



"The personal data processed in this email have been obtained from public sources in which you are appointed as an official contact regarding the subject matter of the present communication. In that sense we (KPMG S.A.) hereby inform you that the referred data are processed with the purpose of to carry out qualitative and quantitative analyses of the investments and policy measures deployed in your city to promote the diffusion of car-free mobility habits and the results obtained. The legal basis of the processing is the pursuit of a legitimate interest, since the execution of the project requires the participation of certain public profiles. The personal data provided will be kept for the period set out in the applicable regulations. There will be no data communications of any kind.

The data subjects may exercise its rights of access, rectification, opposition, erasure, portability and restriction of processing by sending an e-mail to [derechosarco@kpmg.es](mailto:derechosarco@kpmg.es). You can contact the Data Privacy Officer by sending an e-mail to [dpo@kpmg.es](mailto:dpo@kpmg.es). The data subject may exercise its right to lodge a complaint with a data privacy authority, through the electronic procedure for filing complaints."

Please, take into consideration this questionnaire is crucial to determine best practices on your city and to transfer knowledge under the specific objectives of the European Commission. We really appreciate your collaboration and beg you to consider filling it as much detailed as possible.

Specific Questionnaire within the scope of the project **Pilot project - Raising awareness of alternatives to private car:**

SECTION A: Sustainable Mobility characterisation of the City													
1A	Q	Could you please confirm these general data of your city?											
	A	GDP per capita											
2A	Q	Please, indicate the current Sustainable Urban Mobility Plan (or equivalent urban mobility plan) in place or planned for adoption?											
	A												
3A	Q	Is this Sustainable Urban Mobility Plan consequence of a more general (national or regional) transport policy?											
4A	Q	Does this Sustainable Urban Mobility Plan include a financing/economic assessment to relate the proposed measures with regional, national and European funds?											
	A												
5A	Q	Could you please indicate the latest data on transport modal split in your city?											
	A	<table border="1"> <tbody> <tr> <td><input type="text"/></td> <td>%</td> <td>Cycling</td> </tr> <tr> <td><input type="text"/></td> <td>%</td> <td>Public Transport</td> </tr> <tr> <td><input type="text"/></td> <td>%</td> <td>Walking</td> </tr> <tr> <td><input type="text"/></td> <td>%</td> <td>Private car</td> </tr> </tbody> </table>	<input type="text"/>	%	Cycling	<input type="text"/>	%	Public Transport	<input type="text"/>	%	Walking	<input type="text"/>	%
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<input type="text"/>	%	Walking											
<input type="text"/>	%	Private car											



SECTION A: Sustainable Mobility characterisation of the City		
6A	Q	Could you please indicate the average travel time of home to work/school trips?
	A	
7A	Q	Apart from awareness-rising actions could you please indicate the most relevant implementations to promote more sustainable mobility in terms of infrastructures, vehicles, public transport; and the committed fund for each one? (E.g. cycle lanes, cycle paths/networks, pedestrianisations, new bus networks, new metro lines, etc.)
	A	1. 2.
		3. 4.
		5. 6.
		7. 8.
		9. 10.
		11. 12.
8A	Q	Has the City implemented new sharing modes of transport in recent years? (E.g. public cycling systems, electric car sharing systems, electric motorbike systems...)

\*Since the general questionnaire will be particularised for each city, this part could be extended to complete, improve, check or update general or clustering data.



SECTION B: Selection and description of a successful awareness-raising action to promote sustainable mobility as alternative to private car								
1B	<p><b>Q</b> Please, select <b>one of the most representative awareness-raising actions</b> to promote sustainable mobility as alternative to private car successfully undertaken in your city in the last 10 years.</p> <p>Consider successful awareness-raising actions (to the extent possible) those relevant in terms of means involved, dissemination, institutional promotion, social participation, monitoring during development, post-evaluation and positive impacts on mobility conditions.</p>							
	<p><b>A</b></p>							
2B	<p><b>Q</b> Could you make a general description of the selected awareness-raising action in terms of: name, date, duration, responsible administration/institution, means used, general methodology and marketing materials to support the action?</p>							
	<p><b>A</b></p> <ul style="list-style-type: none"> <li>• Name:</li> <li>• Date:</li> <li>• Duration:</li> <li>• Administration/institution:</li> </ul> <p>Text for general methodology, means used and utilisation of marketing materials to support the action:</p>							
3B	<p><b>Q</b> Could you indicate which of these sustainable behaviours was/were promoted in the action?</p>							
	<p><b>A</b></p> <table border="0"> <tr> <td><input type="checkbox"/> Cycling</td> <td><input type="checkbox"/> Car-sharing</td> </tr> <tr> <td><input type="checkbox"/> Public cycling systems</td> <td><input type="checkbox"/> Promotion of clean vehicles</td> </tr> <tr> <td><input type="checkbox"/> Walking</td> <td><input type="checkbox"/> Eco-driving</td> </tr> <tr> <td><input type="checkbox"/> Public Transport</td> <td><input type="checkbox"/> Safe driving</td> </tr> </table>	<input type="checkbox"/> Cycling	<input type="checkbox"/> Car-sharing	<input type="checkbox"/> Public cycling systems	<input type="checkbox"/> Promotion of clean vehicles	<input type="checkbox"/> Walking	<input type="checkbox"/> Eco-driving	<input type="checkbox"/> Public Transport
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4B	<p><b>Q</b> Could you specify the total amount allocated for the awareness-raising action?</p>							
	<p><b>A</b> • [EUR]</p>							
5B	<p><b>Q</b> Actions can be addressed to the total population of the city or just to a particular zone/district/neighbourhood. In the latter case, please indicate the specific targeted population:</p>							
	<p><b>A</b></p> <p><input type="checkbox"/> Whole city      <input type="checkbox"/> Specific targeted population: [inhab.]</p>							
6B	<p><b>Q</b> If the action was particularly addressed to any of these social groups, please, indicate how many people were targeted in each case:</p>							
	<p><b>A</b></p> <table border="0"> <tr> <td><input type="checkbox"/> Schools:</td> <td>[no. of persons]</td> </tr> <tr> <td><input type="checkbox"/> Universities:</td> <td>[no. of persons]</td> </tr> <tr> <td><input type="checkbox"/> Drivers:</td> <td>[no. of persons]</td> </tr> <tr> <td><input type="checkbox"/> Other (indicate which one):</td> <td>[no. of persons]</td> </tr> </table>	<input type="checkbox"/> Schools:	[no. of persons]	<input type="checkbox"/> Universities:	[no. of persons]	<input type="checkbox"/> Drivers:	[no. of persons]	<input type="checkbox"/> Other (indicate which one):
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SECTION B: Selection and description of a successful awareness-raising action to promote sustainable mobility as alternative to private car		
7B	Q	During the planning/design of the awareness-raising action, was any of these social inclusion measures considered?
	A	<div> <input type="checkbox"/> Gender inclusion: [please,describe] </div> <div> <input type="checkbox"/> Measures to facilitate persons with reduced mobility: [please,describe] </div>
8B	Q	Considering the on-field development of the selected awareness-raising action, please specify if it was carried out by own human resources of the responsible administration/institution or by an external specialised company?
	A	<div> <input type="checkbox"/> Own human resources </div> <div> <input type="checkbox"/> External specialised company contracted: [which?] </div>
9B	Q	Could you please specify if one or several of these sustainable objectives were considered in the designing and development of the awareness-raising action?
	A	<div> <input type="checkbox"/> Environmental protection </div> <div> <input type="checkbox"/> Health improvement </div> <div> <input type="checkbox"/> <b>Economic Benefits</b> </div> <div> <input type="checkbox"/> Time saving </div> <div> <input type="checkbox"/> Safety </div>



SECTION C: Impacts of the selected awareness-raising action																
1C	<p><b>Q</b> Was the selected awareness-raising action evaluated through one or several of these analyses?*</p> <p><i>*The answer has a relevant impact on the following questions. If one or several of these analyses were undertaken, please answer with the results of them; if not, indicate what other technical elements of evidence have been taken into account regarding the development and results of the awareness-raising action.</i></p> <p><b>A</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Monitoring evaluation during the action development</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Attendance counts to the action</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Monitoring of media dissemination</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Surveys/polls on satisfaction and acceptance</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Technical ex-post evaluation to assess impacts and achievements</td> </tr> </table>	<input type="checkbox"/>	Monitoring evaluation during the action development	<input type="checkbox"/>	Attendance counts to the action	<input type="checkbox"/>	Monitoring of media dissemination	<input type="checkbox"/>	Surveys/polls on satisfaction and acceptance	<input type="checkbox"/>	Technical ex-post evaluation to assess impacts and achievements					
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2C	<p><b>Q</b> How many people attended / participated during the development of the awareness-raising action?</p> <p><b>A</b></p> <ul style="list-style-type: none"> <li>Total attendance: [no. of persons]</li> <li>Attendance of targeted groups: [no. of persons, if applicable regarding the question 6B]</li> </ul>															
3C	<p><b>Q</b> Indicative impact of the awareness-raising action on the traditional media players and on the social media networks after its development:</p> <p><b>A</b></p> <table border="1"> <thead> <tr> <th></th> <th>Non-existence</th> <th>Low</th> <th>Medium</th> <th>High</th> </tr> </thead> <tbody> <tr> <td>Presence in traditional media [general dissemination across press articles, TV appearances, radio mentions]</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Presence in social networks [use and general dissemination across Facebook, Twitter, Instagram]</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Non-existence	Low	Medium	High	Presence in traditional media [general dissemination across press articles, TV appearances, radio mentions]					Presence in social networks [use and general dissemination across Facebook, Twitter, Instagram]				
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4C	<p><b>Q</b> Willingness to use more sustainable forms of mobility as a result of the action among the participants (in case a survey was undertaken):</p> <p><b>A</b></p> <ul style="list-style-type: none"> <li>Total level Acceptance: [No. persons willing to change to sustainable behaviour or % out of total]</li> <li>Acceptance of Targeted groups: [No. persons willing to change to sustainable behaviour or % out of total]</li> </ul>															
5C	<p><b>Q</b> Is there any evidence of modal split improvement towards more sustainable modes of transport in later years and related to the awareness-raising action?</p> <p><b>A</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Cycling:</td> <td>[% increase of modal split]</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Walking:</td> <td>[% increase of modal split]</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Public transport:</td> <td>[% increase of modal split]</td> </tr> </table>	<input type="checkbox"/>	Cycling:	[% increase of modal split]	<input type="checkbox"/>	Walking:	[% increase of modal split]	<input type="checkbox"/>	Public transport:	[% increase of modal split]						
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6C	<p><b>Q</b> Is there any evidence of travel time savings using sustainable transport modes in later years and related to the awareness-raising action?</p> <p><b>A</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Cycling:</td> <td>[% travel time saving]</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Walking:</td> <td>[% travel time saving]</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Public transport:</td> <td>[% travel time saving]</td> </tr> </table>	<input type="checkbox"/>	Cycling:	[% travel time saving]	<input type="checkbox"/>	Walking:	[% travel time saving]	<input type="checkbox"/>	Public transport:	[% travel time saving]						
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<input type="checkbox"/>	Public transport:	[% travel time saving]														



SECTION C: Impacts of the selected awareness-raising action									
	<p><b>Q</b> Is there any evidence of emissions savings due to a reduction in private car usage in later years and related to the awareness-raising action?</p>								
7C	<p><b>A</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Pollutant emissions:</td> <td>[% emissions saving]</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Climate change emissions:</td> <td>[% emissions saving]</td> </tr> </table>	<input type="checkbox"/>	Pollutant emissions:	[% emissions saving]	<input type="checkbox"/>	Climate change emissions:	[% emissions saving]		
<input type="checkbox"/>	Pollutant emissions:	[% emissions saving]							
<input type="checkbox"/>	Climate change emissions:	[% emissions saving]							
	<p><b>Q</b> Is there any evidence of implementation of new sharing mode(s) of transport in later years and related to the awareness-raising action? (E.g. public cycling systems, electric car sharing systems, electric motorbike systems...)</p>								
8C	<p><b>A</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Yes: ones?]</td> <td>[which</td> </tr> <tr> <td><input type="checkbox"/></td> <td>No</td> <td></td> </tr> </table>	<input type="checkbox"/>	Yes: ones?]	[which	<input type="checkbox"/>	No			
<input type="checkbox"/>	Yes: ones?]	[which							
<input type="checkbox"/>	No								
	<p><b>Q</b> Did the awareness-raising action have any impact on later transport infrastructure decisions/policies/investment such as?: (please mark)</p>								
9C	<p><b>A</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Extension/improvement of pedestrian infrastructure</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Extension/improvement of cycling infrastructure</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Extension/improvement of Public Transport network</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Extension/improvement of safety signalling in sustainable modes</td> </tr> </table>	<input type="checkbox"/>	Extension/improvement of pedestrian infrastructure	<input type="checkbox"/>	Extension/improvement of cycling infrastructure	<input type="checkbox"/>	Extension/improvement of Public Transport network	<input type="checkbox"/>	Extension/improvement of safety signalling in sustainable modes
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<input type="checkbox"/>	Extension/improvement of cycling infrastructure								
<input type="checkbox"/>	Extension/improvement of Public Transport network								
<input type="checkbox"/>	Extension/improvement of safety signalling in sustainable modes								
	<p><b>Q</b> If there are no available analyses of the action to answer previous questions, please provide your indicative estimates below. You can use numeric estimates (E.g. "around 1,000 participants") or qualitative estimates (E.g. "good attendance")</p>								
10C	<p><b>A</b></p> <p>Indicative attendance Indicative dissemination Indicative acceptance Indicative improvement of cycling modal share Indicative improvement of walking modal share Indicative improvement of public transport modal share Indicative saving in travel time by sustainable modes Indicative pollutant/climate change emission reduction Indicative implementation of new collaborative modes</p>								
	<p><b>Q</b> Finally, provide your evaluation of the selected awareness-raising action, mainly considering its impact on later sustainable mobility, its successful details and negative points. Feel free to write a realistic analysis/evaluation, since it will be really useful for the purpose of this project.</p>								
11C	<p><b>A</b></p>								



SECTION C: Impacts of the selected awareness-rising action		
12C	Q	<p>Question specifically related to the "Car-free day"</p> <p><i>Particularly, please indicate the general characteristics of the "Car-free day" implementation in your city during your last participation in the European Mobility Week?</i></p>
	A	<p>Which type of day was the latest Car-free day carried out?</p> <div style="margin-left: 20px;"> <input type="checkbox"/> Working day  <input type="checkbox"/> Saturday Sunday  <input type="checkbox"/> or holiday         </div> <p>Which type of car restriction was implemented?</p> <div style="margin-left: 20px;"> <input type="checkbox"/> Short: <i>traffic hold-ups in particular or isolated streets</i>  <input type="checkbox"/> Significant: <i>traffic hold-ups across main arterial streets or whole district(s)</i>  <input type="checkbox"/> Total: <i>traffic hold-up in the whole city</i> </div>
13C	Q	<p>Please, in your opinion, describe the real effect of the 'Car-free day' in your city.</p> <p>Is there any evidence of modal shift from private car to sustainable modes because of the 'Car-free day' actions?</p> <p>According to the previous experiences which is the level of success of the 'Car-free day' in your city?</p>
	A	



**SECTION C: Impacts of the selected awareness-rising action**

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