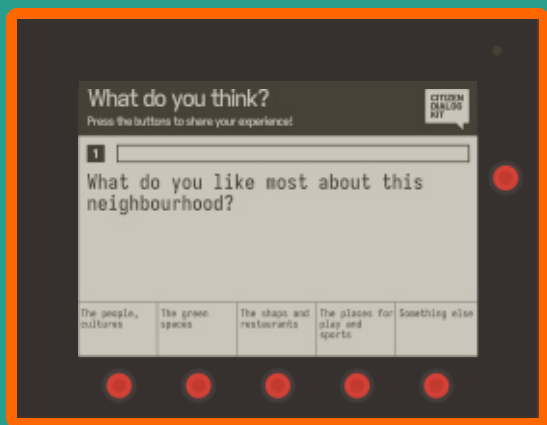


CITIZEN DIALOG KIT



CASE STUDY BOOKLET

01. Designing mobility hubs

Context

- Innovation project to prepare tendering process for mobility hubs.

Purpose

- Map the local needs, requirements and expectations for the design of mobility hubs.

Implementation

- 2 phases with 2 devices in 3 municipalities.
- More than 200 participants.
- More than 2.000 questions answered.

Results

- Concrete recommendations for the local hubs and a repeatable methodology.
- Surprising difference and similarities between large and small municipalities in mobility needs.



02. Evaluating mobility changes

Context

- New mobility plan for municipality Zandhoven.

Purpose

- Evaluate temporary mobility changes from the perspective of inhabitants, pedestrians and cyclists.

Implementation

- Two temporary mobility changes were evaluated for 23 days.
- 406 participants (2x concurrent online survey).

Results

- More and younger participants than online survey. One installation was made permanent.
- One installation was not adopted because CDK results showed that local do not support the change.



03. Historic city hall into visitor centre

Context

- Repurposing of the historic city hall.

Purpose

- Inform citizens about the plans for the historic city hall and gather their opinion and input.

Implementation

- 2 locations, in- and out-door, during 2 weeks.
- 238 participants outdoor, 175 participants indoor.

Results

- Strong preference for one of the two interior design proposals (80%).
- Combination of interest in a personal reception and interactive media.
- Noticeable demand for child and baby proof bathrooms.

Tourism City of Leuven (Visit Leuven), Belgium



04. Cycling tourism

Context

- Researching cycling tourism.

Purpose

- Defining profile and habits, spending and motivation of cycling tourists in the province.

Implementation

- 6 locations for 3 months.
- 1.800 participants, 800+ complete surveys (~17 questions).

Results

- Participations does not decline over 3 months.
- Majority cycle in groups of friends and family.
- Website of organisation and route planner are main sources for finding rides.
- 80% will spend money during their trip, of whom 24% will spend more than 25 euro.



05. Identifying mobility needs

Context

- Leading up to a major mobility project, needs are gathered along different segments of a road.

Purpose

- Understand the need for improvements regarding safety, cycling and walking, and increased green spaces.

Implementation

- 3 Dialog Boxes deployed on-site for 24 days.
- 773 participants, 463 completed surveys.

Results

- Facilities for walking and cycling are the number one priority in 2 of 3 segments.
- Greenery is last.
- Additional bike parking is less of a priority.
- Decreasing the on-street parking is a contested topic, with 31% strongly against.

Strasbourg, France



06. Tourism profiles

Context

- The city has many tourist attractions and needs insight into who visits and why.

Purpose

- Evaluate attraction and build a visitor profile.

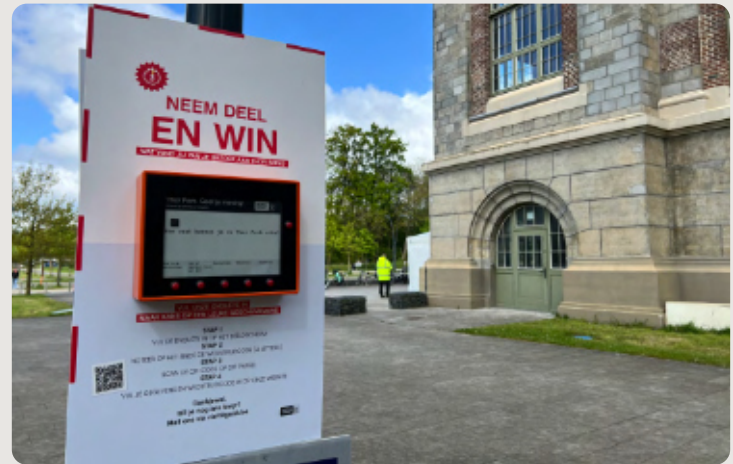
Implementation

- Multiple locations, for the entire tourism season.
- More than 760 participants.

Results

- Close to 40% of visitors are visiting from other Belgian provinces.
- Many combine their visit to the sites with walking (37%).
- People are consistently positive about their visiting experience (85%).

Tourism City of Genk (Visit Genk), Belgium



07. Heritage site visitor experience

Context

- During the renovation of the castle in Horst, heritage NGO Herita turned the building in scaffolding into a unique experience.

Purpose

- The survey aimed to evaluate the visitor experience, and identify marketing channels that brought visitors there.

Implementation

- One device on top of the castle tower for 52 days.
- 639 completed surveys with 15 questions.

Results

- 95% is satisfied with their visit.
- 90% thinks it offers fair value for money.
- 29% traveled from more than 30km away.



08. Temporary green town square

Context

- Testing a temporary green and play setup on the market square.

Purpose

- Evaluate temporary repurposing of the concrete town square into a green space for play and social interaction.

Implementation

- 1 Dialog Box deployed on-site for 6 months.
- 659 participants completed 441 surveys. (2x concurrent online survey).

Results

- Majority is neutral or positive (66%).
- Many like the play elements above all (27%) or want to see even more green added to the square.
- Reduced parking is the main critique (26%).



09. Urban park design

Context

- Gather valuable information and feedback from visitors and local inhabitants about a newly created urban park.

Purpose

- Learn who visits the park, how it is experienced and which activities can improve it.

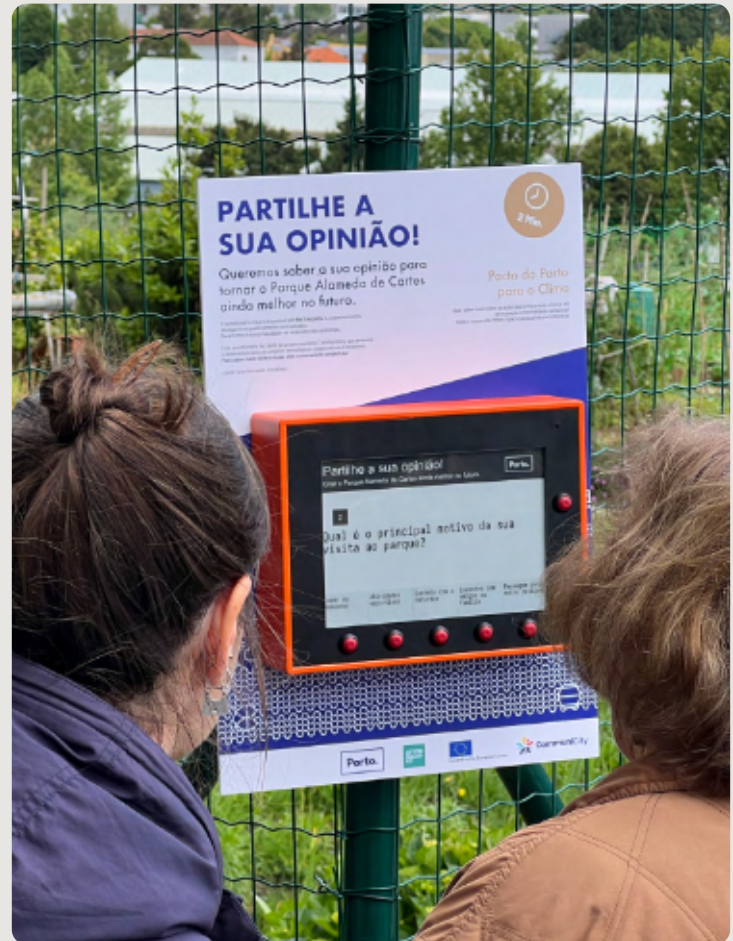
Implementation

- 2 Dialog Boxes deployed on-site for 6 weeks.
- 462 participants, 279 completed surveys.

Results

- The majority (74%) have already visited the park.
- Over 80% of visitors come to the park on foot.
- A significant 88% of respondents agreed that the park has facilitated better mobility in the area, highlighting a key success of the park's redevelopment.

Porto, Portugal



10. Urban community playgrounds

Context

- Prague holds many neighbourhood playgrounds and this projects investigates two in District 6.

Purpose

- Improve the public amenities and infrastructure based on real user experiences and needs.

Implementation

- 2 Dialog Boxes deployed on-site for 4 weeks.
- 381 participants, 168 completed surveys.

Results

- The majority of visitors come with young children, particularly kids below 6 years old account for 65% of respondents.
- Most respondents visit the playground regularly, with 38% visiting 2-4 times a week.
- 41% stay for an hour or more.



11. Street harassment

Context

- Street harassment and sexual intimidation are issues that many people face every day, making public spaces feel unsafe.

Purpose

- By giving people a way to share their experiences completely anonymously, these devices have led to a huge increase in responses.

Implementation

- 2 devices deployed for one month.
- More than 600 participants.
- More than 250 completed surveys.

Results

- About 30% of respondents reported experiencing sexual intimidation in public spaces.
- 64% of respondents feel safe in the municipality.

Saint-Agatha-Berchem, Belgium



12. Sports experience in public space

Context

- Needs assessment of sports infrastructure in public spaces for independent athletes.

Purpose

- Insight into the factors that motivate or dissuade people to do more sports in public spaces.
- Focus on cyclists, runners and urban athletes.

Implementation

- 2 devices for 6 months.
- More than 2.800 participants.
- More than 2.000 complete surveys (14 questions).

Results

- Proximity important for urban sports and greenery for walkers and cyclists.
- Mainly the weather dissuades people.
- High demand for drinking water points.

City of Leuven and Sports Flanders, Belgium



13. Visitor and local experience

Context

- Area development at the Amsterdamse Poort and the Zuidooost district.

Purpose

- Insight into current qualities and future wishes of residents and visitors at the Johan Arena

Implementation

- 2 Dialog Boxes deployed on-site for 1 month.
- 378 participants, 190 completed surveys.

Results

- Participants, just like users of the boulevard, are mainly present for events (49%) or work (23%).
- The bars and restaurants present are particularly appreciated (22%).
- The main wish is more cosiness (40%, mainly terraces) and greenery (31%, mainly trees).



14. Redevelopment of the riverside

Context

- Multi-year redevelopment project around a river running through the city centre.

Purpose

- Gather information about current habits, as well as preferences for future adaptations.

Implementation

- 4 locations along the river for 3 months.
- More than 1.750 participants and more than 900 completed surveys.

Results

- People wish to see many more trees (>75%).
- High interest in going on the water (39%).
- High importance on clean water, but majority do not use the river for water sports (59%).



15. The future of the sports park

Context

- Future redevelopment of a sports park in Bruges.

Purpose

- Determine current user profiles and wishes for the future of the park.
- Involve young people and those with a migration background.

Implementation

- 2 devices for 4,5 weeks.
- More than 700 participations and 502 complete surveys.

Results

- The majority of participants is under 18 years old (50% and 62%) and a quarter speak a different language than Dutch at home.
- High interest in more playground equipment and skating obstacles.
- Bringing back basketball should be a priority (29%).

Brugge, Belgium



16. Cemetery development plan

Context

- Culture around cemeteries is shifting. This project investigates its role in the future of the city.

Purpose

- Understand current usage profiles and experiences.
- Explore opportunities for the future.

Implementation

- 3 devices for 6 weeks.
- Nearly 1.697 participants.
- More than 1.460 complete surveys (9 questions).

Results

- A noteworthy number of participants (32%) is above 65 years old.
- Mainly the park-like character is appreciated today.
- Interest is highest in relaxation and to a lesser extend themed tours.

Wiesbaden, Germany



17. Brussels air quality dialogue

Context

- A Brussels-wide initiative to analyse long-term air-quality data and strengthen collaboration between citizens, organisations, and public authorities.

Purpose

- Engagement with citizens in the air-quality project by gathering their input, raising awareness, and reinforcing the community around clean air in Brussels.

Implementation

- 4 devices: Porte de Flandre, Avenue de la Toison d'Or, Étangs Noirs, Usquare (VUB/ULB) over an 8-week deployment.

Results

- 1450+ participants.
- 800+ completed (55% completion).
- 80% is (very) worried about the pollution.
- 31% suffers occasionally from it, 14% has respiratory issues.



18. Cyclist pictogram awareness pilot

Context

- The Odenthaler Straße in Dünnwald is one of three pilot streets where the City of Cologne has installed bicycle pictogram chains on the road surface.

Purpose

- Survey a broad cross-section of society on their perception of the pictogram chains

Implementation

- 2 displays over five weeks in the immediate vicinity of the pilot street (14 questions).
- 509 surveys started and 308 fully completed (61% completion rate)

Results

- 51% of respondents had already noticed the pictogram chains
- Only 46% were aware of their correct meaning
- 56% of cyclists feel safer, while 44% of motorists report increased awareness

Cologne, Germany



19. Energy-Positive Neighborhood Feedback

Context

- The ASCEND EU project aims to transform the Munich Harthof district into an energy-positive neighborhood by 2035 through various innovative measures in the areas of energy, mobility, technology, and participation.

Purpose

- The city terrace, set up as part of the project, was supposed to be evaluated by local residents.

Implementation

- One display for two weeks in the immediate vicinity of the city terrace. (10 questions)
- 317 surveys started and 178 fully completed (56% completion rate)

Results

- 79% rated the city terrace largely positively.
- 38% used the terrace at least weekly.
- Suggestions for improvement included local Wi-Fi (26%), lighting (23%), and accompanying events (22%)

ASCEND project, Munich, Germany



20. Visitor Profile & Experience in Hallerbos

Context

- survey was conducted during the bluebell season to understand who visits the Hallerbos and how they experience the forest at peak recreational pressure.

Purpose

- measure visitor profiles, behaviours, motivations and satisfaction in order to improve visitor management and protect the forest during the Hyacinth Festival.

Implementation

- 1 device deployed for 5 weeks during the bluebell season to measure visitor profiles, behaviours, motivations and satisfaction under peak recreational pressure.

Results

- 701 participants, 545 completed surveys. Visits mostly in groups of 2-4 (72%). Access mainly by car (72%). 89% come specifically for the forest, including international visitors. 80% intend to return. Satisfaction is very high (90%).

Hallerbos, Belgium



21. Day of Sustainable Mobility

Context

- Part of the city centre was transformed into an interactive stage.
- The aim was to promote sustainable mobility through creative ideas.

Purpose

- Spark a dialogue on the future of urban mobility from multiple perspectives, including public transport, motor vehicles, cycling and walking.

Implementation

- One-day event with four displays, more than 260 participants and over 200 fully completed surveys (9 questions).

Results

- Participants from various age groups, including 14% over 65.
- On the topic of public space, almost 80% of participants consider the city car-centred.
- Among car users, half accept parking spots with more than a 5-minute walking distance.



22. Validation of the Street Experiment in Munich

Context

- Breisässer Platz is a flagship example of Munich's bottom-up interventions initiated by local residents.
- WOW Urbane Utopien has a long-standing relationship with the site.

Purpose

- Document participation to strengthen the case for redesigning the area.

Implementation

- 12 weeks with one display.
- More than 385 fully completed surveys.
- Average completion rate of 68%.

Results

- Desire expressed for more greenery and the removal of paving stones (32%).
- 65% reported using the place year-round, not only in summer.
- An overwhelming 91% were either satisfied or neutral with the current design.



23. Capital of Fair Trade

Context

- The city of Osnabrück aims to become the “Fair-Trade Capital” in 2025.
- The topic was prominently visible across the entire city.

Purpose

- The responses helped the city better understand and further develop Osnabrück's commitment to a fairer world.

Implementation

- Eight weeks with three displays.
- Nearly 2,900 surveys started and 1,641 fully completed.

Results

- Over 62% of respondents are familiar with Fair Trade.
- Even more (70%) consider fair production important.
- The majority would like information to be easier to find and more trustworthy.



24. Redesign of the Colchester Park

Context

- Colchester Park, located in Wetzlar's city centre, is being redesigned.

Purpose

- The city aims to understand current usage and future wishes for the park through this survey.

Implementation

- Three displays over seven weeks.
- More than 2,000 surveys started.
- 1,242 fully completed submissions.

Results

- A majority of participants (60%) are satisfied with the current park.
- For many, it currently functions mainly as a passageway (42%).
- Play opportunities are the top priority (32%), followed by adventure (18%) and nature (15%).



25. Future of the Augsburg City Market

Context

- Assessment of the extended opening hours and the overall perception of the city market.

Purpose

- The survey focuses on the extended Saturday opening hours of the city market.
- The feedback directly supports the city's efforts to revitalise the inner city.

Implementation

- Four weeks with two displays.
- Just over 1,600 participants and 1,362 fully completed surveys (11 questions).

Results

- The main reasons for visiting the market are grocery shopping (38%) and on-site gastronomy (25%).
- 38% of participants were not aware of the extended opening hours.
- At the same time, the longer opening hours motivate many to visit more frequently (46%).



Services

Kick-off Kit: pre-survey services

- Creating and quality control of surveys
- Designing information panels around devices
- Producing and delivering information panels or other promotional material

Deployment Kit: monitoring services

- Quantitative and qualitative monitoring of the participation
- Progress reports

Analysis Kit: post-survey services

- Interpretation of the gathered answers
- Summary report or in-depth analysis report
- Designing an infographic panel to showcase results to citizens
- Producing and delivering the infographic panel

Basic support service

We help you get started

Full service

We deliver a complete solution



1. Kick-off



2. Create survey



3. Deploy



4. Monitor



5. Insights

Contact
moments

Optimisation of
deployment

Survey
review

Training

À la carte

Personalisation

Research
services

Design
services

Monitoring
services

Analysis &
reports

Post-survey
services

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