

CHOZEWO - Output impact indicators

Nr. of Action It. Action plan	Outputs + Output Indicators (according to Action Plan)	Impact indicators (within project duration) – if stated in action plan: target value for specific action – otherwise overall value for the region	Impact indicators on behavioural change (within project duration)	Impact Indicators (to be reached until 2020)	Means of monitoring/ evaluation for impact indicator
	O 1.1.: Mobility information package	I 4: Visitors reached by promotion/awareness campaigns: 800.000 I 1.1.1a : no of downloads/brochures/packages distributed	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	Reduction of private car use among targeted visitors by 10 % (compared to the start	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 I 1.1.1.a: Quantification of downloads/brochures/packages distributed
	O 1.3. Emission tool calculator on relevant websites <i>At least one website with emission calculation tool</i> O 2.1.Information on the Internet <i>No. of actors involved</i> <i>No. of internet sites linked</i> O 2.1 Integration of mobility information in hotel's package to customers <i>No. of hotels involved</i>	I 1.3. No of users I 4: Visitors reached by promotion/awareness campaigns: 800.000 I 4: Visitors reached by promotion/awareness campaigns: 800.000 I 1.1.1 : no of packages spread (No. Of visitors reached)	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options I 1.1.2 60 % of targeted visitors aware of sustainable mobility options 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) I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 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 I 2.1.Choczewo: Quantification of visits to sustainable mobility (PT) website through external partner link (google analytics) 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 I 1.1.1: Quantification of packages/maps/brochures spread
	O 2.3 Training on integrated sustainable mobility options <i>2 participating sessions</i> <i>No. of trainees</i> <i>Attention: the 3 national seminars are activities implemented in WP 4 (transfer) and not in Choczewo – therefore not part of the LOCAL action plan</i> <i>Who shall be trained in the participating session? Hotel staff? All sort of tourism professionals?</i> O 2.6. : Training of local mobility planners <i>2 participation sessions</i> <i>No. of trainees</i>	I 2.3 80 % of the trainees state that their knowledge on sustainable mobility options and service skills have increased I 2.3add: No. and type of trainees passing on information to visitors I 2.6.3 Choczewo: 80 % of local mobility planners state that their knowledge on sustainable mobility options and service skills has increased <i>Observe possible other impacts</i>	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options <i>Indirect contribution to impact indicators</i>		I 2.3. Survey among trainees; HR9, HR10 I 2.3 Feedback from participants I 1.1.2: Survey at tourists (did you receive?) I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 2.6.3 Choczewo . Survey among local tourism + travel planners; HR9 I 2.6.3: Feedback from participants
	O 2.6 Parking policies <i>1 report</i> <i>incl. parking fee collection system + parking management plan</i> 2.7.3: Bicycle transport in PT <i>No. of meetings on the possibility to take bike on boards</i>	I 2.6 Choczewo: Parking management plan approved I 2.6 Choczewo: (Preparation of) Implementation of parking policies (tbd) I 2.7.3 Choczewo: Preparation of bike transport at certain PT lines I 2.7.3 Choczewo: No. of bicycles transported/year (within pilot)	I 3.b Increase of annual PT-demand by 40.000 passengers I 3.a Reduction of private car use by 8% I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors I 1.1.2 60 % of targeted visitors aware of sustainable mobility options I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors	Annual reduction of 95 million car kilometres compared to 2010	I 2.6. Choczewo: Implementation time plan? Parking management plan? I 2.6 Choczewo: Parking system changed (e.g. no. of parkings with fee, parkings reduced, etc.) I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8; Quantification of PT-Tickets sold I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46 I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34 I 2.7.3 Choczewo: Implementation plan for bike transport at certain PT lines I 1.1.2 Survey at tourists (do you know? Have you seen?); Q11 I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34 I 2.7.3 Choczewo: Quantification of bicycles transported/year (within pilot)
	O4. Promotion and awareness campaign <i>No. of dissemination material spread, etc.</i>	I 4: Visitors reached by promotion/awareness campaigns: 800.000 I 4: no of materials provided/handed at hotels and information desks (No. Of visitors reached)	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 I4: Quantification of materials provided/handed out

O 4d: 1 Local promotional video 1 video	I 4: Visitors reached by promotion/awareness campaigns: 800.000			I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions	
		I 3.a Reduction of private car use by 8 %		I 4d: Counting of video streaming and downloads	
		I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		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 seen?); Q11	
	O 2.3a: Environmental Quality Label on mobility behaviour	I 1 Choczewo: Number of hotels represented at trainings			I 1Choczewo: Quantitificacion of institutions/representatives
		I 1 Choczewo: No. Of new sustainable mobility options	I 3.b Increase of annual PT-demand by 40.000 passengers		I 1 Choczewo: Quantification of new sustainable mobility options
			I 3.a Reduction of private car use by 8 %		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8; Quantification of PT-Tickets sold
	Choczewo O2: Translation of mobility information	Integrated in other outputs	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
	O 2.6a. Contributions to existing/possible SUMP	I 2.6.3 80 % of tourism professionals state that their knowledge on sustainable mobility options and service skills has increased		contribution to impact indicators (on behavioural change) dependent on possible SUMP measures implemented	I 1.1.2 Survey at tourists (do you know? Have you seen?); Q11
					I 2.6.3 Feedback from participants
I 2.6.1 long term SUMP and related measures implemented				I 2.6. 3 Survey among trainees/tourism professionals	
				I 2.6.1 Quantification of new SUMP and measures implemented	