



# SWITCH Project

Report on local SWITCH campaigns  
City of Gdansk

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# Contents

<b>1</b>	<b>The SWITCH Project.....</b>	<b>4</b>
<b>2</b>	<b>City of Gdansk .....</b>	<b>7</b>
2.1	General context of the City of Gdansk .....	7
2.2	Mobility- and traffic- related context of the City of Gdansk.....	7
<b>3</b>	<b>The local SWITCH Campaign of Gdansk.....</b>	<b>8</b>
3.1	Targets of the Gdansk's campaign .....	8
3.2	Target groups .....	8
3.3	Timeline .....	9
3.4	Preparation and Communication .....	9
3.4.1	Partners involved.....	9
3.4.2	Local dissemination activities .....	10
3.4.3	Communication channels to target persons .....	11
3.4.4	Information material and incentives.....	12
3.4.5	ICT tool(s).....	14
3.4.6	Campaign and survey infrastructure and staff.....	15
3.4.7	Challenges .....	15
3.4.8	Success Factors.....	16
3.5	Recruitment and Contacting People .....	16
3.5.1	Contact data .....	16
3.5.2	Contacting people .....	16
3.6	Integration of the baseline survey.....	17
3.6.1	Challenges .....	17
3.6.2	Success Factors.....	18
3.7	Motivation phase .....	18
3.7.1	Motivating people to participate in the campaign .....	18
3.7.2	Provide the service sheet .....	18
3.7.3	Challenges .....	19
3.7.4	Success Factors.....	20
3.8	Consultancy and Service Phase.....	21
3.8.1	Delivery of service packages.....	21
3.8.2	Personalised travel planning talks.....	21
3.8.3	Personal travel plans.....	21
3.8.4	Challenges .....	21
3.8.5	Success Factors.....	21



3.9	Integration of ICT in the campaign.....	22
3.9.1	Challenges .....	22
3.9.2	Success Factors.....	23
3.10	Integration of the 1 <sup>st</sup> and 2 <sup>nd</sup> after-engagement surveys in the campaign....	23
3.11	Conclusion / Comment of local SWITCH campaign of Gdansk .....	25
<b>4</b>	<b>SWITCH consortium.....</b>	<b>26</b>

INSERT list of figures

Figure 1:	The SWITCH campaign - Course of action .....	6
Figure 2:	Gantt chart of local campaign.....	9
Figure 5:	Different incentives provided in the SWITCH campaign of Gdansk .....	13

INSERT list of tables

Table 3-1:	List of information material on service sheet .....	14
Table 3-2:	List of information incentives on service sheet.....	14
Table 3-3:	Recruitment activities .....	17
Table 3-4:	Response on local SWITCH campaign .....	19
Table 3-5:	Participants.....	22
Table 3-6:	ICT-Users .....	22

# 1 The SWITCH Project

The SWITCH project uses personalised travel planning approaches to encourage people to replace short car trips by trips with active modes like walking and cycling. Based on proven personal travel planning approaches implementation cities **Antwerp, Gdansk, London, Donostia-San Sebastián and Vienna** combine local approaches and developed them into their own SWITCH campaign. While the campaigns looked different in each of the implementation cities, the common denominator is a **personalised travel planning** approach addressing **frequent car users** using **arguments from public health** and mobility campaigning, and the use of **ICT solutions** (information and communication technologies). All SWITCH campaigns were applied to people in a **period of life change** (e.g. moving, changing employment status etc.) in order to maximise the output.

The **local SWITCH campaign** was conducted once the target persons were identified. It aimed on:

- Raising awareness on the benefits of active travel,
- Customising information (e.g. information for specific segments of the target groups, like different material for seniors, children or parents and personalised 'travelling plans' and the use of different ICT solutions),
- Personalised advice (in the form of personalised mobility consultancy by using arguments from public health and mobility campaigning),
- Imparting knowledge on opportunities of active travel and
- Encouraging people to walk and cycle more often.

This personalised travel planning approach was different in each of the implementation cities but included at least the following activities (see Fig. 1):

- (1) Locally adapted survey methods for recruitment and first data collection,
- (2) Distributing out a service sheet offering information material,
- (3) Preparing personalised consultancy material for each participant individually based on the information collected in (2),
- (4) Personal delivery of information material chosen from the service sheet in (2), provision of personalised travel planning talks and personalised travel plans,
- (5) Consumption of information material and test of ICT tools,
- (6) Supplementary measures and events in the local context are conducted.

**Evaluation** will measure the process and the impact of the campaign. The process evaluation will measure the mechanism by which the campaign is conducted, the barriers and drivers encountered in the process, and the efficiency of the outcome. The impact of the campaign is evaluated by the direct impact of the campaign message on changing the attitudes and behaviour of those individuals and organisations that were influences.

To ensure that results were achieved evaluation of the SWITCH campaign was done using quantitative and qualitative methodologies. While the baseline and after-engagement surveys could measure the travel behaviour at points of time, quantify the changes in travel behaviour in terms of replacing car trips



by walking and cycling trips, drivers and barriers, a mid-project survey was needed. Vienna conducted 3 surveys to monitor key behavioural indicators:

- A baseline prior to the start of the campaign phase.
- Immediately after the mobility consultancy of each participant finished.
- 3 - 6 months after the target person participated in the campaign, when the behavioural patterns have consolidated to see how much of the change is sustained.

A qualitative study in the form of a focus group discussion was conducted between the mid survey and the 1<sup>st</sup> after engagement survey. Focus group discussions were used to get more information on how SWITCH could further improve its interventions. This helped to get insights from the target audience on what they think about the SWITCH campaigns.

The major objective for evaluation was to understand if the SWITCH campaign was effective.

Objectives of Evaluation:

- to measure changes in mobility behaviour and the impact of the SWITCH campaign on changing behaviour (through surveys, service sheet data and focus groups)
- to evaluate the cost efficiency of the SWITCH campaign and its composite parts (through process evaluation and cost effectiveness analysis)
- to evaluate, from the changes in behaviour measured, the changes on energy consumption and the volume of pollutants emitted

For further details on evaluation see D.4.2 and D4.3.

## SWITCH

from car-based to active mobility using personalised information and communication technology

### Campaign approach (WP 3) & measurement (WP 4)

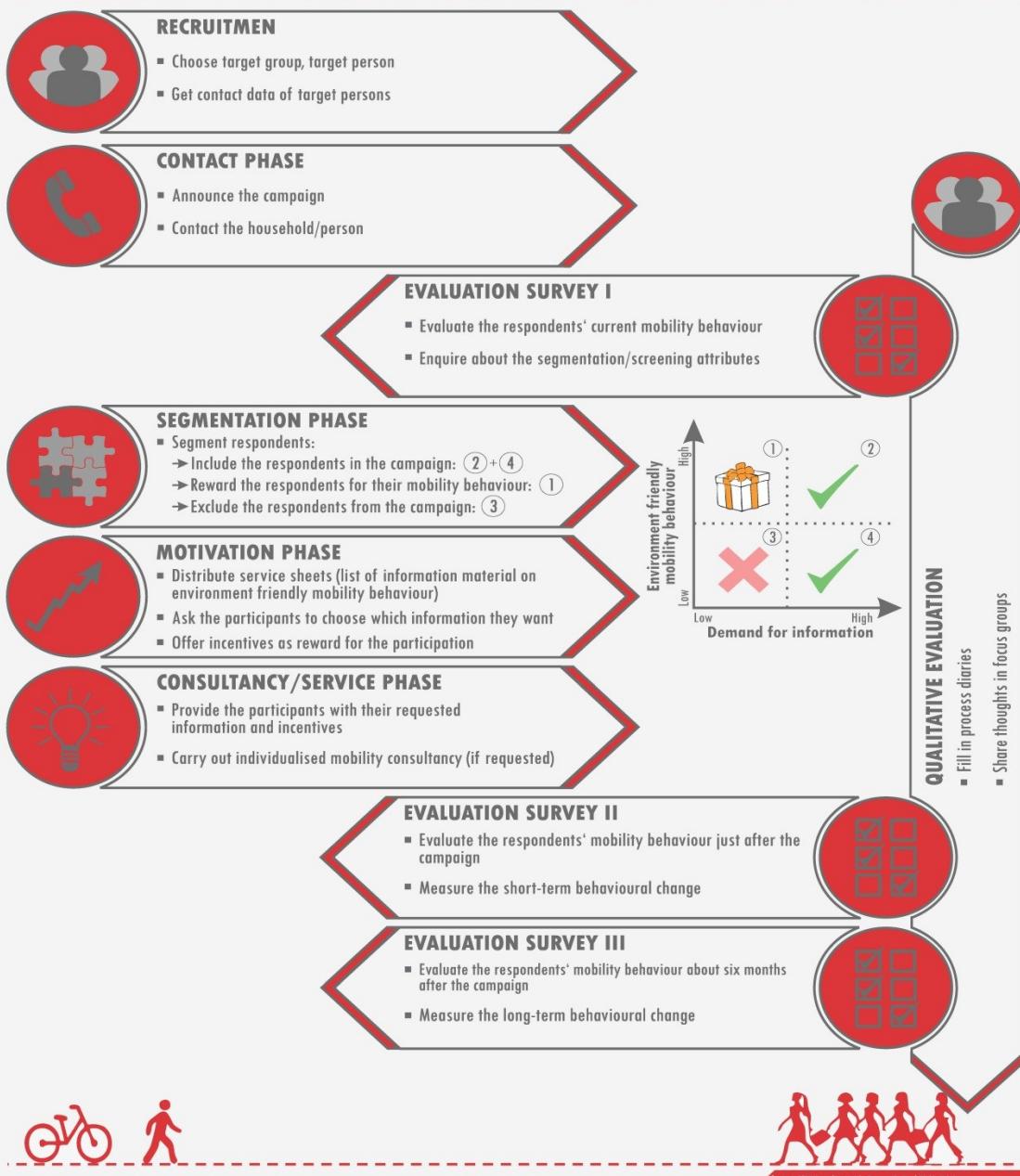


Figure 1: The SWITCH campaign - Course of action

## 2 City of Gdansk

### 2.1 General context of the City of Gdansk

Name of your city: Gdansk

Number of inhabitants: over 461.000 inhabitants

Size in square kilometres: 262 km<sup>2</sup>

Topography: large topography variations. The city is located on two levels with variation of nearly 200 m. The city is very spread out. The climate is continental with relatively mild summers and humid winters.

Lying on the southern cost of the Baltic Sea the thousand years old Gdansk is the largest city in the Pomerania region of northern Poland. It is a large centre of economic life, science, culture, and a popular tourist destination. Almost 75% of EU funds for Gdansk have been invested in the development of modern, coherent, efficient and environmentally friendly public transport systems and appropriately adapted road infrastructure since Poland's EU accession in 2004. Gdansk's transport strategy focuses on integrating the existing bus, tram and commuter train systems; improving traffic management, safety and security in public transport; and developing an urban walking and cycling culture through infrastructure investments and promotional measures. Transport infrastructure has improved significantly in the last few years but the share of active mobility remains low. Walking: 20% Cycling: 4% Car: 39% Public Transport: 37%.

As one of the first Polish signatories of the Charter of Brussels, which states a goal of 15% bicycling and a 50% reduction in cyclist road fatalities by 2020.

### 2.2 Mobility- and traffic- related context of the City of Gdansk

Gdansk is considered as the most cycling friendly city in Poland, among others thanks to its well-developed cycling infrastructure. The network counts 557.6 kilometres which makes 1,2 km for every 1,000 inhabitants. The network includes:

- Segregated cycling roads - 117.0 km
- Pedestrian - bicycle paths with pedestrian priority - 17.2 km
- Pavements with bicycle traffic permitted - 27.7 km
- Bicycle lanes in the roadway - 4.8 km
- Bus passes and bicycle traffic permitted - 0.7 km
- Pedestrian streets (roads without pavement and roadsides, with limited use of motor vehicles ) - 12.2 km
- Streets with calmed traffic with maximum speed not exceeding 30 km / h
- 378.0 km (48.3 % of the total length of public roads )
- One-way streets with bicycle traffic permitted in both directions - 41.6 kilometres (186 streets)



The network is continuously growing and being improved. Gdansk and regional authorities are supporting sustainable transport investments in order to limit the car traffic and to offer citizens high quality, diversified, reliable multimodal public transport services.

## 3 The local SWITCH Campaign of Gdansk

### 3.1 Targets of the Gdansk's campaign

With SWITCH campaign Gdansk offered a fun, functional, instructive, active and healthy lifestyle programme. Based on simple step-by-step changes it aimed to stimulate and empower people to adapt and stick to new sustainable travel habits.

It aimed on:

- raising awareness on the benefits of active travel through the customised to age group of participants informational materials
- encouraging people to walk and cycle more often by inviting them to take part in "Bitwa na kilometry" game competition. The initial target was to make them walk and cycle the distance of the round the world travel. The final distance was 4.3 times bigger – 171383 km. The game encouraged people to fix new travel habits.
- offering personalised information and consultancy for those who wish it
- decreasing of at least 10% of car use and related GHG emissions by switching participants' car based trips to more active modes like walking and cycling
- improve the quality of life of campaign participants and whole local areas.

### 3.2 Target groups

Gdansk addressed the SWITCH campaign to the communities of three local primary schools. The target group of over 2,000 families was composed of pupils, parents and schools' staff. Finally the campaign involved 4,269 individuals (ca 2,574 families and 320 teachers).

Low level of physical activity and unhealthy lifestyles continue to be some of the major problems concerning nowadays citizens. It tends to be especially acute for primary schoolchildren, as many parents accompany their children to school by car and continue their way to the workplace. This relatively recent travel behaviour is a serious issue for many schools in Gdansk.

From this perspective SWITCH campaign corresponds perfectly with the primary school communities' needs. It allows to tackle both health and active mobility issues problem. Moreover, the Beat the Street gamification aspects will increase the attractiveness of the campaign both for all age groups of participants.

The campaign started with the beginning of the school year which is a crucial moment favourable to influence the travel behaviour of the whole school community.

### 3.3 Timeline

*Describe very brief the process over all stages of PTP of your campaign and visualise it in a Gantt chart*

Started early this year the campaign required various and extensive preparations. Most of them required from 4 to 2 months of preparation. The campaign itself was very condensed and it took us about two months to implement all the stages apart from the 2<sup>nd</sup> after-campaign survey/

**Figure 2: Gantt chart of local campaign**

City of Gdańsk	Jan.15	lut-15	Mar.15	kwi-15	Maj.15	cze-15	lip-15	sie-15	wrz-15	Oct.15	lis-15	Dec.15	Jan.16	lut-16	Mar.16
<b>Preparation and Communication</b>															
Involvement of Partners															
Local Dissemination Activities (to reach schoolchildren)															
Local Dissemination Activities (to reach adult participants of the campaign)															
Communication Channels to schoolchildren															
Communication Channels to adult participants of the campaign															
Collection of information material and incentives															
Adaption of ICT Tools(s)															
Provision of Survey Infrastructures (e.g. rooms, call centers etc.), n/a															
Training of interviews - n/a															
<b>Recruitment and Contacting People</b>															
Provision of contact data of schoolchildren															
Provision of contact data of adult participants of the campaign															
Contacting teachers and schoolchildren															
Contacting parents															
<b>Baseline Survey</b>															
Implementation of Baseline Survey for target group 1															
<b>Motivation Phase</b>															
Provision of Service Sheet to all campaign's participants															
<b>Consultancy and Service Phase</b>															
Delivery of service packages to adult participants of the campaign															
PTP talks with children															
Offering of personalised travel plans to adult participants of the campaign															
Participation / Organisation of SWITCH relevant events (e.g. workshops) for adult participants of the campaign															
Participation / Organisation of SWITCH relevant events (e.g. workshops) for children															
<b>Integration of ICT in the Campaign</b>															
Provision of ICT to all campaign's participants															
<b>1st After-Engagement Survey</b>															
Implementation of 1st After-Engagement Survey to adult participants of the campaign															
<b>Focus Group</b>															
Implementation of Focus Group															
<b>2nd After-Engagement Survey</b>															
Implementation of 2nd After-Engagement Survey to adult participants of the campaign															

*Describe deviations from you original timeline? Why? How did you absorb these deviations?*

There are no major deviation from the original timeline.

### 3.4 Preparation and Communication

#### 3.4.1 Partners involved

Project support partner:

- Intelligent Health Agency (Veronica Reynolds, Theo Bird, Charlie Steward, David Durbin....) IH provided all ICT hardware and software, technical support online (for the ICT , first baseline survey, daily draw of lucky taps as well as big part of the artwork.

Schools coordinators involved in “Bitwa na kilometry”:

- Katarzyna Olszewska: coordinated the campaign in SP1 school – information, dissemination, distribution of materials, animation of other related school activities, reporting on hardware problems within school vicinity, organisation of school assembly finalising the campaign;
- Lidia Dąbrowska: coordinated the campaign in SP2 school – information, dissemination, distribution of materials, animation of other related school activities, reporting on hardware problems within school vicinity, organisation of school assembly finalising the campaign;



- Katarzyna Zapart: coordinated the campaign in Pozytywna SP school – information, dissemination, distribution of materials, animation of other related school activities, reporting on hardware problems within school vicinity, organisation of school assembly finalising the campaign;

Technical supporter:

- Bożena Żmijewska: prepared online version of service sheet and second survey questionnaire;
- Weronika Szadowiak: dissemination of the project on official City of Gdańsk Facebook profile;
- Anna Dobrowolska, press releases dissemination to main local and national media contacts.

Political supporter:

- Mayor of Gdańsk , Paweł Adamowicz: promoted SWITCH campaign during the district's meetings with Gdańsk citizens
- Vice-mayor of Gdańsk, Piotr Grzelak, promoted SWITCH campaign through his official Facebook, took part in school assemblies finalising “Bitwa na Kilometry”.

Stakeholders:

- BlokFit, Port Brzezno: local climbing wall and rope park centres. Sponsored 22 family entrance tickets that served as “lucky tap” daily awards
- Mme Velo, POLAR: internet shops offering cycling/sport related products. Sponsored prizes for second survey participants.
- The financial contribution of the sponsored awards was comparable to the value of all purchased incentives.

### **3.4.2 Local dissemination activities**

In order to maximise the chances of effecting real change in mobility behaviour the SWITCH campaign and the project itself were widely promoted through various dissemination activities and channels. We were thinking about disseminating in a variety of ways to suit the needs of specific target audiences. By varying the dissemination media we were hoping to increase our chances of success.

Mailing lists

School mailing lists of parents were used on several occasions, from the announcement letter, through the remainders and “thank you” messages.

Press releases

4 press releases related to different stages of the campaign were disseminated through the municipal official press agency. It allowed to reach every time a group of over 400 journalists/ media agencies

Conferences

SWITCH campaign was introduced to the audience of ECO-city seminar organized by French Embassy in Wrocław, September 2015 as a part of Gdańsk Sustainable Transport Policy presentation.



### Meetings with citizens and with parents

The Gdańsk citizens of districts involved in “Bitwa na kilometry” campaign were informed and encouraged to take part in during the public meeting with the Mayor of Gdańsk.

The campaign was also disseminated during the meetings with parents organized early September in schools.

### One-to-one

Project and the SWITCH campaign were subject of regular one-to-one meetings with involved school's headmasters and coordinators

### Websites

All along the campaign lifetime we were using regularly official city website: [www.gdansk.pl](http://www.gdansk.pl) and Active Mobility Unit one [www.rowerowygdansk.pl](http://www.rowerowygdansk.pl), SWITCH project website [www.switchtravel.eu](http://www.switchtravel.eu) and the website exclusively dedicated to the campaign [www.bitwanakilometry.pl](http://www.bitwanakilometry.pl)

### Brochures

Each potential SWITCH campaign participant received – as a part of kit starter – a brochure explaining both campaign's and project's aims. The brochures were customized to age group of participants.

### Facebook

The campaign's profile <https://www.facebook.com/events/485793354925958/506365729535387/> was daily updated with news and announcements related to “Bitwa na kilometry” campaign. It was mainly dedicated to teachers and parents. It had over 2,200 visits during the campaign lifetime.

### **3.4.3 Communication channels to target persons**

The big variety of the dissemination channels and approaches increases the chances to reach efficiently every target group. Gdańsk campaign was dedicated to the communities of 3 local primary schools, including schoolchildren, their parents and the school staff. Some communication channels were used for all the groups, however, taking into consideration the age differences they were usually adapted to children or adults participants.

#### Teachers:

- We have created a separate document with the explicit description of the campaign's objectives and the role of head masters as intermediates between schoolchildren and organisers. They received a list of tasks and general timetable of campaign activities as well as brochures prepared for children with the suggestion to use them for the awareness raising purposes during the lessons.
- Facebook – was a good platform to disseminate the campaign actualities, present the photos, lucky tap winners, ect.

- Bitwa na kilometry website – dissemination of Bitwa na kilometry rules and results as well as the evaluation actions – baseline survey incorporated to the registration template, info and links to service sheet and second survey.
  - The school coordinators were asked to play also the role of the dissemination managers and presented project/campaign related news on a dedicated school info board.
- 
- Schoolchildren:
  - Brochure specially dedicated to them that were part of the Bitwa na kilometry starter kit (it presented project/campaign aims challenges, info and encouraging tasks related to the healthy lifestyle and active travels)
  - School info board was a good communication channel. Children were informed about the winners of lucky taps and other campaign's actualities.

Parents:

- Facebook – dissemination of project/campaign actualities, discussion platform,
- meetings with school masters, politicians – information and understanding of the campaign, encouragement to take part,
- brochures – information about the project and campaign rules
- Bitwa na kilometry website - Bitwa na Kilometry website – dissemination of Bitwa na Kilometry rules and results as well as the evaluation actions – baseline survey incorporated to the registration template , info and links to service sheet and second survey.

### **3.4.4 Information material and incentives**

We have distributed mainly printed informational materials, however differentiated by age group.

The brochure for the children entitled “Bitwa na kilometry and other tasks for younger and older ones” (“Bitwa na kilometry oraz różne zadania dla młodszych i starszych”

[http://media.wix.com/ugd/241361\\_157dc85d2d64080965934732e362d9f.pdf](http://media.wix.com/ugd/241361_157dc85d2d64080965934732e362d9f.pdf)) included important amount of health arguments that concerned both healthy and active lifestyle and balanced diet.

The health arguments addressed to adult campaign participants were more exposed in a brochure proposed within the service sheet

[http://media.wix.com/ugd/241361\\_aeed72ab9e2b44a3a3a589f38db5045c.pdf](http://media.wix.com/ugd/241361_aeed72ab9e2b44a3a3a589f38db5045c.pdf) which was the compilation of all fact sheets created by SWITCH health, walking and cycling experts, than in the information brochure inviting to Bitwa na kilometry campaign

[http://media.wix.com/ugd/241361\\_a5168bc0437b4c25ae3ec99ea436e8ec.pdf](http://media.wix.com/ugd/241361_a5168bc0437b4c25ae3ec99ea436e8ec.pdf).

The service sheet was enriched by cycling map of Gdansk option that included attractive cycle routes propositions.

The proposed incentives were distributed as walking and cycling sets, first one composed of pedometer and silicon shoe laces and the second one of bicycle lights and saddle cover (see Figure 3). They were

chosen as the most adequate incentives for walking and cycling campaign and for their attractiveness for both age groups.



**Figure 3: Different incentives provided in the SWITCH campaign of Gdansk**

Despite big interest in receiving informational materials and incentives expressed in the baseline survey (over 1,100 demands) only 486 turned back the service sheet, and received requested materials. The reminder letters was send twice directly to the respondents. They were accompanied by the reminder messages on Facebook and website. Basing on this experience we would suggest to fuse the baseline survey and service sheet so people could fill both of the documents in the same time. It would undoubtedly increase the service sheet response rate.

Service sheet offered personal consultancy option but only 11 persons were interested in it.

The target group formed 3 teams that competed against each other (they formed 3 school communities teams). It undoubtedly influenced the campaign and increased people's motivation to walk and cycled however it also had some negative impact, since it raised also many negative emotions between adult and children of two leading teams. It had a direct impact on Facebook activities. The suggestion for any follower city would be to avoid potential fierce rivalry by for ex. building teams by goals, like supporting different charities.

All teams received the same amount and type of incentives that were drew between youngest participants as well as 300 Euro price, founded by Intelligent Health, for the winning team in two categories.

**Table 3-1: List of information material on service sheet**

Name national language	Name in English
Broszura SWITCH na temat aktywnych podróży "Rowerem, piechotą, multimodalnie, po co, jak i dlaczego?"	SWITCH factsheet on active travel
Rowerowa mapa Gdańska	Cycling map of Gdansk

**Table 3-2: List of information incentives on service sheet**

Name national language	Name in English
Pokrowiec na siodełko rowerowe	Bicycle saddle cover
Komplet lampek rowerowych	Bicycle lights
Krokomierz	Pedometer
Sznurówki silikonowe	Silicon shoelaces

### 3.4.5 ICT tool(s)

Gdansk decided to use ICT system offered by Intelligent Health agency, based on electronic sensors and individualised magnetic cards. Walking and cycling activities are recorded by touching personalised smart cards (Radio Frequency Identification (RFID) cards) onto electronic sensors called Walk Tracking Units (WTUs) or 'Beat Boxes' that were placed in the vicinity of the 3 schools. The WTUs send real-time data to a central database and participants can follow their progress on a website.

The chosen system is an optimal option for the multigenerational target group. It offers game like campaign for the children and is easily accepted by related to the adults. The gamification of the SWITCH campaign plays is a very important motivational issue. At the same time the Beat the Street system allows both participants and organisers to check the records of walked and cycled km.

The cost of the system was around 3,2-3,5 Euro per each participant.

The technology was already fully developed and was relatively easy to be adapted and implement. The most time consuming task was the translation of the website and the IT adaptation of the Polish version. During the campaign some of the sensors or it's batteries were needed to be replaced. There were also



some reported problems concerning points counting procedure. The technical partner – IH – took care of logistic, assistance in hardware implementation and software management.

The adaptation, implementation and maintenance of the technology was rather time consuming. It took twice as long as the “Bitwa na kilometry” game and it was necessary to hire additional staff for the system maintenance.

The person hired for the system maintenance was trained and contracted by Intelligent Health.

### **3.4.6 Campaign and survey infrastructure and staff**

*Rooms, online surveys, data bases, stands, call centres etc.*

*Staff numbers, qualifications, training etc. Who and how did you train the staff? For which particular tasks?*

*Consider the different target groups!!*

The campaign did not require hiring any additional staff , rooms or call centres services. IH delivered the training about installation and maintenance of the RIDF boxes and we delivered a sort of training to the school coordinators. As we were not expecting too much interest in PTP we were assuming we will be able to do it using our own resources. All the surveys used during the campaign were done online.

#### **Resources**

The campaign preparation and implementation required nearly 1,700 working hours. In terms of financial resources apart of staff costs it required over 14,000 Euro for other preparative including creation of the brochures, printing and purchase of the incentives. The costs related to ICT tools were covered by IH.

For the awards we found sponsors related to sport and leisure business – their impute can be valued for nearly 1 800 Euro.

### **3.4.7 Challenges**

The challenge we faced in the preparation phase was to find a way to make the campaign appealing to all age groups and to get people's enthusiasm and involvement. It was therefore significant to prepare a set of information adapted to both age groups.

Another challenge was to meet the initial deadlines of software Polish version. The IH subcontractor was not delivering the required services on time. We had to open the registration with small retard.

The preparative related with B-t-S Boxes location were very demanding. The chosen localisation needed to offer good radio signal and be on the way to school for children living in whole area of school community. It was very challenging view the limited number of available devices (35) and required many on-the-field consultations. The final check-in was made together with IH technician that also gave instructions concerning devices installation and maintenance.

We had no major changes to the initial implementation plan.



### 3.4.8 Success Factors

The preparation works took at least 70% of our time and financial resources. The implementation of the campaign showed the importance of good organisation and good quality informational materials. It was crucial to create them in a way to be attractive for all age users (like local maps, website) and where it was difficult to differentiate them (brochures).

Participants had to receive all information and materials in a clear way and with no delays if possible. From our experience we recommend to involve deeply school coordinators to facilitate the contact with parents and schoolchildren. It's the best option when you have limited possibilities to recruit extra staff.

Contacting parents via school and their children is also estimated to be a good solution since it resolves data protection issue.

The materials delivered to schools should be attractive, inspirational for teachers so they are keen to be involved and very easy for distribution. If possible reduce the work of teachers/school coordinators to minimum.

We also prepared the explanation of the campaign for teachers in order to help them during the meetings with parents and children. Doing such we were sure they transmitted the information that were important for us. To make it even more clear one can prepare an attractive video or presentation and ask teachers to show it to the target group members.

## 3.5 Recruitment and Contacting People

### 3.5.1 Contact data

Our target group was composed of 3 schools communities (families of schoolchildren and their parents and teachers). Although children were invited uniquely to the "Bitwa na kilometry" game and only adults were really involved in segmentation, PTP and evaluation phases, we decided to contact them through children.

The decision was based mainly on practical and legislative reasons. The personal data are protected by law and the access to them is rather difficult. On the contrary it was relatively easy to obtain list of children enrolled for the schoolyear 2015/2016.

The contact phase took place between mid-June and mid-September.

### 3.5.2 Contacting people

Using internal school mailing scheme we announced the campaign to parents of the school children by sending them an invitation letter. The school campaign coordinators informed other school staff. The head masters of all classes organised meetings with parents during which they were encouraged to take the active part in the campaign. Additionally, the Mayor of Gdansk also announced the campaign directly during the meeting with district inhabitants.



In the second week of September teachers and the parents (via their children) received informational materials and cards for the “Bitwa na kilometry” game. The cards required online registration which was fused with the baseline survey.

The employed measures were sufficient. We have recruited 60% more of adults campaign participants than initially planned.

### 3.6 Integration of the baseline survey

The baseline survey was integrated into the registration form for “Bitwa na kilometry”. Participants received the cards which needed to be registered in order to take active part in the walking and cycling game and to support chosen school team. The registration and the baseline survey delivered the personal data necessary for smooth implementation of other phases.

The service sheet was also delivered in the on-line form. The reminders letters were sent twice directly on the e-mail addresses. The reminder messages were additionally disseminated through the campaign website and Facebook profile.

**Table 3-3: Recruitment activities**

	<i>Number and description</i>
Number of announcement postcards distributed	n/a
Numbers of announcement letters sent out	2574 announcement letters and 276 additional blank cards  Invitation message was included in the brochure text and was delivered to the households by schoolchildren.
Number of people contacted by phone	>10
Number of people contacted by email	2574 to all parent's accounts through school's intranet mailing lists
Number of people registered online	1677
Number of people contacted by personal contact	0

#### 3.6.1 Challenges



The main challenge was to obtain contact data of adults that are protected by law. The solution adopted already in the implementation plan was to contact them through their children and to ask them to deliver all the required information.

Despite the important number of participants that filled the baseline survey we have received many complaints about the survey questions. They were judged to be too numerous and too detailed.

### 3.6.2 Success Factors

The chosen strategies were very successful. Schools were happy to collaborate and provided us the schoolchildren lists as well as transferred our announced message though their intranet.

The envelopes with brochures were also distributed in a very efficient way.

The fusion of game registration and baseline survey was an important motivation aspect. It would be very difficult to obtain the similar response rate if the survey would be sent separately.

## 3.7 Motivation phase

### 3.7.1 Motivating people to participate in the campaign

Bitwa na killometry thanks to its game-like character was highly motivating for the participants. It had strong fun and competition features already integrated in the rules and scheme. One of the biggest motivation factor was a common target distance of 40 075 km that was beaten over 4 times. The ICT tools chosen for the campaign were also highly motivating thanks to the opportunity of checking the number of completed kilometres in real time. The focus group meeting showed it was the most successful element of the campaign for both children and adults.

People were motivated to gather the maximum of points on the personal accounts but they were also competing with as a team member against other school's teams. Schools could win in 300 Euro prize founded by IH in two categories: total number of points collected and average number of points collected. It increased teacher's motivation to organise activities like "walking day", "evening walk" "jogging classes" or art and promotional lessons dedicated to health and activity issues.

The motivational materials and incentives delivered in the middle of the campaign raised awareness of active travel and could play extra motivational role too.

Additionally, the campaign programme foresaw daily raffle where a family ticket to rope park or climbing wall could be won by one of the participant that registered it's morning activity. Pupils were also motivated by the possibility to win attractive incentives in the final draw that was organised in each of the schools by the end of the campaign.

### 3.7.2 Provide the service sheet

*Describe, how was the service sheet provided and returned*



The service sheet was provided as a link that we send in e-mails to those who said to be interested in receiving it within the baseline survey. It was also disseminated through the campaign website and Facebook profile. The service was returned online too.

**Table 3-4: Response on local SWITCH campaign**

	<i>Number and description</i>
Total number of people completed the baseline survey	1677 (1269)* Online, together with registration for “Bitwa na kilometry” game
Number of people denied the baseline survey	difficult to estimate
Number of people interested in information	1131 (online)
Number of sent out service sheets	1131
Numbers returned service sheets	468 (online)
Types of information material ordered and the respective numbers	SWITCH factsheet on active travel Cycling map of Gdansk
Numbers of ordered PTP talks	11
Number of booked side events	0
Numbers of ordered PT-Plans	11

\*for evaluation purposes (see *evaluation report for Gdansk* and *final evaluation report*) only complete data sets were appropriated. This refers to 1269 people who filled in the baseline survey in Gdansk

### 3.7.3 Challenges

The main challenges we had to face were generated or by the ICT system or by participants behaviour such as too fierce rivalry or cheating practices.

The ICT problems were related to:

- the problems with delivering the campaign website. The IH had some substantial problems with their subcontractors charged to deliver Polish version, therefore we couldn't meet our deadlines, such as opening the registration – this kind of false start could discourage some of the potential participants,

- the problem of unregistered points. Some of the cards holders experienced the situation where points gathered during their travel were missing on their account. We have received many complaints about this however we had no tools to help them,
- the relatively many malfunctions of the Beat the Street boxes. Sometimes only batteries were needed to be replaced, other time it was a question of the whole device. People were demotivated specially were we had no available spare devices and had to wait for few days for its replacement.

Challenges caused by inappropriate behaviour of some participants:

- some of the participants were cheating using more than one card at a time or registering car travels. It was highly commented on Facebook and demotivating for people witnessing such situations,
- some school teams' member sometimes privileged rivalry more than fun or health issues. It spoiled the atmosphere of the campaign with unsympathetic comments on the Facebook and demotivated many participants.
- All problems had to be solved very quickly to not to cause long lasting dissatisfactions of the participants. It required also strong cooperation between Gdansk and IH partner. Moreover IH hired one local technician to deal with devices related problems.
- With the exception of one case, the cheating practice was difficult to be detected and therefore solved. We tried to calm negative emotions by highlighting positive effects of the campaign.

### 3.7.4 Success Factors

The motivation phase in order to get optimal results have to be even longer than the campaign itself.

Children were motivated by prizes, by the common challenge to walk round the world distance as well as by the incentives they could win in the daily/final raffle. The school staff involvement in the campaign played also a critical role.

Parents were motivated mainly by children's enthusiasm, by the possibility of spending more time together in active way but also by schools rivalry. They wanted to support their child's school team. The campaign showed how big influence children might have on parents travel behaviour and other cities should look for the campaign scenarios that are open for both generation groups.

Teachers were motivated by the competition between the schools but also by good quality materials and organisation. Their tasks were reduced to minimum and we left plenty of room for teachers own initiatives and ideas how to present campaign related values to the children. Only the schools' coordinators received very detailed campaign timetable and were asked to follow it strictly.

All the received feedback was very positive.

## 3.8 Consultancy and Service Phase

### 3.8.1 Delivery of service packages

The personalised service packages were completed within own resources. They were divided by schools and classes and delivered to school coordinators. The packages were disseminated between all classes by schoolmasters and delivered to adults/parents by children.

The adopted solution was very efficient and easy to be organised and coordinated. It was also very economical solution since it didn't require any additional human resources, nor the financial ones like for example stamps cost.

The number of PTP consultancies wished was very small. They were all done as phone consultancies.

### 3.8.2 Personalised travel planning talks

We have offered each of 1131 participants that declared to be interested in receiving more informational and promotional materials to possibility of individual PTP consultancy. The offer was a part of the online service sheet. We were giving the choice of mail, phone or face-to-face consultancies.

Nevertheless we have received only 11 requests. They were all organised as phone calls.

### 3.8.3 Personal travel plans

*Did you offer personalised travel plans? What is the content about, what information is offered.*

The participants that order Gdansk cycling map and SWITCH factsheet (as a part of service sheet) got the information and links to the online calculators necessary to build their own travel plans and evaluate their cost- and time-effectiveness of active travel. Additionally we have received the demand of personalised travel plans from 11 participants. All of them were phone consultations. Peoples were mainly concerned by those parts of their journey where there is not a dedicated infrastructure for cycling or/and for rollerblades. They were also some questions about multimodal journeys.

### 3.8.4 Challenges

The main challenge was to get people's interest in PTP consultancies. The participants were not attracted by such a service. They estimated to have enough of resources and information and preferred to make travel plans themselves. In general people are reluctant to such consultancies or just not familiar with them. In general this part of the campaign was not much appreciated.

### 3.8.5 Success Factors

While printed materials were highly appreciated the individual PTP talks were in general not judged as useful.

**Table 3-5: Participants**

	<b>Number</b>
Numbers of participants in PTP talks	11
Number of participants in side events/workshops	0
Numbers of delivered PT-Plans	11

### 3.9 Integration of ICT in the campaign

The ICT system created and delivered by IH was judged by the campaign participants as the most attractive part of the campaign. Children and adults appreciated specially the hardware's design, simplicity and functionality. The acceptance rate was at 78% level.

We have received 35 Beat-the-Street boxes and 6000 RIDF cards. We have distributed 5450 cards among schoolchildren their parents and teachers and saved 450 cards for special cases (replacement of malfunctioning cards, lost cards, cards for other family members, etc.)

As for the software, the participants were happy to be able to observe not only the collected points online, but also their registered trips. Despite the popularity of this option it was somehow problematic since the participants had access to data that should be reserved for organisers (such as relocation of the devices). In our opinion, unless the system would work perfectly, the participants should just have access to points and kilometres collected and more detailed information should be managed by organisers and be reserved for eventual control, problem solving.

**Table 3-6: ICT-Users**

	<b>Number</b>
Number of people registered for or booked ICT	5450
Number of people using the ICT	4269

#### 3.9.1 Challenges

Many participants claimed we should distribute bigger number of cards per family, like 3 or 4 cards instead of 2.

As mentioned before we have received many negative comments about the cheating practices of other users and system's incapacity to help to detect and eliminate quickly such cases. We have also received some suggestions of possible improvement:



- Replacing cards with bracelets
- Fingerprints' reader device instead of RFID NFC devices used so far

Some participants suggested it would be better to show teams results just once a week and not real time data.

### 3.9.2 Success Factors

Despite some negative comments the positive feedback was much more common. People were very enthusiastic about the campaign in general and ICT system in particular. They recognised big motivational influence of it and many of them claimed "Bitwa na kilometry" as the most successful campaign and most of them wish Gdansk's authorities could organize such events at least once a year. We have received over hundred positive comments.

Children loved the different sounds emitted by RFID readers.

## 3.10 Integration of the 1<sup>st</sup> and 2<sup>nd</sup> after-engagement surveys in the campaign

We send an email message to all participants that filled in the baseline questionnaire with the link to the 1st after engagement survey. Additionally we sent encouraging messages via Facebook and schools websites.

To motivate participants to fill the second survey we offered the possibility to win sponsored prizes (POLAR smartwatch, fashionable bike bags, etc.).

We also send a reminder message a week after the initial one.

	<i>Number and description</i>
Number of people surveyed in the 1st after Online survey	386 (350)*
Number of people surveyed in the 2nd after- engagement survey Online survey	117
Number of people denied the 1st after- engagement survey Specify by which survey method!	1291

Number of people denied the 2nd after-engagement survey	235
Specify by which survey method!	

\*for evaluation purposes (see *evaluation report for Gdansk* and *final evaluation report*) only complete data sets were appropriated. This refers to 350 people who filled in the 1<sup>st</sup> after survey in Gdansk.



### 3.11 Conclusion / Comment of local SWITCH campaign of Gdansk

Bitwa na kilometry was undoubtedly one of the most complex and one of the most successful campaign realised by Gdansk in the field of active mobility.

Not only the participation was very high (79% and high representation of all target groups) but the evaluation confirms the excellent results when it comes to frequencies of active travel.

171 383 km walked & cycled in 30 days – over 4 x initial target

4 269 schoolchildren, parents and teachers involved

80 % of adults walked more than before the campaign

28 % of adults cycled more than before the campaign

41% of adults used car less frequently than before the campaign

67 % of adults feel more motivated to use active mobility.

Such great results were possible mainly because of:

- Technical (hardware/software/design/maintenance) support of Intelligent Health partner,
- Help from other municipality departments,
- Great involvement of school's coordinators,
- Good quality informational materials,
- Ambitious and professional approach towards campaign preparation and organisation.

We believe preparation stage is even more time and energy consuming than the implementation one so we recommend every follower city to reserve enough of resources for it. However the implementation plan should be indicative and open for flexible shifts and adaptations.

It is also important to build an efficient communication platform for the campaign participant so they can exchange their thoughts, impressions and photos and to offer the possibility of contact in special cases even during non-working hours/days.

The only part where the results are not fully satisfactory are the PTP consultancies. We have received very small number of demands from the participants. It could be due to the limited opportunities of face-to-face contact during the projects lifetime.

Although all elements of the campaign were very attractive and brought us and Gdansk citizens valuable information and experience, the gamification offered by the Beat-the-Street model was the most important success factor.



## 4 SWITCH consortium

Five European cities take the lead in support SWITCH travel – supported by eight experts in alternative travel, health or economical aspects of mobility. This enthusiastic team combines practical expertise; a clear and transferable methodology; and tried and tested examples of locally effective campaigns



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