

Measure title: **COMMUNICATION AND EDUCATIONAL CAMPAIGNS IN BRESCIA**

City: **Brescia**

Project: **MODERN**

Measure number: **04.03**

M04.03 – Executive summary

The constant care of the society which manages the LPT service in Brescia (Brescia Trasporti) for sustainable mobility led them to plan the dissemination of the sustainable mobility culture. Brescia Trasporti has then supported Brescia Municipality during the European sustainable mobility weeks (organised every September) and has involved the primary schools in days about sustainable mobility.

Brescia Trasporti distributed to youngest citizens informative material about sustainable mobility, such as a leaflet called “10 good reasons to take the bus”. Thanks to the Civitas Initiative the promotion of the following actions has been possible:

- "EDU" project in primary schools. The objective of this educational programme was to explain to the primary school students the importance of the environmental sustainability, civic perception, security, social and health - promoting also the importance of public transport use - trough educational lessons and interactive activities;
- "Running Words" project. The objective was to involve LPT bus passengers through a national project which foresaw a local contest addressed to non-professional writers. Passengers of LPT participated to the contest writing short stories during their trips by bus, to highlight the emotional experience while travelling and the winner of the local contest was invited to the national competition.
- "European Sustainable Mobility Week", this event, which takes place every year in September, was used to inform citizens on Brescia mobility choices such as sustainable mobility actions and projects promoted by the Municipality of Brescia, Brescia Trasporti and Brescia Mobilità.

As a measure result the number of students attending the “EDU project”, with respect to the number of students attending the 3rd and 4th classes at the primary schools, increased from 23% (school year 2007/2008 before Civitas) to 35% (school year 2011/2012). Additionally, the promotion of the national project “Running words” was improved. A tangible outcome has been the significant increase of the interest for “Running words” project: the number of participants doubled (from 11 published tales in 2009 to 23 in 2011), despite the national trend (in 2010 the number of tales published at national level decreased by 30% respect to the 2009 edition).

A great effort was made in promoting the editions of the actions mentioned above. The collaboration among partners and all the involved providers has been fundamental for the measure success. The direct involvement of stakeholders, also through targeted dissemination campaigns, has been crucial to spread the information throughout the city.

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A. Introduction

A1 Objectives

The measure objectives are:

(S) High level / longer term:

- To stimulate people to use public transport and to promote PT service.

(T) Strategic level:

- To increase the level of information about PT (accessibility and up-grade) in order to promote public transport and to rationalize and improve the accessibility of the service.

(U) Measure level:

- (1). To promote the national project EDU in order to involve about 30% of the students of 3rd and 4th classes registered for the school year in progress;
- (2). to promote the national project "Running words";
- (3). to organize and support the European Sustainable Mobility Week (for each year) and consider its success in relation with the participation of the citizens to some initiatives.
- (4). to involve, through the described initiatives, citizens (about 50.000 each year), students (about 1.000 each year) and media (about 5 pages on the local media for each year).

A2 Description

Brescia Trasporti (BST), which manages the LPT service in Brescia, traditionally gives particular attention towards the sustainable mobility topic, also through the promotion of specific activities addressed to targeted groups of users.

The measure consisted mainly of three activities, which aimed to spread out as much as possible sustainable mobility culture among citizens increasing social awareness on the topics mentioned below.

The first activity consisted in the participation to the national project EDU. The EDU project foresees a series of thematic lessons for a maximum of 70 classes addressed to kids aged between 8 and 10. At the beginning of every school year students took part to these lessons, which deal with public transport and safety related issues. Kids attending 3rd classes are usually involved in specific activities, such as education, training, play in groups, etc. Kids attending 4th classes are usually involved in lessons which are carried out on bus in order to teach them the correct behaviours on board.

The second activity was the participation to the national project "Running Words", a cultural project conceived to spread out the sustainable mobility culture. In this project PT travellers write a

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novel/short tale that can be read during a PT trip. The objective is to remind people that the PT modal choice actually helps the development of a smart city.

The third activity consisted in the participation to the "European Mobility Week", which takes place every year in September. This event is considered fundamental for Brescia. As a matter of fact, every year, during this week, many activities are organized, involving citizens, in order to spread sustainable mobility culture and to give value to alternative "sweet" mobility modes improving safety and liveability for their users. During Civitas, seminars, conferences, several performances and events were yearly organized (see Fig. 1 which shows the 2012 edition program); at the same time, info points about sustainable mobility actions in Brescia were located.



Fig.1: European Mobility Week 2012 program

B. Measure implementation

B1 Innovative aspects

The innovative aspects of the measure are:

- **Targeting specific user groups** – The initiatives were addressed to specific groups of users: disseminating the culture of sustainable mobility among Brescia citizens, starting from the new generations, gives a very strong contribution in helping the Municipality to implement a long term strategic framework on sustainable mobility and change the travelling modal choices. Therefore, Brescia Trasporti organized a heterogeneous set of activities addressed to the youngest people (i.e. the EDU project or the distribution of leaflet about sustainable mobility, such as the “10 reasons to take the bus” leaflet), to bus passengers (the Running Words project), and to all the city users (the organization of the European Mobility Week in collaboration with the Municipality of Brescia).
- **New organisational arrangements or relationships** – The innovative contribution of the measure consisted of an integrated and organic vision of the initiatives also within the activities promoted by the City Council.

B2 Research and Technology Development

This measure didn't foresee relevant RTD activities.

The three main DEMO activities are better detailed in the following section, in particular in the section B4 “Actual implementation of the measure”.

B3 Situation before CIVITAS

The attention towards the issue of sustainable mobility is traditionally part of the BST's strategy: as a matter of fact, for years, BST promoted specific activities addressed to particular types of users.

Civitas support allowed BST to invest a greater effort in the education of citizens on sustainable mobility.

“EDU project” was born in 2007 to promote PT in youth people. The idea at the basis of the project implementation was to teach kids that using sustainable means of transport is both a healthy way to move and a living style. As everybody know, talking to children means spreading the message also among other citizens “categories”, such as parents or grandparents, which are induced to reflect about sustainable mobility, being involved in their children/nephews' education.

As a matter of fact, higher investments, available thanks to Civitas project, allowed BST to maintain continuity in offering educational campaigns addressed to the new generations. The implementation of the educational campaigns during CIVITAS Project allowed also to make citizens aware that BST develops and carries out projects for the future of the city.

The participation to the national project EDU usually consists in arranging thematic lessons for a maximum of 70 classes composed by kids aged from 8 to 10. The topics faced during the lessons concern public transport, safety, socialization, civil responsibility, health.

Also the national project "Running Words" is a cultural project developed at national level to spread out the sustainable mobility culture. The first edition of the project dates back to 2002 and involved citizens using PT. In this project PT travellers write a novel or a short tale that can be read during a PT trip. The objective is to involve people and remind them that the PT modal choice could help the development of a smart city.

These first two projects are relatively not well consolidated in Brescia, as a matter of fact the editions are not constant in time. CIVITAS strongly contributed in keeping and systematizing such activities.

As regards the EU mobility week, Brescia attended to this campaign since 1999. A great attention was given to organize this event from 1999 to 2007; the goal was to follow the "all criteria of the European Charter", focusing on the theme chosen for the year by UE.

The European Sustainable Mobility Week can be considered a quite consolidated activity in Brescia, but CIVITAS contributed to maintain the commitments in organizing the events notwithstanding the risk of abandonment potentially offered by the political alternation in the city administration occurred in 2008, the year of the beginning of the Civitas Project.

B4 Actual implementation of the measure

The measure was articulated in one main stage (from the beginning to the end of the project) including all the necessary activities addressed to the organization of the three annual initiatives: "EDU Project", "Running Words" and the European "Sustainable Mobility Week".

Besides the arrangement of the events, the preparatory activities were annual and were carried out monitoring the success of the past events and developing the recovery plan that could be needed in case of failure.

The measure was implemented as follows:

Stage 1: Annual participation to the three projects (March 2009 – June 2012) – *At the beginning of each school year, students aged between 8 and 10 joined the EDU Project. During the scheduled events, specifically designed educational material was distributed (comics brochures, Interactive CD-ROMs, Timetable booklets, PT maps, Promotional leaflets on special fares, subscription forms, etc, as shown in figures 2, 3 and 4) and conditions were set to organize the second step of the project for the next school year. A consolidate timetable was followed every year. In particular, during the school year 2008/2009:*

- *In April 2009 lessons on board of busses for the 22 involved classes with distribution to the kids of leaflets with targeted information on PT and projection of a video (2 and 8 minutes).*
- *In June 2009: official mailing to the School District Headmaster to inform teachers about the new edition of the initiative for the next school year 2009/2010.*
- *Collection of the participation of the teachers and their classes.*
- *Collaboration with the company Galleria della Natura, specialized in involving young people in educational initiatives, to increase the number of schools participating in the project.*



Fig.2: On the left, promotional leaflets on special fares, on the right Interactive CD ROM on EDU Project

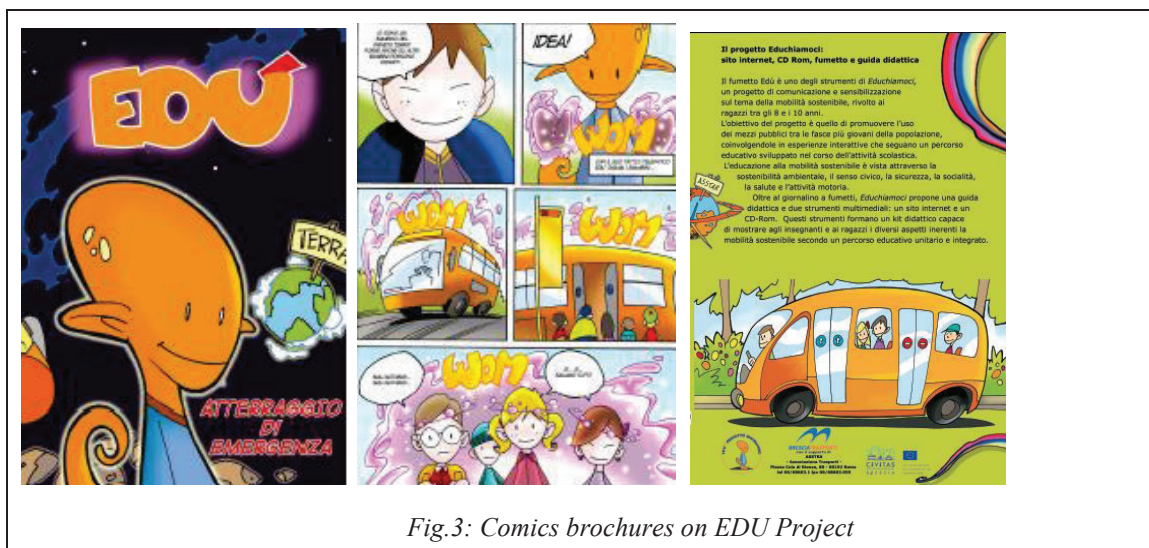


Fig.3: Comics brochures on EDU Project

The same activities were implemented during the school years 2009/2010, 2010/2011 and 2011/2012.

The 2011/2012 edition offered also a site visit to a metro stop under construction, in order to disseminate information about the new metro system, a new PT way of travel that the citizens of Brescia may use in 2013 when the start up is scheduled. (after CIVITAS). This was done in co-operation with the teachers which had to accompany kids during the visit.

Teachers were recalled to check their availability and to organize either the visit to the metro stop under construction or the trip on board of busses.

A preliminary training session in a metro stop with BSM technicians and the "Galleria della Natura" operators had been scheduled before the visit: one or two operator of "Galleria della Natura"

participated with the students to the trip in order to reach a strong coordination to EDU contents project and the lessons already done in the classes.

At the end of the visit, an information pack and gadgets were given to each student so that they could bring it to their parents and become dissemination "instruments" within their families.



Fig. 4: Newspaper item on Giornale di Brescia 2nd November 2011

The participation to the yearly edition of the national project "Running words" was prepared through the following activities:

- in May, the final design of the communication campaign and press conference were arranged to launch the contest (as shown in figure 5);
- the participants to previous editions were mailed;
- a specific page about the contest on Brescia Trasporti web site was developed;
- in August the contest had its official end;

- evaluation of the novels/short tales: the panel was composed of employees of Brescia Trasporti who evaluated the nameless composition; only after the redaction of every judge's ranking the name of the authors of the winners was revealed to the jury;
- award ceremony of the finalists (as shown in figures 6 and 7) and publication of the novels in a collection edited by ASSTRA (which is the national Transports Association, that includes the LPT companies in Italy; it collects the data related to the PT activities at local and nation level), which was put on sale in bookstores (as illustrated in figure 8).



Fig.5: Web page promoting the 2010 edition of the project Running Words



Fig.6: Newspaper item of the award to the project Running Word contest 2009



Fig.7: Newspaper item of the award to the project Running Word contest 2010



Fig.8: Publication on AQuattro – Brescia Mobilità magazine

“European Sustainable Mobility Week” has been organized in Brescia since 1999.

In year 2009-2010-2011 (as usual) the Municipality of Brescia was the main promoter of the initiatives related to the “European Sustainable Mobility Week”

During Civitas, as usual, Brescia Trasporti supported the organization and promotion of the following initiatives:

- *communication campaigns (press items on initiatives of the project were reported has shown in figure. 9);*
- *meetings with authorities to organize the events of the week;*
- *"in town without my car day", in accordance with the Mobility Manager of University of Brescia, during which Brescia Trasporti provided dedicated free tickets (as in figure 10) for the employees (working in companies, which elected their Mobility Manager) and citizens.*

Several other cultural activities (conferences, demonstration stands exposing new electric vehicles and Car/Bike Sharing service) were promoted and organized in order to spread off the culture of sustainable mobility also thanks to the support of many associations (Amici della Bici FIAB, ACI, Cooperativa CAUTO, etc.).



Fig.9: Newspaper items released in occasion of the European Sustainable Mobility Weeks (2009 and 2010 edition)



Fig.10: Free Tickets voucher distributed during the European Mobility Week 2009

B5 Inter-relationships with other measures

As the common objective is to set up specific communication campaigns in order to promote alternative solutions for the urban mobility, the measure from a theoretical point of view has potential interactions with the following measures:

- M.04.01 Mobility marketing;
- M.04.06 Mobility management actions (car pooling).

It should be underlined that the indicators were set up in order to measure the impacts of the specific actions carried out in this measure, without bundling effect with the other measures mentioned above.

C. Evaluation – methodology and results

The measure was characterized by a heterogeneous set of activities; therefore the efforts towards the Public Transport users’ cultural shift (in particular addressed to young people) were evaluated measuring the specific actions undertaken by the Transport Company Brescia Trasporti (BST).

In particular, it was measured the success/failure of the cultural initiatives "EDU" project, “Running words” literary contest and some activities promoted during the European Sustainable Mobility Week.

As clearly emerged in the building of the BaU scenario, the first two projects are relatively not well consolidated in Brescia and CIVITAS strongly contributed in keeping and systematizing such activities. The "European Sustainable Mobility Week" was considered quite consolidated, but CIVITAS contributed to maintain the commitments in organizing the events notwithstanding the risk of abandonment potentially offered by the political alternation in the city administration.

C1 Measurement methodology

Indicators were divided into two macro-categories: “main indicators” and “complementary ones”. Main indicators were able to evaluate the measure efficiency in terms of objectives achievement. The complementary indicators were introduced in order to assess specific issues and to better understand the measure performance at local level.

C1.1 Impacts and Indicators

Table C1.1: Indicators.

No.	Impact	Indicator	Data used	Comments
1	Economy	Number of kids using school buses at the primary school per year/Number of kids at the primary school per year	Three different kind of databases: Omnibus Card database (subscribers) and Family Card database both of BST (for the numerator); general database of Public Instruction Division	Main Indicator First data collection after the OP: school year 2008/2009
2	Transport	Quality of service	Information from Brescia Trasporti Customer satisfaction database	Complementary Indicator First data collection after the OP: May 2010
3	Society	Awareness level	Specific question added to the Brescia Trasporti regular Customer satisfaction	Main Indicator Ex ante lost. First data collection after the OP: November 2010

No.	Impact	Indicator	Data used	Comments
4	Society	Acceptance level	Specific question added to the Brescia Trasporti regular Customer satisfaction	Main Indicator Ex ante lost. First data collection: November 2010
5	Society	Number of teachers involved in training/total number of involved schools	internal EDU database of Brescia Trasporti	Main Indicator First data collection after the OP: school year 2009/2010
6	Society	Number of schools attending EDU/total number of primary schools	internal EDU database of Brescia Trasporti and Brescia schools census	Main Indicator First data collection after the OP: school year 2009/2010
7	Society	Number of students attending EDU/total number of students in primary schools (per year)	internal EDU database of Brescia Trasporti and database of Public Instruction Division	Main Indicator First data collection after the OP: school year 2009/2010
8	Society	Number of people involved in Brescia Running words/total number of people involved in the National Project	BST database and national ASSTRA census	Main Indicator First data collection after the OP: 2010
9	Society	Number of Brescia tales published	BST database	Complementary Indicator First data collection after the OP: 2010
10	Society	Number of PT passengers in EU mobility week - in town without my car day-/average number of people usually transported	BST database	Main Indicator First data collection after the OP: 2011
11	Society	Number of PT passengers in EU mobility week - in town without my car day-/number of PT passengers in EU mobility week -in town without my car day- in the previous year	BST database	Main Indicator First data collection after the OP: 2011

Detailed description of the indicator methodologies:

- **Indicator 1** (NUMBER OF KIDS USING SCHOOL BUSES AT THE PRIMARY SCHOOL PER YEAR/NUMBER OF KIDS AT THE PRIMARY SCHOOL PER YEAR) - Number of kids using PT was estimated by means of Omnibus Card database (subscribers) and Family Card database (Family Card is a special card for kids under 12 years old: they can travel free followed

by a parent or a grandparent with a valid ticket charged on Omnibus Card). Both the data collected were referred to subscribers and not to occasional travellers. All the data above were compared with number of kids registered at a specific school year at the primary school.

- **Indicator 2 (QUALITY OF SERVICE)** - Quality of service is usually measured by means of customer satisfaction survey, periodically carried out by Brescia Trasporti: this survey is composed by specific questions related to the eight customer satisfaction's indicators and a specific global customer satisfaction indicator that resume quality of service. Interviewed people express a judgement giving a mark from 1 (very unsatisfied) to 10 (very satisfied).
- **Indicator 3 (AWARENESS LEVEL)** – Awareness level of the initiatives is measured during customer satisfaction survey introducing a specific question. Question was defined on the basis of which project needed to be monitored.
- **Indicator 4 (ACCEPTANCE LEVEL)** – Awareness level of the initiatives is measured during customer satisfaction survey introducing a specific question. Question was defined on the basis of which project needed to be monitored.
- **Indicator 5 (NUMBER OF TEACHERS INVOLVED IN TRAINING/TOTAL NUMBER OF INVOLVED SCHOOLS)** – This indicator was measured by the comparison between the number of teachers involved in the project and total number of schools of Brescia Municipality involved in the project.
- **Indicator 6 (NUMBER OF SCHOOLS ATTENDING EDU/TOTAL NUMBER OF SCHOOLS)** – This indicator was measured by the comparison between the number of schools attending EDU and total number of school in Brescia Municipality.
- **Indicator 7 (NUMBER OF STUDENTS ATTENDING EDU/NUMBER OF STUDENTS IN SCHOOL PER YEAR)** – Number of people involved in the project (from internal EDU database built by Brescia Trasporti and database of Public Instruction division) was compared with number of student in school each year.
- **Indicator 8 (NUMBER OF PEOPLE INVOLVED IN BRESCIA RUNNING WORDS/TOTAL NUMBER OF PEOPLE INVOLVED IN THE NATIONAL PROJECT)** – Number of people involved in the project (from Running words' database – Brescia Trasporti) was compared with people involved in national project (from ASSTRA database). This indicator consists in the comparison between the number of non-professional writers that are involved in Brescia "Running words" and the total amount of people involved in the National project that was the result of the sum of the number of people that took part to the other local contests (this data collection was on charge of ASSTRA)
- **Indicator 9 (NUMBER OF BRESCIA TALES PUBLISHED)** – Number of tales published on Brescia Trasporti web site.
- **Indicator 10 (NUMBER OF PT PASSENGERS IN EU MOBILITY WEEK - IN TOWN WITHOUT MY CAR DAY-/AVERAGE NUMBER OF PEOPLE USUALLY TRANSPORTED)** – Data on Public Transport passengers came from databases of statistics in Brescia Trasporti: ticket-printings were collected during all the year. This indicator was the result of the comparison between the number of passengers transported during the unique ticket day (in occasion of the initiative “in town without my car day” in EU Sustainable Mobility Week) and the average number of people usually transported every day.
- **Indicator 11 (NUMBER OF PT PASSENGERS IN EU MOBILITY WEEK - IN TOWN WITHOUT MY CAR DAY-/NUMBER OF PT PASSENGERS IN EU MOBILITY WEEK -IN**

TOWN WITHOUT MY CAR DAY- IN THE PREVIOUS YEAR) – Data on Public Transport passengers came from BST databases: they collect ticket-printings during all the year. This indicator was the result of the comparison among the years between the number of passengers transported during the unique ticket day and showed the LPT passengers trend.

C1.2 Establishing a Baseline

Brescia Trasporti is the LPT Company of Brescia and is part of the Brescia Mobilità Holding, whose main objective is traditionally to plan and manage, with an integrated approach, several activities concerning mobility, according to the municipal administration policies.

In years, Brescia Trasporti promoted activities and campaigns, addressed to specific target users, toward the sustainable mobility culture spread.

The Measure focused on 3 different initiatives dealing with that topics:

- "EDU" project;
- "European Mobility week";
- "Running words" project.

The baseline of the measure was built almost referring to the different initiatives as described in the tables reported below, except for indicator 2 "Quality of service", that gave a general perception on Public transport quality. For this latter indicator, the baseline value was referred to the customer satisfaction survey carried out in May 2008.

General perception of Quality of PT service	BASELINE (May 2008)
2) Quality of Service (Synthetic judgment)	7,02 /10
<i>Tab.1: Indicator 2 baseline</i>	

Indicators for EDU project	BASELINE school year 2007/2008
1) Number of kids using school buses at the primary school per year/Number of kids at the primary school per year	2,3%
5) Number of teachers involved in training/number of schools involved in the project	81%
6) Number of schools attending EDU/total number of primary schools	26%
7) Number of students attending EDU/total number of students in primary schools (per year)	23%

Tab.2: Indicators 1, 5, 6, 7 baseline

Running words	BASELINE year 2009
8) Number of people involved in Brescia Running words/total number of people involved in the National Project	11/1235
9) Number of Brescia tales published	11

Tab.3: Indicators 8, 9 baseline

European mobility week	BASELINE September 2007
10) Number of PT passengers in EU mobility week - in town without my car day-/average number of people usually transported	0,45
11) Number of PT passengers in EU mobility week - during in town without my car day -/number of PT passengers in EU mobility week – during in town without my car day - in the previous year	+54,98%

Tab.4: Indicators 10, 11 baseline

C1.3 Building the Business-as-Usual scenario

The city of Brescia attended many past editions of the European “Sustainable Mobility Week”, offering a rich set of cultural initiatives. Such activities were arranged in collaboration with other bodies, such as the University of Brescia and several associations (“Amici della Bici-FIAB”, “ACI”, “Cooperativa CAUTO”, etc.). These events aimed at promoting and sensitizing public awareness about the sustainable mobility issues. In particular, the city of Brescia paid special attention to the presentation of new electric vehicles and to the Car/Bike Sharing service. As a matter of fact, thanks to some regional funding, the city of Brescia installed small columns for the electric cars refuelling, increased the Bike Sharing stations and, through the implementation of the CIVITAS Measure M06.05 “Car sharing in Brescia” promoted Car Sharing.

Brescia Trasporti significantly contributed to the organization of the activities, supporting the different initiatives and offering incentives for the use of Local Public Transport during the Sustainable Mobility Week.

The BaU scenario for the indicators referred to this initiative (Indicator n.10 “Number of PT passengers in EU mobility week –during in town without my car day -/average people usually transported” and 11 “Number of PT passengers in EU mobility week –during in town without my car day - /number of PT passengers in EU mobility week – during in town without my car day - in the previous year”) was built basing on the available historical data set.

European mobility week	BaU year 2012
10) Number of PT passengers in EU “Sustainable Mobility Week “- in town without my car day-/average number of people usually transported	1,05
11) Number of PT passengers in EU mobility week - during in town without my car day - /number of PT passengers in EU mobility week – during in town without my car day - in the previous year	+ 15%
<i>Tab.5: Indicators 10, 11 BaU</i>	

Taking into consideration the other cultural initiatives scheduled by the measure, it’s important to highlight that in the course of time the Transport Company took part to the "EDU" and “Running words" projects since 2007. Both these projects can be considered communication activities: in the first case, the objective consisted in involving children, teaching the importance of using sustainable means of transport and, in particular, of the Local PT. It was very interesting to notice that "EDU" project acted on the cultural shift, investing on the future city users. In the second case, through the promotion of the literary contest “Running words” (which consists in collecting travel stories written by the Local Public Transport users), Brescia Trasporti tried to involve its own users offering them the possibility to express themselves. The participation to the contest foresaw the presentation of the travel novels to Brescia Trasporti, the award of the best 5 tales and the possibility to attend the national contest.

These activities were in line with the special attention given by the transport company to its own users, showing them the image of an efficient company, in step with the times and attentive towards customers. Among other things, customers have been constantly involved in periodic customer satisfaction surveys, in order to investigate users’ opinion about the overall quality of service.

Indicator n.2 “Quality of service” is calculated using the results of the customer satisfaction survey which BST carries out 3 times a year (April, July and November) among its customers. The survey is administered by phone and face to face among a sample of 1200 LPT users. Interviewed people are asked to answer to 8 questions, giving a judgment going from 1 (very unsatisfied) to 10 (very satisfied). In particular, the questions concern the following topics: time spent to reach the destination; accuracy in time keeping; availability of tickets; safety about thefts and pickpocketing; buses internal cleanliness; drivers helpfulness and courtesy; information about timetables and routes; Brescia Trasporti’s attention for reduction of pollution.

The 8 marks are then synthesized into a unique value, expressing the overall quality of service provided by BST. Therefore, for the BaU building a sufficient series of numeric historical data was available for a projection to the 2012 time horizon (see figure 11). The obtained BaU value was referred to November 2012.

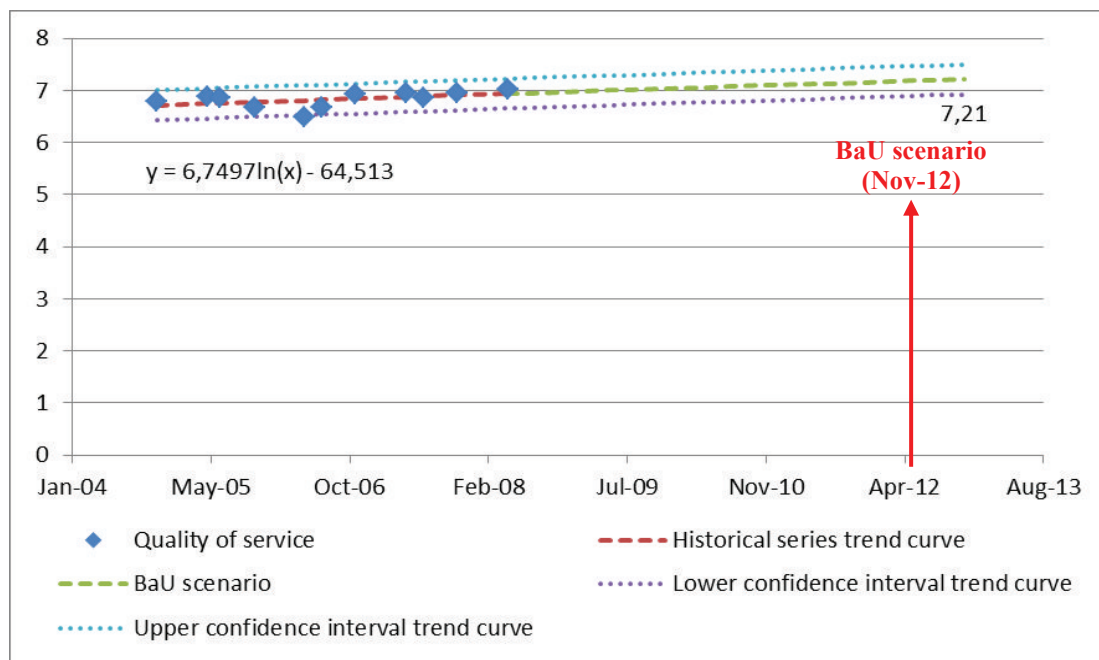


Fig.11: Quality of service

General perception of PT service quality	BaU year 2012
2) Quality of Service (Resuming judgment)	7,18/10

Tab.6: Indicator 2 BaU

Taking as reference the two projects ("EDU" and "Running words"), unfortunately it was evident, from the Fig. 12 and 13, a general decreasing number of participants just after the beginning of the Civitas Operative Phase (OP). It's important to remark that the OP of this measure was the school year 2009/2010, whose programmes were set during the summer 2009.

In order to build the BaU scenario it's important to make the following considerations.

As regards the EDU project, notwithstanding an overall increase of the students who could potentially be involved in the project, the number of participants registered a decrease since school year 2008/2009. The possible reasons of the decrease during the first Civitas project year (before the OP) are the following:

- recently, the school reform, has reduced the laboratory activities (and the resources allocated for them) for all the classes, so that at regional and national level it has been registered an overall reduction of the participation to educational campaigns;
- some difficulties have been noticed in contacting directly the schools, in order to insert the educational campaigns in the school year programme, and in involving teachers: it could have produced a progressive decrease of the educational campaign success.

- besides, interviews to some officers who work at the Province of Brescia and who usually organize activities for schools brought out the fact that in the last years the availability of free projects increased (such as road safety campaigns organized by the local police, campaigns organized by local associations, etc.), therefore teachers often decide to participate to all of them, changing project every year.

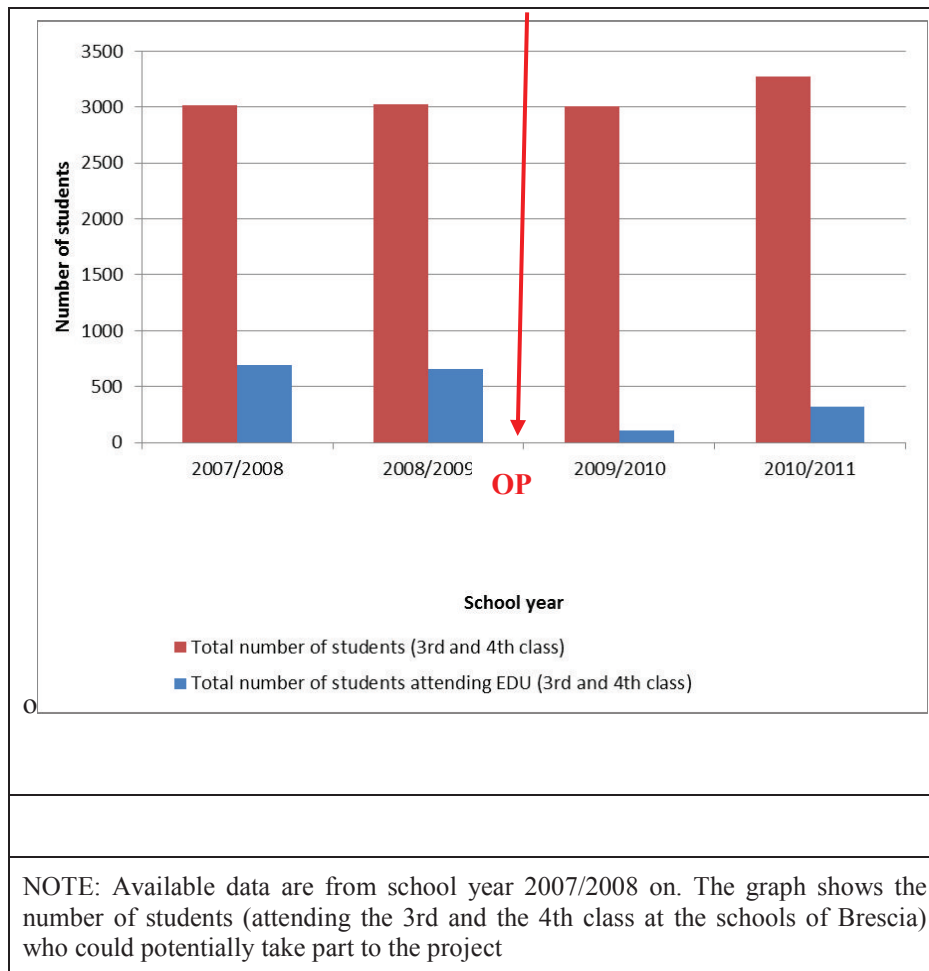


Fig. 12 Evolution of the participation to the EDU project

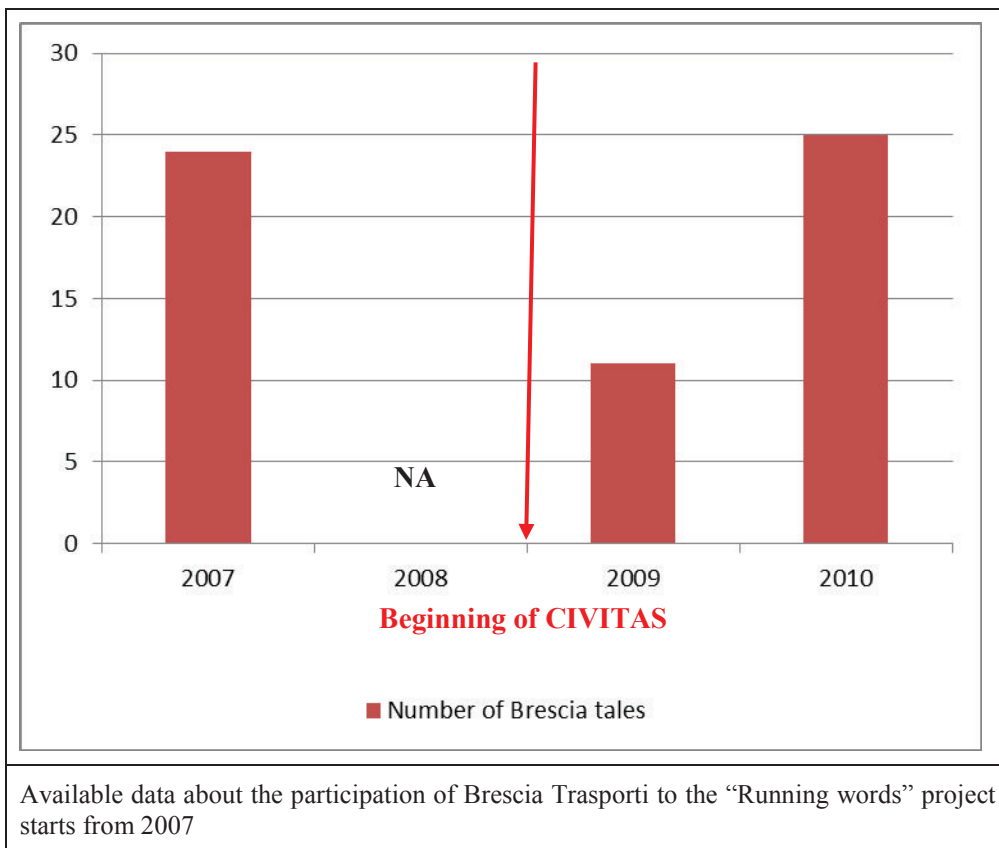


Fig.13: Number of submitted tales for the Brescia Running Word literary contest

Thanks to these considerations, for the indicator n.1 “Number of kids using school buses at the primary school per year/Number of kids at the primary school per year” the BaU was obtained projecting historical data up to school year 2011/2012. For Indicator 5 “Number of teachers involved in training/total of schools involved in the project” these further considerations about the 2 historical data were done: in school year 2007/2008 the number of involved teachers (9) equals the number of teachers who directly joined the EDU project; in school year 2008/2009, the 21 teachers include also those teachers who make co-presence in classrooms. The school reform, which reduced the co-presence in classrooms, can be considered an external factor, independent from CIVITAS. Because of many educational modules disappearance and of the school hours reduction (from 27 to 24 hours a week), it’s possible to assume that the number of involved teachers in the BaU scenario (school years 2009/2010, 2010/2011 and 2011/2012) would have been 15, equal to the mean value of the previous pilot projects trend (school years 2007/2008 and 2008/2009). As regards the “total number of involved schools” (indicator 6), because of the school hours reduction and of an oversupply of free educational projects, it was assumed that the number of schools involved in EDU would have decreased (from 11 to 9 involved schools), while the total number of schools was assumed to be the same (42 schools). Therefore, the indicator n.6 value in the BaU scenario would decrease from 0,26 to 0,21. As regards indicator n. 7 (Number of students attending EDU/total number of students in primary schools per year), the number of students attending EDU has been weighted considering the number of schools involved in the project which was estimated for the BaU scenario of the indicator 6. It’s important to highlight that the project is addressed to 3rd and 4th classes of the primary schools. As historically, the number of children attending the 3rd or 4th classes in Brescia are about an average of 40% of the total number of the primary school students and sections in each school are on average 1,81, it was assumed, for the BaU scenario, that 16 classes would have been involved in EDU project (corresponding to 304 students, as on average there are about 19 students per classroom, basing on the kids primary school database). The total number of students in primary school attending the 3rd and the

4th classes was estimated projecting the historical data series available for the indicator n.1. Finally, the BaU scenario for the school year 2009/2010 was set 1550 students attending the 3rd class and 1493 the 4th. The BaU scenario for the school year 2010/2011 was set 1497 students attending the 3rd class and 1485 the 4th. The BaU scenario for the school year 2011/2012 was set 1486 students attending the 3rd class and 1477 the 4th.

Indicators for EDU project	BaU school year 2011/2012
1) Number of kids using school buses at the primary school per year/Number of kids at the primary school per year	0,1
5) Number of teachers involved in training/total of schools involved in the project	1,6
6) Number of schools attending EDU/total of primary schools	0,21
7) Number of students attending EDU/total of students in primary schools (per year)	0,10

Tab.7: Indicators 1, 5, 6 and 7 BaU

Regarding building the BaU for “Running words” project, it has to be underlined that Brescia Traporti didn’t take part to the 2008 edition (Fig. 13). Thanks to Civitas, which made possible the participation to the next editions, the initiative was reintroduced and the number of participants registered an encouraging increase in 2010, contrary to the national trend, which was characterized by a significant decrease (from 1235 tales presented in 2009 to 869 in 2010). Therefore, without the Civitas project, the values of indicators 8 “Number of people involved in Brescia Running words/total of people involved in the National Project” and 9 “Number of Brescia tales published on web/total number of tales” can be considered 0, as the project wouldn’t have been implemented.

Running words	BaU year 2012
8) Number of people involved in Brescia Running words/total of people involved in the National Project	0
9) Number of Brescia tales published on web/total number of tales	0

Tab.7: Indicators 8 and 9 BaU

As a general consideration of the BaU results, starting from the previous BaU indicators values, it has been possible to assume that the organization of the European “Sustainable Mobility Week” is a consolidated event for Brescia, as since 1999 the city increasingly arranges events during the week that goes from 16th to 22nd September in collaboration with different stakeholders. The success of the initiative demonstrates that, notwithstanding the alternation of the administration in the management of the city, the Public Administration interest in supporting sustainable mobility has never decreased (see Fig. 14).

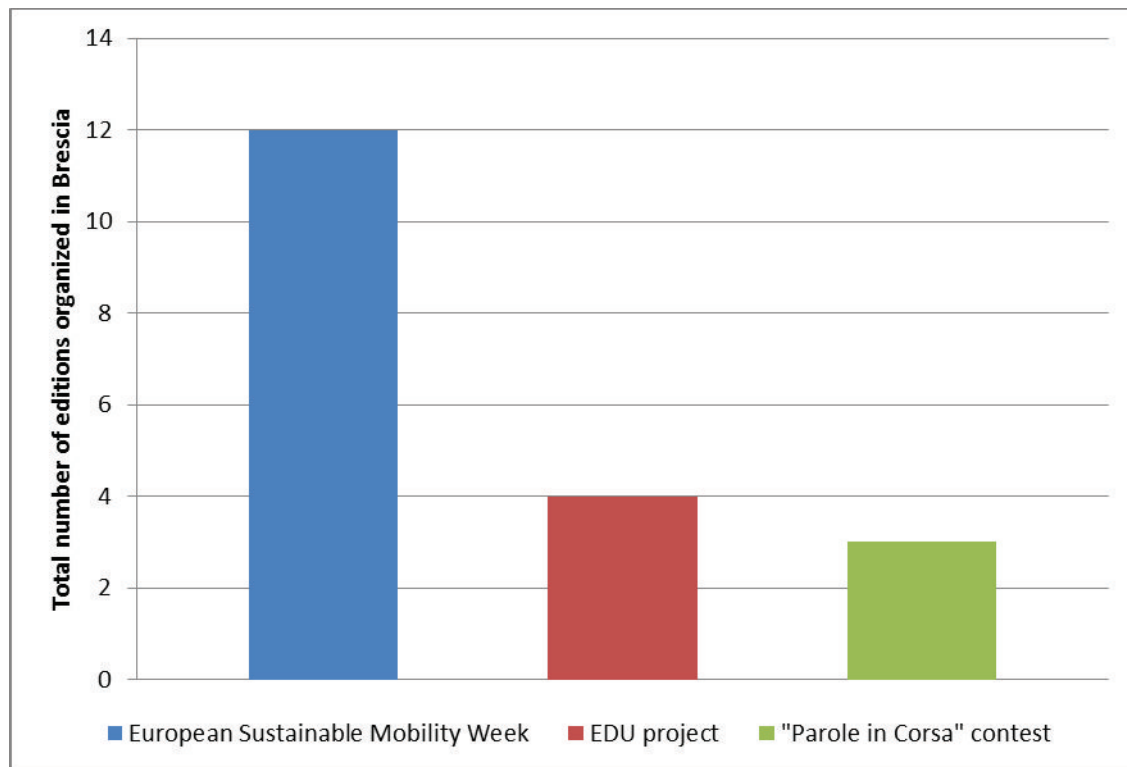


Fig.14: Total number of editions organized in Brescia

Therefore, the BaU scenario without CIVITAS could reasonably be the perpetuation of the European “Sustainable Mobility Week” initiative. The educational campaign EDU (started at national level in 2007) and the literary contest “Running words” (promoted at national level since 2002, to which Brescia Trasporti participate since 2007) would have been occasional events: as a matter of fact, they were the results mainly of the Brescia Trasporti initiative, that was influenced by the instable trend of the number of participants.

C2 Measure results

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

C2.1 Economy

Table C2.1.1: Results obtained for the Indicators corresponding to area “economy”

Indicator	Before (school year 2007/2008)	After (variable)	B-a-U (variable)	Difference: After – Before	Difference: After – B-a-U
1. Number of kids using school buses	2,3%	(school year 2008/2009)=3,2%	(school year 2008/2009)=1,9%	0,9%	1,3%

Indicator	Before (school year 2007/2008)	After (variable)	B-a-U (variable)	Difference: After –Before	Difference: After – B-a-U
at the primary school per year/Number of kids at the primary school per year		(school year 2009/2010)=1,9%	(school year 2009/2010)=1,5%	-0,4%	0,4%
		(school year 2010/2011)=1,9%	(school year 2010/2011)=1,1%	-0,4%	0,8%

During Civitas indicator n.1 “Number of kids using school buses at the primary school per year/Number of kids at the primary school per year” showed a decreasing trend toward a stable value of 1,9% (school years 2009/2010 and 2010/2011). This was probably due to the new school organizational policies recently implemented by the School Department of the Municipality of Brescia: the door-to-door school bus service is going to be cut soon (the School Department of the Municipality of Brescia wanted to cut it in 2010 due to the lack of funding –and the service was not guarantee at the beginning at the school year, than there was a political agreement and it was decided to substantially modify this bus service within next year). New forms of mobility for primary schools students were promoted by the Municipality, such as the “pedibus” (going on foot service), at the expense of the "conventional" school bus. Alongside this, from 2013 the school bus service will be object of further changes: a minimum number of subscribers will be needed and only people living in areas which are not served by the LPT service will have access to this service.

C2.4 Transport

Table C2.4.1: Measure results for the indicators of the category “Transport”

Indicator	Before (May 2008)	After (variable)	B-a-U (variable)	Difference: After –Before	Difference: After – B-a-U
2. Quality of service	7,02 /10	Nov 2009= 7,01/10	Nov 2009= 7,03 /10	-0,01	-0,02
		May 2010= 7,12/10	May 2010= 7,06/10	0,10	0,06
		Nov 2010= 7,14/10	Nov 2010= 7,09/10	0,12	0,05
		May 2011=7,22/10	May 2011=7,12/10	0,20	0,10
		July 2011= 7,17/10	July 2011= 7,13/10	0,15	0,04
		Nov 2011= 7,19/10	Nov 2011= 7,15/10	0,17	0,04
		May 2012=7,02/10	May 2012= 7,18/10	0	-0,16

Indicator n.2 (quality of service) was selected to give a general idea of the users' perception about LPT. During the Civitas OP this indicator registered a slight increasing trend.

C2.5 Society

Table C2.5.1: Measure results for the indicators of the category "Society"

Indicator	Before (variable)	After (variable)	B-a-U (variable)	Difference: After – Before	Difference: After – B-a- U
3. Awareness level	No ex ante is available because no specific questions have been inserted in customer satisfaction survey	(1 st data collection Nov 2010) 0,33% of people is aware about EDU (November 2011): 2,74% (May 2012): 2,68%	Not Assessable	Not Assessable	Not Assessable
4. Acceptance level	No ex ante is available because no specific questions have been inserted in customer satisfaction survey	(1 st data collection Nov 2010) 0,33% of people is aware about EDU (November 2011): 2,74% (May 2012): 2,68%	Not Assessable	Not Assessable	Not Assessable
5. Number of teachers involved in training/number of schools involved	School year (2007/2008) = 0,81	School year (2009/2010)=1,75	School year (2009/2010)=1,6	0,94	0,15
		School year (2010/2011)=1,67	School year (2010/2011)=1,6	0,86	0,07
		School year (2011/2012)=0,78	School year (2011/2012)=1,6	-0,03	-0,82
6. Number of schools attending EDU/total of primary schools	School year (2007/2008)=0,26	School year (2009/2010)=0,10	School year (2009/2010)=0,21	-0,16	-0,11
		School year (2010/2011)=0,14	School year (2010/2011)=0,21	-0,12	-0,07
		School year (2011/2012)=0,40	School year (2011/2012)=0,21	0,17	0,22
7. Number of	School year	School year	School year	-0,20	-0,07

Indicator	Before (variable)	After (variable)	B-a-U (variable)	Difference: After – Before	Difference: After – B-a- U
students attending EDU/total of students in primary schools (per year)	(2007/2008)=0,23	(2009/2010)=0,03	(2009/2010)=0,10		
		School year (2010/2011)=0,10	School year (2010/2011)=0,10	-0,13	0,00
		School year (2011/2012)=0,35	School year (2011/2012)=0,10	0,12	0,25
8. Number of people involved in Brescia Running words/total of people involved in the National Project	Year 2009: 11/1235=0,0089	Year 2010: 25/869=0,0288	Year 2010: 0	0,0199	0,0288
9. Number of Brescia tales published	Year 2009: 11	Year 2010: 25	Year 2010: 0	14	25
		Year 2011: 23	Year 2011: 0	12	23
10. Number of PT passengers in EU “mobility week” – during in town without my car day - /average people usually transported	Year 2007: 0,45;	(“in town without the car” 2010 Edition wasn't arranged) Year 2011: 1,19	Year 2011: 0,94	0,74	0,25
11. Number of PT passengers in EU “mobility week” - during in town without my car day - /number of PT passengers in EU “mobility week” - during in town without my car day - in the previous year	Year 2007: +54,98%;	(“in town without the car” 2010 Edition wasn't arranged) Year 2011: 100%	Year 2011: +17%	+45,02%	+83%

Indicators n.3 and 4 “Awareness level” and “Acceptance level” about the EDU project registered an increasing trend after the Measure OP (school year 2009/2010) and reached the stable value of about 2,7% of people aware of the EDU project and disposed to take part to it.

During Civitas, indicator n.5 “Number of teachers involved in training/number of schools involved” after an initial increase respect to the “Before” situation, registered a decrease, probably not because of the failure of the initiative, but because the number of teachers involved decreased, as more classes were assigned to each teacher.

Indicators n. 6 “Number of schools attending EDU/total of primary schools” and 7 “Number of students attending EDU/total of students in primary schools” after an initial decrease (school years 2009/2010 and 2010/2011) registered a strong increase, because an external specialized company was charged of the organizational activities concerning the project. Likely, in the future this provisional success could be stopped because of the significant cut to the school projects resource assignment.

Indicators 8 “Number of people involved in Brescia Running words/total of people involved in the National Project” and 9 “Number of Brescia tales published”, concerning the "Running words" national project, registered by positive trends in Brescia since year 2010, registering an increasing number of participants, compared to of the national trend, which generally decreased (in 2010 the number of tales published at national level decreased by 30% respect to the 2009 edition).

As regards the “in town without my car” initiative, which was occasionally organized during the European “Sustainable Mobility Week” the available data are really few. But thanks to the collection of the indicators n. 10 “Number of PT passengers in EU mobility week - during in town without my car day-/average people usually transported” and 11 “Number of PT passengers in EU mobility week – during in town without my car day - /number of PT passengers in EU mobility week –during in town without my car day - in the previous year”, it was possible to observe that when this activity was arranged, it obtained a great success. In particular, the after data collection of indicator n. 11 showed in 2011 an increase by 100% of the number of passenger respect to the previous year. This data could be misleading because the previous year the initiative wasn't organized. If the indicator was calculated using data referred to the previous edition (the 2007 edition is the first one available) the increase would go up to 121%, so passengers were more than doubled).

Civitas has been a precious driver to keep many initiatives alive and the results taken from the indicators listed above highlighted that a stronger continuity to the initiatives was ensured.

C3 Achievement of quantifiable targets and objectives

The following table shows the key objectives and numerical targets of the measure and the relative degree of achievement.

No.	Target	Rating
1	<p>Promotion of the national project EDU, to involve about 30% of the students of 3rd and 4th class registered for the school year in progress</p> <p><i>This objective was considered achieved.</i></p> <p><i>The specific indicators able to express numerically this achievement are the following:</i></p> <p>ind. 7 <i>Number of students attending EDU/total of students in primary schools (per year):</i></p> <p><i>Before (School year 2007/2008) = 23%</i></p> <p><i>After (School year 2011/2012) = 35%</i></p> <p><i>Other indicators measured the success (in terms of participation) of the project in general:</i></p> <p>ind. 5 <i>Number of teachers involved in training/number of schools involved</i></p> <p><i>Before (School year 2007/2008) = 0,81</i></p> <p><i>After (School year 2011/2012) = 0,80</i></p> <p>ind. 6 <i>Number of schools attending EDU/total of primary schools</i></p> <p><i>Before (School year 2007/2008) = 0,26</i></p> <p><i>After (School year 2011/2012) = 0,43</i></p> <p><i>NOTICE: Though the results were the same, it was important to note that during the implementation of the measure it was possible to recovery a sharp decrease of initial participation.</i></p>	*
2	<p>Promote the national project "Running words";</p> <p><i>This objective was considered achieved in full because since year 2009 the initiative has been arranged every year.</i></p> <p><i>There are specific indicators able to express the success of the initiative, namely:</i></p> <p>ind. 8 <i>(Number of people involved in Brescia Running words/total of people involved in the National Project)</i></p> <p><i>Before (Year 2009) = 11/1235</i></p> <p><i>After (year 2011) = 25/869</i></p> <p>ind. 9. <i>(Number of Brescia tales published)</i></p> <p><i>Before (Year 2009) = 11</i></p> <p><i>After (year 2011) = 23</i></p>	***

No.	Target	Rating
3	<p>Organization and support of the European “Sustainable Mobility Week” (in each year)</p> <p><i>This objective was considered achieved in full because every year the initiative took place in Brescia and scheduled several activities, among which the “in town without my car” day. Even if this particular event wasn't arranged in 2010, other initiatives were promoted yearly.</i></p> <p><i>There were specific indicators able to measure the success of the single initiative “In town without my car” day:</i></p> <p>ind. 10. (Number of PT passengers in EU mobility week - in town without my car day - /average people usually transported)</p> <p><i>Before (Year 2007) = 0,45</i></p> <p><i>After (year 2011) = 1,19</i></p> <p>ind. 11. (Number of PT passengers in EU mobility week - in town without my car day - /number of PT passengers in EU mobility week - in town without my car day - in the previous year)</p> <p><i>Before (Year 2007 respect to year 2006) = + 54,98%;</i></p> <p><i>After (year 2011 respect to year ...) = + 100%;</i></p>	***
<p>NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%)</p> <p>** = Achieved in full *** = Exceeded</p>		

C4 Up-scaling of results

For this measure it's not possible to assess an up scaling, as the measure was already addressed to the whole potential participants (Brescia and its suburbs have about 400.000 inhabitants) all over the schools (with the "EDU" project), all over the PT users (with the "Running words" contest) and, in general the all city (with the European "Sustainable Mobility week" events).

C5 Appraisal of evaluation approach

The indicators were selected in order to evaluate the achievement of the measure objectives and they belong to three categories: "Economy", "Transport" and "Society".

The indicators which belong to the category "Economy" such as Indicator n.1 "Number of kids using school buses at the primary school per year/Number of kids at the primary school per year" and to the category "Transport" such as Indicator n.2 "Quality of service" were useful to evaluate the level of measure goals achievement. The indicator n.2 was considered complementary, as it was related only to the local context. Indicator n.1 allowed to estimate the number of kids using PT by means of the Omnibus Card database and to compare the collected data with the number of kids registered at the primary school. Indicator n.2, instead, allowed to resume the overall quality of service because it was collected through periodic customer satisfaction survey carried out among the LPT users.

All the other indicators were included in the category "Society" and were useful to monitor specifically the success of the three promoted initiatives (the contest "Running Words", the "EDU" project" and the European Sustainable Mobility Week).

C6 Summary of evaluation results

The main purpose of the project was the implementation of initiatives able to contribute to the cultural shift towards more sustainable forms of mobility.

The key results are as follows:

- **Key result 1** – Thanks to Civitas project, the continuity to the activities traditionally carried out in Brescia, to promote sustainable mobility, was ensured, also improving the information spreading in the city.
- **Key result 2** – The number of students attending the "EDU project", respect to the number of students attending the 3rd and 4th class at the primary schools, increased from 23% (school year 2007/2008 before Civitas) to 35% (school year 2011/2012).
- **Key result 3** – The promotion of the national project "Running words" was improved. Considering the obtained results during the measure implementation, it was pointed out that the interest for "Running words project significantly increased more than doubling the number of participants (from 11 published tales in 2009 to 23 in 2011), despite the negative national trend (in 2010 the number of tales published at national level decreased by 30% respect to the 2009 edition).
- **Key result 4** – The organization of the European "Sustainable Mobility Week" was a consolidated tradition in Brescia, as since 1999 the city has arranged many events during the week that goes from 16th to 22nd September in collaboration with different stakeholders. The increasing success of the initiative "in town without the car" during Civitas demonstrated that,

notwithstanding the politic alternation in the management of the city, the Public Administration interest in supporting sustainable mobility didn't decrease also thanks to the presence of a significant European project such as Civitas.

C7 Future activities relating to the measure

The activities implemented in the measure will surely continue also after the end of the CIVITAS project, because they are a consolidated and effective way to spread out sustainable mobility culture in Brescia.

D. Process Evaluation Findings

D.0 Focused measure

This measure is not a focused one.

D1 Deviations from the original plan

No significant deviations from the original plan were foreseen.

D2 Barriers and drivers

In the following we summarise under key headings some of the barriers and drivers experienced during the implementation of the measure.

D2.1 Barriers

Preparation phase

No barriers encountered.

Implementation phase

Involvement/communication barrier - in the first two editions of the project during the Civitas Operational Phase (school years 2009/2010 and 2010/2011) a worsening of the participation to the "EDU" initiative was registered, probably due to some difficulties in promoting the project among the School Districts and in reaching the interested teachers: this was basically due to the very complex organization of the scholastic institutions. Notwithstanding the several solicitations by telefax, e-mail and telephone, only few schools joined the project. Some problems were encountered in including the educational campaigns in the school year programs. During the project life, some recovery actions were implemented.

Operational phase

Involvement barrier - the recent school reform arranged in Italy reduced the laboratory activities (and the resources allocated for them) for all the classes, so that at regional and national level it was registered an overall reduction of the participation to educational campaigns.

D2.2 Drivers

Preparation phase

Planning driver - it must be underlined that Brescia Traporti didn't take part to the 2008 edition of the project "Running Words". Thanks to Civitas, which made possible the participation to the next editions, the initiative was reintroduced and the number of participants registered an encouraging increase in 2010, contrary to the national trend (in 2010 the number of tales published at national level decreased by 30% respect to the 2009 edition).

Planning driver - A general attitude of Brescia Trasporti in showing special attention to the quality of service;

Cultural driver - "Running words" project helps to perceive the trip using the public transport, not only as a necessity, but also as a pleasure, paying particular attention and to the passengers' trip experience;

Implementation phase

Positional driver - there was a strong coordination among all the involved partners (Brescia Trasporti, Municipality of Brescia, Brescia University and Brescia Mobilità) in organizing the "European Sustainable Mobility Week" events, because of its importance in the strategic framework of the city.

Operational phase

Positional driver - an accurate planning of the projects during the previous years (by means of experimental editions) allowed the adoption of the final design of the projects ahead on scheduled times.

D2.3 Activities

Preparation phase

Institutions involvement - Institutions involvement was necessary: Education Department of the Municipality was able to transmit to the schools the information about all the proposed initiatives with more strength;

Operational phase

Involvement of a specialized company during the recruitment phase - For the "EDU" edition 2011/2012, interviews to some officers, who worked at the Province of Brescia and who usually organized activities for schools, brought out the fact that in the last years the availability of free projects increased (such as road safety campaigns organized by the local police, campaigns organized by local associations, etc.). Therefore teachers often decided to participate to all of them, changing project every year. It was decided to involve, during the recruitment phase, a company specialized in education and training with direct and constant contact with schools, to reach more pointedly and directly the teachers, with information about the project. They were very well-established in the scholastic's field and so they were more effective in the recruitment and collection of the schools adhesions.

D3 Participation

D.3.1 Measure partners

- **Brescia Trasporti s.p.a.** - the company, which managed the LPT in Brescia, promoted "Running words" and "EDU" project in the measure implementation and was an active partner in the organization of "European sustainable Mobility Week" events.
- **Brescia Municipality** - the Municipality undertook to promote and organize the "European sustainable Mobility Week" events each year during Civitas project.

D.3.2 Stakeholders

- **Teachers, students and families** - they were involved in the "EDU" project implementation carried out at school. The students awakening helped to inform also families towards the LPT use.
- **Associations (such as Amici della bici, ACI, Car-sharing and bike sharing society –i.e. Brescia Mobilità -)** - several associations were each year involved in the organization of the "European Sustainable Mobility Week", in order to share and define also useful information to spread and to organize dedicated spaces during the week.
- **Brescia citizens** – they were involved in the implementation of the events of the "European Sustainable Mobility Week", to be informed and make them aware about sustainable means of transport available in Brescia. Moreover, they were involved in "Running words", as LPT users.
- **PT users and ASSTRA** - PT users were involved in "Running words", as foreseen by the project. ASSTRA provided the information about the "Running words" project participation at national level.

D4 Recommendations

D4.1 Recommendations: measure replication

No particular recommendations can be gathered.

D4.2 Recommendations: process

- **Recommendation 1: A good organization** - The calendar of initiatives, which will be promoted, should be defined quite in advance, to assure the highest level of coordination and the best activities sharing among the involved partners. Alongside this, it's important to promote the campaigns and the initiatives in an integrated way among the different authorities in charge of organizing the initiatives, in order to share the issues and the implementation phases (both in terms of time and contents).
- **Recommendation 2: Have a look at the European initiatives** – It's important to participate to the European initiatives such as the European Sustainable Mobility Week, in order to give higher visibility to the local events, and to increase their success. Alongside this, to share the events promoted at European level helps the city in supporting the sustainable mobility policies.
- **Recommendation 3: Targeted users** – It's important to select the specific users to which address the educational campaigns and to adapt the topics to them. For example, as regards the educational campaigns at school it's fundamental to propose specific topics to children according to their age and transport needs.
- **Recommendation 4: Toward a smart city** – Cultural events such as the "Running Words" project can be useful to spread the idea of "smart city". As a matter of fact, a "smart city" is not smart only from the technological point of view but also in terms of spreading the culture

of a sustainable mobility also thanks to initiatives such as the literary contests on board of the PT.

Annex 1: Historical data series for the BaU calculation

- **Indicator 1** - *(Number of kids using school buses at the primary school per year/Number of kids at the primary school per year)*

Details about the number of kids at the primary school per year is not available (both in the historic database and in the actual database) and has been estimated as a **mean value** calculated on the general database of Public Instruction Division. More information can be found in the indicator description.

Omnibus Card database elaboration – data mining of the records with the following features:

- Subscription of the Omnibus Card from 2005 to 2008
- Age at the moment of the subscription form 6 to 10 (years of primary school attending)

Family Card database

The Family Card initiative and related database begin in 2005, but until February 2007 783 records have not a related subscription date. In order to correct this non homogeneous data, the subscriptions before February 2007 have been proportionally allocated on the basis of the distribution of the subscriptions of years 2007 and 2008 per age

Kids at primary school database

Number of kids at the primary school per year has been estimated as a medium value from the general database of public instruction division of the Municipality, because details on registered kids per year were not available (both in the historic database and in the actual database). Available data:

- Average number of kids for class is the result of the comparison between “total number of registered kids per school”/”number of classes of the school”.
- Number of classes for scholastic year (1st, 2nd, 3rd, 4th, 5th)
- Average number of kids for scholastic year is the result of “a”(average number of kids for class) * ”b” (average number of class for scholastic year)

Up to the school year 2009/2010 the number of classes per year is available at a disaggregate level (divided by classes). From the school year 2010/2011 the same data are provided aggregated (not divided by classes), therefore an estimation has been made.

Historical data series:

year	classes														
	1st			2nd			3rd			4th			5th		
	a	b	c (%)	a	b	c (%)	a	b	c (%)	a	b	c (%)	a	b	c (%)
2005	49	1451	3,38%	49	1533	3,20%	61	1539	3,96%	52	1512	3,44%	29	1498	1,94%
2006	58	1495	3,88%	56	1446	3,87%	62	1550	4,00%	63	1541	4,09%	29	1529	1,90%

2007	33	1511	2,18%	34	1513	2,25%	33	1473	2,24%	38	1544	2,46%	39	1561	2,50%
2008	42	1408	2,98%	23	1524	1,51%	36	1541	2,34%	36	1485	2,42%	35	1569	2,23%

a. Number of kids using busses at primary school per year (totals from Omnibus Card and Family Card database data mining)

b. Number of kids at primary school per year

c. Percentage of kids using busses at primary school per year (a/b)*100

Tab.A1.1: data from Kids at primary school database

Subscription year	Age (years old)				
	6	7	8	9	10
Database Omnibus Card					
2005	1	2	7		
2006	10	9	8	11	
2007	15	4	7	11	21
2008	9	3	4	7	22
Database Family Card					
2005	48	47	54	52	29
2006	48	47	54	52	29
2007	18	30	26	27	18
2008	33	20	32	29	13

Tab.A1.2: data from Kids at primary school database

- Indicator 2 (Quality of service)** - The interviews are 1200 repeated 3 times a year (April, July and November) and are carried out to Brescia Trasporti customers: 700 face to face and 500 by phone. The sample is drowned in two different ways: for face to face interview at the bus stops the place are identified on the basis of the lines, the end of the line or specific parts of lines; for the interview by phone there is a random sample from Omnibus Card database (subscribers) on the basis of ticket used.

This indicator and the related questions above are measured with the same methodology since 2004.

Historical data as following:

Indicator	nov-04	May-05	Jul-05	Nov-05	May-06	Jul-06	nov-06	May-07	Jul-07	nov-07	May-08
Time spent to reach	6,31	6,47	6,71	6,25	6,43	6,52	6,55	6,47	6,72	6,84	7,25

Indicator	nov-04	May-05	Jul-05	Nov-05	May-06	Jul-06	nov-06	May-07	Jul-07	nov-07	May-08
destination											
Accuracy in time keeping	6,06	5,94	5,89	5,49	5,36	5,96	6,41	6,1	6,84	6,63	6,87
Availability of tickets	7,76	7,67	7,18	7,54	8,01	8,1	8,48	8,48	8,11	8,19	7,45
Safety about thefts and pickpocketing	6,83	6,76	6,67	6,3	6,15	6,42	6,53	6,77	6,59	6,69	6,72
Busses' internal cleanliness	6,58	6,8	6,59	6,17	6,02	5,82	5,77	6,39	5,92	5,99	6,28
Drivers' helpfulness and courtesy	7,26	7,65	7,62	7,51	7,02	7,64	7,96	7,25	7,21	7,19	7,94
Information about timetables and routes	7,75	7,83	7,67	7,68	6,91	7,13	7,39	7,02	6,68	7,21	6,88
Brescia Trasporti attention for reduction of pollution	5,9	5,98	6,63	6,45	6,12	5,9	6,24	7,11	6,87	6,83	6,79
Synthetic judgment (total Customer Satisfaction indicator)	6,8	6,88	6,87	6,67	6,5	6,68	6,92	6,95	6,87	6,94	7,02

Tab.A1.3: historical data from the Brescia Trasporti customer survey

- **Indicator 5** – (Number of teachers involved in training/total of schools involved in the project)

Ex ante situation concerns the two experimental edition during 2007/2008 and 2008/2009 scholastic years as following:

School year	Teachers involved	School involved
2007/2008	9	11
2008/2009	21	11

Tab.A1.4: experimental edition - EDU project

- Indicator 6** – *(Number of schools attending EDU/total of the schools)*

This local indicator is measured by the comparison between the number of schools attending EDU and total number of school in Brescia Municipality.

Ex-ante concerned in data collection of the two experimental years of EDU project before CIVITAS start and the situation is the following:

school year	(a) total number of schools attending EDU	(b)* Total number of schools	Indicator 6 (a/b)	(c) total number of classes attending EDU (3 rd and 4 th)	(d)* Total number of classes (3 rd and 4 th)	coefficient (c/d)
2007/2008	11	42	0,26	37	157	0,24
2008/2009	11	42	0,26	33	157	0,21

*this data are the result of the elaboration reported for indicator 1 on the general database of public instruction division of Municipality

Tab.A1.5: data collection of the two experimental years of EDU project before CIVITAS

- Indicator 7** – *(Number of students attending EDU/Number of students in school per year)*

Disaggregation per year is not available and we have estimated it (data used for indicator 1).

Number of kids at the primary school per year is estimated as a medium value from the general database because details on registered kids per year are not available (both in the historic database and in the actual database)

The data available concerned in data collection of the two experimental years of EDU project before CIVITAS start and the situation is the following:

school year	(a) Total number of students attending EDU (3 rd and 4 th class)	(b) Total number of students target of EDU = average number of students per year (3 rd and 4 th class from indicator 1)	Indicator 7 (a/b)
2007/2008	692	3017 (1473+1544)	0,23
2008/2009	655	3026 (1541+1485)	0,22

Tab.A1.6: data collection of the two experimental years of EDU project before CIVITAS

- **Indicator 8** - (Number of people involved in Brescia Running words/total of people involved in the National Project)

Data available:

The national ASSTRA representative has been contacted in order to get the national data. The following data have been provided:

A= people involved in Brescia Running words =11

B = people involved in the National Project =1235

C = A/B = 0,89 %

Company	City	2009
ANM	Napoli	Didn't take part to the initiative
ARPA	Chieti	Didn't take part to the initiative
ACTV	Venezia	Didn't take part to the initiative
AMAT	Palermo	Didn't take part to the initiative
ANM	Napoli	Didn't take part to the initiative
STP	Brindisi	Data not available
CTM	Cagliari	Data not available
Tempi Agenzia	Piacenza	Data not available
Trambus	Roma	Data not available
ATAC	Roma	Data not available
Cotral	Roma	Data not available
Metro	Roma	Data not available
TevereTPL	Roma	Data not available
CSTP	Salerno	Data not available
ATP	Salerno	Data not available
Train	Siena	Data not available
GTT	Torino	500
ATAF	Firenze	200
APM	Perugia	179
ATM	Alessandria	81
ATC	Terni	69

Company	City	2009
AMI/Adriabus	Urbino	65
ATP	Sassari	58
MetrocampaniaNordEst	Napoli	30
RAMA	Grosseto	21
CTT	Pistoia	21
BresciaTrasporti	Brescia	11
Totals		1235

Tab.A1.7: national data from ASSTRA about "Running words" project

- **Indicator 9** – (Number of Brescia tales published)

Data available: (*) 2008 Running Words contest edition hasn't been arranged

YEARS(*)	Number of BRESCIA tales published
2007	24
2009	11

Tab.A1.8: number of Brescia tales published for "Running words" project

- **Indicator 10** – (*Number of PT passengers in EU mobility week - in town without my car day-/average people usually transported*)

This local indicator is the result of the comparison between the number of passengers transported during the unique ticket day (in occasion of the initiative “in town without my car day” in EU Sustainable Mobility Week) and the average number of people usually transported every day.

List of Unique ticket days:

18th September 2005

17th September 2006

22nd September 2007

20th September 2008

September 2009

The ex ante situation is the following:

Year	(a) average passengers in unique ticket day	(b) average passengers/day	Indicator (a/b) 10
2005	not available	104.563	-
2006	33.541	109.382	0,31
2007	51.984	114.056	0,45
2008	126.974	117.127	1,08
2009	66.964	117.382	0,57

Tab.A1.9: number of Brescia tales published for "Running words" project

- **Indicator 11** – *(Number of PT passengers in EU mobility week - in town without my car day-/number of PT passengers in EU mobility week -in town without my car day- in the previous year)*

Data available:

Year	(a) Passengers	(b) Passengers of the previous year	Indicator 11 [(a-b)/b]*100 (%)
2005	Not available	Not available	-
2006	33.541	Not available	-
2007	51.984	33.541	+ 55%
2008	126.974	51.984	+ 144%
2009	66.964	126.974	- 47%

Tab.A1.10: data available for "In town without my car" initiative

Annex 2: Ex ante and Ex Post data collection

- **Indicator 1** - *(Number of kids using school buses at the primary school per year/Number of kids at the primary school per year)*

Ex ante data collection:

Details about the number of kids at the primary school per year is not available (both in the historic database and in the actual database) and has been estimated as a **medium value** calculated on the general database of Public Instruction Division. We have considered number of kids using PT service because school busses are offered as the result of a special agreement between Municipality, schools and Brescia Trasporti and give a non significant result about effective use of PT. We have merged two databases: Omnibus Card database (subscribers) and Family Card database (under 12 special offer).

Omnibus Card database elaboration – data mining of the records with the following features:

- a. Subscription of the Omnibus Card Age at the moment of the subscription form 6 to 10 (years of primary school attending)

Family Card database

The Family Card initiative and related database begin in 2005, but until February 2007 783 records have not a related subscription date. In order to correct this non homogeneous data, the subscriptions before February 2007 have been proportionally allocated on the basis of the distribution of the subscriptions of years 2007 and 2008 per age

Kids at primary school database

Number of kids at the primary school per year has been estimated as a medium value from the general database of public instruction division of the Municipality, because details on registered kids per year were not available (both in the historic database and in the actual database). Available data:

- d. Average number of kids for class is the result of the comparison between “total number of registered kids per school”/”number of classes of the school”.
- e. Number of classes for scholastic year (1st, 2nd, 3rd, 4th, 5th)
- f. Average number of kids for scholastic year is the result of “a”(average number of kids for class) * ”b” (average number of class for scholastic year)

Up to the school year 2009/2010 the number of classes per year is available at a disaggregate level (divided by classes). From the school year 2010/2011 the same data are provided aggregated (not divided by classes), therefore an estimation has been made.

Ex ante situation - considering the preliminary remarks above, the ex ante situation is as following:

- a. Number of kids using busses at primary school per year (totals from Omnibus Card and Family Card database data mining)

b. Number of kids at primary school per year

c. Percentage of kids using busses at primary school per year $(a/b)*100$

		class/classes														
anno/ year	1st			2nd			3rd			4th			5th			
	a	b	c (%)	a	b	c (%)	a	b	c (%)	a	b	c (%)	a	b	c (%)	
2007/2008	42	1408	2,98%	23	1524	1,51%	36	1541	2,34%	36	1485	2,42%	35	1569	2,23%	

Tab.A2.1: data from Kids at primary school database

Term "a" of the above table)

Subscription year 2007/2008	Age (years old)				
	6	7	8	9	10
Database Omnibus Card	9	3	4	7	22
Database Family Card	33	20	32	29	13
Total "a"	42	23	36	36	35

Tab.A2.2: data of subscription year 2007/2008

Ind 1 year 2007/2008) = 2,296% = 2,3%

After data collection:

		class/classes														
anno/ year	1st			2nd			3rd			4th			5th			
	a	b	c (%)	a	b	c (%)	a	b	c (%)	a	b	c (%)	a	b	c (%)	
2008/2009	65	1474	4,41%	37	1426	2,59%	47	1491	3,15%	45	1514	2,97%	37	1489	2,48%	
2009/2010	15	1544	0,97%	26	1494	1,74%	35	1562	2,24%	36	1586	2,27%	36	1560	2,31%	
2010/2011	15	1520	0,99%	6	1471	0,41%	7	1538	0,46%	4	1562	0,26%	24	1536	1,56%	

Tab.A2.3: data from Kids at primary school database

Ind 1 year 2008/2009) = 3,12% = 3,2%

Ind 1 year 2009/2010) = 1,906% = 1,9%

Ind 1 year 2010/2011) = 0,772% = 0,8%

- **Indicator 2 (Quality of service)** - The interviews are 1200 repeated 3 times a year (April, July and November) and are carried out to Brescia Trasporti customers: 700 face to face and 500 by phone. The sample is drowned in two different ways: for face to face interview at the bus stops the place are identified on the basis of the lines, the end of the line or specific parts of

lines; for the interview by phone there is a random sample from Omnibus Card database (subscribers) on the basis of ticket used.

Related questions:

9. Time spent to reach the destination
10. Accuracy in time keeping
11. Availability of tickets
12. Safety about thefts and pick pocketing
13. Busses' internal cleanliness
14. Drivers' helpfulness and courtesy
15. Information about timetables and routes
16. Brescia Trasporti attention for reduction of pollution

Ex-ante situation

Indicator	May-08
Time spent to reach the destination	7,25
Accuracy in time keeping	6,87
Availability of tickets	7,45
Safety about thefts and pickpocketing	6,72
Busses' internal cleanliness	6,28
Drivers' helpfulness and courtesy	7,94
Information about timetables and routes	6,88
Brescia Trasporti's attention for reduction of pollution	6,79
Synthetic judgment (total Customer Satisfaction indicator)	7,02

Tab.A2.4: historical data from the Brescia Trasporti customer survey

After data collection:

Indicator	May-10	Jul-10	nov-10	mag-11	Jul-11	Nov-11	mag-12
Time spent to reach the destination	7,36	8,32	7,44	7,36	7,18	7,44	7,25
Accuracy in time keeping	6,85	6,91	6,83	6,76	6,92	6,66	6,87
Availability of tickets	7,77	7,91	8,24	7,86	7,99	7,95	7,45
Safety about thefts and	6,28	6,42	6,3	6,8	6,68	6,61	6,72

pickpocketing							
Busses' internal cleanliness	6,45	6,67	5,86	6,49	6,67	6,47	6,28
Drivers' helpfulness and courtesy	7,58	7,45	7,8	7,53	7,5	7,66	7,94
Information about timetables and routes	7,36	7,4	7,44	7,46	7,14	7,65	6,88
Brescia Trasporti's attention for reduction of pollution	7,33	7,27	7,19	7,54	7,27	7,1	6,79
Total Customer Satisfaction indicator	7,12	7,17	7,14	7,22	7,17	7,19	7,02

Tab.A2.5: data from the Brescia Trasporti customer survey

- **Indicator 3** – (Awareness level)

No ex ante is available because no questions have not been inserted in customer satisfaction survey.

During the November 2009 customer any question has been introduced about awareness level. The indicator has been collected during the november 2010 survey as First data collection and it will be collected again during the july 2012 survey as Ex post.

First data collection (November 2010 BST customer)

The phrased question is the following: “Conosci il progetto EDU promosso da Brescia Trasporti nelle scuole?” (Do you know EDU project promoted by Brescia Trasporti in schools?). The results are reported below:

	Absolute values	%
People aware about EDU project	4	0,33%
People not aware about EDU project	1198	99,67%
Total	1202	100%

Tab.A2.6: data from the Brescia Trasporti customer survey

(November 2011 BST customer)

The phrased question is the following: “Conosci il progetto EDU promosso da Brescia Trasporti nelle scuole?” (Do you know EDU project promoted by Brescia Trasporti in schools?). The results are reported below:

	Absolute values	%
People aware about EDU project	34	2,74%
People not aware about EDU project	1208	97,26%
Total	1242	100%

Tab.A2.7: data from the Brescia Trasporti customer survey

- **Indicator 4** – (*Acceptance level*)

No **ex ante** is available because no questions have not yet been inserted in customer satisfaction survey.

During the November 2009 customer any question has been introduced about awareness level. The indicator has been collected during the November 2010 survey as **First data collection** and during the July 2012 survey it will be collected as Ex post data collection.

The first question added to the standard Customer was referred to the awareness level. The second one to the acceptance level. Only people who answered positively to the first question (0,33 %) was asked to answer also to the second one, therefore the acceptance level can be considered scarce.

- **Indicator 5** – (*Number of teachers involved in training/total of schools involved in the project*)

Ex ante situation concerns the experimental edition during 2007/2008 scholastic year as following:

School year	Teachers involved	School involved
2007/2008	9	11

Tab.A2.8: data collection of the experimental years of EDU project before CIVITAS

After situation:

School year	Teachers involved	School involved
2009/2010	7	4
2010/2011	10	6
2011/2012	14	18

Tab.A2.9: data collection of the EDU project editions

- **Indicator 6** – (*Number of schools attending EDU/total of the schools*)

This local indicator is measured by the comparison between the number of schools attending EDU and total number of school in Brescia Municipality.

Ex-ante concerned in data collection of the first experimental year of EDU project before CIVITAS start and the situation is the following:

school year	(a) total number of schools attending EDU	(b)* Total number of schools	Indicator 6 (a/b)	(c) total number of classes attending EDU (3 rd and 4 th)	(d)* Total number of classes (3 rd and 4 th)	coefficient (c/d)
2007/2008	11	42	0,26	37	157	0,24

Tab.A2.10: data collection of the experimental EDU project edition

*this data are the result of the elaboration reported for indicator 1 on the general database of public instruction division of Municipality

After situation:

school year	(a) total number of schools attending EDU	(b)* Total number of schools	Indicator 6 (a/b)	(c) total number of classes attending EDU (3 rd and 4 th)	(d)* Total number of classes (3 rd and 4 th)	coefficient (c/d)
2009/2010	4	42	0,10	5	155	0,03
2010/2011	6	42	0,14	17	163,78	0,10
2011/2012	18	42	0,43	55	158,25	0,35

Tab.A2.11: data collection of the EDU project editions

*this data are the result of the elaboration reported for indicator 1 on the general database of public instruction division of Municipality

- **Indicator 7** – (Number of students attending EDU/Number of students in school per year)

Disaggregation per year is not available and we have estimated it (data used for indicator 1).

Number of kids at the primary school per year is estimated as a medium value from the general database because details on registered kids per year are not available (both in the historic database and in the actual database)

Ex-ante concerned in data collection of the first experimental year of EDU project before CIVITAS start and the situation is the following:

school year	(a) Total number of students attending EDU (3 rd and 4 th class)	(b) Total number of students target of EDU = average number of students per year (3 rd and 4 th class from indicator 1)	Indicator 7 (a/b)
2007/2008	692	3017 (1473+1544)	0,23

Tab.A2.12: data collection of the experimental EDU project edition

After situation:

school year	(a) Total number of students attending EDU (3 rd and 4 th class)	(b) Total number of students target of EDU = average number of students per year (3 rd and 4 th class from indicator 1)	Indicator 7 (a/b)
2009/2010	103	3005 (1491+1514)	0,03
2010/2011	323	3148,06 (*)	0,10
2011/2012	1065	4635,01 (*) (**)	0,23

Tab.A2.13: data collection of the EDU project editions

(*)Up to the school year 2009/2010 the number of classes per year is available at a disaggregate level (divided by classes). From the school year 2010/2011 the same data are provided aggregated (not divided by classes), therefore an estimation has been made.

(**) in 2011/2012 edition have been considered as target also 5th class because of the new version of the project – phase 2 in the same scholastic year allow to involve also 5th class' students)

- **Indicator 8** – (Number of people involved in Brescia Running words/total of people involved in the National Project)

Ex ante data collection:

The national ASSTRA representative has been contacted in order to get the national data. The following data have been provided:

A= people involved in Brescia Running words =11

B = people involved in the National Project =1235

C = A/B = 0,89 %

Company	City	2009
ANM	Napoli	Didn't take part to the initiative
ARPA	Chieti	Didn't take part to the initiative
ACTV	Venezia	Didn't take part to the initiative
AMAT	Palermo	Didn't take part to the initiative
ANM	Napoli	Didn't take part to the initiative
STP	Brindisi	Data not available
CTM	Cagliari	Data not available
Tempi Agenzia	Piacenza	Data not available
Trambus	Roma	Data not available
ATAC	Roma	Data not available
Cotral	Roma	Data not available
Metro	Roma	Data not available
TevereTPL	Roma	Data not available
CSTP	Salerno	Data not available
ATP	Salerno	Data not available
Train	Siena	Data not available
GTT	Torino	500

Company	City	2009
ATAF	Firenze	200
APM	Perugia	179
ATM	Alessandria	81
ATC	Terni	69
AMI/Adriabus	Urbino	65
ATP	Sassari	58
MetrocampaniaNordEst	Napoli	30
RAMA	Grosseto	21
CTT	Pistoia	21
BresciaTrasporti	Brescia	11
Totals		1235

Tab.A2.14: national data from ASSTRA about "Running words" project

After situation:

The following data have been provided:

A = people involved in Brescia Running words = 25

B = people involved in the National Project = 869

$C = A/B = 0,03\%$

Company	City	2010 (itinere)
ANM	Napoli	130
ARPA	Chieti	130
ACTV	Venezia	95
AMAT	Palermo	70
ANM	Napoli	32
STP	Brindisi	Data not available
CTM	Cagliari	Data not available
Tempi Agenzia	Piacenza	Data not available
Trambus	Roma	Data not available
ATAC	Roma	Data not available

Company	City	2010 (itinere)
Cotral	Roma	Data not available
Metro	Roma	Data not available
TevereTPL	Roma	Data not available
CSTP	Salerno	Data not available
ATP	Salerno	Data not available
Train	Siena	Data not available
GTT	Torino	Didn't take part to the initiative
ATAF	Firenze	Data not available
APM	Perugia	176
ATM	Alessandria	43
ATC	Terni	65
AMI/Adriabus	Urbino	78
ATP	Sassari	Didn't take part to the initiative
MetrocampaniaNordEst	Napoli	Didn't take part to the initiative
RAMA	Grosseto	25
CTT	Pistoia	Didn't take part to the initiative
BresciaTrasporti	Brescia	25
Totals		869

Tab.A2.15: national data from ASSTRA about "Running words" project

- **Indicator 9** – (Number of Brescia tales published)

Ex ante situation:

YEARS(*)	Number of BRESCIA tales published
2009	11

(*) 2008 Running Words contest edition hasn't been arranged

Tab.A2.16: Number of Brescia tales published for "Running words" project

After situation:

YEARS	Number of BRESCIA tales published
-------	-----------------------------------

2010	25
2011	23

Tab.A2.17: Number of Brescia tales published for "Running words" project

- **Indicator 10** – (Number of PT passengers in EU mobility week - in town without my car day-/average of people usually transported)

This local indicator is the result of the comparison between the number of passengers transported during the unique ticket day (in occasion of the initiative “in town without my car day” in EU Sustainable Mobility Week) and the average number of people usually transported every day.

The ex ante situation is the following:

Year	(a) average passengers in unique ticket day	(b) average passengers/day	Indicator 10 (a/b)
2007	51.984	114.056	0,45

Tab.A2.18: data available for "In town without my car" initiative

It's important to notice that the “unique ticket day” is a special offer for a holiday. Usually, the average number of passengers/holiday is lower than the average number of passenger /day (b) (including both working days and holidays).

For. eg. the average number of passengers/holiday in year 2008 was distributed as following:
Average number of passenger on Saturday 98.424 **Average number of passenger on Sundays** 34.645

After situation:

The 2010 edition of the initiative “in town without my car day” hasn't been organized, therefore any data is available.

Year	(a) average passengers in unique ticket day	(b) average passengers/day	Indicator 10 (a/b)
2011	115.112	96.662	1,19

Tab.A2.19: data available for "In town without my car" initiative

- **Indicator 11** – (Number of PT passengers in EU mobility week - in town without my car day-/number of PT passengers in EU mobility week - in town without my car day - in the previous year)

Ex ante situation as following:

Year	(a) Passengers	(b) Passengers of the previous year	Indicator 11 [[a-b]/b]*100 (%)
2007	51.984	33.541	+54,98%

Tab.A2.20: data available for "In town without my car" initiative

After situation:

The 2010 edition of the initiative “in town without my car day” hasn’t been organized, therefore any data is available.

Year	(a) Passengers	(b) Passengers of the previous year	Indicator 11 [(a-b)/b]*100 (%)
2011	115.112	0	100%

Tab.A2.21: data available for "In town without my car" initiative