

FORLI CESENA- 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
<b>O 1.1.: Mobility information package</b>  <i>1 Mobility Information Package</i>	I 1.1.1 No. of visitors receiving info package	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	<i>Reduction of private car use among targeted visitors by 10 % (compared to the start of the action)</i>  <i>All demonstrator regions together:</i> <i>Annual reduction of 95 million car kilometres compared to 2010</i>	I 1.1.1 Quantification of downloads/info package distributed
	I 4: Visitors reached by promotion/awareness campaigns: 400.000			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
<b>O 1.3 Emission Calculation Tool</b>  <i>At least one website with emission calculation tool</i> <i>No. of languages</i>	I 1.3 No 5,000 tourists reached	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.3 Quantification of uses of uses (google-analytics) I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
<b>O 2.1. Exchange between transport and tourism sector</b>  <i>2 Integrated Transport Timetables</i>	<i>Integrated in mobility information packages</i>	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options  Increase of annual PT demand by 150.000 new 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
				I 2.1. Forli: Quantification of timetables
<b>O 2.1 Integration of mobility information in hotel's services to customers and websites/hotel</b>  <i>Information packages</i> <i>No. of hotels hotels receiving and providing sustainable information package</i>	I 2.1 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 2.1 : Quantification of maps, brochures, downloads etc. spread
				I 2.1.1 No. of downloads/info packages distributed
<b>O 2.1.1 Promotion of mutual links between transport and destination websites</b>  <i>No. of organisations involved</i>  <i>No. of interlinkages</i>	I 2.1.1 No. of visitors reached with new information	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 2.1.: Number of internet site with direct link to PT website
				I 2.1.Quantification of visits to sustainable mobility (PT) website through external partner link (google analytics)
				I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
<b>O 2.2. Transfer Protocol</b>  <i>1 verbal/ written agreement</i>	I 2.2. 80 % of regional actors state, that the co-operation on data exchange has improved	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 2.2. Survey among regional actors
	I 2.2 add: No. of organisations providing info to tourists			I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
				I 1.1.1: Quantification of maps, brochures, etc. Spread/downloaded
<b>O 2.3 Training of tourism professionals</b>	I 2.3 80 % of the trainees state that their knowledge on sustainable mobility options and service skills have increased	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 2.3.: . Survey among trainees; HR9

No. of trainees	I 2.3.addNo. of trainees passing on information to visitors			I 2.3 Feedback from participants
O 2.5 Packages between sustainable mobility and leisure activities  No. of packages developed	I 2.5 No./type of new PT-routes implemented	I 3.b Increase of annual PT-demand by 150.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
	I 2.5.1 No. of packages/PT-tickets sold			I 2.5.1 Quantification of new PT-Tickets option 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
O 2.6a Contributions to existing/possible SUMP Sustainable mobility plan in tourist municipalities;  No. of meetings with relevant stakeholders	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 SUMP measures implemented		I 2.6.3 Survey and Feedback from participants
	I 2.6.1 Long-term SUMP			I 2.6.1Quantifications of SUMP elaborated/implemented
	I 2.6.1 SUMP and related measures implemented			
I 2.6: Training of local transport and infrastructure planners  No./type of trainees	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 dependent on solutions implemented		I 2.6.3 Survey and Feedback from participants
	I 2.6.3 New mobility solutions in transport/ infrastructure plans			I 2.6.1 Quantification/Specifications of new mobility solutions implemented
I 2.6.: Training of Planners for leisure activities and tourism infrastructure planners  No./type of trainees	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 dependent on solutions implemented		I 2.6.3 Survey and Feedback from participants
	I 2.6.3 New mobility solutions in leisure/ tourism infrastructure plans			I 2.6.1 Quantification/Specifications of new mobility solutions implemented
O 2.6 Parking policies  Meetings with key actors Parking scheme to discourage car use	I 2.6 Forli Parking scheme implemented	I 3.a Reduction of private car use by 10 %		I 2.6. Quantification of measures (e.g. no. of parkings with fee, parkings reduced, etc.)
	I 2.6.2 Decrease of free 5.000 parking spaces in city/centres and at leisure attractions (OEP)			I 3a.: Survey at hotels and tourists; Q4; I 2.6.2: Quantification of parking spaces before and after implementation of parking policies; Nr. 49, Q10
O 2.7.3: Bicycle transport in PT	I 2.7.3: No. of bicycles transported/year (within pilot)	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 2.7.3 No. of PT tickets sold	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
		I 3.b Increase of annual PT-demand by 150.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39; Quantificatin of PT-tickets sold
		I 3.a Reduction of private car use by 10 %		I 2.7.3: Quantification of bicycles transported/year (within pilot) I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
O 2.7.3 Bicycle sharing/rental schemes at regional/local level  No. of (additional) bicycles for rent	I 2.7.3 No. of visitors renting additional bikes	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 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors		I 2.7.3 Quantification of bike rentals/users 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 3.a Reduction of private car use by 10 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46t
O 2.7.3 Activities to enhance the provision of complementary Infrastructure/ services for cycling	I 2.7.3 No./Type of measures for support of cycling implemented	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 2.7.3 Implementation plan

<p><i>No. of meetings with relevant stakeholders</i></p>				<p>I 2.7.3 Quantification/ specification of measures for cyclone implemented/ envisaged</p>
<p><b>O 3c: Low cost/free bike rental at hotels</b></p> <p><i>90% more hotels with bicycle rental for their guests</i></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 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><b>O 4d Local SEEMORE-video</b></p> <p><i>1 video</i></p>	<p>I 4d 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 150.000 passengers</p>		<p>I 4d Counting of downloads/clicks of the video</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 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46</p>
<p><b>O 4 Dissemination of SEEMORE material</b></p> <p><i>No. of posters and</i></p> <p><i>No. of teaser postcards distributed</i></p>	<p>I 4 No. of visitors reached</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p>		<p>I 4. Quantification of dissemination material spread</p> <p>I 1.1.2: Survey at tourists (do you know? Have you seen?): Q11</p> <p>I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions</p>
<p><b>O 4 Local campaigns and additional material</b></p> <p><i>No. of dissemination material spread, etc.</i></p>	<p>I 4: Visitors reached by promotion/awareness campaigns: 400.000</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> <p>I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions</p> <p>I 4: Quantification of materials provided/handed out</p>
<p><b>Forli O1. Translation of mobility information</b></p> <p><i>2 Transport timetables, etc. translated</i></p>	<p><i>Integrated in mobility information packages in Italian, English and German</i></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>
<p><b>Forli O2: Regional visitor guide</b></p> <p><i>1 guide incl. mobility information</i></p>	<p>I 2 Forli: 4500 visitors receiving printed guide + 25,000 online (electronic version)</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 150.000 passengers</p>		<p>I 1.1.1: Counting of downloads/ info package distributed</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; Quantification of PT-Tickets sold</p>
<p><b>Forli O3: Extend use of "go bemoov" app (purchase of PT-ticket via mobile phone)</b></p> <p><i>Facilitation of "go bemoov"</i></p> <p><i>Activities for promotion of use</i></p>	<p>I 3 Forli: 100 bemoov users</p>	<p>I 3.b Increase of annual PT-demand by 150.000 passengers</p> <p>I 3.a Reduction of private car use by 10 %</p>		<p>I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39; Quantification of PT Tickets sold</p> <p>I 3 Forli: Quantification of PT-Tickets sold</p> <p>I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46</p>
<p><b>O 2.3a: Environmental Quality Label on mobility behaviour</b></p>	<p>No. of hotels/hotel staff with certificate</p> <p>I 4: Visitors reached by promotion/awareness campaigns: 400.000</p>	<p>I 3.b Increase of annual PT-demand by 150.000 passengers</p> <p>I 3.a Reduction of private car use by 10 %</p>		<p>I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39; Quantification of PT Tickets sold</p> <p>I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46</p>