

MADEIRA - Output impact indicators

Nr. of Action	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)	Impact Indicators (to be reached until 2020)	Means of monitoring/ evaluation for impact indicator
18	O 1.1. Mobility touristic guides <i>1000 guides printed/1 download version provided</i>	I 1.1.1 50.000 of tourists having downloaded mobility guide, 3000 guides handed I.4 400,000 visitors reached in total by awareness actions	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 1.1.1.: Quantification of mobility guides downloaded I 1.1.1 Qunatification of mobility guides handed I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions
7	O 1.3. Emission tool calculator on relevant websites <i>At least one website with emission tool calculator</i>	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) I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
14	O 2.1. Information in internet <i>5 Internet sites linked</i>	I 2.1.: No. of visitors receiving new information I.4 400,000 visitors reached in total by awareness actions	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 I 2.1.Madeira: Number of internet site with direct link to PT website I 2.1.Madeira: Quantification of visits to sustainable mobility (PT) website through external partner link (google analytics)
2	O2.2 Transfer Protocol between at least one airline and one travel agency <i>1 Transfer Protocol</i> <i>Madeira: Number of travel agencies with information about sustainable transport options</i>	I 1.1.1: 1000 people receive information 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 3.a Reduction of private car use by 8 %	All demonstrator regions together: Annual reduction of 95 million car kilometres compared to 2010	I 1.1.1 Quantification of information downloaded/distributed I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 2.2. Survey among regional actors I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
10	O 2.3 Training of tourism professionals <i>No. of training sessions</i> <i>100 trainees</i> <i>Hours of training</i>	I 2.3 80% of the trainees states that their knowledge on sustainable mobility options and service skills have increased I 2.3add: No. of trainees passing on information to visitors	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 2.3. Survey among trainees; HR9, HR10 I 2.3 Feedback from participants I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
15	O 2.4. PT tickets sale in hotel <i>5 new hotels offering PT-tickets</i>	I 2.4.1 Madeira: 1000 tickets sold	I 3.b Increase of annual PT-demand by 50.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8 I 2.4.1 Madeira Quantification of PT-Tickets sold at new selling points
3	O 2.5.1. Promotional PT-ticket for special events and day excursions incl. Promotion <i>1 Ticket type</i> <i>Type/no. of promotion material</i>	I 2.5.1 5.000 new tickets sold	I 3.b Increase of annual PT-demand by 50.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8

	15 events covered 5 day excursions		I 3.a Reduction of private car trip by 8 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46/sample counting at attractions
					I 2.5.1 Quantification of new tickets options sold
4	O 2.5.2. Discount for PT users 20 tourist attractions/shops 1 book/voucher with discounts	I 2.5.2 25,000 tickets sold	I 3.b Increase of annual PT-demand by 50.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
					I 2.5.2 Quantification of new tickets options sold
17	O 2.6a Contributions to existing/possible SUMP 2 contributions per municipality		I 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 2.6.1 Integration of contributions into SUMPs			I 2.6.3 Quantification for new SUMPs
		I 2.6.3. 80 % of regional actors state that the cooperation on data exchange has improved			I 2.6.3 Survey among regional actors; Nr 67
			I 3.a Reduction of private car trips by 8 %		I 2.2. Suvery on regional actors I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
9	O 2.7.3 : Bicycle transport on interurban bus services 1 PT-line with bike transport opportunity	I 2.7.3 Madeira: 500 bicycles transported/year	I 3.c. Minimum overall increase 5% of non-motorized trips among targeted visitors		I 2.7.3 Madeira: Quantification of bicycles transported in regular PT services I 3.c Mobility surveys with tourists before and after the implementation of measures; Q4, Q5, Q6, Q7 , Nr.33 (Modal Split), Nr. 34
1	O 4d. Promotional video 1 video	I 4: 400,000 visitors reached in total by awareness actions on Madeira I 4d: No. of viewers of the video	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 4d: Counting of video streaming and downloads 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 4. Local campaign	I.4 1.5 million visitors reached in total by awareness actions	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
5	Madeira O1: PT-line integrating urban PT service and ferry to Porto Santo 1 new PT line 1 integrated tarriff ticket	I 1 Madeira: 20,000 passengers/year	I 3.b Increase of annual PT-demand by 50.000 passengers		I 2.5.1 Quantification of new tickets options sold I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
6	Madeira O2: Information Point Port of Funchal 1 PT info desk	I 2 Madeira: 25,000 People informed	I 3.b Increase of annual PT-demand by 50.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8 I 2 Madeira: Visitors of Information Point
11	Madeira O4: Moblity action plans for events Traffic plans for 5 events Information about solutions		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 Madeira: Traffic congestion rate in target area			I 4 5 Madeira: Number of vehicle/min in the target area
			I 3.a Reduction of 8% private car trips among targeted visitors		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
			I 3.b Increase of annual PT-demand by 50.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39, Q8
12	Madeira O5 : GIS tools/ seminars No. of trainings No. of GIS tools		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 5 Madeira: number of PT companies displaying? GIS informations

	No. of operators in seminars Estimated amount of technicians informed with this measure 50 Participants			I 5 Madeira; number of access to travel planner tool
16	Madeira O6: Journey planner/ audiotrip app 5 touristic routes with PT-services 3 routes with audio guide for tourists	I 6 Madeira: No. of access to travel planner tool	I 3.b Increase of annual PT-demand by 50.000 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 trip by 8 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
		I 6 Madeira: No. of access to audio trip tool		I 6 Madeira: Quantification of access to travel planner/audio trip tool
				I 2.4. Quantification of PT-Tickets sold
19	Madeira O8: Translation of mobility information Integrated in other outputs	Integrated in other outputs	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
	O 2.3a: Environmental Quality Label on mobility behaviour	No. of hotels/hotel staff with certificate I 4: Visitors reached by promotion/awareness campaigns: 400.000	I 3.b Increase of annual PT-demand by 50.000 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 8 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46