

BOHUSLÄN - Output impact indicators

	Outputs +	Impact indicators	Impact indicators on behavioural change	Impact Indicators	Means of monitoring/
	Output Indicators	(within project	(within project duration)	(to be reached until 2020)	evaluation for impact indicator
Nr. of Action It. Action plan	(according to Action Plan)	duration) – if stated in action plan: target value for specific action – otherwise overall value for the region			
6.1.	O 1.1. : Sustainable mobility information elaborated + Translation into German 1 coherent mobility info	2000 downloads of the mobility guide I 1.1.1 No. of downloaded guides (mobility infos) downloaded/distributed from different websites		Reduction of private car use among targeted visitors by 10 % (compared to the start of the action)	I 1.1.1: Quantification of downloads/ brochures distributed
			I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	All demonstrator regions together: Annual reduction of 95 million car kilometres compared to 2010	I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
		I 4: Visitors reached by promotion/awareness campaigns: 200.000			I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions
6.9	O 1.3. Emission tool calculator on relevant websites	I 1.3. 5,000 uses	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.3 Quantification of uses of emission calculation tool (google-analytics)
	At least one website with emission tool calculator, in xx languages				I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
6.5	O 2.1 : Real-time information at hotels and larger attractions	I 2.1: 10 hotels/attractions install real-time information displays from Västtrafik	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options I 3.b Increase of annual PT-demand by 40.000 passengers		I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8; Quantification of PT tickets
			I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
6.3	O 2.1. Improved sustainable mobility info in websites	I 4: Visitors reached by promotion/awareness campaigns: 200.000 New indicator: 10 attractions/hotels included PT information at their website	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 2.1. Bohuslän: Quantification of visits to sustainable mobility (PT) website through external partner link (google analytics)
	10 attractions and hotels contacted				I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions
6.4.b	O 2.3 Training of tourism professionals	I 2.3 80 % of tourism professionals state that their knowledge on sustainable mobility options and service skills has increased			I 2.3. Survey among trainees; HR9, HR10
	No. of trainees - 100 in total (around 30 from tourism)				I 2.3 Feedback from participants
	No. of training sessions - at least 1 Hours of training - at least half day	I 2.3add: No. of trainees passing on information to visitors (80 % of trainees)	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.2: Survey at tourists (did you receive?)
6.7c	O 2.4 Ticket selling points	I 2.4. No. of tickets sold at new selling points	I 3.b Increase of annual PT-demand by 40.000 passengers		I 2.4 Quantification of PT-Tickets sold at new ticket selling points
	No. of selling points				I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
6.7a	O 2.5.1 Special PT-Tickets for tourists	I 2.5 No. of PT-tickets sold I 2.5. No. Of SMS-Tickets sold			I 2.5: Quantification of PT-Tickets/SMS tickets with new options sold
			I 3.b Increase of annual PT-demand by 40.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
			I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
6.8	O 2.5.1 Combined tickets – PT and entrance fee	I 2.5 No. of combined tickets sold			I 2.5. Quantification of PT-Tickets with new options sold
	1 ticket developed and tested between at least 3 attractions	No. of attractions interested in testing: 3.	I 3.b Increase of annual PT-demand by 40.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
			I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels/attractions/tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
6.7b	O 2.5.1 Busplus – Taxi-connections from motorway bus stops/railway stations to holiday destinations	I 2.5.1: No. of Busplus tickets sold			I 2.5.1 : Quantification of Busplus tickets with new options sold
			I 3.b Increase of annual PT-demand by 40.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
	No. of connections - At least 1 connection tested		I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46 I 1.1.2: Survey at tourists (do you know? Have you tried?)
6.17	O 2.6 Training local tourism+ travel planners At least 1 seminar No. of trainees - 30 tourism professionals	I 2.6.3: 80 % of local tourism + travel planners (trainees) state that their knowledge on sustainable mobility options and service skills has increased	Indirect contribution to impact indicators		I 2.6.3: Feedback from participants
		Observe possible other impacts			I 2.6.3 . Survey among local tourism + travel planners; HR9
6.10	O 2.6 Parking policies	I 2.6.2 Decrease of 5.000 free parking spaces in city/centres and at leisure attractions (OEP)			I 2.6.2: Quantification of parking spaces before and after implementation of parking policies; Nr. 49, Q10

					I 2.6.3 : survey among municipalities; feedback to/after seminar
			I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
	Seminar about parking policies for municipalities No. of transport planners - 20 professionals	At least 1 municipality make changes in the parking policy for coastal villages	I 3.b Increase of annual PT-demand by 40.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
			I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors		I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34
6.2	O 2.6.1 Forum to exchange ideas	I 2.6.1 Integration of Contributions into comprehensive plans, parking policies, strategic local plans			I 2.6.1 Quantification of new SUMPS/strategic documents
	2 local groups with business stakeholders formed No. of meetings with LWG: 3	I 2.6.2 Decrease of 5.000 free parking spaces in city/centres and at leisure attractions			I 2.6.2: Quantification of parking spaces before and after implementation of parking policies; Nr. 49, Q10
			I 3.b Increase of annual PT-demand by 40.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
			I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
		I 2.6.3 80% of the trainees states that their knowledge on sustainable mobility options and service skills have increased			I 2.6.3 : survey among municipalities; feedback to/after seminar
6.12	O 2.7.1 : Better collective transport for tourists in the region		I 3.b Increase of annual PT-demand by 40.000 passengers		I 2.7.1 Bohuslän :Quantification of PT-Tickets sold
	75 % of lines reviewed and rural PT service evaluated 1-2 lines with extended season 1 Rural flexiline tested in Bohuslän	I 2.7.1 Bohuslän. No. of tickets sold			I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
6.13	2.7.3 Bicycles on bus/train	I 2.7.3 Bohuslän: User friendly strategy/rules implemented for bikes on trains and buses			I 2.7.3 Bohuslän: Quantification of bicycles transported/year (within pilot)
	Pilot test for bikes on train	I 2.7.3: No. of bicycles transported/year (within pilot)			
		I 2.7.3 Bohuslän: Follow-up measures agreed for permanent bike transport on train			I 2.7.3 Bohuslän: Quantification of follow-up measures?
		New indicator: No. of bikes admitted per train: 6	I 3.b Increase of annual PT-demand by 40.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q
			I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors		I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34
6.15	O 2.7.3: Bike rental at hotels 5 hotels offer rental bikes/ Improved bike services	I 2.7.3: No. of visitors renting bikes/using new services			I 2.7.3 Bohuslän: Quantification of service users
			I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors		I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Nr.33 (Modal Split), Nr. 34, HR7, HR8, Nr. 28, Nr. 25
6.4a	Bohuslän O1: Increase of information places	I 4: Visitors reached by promotion/awareness campaigns: 200.000	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
					I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions
	1 seminar/Training on PT for tourism staff No. of new information places: 10				2.3. Feedback - EPOMM
6.14	Bohuslän O2: Luggage transport	I 2 Bohuslän: No. of visitors using the service			I 2 Bohuslän: Quantification of service users
	1 transport route examined (and operational?) No. of hotels contacted and interested of providing the service: 10 contacted and 3 interested		I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors		I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34
6.16	Bohuslän O3: Better biking/ walking infrastructure No. of municipalities involved Enhanced data in NVDB: all municipalities in Bohuslän entered bikelanes into national road data base (NVDB) Needs+gaps study (bike/ walking): 5 municipalities performed study	I 3 Bohuslän: Improved cycle and walking paths			I 3 Bohuslän: Overview Improvements (before/after documentation)
			I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors		I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34
6.6	Bohuslän O4: Dissemination of SEEMORE + sustainable mobility options (6.6)	I 4: Visitors reached by promotion/awareness campaigns: 200.000	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11

	No. of seminars: at least 5 to different groups No. of network groups: LWG and 2 local groups O 4.3.2 No. Brochures: 350 printed, 1000 downloaded No. of transport and tourism staff trained - 100 professionals (according to Annex I)				I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions
					2.3. Feedback - EPOMM
		I 2.6.3 Bohuslän: 80% of the trainees states that their knowledge on sustainable mobility options and service skills have increased			I 2.6.3 Bohuslän : survey among municipalities; feedback to/after seminar
6.11	Bohuslän O5: Incentives to promote e-mobility (6.11)	I 4: Visitors reached by promotion/awareness campaigns: 200.000	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
					I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions
	No. of distribution channels for information used		I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
	Electric charge options in all municipalities		I 3d Bohuslän: Increase of 5% electric vehicles proportion in the overall rental car/motorcycles fleet		I 3d Bohuslän: Quantification of electric car/motorcycle/cycles in rental fleets before and after the implementation of the measures; Nr. 28, Nr. 29, BR4, BR6, CR4, CR5, CR6, Q9
		I 3.e Bohuslän: km driven with new Electric vehicles during the last year of the project			I 3.e Bohuslän: Counting of driven kilometers of rented electric cars/motorcycles/cylces by driving/trip reports; CR9
	O 2.3a: Environmental Quality Label on mobility behaviour	No. of hotels/hotel staff with certificate I 4: Visitors reached by promotion/awareness campaigns: 200.000	I 3.b Increase of annual PT-demand by 40.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39; Quantification of PT Tickets sold
			I 3.a Reduction of private car use by 5 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
	O 2.6a. Contributions to existing/possible SUMPs	I 2.6.3 80 % of tourism professionals state that their knowledge on sustainable mobility options and service skills has increased		<i>contribution to impact indicators (on behavioural change) dependent on possible SUMP measures implemented</i>	I 2.6.3 Feedback from participants
					I 2.6. 3 Survey among trainees/tourism professionals
		I 2.6.1 long term SUMPs and related measures implemented			I 2.6.1 Quantification of new SUMPS and measures implemented