

Measure title: **Mobility Forum in Krakow**

City: **Krakow**

Project: **Caravel**

Measure number: **11.7**

A Introduction

A1 Objectives

The measure objectives are:

- Realise Mobility Forum in Krakow involving municipality departments, public transport companies, associations of public transport passengers and bicycle users and shopkeepers associations
- Co-participation of passengers in the organisation of public transport
- Extension of passenger rights
- To enable qualified decision-making in transport planning

A2 Description

Krakow's Mobility Forum is a series of meetings designed for better communication between municipality and citizens-users of Krakow's transport infrastructure which works under the lead of the Mayor of Krakow includes at least the following groups: municipality departments, public transport companies, associations of public transport passengers and bicycle users, quarter councillors, shopkeepers associations. Forum is not a body of public authority, but opportunity for citizens to express an opinion. The Mobility Forum meets at least twice a year and publishes the outcomes of each meeting. Organizer invite about 150 stakeholders from Krakow (by sending designation invitation) and everyone which is willing to come (information about meeting is publicized in Public Information Bulletin and regional press). Each time, depending of subject, there are invited different groups of municipality. One of the first objectives of the Mobility Forum shall be to support the development of a Charter for Public Transport Passengers' Rights. Within the measure there are research and technological development activities conducted that aim at developing the Mobility Forum concept for Krakow (identify and inform key stakeholders that have to be involved, define the way of stakeholders involvement and function of the Mobility Forum) it also aims at developing the Charter for Public Transport Passengers Rights, preparing the concept and all needed political decisions for the introduction of the Mobility Forum. There are some demonstration activities that come with the measure including launching of the Mobility Forum in Krakow and of the Charter for Public Transport Passengers Rights. Some Caravel measures are very innovative and so not very popular among citizens, who are never aware enough about public transports alternative solutions and the strong environmental impact of their traditional mobility behaviours. The Mobility Forum provides all the necessary actions in order to plan, organize, put into practice and promote the realization of a permanent site of debate about these problems. Within the forum activities conferences, seminars, workshops on the different items are being organized. These special events take place in schools, high schools and in colleges (Jagiellonian University, Krakow University of Technology, AGH University of Science and Technology). The forum is operatively supporting the adoption of the different measures implemented within the Project.

B Measure implementation

B1 Innovative aspects

The innovative aspects of the measure are:

- **New conceptual approach** – The Mobility Forum should be a platform to discuss specific solutions which are going to be implemented in the transport system development in Krakow. It is always better to find common solutions in the very beginning of single activities. Concerning previous experiences in Krakow, the Mobility Forum is a completely new approach in the process of stakeholders meetings gathering opinions about the transport system development in Krakow.
- **New official document** - Charter for Public Transport Passengers' Rights, which was developed from collection of rights to more declarative version.

B2 Situation before CIVITAS

The municipality of Krakow had a strong political commitment to improve the communication and the involvement of the public and important stakeholders in the decision-making process of transport planning activities. The Krakow Mobility Forum, which works under the lead of the Mayor of Krakow, is the first official platform to test better communication and public involvement in process of transport system development.

B3 Actual implementation of the measure

The measure was implemented in the following stages:

The 1st Mobility Forum in Krakow has been organized in autumn 2006 (October 20th) unifying the relevant stakeholders in Krakow: representatives of the municipality of Krakow and the Malopolska region departments, councillors of the city districts, civil servants from municipality departments, public transport companies, associations of public transport passengers and bicycle users, ecological organizations shopkeeper associations and CARAVEL partners. The subject of the forum was the definition of its form in the future. The main conclusion was that an internet forum which will be a constant platform of discussion about the public transport will be launched. It has also been decided to organize at least four public forums per year (every three months) and to have an online version within the internet Civitas site.

It has been decided that the forum will be organized in cooperation with the **SITK** - Polish Association of Transport Engineers, section in Krakow at Krakow University of Technology. Actions were promoted by events connected with measure 11.3 (conferences, seminars, workshops) and information was given to press each time it took place.

In 2007 two meetings of the Mobility Forum were arranged. One meeting concerned **Charta for public transport** passengers' rights. It was an opportunity to discuss issues connected with the awareness of public transport passengers of their own rights.

The general subject of the second meeting in year 2007 was the city logistics systems. The Municipality of Krakow has invited specialist from other Polish cities to discuss the problem of distribution of goods in the city centre. The results of this meeting were taken into account in the process of implementation measure 10.3 new goods distribution scheme in Krakow.

B4 Deviations from the original plan

There were no serious deviations.

B5 Inter-relationships with other measures

The measure is related to other measures as follows:

- **Measure 11.3 Sustainable Mobility Marketing** - All subjects related to different measures was discussed and some of them evaluated with the Mobility Forum. The following meetings were held related to: night public communication, Charter for Public Transport Passengers' Rights, cycle lanes network, park and ride system, City logistic (connected with measure 10.3 – New goods distribution scheme in Krakow), security action plan for public transport in Krakow (measure 8.11). The subject of the last meeting will be: Mobility of elder people.

C Evaluation – methodology and results

C1 Measurement methodology

C1.1 Impacts and Indicators

Table of Indicators

Evaluation Category	N°	Indicator	Units	Source of data	Methodology for indicator construction (survey, modelling, etc)	Baseline date
Society	CI 13	Awareness level,	%	UMK	S	05.2007
Society	CI 14	Acceptance level,	%	UMK	S	05.2007
Society	Own	Yearly number of events	No	UMK	S	05.2007
Society	Own	Yearly number of participants	No	UMK	S	05.2007
Society	Own	Average number of participants	No	UMK	S	05.2007

Detailed description of the indicator methodologies:

- **Indicator 1 Awareness level** – Awareness level is defined as the percentage of the population with knowledge of activities organized in measure 11.7. Data are collected through surveys carried out among Krakow citizens during meetings of Mobility Forum, incentive system, European Mobility Week in Krakow and during other events.
- **Indicator 2 Acceptance level** – Acceptance level is defined as the percentage of the population who favourable receive or approve activities organized in measure 11.7. Measure Data are collected through surveys carried out among

Krakow citizens during meetings of Mobility Forum, incentive system, European Mobility Week in Krakow and during other events.

- **Indicator 3 Yearly numbers of events** – Number of mobility events per one year. Data collected during meetings of Mobility Forum.
- **Indicator 4 Yearly numbers of participants** – Number of participants in organized mobility events per year. Data collected during meetings of Mobility Forum.
- **Indicator 5 Average number of participants** – Average number of participants in organized mobility events (per event). Data collected during meetings of Mobility Forum.

Most of questionnaire were conducted during the Mobility Forum, some of them during the European Mobility Week, Car Free Day.- projects connected directly with CIVITAS. Local authorities together with Civitas have organize seminaries for specific target groups- students, pupils etc and some incentive systems like Gadżety za bilet” (Gadgets for tickets) for the promotion of sustainable transport modes. During all of these actions organizers have collected important information about the preferences of citizens.

The main group of stakeholders are younger citizens of Krakow, but also authorities, and transportation operators. It is very difficult to reach to other groups especially car users, who mostly didn't attend to Mobility Forum. Promotional actions and incentive systems let to subjective analysis of the general population.

C1.2 Establishing a baseline

Before the Forum existed there was not an opportunity to discuss different public issues with different stakeholders and citizens. Now the Mobility Forum is an opportunity for citizens to express their opinions.

Activities such as seminars, forums, different promoting events and informing gatherings have been done so far by the municipality.

The knowledge about citizen preferences has been gained by other methods. The data were gained during different events in Krakow and, thus, not always reflected needs of proper target groups. Citizens haven't had any opportunity to voice their opinion and dissatisfaction. Decisions about public transport have been made without consultations with citizens.

C1.3 Building the business-as-usual scenario

In business as usual scenario there wouldn't be Mobility Forum so different stakeholders wouldn't have chance to participate in transport problems of Krakow. It is always better to find common solutions in the very beginning of single activities or try to find solution for activity that doesn't work well. The Mobility Forum provides this opportunity. Not having such meetings will simply mean that the Municipality is not involving people in decision-making processes. This is very important especially when the Municipality is trying to implement some innovative solutions.

C2 Measure results

The results are presented under sub headings corresponding to the areas used for indicators – economy, energy, environment, society and transport.

C2.1 Economy**C2.2 Energy****C2.3 Environment****C2.4 Transport****C2.5 Society****Yearly number of events**

Since 2006, meetings have been held by the Municipality which respectfully arranged once in 2006, two times in 2007 and six times in 2008 and has been planned to persevere with three more meetings in 2008.

Since the first meeting 455 people participated in meetings and the yearly average of number of participants are 45, 50 and 52 persons.(C2.5-1)

Yearly number of participants. Average number of participants

Year	2006	2007		2008					
Meeting	1	1	2	1	2	3	4	5	6
Number of participants	45	50	50	70	40	60	60	50	30
Average number of participants (yearly)	45	50		52					

C2.5-1 Mobility Forum – statistic data

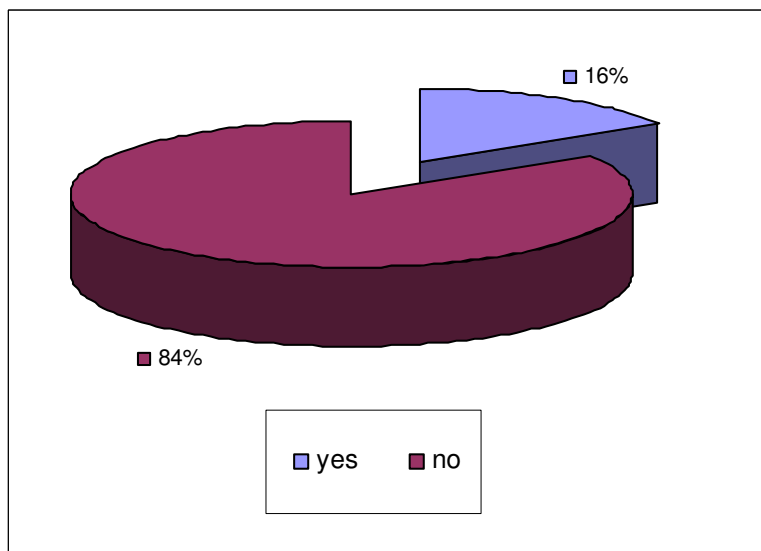
The percentage of informed persons about the Mobility Forum compared to whole Civitas project in the initial part of the measure implementation was less than expected.

The general public had an opportunity to attend the Mobility Forum. The main group of participants are younger inhabitants of Krakow, authorities and transportation operators. Media, press and an internet sites are good information about the upcoming dates of Mobility Forums.

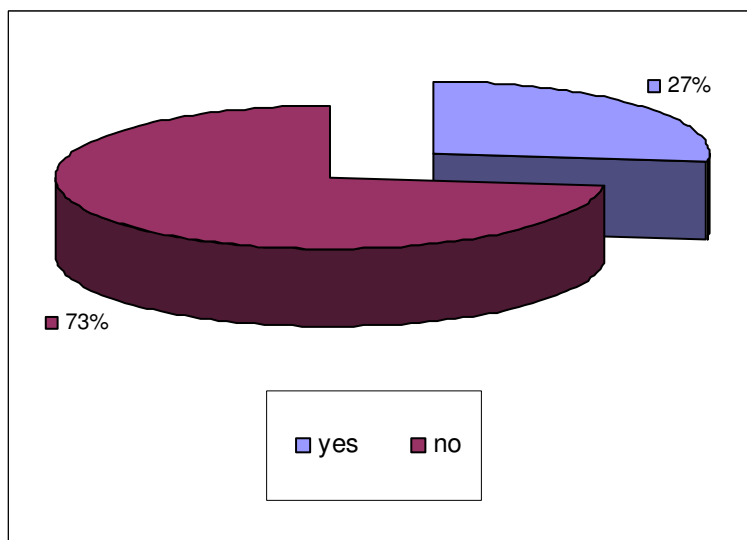
The main surveyed groups are participations of Forum, who represented the general public opinion. It is very difficult to reach other groups especially car users, who mostly didn't attend to Mobility Forum. It is easier to carry out questionnaire among passengers of PT than users of cars. There is no opportunity to conduct the survey without any problems. The good ideas are promotional actions and incentive systems which let to subjective analyze the general population.

It is worth mentioning the fifth Mobility Forum concerning night bus lines in Krakow. During this appointment mainly young people were expressing their opinions and as result some of their suggestions were taken into account by local PT operators.

Awareness level



C2.5 – 2 – The rate of awareness about Mobility forum (Did you hear about Mobility Forum in Krakow organized within CiViTAS / CARAVEL Project?) – initial part of implementation of Forum-in the year 2006.

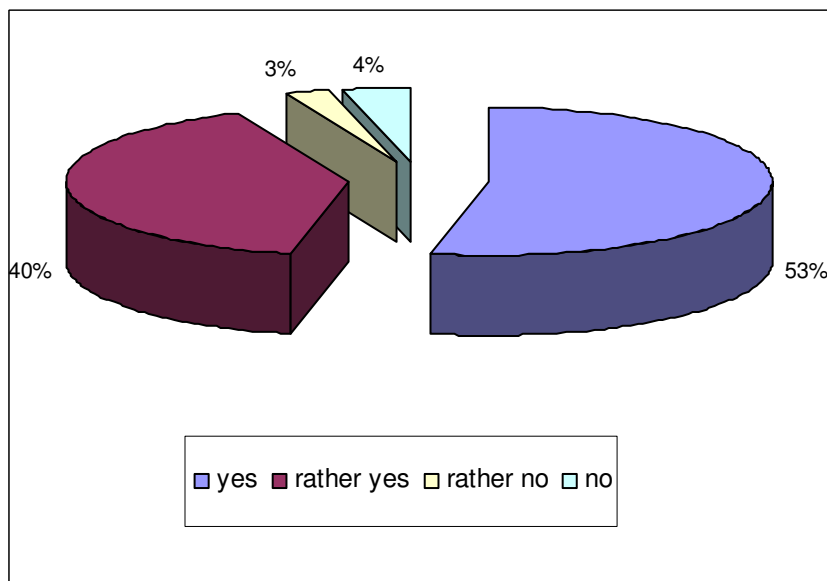


C2.5 – 3 – The rate of awareness about Mobility forum (Did you hear about Mobility Forum in Krakow organized within CiViTAS / CARAVEL Project?) – May 2007

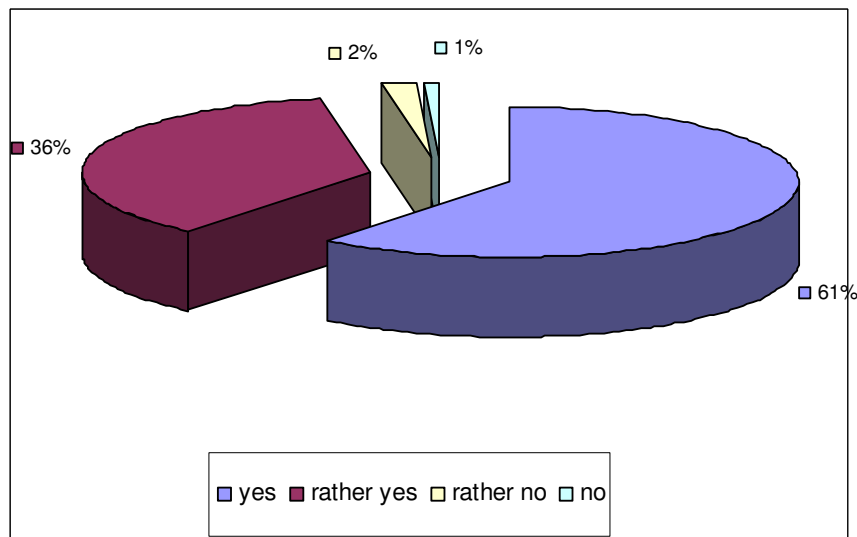
The rate of awareness about the Mobility Forum is growing every year (C2.5-3). The data shows that citizens are eager to be involved in decision-making process of transport activities in Krakow. The awareness level about the Mobility Forum among citizens increased by 10% from 2006 to 2007.

Acceptance level

As the diagram shows only 7 % Krakow’s citizens are against of the Mobility Forum, 3% of them are not sure (C2.5-4).



C2.5 – 4 – Acceptance level – Do you support the idea of Mobility Forum meetings? – Initial part of implementation of Forum.(2006)



C2.5 – 5 – Acceptance level– Question: Do you support the idea of Mobility Forum meetings?-May 2007

94% of the repliers agreed about initiating a Mobility Forum in Krakow which shows that citizens are eager to be involved in decision-making process of transport activities in Krakow (C2.5-5). The number of supporters of Mobility Forum in May 2007 increased up to 97 %!

Period	Acceptance level				Period	Awareness level	
	Yes	Rather yes	Rather no	No		Yes	No
2006	53%	40%	3%	4%	2006	16%	84%
May 2007	61%	36%	2%	1%	May 2007	27%	73%

C2.5 – 6 – Acceptance level and awareness level- comparison

To sum up some results, the public opinion believes that the Forum Mobility and projects, which are related with the Forum, are necessary. More than 95% repliers agree with that. But on the other hand the knowledge about the. In the year 2006 only 16% of respondents was aware of the activities organized in measure 11.7, in May 2007t only 27%(C2.5-6). There are two conclusions: People (Citizens) accept the Mobility Forum, but there is still a lot to do concerning the dissemination of this activity. The other thing is public participation which is constant process and people should get used to such events if they are organized cyclically. The number of citizens participating in Forum should increase if the Forum is still organized in the incoming years.

C3 Achievement of quantifiable targets

No.	Target	Rating
1	To realise Mobility Forum in Krakow involving municipality departments, public transport companies, associations of public transport passengers and bicycle users, Quarter councillors and shopkeepers associations	***
2	Co-participation of passengers in organisation of public transport	**
3	To extend passenger rights	* (see note)
4	To enable qualified decision-taking in transport planning	**
NA = Not Assessed * = Not achieved ** = Achieved in full *** = Exceeded		

Note: Charter of passenger rights has been presented during one of Mobility Forums but not accepted by the audience. New version of charter has been prepared on the basis of recommendations of UITP. UMK asked Krakow's partners, units and companies related to issues of public transport to evaluate the new proposal.

Charter for Public Transport Passengers' Rights has been changed (from the version that collected passenger's rights to more declarative version). It is still an open project. Authorities still correct this document taking into account the opinions of different stakeholders.

C4 Up-scaling of results

Up scaling for Mobility Forum has been already done in the Project. During the initial part of the implementation of this measure the Forum, according to Measure Description, was organized twice a year. It was not the best solution for this kind of platform because citizens didn't treat it seriously. In 2008 we change the frequency of meeting. Now the Forum is organized every two months. This situation allows people to slowly become accustomed with these meetings.

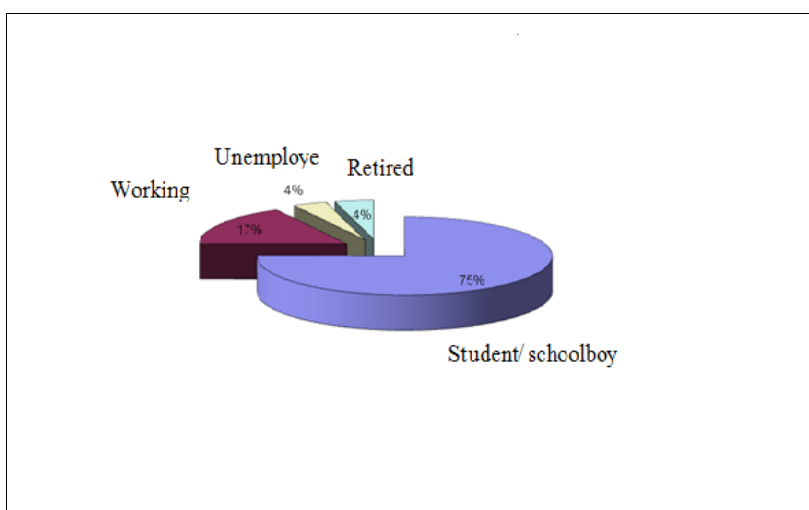
C5 Appraisal of evaluation approach

On this level of measure realization we can say that applied indicators as well as methodology are appropriate chosen – they allow to clearly and easily describe the situation “before” and “after” implementation of the measure.

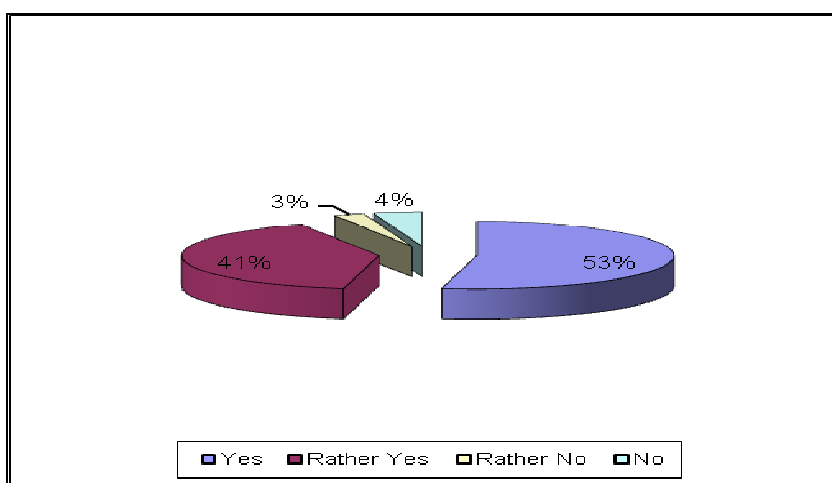
C6 Summary of evaluation results

The key results are as follows:

Key result - Students and pupils include Most of the repliers to surveys and participants in seminars and forums, this shows that they are more geared up to participate in surveys and public projects. 94% of the repliers declare their support for the Mobility forum idea which also shows the willingness of this group to help improve the social situations. It seems that Public organizations as UMK need to have special attention to this group of society.



C6-1- The percentage of general situation of repliers- initial part of implementation of Forum.(2006)



C6-2- Do you support the idea of Mobility Forum meetings? (Question from the survey)- May 2007

D Lessons learned

D1 Barriers and drivers complete this part please

D1.1 Barriers

- **Barrier 1** – Not enough number of Forum meetings – twice a year (according to the Description of Work) is not enough to show people that they can participate in decision making processes. The frequency of meetings has improved significantly and thanks to that the number of participants increased.
- **Barrier 2** – Not fixed dates at the beginning of the year – often meeting were postponed because of absence of some invited guests. Now the situation has changed definitely. Dates are fixed (always for two months, the last Thursday of month, at 4 o'clock p.m.).Hours of Mobility Forum are fitted to the working classes.
- **Barrier 3** – Not enough interest and support of quarter councillors (representing citizens of different quarters) – they simply didn't attend meetings. Unfortunately it is still a barrier, which we weren't able to overcome.
- **Barrier 4** – "it is only political chat" – citizens (especially young people) attending Forums were afraid to take part in discussion feeling not important in comparison with politics and directors. In most cases it is very difficult to overcome the fears of young-participants. Usually it depends on the subject of the conversation. During 5th Mobility Forum concerning night bus lines in Krakow mainly the younger citizens were expressing their opinions. In this way they broke down their own resistance.
- Citizens of Krakow have to realize that Mobility Forum is for them. It is a good occasion to express opinion concerning various aspect of transportation system in Krakow.
- **Barrier 5** – not enough media interest- it depends on subject of meetings. The more controversy subject is the more interested media are.

D1.2 Drivers

- **Driver 1** – students' involvement – invitation for students in terms of continuation processes and politics during next years. Also to know their "fresh" take.
- **Driver 2** – internet Forum - extension of Forum in order to give everyone a chance to express separate opinions on different issues concerning sustainable transport and issues of Caravel Project
- **Driver 3** – all events, competitions and promotional actions concerning sustainable mobility organized by Municipality of Krakow – to focus people attention, to extend their knowledge and awareness about sustainability in transport and to show that Municipality is thinking constantly about these issues (not only during Mobility Forum meetings).

D2 Participation of stakeholders

- **Stakeholder 1** – representatives of the municipality of Krakow and Deputy Mayor – organization of meetings
- **Stakeholder 2** – Association of Engineers & Technicians of transportation – support role in organization of Forum
- **Stakeholder 3** – municipal councillors and councillors of the city districts,
- **Stakeholder 4** – municipality departments,

- **Stakeholder 5** – public transport companies,
- **Stakeholder 6** – bicycle users,
- **Stakeholder 7** – ecological organizations,
- **Stakeholder 8** – shopkeeper associations,
- **Stakeholder 9** – CARAVEL partners from Krakow
- **Stakeholder 10** – Krakow's citizens

D3 Recommendations

- **Recommendation 1** – Meeting of Forum that take place two times a year is not enough frequency to show people that they can participate in decision making processes. It is better to do it regularly (once a month or once every two month)
- **Recommendation 2** – During the Forum it is better to show the precise measure and enable people to say if they think its good or not. If we face people with very general topic, discussion will be endless and from the Municipal point of view useless. The main aim of meetings is to get wise with opinions of citizens, other departments and NGOs but also to learn how to improve implementation or measure we are showing people to evaluate.

D4 Future activities relating to the measure

After implementation of Project it is quite certain that the idea of Mobility Forum will somehow continue. From the beginning of 2008 the Association of Engineers & Technicians of Transportation is supporting the Forum officially. AETT is very interested to continue with the Forums even after the end of Caravel Project in cooperation with the Municipality of Krakow. In the future Krakow's Mobility Forum, which works under the lead of the Mayor of Krakow, will still be a platform to enable better communication and public involvement in process of transport system development.
