

Streets for Citizens



D3.2.1 Assessment methodology



<https://streetsforcitizens.interreg-euro-med.eu/>



Project full title: TACTICAL URBANISM - new innovative solutions for sustainable mobility in the cities to mitigate negative environmental impacts in urban life and make cities more liveable places.

Mission: Promoting green living areas

Programme priority: Greener MED

Specific objective: RSO2.4: Promoting climate change adaptation and disaster risk prevention, resilience, taking into account ecosystem-based approaches

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1 Introduction

Effective sustainable mobility management is a key issue in cities to mitigate/eliminate negative environmental impacts of urban life. Small and medium sized cities are usually lagging behind in addressing the climate emergency, forwarding energy transition, encouraging soft mobility and greening urban areas. The Streets for Citizens project tackles prevalent territorial challenges, including high rates of car ownership, traffic congestion, and road safety concerns. Additionally, it addresses the scarcity and declining quality of green spaces and community areas within urban environments. To foster a shift towards sustainable urban mobility and greener streets, there's a fundamental need for individuals to comprehend the implications of their transportation choices and be willing to embrace alternatives to car usage. Therefore, the primary objective of the project is to empower the public sector and related entities to engage citizens actively and enhance their commitment to addressing mobility and public space challenges in functional urban areas.

The Work Package 3 Activity 3.2 of the Street for Citizens project is aimed at assessing transnational demonstration actions, since understanding their impact is crucial to demonstrate economic, social and environmental viability. The current document is a result of the joint partnership work that provides a combination of evaluation methods which facilitate the evaluation of the pilot actions' focus on adaptability; effectiveness; and the acceptance by the stakeholders (including citizens).

The current document is divided into several chapters:

- In **"The background and context"** chapter, readers are led through the main ideas behind the project itself - with an overview of the background, main challenges, objectives; and more detailed information is also provided about the document itself – presenting the work package, methodology, logic, structure, as well as the main elements of the assessment methodology (assessment of technical implementation and effectiveness of pilots; effects on carbon footprint; assessment of community campaigns).
- **"The assessment of technical implementation and effectiveness of pilots"** chapter presents the assessment criteria (effectiveness, adaptability, acceptance by stakeholders) and the tools detailed in the annexes. The chapter summarises how they are connected, and what is their relation to the assessment criteria is. Moreover, the participants of the assessment, the way of using the tools and a recommended process are described.
- The **"Carbon footprint of pilots"** chapter describes how pilot cities can evaluate their carbon footprint before and after the implementation of the demonstration actions.
- The **"Assessment of community campaigns"** chapter describes the method and tool to be used for the evaluation of community campaigns, with which territorial demonstration partners are able to compare their campaign plans with their results.
- In the **"Annexes"** a questionnaire survey for citizens, individual interview with key stakeholders, structured peer reviews and a self-assessment tool is provided for readers.





2 Background and context

2.1 The project

Streets for Citizens is a transnational cooperation project funded by the INTERREG Euro-MED program. The project addresses challenges most cities in the program area face: high rate of car ownership and extremely car-oriented urban mobility with all their negative consequences.

Effective sustainable mobility management is a key issue in cities to mitigate/eliminate negative environmental impacts of urban life. Certain bigger cities in the MED area have already made significant progress in addressing environmental problems (in mobility, energy, and urban development) – including high level ambient noise, air pollution, waste/water, and the negative effects of climate change. Investment projects have been implemented to ensure compliance with regulations, and the capacity of the public sector and related entities have improved in addressing the top-down aspects of environmental management. Small and medium sized cities, however, especially those from IPA countries are lagging behind in addressing the climate emergency, forwarding energy transition, encouraging soft mobility and greening urban areas.

While cars demand more and more space in our cities, the expansion of spaces for cars – streetscape and parking spaces – would only be possible at the expense of public spaces and green areas. This, however, is unacceptable – cities already face shortage of quality public spaces and struggle to provide access to attractive green areas, parks to their residents. The Streets for Citizens project tackles prevalent territorial challenges, including high rates of car ownership, traffic congestion, and road safety concerns. Additionally, it addresses the scarcity and declining quality of green spaces and community areas within urban environments. To foster a shift towards sustainable urban mobility and greener streets, there's a fundamental need for individuals to comprehend the implications of their transportation choices and be willing to embrace alternatives to car usage.

However, many local authorities in small to medium-sized towns lack the necessary expertise and resources to effectively raise awareness and trigger behavioral change among their citizens. Therefore, the primary objective of the project is to empower the public sector and related entities to engage citizens actively and enhance their commitment to addressing mobility and public space challenges in functional urban areas. The anticipated outcome is a more proactive involvement of citizens in such initiatives.

Our project uses tactical urbanism approach and methods to implement small-scale interventions in order to test solutions and demonstrate the benefits of reducing car-dependency – and eventually contribute to changing the travel behaviour of people, encourage them to abandon their cars and shift to more sustainable forms of mobility whenever possible.

The project has been supported under the “Greener MED” programme priority and contributes to the Programme specific objective RSO2.4 “Promoting climate change adaptation and disaster risk prevention, resilience, taking into account ecosystem-based approaches”, being part of the mission “Promoting green living areas”.





More information at: <https://streetsforcitizens.interreg-euro-med.eu/>

2.2 The assessment methodology

The Work Package 3 (“The Demonstrations”) of the Streets for Citizens project is focused on the demonstration actions. Within the work package, there are five activities to be implemented. Its main directions include testing new approaches in transnational demonstration actions, assessing transnational demonstration actions and monitoring the carbon footprint. Activity 3.2 (“Assessing transnational demonstration actions”) is aimed at assessing transnational demonstration actions, since understanding their impact is crucial to demonstrate economic, social and environmental viability.

According to the Application Form, pilot actions need to be evaluated focusing on three main criteria:

- a) adaptability;
- b) effectiveness;
- c) acceptance by the stakeholder (including citizens).

The partnership is responsible for designing and using a methodology for assessing the experiences of pilot actions, enabling knowledge provider partners to identify the key lessons, success factors, risks. The methodology is a combination of evaluation methods – including:

- a questionnaire survey (for citizens),
- individual interviews (for key stakeholders),
- structured peer reviews (to assess the quality of pilots) and
- a self-assessment tool.

Regarding its approach, the preparation of the Assessment methodology consisted of several consecutive steps during the fourth period of project implementation. As a preparation for the partner meeting in Ioannina, DUCoR has prepared a methodology for community campaign review session and a pilot assessment interactive workshop. The Lead Partner and Knowledge Providers had the chance to review the methodologies. At the meeting in Ioannina all partners actively participated in the community campaign review session and the pilot assessment interactive workshop, which were facilitated by DUCoR with the support of colleagues from IPOP and ENVIPARK. Moreover, ENVIPARK also held a presentation for partners about assessing the carbon footprint of pilots. As a result of the in-person joint work of the partnership, valuable inputs were collected for the preparation of the Assessment methodology. As a follow-up of the meeting, DUCoR developed a draft structure and content proposal for the deliverable and shared it with knowledge provider partners, who could review it. They also contributed to the development of the document with providing inputs for the dedicated parts of the document: ENVIPARK was responsible for the development of the parts covering carbon footprint monitoring and peer reviews, while IPOP provided the parts dealing with the stakeholder interviews. AREANATEJO was involved in quality assurance. The document was merged and finalised by DUCoR.

The logic behind the Background and context chapter was to provide our target audience – primarily our partners, but also later other interested cities outside the partnership with a context





before diving into the main parts of the document. Without doubts, the most important sections of the present document are those that present information about the assessment of technical implementation and effectiveness of pilots, the carbon footprint of pilots and the assessment of community campaigns. However, it is useful to have an initial idea about the project, the deliverable and the structure, as well.

“The assessment of technical implementation and effectiveness of pilots” chapter presents the assessment criteria (effectiveness, adaptability, acceptance by stakeholders) and the tools detailed in the annexes. The chapter summarises how they are connected, and what is their relation to the assessment criteria is. Moreover, the participants of the assessment, the way of using the tools and a recommended process are described.

The “Carbon footprint of pilots” chapter describes how pilot cities can evaluate their carbon footprint before and after the implementation of the demonstration actions.

The “Assessment of community campaigns” chapter describes the method and tool to be used for the evaluation of community campaigns, with which territorial demonstration partners are able to compare their campaign plans with their results.

In the “Annexes” a questionnaire survey for citizens, individual interview with key stakeholders, structured peer reviews and a self-assessment tool is provided for readers.

3 Assessment of technical implementation and effectiveness of pilots

3.1 Assessment criteria and the tools

As detailed in the previous chapter, the technical pilots of the Streets for Citizens project are to be assessed focusing on three main criteria: adaptability, effectiveness, and the acceptance by the stakeholder (including citizens). Adaptability concerns whether the solution can be extended in the future or used at different locations. Effectiveness refers to how well the intervention achieves its intended goals, such as increased safety, improved walking or cycling conditions, reduced conflicts between users, or greater comfort in public spaces. Acceptance focuses on whether stakeholders, including citizens support the intervention, whether they would like to see it become permanent, and whether they feel it benefits the wider community.

To facilitate this process, the partnership developed different tools:

- a questionnaire survey (for citizens),
- individual interviews (for key stakeholders),
- structured peer reviews (to assess the quality of pilots) and
- a self-assessment tool.

These tools are interconnected and it is recommended to use them all in order to gain a full picture about the results of the technical pilot implementation. As it can be seen in the matrix (Figure 1) below, the tools meet the assessment criteria to different extents. The number of stars indicate





the extent to which the assessment criteria are met by the different tools: * indicates a lower extent, ** indicates medium extent and *** indicates a higher extent. Both of the tools analyse the effectiveness of the pilots. However, from the point of view of acceptance by the stakeholders (including citizens), the questionnaires and the interview provide the most valuable feedback. While, adaptability can be studied mostly by peer reviews.





Figure 1 To what extent are the assessment criteria met by the different tools?

	Questionnaire	Interview	Peer review	Self-assessment
Adaptability	*	**	***	*
Effectiveness	**	**	*	**
Acceptance	***	***	*	*

Source: own construction

Questionnaire survey

The questionnaire for citizens include closed and open-ended questions as well. Information is collected about the user profile (statistical information, travelling habits) and general perception of the temporary intervention. As for the “Effectiveness”, citizens are asked about safety, comfort and usability. Regarding “Acceptance”, there are questions posed about the positive and negative effects of the intervention, how it is suitable for different users, and whether its permanent transformation is supported. In the part concerning “Adaptability”, recommendation for any changes are collected and it is surveyed whether citizens would like to see similar interventions in other parts of the city.

Individual interviews

The proposed structure of the individual interviews includes core questions that can be suitable for all types of stakeholders, and also stakeholder-specific questions. The core questions are grouped into the following topics: introduction, effectiveness, acceptance and adaptability. Questions of the “Effectiveness” group ask interviewees about how well the pilot achieves its intended objectives. In the “Acceptance” part, questions focus on how stakeholders and the community perceive the pilot. Last but not least, the “Adaptability”-themed questions inquire about the possibility of refining, expanding or transferring the pilot to other locations.

Structured peer reviews

During the peer reviews, questions of the evaluation criteria is also grouped into the topic of effectiveness, acceptance and adaptability. In the “Effectiveness” part, pilots are evaluated from the perspectives of their challenges, hypothesis and testing questions. In the “Acceptance” part, peers can evaluate how well the topic of acceptance was presented by each pilot city and how much the statements are supported by evidence. In the “Adaptability” part, peers are asked whether they would adapt each other’s solutions and how they would do it.

Self-assessment tool





In the “Effectiveness” part, the roll-up plans should be compared with the reality by filling the tables with clear and detailed answer regarding the challenges, testing questions, hypotheses and indicators. In the “Acceptance” part, pilot partners are requested to provide a written evaluation of the acceptance by the groups of stakeholders with regards to their demonstration action. In the “Adaptability” part of the self-assessment tool, open-ended questions are posed to gain information about how the solution can be adapted in other places within the city or by other municipalities. There are questions also about the lessons learned, success factors and risks identified.

3.2 Participants of the assessment

Citizens: They are the main beneficiaries of changes made through technical pilot implementation, so their opinion and insights are of utmost importance. This group includes residents living near the demonstration action, pedestrian, cyclists, vulnerable groups (children, elderly, people with disabilities), commuters, local workers, and if near schools, parents and students, as well.

Key stakeholders: This group covers a quite wide variety of people, depending on the specificities of the given demonstration action.

Local businesses and economic actors can be affected by interventions in connection with street activity, access and parking, so their perceptions are valuable in assessing the economic impact caused and the business-community acceptance.

The civil society and community organisations are groups representing specific mobility or community interests, including for example cycling advocacy, environmental NGOs, youth councils, neighbourhood associations, senior or disability groups. They can help in understanding long-term social impacts.

Schools, relevant faculties of local universities and research partners can also support data collection.

Technical experts and external consultants (e.g. transport engineers, urban designers) can help in assessing design quality, user behaviour, safety, and comparability with other cities.

Service providers – such as constructors, micro-mobility or public transport providers – involved in the implementation can support the assessment of feasibility, maintenance needs, durability, and operational impact.

Local authorities: The mayor’s office and relevant departments of the municipality should be involved in the assessment to gain insights on political acceptance, potential for scaling, the regulatory perspective. They might include: councillors responsible for mobility, environment, public space, urban planning department, mobility department, maintenance and operations team.

Project partners: Partners of the Streets for Citizens project managed the implementation of the technical pilots from planning to implementation, so they have expert insights of several aspects. They are the leaders of the assessment process as well, collecting inputs from citizens and





stakeholders. Last but not least, the main essence of the joint international work is the mutual learning that can be realised during the peer reviews.

3.3 How to use the tools

Questionnaire survey

Pilot partners should follow the guidance of the questionnaire tool and prepare a questionnaire survey for citizens. They can use the recommended standard questions provided, but it is advised to add tailor-made questions to the list that are dealing with the specificities of the given demonstration action. The way of conducting the questionnaires is also detailed in the tool. It is recommended to collect at least 20 questionnaires filled in.

Individual interviews

After analysing the results of the questionnaire, the interviews serve as a tool to confirm the findings or facilitate deeper understanding. Territorial demonstration partners should take directions from the interview tool and prepare for conducting the interviews accordingly. The list of stakeholders should be adapted to the local context. Furthermore, each interview should be tailor-made to the special characteristics of the interviewees. The guide provides pilot partners with suggested core questions that are suitable for all types of stakeholders, and also stakeholder-specific questions. We recommend conducting 4-5 interviews.

Structured peer reviews

All territorial demonstration partners will participate in the peer review process that will take place during the partner meeting in Rome with the facilitation of knowledge provider partners. The peer review guide provides information about how to prepare for the session and what the process will look like. Instructions will also be shared via e-mail before the meeting.

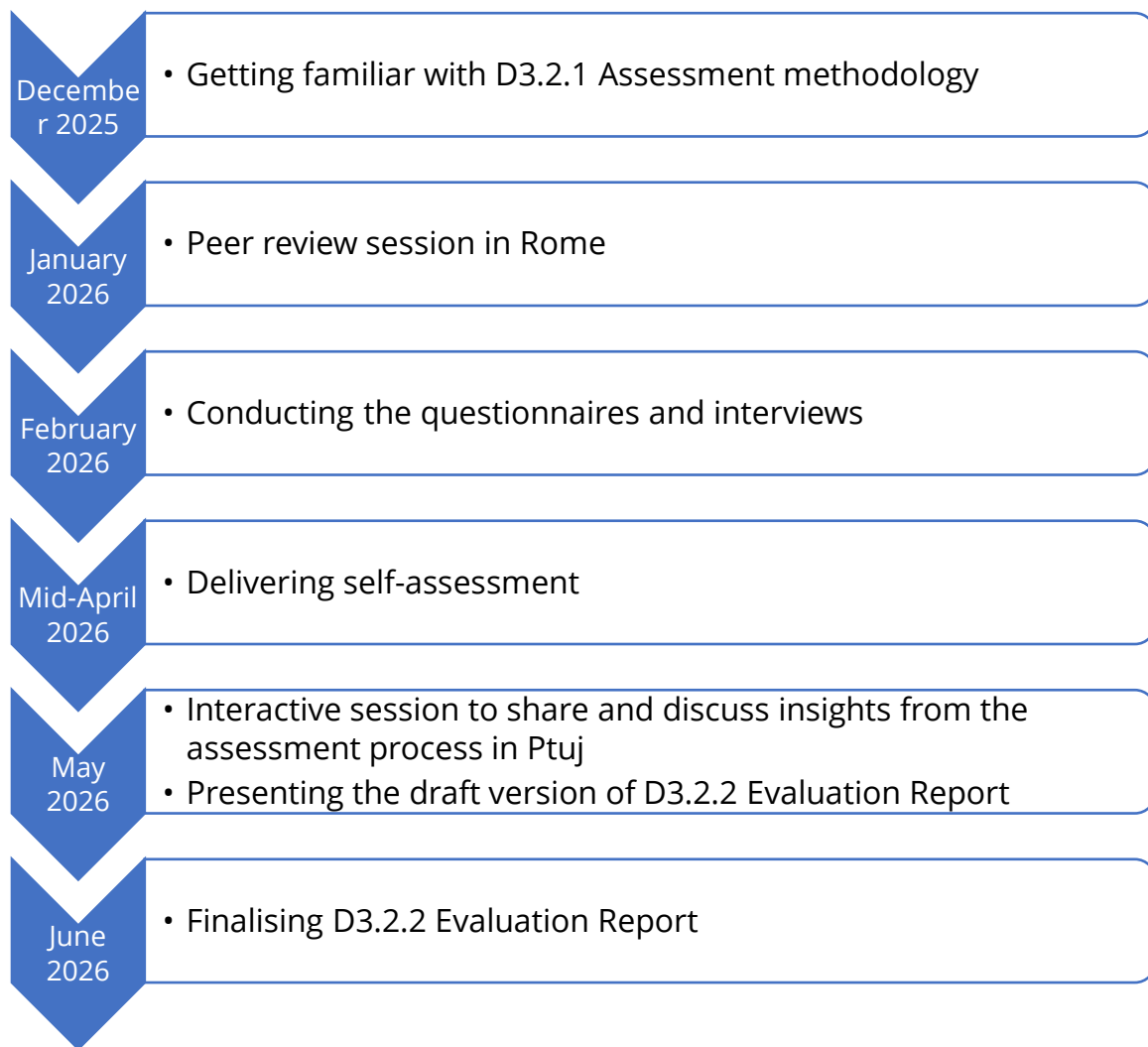
Self-assessment tool

Territorial demonstration partners need to fill in the self-assessment tool themselves. Preferably, it should be a group work so that the opinion and evaluation of the whole team is mirrored by the results. Answers should be cleared and detailed, however the suggested maximum lengths of answers need to be taken into consideration.

3.4 Recommended process

The following timeline provides information about the recommended timing of assessing the technical pilots.





4 Assessment of community campaigns

During the partner meeting in Ioannina, territorial demonstration partners had the chance to participate in a community campaign review session. As a result of the in-person joint work of the partnership, valuable inputs were collected for the preparation of the assessment of community campaigns.

With the help of the questions in the easy-to-understand table format below pilot partners are able to compare their campaign plan with their results, present the best performing online and offline campaign elements, and provide self-reflections.

The recommended timing of assessing the community campaigns is in coherence with the assessment of technical pilots, as these activities are interconnected. It is recommended to conduct the assessment of community campaigns until Mid-April 2026.





General questions, comparing campaign plan to the reality

Your Campaign plan	Your results
Your campaign goal was:	Did you meet your campaign goals? Please let us know, how.
List your KPIs and their target value you planned (if applicable)	List the KPIs and their value you reached (if applicable)
Your target audience in the plan was	Who did you target in the campaign? If you changed the planned target group please let us know why.
List your personas you planned (if applicable)	List your personas you worked with (if applicable)
List your channels you planned	List the channels you worked with. (if you changed the planned channels please let us know why and how.

Evaluating concrete campaign elements I. - online

Please introduce your **3 best performing** online campaign elements with statistics

Your campaign element	Your results
Element1 (for example a facebook post with screenshot inserted into this table)	Copy-paste the post statistics from the social media platform, such as: <ul style="list-style-type: none"> - number of reach - number of likes - number of comments - number of shares
Element2 (for example a facebook post with screenshot inserted into this table)	Copy-paste the post statistics from the social media platform, such as: <ul style="list-style-type: none"> - number of reach - number of likes - number of comments number of shares
Element4 (for example a facebook post with screenshot inserted into this table)	Copy-paste the post statistics from the social media platform, such as: <ul style="list-style-type: none"> - number of reach - number of likes





	– number of comments number of shares
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Evaluating concrete campaign elements II. - offline (if applicable)

Please introduce your **3 best performing** offline campaign elements with statistics

Your campaign element	Your results
Element1	Estimate, how many people you reached
Element2	Estimate, how many people you reached
Element3	Estimate, how many people you reached

Assess the general success of your campaign

Please provide a written evaluation of the overall success of the campaign, reflecting on what worked well and what worked less effectively. Based on your experience, what would be your recommendations for other cities planning to implement similar technical pilots, and how could they use your lessons learned to design and promote their campaigns more successfully? (1000 characters)





Annex 1 - A questionnaire survey (for citizens)

Citizen questionnaires are a central tool for understanding how tactical urbanism demonstration actions perform in practice. This tool supports pilot partners in designing and implementing citizen questionnaire surveys for assessing demonstration actions. The focus of the questionnaires is to assess the demonstration actions from the aspects of effectiveness, acceptance and adaptability. The purpose is to map up, how citizens use the pilot area, how much their behaviour is changed, what is their perception on safety, comfort, etc.

The aim of the tool is to provide practical recommendations on who should be involved in the surveys, how these surveys should be conducted, and what types of questions are best suited for assessing the effectiveness, adaptability, and acceptance of temporary interventions. While the guide includes a set of standard questions that can be used across all demonstration sites, it also highlights which elements should be tailored to the unique characteristics of each pilot area.

Who to involve?

A meaningful assessment should include a wide range of people who use or are affected by the intervention. This means involving citizens of different age groups, from children and young adults to working-age adults and the elderly. Older adults, for instance, often have specific mobility or comfort needs, while young people may have different patterns of using streets and public spaces. Gender balance is also recommended to take into account.

It is also important to reach different types of users of the site. Pedestrians – including people with prams, cyclists, micromobility users, drivers and public transport passengers can all have unique perspectives. Residents who live close to the intervention often notice changes in noise or comfort, while customers of nearby businesses may experience changes in accessibility or attractiveness. People with disabilities or limited mobility should be included to evaluate accessibility, safety, and comfort. When the intervention is near schools, children and parents form a particularly relevant group.

A balanced sample should also reflect different times and purposes of visits. Morning commuters, midday passers-by, weekend visitors and people attending events may all experience the intervention differently. Collecting responses across these user types helps ensure a representative and nuanced understanding of how the intervention functions.

How to conduct the questionnaires?

The most effective approach is to collect responses directly on site, where citizens can evaluate the intervention based on first-hand experience. On-site surveys capture immediate impressions and ensure that feedback comes from actual users of the space, rather than a self-selected online audience.

In practice, this usually means setting up a visible survey stand or having a mobile team circulate through the area. Questionnaires can be completed on tablets or on paper, although digital collection is usually faster and produces cleaner data. Surveyors should be prepared to explain the purpose of the survey in a clear and neutral way and should be able to assist elderly participants





or those who may have difficulty reading or writing. Providing a small incentive – such as a small snack or coffee, a branded item, or a modest voucher – can significantly increase the willingness of people to participate.

Surveys should ideally be carried out at different times of day and on different days of the week, including weekends. This ensures that the sample reflects the diversity of users and does not overrepresent only one group, such as weekday commuters. Demonstrations linked to schools should include survey times that overlap with its activities.

Although on-site surveys should form the core of the data collection approach, they can be complemented by optional methods. Online questionnaires can be an option, advertised through municipal channels, QR codes placed on signage at the site, or paper forms available in nearby shops or community facilities. Other data collection approaches might include door-to-door surveys, local events around the pilot site, or city walks.

The recommended number of answers to be collected is 20.

What to ask?

Citizen questionnaires should reflect the three main focus of assessment: effectiveness, adaptability and acceptance. These themes can be explored through a combination of short, closed questions and a smaller number of open questions that allow respondents to express their views freely. Surveys should remain concise – ideally around 5 to 7 minutes – to avoid fatigue and ensure high participation.

The following set of questions can be used for any demonstration action, regardless of its size or location. They provide a consistent basis for comparison across different cities or pilot cases.

User profile

1. How often do you use this area? (Daily / Weekly / Occasionally / First time)
2. What is your main purpose for being here today? (Commuting / Shopping / Leisure / Walking / Cycling / Visiting local services / Other)
3. Your age group: (<15 / 15-25 / 26-40 / 41-64 / 65+)
4. Your gender: (Open question)
5. How did you travel here today? (Walking / Cycling / Micromobility / Car / Public transport / Other)

Perception

6. How familiar are you with the purpose of this intervention? (Not at all / A bit / Mostly / Fully)
7. How would you rate your overall impression of the intervention? (1-5; 1 = Very negative, 5 = Very positive)

Effectiveness

8. The intervention made the area safer for me. (1-5; 1 = Not at all, 5 = Very much)
9. It is easier to move around (walk/cycle) because of the intervention. (1-5; 1 = Not at all, 5 = Very much)
10. The public space feels more pleasant and comfortable. (1-5; 1 = Not at all, 5 = Very much)





11. Do you use the area more often? (Yes / No)

Adaptability

12. The intervention could be improved or adapted further. (Yes / No)

13. (If yes) What adaptations would you recommend? (Open question)

14. Would you like to see similar interventions in other parts of the city? (Yes / No / Not sure)

Acceptance

15. I support keeping this intervention (or elements of it) permanently. (1-5; 1 = Not at all, 5 = Very much)

16. The intervention has positive effects for the community. (1-5; 1 = Not at all, 5 = Very much)

17. Is there are negative affects you are concerned about? (Yes / No)

18. (If yes) What are your concerns? (Open question)

19. The design works well for different users (children, elderly, cyclists, etc.). (1-5; 1 = Not at all, 5 = Very much)

Recommendations

20. Any additional comments? (Open question)

While the standard questionnaire offers a core structure, certain elements should always be tailored to the specific context of a demonstration project. A temporary pedestrian crossing, for example, may warrant additional questions on crossing safety, visibility or waiting times. A redesigned public space could include questions about seating comfort, shade or opportunities to spend time outdoors. Interventions that affect traffic flow or parking may require questions related to access, deliveries or perceived congestion. Projects linked to schools may benefit from questions for parents and children. Temporary cycling lanes may require more detailed feedback from cyclists. These tailored elements help ensure that the survey captures the specific effects of each demonstration while remaining connected to the overarching evaluation framework.

Tips and tricks

To ensure high-quality data collection, the questionnaire should remain short, simple and easy to understand. Questionnaires must follow data protection rules, and respondents should be informed about how their answers will be used. Where relevant, surveys should be available in multiple languages. It is recommended to test the questionnaire with a small group in advance to identify unclear wording or logistical issues. In case of children involved, creative elements – such as drawings on the perceptions, can further contribute to the success of assessment.

Gamification can be a useful addition to the survey process, especially when the goal is to increase participation or to engage groups that might otherwise be difficult to reach – such as young people, families, or casual passers-by. Light forms of gamification, such as offering small rewards, using playful visual elements, or incorporating simple interactive tasks, can make the experience more appealing and lower the barrier to participation. However, gamification should never distract from the purpose of the survey or influence responses. It must remain neutral, non-leading, and respectful of users' time. The most effective forms of gamification in public-space surveys tend to be modest: small tokens of appreciation, stamped "survey cards" for children, or the opportunity





to place a sticker on a map after completing the questionnaire. When applied carefully, gamification can enrich engagement without compromising the quality or reliability of the data.

Follow-up

A final aspect of the survey process concerns how the results are used and communicated in the follow-up phase.

After questionnaires have been conducted, partners should review and interpret the collected information with the aim of identifying insights that can directly support improvements to the pilot. This includes summarising the most relevant findings and lessons learned from all questionnaires, highlighting the success factors and potential risks.

The recommended format of this report is a maximum two pages long text with the following information:

- Who answered the questionnaire?
- What are the main conclusions, insights, lessons learned?
- What were the success factors?
- What kind of risks were identified?
- What are the next steps and necessary changes?

Once the data has been analysed, the findings should be shared not only within the project team but also with the wider public, ideally in an accessible and transparent form. This can include short summary reports, infographics at the intervention site, or presentations during community meetings. Sharing results helps demonstrate that citizen feedback has been taken seriously and shows how it influences decisions about whether the intervention will be adjusted, extended, or made permanent. Follow-up communication also strengthens trust, encourages continued participation in future projects, and provides an opportunity to reflect on lessons learned for future demonstration actions.

By involving a broad mix of users, collecting responses directly at the site, and combining a standardised set of comparative questions with context-specific additions, municipalities can gather meaningful feedback that supports evidence-based decisions. The collected data can reveal trends and common themes, highlighting the project's strengths and areas where further improvements are needed. Additionally, these surveys can identify unintended consequences or overlooked aspects of the project that might require attention. When implemented carefully, these surveys not only capture the effectiveness, adaptability and acceptance of interventions but also help build trust and engagement between the community and the city.





Annex 2 - Individual interviews (for key stakeholders)

This is a guide to stakeholder interviews. After analysing the results of the questionnaire, the interviews will serve as a tool to confirm the findings or facilitate deeper understanding. Adapt the list of stakeholders and questions to your local context. We recommend conducting 4-5 interviews.

1. Purpose and focus of the stakeholder interviews

Stakeholder interviews should provide understanding about the pilot's effectiveness, acceptance, and adaptability. These three dimensions provide a comprehensive basis for assessing the pilot's performance and its potential for future application.

Effectiveness: How well does the pilot achieve its intended objectives?

Interviews should collect expert opinions on the design and implementation of the pilot, examining whether the chosen approach is effective in relation to project objectives and appropriate for the local context. Stakeholders can provide valuable insight into whether the pilot has delivered intended outcomes – such as improvements in sustainable mobility, public space use, or overall user experience. Interviewees should also be asked to identify challenges affecting the pilot's performance, including any unexpected issues that may require adjustment to enhance its effectiveness.

Acceptance: How do stakeholders and the community perceive the pilot?

A central purpose of the interviews is to understand the extent to which stakeholders and the wider community accept the pilot and consider it successful. Interview questions should explore levels of support, perceived value, and concerns related to preparation, implementation, or daily use. Insights into acceptance help partners assess social feasibility and identify factors that influence public perception, engagement, and willingness to participate. Capturing indirect benefits – such as improved collaboration, increased awareness of tactical approaches, or stronger community engagement – also contributes to building a fuller picture of acceptance.

Adaptability: Can the pilot be refined, expanded, or transferred to other locations?

Interviews should examine the pilot's adaptability, both for future iterations and for potential implementation elsewhere in the city. Stakeholders can help identify which elements of the pilot are context-dependent and which are flexible enough to work in different settings. Discussions should explore challenges that may affect adaptability, as well as opportunities for improvement that could enhance future versions of the pilot. Understanding adaptability also includes assessing the scalability of the intervention and evaluating whether its positive outcomes could be replicated or expanded in other areas.

2. Target groups for interviews

The target group – the list of interviewees will very much depend on the local context, depending on the location and the surrounding uses of the public space the pilot affects.





It should include stakeholders who are directly affected by or involved in the preparation and/or implementation of the pilot. Stakeholder identification could be made in a table format. Partners should make sure to involve different age groups, genders, ethnicities etc.

Some of the possible stakeholder categories include (to be adapted to partners' local contexts): municipal technical staff, representatives of schools, representatives of parents' associations, representatives of children, local residents of different social groups and decision-makers.

List of stakeholders for interviews - template

	Target group	Organisation, position	Name, surname	Email, number	phone
Interviewee 1	<i>Municipal technical staff</i>	<i>Example Municipality</i>	
Interviewee 2	...				
Interviewee 3	...				
Interviewee 4					
...					

3. Process and method

A structured process ensures that interviews are comparable and that the collected insights can be synthesised effectively. The process includes the following four stages.

Preparation

Begin by assigning an interview team and clarifying roles to ensure a smooth and coordinated process. Prepare a set of core questions that will be asked to all stakeholders, complemented by stakeholder-specific questions tailored to each interviewee's expertise. Arrange all interview logistics in advance, including contacting the relevant persons, scheduling the meeting time and place, and explaining how the collected data will be used. For confidentiality and comfort, recording the interviews is not recommended.

Delivery

Conduct semi-structured interviews, preferably on-site or within the pilot area to strengthen contextual understanding. Use an interview template that captures key information, including the stakeholder's name, role, represented organisation, contact details, insights provided for each question, and any additional remarks noted by the interviewer.





Feedback

After completing the interviews, summarise all collected information in a systematic manner. Compare the insights across interviews to identify recurring patterns, and pay particular attention to converging themes, divergent views, and critical challenges that may influence the interpretation of results.

Follow-up

Integrate the interview insights into a concise synthesis that highlights the most relevant findings. Include clear lessons learned for both the project developer and the municipality, reflecting on what worked well, what challenges emerged, and what should be adjusted or improved in future processes.

4. Structure of the interview (questions)

The methodology recommends combining core questions with stakeholder-specific ones.

Core questions (for all interviewees)

Introduction

- Could you briefly introduce yourself (name, role, and organisation) and describe your involvement in or relationship to the pilot?

Effectiveness – How well does the pilot achieve its intended objectives?

- Since the pilot was introduced, what changes have you observed, particularly in relation to its intended goals (e.g., mobility, public space use, user experience)?
- Based on your expertise or experience, how effective do you consider the design and implementation of the pilot to be in the local context? What aspects contribute to its effectiveness and why?
- Have you observed any unexpected challenges or limitations that affect the pilot's performance?

Acceptance – How do stakeholders and the community perceive the pilot?

- How would you describe the general acceptance of the pilot among stakeholders, users, and the wider community? What kinds of feedback (positive or negative) have you encountered?
- To what extent do people understand the purpose of the pilot, and how does this influence acceptance? Are there any concerns, resistance, or misunderstandings that should be addressed to improve acceptance?
- Have you noticed any indirect benefits of the pilot, such as improved collaboration, greater awareness of tactical approaches, or increased community engagement?

Adaptability – Can the pilot be refined, expanded, or transferred to other locations?

- Which elements of the pilot do you believe are adaptable and could work effectively in other neighbourhoods or contexts and which are location-specific?
- What adjustments would you recommend improving the pilot for future iterations?





- Do you see potential for scaling up or replicating this pilot elsewhere in the city? If so, under what conditions? What could hinder replication?

Stakeholder specific questions

These are tailored to the interviewee's expertise, knowledge, function etc, for example:

Technical staff from the municipality

- How feasible was the pilot to implement from a technical or operational standpoint? Please, explain.
- Did the project require specific maintenance or monitoring tasks? Which?
- Have any safety issues or risks emerged during implementation or daily operation? Please, provide justification.
- What technical adjustments would you recommend for future iterations? Please, explain.

Representatives of schools

- Has the pilot influenced pupils' safety and mobility around the school area? How?
- Have you observed changes in pupils' or teachers' mobility habits or routes? What are these?
- How do teachers, students, or staff perceive the pilot's impact on the school environment? Please, explain.
- Have you observed changes in students' behaviour in school? What changes?

Representatives of parents' associations

- How has the pilot affected children's safety on their way to and from school? Please, explain.
- Have mobility or drop-off/pick-up routines changed since the pilot was introduced? How?
- Did the intervention improve accessibility for parents with younger children? How?
- Are there any concerns parents have raised regarding daily use of the pilot area? Please, provide justification.
- What improvements would make the space more supportive for families? Please, explain.

Children / pupils

- Has the way you come to school changed because of the pilot (walking more, cycling, scootering, different route)? How?
- Is it easier or harder to get to school now? Why?
- Do you feel safer getting to school since the pilot started? Please, explain.
- How does the pilot area make you feel (happy, calm, excited, bored...)? Why?
- Do you spend more time outside before or after school because of the changes? Please, explain.
- If you could change one thing about the pilot area, what would it be? Please, provide justification.
- Would you like the pilot to stay in the future? Why or why not? Please, explain.

Residents





- Has the pilot changed how comfortable, safe, or attractive the area feels? How?
- Do you observe any improvements in how public space is used by different groups? Please, explain.
- Have there been any negative effects or concerns since the intervention was introduced? Please, provide justification.
- Does the pilot add value to the neighbourhood or everyday life in the area? How?
- What changes would make the space more suitable for local residents? Please, explain.

Decision-makers

- How does the pilot align with broader municipal or institutional strategies? Please, provide justification.
- Which elements of the pilot demonstrate potential for long-term integration or scaling? Please, explain.
- Did the pilot reveal any strategic risks or opportunities relevant for future planning? Which?
- What conditions would be necessary to formalise or replicate the pilot? Please, explain.
- How do you assess the pilot's contribution to wider urban development goals? Please, provide justification.

Interview documentation template

Contact details of the interviewee			
Target group	Organisation, position	Name, surname	Email, phone number
...
Main findings of the interview			
Question 1	...		
Question 2	...		
Question 3	...		
...	...		
Notes of the interviewer			
<i>Write here the first synthesis of the interview</i>			

5. Feedback & Follow-up





After interviews are completed, partners should review and interpret the collected information with the aim of identifying insights that can directly support improvements to the pilot.

This includes summarising the most relevant findings and distilling key insights and lessons learned from all interviews, while highlighting common themes or notable differences. Once the analysis is complete, partners prepare a short report to clearly and transparently communicate the insights to stakeholders, enabling them to validate the interpretations.

The recommended format of this report is a maximum two pages long text with the following information:

- Who were interviewed?
- When did the interviews take place?
- What are the main conclusions, insights, lessons learned?
- What were the success factors?
- What kind of risks were identified?
- What are the next steps and necessary changes?





Annex 3 - Structured peer reviews

Aim and design

The main aim of the peer reviews is for pilot cities to receive feedback on their demonstration actions and share their experience with each other. Peer reviews should be considered as an assessment tool for pilots for improving and optimising the activities of the pilot project.

The design of peer review must consider the specific characteristics of pilot actions, providing reliable and easily replicable results. In order to develop a methodology that meets these requirements, the knowledge providers decided to hold a co-creation workshop with representatives of pilot cities during the partnership meeting in Ioannina. The brainstorming activities underlined that the peer review should include a session of mutual learning, and an evaluation of adaptability, effectiveness and acceptance with regards to the demonstration actions. The peer reviews of the Streets for Citizens project were decided to be organised during the meeting in Rome and to be conducted together with the whole partnership.

Peer groups

The peer reviews are facilitated by experts who jointly evaluate the goodness of the activities and promote the transfer of knowledge among partners.

Pilot cities are divided into three groups based on the topic of their demonstration action:

- G1 - Liveable public space is supported and coordinated
- G2 - Active soft mobility
- G3 - Pop-up activities

Each group is supported by a knowledge provider partner G1: IPOPOP, G2: ENVIPARK, G3: DUCoR.

During the peer reviews, the same groups are maintained (e.g. members of G1 are peer reviewing each other with the guidance of IPOPOP).

Process and proposed timing

The peer review process aims sharing information and achieving mutual understanding using a common methodology and an evaluation system. The peer review will take place during the partner meeting in Rome.

Territorial demonstration partners will present their pilot implementation from the following points of view for peer review purposes: effectiveness, acceptance and adaptability. Powerpoint template will be provided with guiding questions prior to the meeting.

Knowledge providers and peers will make notes during the presentation of each demonstration action, using the evaluation template provided.

During the peer review session there will be three groups formed as defined in the application form: G1, G2 and G3. Groups with two territorial demonstration partners will have 25 minutes for providing feedback for each pilot city; while groups with three territorial demonstration partners





will have approx. 15-18 minutes for the same task. Pilot cities are expected to take notes during the feedback session highlighting the main messages, lessons learned and especially useful remarks. At the end of the session, all three peer review groups join to a plenary session, where every territorial demonstration partner shares their notes with the whole partnership in 2-3 minutes each.

Set of evaluation criteria

Peers and knowledge providers evaluate the implementation of each demonstration action based on information gained during the presentation of the pilot actions during the meeting in Rome, using the template provided below.

		Based on the current information provided, evaluate the pilot action.	Clarification questions for better assessment	Suggestions
EFFECTIVENESS				
How did the pilot action handle the challenge?	Challenge 1	1-2-3-4-5-6-7-8-9-10		
	Challenge 2	1-2-3-4-5-6-7-8-9-10		
	...	1-2-3-4-5-6-7-8-9-10		
Has the hypothesis been confirmed by the pilot action? If yes, to what extent?	Hypothesis 1	1-2-3-4-5-6-7-8-9-10		
	Hypothesis 2	1-2-3-4-5-6-7-8-9-10		
	...	1-2-3-4-5-6-7-8-9-10		
Did the pilot action answer the testing question? If yes, to what extent?	Testing question 1	1-2-3-4-5-6-7-8-9-10		
	Testing question 2	1-2-3-4-5-6-7-8-9-10		
	...	1-2-3-4-5-6-7-8-9-10		
ACCEPTANCE				
How well was the acceptance of the pilot presented?		1-2-3-4-5-6-7-8-9-10		
To what extent is it supported by evidence?		1-2-3-4-5-6-7-8-9-10		





ADAPTABILITY			
Could you adapt the solution in your own city? If yes, with what changes?			





Annex 4 - Self-assessment tool

Effectiveness

Please, compare the roll-up plans with the reality by filling the tables below.

Challenges

Challenges defined in the roll-up plan	Did your pilot affect it? (yes / no)	If yes, how? (max. 500 character / challenge)
Challenge 1: <i>insert here</i>		
Challenge 2: <i>insert here</i>		
Challenge 3: <i>insert here</i>		
<i>Please, add rows if needed.</i>		

Hypotheses

Hypothesis	Reality: what came true? (max. 500 character / hypothesis)
Hypothesis 1: <i>insert here</i>	
Hypothesis 2: <i>insert here</i>	
Hypothesis 3: <i>insert here</i>	
<i>Please, add rows if needed.</i>	

Testing questions

Testing questions	Answer gained (max. 500 character / testing question)
Testing question 1: <i>insert here</i>	
Testing question 2: <i>insert here</i>	
Testing question 3: <i>insert here</i>	
<i>Please, add rows if needed.</i>	

Indicators

Add rows and multiply table if needed.

Specific objective 1:				
Result:				
Planned activity	Output indicator	Baseline value	Target value	Actual value
Result indicators	Baseline value		Target value	Actual value





Acceptance

Please provide a written evaluation of the acceptance by the groups of stakeholders.

Stakeholder groups	Assessment of the acceptance (max. 500 character / stakeholder group)
Stakeholder group 1: <i>insert here</i>	
Stakeholder group 2: <i>insert here</i>	
Stakeholder group 3: <i>insert here</i>	
<i>Please, add rows if needed.</i>	

Adaptability

Within the city

Please provide a written evaluation of the adaptability of your solution within your city. Is there any chance for upscaling? Please, provide justification. (max. 1000 characters)

In other cities

Please provide a written evaluation of the adaptability of your solution in other cities. How much is the solution adaptable to other cities? To which extent and with which conditions is it feasible? Please, provide justification. (max. 1000 characters)





Other aspects

Lessons learned

Please provide a description of the lessons learned during pilot implementation.
(max. 1000 characters)

Success factors

Which do you think were the success factors in case of your demonstration action?
(max. 1000 characters)

Risks

Have you identified any risks during the implementation of your demonstration action? If yes, please describe them. (max. 1000 characters)

