Kai atvažiuojate į aikštelę matote, kad laisvų vietų jau nebeliko. Ką darote?

| Apsukate dar vieną ratą aikštelėje ir tikitės, kad atsiras laisva vieta | Pastatote automobilį nelegaliai (užvažiavę ant šaligatvio, gatvėje, jei įsitikinate, kad netrukdysite eismui) |
| Važiuojate į tolimesnę aikštelę, kurioje žinote, kad yra 15 laisvų vietų | Važiuojate dar toliau nuo senamiesčio norėdami surasti nemokamą vietą pastatyti automobiliui (15 min. pėsčiomis nuo jūsų tikslo) |

VILNIUS: Using gamification to involve people in mobility planning

The most innovative citizen involvement tool, used in the cities.multimodal project by Vilnius, was involvement through an **online game**. The game was developed in collaboration with another project, implemented by Vilnius city municipality in parallel with cities.multimodal, - "Humanization of Vilnius city Old Town and center" (hereinafter – "Humanization"), both projects are oriented towards the promotion of sustainable mobility and citizen involvement. The game was not an ordinary questionnaire, but a simple and short interactive game. Participants spent 1 to 5 minutes to finish the game and despite the valuable data gathering, the format of the questionnaire was not boring at all. IT encouraged car drivers to switch to more sustainable modes. In order to involve as many participants, as possible, the projects' teams collaborated with biggest car-, bike- and scooter-sharing company in Lithuania (and Latvia) - "Citybee". "Citybee" shared the link to the game on their Facebook page, and this helped to reach 41 thousand followers at once. The format of the tool is very interesting and worth presenting. Only two answers were mandatory to provide to start the game:

1. Why the participant travels to the city center (work, leisure, lives there, other)
2. Where does the participant travel from (A, B, C, D zones, where B and C is project' pilot area)

After answering the questions, participants would play the game analyzing their travel behavior based on the answers they had provided.

After the game itself begins – participant chooses the mode he or she uses from eight provided options (car, public transport, walking, cycling, scooter, taxi, car-sharing, multimodality) then, if the mode is not sustainable, the participant receives additional conditions. For example if the participant chooses the car, the game gives the information "Before starting the journey you notice through the m.parking app, that there are no available parking spots in 5 minutes distance from your destination , what do you do?" and new options are provided (car, public transport, bicycle/scooter, walking). In case the participant still chooses the car, the game gives additional information: "Display on the entrance to the Old Town shows, that there are 2 available parking spots in 5 minutes walking distance from your destination point, while in 15 minutes walking distance there are 15 available spots". If the participant chooses the first option, game says there are no available parking spots and provides 4 options: circling, trying to find an available spot; parking in the parking lot, where 15 spots are available; parking far away for free and final option – illegal parking.
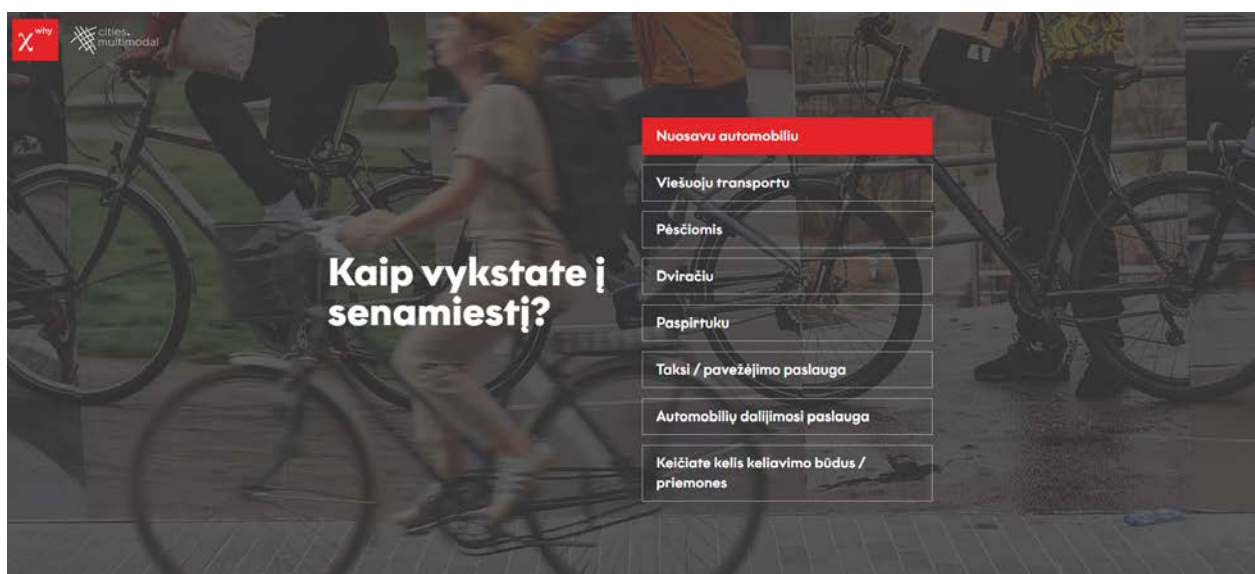
Screenshots of the online game

The more sustainable the mode is that is chosen, the sooner game ends. If participant still chooses the car option, he or she gets information about fines, pollution and some random funny facts regarding the outcome of the choices made. The participant also gets a chance to try out different options of travel.

The planning process:

This tool was the last major tool in the whole involvement campaign and was implemented in the end of the planning process. The main idea was to involve participants in a short interactive game and to show them better ways to commute in the city center, including multimodality.

The implementation:

The game was launched on the 1st of April 2020. The link to the game was shared on Facebook, through both projects' local team pages, through "Citybee"'s Facebook page and through some influencers (oriented both towards sustainable mobility and car-culture). The link was also shared in the local communities. This method of communication helped to collect ~500 responses in a two-week timeframe. The link is still active, and citizens can still try this game, however, the information for the report was downloaded after first two weeks period, on 14th of April 2020. As this is a very simple game/questionnaire with only a few questions, the target group was people who travel to the city center. The budget of the tool was only 500 euros taken from cities.multimodal budget with extra help from external consultants, contracted for content activities. Other costs were covered by another project.

The follow-up:

All the data gathered in the 2 weeks period was collected and analyzed by the "Humanization" team members. The results will be included in their project and will be translated to the society through social media, promoting both the cities.multimodal and "Humanization" projects as well as sustainable mobility options (multimodality included). Additionally, the game was widely discussed in different FB groups, team members received a lot of feedback personally from embarrassed car users, surprised stakeholders, influencers etc. It was definitely a visible tool.

Recommendations, tips and tricks:

It is very important to prepare a well thought out questionnaire if the budget is limited – every question counts. In this particular case the authors received a lot of feedback about what could be done differently – some of the participants were complaining about missing the e-car option (this option should give the participant another end result than a regular car because of different pollution situation), others stated that questionnaire is balanced only for people who use new technologies (particularly - apps). Some participants thought it is important to identify the time period respondent will be spending in the area (15 minutes/.../whole day). However, the idea of the tool was to create simple short game, that would provide as much valuable information for the project, as possible, while remaining attractive and fun, therefore additional questions should be considered very carefully. In this case most of the participants were pleasantly surprised how short and fun was the game.

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