



Embracing Active Travel for Health



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SWITCH Project

Final Report



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1 Why SWITCHing?

Even though the combined distance of urban trips travelled per year by the average person has grown steadily - our bodies are actually moving less. Many people even talk about our sedentary lifestyles as an epidemic because the resulting negative impacts on our health and quality of life has reached unprecedented levels¹. A sedentary lifestyle is a primary risk factor of non-communicable diseases (NCD) in Western Countries. According to a survey² conducted in 2013 in the 28 Member State of the EU, 44% of Europeans did not meet the 150 minutes of moderate physical activity per week recommended by the World Health Organisation (WHO). Moreover, one in eight European citizens (13%) say they did not walk for ten minutes at a time on any day during the previous week. This complete lack of physical activity can cause major health problems for individuals and great economic costs for society as a whole³.

The good news is that a solution to reverse these negative trends actually exists: A new urban mobility culture is blooming. Most cities aspire to create more people-friendly places for walking and cycling by establishing new services for pedestrians (i.e. wayfinding, real time multimodal information, shared and multi-modal mobility solutions) and by designing suitable infrastructure. Moving around by foot and on a bicycle is becoming easier, safer and more enjoyable. Furthermore, it is evident that increasing walking and cycling and reducing car traffic leads to a higher quality of life in cities and is an important contribution to reduce greenhouse gas (GHG) emissions and primary energy consumption.



The EU funded SWITCH project wants to contribute to this positive change by helping planning and transport practitioners to conduct professionally organised campaigns with the aim to get people to “switch” short urban car journeys to walking and cycling.

1.1 Traffic in cities

Congestion is one of the most prevalent transport problems in large urban agglomerations with over 1 million inhabitants. However, the supply of infrastructures has often not been able to keep up with the growth of mobility. Since vehicles spend the majority of the time parked, motorization has expanded the demand for parking space, which has created space consumption problems.

Congestion and parking are also interrelated since looking for a parking space (called “cruising”) creates additional delays and impairs local circulation. In central areas of large cities cruising may account for more than 10% of the local circulation as drivers can spend 20 minutes looking for a parking spot. Also, many delivery vehicles will simply double-park at the closest possible spot to unload their cargo.

¹ *Bulletin of the World Health Organization 2002, 80 (12)*

² *Special Eurobarometer 412 “Sport and physical activity”. European Commission, 2013.*

³ *Global health risks. Geneva, World Health Organisation, 2009.*



1.2 Corresponding CO₂-emissions and primary energy consumption

Urban mobility accounts for 40 % of all CO₂ emissions of road transport and up to 70 % of other pollutants from transport.⁴ In addition, 69% of road accidents occur in cities.⁵



1.3 The role of active travel: potential for energy saving and health

According to the WHO each person should exercise for at least 150 minutes per week in order to meet the recommended levels of physical activity. People who are most likely to meet these levels get much of their daily activity from active travel.

Walking and cycling regularly is healthy, strengthens the immune system and prevents illnesses. Whether it's a short outdoor trip, shopping around the corner, a longer look around the city or the daily trip to work - every step or wheel turn counts and strengthens both the physical and psychological well-being.

Health and a desire to increase activity levels can therefore be a significant factor in influencing people's choice to switch. Some reasons why walking and cycling is good for health:

- ✓ Causes the release of happiness hormones
- ✓ Improves the health of hearts
- ✓ Reduces stress and fatigue
- ✓ Strengthens the muscular system
- ✓ Strengthens the immune system
- ✓ Lowers high blood pressure
- ✓ Reduces ravenous appetite
- ✓ Relieves joint and back pain
- ✓ Minimizes the risk of several types of cancer
- ✓ Helps against fear and depressions
- ✓ Lower the risk of diabetes and Alzheimer's disease
- ✓ Trains the sense of balance
- ✓ Improves digestion and metabolism

With regular average physical activity, a woman wins 1,5 healthy life years and a man 1,4 years. The best part: It is not necessary to do sport or recreational activities to reach this amount of physical activity. Brisk walking or cycling, both as means of transport, can help including physical activity into daily life without much of extra time.

⁴ European Commission - Mobility and Transport - Clean transport, Urban transport, 2015

⁵ European Union - White Paper on Transport, 2011

WHY SWITCHING? Chapter 1

1.4 Benefits of active travel

Prevention of chronic diseases

Regular physical activity helps prevent various chronic diseases (cardiovascular diseases, diabetes, cancer, obesity etc.) or reduce additional complications in existing diseases.

Improving physical fitness

A good physical condition is not only related to preventing diseases. It also means better quality of life and better recovery after diseases or injuries.

Environmental health

Using active transport helps reducing transport-emissions such as local pollution and greenhouse gases and providing a more pleasant environment. Using active transport also improves neighbourhood liveability.

Good Practice

Scientist estimates that 150 minutes of weekly physical activity could reduce the risk for ischemic cardiac disease for about 30% and the risk diabetes type 2 for about 27%. These “active modes” are thus inherently good for the environment and people’s health.



2 SWITCHing travel behaviour

2.1 Aims of SWITCH

The project aims at replacing short urban car trips by walking or cycling trips. SWITCHing short car trips to active modes contributes to energy savings and emissions reductions.

2.2 Target group of SWITCH

The primary target audience of the SWITCH project are urban transport planners, health experts and local authorities who would like to promote a switch from car-based to active modes of travel. Local stakeholders, citizens and advocacy groups, organisations such as a chamber of commerce, etc. will also find this collection of advice useful.



2.3 The 4 elements of SWITCH

Every SWITCH campaign consists of the following four essential components:

- ✓ Personalised Travel Planning (PTP)
- ✓ Arguments from public health
- ✓ ICT applications (Information and Communication Technologies)
- ✓ Identifying people in a period of life change, such as moving house or starting a new job

These elements are the building blocks of a successful campaign and they leave room for a tailored design which fits perfectly to your local conditions. In other words, it is not a matter of copying what other cities have done before but of understanding the underlying principles that will allow you to develop an effective campaign for your own city. This chapter provides these basic considerations and is complemented by examples in the Toolbox (available as download at www.switchtravel.eu in English, German, Spanish, Polish, and Romanian).



Personalised Travel Planning

Personalised Travel Planning (PTP) is a form of individual communication (also called “dialogue marketing”), which relies on personal contacts with targeted individuals in order to enable behaviour change. Werner Brög from the company Socialdata was seminal in developing this concept⁶. It is characterised by a set of clearly defined steps and ensures that a campaign follows a clear and comprehensive sequence of activities.

⁶ See for example: Brög, W. et al. (2009) *Evaluation of voluntary travel behaviour change Experiences from three continents. Transport Policy, Vol. 16, No. 6, pp. 281-292*

PTP typically sensitises people about mobility routines. As a first step, participants are invited to rethink their everyday travel behaviour and identify realistic alternatives to car trips such as walking, cycling and public transport. In short, PTP aims to:

- ✓ identify and fill individual knowledge gaps;
- ✓ raise awareness about the negative individual and societal consequences of car dependent lifestyles;
- ✓ inform about the economic and health benefits of active travel;
- ✓ show individually suitable alternatives;
- ✓ motivate and reward changes in travel habits;
- ✓ address both information deficits and subjective barriers that people have about how they travel.

There is an overwhelming amount of travel-related information available from various sources. However, this information needs to be actively accessed by people and interpreted to suit their specific situation. This individual interpretation requires effort and typically certain skills (e.g. knowing how to read a timetable). Not everyone is able or motivated to do this. In addition, information - even if customised - does not typically trigger long-lasting changes in people's travel routines. People have subjective barriers like the fear of doing something wrong, getting lost, the feeling of being "the only one", etc.

PTP can help by setting impulses to break routines and to lower psychological barriers. How does it do that? By focusing on individuals directly and showing them how they can personally benefit from custom-made alternatives.

Arguments from Public Health

Such arguments offer knowledge about the social and individual health benefits of walking and cycling.

They can be used to both gather support from local stakeholders and to trigger a reflection process among individual travellers.

Local stakeholders are most likely to be interested in scientific and statistical data (please be careful about the credibility of your sources), which includes facts about:

- ✓ societal effects of physical inactivity and sedentary behaviour;
- ✓ prevalence of chronic diseases (obesity, diabetes, cardiovascular diseases, back problems, etc.);
- ✓ health benefits of regular physical activity/active lifestyles;
- ✓ impacts of car-based travel on workers' productivity, health and absent days.

Lesson Learnt

For citizens you want to involve in a SWITCH campaign, personal health benefits of active travel and how to achieve them are very important: someone's individual "distance" from established recommendations about physical activity; potential improvements to someone's personal health condition; how to meet medical recommendations by using active travel; how to include physical activity in daily routines.

Regardless of the target group, health facts should be presented in an attractive and easy to understand way.

The SWITCH project has collected a valuable collection of health related information, including one-page factsheets for walking, cycling and the use of health arguments tailored on your specific local needs. All of them are available in the SWITCH Toolbox on www.switchtravel.eu.

Use of ICT tools

Information and Communication Technology (ICT) tools can be particularly valuable to a SWITCH campaign for a number of reasons:

- ✓ to collect data on travel behaviour and activity levels and
- ✓ to motivate and support behavioural change.

If you use them to collect data about your target population's travel routines, they can help you to objectively assess the effectiveness of your campaign. Data gathered through ICT tools can also help you formulate specific questions for the evaluation surveys and for the qualitative evaluation of your actions.

Insider's Tip

ICT tools should also be used for motivation and to support behaviour changes by providing practical information such as maps, the location of rental bicycles or noise-reduced walking routes and to allow a self-tracking and friendly competitions with others.

ICT tools also have the capability of alerting and motivating people. For example, ICT tools can automatically generate feedback on travel behaviour and physical activity levels.

This data can be shared with friends, family members and co-workers and start a voluntary, friendly competition, which has been shown to be particularly effective method for behaviour change. These and other tools can also be used to incentivise and reward participants.

ICT tools come in a variety of forms and approaches. The four most commonly used types of tools are:

- ✓ Devices to automatically monitor one's own activity and health impact (e.g. heart rate monitor, step counters, GPS watches).
- ✓ Websites where participants can obtain information and log their travel data (this requires a higher level of commitment from the user).
- ✓ Apps for Smartphones, both mainstream products from play- or app-stores (low cost and widely available) and custom software (higher set-up costs).
- ✓ Devices (and usage protocols, games etc.) provided by third parties such as "Beat the Street" in the UK.

Some concrete examples of potentially useful ICT tools are given in the **SWITCH Campaign Guide** (Chapter 3 - "Think about suitable ICT tools"). It is important to note that the use of ICT tools has implications in terms of data protection and privacy issues. Make sure that you use them with utmost sensitivity and you build in safeguarding mechanisms to ensure no data leaks to unauthorised parties. Be also aware that the use of some ICT-services may exclude certain groups of people.



Life change moments

People's mobility patterns are rarely based on cognitive decisions. Instead, we typically travel in "autopilot mode" and don't question why we travel the way we do. In other words, we are guided by extremely powerful habits.

However, at certain points in our lives we are forced to rethink our routines. For example, a new job, a new house or a different school. In such situations, there is an opportunity to reinvent one's mobility needs.

These "life change moments" offer unique opportunities to create new, healthier and more sustainable routines. A SWITCH campaign is designed to grasp precisely these opportunities. The most important life change moments upon which the five SWITCH Implementation Cities focus are the following:

- ✓ People who recently moved house
- ✓ People who received medical advice for more physical activity
- ✓ People who are starting at a new school or work place
- ✓ Big construction works in your city

But there can be many others, for example:

- ✓ People who recently moved from one school (type) to another
- ✓ People who had a recent change to their household (children born, elderly parents moved in, young adults moved out)
- ✓ People who recently got rid of their car
- ✓ People who recently bought a pedelec or an e-Bike
- ✓ People whose children started to travel autonomously

2.4 Different Phases of a SWITCH campaign

To ensure that a campaign is clearly structured, well thought through, nothing is forgotten, responsible assigned, etc. different phases

should be designed and implemented during the campaign.

2.4.1 Preparation phase

Firstly, it is important to define the objective of a SWITCH campaign. Time and financial resources play a role in shaping the measures to be implemented and of course the target group needs to be defined. Concentrating on a certain target group is necessary to help tailor the strategy, the activities and the materials needed for the campaign.

Support of local stakeholders

Don't forget: "Power in unity" is your motor when it comes to co-financing and amplifying the impact of your campaign. Involve all relevant stakeholders: local governments, public transport associations, Public Transport operators, health associations and mobility managers. The aim is to agree on particular lines of interests and to achieve a common ownership on the implementation of the campaign in a particular region. Depending on their field of work the support of stakeholders can be manifold, e.g. by providing information material or supporting the contact, delivering and personal consulting phase.

Development of a road map

The development of a road map includes a timeline, staff and budget plans. It is of great importance to define all tasks precisely. The personnel planning for the implementation of the campaign must be in line with the concrete objective:

- ✓ How many persons should be addressed?
- ✓ How will the target audience be contacted?



Best Practice

If you want to offer personal consultation, you can manage this with your own staff, assuming that enough personnel resources are available. Also the use of external providers is possible (e.g. a mobility agency).

Collection of existing information material

Information material should be attractive and professional. To calculate the amount of required items bear in mind that usually 50% of participants ask for information material.

Staff training for all persons involved

Staff training is essential for a successful campaign. Specifically:

- ✓ All staff involved should be well versed with the overall road map, the objectives and the relevance of campaign;
- ✓ The staff must be able to answer frequently asked questions;
- ✓ Training through role play and assimilation of potential crisis should be training point of preparation;
- ✓ All employees should be able to manage the database and information system.

Preparation of press releases and the involvement of local media

Local media and other multipliers have to be identified and contacts need to be established at an early stage. A press release should be published at the beginning and during the campaign in order to tell "stories of success".

2.4.2 How to contact potential participants

First send an information letter. Contacting potential participants by phone might be more effective but bear in mind data protection laws. Establish a frequent, trustful and reliable contact. The campaign should be described shortly within one page maximum. Target participants are attracted by:

- ✓ Personalisation: use personal addresses and names;
- ✓ Credibility: Don't hesitate to use logos or other visual identification of local authorities and institutions. You can even include signatures of regional politicians, mayors or other public figures.

Contact information and opening hours of the campaign offices should be stated clearly. The letter sent to potential participants should include an invitation for participation. Make the response process as simple as possible for potential candidates.



2.4.3 Targeting people

Identification of respondent groups:

When contacting people you may find different types of respondents:

- ✓ Persons not interested at all. No communication will be established, they will be excluded from any next steps;
- ✓ Active travellers with no further information needs. They will receive a "thank you present" and a letter to support and to encourage them to maintain their behaviour;
- ✓ Active travellers with further information needs. They will take part on the further steps of the personalised travel planning campaign and will receive a "thank you present" and a letter of support;
- ✓ Non-Active travellers with further information needs. They will take part on the further steps of the personalised travel planning campaign and will receive a "thank you present" and a letter of support.

Best Practice

A symbolic “thank you” present can go a long way with active travellers who set an example for the others.

- ✓ bike saddle cover
- ✓ pocket lights
- ✓ pocket umbrellas
- ✓ reduced or free public transport tickets
- ✓ reduced fares or free bike rental (e.g. electric bikes)

2.4.4 Individual contact phase

Distribution of service forms

Persons who need information receive a form offering a wide range of different and tailored information. This so called service sheet can be delivered via regular post, email or website. A successful set of information comprises both:

- ✓ standard information material or
- ✓ tailor-made information based on individual needs specified by the respondent on the service form).

Preparation of personal information based on the requested information

Personal information material describes individual advantages of behaviour change. Such service requires information provided by the target participant. Some examples for personal information materials are:

- ✓ Individualised time tables and public transport options.
- ✓ Personalised travel plans: If information in detail about desired trips is reported by the target person, public transport information for this trip can be provided;
- ✓ Information about additional active measures organised in the region, e.g. walk-shops, side events, information days;

- ✓ Individually calculated activity level and health benefits.

Personal information materials have two advantages in comparison to general advertisement:

- ✓ Many persons do not trust general calculations. Personalised calculations create a higher level of credibility and motivation;
- ✓ By providing tailor-made plans the individual feels important and personally committed.



In addition to information materials, an appointment for consulting can be offered. Once the input from service forms becomes available it is time to prepare the personalised service packages for each respondent.

A personal (face-to-face) delivery is recommended in order to establish personal relations with target participants. If a personal delivery is not possible, the package can be sent by regular post.

Best Practice

It is important that well-informed employees carry out these tasks. In many areas, you can outsource the whole consulting phase to professional consultants such as mobility agencies or (public) institutions.



2.4.5 Evaluation phase

In order to assess the success of a personalised travel planning campaign, an evaluation process was factored in with a before as well as a short- and long-term after survey.

People were asked for their current travel behaviour and physical activity level before receiving information. This data was compared with information surveyed some months after the campaign.

For SWITCH campaigns don't forget to include:

- ✓ a measurement of mobility behaviour change achieved;
- ✓ a qualitative impact measurement spanning from health and physical well-being to assessment of local infrastructure for active mobility.

It is also advantageous to monitor and identify improvement points for the campaign itself. Process diaries are useful instruments and are provided in the SWITCH Campaign Guide.



3 SWITCHing in practice

The theory behind the SWITCH project has been tested in campaigns in 5 different cities in Europe: Vienna, Antwerp, Gdansk, Hounslow and Donostia / San Sebastián.

Results in Numbers

Impact measured for one week:

Total number of car trips saved for all the cities: 668 trips

Total number of GHG-emissions saved: 25796 kg

Total number of primary energy consumption saved: 2318 litres

Increase in number of days with more than 30 minutes of physical activity over all cities: 2682 days

3.1 SWITCHing in Vienna

3.1.1 General context

Inhabitants: 1.8 million

Size: 415 km²

Attractiveness of active travel: Key of the city's strategy to support active travel was the expansion of infrastructures for cycling and walking. Vienna currently offers 1,270 kilometres of cycle lanes. Cyclists are also allowed to use one-way streets in the opposite direction on about 238 kilometres of one-way streets. The infrastructural changes are expected to enable a growth of cycling from 7% in 2015 to 10% in 2025. As the modal split of the city shows, walking is already very popular (28% in 2015). The major motivational pull factors in favour of walking are the attractive surroundings of the pathways and the simplicity of this travel mode.



Attractiveness of public transport: The public transport system in Vienna is very well developed. The major subway and tramway lines run every three to five minutes during peak-times. Public transport has a share of 39% of the modal split.

Car-friendliness: Car availability in Vienna is relatively low. Only 27% of trips of Vienna's inhabitants are made by car with a decreasing tendency. Recent data shows that 14.5% of all trips between 1 and 2 kilometres are made by car. 14% of the total city's area is dedicated to traffic infrastructures.

3.1.2 The SWITCH campaign in Vienna

The SWITCH campaign in Vienna ran from spring to autumn 2015.

Chosen target groups: The SWITCH campaign in Vienna focused mainly on these life change moments:

- ✓ People who have access to a car and have recently moved houses,
- ✓ People who received medical advice to increase their physical activities,
- ✓ People who recently experienced changes in their household structures.

Timeline: Primarily, a dense campaign of two months was foreseen. Adaptation in the timeline became necessary because of difficulties with the collection of contact data of target persons.

Finally, the campaign ran in two waves of two month.

3.1.3 Communication and recruitment

To make people interested in the campaign, several tailored communication strategies were followed:

- ✓ Contact to people who recently moved houses was established through real estate developers, neighbourhood associations, specific events such as the Smart Citizen Labs, face-to-face interviews at new housing projects, as well as through address data provided by the Austrian postal service and university mailing lists.
- ✓ The group of people who recently received medical advice to increase their physical activity level appeared to be a hard-to-reach group. Therefore, partnerships with different doctors, hospitals and health centres were established and announcement postcards were disseminated.
In order to reach more people, weekly get-togethers of Nordic Walking groups of elderly people were visited as well as specific public events such as the “Viennese Diabetes Day” or the “Experience” exhibition for active elderly.
- ✓ For other groups, face-to-face contact was established at leisure and recreation areas, like parks, public events and open air swimming pools.

This active approach to reach the target groups was crucial for the success of the campaign.

3.1.4 Local partners

The Mobility Agency for the City of Vienna was the key partner in the campaign. The SWITCH campaign was embedded in the action “Year of Walking”. So the SWITCH campaign benefited from comprehensive material and incentives for the information packages, resources for PTP talks and bike repair workshops.

Success Factors

- ✓ Cooperation with local partners
- ✓ Practical expertise gained from prior projects
- ✓ Support by doctors / hospitals and real estate agents
- ✓ To have a very ambitious and motivated team
- ✓ Expand the contacting approach by face-to-face interviews
- ✓ To offer a wide variety of different services

3.1.5 Incentives used

To motivate people to register for the campaign and to stay in all three evaluation surveys:

- ✓ A raffle with different prizes, including a bicycle, a premium trolley, step counters, umbrellas etc. was organised.

To motivate people during the campaign to test new behaviour a set of incentives were offered:

- ✓ multifunctional scarfs
- ✓ bike saddle covers
- ✓ shoelaces with instructions
- ✓ reflecting snap bands



Even if a logistical challenge, the personal delivery of information and incentives was crucial for motivation. It was done by active modes, like cargo-bicycle.



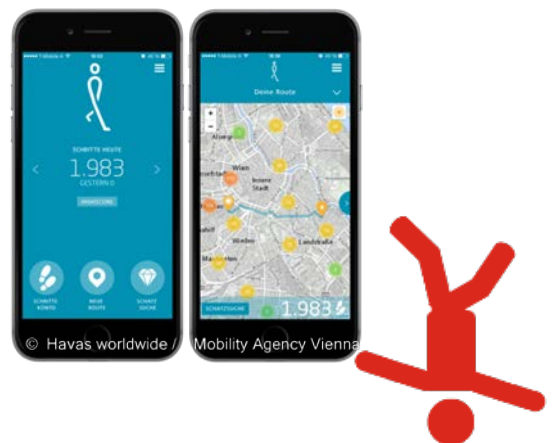
Participants seemed genuinely motivated by the face-to-face contacts with campaign staff, by their interest in the various benefits of active travel and the information provided. The PTP talks and the bike repair workshops provided very concrete know-how and thus seemed particularly effective to motivate participation.

ICT tools used:

- ✓ The “Wien zu Fuß” (Vienna on foot) smartphone application, provided by the

Mobility Agency of Vienna, included a step counter and a treasure hunt game;

- ✓ The smartphone app “AnachB ” (AtoB) offered a routing for pedestrians, and
- ✓ The SWITCH-tailored version of the Moves app, allowed to track the daily physical activity and to provide this data to the SWITCH consortium voluntarily.



3.1.6 Results

Reflecting the campaign it became obvious that conducting a SWITCH campaign in a city like the City of Vienna with an already low car usage rate and an excellent public transport system requires tailored strategies for identification of target persons and recruitment. Therefore, the areas of the city the campaign was addressed to were carefully chosen. Focus was on suburban areas with car oriented commuting flows.

Various communication channels were offered to cover the diversity of the target group and to catch people’s interest. In order to promote the campaign 20,600 registration postcards and about 10,000 announcement letters were distributed through various channels.

In total, more than 3,700 different maps and brochures on active travel were requested by the SWITCH participants. The most popular ones were different maps, like the Vienna walking and cycling maps.

The most preferred incentive was the multi-functional scarf which had a strong connection to walking and cycling. The evaluation shows that young people were interested in different ICT technologies while older people preferred the conventional maps. Also the opportunity to win prizes and the incentives were motivation for participation.

In total, 1540 people registered for the SWITCH campaign, of which 957 persons ordered personal information. All of them took part in the before survey. Of those, 692 people answered the 1st after-engagement survey, consisting of 525 people who received information material and 167 people who didn't request information material and referred as a control group. Within the group of people who received information material an increase of more than 4% of additional monthly general walking trips was reported.



In contrast, a decrease of more than 5% of monthly general walking trips was reported by the control group. Further, the percentage increase of additional monthly cycling trips was higher within the group of people who received free information material. However, the most important changes were reached regarding the general travel behaviour of people who use the car as drivers for all their trips: whereas, a decrease of 4.27% of monthly trips was reported within the group of people with information material. For the same period the control group

reported an increase of 12.47% additional monthly car trips.

Results in Numbers

Impact measured for one week:

Number of car kilometres saved: 4278 km

Amount of GHG-emissions saved: 855.6 kg

Amount of primary energy consumption saved: 342.24 litres

Increase in number of days with more than 30 minutes of physical activity: 977 days

In addition, people who received information material stated that they feel better informed about walking and cycling and the benefits of active travel now.

They have talked more often to friends about the SWITCH campaign, and are more motivated to reduce car trips and travel by active modes due to the campaign than people who were not interested in receiving free information material.

The latest modal split data for the end of the year 2015 proved the success of all combined actions on active travel in the City of Vienna. An increase of one percent of the share of walking trips in the modal split of Vienna's inhabitants was reached.



3.1.7 Self-critical reflection

Despite strong efforts, some tools and actions were not as successful as anticipated, others very successful. For example, the admittedly very time consuming face-to-face approach resulted in one third more participants than the telephone surveys. Thanks to the experience from other projects and to the support from the project partners, the local stakeholders and highly motivated campaign staff 1,540 people were interested in the SWITCH campaign and in the end; 957 of them expressed interest in and received various information bundles and thus became participants of the SWITCH campaign.

An important factor of success was that the involved staff highly agreed to the idea of active travel and the reduction of short car trips and was well trained by the core SWITCH team.

Lessons Learnt

- ✓ Have a well-defined target group
- ✓ Provide different communication channels
- ✓ Have strong strategic partnership supporting the contact to target persons
- ✓ Have convincing and highly motivated staff that believe in the campaign message

3.2 SWITCHing in Donostia / San Sebastián

3.2.1 General context

Inhabitants: 185,000

Size: 61 km²

Attractiveness of active travel: The city's mobility strategy now prioritises non-motorized and active modes of travel. The city offers more than 65 km of cycle lanes and the urban cycle network is connected to the regional network and thus provides convenient links to towns in the wider hinterland and the rest of the province.

The pedestrian network has also been and is still being upgraded. The city centre is already quite pedestrian friendly and more peripheral neighbourhoods are increasingly being reshaped in a similar direction.

New approaches such as soft pedestrianisation or flexible uses of streets have been applied with the aim to recover and adapt spaces from the monopoly of motorized modes.



Quick Facts

- ✓ Percentage of developed land: 33%
- ✓ Index of urban compactness: 44.5 dwellings per hectare
- ✓ Public transport travels in 2014: 28,077,701
- ✓ Bicycle daily usage in 2014: 18,026
- ✓ Motorisation: 585 motorised vehicles per 1,000 inhabitants (cars and motorbikes)

Attractiveness of public transport: Donostia offers a well-developed public transport service with a very high usage rate (157 trips / passenger / year) and with a punctuality rate of 97%. The fleet of 120 buses is constantly being upgraded; most recently with 11 hybrid buses and 1 fully-electric bus, which makes Donostia the first medium-size city in Spain that implements this kind of technology.

Car-friendliness: In response to the massive increase of car usage during the 1960s and 70s, Donostia started an important urban conversion programme in the late 80s to revert this trend and to create a people-oriented city.

Additional information: As a consequence of the mind-changing process, the city has one of the highest pedestrian modal shares (49%). Combined with the shares of public transport (22%) and cycling (4%), Donostia prides itself of a 75% modal share of sustainable modes of transport.



3.2.2 The SWITCH campaign in Donostia / San Sebastián

Chosen target group(s): As a municipality, the target should always be the entire population. Although this aim was not realistic for the SWITCH campaign, they keep this ideal in mind for the long term. For practical reasons, they chose three target groups:

- ✓ People who recently moved home
- ✓ People who recently changed their educational status (university)
- ✓ People who have received medical advice to increase their physical activity

3.2.3 Communication and recruitment

The target group “people who moved home” could be approached thanks to partial access to a database of the Municipal Census Department. The initial contact was made by telephone.

For follow-up contacts, people could choose their preferred communication mode: telephone, e-mail or post. Contacting people by phone was very successful because this direct contact provided the opportunity to explain the campaign and to address concerns and questions immediately.

Info-days were organised in medical centres where SWITCH team members could support the medical staff to reach people who received medical advice to increase their physical activity level.

3.2.4 Local partners

The Municipal Census Department can be considered the main local partner to reach the target group “people who moved home”. Also the Culture Diversity Department supported the campaign in remarkable ways through contributions to their Welcome Campaign; they have even already started to address all new residents in Donostia.

For the target group “people who received medical advice”, the health delegation of the Basque Government played an important role by providing access to the various medical centres. For the target group “people who recently changed their educational status” the vice chancellor of Gipuzkoa’s campus also played a critical role as intermediary to all faculties of the campus.



3.2.5 Resources

In terms of own (municipal) resources, the campaign began with an initial provision of 7 people. Two people were subcontracted to support the recruitment process and to provide assistance with the baseline surveys over the phone.

Experts' Tip

Some campaign activities required unexpected amounts of time efforts, like the delivery of SWITCH information packages. The reason was that many people could only be reached at home after specific time slots have been arranged. Based on experience, it could be advisable to hire external services for such tasks.

Training of staff: The local project coordinator was in charge of training the own staff as well as external team members.

The material provided by other SWITCH consortium partners were systematically used for this purpose. Medical staff was trained by members of the Basque health delegation, who were in constant contact with the local campaign coordinator.

3.2.6 Incentives used

Campaign participants were offered one out of four gifts: step counter, cycle torch, cycle bell or drink bottle. The information about the availability of these incentives was already communicated early on with the aim to entice people’s participation and to trigger good response rates to the service sheet.



At the end of the campaign, a raffle was organised among all participants offering folding bicycles, “smart” wristbands and annual tickets for the city’s e-bike sharing system.



ICT tool(s) used: A mobile app to track participants' active mobility travels based on the existent "Moves" app (www.moves-app.com) was used. This required only some minor language translations.

The tool was offered in the service sheet and participants who selected this option were given further information and, in some cases, face-to-face instructions. Most people wished the explicit assurance that the app does not register locational data so they could be sure the app only registered distances (kilometres but not geographical coordinates). People who were already familiar with mobile apps tended to appreciate this new source of information and expressed positive feedback.

Useful Advice

Most participants reported that they preferred paper-based trip documentation. According to these signals, ICT tools should be considered as complementary tools and not as primary ones.

3.2.7 Costs

The main costs for the city were related to the human resources of the SWITCH team and some minor expenses for various print jobs. Overall, it needs to be clear that a SWITCH campaign can be rather time consuming; depending on the target groups, the required efforts can vary a lot. At least 70% of one full-time equivalent person was required from the early planning phases on. In addition, a second person, contributing roughly 20% of her time, was required throughout the campaign.

The first contacting phase, which was made mainly over the phone, took almost two person months (3,135 contacted people) - executed by two junior subcontracted people and by two municipal staff working at 70% of their working time.

Costs also incurred for campaign material like project brochures, incentives, a delivery bag with the campaign logo, or the final raffle among all participants. Regarding brochures, municipal brochures that already existed about active mobility could be used. The raffle prizes were 30 folding bicycles (€300 each), 30 activity wristbands (€30 each) and 30 annual subscriptions for shared public bicycles of Donostia (€45 each).

3.2.8 Evaluation

Experience with baseline survey: In terms of Donostia's most important target group (people who recently moved home), 3,135 people were contacted by phone. 530 people took part in the first survey before receiving information, by phone or e-mail.

Experience with after-engagement surveys: From the 530 people who initially filled in the baseline survey, 490 answered the 1st after engagement survey (approx. 8% drop off rate).

Experience with qualitative evaluation: In Donostia, they used two types of qualitative evaluation techniques:

- ✓ A Focus Group session was targeted to campaign participants.
- ✓ Process diaries were used to detect various drivers and barriers during the campaign implementation process.

The vast majority of people contacted were grateful for the information about the city and our active mobility programme. Many expressed their appreciation for the municipality's proactive efforts to get in touch with their new residents, especially after they had already received a welcome letter from the municipality and an invitation to a reception by the mayor. In February 2016 the campaign with the University with a potential sample of 2,000 first year students started.

Experience with PTP talks: People who made use of the offer of a PTP analysis were usually already aware of their travel alternatives. This meant that, in most of these cases, a rather comprehensive analysis was required to suit their needs and to find truly suitable active mobility alternatives.



Time vs. Money

The key factor in assessing active mobility alternatives for PTP participants was travel time; significantly more important even than financial savings. People's daily schedules are typically so tight that they always prioritized travel time.

3.2.9 Results

Results in Numbers

Impact measured for one week:

Number of car kilometres saved: 1424 km

Amount of GHG-emissions saved: 284.83 kg

Amount of primary energy consumption saved: 113.93 litres

Increase in number of days with more than 30 minutes of physical activity: 54 days

Short-term results: The difference between the baseline survey and the 1st after engagement survey shows that 48.5% of respondents have increased walking as mode of transport. 39% of respondents reported to have increased cycling as mode of transport. These figures qualify as enormous change, especially when considering the time period between those two surveys (3 - 4 months).

Qualitative experience: Overall, the general sense of campaign participants was that SWITCH helps to promote active travels and raises people's awareness for the various infrastructures that the city provide. In the vast majority of conversations with participants, we got the strong sense that the SWITCH campaign successfully triggered attention to the many health benefits of active travel, both in terms of physical but also psychological health.

General insights: The SWITCH campaign confirmed that a communication-based campaign can have larger impacts on modal shift than infrastructure construction which is typically seen as a bigger factor in influencing people's travel choices. What emerged as a particularly important success factor is the personal contact with participants and the fact that the "product" offered were truly personalised to people's individual needs.

3.3 SWITCHing in Gdansk

3.3.1 General context

Inhabitants: 461,000

Size: 262 km²

Attractiveness of active travel: Gdansk is considered one of the most cycling friendly cities in Poland, mainly thanks to its well-developed cycling infrastructure and recent pro-bike policies. The network of cycle-friendly infrastructure covers 558 kilometres, which equals 1.2 km per 1,000 inhabitants. The network includes 117 kilometres of segregated cycling lanes and nearly 30 kilometres of pavements with bicycle traffic permitted. Streets with calmed traffic (i.e. maximum speed of 30 km / h occupy) represent 49% of the total length of public roads.



Attractiveness of public transport: The network is continuously growing and being improved. Gdansk and regional authorities are supporting sustainable transport investments in order to limit car traffic and to offer citizens high quality, diversified, reliable multimodal public transport services.

Car-friendliness: Because of the low-density of the city, there are relatively few physical obstacles for cars in the city centre. Accordingly, the car is used a lot for daily transport and it has risen to 40% of the modal share over the last two decades. This trend was supported by city transport policies until a few years ago. Nowadays, municipal policies openly support

active mobility and public transport. Related measures are expected to lead to a stagnation of car usage rates, especially with cycling gaining more and more popularity.

3.3.2 The SWITCH campaign in Gdansk

Chosen target group(s): Gdansk addressed the SWITCH campaign to three local primary schools. The target group of over 2,000 families consisted of pupils, parents and school staff. The reason for this choice is the low level of physical activity and unhealthy lifestyles among this target group and the fact that many parents bring their children to school by car and continue with the car to their workplace.

Good Practice

The plan to launch the campaign at the beginning of the school year 2015/2016 required various preparations. Most of them needed a lead time of 2 to 4 months. The campaign itself was completed in a very condensed timeframe.

3.3.3 Communication and recruitment

The big variety of the dissemination channels and approaches increases the chances to reach every target group. The Gdansk campaign was dedicated to 3 local primary schools, including schoolchildren, their parents and the school staff. Some communication channels were used for all the groups. However, taking into consideration the age differences, they were usually adapted to children or adult participants.

- ✓ School mailing lists of parents were used on several occasions, from the announcement letter through to the remainders and “thank you” messages.
- ✓ Meetings with citizens and parents:



- ✓ The Gdansk citizens of those districts that were involved in the “Bitwa na kilometr” campaign were invited to a public meeting with the Mayor of Gdansk. The campaign was also announced and explained during meetings with parents that schools organise every September.
- ✓ One-to-one communication: The SWITCH campaign was subject of regular one-to-one meetings which headmasters of various schools.
- ✓ Websites: Throughout the entire campaign the official city website www.gdansk.pl and Active Mobility Unit one www.rowerowygdansk.pl - the SWITCH project website www.switchtravel.eu and the website exclusively dedicated to the campaign www.bitwanakilometry.pl were used.
- ✓ Facebook: The campaign’s profile was updated daily with news and announcements related to the “Bitwa na kilometr” campaign. It was mainly dedicated to teachers and parents. It had over 2,200 visits during the campaign lifetime.

Brochures: Each potential SWITCH campaign participant received - as a part of starter kit - a brochure explaining the aims of the campaign. The brochures were customized to the age of participants, i.e. for adults and for school children; the latter has received particular praise for its friendly layout and fun activities and was mentioned as model for similar campaigns elsewhere.



Intelligent Health (a UK company) provided all the ICT component of the Gdansk campaign. The Beat the Street system was applied for motivation, gamification and to stimulate the test of new behaviour.

Schools coordinators: Three individuals co-ordinated the campaign in the three respective schools, providing information, organising dissemination, distributing various material and stimulating of other related school activities.



IT Support

- ✓ Setting up the online version of the service sheet and of the second survey questionnaire;
- ✓ Linking up with the official City of Gdansk Facebook profile;
- ✓ Disseminating press releases to local and national media contacts.

Political supporter: The Mayor of Gdansk (Paweł Adamowicz) and the Vice-mayor of Gdansk (Piotr Grzelak) both promoted the SWITCH campaign during the district’s meetings with Gdansk citizens and participated in school assemblies at the end of the campaign.

Partners were contacted to provide incentives:

- ✓ BlokFit, Port Brzezno (local climbing wall and rope park centres) sponsored 22 family entrance tickets.
- ✓ Mme Velo, POLAR: internet shops offered cycling / sport related products as thank-you gift for participants at the second survey.

3.3.5 Resources

The campaign preparation and implementation required nearly 1,700 working hours. In terms of financial resources apart of staff costs it required over €14,000 for the design of brochures or the printing and purchase of various incentives. For the prizes and incentives, the city founds sponsors related to sport and leisure business - their contribution can be valued as around €1,800.

Hosting the ICT component 'Beat the Street' IH delivered the training about the installation and maintenance of the "Beat the Street" RFID-boxes and city staff trained the school coordinators. The cost of the system was around €3.2 - €3.5 for each participant. All surveys used during the campaign were done online.

3.3.6 Incentives used

Incentives were distributed as one of two sets; one for walking (pedometer and silicon shoe laces), the other for cycling (bicycle lights and saddle cover). They were chosen as the most adequate incentives for walking and cycling campaign and for their attractiveness for all age groups.

Competition aspects: The three schools competed against each other, which undoubtedly influenced the campaign and increased people's motivation to walk and to cycle. However, this also triggered negative emotions between adults and children of the two leading teams; manifest, for example, in various Facebook postings.

It might be advisable to avoid potential fierce rivalry, for example, by building teams around particular goals, like supporting different charities. All teams received the same amount and type of incentives that were drawn by the youngest participants as well as €300 price for the winning team in two categories.



ICT tool(s) used: Gdansk decided to use the RFID system "Beat the Street", which is based on electronic sensors and individualised magnetic cards. Walking and cycling activities are recorded by touching personalised smart cards (RFID cards = Radio Frequency Identification) onto electronic sensors, called Walk Tracking Units (WTUs) or 'Beat Boxes' that were mounted at lamp posts in the vicinity of the 3 schools. The WTUs send real-time data to a central database and participants can follow their progress on a website.



This system proved very suitable for the multigenerational target group. It offers game-like aspects for the children and is easily accepted by adults. The gamification of the SWITCH campaign is a very important motivational issue. At the same time, the Beat the Street system allows participants and organisers to check the records of walked and cycled kilometres.



3.3.7 Evaluation

Experience with the first survey: The surveys were integrated into the registration form for “Bitwa na kilometr”. Participants received the cards which needed to be registered in order to take active part in the walking and cycling game and to support the chosen school team. The registration and the baseline survey delivered the personal data necessary for smooth implementation of other phases. Over 1,900 people filled in the first survey.

Experience with after-engagement surveys: To motivate participants to fill the 2nd survey, the possibility to win sponsored prizes (POLAR smartwatch, fashionable bike bags, etc.) was offered. The process was supported by reminder messages.

Experience with qualitative evaluation: The Focus group session brought some important information about the perception of the campaign, although it was not easy to

encourage the campaign participants to take part in the session.

Experience with PTP talks: The PTP talks were offered to every one of the 1,131 adult participants, who declared to be interested in receiving more informational and promotional material. There were only 11 requests for such personalised travel consultancy; all of them were held over the phone. People were mainly concerned about those parts of their journey where there is not a dedicated infrastructure for cycling and/or for rollerblades. There were also some questions about multimodal journeys. In addition, participants who ordered the Gdansk cycling map and the SWITCH factsheet also received a link to the online calculators, with which they could generate their own travel plans and evaluate the cost- and time-effectiveness of active travel.

3.3.8 Results

Some Numbers

Short-term

- ✓ 171,383 km walked and cycled in 30 days - over 4 times the initial target
- ✓ 4,269 schoolchildren, parents and teachers involved
- ✓ 78% participation rate
- ✓ 57% of adults reported to walk more
- ✓ 29% of adults reported to cycle more
- ✓ 41% of adults reported to use their car less frequently

Long-term:

- ✓ 67% feel more motivated to use active mobility

General insights: Bitwa na kilometry was the best ever walking campaign in Gdansk. It's game-like character attracted both children and parents and enables whole families to establish new active travel routines.

3.3.9 Self-critical reflection

It would be useful to get broad media coverage (TV, radio) in order to make the campaign more visible. The rivalry between schools was also a bit too fierce.

The surveys are important for evaluation of the effects but need to be short and simple. A combination of both, the survey and the distribution of the order list for information is recommended.

Results in Numbers

Impact measured for one week:

Number of car kilometres saved: 3231 km

Amount of GHG-emissions saved: 646.2kg

Amount of primary energy consumption saved: 258.48 litres

Increase in number of days with more than 30 minutes of physical activity: 420 days



3.4 SWITCHing in London Borough of Hounslow

3.4.1 General context

Inhabitants: 254,000

Size: 56 km²

Attractiveness of active travel: The London Borough (LB) Hounslow has been working consistently over the past five to ten years to design projects that seek to efficiently target different population groups in order to promote modal shift to sustainable means. Some of these projects are related to capital investments like physical infrastructure (greenways and cycle “superhighways”) implemented in areas with the highest likelihood to influence modal choice.

Other projects focus on “softer” measures such as education, training and publicity. Hounslow was amongst the first authorities in the capital to develop customised marketing campaigns promoting sustainable travel that target specific user groups (e.g. teenage girls).

Attractiveness of public transport: Alongside an extensive road network, the borough has a comprehensive public transport system including National Rail and London Overground railway services, London Underground services on the Piccadilly and District lines and 49 bus services, seven of which operate 24 hours a day.

Hounslow residents in general have good access to public transport; according to Transport for London, 86.5 % of working age people can access jobs without the need of a car.

Generally, journey times and distances are broadly comparable between the private car and public transport when travelling east to west. However, when travelling north to south or vice versa, the journey times for public transport increase rapidly compared to a car journey.

Car-friendliness: Hounslow provides most of the surface access opportunities for all trips from the city of London to Heathrow Airport and from most areas west of London into the city. As such, the geography is characterised by significant arterial transport infrastructure which suffer congestion at peak times. Conversely, the lack of suitable orbital links contributes to ongoing car dependency.

3.4.2 The SWITCH campaign in LB Hounslow

Chosen target group: The SWITCH campaign targets the parents of children who are starting school for the first time. This target group was chosen, as a child starting at a new school represents a significant life change. Parents have to plan how they will take and drop off the child every weekday.



Experts' Tip

This is an important time to support parents to choose active travel methods, because we know that once a travel habit is established it is very hard to break. SWITCH is a campaign to establish active travel as a habit from the start.

Recruitment took place during the summer and the active travel games took place during October and November just after the start of term.

3.4.3 Communication and recruitment

The Hounslow campaign sets out to work with parents from 36 primary schools located all across the borough.

In order to do this, the first contact with parents was made in the summer before their child starts school. Schools hold induction events in June or July where parents are informed about school uniforms and how to pay for school dinners.

The team attended these events to trigger thoughts about active travel and to get the parents' contact details.

Then the team followed up these parents at the start of term to provide them with additional support to choose active travel.

Localised maps which showed popular and safe walking routes to school were provided and it was highlighted how many other parents chose to walk to school.

Personal travel planning was offered over the phone and provided local information such as travel guides and details of cycle hire schemes.

Good Practice

Once a school had started the programme, active travel games in each of the participating schools were initiated:

- ✓ 20 schools took part in the Traffic Snake Game
- ✓ 16 schools took part in Beat the Street

The main reason for including the games was to give children and their parents a fun and enjoyable reason to start walking or cycling to school and help to establish this as a habit.

3.4.4 Local partners

The Hounslow team worked closely with all local schools and brought together colleagues in public health, education and transport from within the local authority. When delivering the Beat the Street initiative we also engaged local community groups and businesses.

3.4.5 Resources

For the campaign travel planning consultants were commissioned to attend the induction events and to conduct the personalised travel planning (PTP). This was required as it was necessary to send 2 people to each school induction event and there were over 50 induction events in total.

A team of 6 personal travel advisers did the PTP calls from a call centre hub. However, delivering PTP over the phone presented some problems and may not be the most effective method (see below). Intelligent Health delivered the Beat the Street in a select number of schools.

The original funding from the SWITCH project only covered working with 4 schools so additional match funding of £50,000 from the Public Health and Transport teams was used to expand the project to work with 16 primary schools (+5 junior schools).

3.4.6 Training of staff

It became necessary to employ staff from a consultancy already trained in delivering personal travel planning conversations over the phone. In addition, they received a day's training on the local context in Hounslow and details of specific local active travel opportunities. Incentives used: In order to incentivise participation, we used the active travel games Traffic Snake and Beat the Street.

The competition element within these acted as an incentive and also some real incentives in the form of football tickets and free gym passes were provided.

To incentivise the completion of surveys cash prizes were used, which were given away in a lottery format. In general, the lottery style prizes were found to be the most effective use of resources.

ICT tools used: The Beat the Street challenge was used as ICT tool. Beat the Street is designed around a 'real world walking game' concept where people compete for points by walking or cycling around their local area.

Walking and cycling is recorded by touching personalised smart cards onto electronic sensors called Walk Tracking Units (WTUs) or 'Beat Boxes' that are placed in and around the area.

The Beat Boxes send real-time data to a central database and participants can follow their progress on a website. As part of the challenge, schools and businesses can be invited to compete against each other to see which one can accumulate the most points.

As an incentive for anyone who doesn't fall into one of these schools or business categories, a target is set for the whole town and participants are entered into prize draws with prizes donated by local businesses.



3.4.7 Evaluation

Experience with the first survey: The surveys were conducted over the phone. For the baseline survey 431 persons responded and for the 1st after survey 278. Lessons learnt were that the length of the survey and the wording of the original SWITCH questionnaire impacted on response rates; the surveys need to be short and simple. In multicultural communities also the languages can cause challenges. We conducted the focus group at a public hall in Hounslow and took feedback from 9 participants. The main outcomes from the focus group are listed below:

- ✓ The campaign 'kicked off well' and the active game was generally well received by parents and children. Some suggested that the project should be built upon with future campaigns being designed for longevity and/or be continually refreshed;
- ✓ The greatest influence on participants came from friends. Opinions were mixed about the effectiveness of advertisements in social media and social media itself on influencing participants;
- ✓ Car are still considered necessary for longer journeys, trips with heavy objects (e.g. bulk shopping) or during heavy rain;
- ✓ Walking generated the most positive emotions for participants when compared to other travel modes;
- ✓ Participants had safety concerns regarding cycling in the local area and across London. Parents were more risk averse to cycling since having children;
- ✓ Walking to school helped to create a 'bond' between parents and children.
- ✓ The resource packs of printed materials (in particular the "Walk to School Map") were much appreciated.

SWITCHING IN PRACTICE 3



Asmita Dixit ▸ **Beat the Street Hounslow**
November 10, 2015 · 🌐

Walking to school every day, is so much fun!



👍 54

5 Comments

3.4.8 Results

Results in Numbers*

Impact measured for one week:

Number of car kilometres saved: 1147 km (PTP)*, 1829 km (BTS)*

Amount of GHG-emissions saved: 229.5 kg (PTP), 365.8 kg (BTS)

Amount of primary energy consumption saved: 91.8 litres (PTP), 146.32 litres (BTS)

Increase in number of days with more than 30 minutes of physical activity: 262 days (PTP), 334 days (BTS)

*The London Borough of Hounslow conducted two parallel campaigns with different participants - one focusing on Life change, customized information and PTP advice (also referred to as "PTP"), the other on an ICT gaming strategy called Beat the Street (also referred to as "BTS")

The Traffic Snake Game was delivered in 20 schools and Beat the Street in 16 primary schools (and 5 junior schools). Over 11,000 people took part in the Beat the Street campaign and collectively they walked and cycled over 39,000 miles (more than 1.5 times around the world!)

The most commonly reported main benefits of Beat the Street were feeling more fit and healthy, having fun and exploring the local area. Eight out of ten people thought that Beat the Street helped them to be more active and to feel healthier. Half of all respondents said Beat the Street helped them travel by car less often.

Reflection

When running the campaign again it is planned to do more engagement with parents in the two weeks before term starts. Focus will be on bringing forward the active travel games into

September. This is to allow more time before the clocks go back and the weather starts to get worse.



3.5 SWITCHing in Antwerp

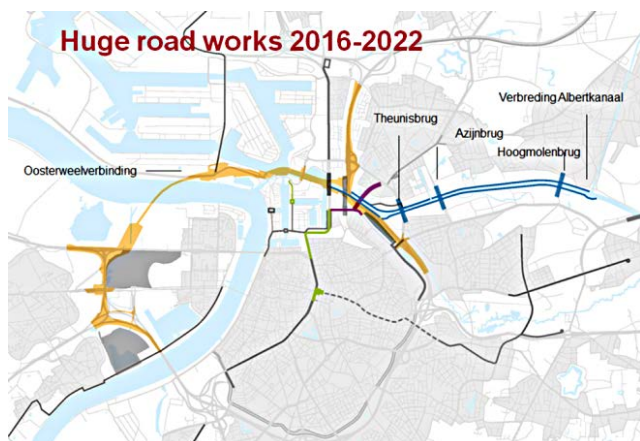
3.5.1 General context

Inhabitants: 516,000 (2015)

Size: 204km² (city centre with 9 districts)

Attractiveness of active travel: Antwerp and the wider surroundings are confronted with major road congestion. To address traffic issues in and around Antwerp, the Flemish government drew up the Master Plan 2020.

Large investments in all modes of transport should guarantee more fluent traffic, safer roads and a higher quality of life. The Master Plan 2020 aims at shifting half of all trips in the wider Antwerp Region to sustainable modes of transport by 2020.



These ambitions necessitate major construction works: expanding public transport networks, improving and extending cycle paths, expanding and creating Park and Ride facilities, widening the Albert canal and raising its (railway) bridges and completing the Ring Road around Antwerp.

Physical interventions were/are also undertaken to extend and improve the infrastructure for public transport and cycling: 57 km new cycle paths, 39 km reconstructed cycle paths and 4 km cycle paths with more comfort.

The city also has invested in cycle park racks (in public space and in-house) and in cycle park tower(s). In 2009, Antwerp introduced a bike sharing system with 150 stations and 1,800 bikes for 34,000 yearly subscriptions. The city is preparing to double this capacity.

Attractiveness of public transport: In recent years, Antwerp has undertaken several initiatives to promote smart travel choices among employees working in Antwerp. Hard measures include the extension of public transport by constructing additional trams lines. Also train infrastructure is used more intensively.

Car-friendliness: The city of Antwerp tries to promote Park & Ride among inhabitants, commuters and visitors. The city will invest additional resources in such facilities in the coming years.



3.5.2 The SWITCH campaign in Antwerp

Chosen target group(s): Due to the ambition to tackle rush hour traffic problems in particular, Antwerp chose commuting employees (in four workplaces) as their target group.

First of all, the Antwerp SWITCH team establishes contact with the management of a workplace through telephone conversations for the initial contact to the (mobility) management. Afterwards, meetings are set up to present and 'sell' the project and to make agreements about various details. After the Antwerp SWITCH team has obtained the commitment of the management of a workplace, they started preparing the mobility guide in collaboration with the (mobility) management of the workplace. Afterwards, the SWITCH team got in touch with the employees through various means:

- ✓ announcement letter about the road show;
- ✓ road show (for all employees together);
- ✓ mailing after the road show with a request to
 - participate in the campaign and to fill in the surveys
 - order personalised information
 - become a champion of the SWITCH campaign in their own workplace;

- ✓ conversations and marketing packages at the workplaces from a SWITCH info booth;
- ✓ request by mailing to participate in the surveys.

3.5.3 Local Partners

The management of the companies is crucial for an effective cooperation with workplaces, employers as well as employees. The role of the workplaces (general manager, HR manager, mobility manager, facility manager, communication manager, etc.) is to ensure contact to all employees, based on templates produced and delivered by the Antwerp SWITCH team. In all live contacts between the SWITCH team and the employees, it is always the workplace that makes all practical arrangements and the SWITCH team who delivers the content for road shows and PTPs.

The employees were provided with workplace-specific mobility guides. These were developed in close cooperation between the workplace and the SWITCH team. The SWITCH team later delivered a PDF version of the final mobility guide(s) and the workplaces themselves arranged the printing.



3.5.4 Resources

In addition to the resources provided through the SWITCH project, Antwerp allocated some extra budget in order to be able to provide extra bike tool boxes for additional participating companies (beyond the four workplaces which were initially foreseen as campaign partners).

3.5.5 Incentives used

SWITCH in Antwerp handed out bike tool boxes to employees. For each SWITCH workplace we delivered different bike tool boxes so all needs about bike repair and bike maintenance are covered.

Good Practice

Gadgets are always appreciated. SWITCH in Antwerp handed out the following ones for employees: bike saddle covers, fluorescent and reflecting backpack covers and fluorescent and reflecting high-visibility safety jackets.



In order to stimulate a high response rate to the final SWITCH survey the Antwerp SWITCH team organised a raffle among all survey respondents with prizes such as bicycle lights, actual city bicycles and even e-bikes.

ICT tool(s) used: So far the SWITCH campaign in Antwerp did not use specific ICT tools like travel apps. Based on the experience from other campaigns, however, the city is now preparing this in collaboration with local partners. In February 2016, the city of Antwerp launched the umbrella-website www.slimnaarantwerpen.be - this site covers all initiatives (soft and hard measures) the city takes (or is planning to take) to deal with the huge challenges resulting from the forthcoming road infrastructure works.

This website already promotes a 'smart map', with real time info about road congestion and advantages of active and smart travel (walking, cycling, public transport, car sharing and carpooling, Park & Ride).

The next step will be the implementation of a smart route planner (online as well as an app-version), planned in the next months. This smart route planner will be able to suggest the fastest and smartest route between point A and point B in real time. This tool also incorporates the combination of different active and smart travel modes.

3.5.6 Evaluation

Experience with the first survey: It is important to send at least one reminder about the baseline survey; it really helps to increase the number of respondents. Overall, the Antwerp SWITCH campaign has contacted 3,245 potential participants. 791 of them have completed the first survey.

Experience with after-engagement surveys: Also here it is important to send at least one reminder. About 750 participants completed the first after-engagement survey.

Experience with PTP talks: The overall experience is very positive. For some individuals a PTP conversation makes a difference because it can stimulate people to think and/or act in a new way. In fact, some employees considered the PTPs as a real eye-opener.

Good Practice

Future plans: To achieve a permanent change of employees' commuting practices, the SWITCH dynamic needs to be maintained and strengthened in the coming years through permanent, instead of a temporary, initiatives.

Besides informing and raising awareness, the city of Antwerp is preparing a broader set of mobility solutions, including services that make it possible for citizens to test and try mobility options.

The first step is a tailored and free mobility scan. Afterwards, mobility account managers present the results of the mobility scan and a range of possible mobility services and incentives, for employees who are potential 'switchers'.



3.5.7 Results

Experiences show that the preparation of a SWITCH campaign can take more time than one might anticipate. It surely helps to use as much as possible all relevant existing information material from all kinds of related organisations (local, national and European).

Once the main information has been gathered and once the city-specific material has been produced, the campaign can relatively easily be replicated with a significant number of companies and organisations - even in parallel.

Results in Numbers

Impact measured for one week:

Number of car kilometres saved: 17085 km

Amount of GHG-emissions saved: 3415 kg

Amount of primary energy consumption saved: 1366 litres

Increase in number of days with more than 30 minutes of physical activity: 969 days

During the Antwerp SWITCH campaigns, the city was already busy implementing new mobility services. To some extent, this would have required a continual update of the information materials. Although this was not possible of course, such a situation signals the necessity and provides the opportunity to address more and new companies on a continual basis over the coming years.

What Antwerp realised was a particular difficulty with companies that have multiple sites across the city. Although some of these companies expressed an interest to run the campaign for all their employees and despite the fact that this would have made much sense logistically, it was impossible to produce information packages that are tailored for each site. It might therefore be advisable to prepare future campaign templates with a core section and with an easily adaptable section with site-specific information.

A positive lesson learned is the effect that the publicity about the campaign in companies X, Y and Z triggers automatic interest by other companies. This generated a number of enquiries for similar campaigns elsewhere and thus helps enormously with the recruitment of further partner companies.



Wijds op weg iedereen voor

Fietsen, goed voor u en uw omgeving!

- Vaak het snelste vervoermiddel tot 10 km in een stedelijke omgeving.
- Goed voor de fysieke conditie en gezondheid.
- Fietsen is leuk en geeft een ontspannen gevoel.
- Geen benzine- en parkeerkosten.
- Fietsen kan steeds sneller en veiliger. De stad Antwerpen investeert in het aanleggen en onderhouden van goede en veilige fietspaden, fietsinstallingen en duidelijke bewegwijzering.
- In België regent het slechts 8 procent van de tijd.
- Fietsen zorgt voor een aangename, leefbare, mobiele en frisse stad om in te wonen, in te werken en om te bezoeken.

www.antwerpen.be/fietsen www.velo-antwerpen.be

Nuttige links om u per fiets te verplaatsen in Antwerpen:

www.navis.org www.routeyou.com
www.fietsnet.be www.google.be/maps

De Europese Unie aanvaardt geen aansprakelijkheid voor de inhoud van deze informatiebronnen. Het is de verantwoordelijkheid van de gebruiker om de juistheid van de informatie te controleren. Het is de verantwoordelijkheid van de gebruiker om de informatie te gebruiken op een verantwoorde manier.



STAD ANTWERPEN



Reisadvies op maat

www.antwerpen.be

4 Resources for SWITCHing

The SWITCH project has developed a whole set of successful tools and resources that revealed to be extremely useful in the preparation, implementation and evaluation of a campaign.

The SWITCH team decided to make these instruments available for every organisation or public administration willing to SWITCH.

On the website (www.switchtravel.eu) the SWITCH campaign guide and toolbox is available for downloading and consulting: feel free to read it, learn from it and even improve it.

4.1 Resources

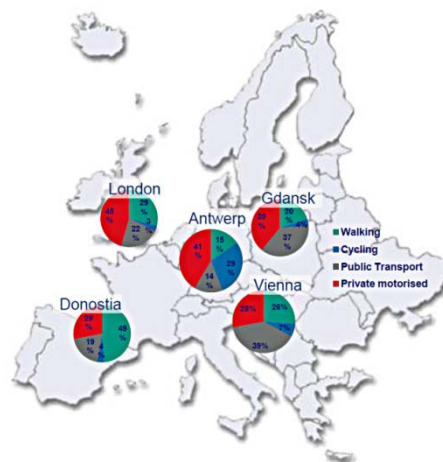
Under the “Resources” label several interesting documents were produced: our newsletters, updating on the latest results of the campaign, reports from the meetings organised with the partners of the project are also there, as well as notes from the workshops.

SWITCH Local Campaign Reports

Some of the most useful documents around to help implement the SWITCH programme are also there: the local campaign reports from the cities who already participated in the project.

These files contain direct, hands-on suggestions and experiences to take inspiration from, learn from and to adapt to own environment.

They all following the same structure, which means you can easily find the information you are looking for and compare how different inputs in different cities worked out, to select the ones that apply the best to your own context.



Switch Toolbox and Campaign Guide



About Switching Why Switch Campaign Guide Switch Success Latest Resources

The Switch Campaign Guide



The Campaign Guide explains the general principles behind the SWITCH campaign, gives step-by-step advice on how to prepare, execute and evaluate it and provides all kinds of ready-made material and templates to make it easy and straightforward.

The Campaign Guide and the Toolbox are key outputs of the EU funded project with the programmatic title SWITCH. It supports cities, who aim to help people to “switch” from their car to active modes of travel on short urban distances through effective and professional campaigns. There are some basic principles behind every successful SWITCH campaign, regardless of whether the reader is an experienced campaigner or trying this for the first time.

Some bits of advice are, of course, specific to certain local conditions, national frameworks etc. Therefore, a tool for “transferability analysis” was provided in the SWITCH toolbox in order to sharpen your awareness for what might and what might not be transferable.

E-Learning opportunities

On the Events page of the website are also the resources used during the final conference. The agenda and key presentations have been uploaded, as well as the three webinars organised during the project. The latter are great opportunities to attend professional formations sharply focused on selected topics.

The online course introduces very briefly the necessity of behaviour change elements within wider efforts towards sustainable urban mobility and highlights the key principles of a SWITCH campaign.

It proceeds to an overview page of the entire course with pertinent, but very brief, instructions about the course navigation. The course is available free of charge and without registration requirements at

www.mobility-academy.eu/SWITCH.



Content

The overall structure of the online course follows the typical six phases of a PTP (Personalised Travel Planning) campaign. All steps related to campaign evaluation are handled as one phase. Learners can navigate to any phase they like in any order they like.

Each phase is being explained in a jargon-free manner and culminates in so called “guiding questions” which are intended to stimulate the learner to transfer the lessons just learned to his/her specific local context.

These thoughts can be entered into a box directly within the online course. Once one box has been filled with text, a checkmark appears next to the related chapter in the central navigation page.

After responses to all guiding questions have been entered it is possible to either email all responses as one document or to generate a file, which then forms the basis for the further development of an Implementation Scenario.

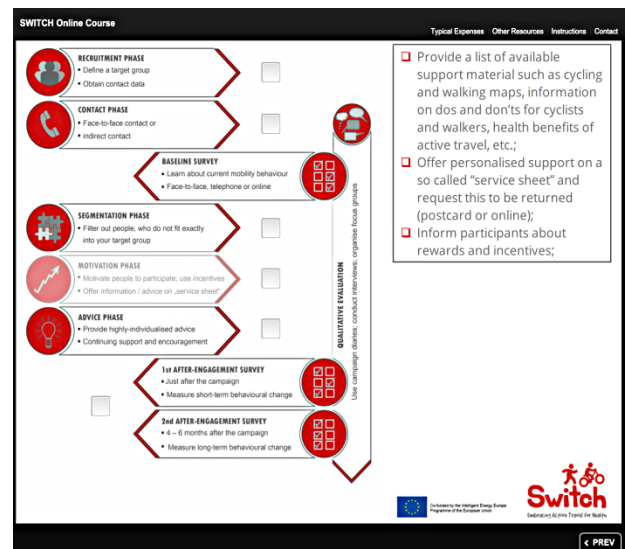
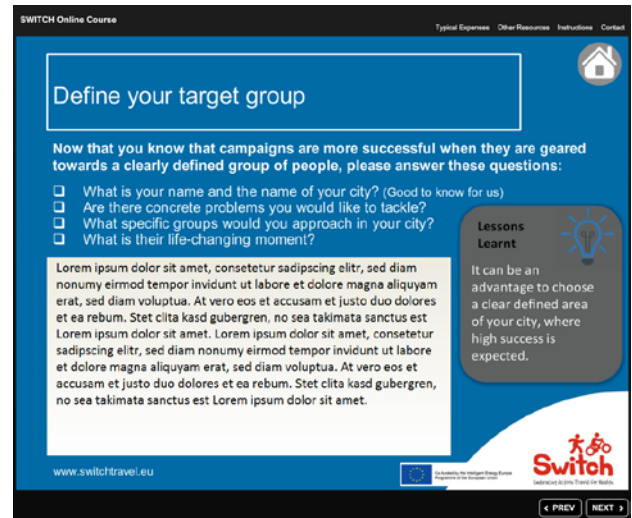
Four content elements are always visible regard-less at which point the learner is within the course. These are:

- ✓ Typical expenses: A description of the six PTP phases does not necessarily touch upon the very important financial issues in a systematic way. It was therefore decided to add a separate cross-cutting section about expenses that need to be reckoned with. The figures in this section are all based upon the actual experiences of the SWITCH Implementation Cities.

Chapter 4

RESOURCES FOR SWITCHING

- ✓ Other resources: This section provides direct links to various resources such as:
 - Interviews with SWITCH representatives, in most cases recordings of the SWITCH webinars.
 - Templates, which can be edited and utilised by anyone and which are intended to prevent followers from reinventing the wheel.
 - Fact sheets about the benefits of cycling, about the advantages of walking and about health benefits of active mobility in general.
 - Inspirational information material from the SWITCH Implementation Cities.
- ✓ Instructions about the online course per se, mainly about its navigation structure, the guiding questions and the response-boxes.
- ✓ Contact, i.e. an email address to reach the leader of the SWITCH WP2 within Rupprecht Consult.



Switch Newsletters



5 Spreading the SWITCH idea in Europe

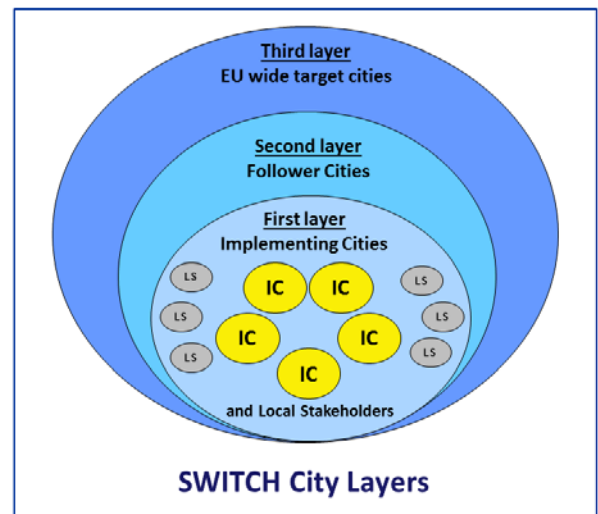
5.1 Trainings activities

SWITCH included a specific task to foster training and take-up in order to multiply and spread the insights gained through the SWITCH action to possibly many other cities across Europe, even beyond the project lifetime.

For this purpose, a strategic concept was developed consisting of the following interlinked and complimentary elements:

- ✓ Webinars
- ✓ Campaign Guide
- ✓ Toolbox
- ✓ Online course
- ✓ Online discussion forum (virtual learning community with 18 live office hours)
- ✓ Follower City workshops
- ✓ Exchange visits
- ✓ Development of Implementation Scenarios by Follower Cities
- ✓ Individual mentoring of Follower Cities through Technical Support Partners
- ✓ Final conference

Underlying this was the notion of several tiers of transfer and take-up as illustrated below.



Webinars

Three webinars were held during the project implementation. Main aim was to make use of the experience of implementation cities as well as the expertise from the Technical support partners.

The webinar helped Follower Cities and other interested cities and stakeholder to look at their own local context critically to determine how they could develop and implement an individualised SWITCH campaign for their selected target group.

The advantages of webinars are that they are synchronous and live. In comparison in a video the possibility of social interaction cannot be used and offered. A webinar can also create the feeling of belonging to a “learning community” especially throughout the offer of interactions among participants and questions & answer rounds.

The webinars were widely announced through the SWITCH newsletters and Twitter account. Also the representatives of all Follower Cities were personally invited to attend.

- ✓ **Webinar 1:** “The role of health in active mobility and the costs of an inactive community”, held on 24th June, 2015.

Speakers:

Janet Djomba from the National Institute for Public Health of the Republic of Slovenia: “How do I motivate my target group - how to convey health arguments in a suitable way?” and Randy Rzewnicki from the European Cyclists Federation: “What works? What doesn’t? Successful campaign elements motivate more physical activity”.

- ✓ **Webinar 2:** “Boosting active modes in a local PTP-campaign”, held on 10 November 2015.

Speakers:

Monika Evini from the City of Gdansk gave a case study example of how a Switch campaign boosts walking and cycling and Bronwen Thornton from Walk21 shared how to make walking relevant to participants in a behaviour change campaign.

- ✓ **Webinar 3:** “Who is likely to pay for your campaign on how the money is spent?” held on Mar 14, 2016.

Speakers:

Chris Norfield from the London Borough of Hounslow: “How much does a behaviour change campaign cost? A case study from Hounslow” and Veronica Reynolds from Intelligent Health: “Where to find money? The craft (and art) of securing funds for a SWITCH campaign”.

All presentations are available on the **SWITCH website** and the recordings from Webinar 1 and 3 are available **on the projects YouTube channel**.

Follower Cities workshops

Follower Cities received several forms of support during the year of collaboration. The goal was to prepare Follower Cities to develop their own tailor-made SWITCH campaign.

- ✓ **Presentation 1:** “Getting everyone on board - Follower Cities and SWITCH partners: Designing a Personalised Travel Planning campaign scenario”, Gdańsk, Poland, 09 April 2015, 09:00 - 17:00.

Aim was to make Follower Cities familiar with the SWITCH approach and getting to know each other. Although it was already asked in the application form, the Follower Cities had the possibility to choose a mentor for the support of the development of their SWITCH campaign.

Several interactive sessions took place to allow the Follower Cities to have discussion with SWITCH consortium. The group were divided into topic related smaller groups such as target groups or aspects of a SWITCH campaign (i.e. health).

- ✓ **Presentation 2:** “Bringing your campaign to life!” Bremen, Germany, 14 April 2016, 14:00 - 17:15. The second workshop took place one year after the first one. The Follower Cities have developed their own SWITCH implementation scenario and have received feedback and support from their mentor and the entire SWITCH team.

SPREADING THE SWITCH IDEA IN EUROPE



Switch
Enabling people to lead the change

Co-funded by the Intelligent Energy Europe Programme of the European Union

How much does a behaviour change campaign cost?

London Borough of Hounslow
Chris Norfield

14th March 2016



www.switchtravel.eu



5.2 Final conference

Presentation

At completion of the SWITCH project, a final conference was organised in Bremen, Germany, on 14 April 2016 to show results and illustrate the SWITCH methodology and related materials. The event targeted a wide audience representing the potential users of the methods and tools developed by the project.



The final conference stressed on the health aspects of promoting active travel modes for various target groups, and showcased how cities, mobility campaigners and health practitioners can design and implement a campaign to trigger travel behaviour change at life changing moments using health messages to motivate change. The event offered a unique opportunity to learn directly from the five SWITCH cities' best practices.

The project also unveiled to the public the SWITCH Campaign Guide and Toolbox which consists in the final product, an easy to read handbook, visually appealing, and including useful examples for our target audience.

Promotion

The final conference was organised the following days of the Sustainable Urban Mobility Plans conference which took place on 12-13 April 2016 in Bremen. This major event attracted more than 400 mobility expert. Therefore, the final conference benefited from a good visibility and from the joint promotion of both conferences.

Programme

The programme has been designed in order to underline the achievements of all five local campaigns. The different components of a SWITCH campaign (ICT use, health, active mobility and PTP) as well as the different 'content-related' Work Packages (campaigns, evaluation and take-up) have all been promoted in dedicated presentations by the relevant project partners.

Attendees

The event brought together cities, regions, experts and professionals, working in sustainable mobility and health, from across Europe.

Eighty-five people registered to the event, including project partners and SWITCH follower cities, out of which nearly 60 people attended the conference.

Participants convened in Bremen to exchange knowledge and good practice examples on designing successful campaigns to encourage pupils and parents, students, adults, employees at workplaces and seniors to walk and cycle more and create a long lasting good habit by moving away from a more sedentary lifestyle.



The audience's reaction has been largely positive as demonstrated...

Feedback from Followers

“It was a great experience being part of the SWITCH project as follower city. I want to thank you all, on behalf of SRM and of the Municipality of Bologna for giving us this opportunity. It was the occasion for us to give a more robust structure and a better organization to our cycling campaign.[...]”

“This is a belated thank you for an excellent final conference and great learning opportunity at the Followers workshop [...]”

Implementation scenarios of Follower Cities

The Training and take-up activities were widened to a second layer: the follower cities. These cities received materials and provided guidance on the implementation of the SWITCH approach. Follower Cities received individualised advice for their local situation from their mentor - either an Implementation City or a Technical Support Partner.

The call for Follower Cities opened in November 2014 with a deadline on January 30, 2015. Various communication channels were used.

In the end the Technical Support Partners selected 29 Follower Cities from which 27 participated at the first Training workshop with at least one person per city (see also chapter on Follower Cities workshops).

All Follower Cities were asked to develop their own implementation scenario. The strong mentoring approach helped to overcome the challenge to bring all Follower Cities on the same level. Some Follower Cities were quite experienced in campaigning and some others developed their first behaviour change campaign.

Online Tool

To make it simpler and convenient for the Follower Cities **an online tool to unfold the SWITCH implementation scenario** was developed. Every chapter in the online course ended with questions which guided through the SWITCH approach and helped to develop the cities tailor-made implementation scenario.

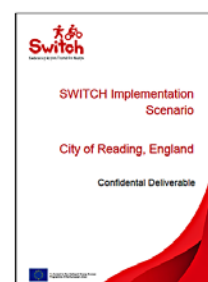
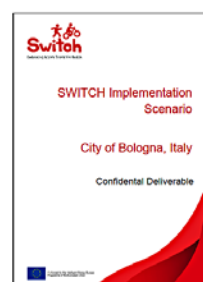
In the end, 17 Follower Cities submitted their implementation scenario and received feedback from their mentor.

15 Follower Cities attended the second training seminar. All Follower Cities were well prepared and used the opportunity to receive last input from SWITCH partner and gained also from the knowledge of the other Follower Cities. Around 10 Follower Cities are about to implement a SWITCH-like campaign.

Some of the Follower Cities declined their participation over the time. Reasons for declining:

- ✓ (Staff) capacity problems.
- ✓ Changes in the department and missing commitment from the head of the department.
- ✓ Contact person changed and no substituted was implemented.

Switch Implementation Scenarios



SPREADING THE SWITCH IDEA IN EUROPE

Chapter 5



5.3 Campaign Guide and Toolbox

One of the core objectives of the SWITCH project was to provide practical guidance for other cities about effective and efficient ways to prepare, implement and evaluate a SWITCH campaign with the following core elements:

- ✓ Use of strong and convincingly presented health related arguments
- ✓ Use of various motivational ICT tools
- ✓ Addressing people in life change moments
- ✓ Personalised Travel Planning (PTP)

The most decisive element for this purpose was the creation of a jargon-free, attractively lay-outed, and accessible *Campaign Guide* document with a corresponding *Toolbox*. Both elements are explained in turn:

Campaign Guide

As the name implies, this document is intended to guide its readers through the main elements of a SWITCH campaign in order to facilitate the development of a deep personalised understanding of the general principles of such a campaign and to provide practical advice on the tried and tested - and therefore recommended -

steps to prepare, implement and evaluate an actual campaign. The structure of this document therefore follows this logic and looks as follows:

- ✓ The SWITCH project and its Campaign Guide
- ✓ The four main elements of a SWITCH campaign
- ✓ Designing and preparing your SWITCH campaign
- ✓ Implementing the SWITCH campaign
- ✓ Measuring and evaluation of the campaign effects
- ✓ Success stories of Antwerp, Donostia / San Sebastián, Gdańsk, London and Vienna
- ✓ References
- ✓ The SWITCH Toolbox
- ✓ Annex I: Guideline for Personalised Travel Planning
- ✓ Annex II: Pre-Engagement survey
- ✓ Annex III: After-Engagement survey

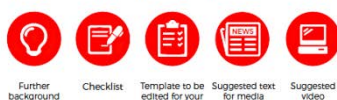
1 The SWITCH project and its Campaign Guide

This Campaign Guide is perfect for you if you intend to organise or if you are involved in a campaign that aims to make people switch short car trips to more active modes of travel. It explains the general principles behind such a campaign, gives step-by-step advice on how to prepare, execute and evaluate it and provides all kinds of ready-made material and templates to make your life easier by not having to reinvent the wheel. In Chapter 7 you can find a systematic overview of all available support documents (referred to as the SWITCH Toolbox).

The Campaign Guide and the Toolbox are key outputs of the EU funded project with the programmatic title SWITCH. It supports cities, who aim to help people to 'switch' from their car to active modes of travel on short urban distances through effective and professional campaigns. There are some basic principles behind every successful SWITCH campaign, which we put together in this Campaign Guide document and thus hope that this Campaign Guide will be of help to you, regardless of whether you are an experienced campaigner or whether you are trying this for the first time, whether your city is large or small, etc.

Some bits of advice are, of course, specific to certain local conditions, national frameworks etc. Therefore, we provide a 'transferability analysis' in the SWITCH toolbox in order to sharpen your awareness for what might and what might not be transferable.

Throughout this document you will find some icons¹, which indicate the following:



Furthermore you will find some words or text passages in dark blue. In the digital version of this document you can click on them to reach the corresponding resource on the SWITCH online toolbox. Readers of the paper version will find the internet addresses on page 90/91.



The essence of this Campaign Guide is also available in an online² format at www.mobility-academy.eu/SWITCH. There you can go on a self-guided tour through the main points of a SWITCH campaign. In addition, you will find a series of inspirational questions that guide your thinking towards an implementation scenario for your own campaign. If you respond to these short questions one-by-one you can compile them all into one document at the end, which will form an excellent basis for your own written SWITCH strategy.



The information provided in each of these chapters covers city-specific context conditions, the target group(s) addressed in the respective city, logistical details of the campaign (e.g. timing, funding), ICT tools and incentives used, local partners, evaluation techniques and, obviously, results.

Accessibility and Availability

In order to maximise the technical accessibility of the Campaign Guide it was made available in various file formats:

- ✓ Paper: The English version was printed on FSC-certified high quality paper in 1000 copies.
- ✓ One PDF version was produced for each of the five languages into which the Campaign Guide was translated - see below. All PDF versions are available on the SWITCH project website. In addition, for reasons of long-term accessibility, they are also available on the server of our project partner Polis:
www.polisnetwork.eu/switch
- ✓ An ePUB file was created in order to allow users of eReaders (e.g. Amazon Kindle) to read the SWITCH Campaign Guide at their leisure without having to carry a paper version with them.
- ✓ An html version is available on the SWITCH project website for easy reading and navigation directly within a standard computer browser.

In order to maximise the reception of the Campaign Guide across Europe, it is available in the following five languages:

- ✓ English PDF ePUB html
- ✓ German PDF ePUB
- ✓ Polish PDF ePUB

✓ Romanian PDF ePUB

✓ Spanish PDF ePub

Another, often overlooked, strategy to maximise readership and usage of the Campaign Guide is the decision to licence the document under a Creative Commons Attribution-Share-Alike 4.0 International License

(See: <http://creativecommons.org/licenses/by-sa/4.0/>).

This allows anyone to extract or reuse or translate the whole or parts of the Campaign Guide without copyright restrictions.

Toolbox

The Toolbox is introduced within the Campaign Guide document as a “collection of material, which can be used and adapted for local situation. In concrete terms, these are digital files, which are hosted on the SWITCH website www.switchtravel.eu. Most of them have been created by SWITCH’s original Implementation Cities (Antwerp, Vienna, San Sebastián, Gdansk and the London Borough of Hounslow).

In other words, as the title indicates, it is a collection of handy tools, which were carefully selected to provide a set of truly useful, ready-made, easy-to-adapt and inspirational documents, which are meant to prevent any follower or adopter city from having to reinvent the wheel. Throughout the entire Campaign Guide, certain keywords are hyperlinked, which lead directly to such material at an online server.

In the paper version of the Campaign Guide, such keywords are highlighted in dark blue to draw the readers’ attention to the fact that a related online resource is available. Shortened URLs (internet addresses) are provided at the end of the Campaign Guide in order to also allow direct access to these resources.

Some of the tools that were developed by SWITCH Implementation Cities during the course of their campaigns were considered particularly important so that they were included directly as Annex within the Campaign Guide. These three so called “core tools” are:

- ✓ Annex I: Guideline for Personalised Travel Planning
- ✓ Annex II: Pre-Engagement survey
- ✓ Annex III: After-Engagement

5.4 Exchange visits

The Follower Cities program also offered the possibility to visit one of the Implementation Cities. All Implementation Cities offered a placement. Due to the fact that the visits were not reimbursed, some Follower Cities had problems to travel to the cities. Nevertheless, four cities hosted a meeting:

- ✓ Vienna: 3 Follower Cities attended
- ✓ Antwerp: 3 Follower Cities attended
- ✓ Hounslow: 1 Follower City attended
- ✓ San Sebastian: 1 Follower City attended

Gdansk offered also a placement but their Follower City didn't get the permission to travel to Gdansk.

In addition, most of the Implementation Cities organised a local Take-up Seminar. Follower Cities from their country were also invited to participate.

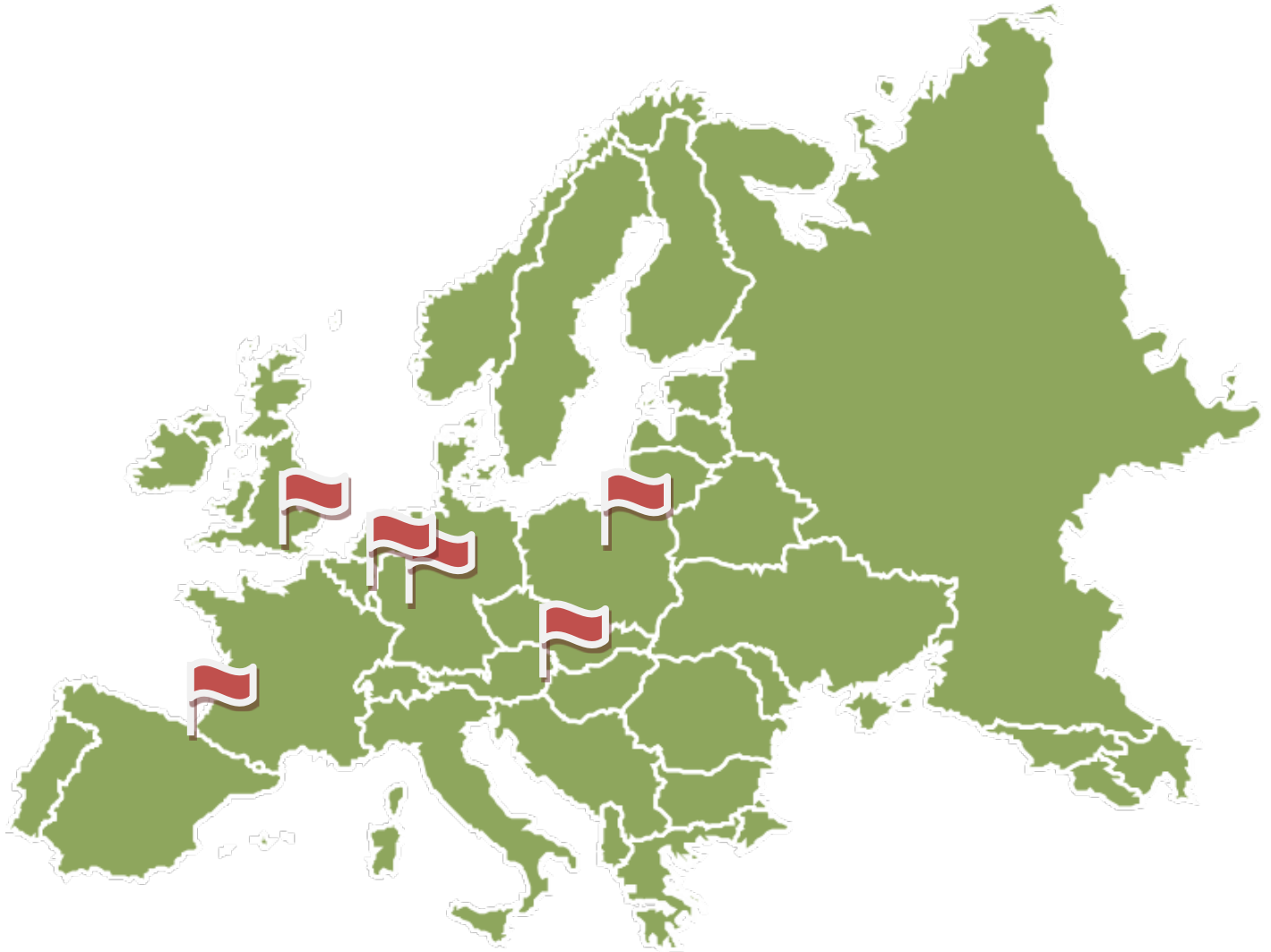
The Follower Cities were pleased to receive first-hand information throughout a face-to-face contact. All Implantation cities stated that the Follower Cities were very interested in their SWITCH campaign, asking a lot of questions and received input for their own SWITCH campaign and implementation scenario.

The following cities worked out implementation scenarios:

- ✓ Aarhus
- ✓ Aviles
- ✓ Bielefeld
- ✓ Cork
- ✓ Ealing
- ✓ Heerhugowaard
- ✓ Krusevac
- ✓ Ljutomer
- ✓ Norwich
- ✓ Nova Corica
- ✓ Palma
- ✓ Prague
- ✓ Reading
- ✓ Sofia
- ✓ Southend-on-Sea
- ✓ Vitoria-Gasteiz



6 Partneroverview



Five pioneering European cities, Antwerp, Gdansk, Hounslow, Donostia / San Sebastián and Vienna, were already committed to SWITCH and are now exchanging their knowledge with a further 26 follower cities keen to also implement a SWITCH campaign during 2015.

Both cities and experts have been supporting the development, delivery and evaluation of a locally relevant SWITCH campaign using personalised travel planning; insights from public health and mobility campaigning; and ICT solutions - to help further motivate people in a period of life change.

Contact: switch@boku.ac.at



The Institute for Transport Studies is based in the Department of Spatial, Landscape and Infrastructure Sciences at The University of Natural Resources and Life Sciences in Vienna.

The Institute for Transport Studies specifically focuses on the development of future transport systems to guarantee access and mobility for people and goods in changing conditions such as demographic developments, scarce fossil fuel resources and climate change.

The Institute is the official coordinator of SWITCH, leading the project management and serving as an expert for personalised travel planning and evaluation methods. The Institute for Transport Studies coordinated and implemented the SWITCH campaign in the City of Vienna with support of the Mobility Agency of Vienna.

Website:

<http://www.rali.boku.ac.at/en/verkehr/>



Polis is a network of European cities and regions working together to deploy innovative solutions for more sustainable mobility.

Polis fosters cooperation and partnerships across Europe with the aim of making transport research and innovation accessible to cities and regions. The network aims to improve local transport through integrated strategies that address the economic, social and environmental dimensions of transport.

Polis supports SWITCH with the implementation of the campaigns, relying on its expertise and network. Polis is also coordinating the dissemination of the SWITCH successes to its network.

Website:

<http://www.polisnetwork.eu/>



Walk21 champions the development of healthy, sustainable and efficient communities where people choose to walk.

Through an annual international conference series and the International Charter for Walking, Walk21 are realising a vision to create communities where people want to and are able to walk as a way to travel, to be healthy and to relax.

The Walk21 international network seeks to support and inspire professionals, politicians and the community to evolve the best policies and implement the best initiatives, which create and promote environments where people choose to walk.

Walk21 is a technical expert for Switch and is also coordinating the delivery of this website.

Website:

<http://www.walk21.com/>



EUROPEAN CYCLISTS' FEDERATION

The European Cyclists' Federation represents cycling organisations worldwide, giving them a voice at the international level.

ECF actively promotes cycling as a sustainable and healthy means of transportation and recreation. Through the Cities for Cyclists network and the Combined Mobility Platform, ECF advises a change in urban planning and political thinking and introduces cycle-friendly perspectives in planning and policy practices.

ECF is a Switch technical expert.

Website:

www.ecf.com/



Rupprecht Consult is an independent private research and consultancy company, based in Cologne since 1996.

They contribute to the sustainable development of cities and regions by focusing on urban and regional development, transport and mobility, environmental protection, information technologies and, generally, innovation to society.

In SWITCH, Rupprecht Consult (RC) is an expert partner and is responsible for take-up and knowledge transfer in the Implementation and Follower Cities.

Website:

www.rupprecht-consult.eu



The National Institute of Public Health of the Republic of Slovenia is a government agency with national accountability and responsibility for the promotion of public health for communicable and non-communicable diseases, behavioural risk factors, environmental health, health impact assessment, health systems and mental health.

NIJZ is a technical expert for Switch for (public) health knowledge.

Website:

<http://www.nijz.si/>



European Integrated Projects

EIP is a consultancy company based in Romania, with additional offices in Italy. The company undertakes consultancy for city authorities, operators and the private sector. Their primary fields of work are in awareness-raising, communications & marketing on sustainability issues, project & consortium management, securing funding and within European sustainable transport initiatives and EU structural funds and project support.

EIP is a SWITCH technical expert coordinating the evaluation of SWITCH success.

Website:

www.mobilitedurabila.ro



Intelligent Health is a Health IT company specialising in encouraging individuals to make behavioural changes to become more physically active and therefore enhance physical and mental wellbeing.

Intelligent Health combines technology, behaviour change modelling and a deep understanding of healthcare to get more people physically active and healthier.

They use Radio Frequency Identification (RFID) and Near Field Communication (NFC) technology to track people's walking and cycling journeys via sensors/readers placed in the public realm. The technology consists of smartcards, registered to individuals which, when touched on a reader, transfer data.

Website:

<http://www.intelligenthealth.co.uk/>



With nearly a half million, Gdansk is Poland's fourth biggest metropolitan area, the Tri-City, of Gdansk, Gdynia and Sopot.

Since EU accession in 2004 EU funds have been invested in developing modern, coherent, efficient and environmentally friendly public transport systems and adapted road infra-structure.

Gdansk's transport strategy focuses on integrating existing bus, tram and commuter train systems; improving traffic management, safety and; and developing an urban walking and cycling culture via infrastructure and promotional measures.

As a signatory of the Charter of Brussels, with goals of 15% bicycling and a 50% reduction in cyclist road fatalities Gdansk committed to a Switch Campaign as a corner stone to help them realise their ambitions.

Website:

<http://www.gdansk.pl/>



Donostiako Udala
Ayuntamiento de San Sebastián

The mobility strategy for Donostia / San Sebastián (pop. 185,000) prioritises non-motorized and active modes of travel. The city offers over 65 km of cycle lanes. The urban cycle network is connected to the regional network and thus provides convenient links to towns in the wider hinterland and further.

The pedestrian network is still being upgraded. The city centre is quite pedestrian friendly and more peripheral neighbourhoods are increasingly being reshaped in a similar direction. New approaches such as soft pedestrianisation or flexible uses of streets have been applied with the aim to recover and adapt spaces from the monopoly of motorized modes.

Website:

<http://www.donostia.eus/>



**London Borough
of Hounslow**

The London Borough (LB) Hounslow (pop. 254,000) has been working consistently over the past ten years to design projects to efficiently target different population groups to promote modal shift to sustainable means.

Some projects are related to capital investments like physical infrastructure (greenways and cycle “superhighways”) implemented in areas with the highest likelihood to influence modal choice.

Other projects focus on “softer” measures such as education, training and publicity. Hounslow was amongst the first authorities in the capital to develop customised marketing campaigns promoting sustainable travel that target specific user groups

Website:

<http://www.hounslow.gov.uk/>

**mobilitäts
agentur
wien**



Key to Vienna’s strategy to support active travel was the expansion of infrastructures for cycling and walking. Vienna (pop. 1.8 million) currently offers 1,270 km of cycle lanes. Cyclists are also allowed to use one-way streets in the opposite direction on about 238 km of one-way streets.

The infrastructural changes are expected to enable a growth of cycling from 7% in 2015 to 10%. As the modal split of the city shows, walking is already very popular (28% in 2015). The major motivational pull factors in favour of walking are the attractive surroundings of the pathways and the simplicity of this travel mode.

Website:

<http://www.mobilitaetsagentur.at/>



Antwerp, (pop. 516,000), and the wider surroundings face major road congestion. To address traffic issues in and around Antwerp, the government drew up Master Plan 2020.

Large investments in all modes of transport should guarantee more fluent traffic, safer roads and a higher quality of life. The Master Plan 2020 aims at shifting half of all trips in the wider Antwerp Region to sustainable modes of transport by 2020.

Construction will occur from 2016 to 2022 with an enormous impact on improving the city's transport.

To keep the city and the port accessible during the works the city decided to trigger a sustainable modal shift away from private car use to more public transport and active modes.

Website:

www.antwerpen.be



7 SWITCH consortium

Five European cities take the lead in support SWITCH travel - supported by eight experts in alternative travel, health or economical aspects of mobility. This enthusiastic team combines practical expertise; a clear and transferable methodology; and tried and tested examples of locally effective campaigns.



London Borough
of Hounslow

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