

REPORT ON IMPLEMENTATION OF PILOT ACTION IN AT: AWARENESS- RAISING MEASURE FOR PEDESTRIANS

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Content

1. Executive Summary	2
2. The pilot action	2
3. The aim of the pilot action	3
4. Implementation of the pilot action	3
5. Monitoring of the pilot action	8
6. Conclusions	9



1. Executive Summary

In Austria's municipalities Baden, Leoben and Mödling Climate Alliance Austria implemented a "Walking Award" as pilot action. In the small-scale towns with well-developed pedestrian infrastructure and short daily travel routes, the walking competition was implemented to decrease the number of short car driven distances. The Walking Award was organized as a campaign and implemented in five phases: development, promotion, walking competition, evaluation and award ceremonies. At the Walking competition which ran over four weeks from September to October, the municipality of Baden reached the highest number of participants. Nearly 110 persons took part and did more than 19.9 Mio steps, what is approximately 14.000km. Altogether three tons of CO2 were saved by implementing the Walking Award.

Most important lessons learned: The Walking Award was hard to develop but easy to implement with low implementation costs for municipalities. For this reason, it has high potential to overtake for other municipalities and public institutions. It offers an additional campaign to Bike2Work targeting those who prefer to walk.

2. The pilot action

The Pilot Action, which was implemented by CAA was a soft measure in form of a Walking Competition. With the, so called Walking Award we pursued the goal to increase short travel trips done by foot and to decrease number of short travel trips done by car. With the walking competition campaign, we invited participants to count their steps over a period of four weeks. All employees who reached at least 60.000 steps were allowed to participate on prize draw. Participants were allowed to count all steps from Monday to Friday. Three of four Austrian municipalities Baden, Leoben and Mödling participated on the Walking Award, so that, not only individual persons, but also the municipalities were in competition with each other. Before we started the Walking-Award-Competition with the employees in September 2018, we implemented campaign actions like experts' lectures on health aspects of walking & cycling and mobility quizzes for promoting the Walking Award and to raise the awareness in this context of sustainable mobility.

In Austria's MOVECIT Municipalities daily working trips of the employees are quite short. More than a half has daily travel trips of less than 5 kilometres and at the same time e.g. in Mödling at travel distances of more than one-kilometre 49% percent use their private car for transport. On the other hand, many of the municipalities' employees do sedentary work, especially those, who work at the city hall where the highest share of employees has its working place. So, we wanted to motivate those, who do short travel trips by car and do sedentary work to use healthy sustainable transport modes. In Austria Bike2Work-Campaign had been implemented several years ago and already is promoted at the CAA's partner municipalities. For that reason, a Walking Award offered a good opportunity to tackle another target group - those who prefer to walk.

In April 2018 we started to develop the strategy for the campaign, set main elements and a time frame. Further we searched for partners like experts and sponsors and started we started to develop campaign material like posters and flyers.

In May and June, we developed the copyright design, a logo and specific printed forms like leaflets, posters, stickers, booklets for the Walking Award and searched for sponsors of prizes. Further we implemented an experts lecture on health aspects of walking and cycling in Mödling.

In the beginning of July, we spread digital leaflets and posters to our mobility teams at the municipalities to promote the Walking Award. Further we printed the Walking Award Booklets, which include a



registration card and step counting table and spread them in August to the four Austrian municipalities. In the beginning of September, we implemented the Lecture on Health Aspects in Baden. The Walking Award itself started during European Mobility Week (17.9.-12.10.2018). After the Walking Award we collected all participant cards and we did the evaluation. Currently we are engaged with the prize draw and participating on official award ceremonies, which will continue until December 2018. All in all, we had 6.5 tight months for development and preparation of the campaign, one month for implementation and two months for follow-up-work.

3. The aim of the pilot action

The Pilot Action Walking Award is introduced because Austrian's MOVECIT Municipalities implemented during the last years lots of infrastructure for sustainable transport modes like walking, cycling, e-car sharing, etc. But still lots of employees use their private car even for short travel distances. On the other hand, it became visible that from municipalities' side, concerning 'healthy' transport modes there was a focus on cycling measures and less on walking measures. For this reason, we decided to focus on the transport mode 'walking' and on awareness for its health and environmental aspects and for existing well-developed pedestrian's infrastructure.

The city halls are those locations, where most of the municipalities' employees have their working places and were most of the employees do sedentary work. Both city halls are located in the city centres, which are declared as pedestrian zones. The pedestrian zones are equipped with guiding systems, which lead to public transport hubs but also to further foot paths and easy walking trails to neighbouring municipalities.

With the implementation of the Walking Award an increase of the share of walking shall be achieved at least at travel distances of one to two kilometres to reduce CO2 emissions on short travel distances.

4. Implementation of the pilot action

The high share of individual car usage even on travel distances of less than two kilometres, like 49% in Mödling, was one of the key issues which convinced us to put the focus on walking and awareness rising in this area. Further, the Austrian MOVECIT municipalities are small scale cities which can be covered within a 2kilometre radius, which have already implemented well developed walking infrastructure and where more than a half of the employees have less than 5km travel distance.

Coordination with Mobility Teams

In a first step we developed a row concept for the Walking Award in coordination with the Mobility Teams in Baden and Mödling. We discussed different questions which were cleared in further steps of the Walking Award development process. First essential question was the following:

- Who is competing - compete single persons or the municipalities against each other?

We decided that both should be possible: the competition between the municipalities should encourage the mobility teams to promote the Walking Award and the competition between individual persons should encourage employees to participate and to compete with each other.

- Which tools are needed to implement the Walking Award - Apps, pedometers? Which Apps/Pedometers have good price-performance-ratios? And how many of them does each municipality need?

In this case we did some desk research and decided to take pedometers for €15, - each and to suggest "Runtastic-App". Each municipality overtook the costs for the pedometers.



- In which period of time the Walking Award will take place - one week, one month? and at what time of the year will the Walking Award be implemented?

We implemented the Walking Award in September to October, started during the European Mobility Week and it ran over a period of four weeks.

- What do we have to provide for registration and documentation of step counting?

For the purpose of registration and documentation we developed a “Walking-Award-Booklet” with a registration form and step counting table.

- By which procedure winners will be determined?

Winner Municipality: The municipality, with the highest percentage on participators compared to its employees wins the competition

Prize Draw: All participants who received more than 60.000 steps participate on a price draw

Local Heroes: These participants who did the most steps in their municipality receive small prices sponsored by municipalities and medals

- How many prices do we need/ what kind of prices CAA and the municipalities can provide?

Municipality: For the municipalities we provided a public lecture of Gregor Sieböck, who already walked several 1000 kilometres all over the world and a Walking Award trophy.

For Price draw: we got prices sponsored by sustainable Austrian Companies and a car free holiday in one of Austria’s best practise municipalities for sustainable mobility.

- Who overtakes which costs?

CAA overtook printing costs for print forms, the costs for municipalities’ price and for trophies and medals. The municipalities overtook costs for the pedometers which were given to participating employees as a present and they organized prizes for local heroes.

Collection of Experiences Climate Alliance Austria, Bike2Work

In a second step we collected internal experiences at CAA with price sponsoring and asked for relevant contacts and for experiences at Bike2Work Austria concerning winner’s determination and how to make competition fun. As a result of the experience exchange with Bike2Work we decided to offer a reachable goal of 60.000 steps in four weeks to encourage also these persons, who are not the most sportive ones.

Internal Development Workshop

Within an internal Workshop, with the MOVECIT Team we developed a Walking Award concept with all components of the Walking Award, we clarified its promotion, fixed a timetable and clarified responsibilities within the CAA MOVECIT team. Main issues were the different kind of print forms which we needed for promotion, coordination with sponsors, public relations work, Workshops on Health Aspects of Walking and Cycling which should be held in advance at the municipalities to promote the Walking Award and further the evaluation and award ceremonies after the Walking Awards implementation.

Development of a Logo and Copyright Identity

As we chose an awareness raising campaign for the pilot action it was necessary to develop an appealing design and to choose a meaningful logo. For this reason, we did some research on similar campaigns and found a running competition which took place in the US. The competition was organized by a company for its employees and we decided to use a similar image or to overtake an edited version. It took us some time to clear legal conditions for using that image, to find out the creator and to clarify copyrights.



Print forms

We developed different kind of print forms with different functionalities:

Posters and *leaflets* were developed to promote the Walking Award in advance. We spread them almost two months before the Walking Award between the mobility teams in printed and digital versions. And we added an information sheet for the mobility teams with instructions for the Walking Award procedure.

The *Walking Award Booklet* and *Stickers* overtook the functionality of registration, documentation and motivation during the Walking Award. One section of the booklet was registration card and counting table and was sent back by participants at the end of the Walking Award for winner's determination. We spread the booklet two weeks before the Walking Award started, so that the mobility teams had enough time for distributing them. But it was really tight with the printing company because in the end we had to overwork some details which took more time than expected.

Prizes

We had sponsored prizes from an Austrian shoe manufactory and from an Austrian holiday destination which promotes car free holiday. These prizes were distributed as a prize draw between all Walking Award participants.

The municipalities got a certificate and the winning municipality received a Walking Award trophy and the lecture of the "World Wanderer", which is financed the MOVECIT budget.

The local heroes got small prizes which were mainly sponsored by the municipalities, a medal and a certificate.

The implementation of the whole campaign can be described in five phases:

- Development
 - Development of a Logo and Copyright Identity

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- Promotion
 - Promotion via campaign action. This was an expert’s lectures & mobility quiz: In Baden and Mödling we had expert’s lectures with Dr.med. H.P. Hutter on health aspects on walking and cycling and we made a guessing game with participants: they had to guess steps on a given distance and to count them with pedometer to receive the correct answer. At these events we spread the Walking Award leaflets.
 - Promotion via print forms: as mentioned above we prepared posters, leaflets, booklets and stickers.

The posters, which CAA prepared, give short information about the Walking Award like what it is and when it is going to take place. The leaflets inform about the Walking Award, period of time, how to participate and about prizes for winners. The booklet informs about the Walking Award, how to participate, contains a registration card and a step counting table and counts most important (health & environmental) reasons for walking.

The sticker was created as an encouraging goody with some motivation words.

- Promotion via public relations work: We prepared reports of the Expert’s lecture which were posted in social media and published in two journals for Austrian’s municipalities. The journals were published in the beginning of September 2018.
- Walking Competition

From 17th of September to 12th of October 2018 three of the Austrian municipalities - Baden, Mödling, Leoben - took part on the Walking Competition. The mobility teams in the municipalities were introduced to spread the Walking Award Booklets with the registration card and step counters before the 17th of September to the municipalities’ departments. This was organised very differently at the municipalities for instance Mödling and Leoben focussed on the town hall employees, in Baden different locations were addressed to take part. That had effects on the number of participants and on reached number of steps. Firstly, in Baden more than 100 employees participated on the Walking Award, while in Mödling and Leoben approximately 20 persons took part. Secondly, in Baden the employees of the municipal parks and the police men and women participated and expectably they received the highest amounts of steps.

- 4. Evaluation

For evaluation we introduced the municipalities to collect the registration cards with included step counting tables within one week and to send them to CAA for evaluation. For determining the winners and evaluation of the steps we used excel sheets.

- 5. Award Ceremonies

For handover of prizes we organized official events with the mobility teams. So, that we had an official handover in each participating municipality, where the mobility teams, important representatives of the municipalities like the mayor, the winners of the competition and representatives of CAA took part. We reported about the award ceremonies on our Website and on social media.



In CAA's case promotion was an essential part of the campaign. For this reason, it was explained in the section of implementation.

Stakeholders were involved through all steps of pilot action implementation. As we developed a prototype version of a Walking Award it was very important to coordinate with the mobility teams because they were responsible for implementation out on the spot and our 'products' had to be well adopted to their requirements and possibilities. Especially in Mödling and Baden we had some meetings with the mobility teams and were in regular phone and email contact to coordinate with each other.

The campaign we developed didn't have many technical aspects. Only the step counting app and pedometers were relevant aspects but here we used existing systems which worked very well.



5. Monitoring of the pilot action

The main indicator of the Walking Award was the number of steps, which were gone during four weeks. Participants were allowed to count all steps from Monday to Friday. So, we tried to focus on working mobility and on travel trips connected to that. The number of steps was summarized and converted into kilometres. For that we used a conversion value like the step measurement of a middle-sized Austrian person. In a second step we used a conversion value to calculate the CO2 reduction by kilometres which were made by foot. For calculation we used an official value which was given by the Austrian Traffic Ministry.

The implementation of pilot action Walking Award cost approximately EUR 7.000. That sum includes staff costs, prints costs, further material like prizes and costs for external services like the lecture of Austria’s “World Wanderer” Gregor Sieböck. The experts lecture on health aspects of walking and cycling by Dr.med. Hutter is not included. - Each lecture costs EUR 400, -. For 20 pedometers the municipality of Mödling paid €250.

With the Walking Award in three municipalities nearly 154 persons were achieved, when they took part on the walking competition over a time period of one month. We expect that the campaign for some of the employees had influence on their regular mobility behaviour and that they serve multipliers within their social surroundings.

Further, in this matter it must be considered, that at least a third of the costs were related to development of the campaign. In case of further implementations of the Walking Award it can be expected that these costs for development will decrease while the number of participants increases if the Walking Award is implanted in bigger context and targeting more municipalities or public institutions.

So, a good cost benefit ratio with quiet low costs and high impact which means a high number of participants could be reached by regular implementation of the campaign over several years and by implementing it in a bigger spatial context.

Municipality	Participants	Steps	km	saved CO2 in tons
Mödling	20	3.754.303	2.628	0,4
Baden	107	19.940.659	13.958	2,1
Leoben	27	7.308.058	5.116	0,8
TOTAL	154	31.003.020	21702	3,3



6. Conclusions

For the municipalities it was difficult to compare each other what would have been necessary for competing. We didn't have any tool to make it visible for them how many participants each municipality has. Comparing is obviously important to encourage each other to receive more participants. This "gap" could be filled by a website, which works similar as Bike2Work and includes progress bars.

For the municipalities price we chose the lecture of "world wanderer" Gregor Sieböck. Mr Koch from Baden suggested the lecture and we found it is a good idea but unfortunately Mr Sieböck held a lecture in Mödling recently. So, the price was more encouraging for Mr Koch than for Mödling's mobility team.

The development and the coordination of the process was the highest effort of the Walking Award. For implementing a campaign, it requires a clear vision of its components, good coordination and a very strict time table and defined responsibilities.

Design, advertising aspects and good coordination are very relevant for a good campaign.

A campaign like the Walking Award is intensive in development but quite easy in regular implementation and becomes cost effective after several implementations.

The weakness of the Walking Award campaign is its time limited implementation (one month) but its strengths is its good transferability to other municipalities and public institutions to reach high number of participants.

A competition must make competing possible: Participants need to compare with each other and need a possibility to monitor the own and others processes. That could be supported by progress bars on a website.

Prices can be encouraging if they are very attractive for a municipality or a public institution or a person.

A campaign offers good opportunities for media appearances, which is important for municipalities and their representatives.

A campaign action like the walking Award is easy to implement for municipalities with low cost effort for them.



SWOT matrix

<p>Strengths</p> <p>Low costs if it implemented regularly</p> <p>media effective intervention</p> <p>high range</p> <p>offers an opportunity for an individual challenge</p> <p>offers an opportunity for competing</p> <p>very easy to participate</p>	<p>Weaknesses</p> <p>time limited and no regular need for changes of mobility behaviour</p> <p>few participants have low impact on CO2-emissions</p>
<p>Opportunities</p> <p>Can be implemented very easy in other municipalities and public institutions</p>	<p>Threats</p> <p>Competing aspects are not well balanced</p> <p>procedures are badly communicated to participators</p>

The Walking Award was already presented to other municipalities for example at consultancy meeting (D.C.6.5.) and awoke great interest. The vice mayor of Neunkirchen (municipality in Lower Austria) was really amazed and would like to take part on another Walking Award next year. He argued that he already implemented mobility measures for cyclists but also would like to address those who prefer to walk for that the Walking Award would offer a great opportunity.

For municipalities the participation on the Walking Award is a very low-cost mobility measure, which easily can be implemented.

The Walking Award offers a media effective intervention which also is important for municipalities

You can reach a high number of people with quiet low investment costs

To participate on a walking competition makes fun

The Walking Award raises awareness for a very “usual thing”: walking. And by that participants become aware on their health, what can have positive impact on their mobility behaviour and on reduction of CO2-emissions.

The Walking Award is focussing on a target group which is often underrepresented in a political context.