

Activity	<i>Winter Cyclist Project Planning stage and follow-up</i>
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Responsible	Mikael Haster	
Background and purpose	<p>Background: Traffic situation in Karlstad. A high proportion of short journeys are made by car, which affects the traffic situation at destination points for work commuting.</p> <p>Purpose: Reduce car use in the work commute in Karlstad</p>	
Timetable	<p>Oct: recruitment Nov: Selection Dec-March: Implementation April: Evaluation</p>	
Resources	<p>10 h/week on time SEK 100 in budget</p>	
Overall goals	<p>The project's overall goal is to increase the number of cyclists in the winter and at the same time reduce the number of car journeys in Karlstad during the work commute.</p>	
Sub-goals	<p>100 participants 80% pass the challenge 80% will become regular cyclists next winter The number of car journeys per week for the project group decreases by 150 car journeys/week</p>	
Target groups	Direct target group:	Indirect target group:
	<p>People who normally travel a lot by car when commuting to work in the winter in Karlstad and have good conditions for cycling (access to cycle paths and good winter road maintenance)</p>	<p>Workplaces where participants work Friends family, colleagues to participants</p>
Services/Activities aimed at the target group provided by the project	<ul style="list-style-type: none"> - Information and recruitment of winter cyclists at employers with a destination or starting point in connection with the Viken connection. - Project meetings with participants with the aim of inspiring and informing. - Participants have the opportunity to report their views in a closed Facebook group for winter road management - Bicycle service and studded tires are offered to participants 	<ul style="list-style-type: none"> - Encourage participants to tell about the Winter Tramps in their social media. - Encourages participants to be weekly ambassadors on the municipality's Instagram account hallbartresendekarlstad - Competitions where the project participants can recruit new participants that they know at their workplace.
Offers (what the target group is expected to do in terms of changed behavior)	<ul style="list-style-type: none"> - Cycling instead of driving during the period 1 December to 15 March. The goal is to cycle an average of 3 times a year - Be active in the project's Facebook group - Attend project meetings 	<ul style="list-style-type: none"> - Be inspired by the participants in social media

Text in italics refers to help texts and examples.

Selection of Analysis levels, goals, indicators and results						
Level	Goal	Indicator	Method	When	Results	
Background (<i>background conditions and characteristics of the group that is the focus of the project</i>)						
Y	External factors (identify external factors that may affect the outcome of the project)	<i>not applicable</i>	- The weather, how often there are severe weather conditions - Think carefully about winter road maintenance - Closures and limited access for cyclists	- Followed up through monthly forms to participants where selected indicators of external factors that can affect the project are followed up.	- Starting per month and when the project is finished	
P	Person-related factors (which may affect the outcome of the project)	<i>not applicable</i>	<i>not applicable</i>	<i>not applicable</i>	<i>not applicable</i>	
Services/Activities <i>Provided by the project, services refer to what the project manager does and/or introduces.</i>						
A	Project Activities (Services)	- At least 300 people apply for the project - 100 participants participating - 2 project meetings with participants during the project	- Number of applications, number of participants, number of participant meetings	<i>Documentation</i>	<i>Ongoing during the project</i>	
B	Knowledge of service	<i>Not followed up for the winter cyclist project</i>				
C	Usage of Service	<i>Not followed up for the winter cyclist project</i>				
D	Satisfaction with service	<i>Not followed up for the winter cyclist project</i>				
Offers <i>Is the behavior that the project aims to get people to switch to. The offer refers to what the direct target group for the investment is expected to do.</i>						
E	Acceptance of offer	Number of people who sign up to become test travelers and to use bicycles in winter at least	Number of registrants	<i>Documentation</i>	<i>Followed up before the start of the project</i>	

		three days per week				
F	Test of offer	<i>60% journeys by bicycle in the work commute during the test period</i>	Distribution of means of transport during working days	<i>Survey</i>	<i>Followed up once/month</i>	
G	Satisfaction with offer	80% of those who participate are satisfied with their participation in the project	<i>Satisfaction and health effects</i>	<i>Survey</i>	<i>Followed up once/month</i>	
Impacts (the main results of the project in terms of new attitudes and behaviours, and systemic effects achieved through a change in behaviour)						
H	Long-term attitudes and behavior	60% of the participants will continue cycling next winter	<i>Proportion of trips by bicycle in the summer and winter months</i>	<i>Survey</i>	After the end of the campaign and 1 year later	
I	System effects	The project contributes to a reduced number of car journeys in work commuting and reduced energy use	Share of car journeys and cycle journeys of the total number of journeys	<i>Survey</i>	After the end of the campaign and 1 year later	
	Other effects and benefits that the project has given rise to	<i>Describe added value obtained that is difficult to measure or could not have been predicted.</i>				
	Lessons learned	<i>What went well? What didn't go so well?</i>				