

MALLORCA - 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 1 electronic mobility info package	I 1.1.1 : 5,000 downloads of mobility info packages I 4: Visitors reached by promotion/awareness campaigns: 4.000.000	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)	I 1.1.1 : Quantification of downloads of mobility info packages I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
O 1.2 : Sustainable mobility information provision in long distance collective transport services + tour operators No. of operators, service providers providing info.	I 1.1.1 No. of passengers reached	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options I 3.b Increase of annual PT-demand by 500.000 passengers		I 1.1.1 Quantification of articles in main media, downloads, maps, brochures, etc. spread 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
O 1.3. Emission Calculation Tool At least one website with emission calculation tool, in XX languages	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 emission calculation tool (google-analytics) I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
O 2.1 : Integration of mobility information in hotel's services to customers and websites 20 hotels receive and provide sustainable mobility information	I 2.1.: No. of visitors receiving new information I 4: Visitors reached by promotion/awareness campaigns: 4.000.000	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? Did you receive); Q11 I 1.1.2: Survey at hotels (do you provide?); Q11 I 2.1 : Quantification of maps, brochures, downloads etc. spread 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)
O 2.1: Web Travel Planner Main POI in google-transit 50 new routes on tib.org website	O 1.2 : No. of visitors to websites	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options I 3.b Increase of annual PT-demand by 500.000 passengers		I 2.1.Quantification of visits to new routes (google analytics) 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
O 2.2 Transfer Protocol: 1 Protocol 100 new links to tib.org website	I 2.2. 80 % of regional actors state that the cooperation on data exchange has improved I 2.1 No. of visitors reached	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 2.2. Survey among regional actors I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 2.1.Quantification of visits to sustainable mobility (PT) website through external partner link (google analytics) I 2.1.: Number of internet site with direct link to PT website
O 2.3 Training of tourism professionals Trained: 100 hotel staff 30 tourist office staff 50 bus drivers	I 2.3. 80 % of the trainees state 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 1.1.2: Survey at tourists (have you received?); Q11 I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 2.3. Survey among trainees HR9, HR 10 I 2.3 Feedback from participants
O 2.4. Increased public transport selling points 10 new selling points	I 2.4. No. of tickets sold at new selling pointss	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options I 3.b Increase of annual PT-demand by 500.000 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 I 2.4.1Quantification of PT-Tickets soldnew selling points
O 2.5: Discount at tourist attractions and integrated packages 2 feasibility studies 1 ticket	I 2.5.1 No. of new tickets sold	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options I 3.b Increase of annual PT-demand by 500.000 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 I 2.5. Quantification of new PT-Tickets sold
O 2.5. 1 Special tickets for visitors	I 2.5. No. of tickets sold	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

1 New type of ticket for visitors		I 3.b Increase of annual PT-demand by 500.000 passengers	I 2.5 Quantification of new PT-Tickets sold
O 2.6a Contributions to existing/possible SUMPs	I 2.6.3. 80 % of tourism professionals state that the cooperation on data exchange has improved	contribution to impact indicators (on behavioural change) dependent on SUMP measures implemented	I 2.6.3 Feedback from participants
2 SUMPs	I 2.6 SUMPs and related measures implemented (e.g. traffic management, parking policies, etc.)		I 2.6.3 Survey among trainees
	I 2.6. Integration of contributions into SUMPs		I 2.6.1 Quantification of new SUMP and measures implemented
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
1 service plan for bicycle operation	I 2.7.3: No. of PT tickets sold		I 2.7.3 : Quantification of bicycles transported on PT
No. of lines/km with bike transportation		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 500.000 passengers	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39;
		I 3.a Reduction of private car use by 15 %	I 2.7.3 Mallorca: Quantification of PT-tickets sold
			I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
O 3c : Low cost bike rental at hotels, guided cycling tours, guided routes	I 3c: No. of visitors using app	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 3c: No. of bike rentals at hotels		I 3c Quantification of visitors using app
5 new routes for smartphone app	I 3c No. Of people going tours by foot		I 3c Quantification of bike rentals
		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.a Reduction of private car use by 15 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
O 4d. Local SEEMORE-video	I 4.d No. of viewers of the video	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	I 4.d Counting of downloads/clicks of the video
1 video		I 3.b Increase of annual PT-demand by 500.000 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
O 4 Dissemination of SEEMORE material +	I 4: Visitors reached by promotion/awareness campaigns: 4.000.000	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	I 4: Quantification of posters and teaser postcards distributed
50,000 teaser postcards distributed	I 4 : 500 photos uploaded per game campaign		I 4 Quantification of photo uploads
300 posters and			I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
Mallorca O1: Translation of mobility information	I 1 Mallorca: No. of visitors reached with French and Russian	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	All demonstrator regions together:
Translation of website into French and Russian			Annual reduction of 95 million car kilometres compared to 2010
			I 1 Mallorca: Quantification of website uses in French and Russian
			I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
Mallorca O2: Real-time information, focus Smart-phone users	I 2 Mallorca: No. of visitors using the app	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
1 web application		I 3.b Increase of annual PT-demand by 500.000 passengers	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39; Quantification of PT Tickets sold
1 smartphon application			I 2 Mallorca: Quantification of app downloads
		I 3.a Reduction of private car use by 15 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
			I 6 Mallorca: Quantification of PT-Tickets sold
Mallorca O3: Park&Ride schemes	I 3 Mallorca: No./type of measures implemented defined in Action Plan	Dependent on measures implemented:	I 3 Mallorca: Quantification (Description) of measures implemented
1 Action plan	I 3 Mallorca: Impact on visitors (e.g. more shuttle bus users,...)		I 3 Mallorca Impact of measures implemented on visitors
		I 3.b Increase of annual PT-demand by 500.000 passengers	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39

		I 3.a Reduction of private car use by 15 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
		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)
Mallorca O 4: Integration of urban and interurban transport fares <i>1 integrated ticket</i>	I 4 Mallorca: No. of integrated fare tickets sold	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.b Increase of annual PT-demand by 500.000 passengers	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
			I 4 Mallorca: Quantification of tickets sold
Mallorca O5 (2.7.1?) Public Transport services at leisure/tourist destinations <i>New express-line</i> <i>Vehicle-km driven with new line</i> <i>Promotion of new services</i>	I 5 Mallorca: No. of visitors reached with promotion	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 2.7.1 Mallorca: No. of tickets sold for new express line		I 2.7.1 Mallorca: Quantification of PT-Tickets sold for new express line
		I 3.a Reduction of private car use by 15 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
		I 3.b Increase of annual PT-demand by 500.000 passengers	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
Mallorca O 6: Coach services and shuttles to main interregional gateways <i>New Mobility Act; Seat booking system in charter buses</i>	I 6Mallorca: No. of tickets sold at direct seat bookings	I 3.b Increase of annual PT-demand by 500.000 passengers	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
		I 3.a Reduction of private car use by 15 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
			I 6 Mallorca: Quantification of PT-Tickets sold
Mallorca O 7: Guided tours by coach <i>Tourist routes for smart phones to be used on regular bus lines</i>	I 7 Mallorca: No. of visitors using the app	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.b Increase of annual PT-demand by 500.000 passengers	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
	I 7 mallorca: No. of visitor increase on regular bus lines		I 7 Mallorca: Quantification of app downloads
		I 3.a Reduction of private car use by 15 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
			I 7 Mallorca: Quantification of PT-Tickets sold
O 2.3a:Environmental Quality Label on mobility behaviour <i>100 hotels with label</i>	No. of hotels/hotel staff with certificate I 4: Visitors reached by promotion/awareness campaigns :4.000.000	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	Counting of uses (google-analytics)?
		I 3.a Reduction of private car use by 15 %	I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
		I 3.b Increase of annual PT-demand by 500.000 passengers	I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
Mallorca O 9: Incentives to promote e-mobility <i>5 new charging points</i> <i>No. of cooperations established</i>	I 9 Mallorca: No. of visitors informed on e-mobility/charging	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options	I 3d Mallorca 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 Mallorca: Counting of driven kilometers of rented electric cars/motorcycles/cycles by driving/trip reports; CR9
			I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
	I 3.e Mallorca: OEP 15.000.000km driven with new Electric vehicles during the last year of the project	I 3.a Reduction of private car use by 15 %	I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46