

<b>Activity</b>	<b><i>[Name of Activity]</i></b> <b><i>Planning stage and follow-up</i></b>
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<b>Responsible</b>	[Name of person responsible for implementation]	
<b>Background and purpose</b>	<i>[Describe background, purpose, benefit of the activity]</i>	
<b>Timetable</b>	<i>[Start-End; possibly reconciliations]</i>	
<b>Resources</b>	<i>[Describe the resources needed for the implementation of the measure both in terms of time and money]</i>	
<b>Overall goals</b>	<i>[Describe overall goals of the activity. Assume that the goal must be Specific, Measurable, Acceptable, Realistic and Time-bound. In what way does the project contribute to the municipality's overall goals]</i>	
<b>Sub-goals</b>	<i>[Describe sub-goals for the activity]</i>	
<b>Target groups</b>	<b>Direct target group:</b>	<b>Indirect target group:</b>
	<i>[Describe expected direct target group whose behavior the project is trying to change]</i>	<i>[Describe expected indirect target group (e.g. company management that needs to accept the measure to the direct target group )]</i>
<b>Services/Activities aimed at the target group provided by the project</b>	<i>[Describe what you do for the target group (e.g. visit companies, offer to try out activities, campaigns, training, etc.) Services refer to what the project manager does and/or introduces. ]</i>	<i>[Describe what you do to the target group (e.g. information about new service, information about profits, etc.) Don't forget to have a plan for the indirect target group – what information they should have and when, what decisions they should make, how they can be used to achieve the goals, how they can continue to work after the activity is finished, etc.</i>
	<b>Offers (what the target group is expected to do in terms of changed behavior)</b>	<i>[Describe what it is you expect the target group to start doing, changing, improving (e.g. start traveling by bus to work)</i>

*Text in italics refers to help texts and examples.*

Selection of Analysis levels, goals, indicators and results						
Level	Goal	Indicator	Method	When	Results	
<b>Background</b> ( <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>	<i>Political situation Petrol price Price of public transport Company location</i>	<i>Statistics Interview (local authority, company) Site investigation</i>	<i>Date</i>	
P	Person-related factors (which may affect the outcome of the project)	<i>not applicable</i>	<i>Change of residence Access to public transport New employment Changed working hours Attitude and behavior Age and sex Values</i>	<i>Survey Interview with project participants</i>	<i>Date</i>	
<b>Services/Activities</b> <i>Provided by the project, services refer to what the project manager does and/or introduces.</i>						
A	Project Activities (Services)	<i>Attract more people to public transport through a campaign (meetings, distributed material, implemented computer systems, decisions on travel policy, costs)</i>	<i>Number of mailings Number of ads Number of information meetings</i>	<i>Documentation</i>	<i>Date</i>	
B	Knowledge of service	<i>80% have seen the campaign</i>	<i>Number of people who saw the campaign</i>	<i>Survey</i>	<i>Date</i>	
C	Usage of Service	<i>70% participates in the campaign</i>	<i>Quantity</i>	<i>Survey</i>	<i>Date</i>	
D	Satisfaction with service	<i>70% like the campaign</i>	<i>Reaction to campaign</i>	<i>Survey</i>	<i>Date</i>	
<b>Offers</b> <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	<i>20% would consider trying public transport</i>	<i>Number of registrants</i>	<i>Documentation</i>	<i>Date</i>	
F	Test of offer	<i>5% try public transport</i>	<i>Number of test travelers</i>	<i>Documentation</i>	<i>Date</i>	

G	Satisfaction with offer	<i>75% of test travelers are satisfied with public transport travel</i>	<i>Experience of the test journey</i>	Survey	Date	
<b>Impacts</b> (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	<i>50% of test travelers travel by public transport one year after the campaign</i>	<i>Number of test travelers who travel by public transport</i>	Survey	Date	
I	System effects	<i>Reduced emissions of CO2 Reduced rush hour congestion Improved public health</i>	<i>Emission of CO2 Perceived congestion Perceived health</i>	Calculation Survey	Date	
	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>				