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| **Monitoring activities of the communication plan** | |
| **Communication campaign - Channels** | |
| **1** | **Media (web site; web TV, social media; radio)**  Did you communicate through media? List the media used below:   * …. * ….   No. of visitors, download files, posting, follow up (How many? Did the company work? Access statistics? Has the communication campaign had a sufficient return? Have there been many posts?)   * …. * …. |
| **2** | **Press (e.g. local newspapers)**  Did you communicate through the press? List the press used below:   * …. * ….   No. of published articles (were they sufficient? Did the article have correct and effective information?)   * …. * …. |
| **3** | **Publishing (e.g. brochure, leaflet)**  Did you communicate through published material? List the publishing used below:   * …. * ….   No. of copies produced and distributed (were enough copies produced and distributed? Has distribution been successful?)   * …. * …. |
| **4** | **Materials (e.g. posters, gadget)**  Did you communicate through materials? List the materials used below:   * …. * ….   No. of copies produced and distributed (were enough copies produced and distributed? Has distribution been successful?)   * …. * …. |
| **5** | **Gamification**  Did you communicate through games? List the games used below:   * …. * ….   “Games” related to the pilot project (No. distributed copies or games downloaded; was it successful? Did the people like it?)   * …. * …. |
| 6 | **Events (e.g. meetings, conferences, workshops, seminars, demonstrations)**  Did you organise events? List the events organised below:   * …. * ….   No. of event participants (expected and actual)   * …. * …. |
| 7 | **Trials (e.g. bus passes, free tickets, bike cards)**  Did you communicate through trials? List the trials used below:   * …. * ….   (e.g.) The distribution of passes has increased the use of the vehicle? Did they wok?   * …. * …. |
| **Outcomes (Behaviour and Attitude Change)** | |
| 8 | **Measures whether or not behaviours or attitudes changed because of the campaign.**  **Requires dedicated surveys or polling.**  Has there been any change in mobility attitudes and behaviours?   * …. * …. |