

DOBRICH - Output impact indicators

Outputs + Output Indicators	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) – target Values are for the whole demonstrator region	Impact Indicators (to be reached until 2020)	Means of monitoring/ evaluation for impact indicator
O 1.1 Mobility information package Minimum 1000 leaflets printed (up to 2,500) Translated into BG, RU, ENG, RO Electronic version for download available	I 1.1.1 Minimum 1,000 visitors receiving mobility information package/leaflet I 4. 100,000 visitors reached in total by awareness actions in Dobrich (defined in Annex I)	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 of the action) All demonstrator regions together: Annual reduction of 95 million car kilometres compared to 2010	I 1.1.1.: Quantification of downloads/ brochures/packages distributed 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
O 1.1. Regional visitors' sustainable mobility guide 2000 leaflets printed Translated into BG, RU, ENG, RO	See next line (Integration into hotels' packages) I 1.1.1: No of visitors receiving guide	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.2: Survey at tourists (do you know? Have you seen?); Q11 I 1.1.1: Quantification of downloads/ brochures/packages distributed
O 1.1 Integration of mobility guide in hotels' package to customers 50 hotels receiving and providing sustainable mobility guide	I 1.1.1 Minimum 350 visitors receiving sustainable mobility guide I 4. 100,000 visitors reached in total by awareness actions in Dobrich (defined in Annex I)	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.1 Counting of downloads /info package/leaflet distributed 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
O 1.3 Emission Calculation Tool At least one website with emission calculation tool, in XX languages	I 1.3 No. us 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) I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
O 2.2. Transfer Protocol No. of organisations providing info to tourists 1 verbal/ written agreement	I 2.2. 80 % of regional actors state that the cooperation on data exchange has improved	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.1: Quantification of downloads/ brochures/packages distributed I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 2.2. Survey among regional actors
O 2.3. Training on integrated sustainable mobility options 3 trainings 80 trainees in direct contact with visitors	I 2.3. 80 % of the trainees state that their knowledge on sustainable mobility options and service skills have increased I 2.3. add: No. of trainees passing on information to visitors I 2.3 Dobrich No. of visitors reached with information	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 2.3 Feedback from participants I 2.3. Survey among trainees/tourism professionals I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
O 2.4. Increased public transport selling points 4 new selling points	I 2.4. No. of visitors aware of new selling points I 2.4. No. of tickets sold at new selling points	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 sold
O 2.5. Integrated packages (sustainable mobility + leisure activities) No./types of packages designed	I 1.1.1a 1,000 packages sold in last project summer	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 sold
O 2.6 Parking policies 5 Meetings with authorities Plans for reduction of parking places integrated in transport strategies	I 2.6 Dobrich: Parking plans implemented I 2.6.2 Decrease of free 200 parking spaces in city/centres and at leisure attractions (OEP)	I 3.a Reduction of private car use by 10 %		I 2.6 Dobrich Quantification of plans I 2.6.2: Quantification of parking spaces before and after implementation of parking policies; Nr. 49, Q10 I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46

<p>O 2.6a Contributions to existing/possible SUMPs</p> <p>Training of local mobility and tourism infrastructure planners;</p> <p>2 trainings</p> <p>40 trainees</p>	<p>I 2.6.3 80 % of tourism professionals state that their knowledge on sustainable mobility options and service skills has increased</p> <p>I 2.6.1 SUMP for Kavarna;</p>	<p><i>Contribution to impact indicators dependent on solutions implemented</i></p>	<p>I 2.6.3 Feedback from participants</p> <p>I 2.6. 3 Survey among trainees/tourism professionals</p> <p>I 2.6.1 Achievement of SUMP for Kavarna</p> <p>I 2.6.1: If applicable: Quantification/Specifications of new mobility solutions implemented</p>
<p>O 2.7.1 Improving PT-services for visitors/locals in rural areas, PT services at Leisure/tourist destination, sustainable mobility options to major events</p> <p>9 (4 new and 5 existing ones) selling points with Information on mobility options (min. 1350 brochures)</p>	<p>No. of visitors reached</p> <p>I 2.7.1. No. of tickets sold/visitors reaches</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p> <p>I 3.b Increase of annual PT-demand by 40.000 passengers</p>	<p>I 1.1.1a Quantification of brochures spread</p> <p>I 2.7.1 Dobrich Quantification of PT-Tickets sold</p> <p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8; d</p>
<p>O 2.7.3 Activities to enhance the provision of complementary Infrastructure/ services for cycling/walking</p> <p>5 meetings with relevant stakeholders</p>	<p>I 2.7.3 5 km of new segregated bicycle lanes</p> <p>I 2.7.3 100 km new public parking places for bicycles</p> <p>I 2.7.3 Signs on 2 eco-paths for cyclists</p> <p>I 2.7.3 No. of new users of cycling infrastructure</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p> <p>I 3.a Reduction of private car use by 10 %</p> <p>I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors</p>	<p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 2.7.3 Dobrich: Quantification/ specification of measures for cycline implemented/ envisaged</p> <p>I 2.7.3 Dobrich:Implementation plan</p> <p>I 2.7.3 Quantification of users</p> <p>I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46</p> <p>I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34</p>
<p>O 3c Bicycle rental services</p> <p>1 bike rental service in Balchik/Dobrich</p> <p>No. of bikes for rent</p>	<p>I 3c (Nr. 28) No. of visitors renting bikes</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p> <p>I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors</p> <p>I 3.a Reduction of private car use by 10 %</p>	<p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34</p> <p>I 3c (Nr. 28) Quantification of bike rentals: Nr. 28, HR7, HR8</p> <p>I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46</p>
<p>O 3c Promotion for cycling and pedestrian path</p> <p>No. of promotional events/work-shops</p> <p>No./type of advertising material for biking/walking</p>	<p>I 3c Dobrich: No. of visitors reached with promotion activities</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p> <p>I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors</p> <p>I 3.a Reduction of private car use by 10 %</p>	<p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 3c Dobrich: Quantification of participants in events/workshops for cycling path</p> <p>I 3c Dobrich: Quantification of advertising material for biking/walking disseminated</p> <p>I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7, Nr.33 (Modal Split), Nr. 34</p> <p>I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46</p>
<p>O 4.d Local SEEMORE-video</p> <p>1 video short-version (also for download)</p> <p>1 video long-version (also for download)</p> <p>2 series of emissions</p>	<p>I 4.d. No of viewers of the video</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p> <p>I 3.b Increase of annual PT-demand by 40.000 passengers</p>	<p>I 4.d Outreach of regional TV-operators</p> <p>I 4d: Counting of video streaming and downloads</p> <p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8</p>
<p>O 4 Direct advertising- SEEMORE- and additional material Disseminated:</p>	<p>I 4. No. of people reached (visitors and locals)</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p>	<p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p>

300 posters 50,000 post-cards 500 T-shirts/ caps				I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions
O 4. Photo competition + exhibition 1 photo competition 1 exhibition	I 4 Dobrich: No. of people participating in photo competition	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 4: Quantification of material disseminated
				I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
	I 4 Dobrich: No. of visitors to the exhibition			I 4 Dobrich: Quantification of participants/photos submitted
O 2.3a: Environmental Quality Label on mobility behaviour	No. of hotels/hotel staff with certificate I 4: Visitors reached by promotion/awareness campaigns: 100.000	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 10 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46