

# REPORT ON SK CAMPAIGN ACTIONS FOR AWARENESS RISING ON PILOT ACTION AMONG TARGET GROUPS

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## 1. Summary

The campaign action in Banska Bystrica was related to the pilot action - the bike point at the train and bus station in Banská Bystrica. In Banska Bystrica the implementation of the pilot action has been delayed due to objective reasons, which were explained and justified in details in the other reports concerning the pilot action. In short, the pilot was introduced in the final stage of the project (end of May 2019). Originally the investment was supposed to be finished earlier (autumn 2018). The reasons for relative delay were the lengthy processes of obtaining the necessary permissions and arranging the contract regarding the rent of the area from the National Railways Operator to the city of Banska Bystrica.

Consequently, also the campaign action needed to be adjusted the timeline of the construction itself. Basically, the promotion started already during the construction and was most intensive as by its completion. The pilot project has been promoted on several events - already on the discussions with public during the March 2018 "Transport, City and People", when Ekopolis was mapping the problems and suggestions related to transport in the city. At that time, 5 discussions were organised, one in each of the five city parts. Main public action was "Opening of the cycling season" regular mass ride each spring before the Bike to work campaign organised by the local cycling groups. During this action also the questionnaires were distributed to the participants to find out their interest in future use of the bike shelter in the area of the bus and train station.

## 2. Date and place

April 27, 2019 - Banska Bystrica and surrounding communities - presentation of the bike point at the critical mass

May 29, 2019 - Banska Bystrica „Tea time for cyclists“ street public event

May 31, 2019 - Banska Bystrica „Breakfast for cyclist“ street public event

During these actions we presented the banner with infographic scheme describing the visual and the services available in the bike point and collected the questionnaire to learn the public feedback regarding the pilot action.

## 3. Number and types of participants/target groups

Specific target group of the campaign were mainly adult commuters coming to and out from the city by train or bus. The separate target group are visitors of the city who wish to park their bike or also charge the e-bike on the safe place. The area offers various services including shopping, eating, cafe, etc. therefore possible group is really wide.

During the April and May 2019 events around 300 participants was reached. 118 participants responded to distributed questionnaires.

Nadácia Ekopolis has a FB page with 3 841 actual followers. We always add up-to-date posts and photos from our events. We also communicate through social network and our new account on Instagram, where have 380 followers. These are typically local activists, local governments and our business partners.



## 4. Implemented actions and links to deliverables, outputs

The communication focused mainly on the pilot project, which has been promoted on several events. In April an “Opening of the cycling season” was organised with local media as a press conference and in the end of May the Breakfast for Cyclist - 29. and 31. May was held (D.C.5.1). During these actions we presented the banner with infographic scheme describing the visual and the services available in the bike point. Others occasion to promoting the bike point in various points in the city during the Bike to work campaign and also directly at the location of the newly build bike point by end of May.

Communication activities also included promotion of the project and project’s activities through:

- - Subpage about project MOVECIT ([www.ekopolis.sk/mesta-pre-ludi/movecit](http://www.ekopolis.sk/mesta-pre-ludi/movecit)) - it was published several project related news and information about planned events.
- - Media Releases - 2 media releases to national and regional media were published;
- - Social networks (FB of Project MOVECIT, FB of Nadácia Ekopolis, Instagram);

## 5. Expected effects and the response

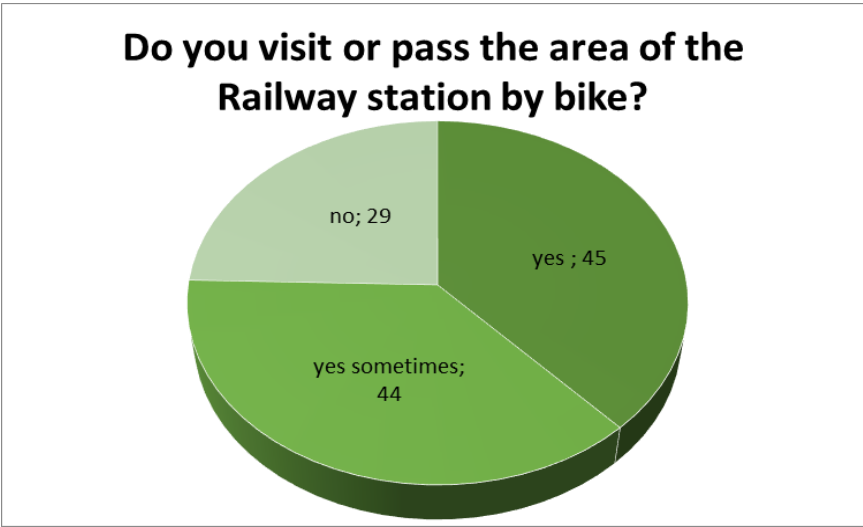
As stated in the previous chapters of the report, the main focus of our campaign was related to promotion of the pilot action. As the implementation of the Pilot action was for objective reasons delayed, also communication activities had to be adjusted to this reality. To secure the feedback project partners however organised the survey among the target groups to find out their reaction on the project and potential interest in use of the bike point once it is built.

The questionnaire has been delivered to the respondents during the months April and May 2019, on several public events, where the “soon to be completed” bike point was promoted. Project partners produced the infographic banner presenting the functions of the bike point and presented it at the critical mass ride at the occasion of the opening the cycling season, and other public events related to Bike to work campaign in May. The banner was also exposed and respondents approached directly the construction site near the Railway station.

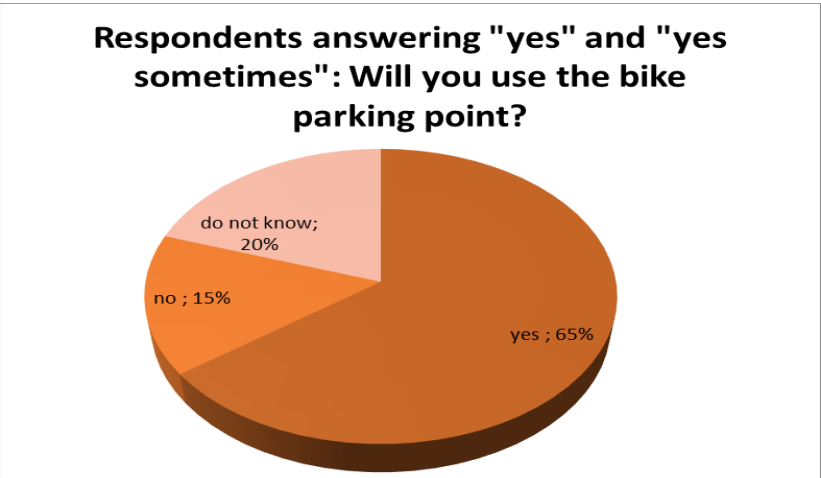
The questionnaire included the following questions:

- Do you visit or pass the area of the Railway station by bike?
- If YES, will you use the bike parking point once available?
- If NO, would you consider to use the bike parking point if available
- If YES, for what purpose would you use the bike parking point?

On the all actions, total of 118 respondents, typically bike users, of all age categories provided their answers to the interviewers. The answers „YES“ and „YES Sometimes“ reached 99, and there were 29 answers NO.

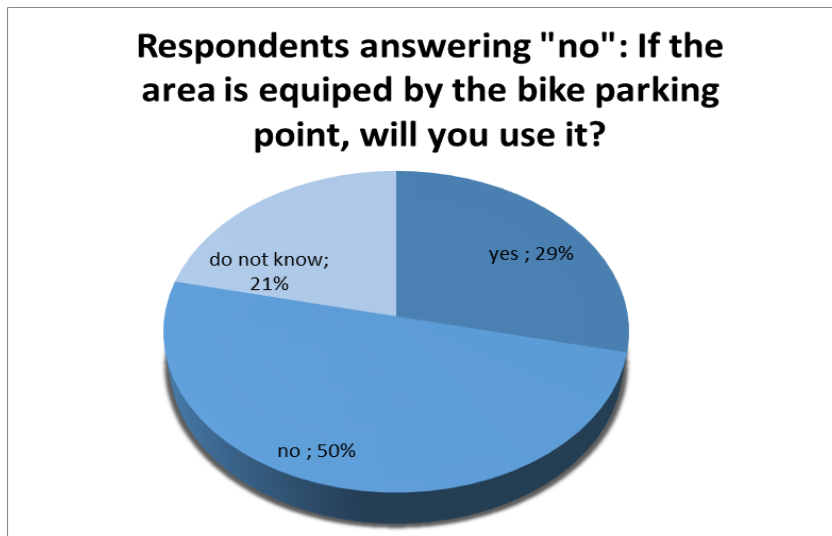


Out of those who responded YES to the first question, 65% responded positively, 15% responded NO, and 20% Do not know.





Even some respondents who usually do not go to the area, would consider to use the bike parking point, if available: 29% positive responses were registered in this category. 50% stayed with NO, and 21% Do not know.



Regarding the purposes, in which cases the users would park their bike in the bike point (or use its other services), the main reasons are presented as follows:



## 6. Annexes

### 6.1. Invitation and Agenda

- NA

### 6.2. List of participants

- NA



### 6.3. Pictures

Pictures from public events during May and April 2019:









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## 6.4. Media coverage

- NA

## 6.5. Web-links

<https://www.ekopolis.sk/mesta-pre-ludi/movecit>