators: Administrators have all the rights assigned to Operators and are also allowed:
   - to add, modify and delete users accounts (except the main administrators accounts)

3. Main administrator: The main administrator is the only one allowed to access all functions of the administration panel. He/ she has all the rights assigned to the administrators and is also allowed:
   - to modify the global settings
   - to create, modify, delete accounts of administrators
   - to move administrators accounts to other groups – lower groups or main administrators group

The scenarios of users actions apply only to the users groups having access only to the front of the website, these are: registered users, authors, editors and publishers.

Registration

New unregistered users can sign up by using the link “Registration”. After using the link he/ she is transferred to registration form and asked for:

- Name (usually name and surname)
- Username (login)
- Password
- E-mail address

A new user account is created after having used the “Register” button and having waited for activation by the administrator in a “waiting room”. The user can use all privileges only after account activation.

The user is informed on account creation and activation by e-mail (appropriate messages are sent to the e-mail address indicated during registration). Account activation by administrator avoids spam (unwanted content in the comments on the website).

Reminding about user’s password

In case a user forgot his/ her password, he/ she can use the link “Forgot your password?” which enables the user to log-in to the website again. After using the link, the user is transferred to a form, where he/ she is asked for the e-mail address that was used during the
registration process. A special code is then sent to the indicated e-mail address. It allows the user to log-in and change the password.

**Reminding about username (login)**

In case a user forgot his/her username, he/she can use the link “Forgot your login?” which enables the user to log-in to the website again. After using the link, the user is transferred to a form, where he/she is asked for the e-mail address that was used during the registration process. The username (login) is sent to the accompanying e-mail address.

**Commenting content**

Each registered user is able to add comments under each published article. The user is also allowed to comment or answer to other users. The comment is labelled with the username, date and time of publication.

**Recommending content of the website in social media**

Under each article are links enabling sharing the article on the user’s profile in social media.

**Informing about important events**

A calendar informing about important events is located on the homepage. It is connected to Google Calendar, from where the events are managed. The calendar presents a one month view.

**Publication of own content on microblogs**

Publication of own content in form of articles and multimedia files is made available only for users – “authors” only in microblogs. There are several ways to become an “author”:

- Administrators can invite authors of interesting comments with substantive value to publish on the website.
- Administrators can invite members of NGOs or communities to publish on the website.
- Users can contact administrators by e-mail and propose articles that can be published on the microblog. In the case when the article content has substantive value, administrators can invite the user to further cooperation with publishing articles in microblogs.

The administrator has foreseen the possibility to publish the best articles published in the microblogs also on the main page.

The proposed method of filtering the “authors” ensures protection against unwanted content publishing.

**Questionnaires**

Website administrators are able to prepare different kinds of questionnaires: general ones, which can be located on the main page, and thematic ones, which can be located in the appropriate category or below the appropriate article.

### 3.2.7 Architecture of information

Categorization of content is a very characteristic feature of web 2.0 technologies. Although the content is created by a number of users, it is ordered and enables users to take an interest in only the desired topics. The site is divided into sections and categories.

The main menu, displayed at the top of the page, is divided into the following sections:
- News
- Projects
- Links
- Microblogs (“Moja Gdynia”)
- Cycling competition “Do pracy jadę rowerem”

Each section is divided into the following thematic categories:
- Public transport
- Car
- Bicycle
- Pedestrian
- Road traffic safety
- SUMP
- TRISTAR

The division of content into categories is indicated via graphic elements (“slider”), which are situated in the upper part of the website.

3.2.8 Web graphics

The graphic design of the “Mobilna Gdynia” internet platform is presented below.

Upper section

![Upper section of Mobilna Gdynia website](image)

**Figure 4:** Upper section of Mobilna Gdynia website

The section includes:
- Top bar
- Logos
- Top menu
- “Slider”
- Mini menu

Top bar

The top bar includes informational items, login/registration links, search box and links to social media.

![Top bar of Mobilna Gdynia](image)

**Figure 5:** Top bar of Mobilna Gdynia
Informational items:
- E-mail address
- Information about “Mobilna Gdynia”

Links to:
- Login form
- Registration form

Links to:
- RSS feed
- Facebook
- Twitter
- Pinterest

Logos and top menu

Figure 6: Logos and top menu of Mobilna Gdynia website

The top menu includes the following elements:
- News
- Projects
- Links
- Microblogs (“Moja Gdynia”)
- Cycling competition “Do pracy jadę rowerem”

Submenu

Figure 7: Submenu of Mobilna Gdynia website
“Slider” with harmonica effect

The slider presents categories of articles/information, which include:
- Public transport
- Car
- Bicycle
- Pedestrian
- Road traffic safety
- SUMP
- TRISTAR

Mini menu

The mini menu includes categories of articles/information:
- Public transport
- Car
- Bicycle
- Pedestrian
- Road traffic safety
- SUMP
- TRISTAR
- Cycling competition “Do pracy jade rowerem”
Main section

Figure 10: Main section of Mobilna Gdynia website
The main section includes articles and modules:
- Follow us (on Facebook, etc.)
- Worth to see
- Calendar of events (month view)
- Tags cloud
- Most popular articles
- Report the problem in cycling infrastructure (SeeClickFix)

Modules

The modules located on the right side include:

- **Follow us**
- **Most popular**
- **SeeClickFix**
- **Tags cloud**

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**Badanie preferencji w zakresie organizacji ruchu na Świętojańskiej zakończone...**

W dniach od 5 do 20 marca 2014 r., na stronie Mobilina Gdynia przeprowadziliśmy ankię...

**Gdynia podejmuje wyzwanie European Cycling Challenge 2014!**

Serdecznie zapraszamy wszystkich do wzmocnienia gdańskiej drużyny w European Cycling Challenge 2014!

**Wyniki ankiety dla Skweru Kościuszki i Al. Jana Pawła II**

Zachęcamy do zapoznania się z wynikami badania preferencji w zakresie organizacji ruchu na Skwerze Kościuszki...
3.2.9 Cost and calculations

The costs of the website (programmes and website components) were estimated with examples that correspond to the functionality of necessary elements. The estimation table is presented below.

Not included are the costs for VAT and realisation of the order.

<table>
<thead>
<tr>
<th>Functionality</th>
<th>Example</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extensive graphic programme for creating and processing raster graphics</td>
<td>Adobe Photoshop CS6 Win PL (<a href="http://www.ceneo.pl/16757878#tab=spec">http://www.ceneo.pl/16757878#tab=spec</a>)</td>
<td>approx. 650 EUR</td>
</tr>
<tr>
<td>Blogging component</td>
<td>Social Professional Bundle pack (<a href="http://stackideas.com">http://stackideas.com</a>)</td>
<td>approx. 160 EUR</td>
</tr>
<tr>
<td>Discussion forum component</td>
<td>Blogs on event component (<a href="http://stackideas.com">http://stackideas.com</a>)</td>
<td>approx. 30 EUR</td>
</tr>
</tbody>
</table>
### Functionality | Example | Cost |
--- | --- | --- |
Application framework component | Yootheme Basic pack ([http://www.yootheme.com/themes/buy-now](http://www.yootheme.com/themes/buy-now)) | approx. 50 EUR |
Pack of adds with gallery effects, importing Twitter news, playing videos, maps, articles categories | Yootheme Widgetkit Standard ([http://www.yootheme.com/widgetkit/buy-now](http://www.yootheme.com/widgetkit/buy-now)) | approx. 40 EUR |
Forms generator component | Uniform ([http://www.joomlashine.com](http://www.joomlashine.com)) | approx. 30 EUR |
Pack of photos with high resolution | Fotolia.pl – 1 month subscription ([http://fotolia.pl](http://fotolia.pl)) | approx. 180 EUR |

| Total | approx. 1,200 EUR |

*Table 2: Cost of components for Mobilna Gdynia platform*

## 4 Maintenance of Mobilna Gdynia

The Mobilna Gdynia platform was officially launched in February 2014 ([www.mobilnagdynia.pl](http://www.mobilnagdynia.pl)). The website is connected with a Facebook fanpage and a video channel on Youtube. Both are called ‘Mobilna Gdynia’. Thanks to the involvement of the unit responsible for website content and adding articles regularly, the platform has a high reputation among Polish and foreign cities and is a source of information for local and regional media.

### 4.1 Responsibility

There are currently four people responsible for articles and input for Mobilna Gdynia – employees of the EU Projects and Mobility Management Unit of the Road and Green Areas Management department of the Municipality of Gdynia. This unit is involved directly in the CIVITAS DYN@MO project and coordinates measures within it.

From a technical point of view, an IT specialist of the Road and Green Areas Management department provides assistance for the maintenance of the website.

The Mobilna Gdynia platform is officially accepted by the Mayor of Gdynia and the PR & Promotion Unit in the City Hall of Gdynia. A logo and link is available from the official website.
of the City of Gdynia (www.gdynia.pl). Content and main aims were widely consulted and agreed with local stakeholders in Gdynia.

4.2 Input

Articles published on the Mobilna Gdynia platform focus on general mobility topics. Usually they are about activities of the City of Gdynia and activities in this city with regard to mobility and transport planning. Articles contain news from projects in which the City of Gdynia is involved.

The team has been publishing 1-3 articles per week on average. The frequency of publishing depends on whether there are interesting tasks and activities in Gdynia to report. Sometimes, content of the website is enriched by articles on good practices and examples from other Polish and European cities.

Articles are collected also from other employees of the Road and Green Areas Management department as well as other municipal units, if the topic fits to the Mobilna Gdynia profile, e.g. news about the public consultation on the spatial development plan (transport) of Gdynia, development of cycling infrastructure, the Traffic Management System TRISTAR, etc.

Moreover, local, dedicated NGOs cooperate with the City and often use the portal as means to provide information about their events. All information received from them is edited by the City’s Mobilna Gdynia team and only thereafter is published on the website.

For PKT Gdynia, the public transport operator and local partner of the CIVITAS DYN@MO consortium, it is also possible to provide input on their activities on the platform.

The City also cooperates with CIVINET Polska. Partners in this network have been sending a lot of information about activities – good practices from their region. Mobilna Gdynia is free to publish them.

Many news from the website are shared on the Mobilna Gdynia Facebook profile. In fact, the majority of feedback was received through this social media channel, and not through the website itself. The number of registered users on the Facebook fanpage is bigger than on the mobility platform.

All videos which were recorded during mobility events, simulations needed for measures, etc. are available and spread via the YouTube channel.

For now, no special permissions are needed from the PR & Promotion Unit for publication via Mobilna Gdynia channels.

4.3 Update of platform

In October 2015, new components were bought to increase the functionality and usability of the platform:

- Digital Peak Calendar

  The DPCalendar is an intuitive Joomla calendar, which allows browsing of events without the need to refresh the page. It is possible to switch between month, week or day view without page load delays.
DPCalendar can be configured to suit customers target with its many options, such as date format that allows to fully integrate this Joomla calendar into Joomla based websites. Even the event details page can be fully customized to fit with the website template.

- Unite Revolution Slider Responsive

  The Unite Revolution Responsive slider is a layered slider for joomla. It is possible to design slider without css or jquery.

- Joomunited map module

  This module is using data from Google Geochart to generate a map with custom marker, regions coloured, tooltips and HTML sidebar. It is possible to create customised maps. The customization of a map can be done in a single view. Responsive design included. The extension comes with a module for more flexibility.

- Multimedia Joomlarulez

  Joomla plugin plays videos and streams video files from different sources. It is possible to show single images or image galleries, inline content, ajax content and web pages.

- Joomlapools

  The component allows visitors to participate in surveys on a website. It is possible to distribute many votes at the same time. The IP addresses and cookies are stored, which makes multiple voting difficult without permission. A plugin allows inserting the poll into posts.

- Access to Fotolia.com service

  This is a feature for administrators to make it easier to import bought photos from fotolia.com to the Mobilna Gdynia platform.

- Themler

  Themler is built to produce responsive web designs for existing content management systems, including WordPress, Joomla, Ebay's Magento, Drupal and PrestaShop.

Some of new features were introduced at the beginning of 2016. Some of them require more specific changes in the website structure, but they will all be implemented before the end of the DYN@MO project.

5 Dissemination

Since July 2014, five promotion campaigns for www.mobilnagdynia.pl were organized – every four months. They addressed different target groups, either during one day or via long-term events. The platform was also often promoted in local and regional media. It also gained popularity among users thanks to the research which was conducted on the website in order to implement CIVITAS DYN@MO measures.
The five campaigns were planned to be held as follows:
- July 2014
- November 2014
- March 2015
- July 2015
- November 2015

Due to the implementation of other measures in the CIVITAS DYN@MO project, in order to achieve synergies, deadlines were in some cases slightly moved. As a result, a larger number of Mobilna Gdynia users was reached, which is resulted in the high number of views of and registrations for the website.

Two local DYN@MO partners, besides the City of Gdynia, were actively involved in platform promotion: PKT Gdynia and the University of Gdansk (UG) through the Baltic Sea Region Competence Centre on SUMP (www.bsr-sump.eu).

5.1 First campaign

The first campaign took place from March to August 2014. The website was promoted during events organized directly by the City of Gdynia or those in which the city took a part:
- Bicycle Festival (30 March)
- Cycling competition “Bike to work” (April – August)
- European Cycling Challenge 2014 (May)
- Campaign “Wyścig przez Polskę” (May – June)
- Weekend with Starowiejska Street for pedestrians (12-13 July)

5.1.1 Bicycle Festival

The event promoted the participation of the City of Gdynia in the European Cycling Challenge 2014 (within CIVITAS DYN@MO) and encouraged residents to sign up for Gdynia’s team. The “Mobilna Gdynia” website featured a series of articles dedicated to this international cycling competition. Information was provided on the main principles of the competition and during the competition it served live results. During the festival, people who have registered to both the competition or directly on the Mobilna Gdynia website, received a small cycling gadget with the project logo and website address (lights, bells, reflective bands). For the festival occasional leaflets with www.mobilnagdynia.pl were produced.

During the competition a survey on mobility in Gdynia was organized. Participants answered questions concerning Mobilna Gdynia. The best of them were awarded by U-locks and saddlebags with the address and logo of the website.
5.1.2 Cycling competition “Bike to work” 2014

The campaign “Bike to work” was conducted for 17 weeks in the period from 1 April to 31 July 2014. 772 participants from 76 companies in Gdynia signed up for the competition.

The aim of the competition was to encourage employees of companies in Gdynia to travel to their workplace by bicycle. By promoting cycling as means of transport in daily commuting, it was shown that it is a competitive and enjoyable alternative to travelling by car.

Participants received a “bike breakfast”. More than 4,100 breakfasts were distributed during the campaign. All of them were labelled with the address and logo of the Mobilna Gdynia website.

The closing ceremony of the competition took place during the celebration of the European Trolleybus Day & DYN@MO Day & Car Free Day. During the event, the best cyclists were rewarded valuable sets of bicycle equipment. Each of the prizes was a chance to promote the web platform.

During the competition, the platform www.mobilnagdynia.pl was the main source of information on the campaign for residents and others.
5.1.3 European Cycling Challenge 2014

During the European Cycling Challenge (ECC) 2014, the Mobilna Gdynia website was used to describe the basic principles and course of the competition.

On 31 May 2014, in cooperation with the Pomeranian Science and Technology Park, the NGO “Rowerowa Gdynia” and local sponsors and partners, the final event of the ECC 2014 in Gdynia was organized: a family bike picnic. During the picnic a campaign promoting the website www.mobilnagdynia.pl was held. The participants and the best cyclists received dozens of cycling gifts with the website address.

After the event, a detailed summary of the campaign was published on the website and on Facebook. Dedicated results in the form of cycling heat maps for the Municipality of Gdynia were commented widely by website users. More users on the website were noticed during the campaign.

5.1.4 Campaign “Wyscig przez Polske” 2014

From April to June 2014, students from elementary schools in Gdynia participated in the “Wyscig przez Polske” campaign, organized within CIVITAS DYN@MO. It encouraged
students to go to school by bike, foot or public transport instead of private cars with their parents.

On the Mobilna Gdynia platform a dedicated subpage was established (www.wpp.mobiltagdynia.pl). It was the main support and source of information on the campaign. It contains all the information, contest rules, current results and photo gallery, etc.

During the campaign, the children received a lot of gadgets to improve their safety on the way to school. All of them were labelled with the logo and address of the Mobilna Gdynia website.

![Figure 17: Winners of “Wyscig przez Polske” 2014](image)

5.1.5 Weekend with Starowiejska Street for pedestrians

On 13-14 July 2014 on Starowiejska Street the event “Creating temporary pedestrian zone in the street Starowiejska” was held. This two-day event was a great opportunity to promote the web platform.

Over two days, people passing the street could sit on specially manufactured sun loungers, which enjoyed great popularity. Even after the event local services located on Starowiejska Street used those deck chairs on their areas. In that way the Mobilna Gdynia website was promoted further.

Moreover, during the event a lot of gadgets, leaflets and brochures with the Mobilna Gdynia brand were distributed among pedestrians.

![Figure 18: Deck chairs promoting Mobilna Gdynia](image)
Figure 19: Pedestrians on Starowiejska Street using Mobilna Gdynia deck chairs

5.1.6 Other activities

Furthermore, the platform was promoted during national and international events in 2014: ECOMM (Florence, 7-9 May), Grand Bicycle Ride (Tri-City, 14 June), III and IV Gdynia Night Bicycle Ride (28 June and 30 August), during which a lot of gadgets promoting the Mobilna Gdynia website were distributed among participants.

In May and June, a series of presentations about the www.mobilnagdynia.pl platform were held for students of the Maritime Academy in Gdynia and of the Gdansk University of Technology. The website was also presented to younger inhabitants of Gdynia, esp. school pupils, during thematic workshops held for them by staff of the Road and Green Areas Management department of the City of Gdynia, both in Polish and English.

The website was also repeatedly mentioned as a primary source of information during the press conferences at the City Hall of Gdynia.

Apart from numerous gadgets which were produced for the campaigns within the project, a lot of other material with the address/page logo were created, e.g. planners and wall calendars. They were distributed among residents and stakeholders.

On www.mobilnagdynia.pl a competition for young architects, designers and anyone interested in “Parking (R)evolution” was run. It was also a way of promoting the platform. The competition became nationwide and significantly exceeded expectations for the submitted projects.

Figure 20: “Parking (R)evolution” on Mobilna Gdynia
During the first promotional campaign also online research was conducted, linked to the implementation of other DYN@MO measures. Without a doubt, considering the number of received responses, they were very important to increase the popularity of Mobilna Gdynia.

5.2 Second campaign

The second campaign promoting the platform Mobilna Gdynia took place from September to December 2014. Again, the website was promoted during the events organized by the City of Gdynia or those in which the city participated:
- European Trolleybus Day & Car Free Day & CIVITAS Day (20 September)
- Conference on SUMP “Baltic Sea Region advancing towards a dynamic SUMP” (23-24 October)
- Santa Claus on Bikes 2014 (28 December)

5.2.1 European Trolleybus Day

During the all-day event in a popular place for Gdynia’s inhabitants and tourists (Kosciuszko Square and John Paul II Avenue) an information campaign was conducted about the DYN@MO project, including the Mobility 2.0 platform www.mobilnagdynia.pl.

Information about the website was also given passengers on Gdynia’s trolleybuses. They received sweet fudges with the website logo and address.

![Figure 21](image)

**Figure 21**: Promotion of Mobilna Gdynia website for passengers of Gdynia’s trolleybuses

5.2.2 Conference on SUMP “Baltic Sea Region advancing towards a dynamic SUMP”

On 23-24 October 2014 Gdynia hosted a Joint Conference of the Union of Baltic Cities “Baltic Sea Region aimed toward the planning of Sustainable Urban Mobility” organized within the framework of the CIVITAS DYN@MO project.

Organizers of the event gathered 25 speakers from six European countries, experts in mobility planning who shared their knowledge about the development of SUMP. During the discussions there was much talk about the activity of residents and stakeholders, especially through the available modern tools. It was a great chance to present and promote the Mobilina Gdynia platform.
5.2.3 Santa Claus on Bikes 2014

Santa Claus on Bikes is a cyclical, winter bike ride in the Tri-City. Cyclists in Christmas-themed costumes (Santa Claus, snowflakes, reindeer, Christmas trees, etc.) ride on all kinds of bikes from Gdansk to Gdynia. The participants and organizers want to show that the cycling season never ends and that this means of transport can be used at all times of the year – not just in the summer.

The event was widely promoted and described on the pages of a Mobilna Gdynia platform. Thanks to the collaboration with the local association “Rowerowa Gdynia” participants of the event got numerous gadgets with the logo and website address of Mobilna Gdynia. Gadgets were distributed included U-Locks, saddlebags, bells, lights, bands, reflective vests and kits for children.

5.2.4 Other activities

Furthermore, the platform was promoted during national and international events: the CIVITAS Forum conference 2014 (Casablanca, 26-29 September), CIFAL Conference (Plock, 1 October). Hundreds of gadgets were distributed and the website was promoted during local and regional lectures and workshops.
The company PKT Gdynia and the Maritime Academy informed children, youngsters and students about the existence and the content of the Mobilna Gdynia platform during their different internal events.

Employees of the City’s Roads and Green Areas Management department continued giving presentations and conducting workshops for pupils of Gdynia’s schools about mobility in the city of Gdynia, in Polish and English. Mobilna Gdynia was always mentioned repeatedly.

The Mobilna Gdynia website was also the main source of information for the press conferences organized by the City of Gdynia in the City Hall. Based on information published on the platform several news items were prepared in local and regional media.

On the internet platform, during the period of the second campaign, research and surveys related to CIVITAS DYN@MO project activities continued. The number of responses contributed to the rising popularity of the website.

5.3 Third campaign

The third campaign was conducted in spring and summer 2015. It was very similar to the first edition and focused on three campaigns conducted by the City of Gdynia in order to increase the popularity using sustainable modes of transport:

- Cycling competition “Bike to work” (April – August)
- European Cycling Challenge 2015 (May)
- Campaign “Wyścig przez Polskę” (May – June)

5.3.1 Cycling competition “Bike to work” 2015

The competition is becoming more and more popular. The 2015 edition was attended by 994 participants from 98 companies. The campaign lasted 22 weeks, from April to August. During the competition, participants cycled 572,056 km during 60,845 individual trips. This means that they circled 14 times the earth.

6,420 cyclists were awarded with breakfasts. Packages consisted of sandwiches, fruits and desserts and were usually enough as a meal for the whole working day. Breakfasts were given to those participants who in the week before made four trips to and from work by bicycle. As a result, the competition motivated employees of companies to systematically ride by bike. On each breakfast bag and component of the breakfast were stickers promoting www.mobilnagdynia.pl.
During the competition, information about the results and effects of the campaign were also presented on the Mobilna Gdynia platform.

During the 2015 edition of the campaign the principles for granting awards were changed. Individual awards were drawn among cyclists who drove a minimum of 280 km or did 35 individual trips during the entire competition. In the lottery participants could win 30 sets of prizes with a value of approx. 300 PLN and the main prize: an e-bike. All prizes were branded with Mobilna Gdynia.

5.3.2 European Cycling Challenge 2015

In 2015, the City of Gdynia took part again in the European Cycling Challenge. The preparations, the campaign itself and the final event were very similar to the previous year.

Again, the internet platform Mobilna Gdynia was used before and during the campaign to describe the basic principles and the course of the competition.

A final event was organized on 31 May in cooperation with the Pomeranian Science and Technology Park, the NGO “Rowerowa Gdynia” and local sponsors and partners. Again, it was a family bike ride with a picnic. The route was changed compared to the previous year.
as a result of events that took place in the city in connection with the municipal celebrations of Children’s Day. During the event an intensive campaign promoting the website [www.mobilnagdynia.pl](http://www.mobilnagdynia.pl) was held. Participants and the best cyclists received hundreds of cycling gifts with the address and logo of Mobilna Gdynia.

![Figure 26: The best participants of ECC 2015 in Gdynia with prizes from Mobilna Gdynia](image)

After the event, a detailed summary of the campaign, the final event as well as the results in the form of cycling heat maps of the Municipality of Gdynia were published. These articles proved to be very popular among readers. Also, a film visualizing the rides of cyclists during the competition was created with an external company. It also provided an important source of website promotion and of the YouTube channel.

### 5.3.3 Campaign “Wyścig przez Polskę” 2015

The campaign “Wyścig przez Polskę” 2015 promoted active mobility among school pupils in Gdynia. It took place in May and June 2015. The main objective of the campaign was primarily reducing car traffic in front of primary schools, increasing the safety of children during their daily journey to school and promote sustainable ways to move around the city, particularly walking and cycling.

Similar to the previous edition, the subpage of Mobilna Gdynia ([www.wpp.mobilnagdynia.pl](http://www.wpp.mobilnagdynia.pl)) was used for the campaign. It supported the campaign and provided all the information, contest rules, current results, photo gallery, etc.

During the campaign, children received gadgets to improve their safety on the way to school with the logo of Mobilna Gdynia. Top classes and participants were awarded with entrance tickets to local science, sport centres etc.
5.3.4 Other activities

The Mobilna Gdynia platform was also promoted during other events organized by the City of Gdynia.

On 16-17 May an event for pedestrian was organised within the DYN@MO project on Swietojanska Street, during which information on Mobilna Gdynia was provided. Moreover, thanks to the cooperation with the municipal police and the association “Rowerowa Gdynia” an educational campaign for cyclists was conducted. Each cyclist who broke a law and cycled along sidewalks was warned by receiving cycling gadgets with the logo and the website address of Mobilna Gdynia.

"Parking (R) evolution" was inaugurated on 4 July at the Seaside Boulevard. During the event a public consultation with residents on Gdynia’s Sustainable Urban Mobility Plan (SUMP) was held. The event was organized at an information stand, where employees of the City of Gdynia informed interested people about the activities of the DYN@MO project, including the online platform Mobilna Gdynia. Everyone could get a little gadget with the logo of the platform.

Gadgets with the logo of Mobilna Gdynia were distributed during two major cycling events, which involving thousands of Tri-City and surrounding areas inhabitants. Participants got
lights, bells, reflective bands, reflective vests, mascots which were used during Grand Bicycle Ride (14 June) and V Gdynia Night Bicycle Ride (27 June).

![Figure 29: DYN@MO information point on Seaside Boulevard where Mobilna Gdynia was promoted](image)

### 5.4 Fourth campaign

The fourth promotional campaign for Mobilna Gdynia was realized in autumn 2015 in the course of three major campaigns carried out within and outside the DYN@MO project:

- European Trolleybus Day & Car Free Day & CIVITAS Day (20 September)
- Campaign for bus lanes in Gdynia (September – November)
- “Cycling School” (September – October)

#### 5.4.1 European Trolleybus Day

As in the previous year this event took place at Kosciuszko Square and John Paul II Avenue, a popular place for Gdynia’s inhabitants and tourists. During the event an information campaign about the DYN@MO project was conducted. The City of Gdynia celebrated both the European Trolleybus Day and the Car Free Day. Interested residents and visitors were informed about the online platform [www.mobilnagdynia.pl](http://www.mobilnagdynia.pl). Special leaflets were prepared for that day and user numbers have shown that the promotional items affected the number of visits to the website.

![Figure 30: DYN@MO information point during European Trolleybus Day](image)
Detailed information on the event was published on the internet platform afterwards. It was very popular among readers. The event on 2015 was bigger than the previous one due to the support from the ElectriciteDeFrance Poland Co. (EDF). EDF provided some attractions complementary to the campaign at their own cost. The company prepared numerous attractions for young and adult residents of Gdynia. Another key factor was good weather which encouraged people to walk and participate in the event.

5.4.2 Campaign for bus lanes in Gdynia

Employees of the City of Gdynia conducted several series of mini lectures about the dedicated bus lanes that were introduced within the DYN@MO project for pupils of local primary schools. Children and young people could learn about the benefits of driving public transport vehicles on the dedicated bus lanes. Each of them received a flyer, lollipops with the logo of Mobilna Gdynia and other gadgets. The campaign was carried out from September to November 2015.

![Figure 31: Promotion of bus lanes and Mobilna Gdynia in local primary schools](image)

Moreover, for the campaign, one of the buses of Gdynia’s Public Transport Authority fleet was stickered by dedicated, special posters with graphics and slogans promoting the dedicated bus lanes and Mobilna Gdynia. Every day, the bus drove on another route, so it reached a large group of potential users of the website.

5.4.3 “Cycling School”

This project was conducted in the framework of the implementation of the recommendations based on the BYPAD report, which was elaborated for the City of Gdynia in 2013. “Cycling School” is a series of theoretical and practical workshops about safe cycling in the city for primary schools pupils. It was organized from September to November 2015.
The project is part of a nationwide education programme on cycling and road safety education. It was initiated and run by the NGO “Wroclawska Inicjatywa Rowerowa”. In Gdynia, the campaign was held in cooperation with the association “Rowerowa Gdynia”. During the course, the young adepts of cycling received numerous gadgets with the logo and website address of Mobilna Gdynia. The action was carried out for approx. 600 children and youngsters.

5.4.4 Other activities

In the period from September to November 2015, the City of Gdynia provided a lot of cycling and road safety gadgets with the logo of Mobilna Gdynia to Gdynia’s cyclists and educational institutions. Moreover, local schools could contact the Mobilna Gdynia team in order to obtain gadgets depending on their needs and demand.

5.5 Fifth campaign

The fifth campaign took place in the framework of the General Conference of the Union of Baltic Cities (UBC) in Gdynia on 28-30 October 2015.

During the event, staff from the CIVITAS DYN@MO project led one of the workshop sessions focussing on Sustainable Urban Mobility Plans (SUMP). Participants of workshops considered different tools which simplify the public consultation on mobility issues. One of them was the Mobility 2.0 platform which was presented as a case study. The session was a great opportunity to promote the website among local, regional and international participants.

In addition, a promotional stand on DYN@MO in Gdynia was put in the foyer of the venue. Employees of the City of Gdynia promoted intensively the online platform Mobilna Gdynia among representatives of Polish and foreign cities. Based on Gdynia’s experience, many cities are thinking about creating a similar platform and asked the Mobilna Gdynia team about details.
5.6 Results of campaigns

Altogether during the five campaigns, the internet platform [www.mobilnagdynia.pl](http://www.mobilnagdynia.pl) was disseminated at more than 25 various local, regional and international events. Each local partner of the DYN@MO consortium has been aware of the significance of Mobilna Gdynia in the project. The platform has contributed to the progress of other sustainable urban mobility measures also outside the CIVITAS DYN@MO project. During the campaigns, inhabitants, stakeholders and other potentially interested groups have received a lot of information and promotion gadgets describing the Mobilna Gdynia platform. As a result, the platform is very popular and has a lot of regular readers. In the 25 months period (from February 2014 to February 2016) it had more than 140,000 views, which statistically means that it was visited approx. 180 times per a day (almost 8 times per hour).

The promotion of the platform proved to be so effective that the leading local media derive information about activities concerning mobility in Gdynia mostly from [www.mobilnagdynia.pl](http://www.mobilnagdynia.pl). It is recognized by people as a reliable source of information.

The Mobilna Gdynia platform improved considerably through the purchased tools and additional components, making it more friendly and readable for users. While the platform is no daily dairy about events in Gdynia, it still devotes most of its attention to them. It is a source of inspiration for action in the field of mobility for residents as well as other cities. The platform became so successful that it has already been decided by the City of Gdynia that it will be continued after the end of the CIVITAS DYN@MO project. The website provides information about the implementation of all kinds of mobility projects and good examples from both Polish and foreign cities. Residents have all this information in one place. In the near future it is planned to further develop the platform and to include new elements to increase its attractiveness even more.

6 Conclusions

The Mobilna Gdynia Web 2.0 platform is a very useful tool regarding mobility processes for the City of Gdynia. It is also a very up-to-date website on the national level. The City of Gdynia is the first city in Poland with a dedicated website on mobility issues in such a wide and complex scale.
The platform was launched in February 2014. After 25 months almost 300 articles were published. The website achieved 140,602 views by 42,731 different visitors (30.4% are returning, 69.6% are new) in 61,559 sessions. Each user spent statistically 2 minutes and 4 seconds during which 2.28 articles were read.

**Figure 34:** Number of views of Mobilna Gdynia platform (April 2014 – January 2016)

The popularity of the Mobilna Gdynia platform increased constantly. 25 months after the launch of the Mobilna Gdynia platform, the City of Gdynia is certain that inhabitants and stakeholders interested in mobility planning in the city have been able to use the website as an important source of information in this field. Therefore, the team responsible for the website continues developing new ideas to develop it further. Mobilna Gdynia will be available and stay up-to-date for citizens and stakeholders after the end of the DYN@MO project. New tools will be added to platform, depending on usability and functionality.

**Figure 35:** Number of users of Mobilna Gdynia platform (April 2014 – January 2016)
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