



GDANSK: Campaign temporarily redesigned the streets of Gdansk

The City of Gdansk wanted to try an innovative method and promote multimodal travel behavior in Gdansk. The City of Gdansk chose to implement a Living Street campaign. A Living Street campaign is a good solution for redesigning the streets into a nice meeting place and a way to involve citizens in mobility management. The campaign was implemented during a two-week time period 9th to 22nd of September 2019, it was incorporated in the European Mobility Week campaign.

The campaign was coordinated by the Active Mobility Unit which is a unit in the Municipal Facilities Management Department which acts under the City Hall of Gdansk. Preparations of the campaign lasted 3 months. Most of the time was devoted to involving local partners and settle the cooperation details. Another time-consuming task was to involve authorities responsible for managing roads, safety and traffic organization around the city.

The main objective was to show residents that the street can become a nice meeting place where residents can spend time together, do some sports, play games, rest and visit various consultation points. The consultation points offered medical and social advice as well as guidance on waste segregation. Citizens could for example talk to healthcare professionals and learn about the importance of recycling. Another objective was to raise the citizen involvement in active mobility and offer citizens the possibility to test their readiness for switching from cars to other means of transport to reach work, school and other places. The testing was done in a survey mode asking the attending citizens about their mobility behavior and whether they would be prone to change their mobility habits. The Living

Street campaign was visited by citizens coming from various demographic groups. Nevertheless, the most eager visitors were families, teenagers and seniors.

The first step of the planning phase was to set the location, discuss the characteristics of the location and the feasibility of the campaign with the Roads and Greenery Management as well as with the public transport operator.

In practice the following tasks had to be taken care of prior to the campaign:

- obtain and pay for a **special permit** for using the street,
- **change** the concerned **bus line schedules and its route** and **inform** the residents about the changes,
- get a **temporary traffic organization plan to be consulted, agreed and approved** by the Commission for Temporary Traffic Organization and Road Lane Occupation,
- **procure photographers and service providers** for making a promotional movie,
- **procure logistics management services** needed before, during and after the campaign,
- **procure services for space organization** and services for implementing the gardening workshops,
- **arrange for temporary road signage** to be installed before launching the campaign,
- **install palm tree barrels and bike racks** as natural barriers closing the area,
- **meet and involve social partners** whose contribution made it possible to attract and activate the neighborhood residents,
- **prepare and implement an information campaign** promoting the campaign on the local radio station, press and social media channels and
- **prepare and distribute promotional posters.**

The target group was the neighborhood residents, with a special attention to children and seniors which could benefit the most from the campaign. In order to involve the target group, it was communicated that the streets can be used equally for all citizens and that the streets are a place where the neighborhood can meet, talk, play and spend time in an active way.

The Active Mobility Unit was responsible for implementing the campaign from the city's side with the help of Roads and Greenery Management authority of the city of Gdansk. The target group was reached by means of direct meetings with partners, posters, radio commercials, direct written information put on the car windscreens as well as by means of informing through the e-register at school, Facebook posts and press articles. Announcements were also made in connection to Holy Mass in one local church, after the official mass the priest read out an announcement about the campaign taking place. Many citizens living near the campaign area do not have smartphones and internet access, making analogue and direct communication important for reaching the target group.

The budget for the campaign was 105 000 PLN which is around 24 352,34 EUR.

After the Living Street campaign was fulfilled the results of the campaign were collected through paper and online surveys. The survey consisted of questions on whether the citizens enjoyed the campaign, their use of mobility modes and how they were affected by the campaign.



The clear majority of the respondents gave the campaign a good mark and are in favor of the campaign being organized again. About 40% of the respondents answered that the campaign changed their perception of their daily mobility behavior.

After finishing the campaign, a press release was published about the campaign ending on the City Hall's webpage. The media coverage was wide and spread around the country, however the outcome did not fulfil the expectations. It is assumed that the election season, which was simultaneously ongoing, influenced the media coverage of the campaign, there were also differences in how the campaign was portrayed between different broadcasting networks.

Based on the experiences of the campaign it is worth to prepare a communication strategy. It is also important to strategically plan the communication activities ahead so that the right message reaches the target group that is desired to involve. It is beneficial to employ external communication experts to support successful communication. The involvement of local stakeholders and the implementation of innovative solution contributed predominantly to the success of the campaign.

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