



LAST MILE

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REGIONAL ACTION PLAN

for the implementation and development of flexible transport
systems

Westpomeranian Voivodeship



Task leader: PP7 – Westpomeranian Voivodeship – Regional Office for Spatial Planning
of Westpomeranian Voivodeship (RBGPWZ)

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Abstract

1.1. Abstract summary of the Regional Action Plan

The Regional Action Plan for Westpomeranian Voivodeship, developed as part of the "LAST MILE - Sustainable mobility for the last mile in tourism regions" project, sets out number of initiatives that should contribute to the development of policies related to sustainable mobility, especially with regard to the implementation of flexible transport systems (FTS). Actions will be carried out during the second phase of the project which will last for two years.

Flexible transport services such as call/dial systems (transport on demand), car-sharing or car-pooling are an increasingly important element of public transport systems. By better matching the offer to local conditions, high effectiveness and lower cost-efficiency compared to regular systems, they can be an attractive alternative to the dominant individual form of transport. FTS solutions can be effectively applied in transport-deficit areas, with a scattered settlement network or high seasonality of traffic (tourist areas).

The developed actions have a variety of characteristics and are addressed to various administrative levels. The action directed at the national level concerns the need to organize and supplement the legislative provisions, in particular the Act on public transport and the Act on road transport. This will allow for the unambiguous definition of flexible systems in Polish legislation and for determining their role in the process of the development of sustainable public transport systems

On the regional level, selected actions aim to improve one of the regional policy instruments - the Spatial Management Plan of Westpomeranian Voivodeship (PZPWZ). This will allow for the inclusion of the last mile issues in the study and diagnosis of regional framework conditions and will help with determination of the directions for the voivodship development. It will also support the systemic approach to the flexible systems solutions from the spatial planning perspective. One of the actions to improve the PZPWZ instrument is the development of a dedicated research method for spatial accessibility that can be included in the process of Spatial Management Plan actualization (PZPWZ includes also the Spatial Development Plan of the Szczecin Metropolitan Area).

At the level of the Szczecin Metropolitan Area, actions focus on increasing the general awareness of residents in terms of accessibility and attractiveness of sustainable public transport systems and other mobility solutions.

At the local level (coastal touristic municipalities), actions within the framework of the Regional Action Plan will support inter-municipal cooperation in the planning and development of transport policies (Transport Coordinator) and in the implementation of joint transport initiatives (Seaside Bus).

1. Part I – General information

Project	<i>LAST MILE – Sustainable mobility for the last mile in tourism regions</i>
Partner organisation:	Westpomeranian Voivodeship – Regional Office for Spatial Planning of Westpomeranian Voivodeship in Szczecin (RBGPWZ)
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2. Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:

Spatial Management Plan of Westpomeranian Voivodeship

Policy instrument approach in the regional Action Plan

All selected activities are strongly based on the exchange of experience from the LAST MILE project. The project allowed to diagnose a number of key barriers often located at the start of many processes related to the implementation of sustainable mobility policies, particularly those supported by FTS solutions (an example of this is the current legislative conditions that limit or even prevent the transfer of many of the existing solutions and good practices).

In order to ensure the possible widest and multifaceted approach to the attempts of changing the current framework conditions regarding the implementation of flexible mobility schemes based on flexible solutions, the Regional Action Plan assumed the necessity of a holistic approach also in this respect.

It is necessary to designate a wide range of activities, addressed to various entities and of various scope, not always directly related to the chosen regional policy instrument. Thus, one of the project's experiences and one of the main project's conclusions is the statement that the instrument of the Spatial Management Plan chosen for improvement, irrespective of its level of further improvement and supplementation with additional spatial policy mechanisms, will not independently overcome all diagnosed barriers limiting the development of FTS systems in our region.

Regional policy instrument

As part of the regional Action Plan, the main action related directly to support for development and improvement of the chosen policy instrument was defined. In the case of the Westpomeranian Voivodeship, the selected instrument is the **Spatial Management Plan of the Westpomeranian Voivodeship (PZPWZ)**. The measure is designed to implement issues related to flexible transport systems in the voivodship's spatial policy. The additional activity related to the support of the selected policy instrument is the development of a new analysis method for daily accessibility. New method will consider the specificity of flexible transport systems and spatial conditions.

Other policy instruments

In order to obtain appropriate complementarity of activities and multilateral support of initiatives for the inclusion of flexible transport systems in mobility policies, it was pointed out the necessity of introducing significant changes in the scope of two additional policy instruments - the **Regional Operational Program** and the **Act on Public Transport**. The need to develop actions connected also with indicated instruments is one of the conclusions obtained during the interregional exchange of experience and the implementation of recommendations developed as part of the LAST MILE project. In addition, both instruments are linked to the indicated regional policy instrument, which is the Spatial Management Plan of Westpomeranian Voivodeship (PZPWZ).

- The **Act on Public Transport** regulates a number of provisions concerning the public transport system. It consists definition of public transport and its requirements, minimum service standards and identification of entities responsible for the organization of public transport systems. The Act is indirectly related to both: The Spatial Management Plan (eg regulates the possibilities of appointing transport organizers for functional areas) and to the financing instrument (the possibility of using financing instruments for transport systems that meet the requirements of the Act).
- The **Regional Operational Program** is the main instrument for financing a number of activities and initiatives serving the development policy of the region. Due to the scope of competences of the PP7 institution (RBGPWZ) this instrument was not indicated as the main policy instrument improved directly within the project but due to its strong connection with the Spatial Management Plan (PZPWZ) actions should be taken to increase mutual relations and concatenation. Provisions and actions specified in the PZPWZ are implemented predominantly through the financial instrument of a regional operational program and derivative instruments such as Integrated Territorial Investments or a Local Government Contract.

3. Part III – Details of the actions envisaged

3.1. List of Actions

	<p>1. Actions related to the regional policy instrument addressed (<u>obligatory</u>)</p> <ul style="list-style-type: none"> • [Action 1A] – Implementation of the flexible transport systems issues in the Spatial Management Plan of Westpomeranian Voivodeship (improvement of the policy instrument)
	<p>2. Actions related to legal frameworks</p> <ul style="list-style-type: none"> • [Action 2A] – Actions to include flexible transport systems in national legislation
	<p>3. Actions related to organizational structures</p> <ul style="list-style-type: none"> • [Action 3A] – Establishment of Transport Coordinator for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin
	<p>4. Actions related to the concrete implementation of sustainable flexible mobility offers</p> <ul style="list-style-type: none"> • [Action 4A] – Launching a flexible transport system <i>Seaside Bus</i> for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin,
	<p>5. Actions related to awareness raising in the region</p> <ul style="list-style-type: none"> • [Action 5A] – Educational game for the public transport promotion in the area of the Szczecin Metropolitan Area and coastal municipalities,

3.2. Actions related to the regional policy instrument addressed (obligatory)



As part of the regional Action Plan, the main action related directly to support for development and improvement of the chosen policy instrument was defined. In the case of the Westpomeranian Voivodeship, the selected instrument is the **Spatial Management Plan of the Westpomeranian Voivodeship (PZPWZ)**. The measure is designed to implement issues related to flexible transport systems in the voivodship's spatial policy. The additional activity related to the support of the selected policy instrument is the development of a new analysis method for daily accessibility. New method will consider the specificity of flexible transport systems and spatial conditions.

<p>Action 1A</p>	<p>Implementation of the flexible transport systems issues in the Spatial Management Plan of Westpomeranian Voivodeship (improvement of the policy instrument)</p>
<p>Background</p>	<p>The Spatial Management Plan of Westpomeranian Voivodeship (PZPWZ) is a regional document and constitutes one of the elements of a broad approach to strategic planning, especially in the context of coordination of spatial policy activities. It defines conditions and development directions for the voivodship in the scope of organization of spatial structure (settlement network), technical and social infrastructure, environmental protection or location of public purpose investments. The plan is adopted by the Regional Assembly and includes directions from the national spatial development concept and voivodship development strategy.</p> <p>In addition to the integrated approach to the spatial policy of the voivodship, the PZPWZ in its scope of studies also refers to areas requiring special intervention or dedicated activities. Such selected Functional Areas, on their basis, have common geographical, spatial and socio-economic determinants, a system of functional connections, and defined uniform development goals. This allows for effective use of the area's spatial conditions. The functional area selected for the purposes of the LAST MILE was the Szczecin Metropolitan Area in an extended scope including coastal municipalities (MOFOW-SOM).</p> <p>The PZPWZ examines and determines a number of conditions allowing for periodic diagnosing of the voivodship area and then defines the directions of its further development within four types of activities: Provisions, Recommendations, Projects and Advices.</p> <p>Although the provisions of the PZPWZ do not constitute a local law (they retain the autonomy of communes in the field of spatial management), they allow applying for financial support from the regional, national and EU levels as part of the implementation of public purpose tasks specified in the Plan. The activities defined in the Plan are binding for the voivodship self-government bodies and subordinate units, especially in the process of development and implementation of strategic, program and operational documents.</p> <p>As part of the LAST MILE project, the policy instrument, which is the Spatial Management Plan of Westpomeranian Voivodeship, was analyzed in terms of the possibility of systemic inclusion of issues related to mobility, especially in the context of the use of flexible transport systems (FTS).</p>

Spatial transport accessibility:

During the work on the LAST MILE project and in the course of the conducted analyses, it was found that the testing method of transport accessibility, used currently for the purposes of PWZPWZ, is based primarily on the infrastructure accessibility. This method is extremely effective in determining the needs related to the priorities of the development of the road and rail network in order to serve the settlements, but it does not work well as a solution to define blank spots in direct access to transport services, especially at the local level.

To evaluate transport accessibility, the method of point infrastructure (basic traffic generators) for the public transport network has been used, based on the time of access to transport stops (isochronous method). The application of this method allowed for obtaining the surface area indicator (%; surface) with optimal access to public transport infrastructure points and defined areas beyond the reach of the communication stops (with difficult access to public transport services).

However, a detailed verification of the transport offer of the pilot area (coastal municipalities) showed that due to frequent reduction of bus lines and the range of operated routes, many settlements are deprived of access to public transport, despite the available transport infrastructure, or the transport offer is significantly limited and does not correspond to the actual needs of the inhabitants. Therefore, the applied method of analysis proved to be insufficient to determine all aspects of transport accessibility.

As the assumed result of the project is to increase the daily accessibility of the analysed MOFOW-SOM area, it has become necessary to adopt a new research methodology, based on infrastructural conditions, but equally treating the quality and accessibility of transport services. The methodology should also take into account in its assumptions the manner of operation of flexible systems (especially call /dial systems on demand).

In addition, the new method will help to analyse the spatial area in terms of diversification of the public transport services accessibility for residents (especially in rural areas) and define places where the launch of flexible transport services could be more effective than traditional regular collective transport.

Actions taken in the first phase of the project:

Due to the process of actualization of the Spatial Management Plan of Westpomeranian Voivodeship in 2018, already in the first phase of the LAST MILE project, a number of provisions related to sustainable mobility issues, flexible transport systems or last mile issues were introduced to the document.

The provisions indicate, among others the necessity of development of the sustainable mobility plans for municipalities (including rural ones), highlights complementarity of tourism and transport policies or recommend the use of flexible systems in the created transport systems.

During the development period of the regional Action Plan, the new PZPWZ draft was at the consultation stage, and the provisions were not yet in force. The expected date of the Plan acceptance by the Regional Assembly is the year 2019.

	<p>Regarding the research method for spatial transport accessibility, in the first phase of the project, a preliminary analysis of known research methods regarding the determination of transport accessibility was made. Particular attention was paid to those solutions which are based on the study of the quality of the available transport offer. However, most of the currently used research methods of this type are primarily designed for urban and agglomeration areas and are not entirely suitable for direct application in areas with a dispersed settlement network and low passenger flows.</p> <p>Convergence of action with the international exchange of experiences of the LAST MILE project</p> <p>The developed activity results, among others, from a number of conclusions developed as part of the LAST MILE project joint analysis and recommendations specified in the Synthesis of international experience. Among the conclusions and recommendations, based on which the action has been prepared, should be indicated (for example):</p> <ul style="list-style-type: none"> • <i>In the majority of cases, applicable strategy documents do not cover the FTS in their provisions, and they rarely combine tourism with transport policy.</i> • <i>Examples analysed show that to increase the role of strategic documents it is necessary to combine them, possibly directly, with financing instruments that enable them to achieve their goals.</i> • <i>In the context of transport policies, strategic documents often focus on transport accessibility in relation to infrastructure (...). An equally important is the access to and actual demand for transport services in a given area (including public transport systems, private systems and various mobility solutions). This should promote a better diagnosis of the area and the determination of transport blank spots, including last mile sections.</i> • <i>The most important FTS success factor is an appropriate diagnosis of conditions and adjustment of the system to expectations and needs of end users.</i> • <i>Transport needs of passengers (residents and tourists) should undergo continuous examination and evaluation, whereas related transport policy should be updated.</i> <p>Direct experiences from the LAST MILE study visits and known good practices and examples of international approach to the issue of mobility in strategic and planning documents were additional inspiration for the developed activity. In this context, reference should be made to the current actualisation process of the MODU strategy being developed by Luxembourg. MODU is a document that deals in a holistic way with the issue of implementation of a sustainable mobility policy through all administrative levels and focuses on integrated action. Strategic assumptions, planning and financing are closely related.</p>
<p>Detailed description of the action</p>	<p>Planned action will focus on the implementation of issues related to sustainable mobility to spatial policy at the regional level. For this purpose, the project assumes in the second phase, the development of a dedicated methodological approach that will allow spatial diagnosing of deficits in the field of transport services and the accessibility. It will also help to define whether flexible transport systems will be effective in overcoming them. Thanks to this, it will be possible to prepare appropriate actions, among others as part of the regional development directions indicated in the PZPWZ.</p>

	<p>The pilot area for testing of the developed method will be the area of four coastal municipalities - Wolin, Kamień Pomorski, Dziwnów and Międzyzdroje. This area is struggling, among others with numerous challenges related to seasonality, which can be largely representative for a large part of the coastal belt areas. The dispersed settlement network present in the area is additionally characteristic for many areas of the region.</p> <p>In the next stage, the test method will be checked for the remaining part of the MOFOW-SOM area in terms of its effectiveness and measurability in urban and agglomeration areas.</p> <p>The conclusions obtained from the research and recommendations based on them will be reflected in the development directions of the Westpomeranian Voivodeship and the indicated functional areas. Thus, the implementation of the recommended activities will allow to achieve one of the main objectives defined as part of the LAST MILE project - increasing the area of daily accessibility of Szczecin Metropolitan Area in subsequent years.</p> <p>In addition to the recommendations obtained as a result of the study, the PZPWZ will take into account other relevant recommendations and conclusions developed as part of the LAST MILE project.</p>
<p>Responsible player</p>	<ul style="list-style-type: none"> ❖ Regional Office for Spatial Planning of Westpomeranian Voivodeship in Szczecin
<p>Players to be involved</p>	<ul style="list-style-type: none"> ❖ Bureau of the Szczecin Metropolitan Area Association (substantive support) ❖ Faculty of Management and Economics of Services, University of Szczecin (substantive support)
<p>Timeframe for realization</p>	<ul style="list-style-type: none"> • Provisions included in PZPWZ document in the first phase of the project (adoption of the Plan) - 2019. • Development of a new method – 2019 r. • Method testing with coastal municipalities – 2020 r. • Method testing with MOFOW-SOM area – 2020 r. • Recommendations and conclusions for the PZPWZ – 2020-2025
<p>Estimated costs</p>	<p>No possibility to estimate.</p>
<p>Financing options</p>	<p>RBGPWZ office's own tasks.</p>

<p>Estimated impact of action and contribution to overall objective</p>	<p>The development of a methodological approach to the PZPWZ allowing for the definition of transport blank spots in the territorial and spatial aspect and the inclusion of flexible transport solutions in this context may support the following general objective defined in the project:</p> <ul style="list-style-type: none"> ❖ Enlarge catchment area in public transport measured from the capital of the region in travel time (60/120 min) through the implementation of flexible transport systems.
<p>Mutual reaction / interdependencies with action x</p>	<p>Interdependencies: <i>[Action 2A] – Actions to include flexible transport systems in national legislation</i></p> <p>The Act on public transport is related to the main policy instrument. For example, it regulates the possibilities of appointing transport organizers for functional areas delimited in the Spatial Management Plan.</p>
<p>Indicator for monitoring</p>	<p><i>Number of public transport stops tested by using the developed method of transport accessibility.</i></p>
<p>Priority of action</p>	<p>High / medium / low</p>

3.3. Actions related to legal frameworks



Conclusions from the analyses carried out as part of the LAST MILE project indicate that the lack of clear definitions of flexible transport systems in the current legislation and the lack of defining their role in the overall transport policy may constitute one of the biggest barriers in the process of FTS implementation. This barrier is particularly visible in the case of attempts to use FTS solutions in the processes of building public mass transport systems.

In Polish legislation, the basis for the functioning of passenger transport is the *Act on public transport*. Therefore, its provisions became the basis for applying for changes to the national legislation in order to introduce definitions and clear principles for FTS functioning as a part of public transport systems.

Action 2A	Actions to include flexible transport systems in national legislation
Background	<p>Currently, Polish national legislation lacks both definitions of flexible transport systems (eg, explicitly describing call/dial systems "on demand" or car-pooling and car-sharing systems) as well as dedicated regulatory provisions. This situation limits the possibility of their use in the process of building public mass transport systems.</p> <p>The problem appears already at the level of the current definition of public transport. According to the binding act, public mass transport is a "<i>publicly available regular transport of people carried out at specified intervals and on a specific communication line, communication lines or communication network</i>". Transport systems "on demand" often based on flexibility in terms of time of service (flexible timetable) and the area served. At the level of basic assumptions, they do not explicitly comply with the provisions of the Act and the cannot be easily used as the element of public transport systems. The lack of an unambiguous legal situation further discourages entities responsible for organizing transport and implementing transport policies to take initiatives related to the implementation of FTS systems.</p> <p>Emerging new services of this type must now be adapted to the existing general requirements for public transport. Due to the lack of dedicated provisions, implemented FTS systems must use gaps in regulations or make far-reaching compromises and simplify the rules of operation. This, however, adversely affects the final operation of the service, which cannot be implemented in an optimal way.</p> <p>For example, call services "on demand" can be activated by adapting them to the occasional transport formula, but they cannot be treated in accordance with the Act as public transport services. Thus, it limits the possibility of contracting them under contracts for the provision of public mass transport services between the organizer and the operator. They are also not entitled to statutory subsidies for concessionary tickets.</p> <p>The main laws that regulate the operation of collective transport in Poland are: the <i>Road Transport Act</i> and the <i>Act on public transport</i>, hence the inclusion of provisions dedicated to FTS systems should translate directly into their effective transfer in to transport policies, both at the regional and local level.</p>

Actions taken in the first phase of the project:

Due to the ongoing legislative process, the LAST MILE team (already in the first phase of the project) reported a number of comments and recommendations to the drafted versions of the new *Act on public transport*:

1. Based on the Act draft presented on 17.07.2017 for public consultations, the RBGPWZ has prepared official statement recommending the introduction of a flexible transport definitions into the Act and including it (alongside the regular solutions) as the element of public transport. In addition, it was proposed to introduce definitions of FTS forms (call/dial on demand, car-pooling and car-sharing) and the introduction of the need to develop analyses on the possibility of using flexible forms of transport as part of the developed transport plans. The statement was sent to the Ministry of Infrastructure and Construction on October 31, 2017.
2. On the basis of a subsequent draft amendment to the Act presented on 23.02.2018 for public consultation, RBGPWZ has developed another statement indicating the need to include provisions regulating the functioning of flexible transport systems. It was also recommended to use FTS to operate lines with low passenger flows (as part of communication packages). The statement was sent to the Ministry of Infrastructure and Construction on April 12, 2018.

Convergence of action with the international exchange of experiences of the LAST MILE project

The developed activity results, among others, from a number of conclusions developed as part of the LAST MILE project joint analysis and recommendations specified in the Synthesis of international experience. Among the conclusions and recommendations, based on which the action has been prepared, should be indicated (for example):

- *In the majority of cases analysed, laws neither explicitly define the FTS nor indicate the possibility of their application in public transport.*
- *Unambiguous definitions of the FTS and provisions in national laws should be prepared to enable the functioning of the FTS as a part of the public transport system.*
- *Regional Administrations should support and lobby for regulating the FTS in national laws.*
- *The presence of relevant laws can, however, expedite the FTS process, especially when the FTS should become integrated with the public transport system.*

Direct experiences from the LAST MILE study visits were additional inspiration for the developed activity. A reference example for the developed action was the Luxembourg national legislation approach to on-demand transport. Luxembourg national law defines occasional / temporary transport services as “the public transport without regular features”. On-demand services are effectively used in public transport systems when the offer of regular transport services is insufficient in relation to the demand reported by residents. In addition, great example of legislative approach was the experience of Austria, where the call-dial systems have been described and defined in the framework of the National Road Transport Act, which opened a formal way to apply them in public transport systems. Thanks to this approach, on-demand systems in these countries are developing dynamically and effectively supports the transport policy of the area.

<p style="text-align: center;">Detailed description of the action</p>	<p>The main objective of Action 2A is an attempt to actively influence the current legislative process and to change the national law regulations limiting the implementation and development of flexible transport systems. The taken actions are to affect the policy instrument that is the current Act on Public Transport. <u>The legislative barrier is the main barrier defined in the LAST MILE project by all project partners. Thus, in order to obtain a real change in the framework conditions for the implementation of FTS solutions, active measures should be taken to change the current regulations or obtain their unambiguous interpretation.</u></p> <p>Although the RBGPWZ does not have the possibility to directly influence the final form of new and actualized legal acts, it will provide a number of actions supporting the process of changing the current legal situation within the Action3A, among others through:</p> <ul style="list-style-type: none"> • Submission of official applications and statements to ongoing and planned legislative procedures related to transport policy and mobility issues. • Submitting an official formal petition to the Parliament of the Republic of Poland on the need to amend the Act on Public Transport as soon as possible, so that it takes into account the issues of sustainable mobility and provisions dedicated to flexible transport systems. • Promoting issues related to FTS systems among decision makers taking part directly in the legislative process (experts of the ministerial team responsible for the preparation of laws or amendments to laws). • Building a cooperation network between entities interested in implementing FTS systems (local government associations, the voivodship marshals' convention) and joint lobbying for amending regulations in this area. • Supporting legislative changes regarding FTS systems through other projects and initiatives in which Westpomeranian Voivodeship is involved (eg the Catching-Up Regions project currently being implemented with the World Bank and the European Commission). <p>As part of the activities implemented in the second phase of the project, the Regional Office for Spatial Planning of Westpomeranian Voivodeship in Szczecin will continue the monitoring the state of legislation related to transport regulations (especially public). Particular attention will be focused on the <i>Road Transport Act</i> and the <i>Act on Public Transport</i> and related laws (eg the <i>Act on electromobility and alternative fuels</i>, the <i>Act on the education system</i>, etc.).</p> <p>Particular attention will be given to possible regulations regarding "on-demand" call systems that can become an extremely effective solution for transport services in rural and peripheral areas with small passenger flows and a scattered settlement network.</p>
<p style="text-align: center;">Responsible player</p>	<ul style="list-style-type: none"> ❖ Regional Office for Spatial Planning of Westpomeranian Voivodeship in Szczecin
<p style="text-align: center;">Players to be involved</p>	<ul style="list-style-type: none"> ❖ Department of Infrastructure and Transport of the Marshal's Office of Westpomeranian Voivodeship (substantive support) ❖ Bureau of the Szczecin Metropolitan Area Association (substantive support)

Timeframe for realization	Active monitoring of the legislative process - by the end of 2020.
Estimated costs	<i>No possibility to estimate</i>
Financing options	RBGPWZ office's own tasks.
Estimated impact of action and contribution to overall objective	The inclusion of FTS systems in national legislation and the determination of their role in building public mass transport systems may, directly or indirectly, affect all the overall objectives of the project as set out in section 4.4.
Mutual reaction / interdependencies with action x	Interdependencies: <i>[Action 1A] – Implementation of the flexible transport systems issues in the Spatial Management Plan of Westpomeranian Voivodeship</i> The Act is related to the main policy instrument. For example, it regulates the possibilities of appointing transport organizers for functional areas delimited in the Spatial Management Plan.
Indicator for monitoring	<i>Number of provisions and regulations dedicated to FTS systems in national level legislation</i>
Priority of action	High / medium / low

3.4. Actions related to organizational structures

As part of the regional Action Plan, an action related to the implementation of a new organizational structure in the area of the four coastal communes has been defined allowing for joint planning and implementation of transport policies - Transport Coordinator.



The Transport Coordinator will be responsible, among others, for organizing transport at the municipal level, better coordination and integration of transport policy in the area, implementation of sustainable mobility solutions or cooperation with tourism industry entities.

<p>Action 3A</p>	<p>Establishment of Transport Coordinator (TC) for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin</p>
<p>Background</p>	<p>The idea of establishing a Transport Coordinator (TC) is to implement a coherent transport policy of four coastal communes of Dziwnów, Międzyzdroje, Wolin and Kamień Pomorski. The indicated municipalities struggle with various problems having their source both in geographic conditions and in the absence of strong systemic support for effective implementation and development of transport policies in rural and tourist areas (struggling with the high amplitude of seasonal traffic).</p> <p>The Międzyzdroje and Dziwnów municipalities have a long coastline along with a tourist infrastructure that generates a lot of traffic during the holiday season (problems of congestion and transportation service of maximum passenger flows). For the rest of the year, municipalities are struggling with both unemployment and unused infrastructure (eg. empty parking places). Wolin and Kamień Pomorski, due to their location, became transit communes for the tourist movement heading for the sea. In comparison with Międzyzdroje and Dziwnów, they are large communes with low population density, which creates the problem of servicing small towns with public transport.</p> <p>Currently, each of the municipalities performs public tasks related to transport services separately and they almost exclusively concern the provision of transport services related to the delivery of children to schools. Other transport services are provided by private entities focusing on servicing the most profitable communication lines. The result is the transport exclusion of a large part of the areas, in particular in the municipalities of Wolin and Kamień Pomorski. The only alternative for residents is individual transport.</p> <p>The Transport Coordinator should become a supporting solution to problems related to transport accessibility, both to public centres and tourist attractions, as an entity whose objective will be a comprehensive approach to the issues of transport policy management in the indicated area. The scope of his duties will include both the function of organizer of public transport for the whole area and the entity responsible for the coordination and implementation of solutions for mobility, sustainable logistics, coordinated parking policy or cooperation with the tourism industry.</p> <p>He will also be responsible for the constant monitoring of legislative changes and actions at the national and regional level in order to update and adapt the transport policy of the area to new conditions on a current basis.</p>

Municipalities transferring competencies to the Transport Coordinator will also expect active participation in industry meetings in the field of transport and tourism, agreeing strategic and planning documents covering the scope of transport issues in the area of four communes and active acquisition of external funds. At the same time, the TC will act as a promoter and educator in the field of public transport, by organizing meetings with residents and information campaigns.

Reference to policy instruments:

Action 3A is intended to cover all three policy instruments identified in the document:

- At the direct level, it is related to the current Act on Public Transport, referring to the definition of transport organizers at various administrative levels. Experiences from the LAST MILE project indicate that at the local level many individual municipalities cannot cope with the challenges related to planning and implementing transport policies or implementation of sustainable mobility measures. The solution is often cooperation and going to above communal level by forming supra-local transport associations, which results in a reduced number of entities between which the responsibility for organizing transport is dispersed. Effective implementation of the Transport Coordinator's idea in the indicated area (having not only competences of the transport organizer, but also the competences of entity responsible for implementing the sustainable mobility policy) can thus become another argument for changing the approach to the national transport organization system in subsequent versions of the Act on Public Transport and add into it a broader coverage of issues related to sustainable mobility.
- The action is also connected with the main policy instrument designated in the LAST MILE project (Spatial Management Plan). The Plan sets out various types of measures (**Provisions, Recommendations, Projects and Advices**) of different strength and different priority. The Plan in many aspects, for example, sets **Advices** for supporting integrating activities, especially in the area of designated functional areas, which allows for a more sustainable development of a selected region (for example, through a jointly organized transport policy). Demonstrating the effectiveness of such approach, through the creation and successful implementation of a Transport Coordinator (for municipalities located in the functional area of Szczecin), could confirm the proper direction of spatial development policy and will be a determinant for the continuation of activities in this area. It will also give the opportunity to increase the priority of measures described in the Spatial Management Plan (eg instead of **Advices** in this regard, **Recommendations**, or the most binding - **Provisions** will be created).
- The action is also related to the financing instrument. Areas indicated in the Spatial Management Plan, as areas in which the integration processes should proceed (inter alia through supra-local activities such as the proposed Transport Coordinator), are treated with a higher priority, which translates into the possibility of receive financing through the mechanisms of a regional operational program such as the Local Government Contract or Integrated Territorial Investments. Effective implementation of the Transport Coordinator function will allow municipalities to apply for funds in order to implement supra-local transport projects and supra-local sustainable mobility policy. For coordinators of the regional operational program, this will be a good reference example for further development and optimization of the program.

	<p>Actions taken in the first phase of the project:</p> <p>Already in the first phase of the project, preparatory activities were undertaken towards the establishment of the Transport Coordinator for the indicated area. As part of the LAST MILE project, a document titled "Analysis of the possibilities of establishing a Transport Coordinator for the area of four coastal communes: Wolin, Dziwnów, Międzyzdroje and Kamień Pomorski" was developed. The document presents comparative analysis of the legal and organizational formula for the future Transport Coordinator and points out the most optimal variant. In addition, the analysis presents the exact procedure for appointing (KT) and defines its organizational framework. Due to the ongoing legislative process regarding amendments to the <i>Act on public transport</i>, the TC implementation procedures have been presented in a variant manner.</p> <p>Convergence of action with the international exchange of experiences of the LAST MILE project</p> <p>The developed activity results, among others, from a number of conclusions developed as part of the LAST MILE project joint analysis and recommendations specified in the Synthesis of international experience. Among the conclusions and recommendations, based on which the action has been prepared, should be indicated (for example):</p> <ul style="list-style-type: none"> • <i>Frequently, municipalities (municipal transport organizers) refrain from implementing the FTS since they are concerned about an influx of new responsibilities and the shortage of adequate knowledge and experience. Moreover, they do not have relevant structures (neither own units nor separate entities) responsible for the implementation of transport policies, especially organization and management (including FTS systems).</i> • <i>In the case of new structures created to launch the FTS, it is necessary to ensure a wide range of competences and autonomy.</i> • <i>Adequate support from a higher-level organizer (e.g. region) to coordinate the implementation of transport policies encourages municipalities to increase the scope of the FTS launched.</i> <p>The exchange of international experiences carried out during LAST MILE study visits provided valuable support for the developed activity. The inspiration for the concept of the Transport Coordinator was, among others, activities of the municipalities of the Deferegggen valley in East Tyrol. Smaller tourist communes through the established agreement began to implement a common transport policy at the supra-commune level, which allowed, among others, for the implementation of the DefMobil transport system. An additional argument for the necessity of building cooperation platforms and coordination of transport organization on the supra-local level was a series of examples from the area of Luxembourg, where the aim is to create and coordinate a mobility policy from the national to the local level (MODU Strategy).</p>
<p>Detailed description of the action</p>	<p>Due to the ongoing (at the stage of development of the regional Action Plan) legislative process concerning amendments to the <i>Act on public transport</i>, TC implementation procedures may be launched only after the adoption of the new Act.</p>

	<p>According to the draft amendment to the Act of 13 June 2018, the most-indicated formula for the Transport Coordinator would be to establish it in the form of a county-municipalities association.</p> <p>In this case, the activities should start with the joint development by the municipalities and county of the juxtaposition of transport lines necessary for handling, their course, transport packages and determining the rules of participation. Then, obtain the consent of the county council to enter into an agreement with the municipalities and the consent of the municipal councils to conclude agreements with the county.</p> <p>The next stage will be the preparation and adoption of a joint transport plan and the adoption of resolutions by the municipal and county councils on establishing an association (with the adoption of the regulatory statute). This will allow for the establishment of the Transport Coordinator in the forms of the internal entity.</p> <p>From that moment, the established Coordinator will be an independent unit in the scope of: organizing public mass transport in the indicated area, designating communication routes and arranging them in communication packages, issuing permits for using stops, consulting external documents, monitoring legislative changes, participating in consultations, meetings and conferences, conducting promotional and educational programs in the field of public and sustainable transport.</p>
<p>Responsible player</p>	<ul style="list-style-type: none"> ❖ Self-governments of seaside municipalities - Dziwnów, Kamień Pomorski, Międzyzdroje and Wolin.
<p>Players to be involved</p>	<ul style="list-style-type: none"> ❖ County of Kamień Pomorski (depending on the chosen variant) ❖ Regional Office for Spatial Planning of Westpomeranian Voivodeship in Szczecin (substantive support), ❖ Department of Infrastructure and Transport of the Marshal's Office of Westpomeranian Voivodeship (in the field of transport plan consultations)
<p>Timeframe for realization</p>	<p><i>Note: due to the ongoing legislative process, the commencement of the KT implementation procedure depends on the date of adoption of amendments to the Act on public collective transport and its final form.</i></p> <p>Transport Coordinator establishment – year 2020. Coordinator's operation - according to demand, continuously - without time limit.</p>
<p>Estimated costs</p>	<p>The estimated cost of operation of the Transport Coordinator in the formula of the association was estimated at 620,000. PLN annually (of which PLN 420,000 PLN is the cost of remuneration with derivatives).</p>
<p>Financing options</p>	<p>The basic source of financing TC activities will be communal budgets in the part devoted to servicing public transport. At the same time, the Coordinator as one entity will be able to apply for external funds both for functioning and for soft (promotional and educational activities) and hard (infrastructure, rolling stock, technical facilities) activities.</p> <p>When establishing the TC, the possibilities of financing activities under the next regional operational program will also be taken into account (eg through the formula of the local government contract).</p>

<p>Estimated impact of action and contribution to overall objective</p>	<p>Establishment of a joint Transport Coordinator acting as a transport organizer for the whole area may support the following general objective defined in the project:</p> <ul style="list-style-type: none"> ❖ Higher costs recovery quota of public transport services <p>Coordinated management and joint organization of transport can directly translate into reduction of operating costs and optimal use of funds for servicing public transport tasks.</p>
<p>Mutual reaction / interdependencies with action x</p>	<p>Interdependencies: <i>[Action 4A] – Launching a flexible transport system Seaside Bus (SB) for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin,</i></p> <p>Transport Coordinator will be the basis, among others, for the implementation of new forms and transport systems. It is assumed that he will be directly responsible for the implementation and management of the flexible “Seaside Bus” system, combining the tourist potential of municipalities.</p>
<p>Indicator for monitoring</p>	<p><i>Establishment of Transport Coordinator for the area of coastal communes.</i></p>
<p>Priority of action</p>	<p>High / medium / low</p>

3.5. Actions related to the concrete implementation of sustainable flexible mobility offers



The *Seaside Bus* initiative is a measure directly related to the implementation and support of specific sustainable mobility solutions in the coastal communes. The assumption is to create a flexible transport solution operating in two modes - in the summer season it will serve tourists to move between tourist attractions in communes, for the remainder of the year it will support transport needs of residents.

<p>Action 4A</p>	<p>Launching a flexible transport system Seaside Bus (SB) for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin,</p>
<p>Background</p>	<p>At present, in the area of coastal communes participating in the LAST MILE project, there are no mobility offers and transport systems developed for tourism. Tourists wishing to explore the area are forced to use the uncoordinated transport offer of private carriers (serving mostly the most profitable routes) or are obliged to travel by their own cars.</p> <p>The result of such conditions are the problems arising at many levels. For example, individual traffic caused by a lack of transport alternatives causes congestion, access to many potentially attractive areas and places is significantly limited and operators of tourist attractions to encourage potential tourists to visit are forced to provide extensive parking facilities (which significantly increases the investment and operational costs).</p> <p>With regard to the spatial structure of the area, the municipalities of Międzyzdroje and Dziwnów have a long coastline along with tourist infrastructure, which generates a lot of traffic during the holiday season, but due to the climate, the high season lasts only two months in coastal towns. In turn, the commune of Wolin and Kamień Pomorski have year-round tourist attractions, available regardless of the weather and season, creating a natural complement to coastal attractions.</p> <p>In connection with this, one of the main assumptions for the regional Action Plan was to prioritize those initiatives that strengths integration of the area and supports mutual interconnection and supplementation of tourist potentials. This type of initiative is the launch of a transport system called <i>Seaside Bus</i> which will be implemented and managed jointly by four coastal communes.</p> <p>During the tourist season, the system will serve a designated tourist line (tourist loop) serving stops located in places of tourist attractions. The tourist line will assume a certain degree of profitability. The surplus generated during this period will be used for the development of the service, but also for co-financing the system in the off-season.</p> <p>In the context of tourism, the goal is to extend the tourist season by increasing the availability and dissemination of local attractions all year round and reducing passenger car traffic in cities and on access roads. The <i>Seaside Bus</i> should ultimately become the main spine of a tourist transport system. In subsequent stages, it will be possible to supplement it with new services and products developed in a coordinated and integrated manner.</p> <p>After the season, it will be used as a support for the implementation of transport policies addressed to the inhabitants of the area and will act as the element of public</p>

transport on designated routes, primarily supporting the needs of selected target groups (eg transport of children and youth to non-school activities, transport of elderly people to health and administration centres, transporting residents to events, etc.).

Reference to policy instruments:

Action 4A is intended to cover all three policy instruments identified in the document:

- At the direct level, it is related to the current Act on public transport that does not provide, for example, special mechanisms for financing public transport for areas struggling with intense seasonal traffic. Experiences from the LAST MILE project indicate that at the local level, individual municipalities do not cope with such challenges, mainly due to the high financial burdens. The implementation of the Seaside Bus system would help to develop a mechanism for financing public tasks after the season with the use of funds obtained from the commercial activity of the system during the tourist season. The recommendations received in this way could be a contribution to the discussion about dedicated financing mechanisms for tourist areas and defining them in the Act on public transport.
- The action is also connected with the main policy instrument designated in the LAST MILE project (Spatial Management Plan). The Plan sets out various types of measures (**Provisions, Recommendations, Projects and Advices**) of different strength and different priority. The Plan in many aspects, for example, sets **Advices** for supporting integrating activities, especially in the area of designated functional areas, which allows for a more sustainable development of a selected region (for example, through the joint organization of coherent transport systems). Demonstrating the effectiveness of such approach, through the successful implementation of supra-local transport system (for municipalities located in the functional area of Szczecin), could confirm the proper direction of spatial development policy and will be a determinant for the continuation of activities in this area. It will also give the opportunity to increase the priority of measures described in the Spatial Management Plan (eg instead of **Advices** in this regard, **Recommendations**, or the most binding - **Provisions** will be created).
- The action is also related to the financing instrument. Areas indicated in the Spatial Management Plan, as areas in which the integration processes should proceed (inter alia through supra-local activities such as the proposed Seaside Bus system), are treated with a higher priority, which translates into the possibility of receive financing through the mechanisms of a regional operational program such as the Local Government Contract or Integrated Territorial Investments. Effective implementation of the Seaside Bus initiative will help municipalities to apply for funds in order to implement supra-local transport projects and develop supra-local sustainable mobility policy. For coordinators of the regional operational program, this will be a good reference example for further development and optimization of the program. An additional argument when awarding funds may be an argument to ensure the durability of the project by creating a good financing mechanism.

	<p>Actions taken in the first phase of the project:</p> <p>Already in the first phase of the project, preparatory activities towards the launch of the transport system were undertaken. Two documents have been developed within the LAST MILE project. The developed studies present possible forms of operation of the Seaside Bus transport system in the current legal situation and in the situation after the implementation of the planned changes to the Act on public transport. The economic analysis presents estimates related to the costs of system implementation. The expected operating costs were also determined and the conditions necessary to ensure the profitability of the system were determined.</p> <p>Convergence of action with the international exchange of experiences of the LAST MILE project</p> <p>The developed activity results, among others, from a number of conclusions developed as part of the LAST MILE project joint analysis and recommendations specified in the Synthesis of international experience. Among the conclusions and recommendations, based on which the action has been prepared, should be indicated (for example):</p> <ul style="list-style-type: none"> • <i>In sparsely populated areas or areas that are less attractive for tourists, the provision of public transport services is unprofitable and constitutes a significant burden for municipalities. In such areas, FTS systems are less expensive than regular public transport because of their higher efficiency and a better cost-benefit ratio.</i> • <i>Profits from the public FTS in the tourist season should be used for co-financing of transport operations in the remaining part of the year.</i> • <i>Cooperation should be stimulated between tourist organizations and operators of attractions while creating transport policies with due respect to tourism conditions.</i> • <i>Ensuring broad accessibility and easy use of the system for all social groups should be the lead principle underlying the operation of the FTS.</i> <p>The concept of Seaside Bus was based on a series of good practices learned during the LAST MILE project as well. The project was an opportunity to get acquainted with solutions of call/dial on demand transport systems in tourist areas that are absent in Poland (only two pilot solutions of call/dial FTS exist in urban areas). The Bummelbus transport system in Luxembourg was an inspiration for adopting a social approach (a flexible system of public transport directed to transported and excluded groups). On the other hand, the system of buses on demand in the Vall de Boi Valley in the Catalonia Region was an inspiration to use the Seaside Bus system for transport services of protected areas (Wolin National Park located in the area of coastal municipalities) and thus restricting individual traffic. The example of Werfenweng Alpine Pearls in Austria showed how to build tourist products based on sustainable mobility solutions (hence the assumption that the Seaside Bus could eventually become the main communication system for tourists who want to explore the area in a sustainable way). The solutions known through the LAST MILE project allowed for detailed description of the system's on-demand specification and its adaptation to local conditions.</p>
<p>Detailed description of the action</p>	<p>In the optimal variant, the entity responsible for the implementation and management of the <i>Seaside Bus</i> system should be the Transport Coordinator established for the area of coastal municipalities.</p>

	<p>Due to the ongoing (at the stage of development of the regional Action Plan) legislative process concerning amendments to the <i>Act on public transport</i>, Transport Coordinator and Seaside Bus implementation procedures may be launched only after the adoption of the new Act.</p> <p>Until then, activities will focus on two areas; preliminary organizational work and the possibility of testing the service (pilotage) by ordering its implementation to an external entity.</p> <p>Preliminary organizational work will consist the final determination of the course of the tourist line, determination of the terms of cooperation with operators of tourist attractions lying on the bus route and preparation of assumptions for the information and promotional policy of the undertaking.</p> <p>The pilot action will be related to the attempt to commission the service (in the scope and form possible in accordance with the main operational principles of the SB) entirely by an external entity. As part of the pilot action, the SB will be tested during the summer season (servicing the indicated tourist line). This will allow to define the actual demand for this type of service and will influence the final decision regarding the implementation of the SB system as part of the activities undertaken by the Transport Coordinator.</p>
<p>Responsible player</p>	<ul style="list-style-type: none"> ❖ Self-governments of seaside municipalities - Dziwnów, Kamień Pomorski, Międzyzdroje and Wolin.
<p>Players to be involved</p>	<ul style="list-style-type: none"> ❖ Regional Office for Spatial Planning of Westpomeranian Voivodeship in Szczecin (substantive support), ❖ West Pomeranian Regional Tourist Organization (substantive support),
<p>Timeframe for realization</p>	<p><i>Note: due to the ongoing legislative process, the commencement of the SB implementation procedure depends on the date of adoption of amendments to the Act on public collective transport and its final form. New provisions may change, among others the current contracting system for transport services, which may significantly affect the form of operation of the SB system.</i></p> <p>Launch of the Seaside Bus system - by 2020.</p>
<p>Estimated costs</p>	<p>Estimated costs of launching the Seaside Bus system:</p> <p>Option A - as a communication line serviced by an operator within a public collective transport organized by a local government unit or an association of such units;</p> <p>The cost of launching – 5 500 000 PLN (approx. 1 300 000 EUR) Monthly operating costs – 200 000 PLN (approx. 48 000 EUR)</p> <p>Option B - as a communication line created and operated by a commercial carrier in the form of public transport.</p> <p>The cost of launching - 1 200 000 PLN (approx. 290 000 EUR) Monthly operating costs - 270 000 PLN (approx. 64 000 EUR)</p>

Financing options	<p>The basic source of financing SB activities will be communal budgets in the part devoted to servicing public transport.</p> <p>When establishing the SB, the possibilities of financing activities under the next regional operational program will also be taken into account (eg through the formula of the local government contract).</p>
Estimated impact of action and contribution to overall objective	<p>The implementation of a new transport system in the area may, directly or indirectly, affect all accepted general objectives of the project indicated in section 4.4.</p>
Mutual reaction / interdependencies with action x	<p>Interdependencies: <i>[Action 3A] – Establishment of Transport Coordinator (TC) for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin</i></p> <p>Transport Coordinator will be the basis, among others, for the implementation of new forms and transport systems. It is assumed that he will be directly responsible for the implementation and management of the flexible “Seaside Bus” system, combining the tourist potential of municipalities.</p>
Indicator for monitoring	<p><i>The number of Seaside Bus passengers in the tourist season.</i></p>
Priority of action	<p>High / medium / low</p>

3.6. Actions related to awareness raising in the region



The action taken in this regard concerns the development of an educational game based on the subject of sustainable mobility and access to tourist attractions of the Szczecin Metropolitan Area and coastal communes. The game will be an educational activity aimed at raising the general state of awareness regarding operating public transport systems and other mobility solutions in the area.

<p>Action 5A</p>	<p>Educational game for the public transport promotion in the area of the Szczecin Metropolitan Area and coastal municipalities</p>
<p>Background</p>	<p>One of the conclusions of the LAST MILE project is still a small social awareness of issues related to sustainable transport or mobility. This applies to both decision-making levels as well as residents or tourists. The lack of educational programs and actions in this area means that in many cases potential users are not aware of the existence of an alternative to individual transport.</p> <p>In the context of public education, the current teaching curricula do not address the issue of public transport, also in the context of sustainable transport or sustainable mobility. The only element related to transport is learning how to behave correctly in traffic and learning how to use your bike properly.</p> <p>All educational projects related to transport and mobility are implemented as additional activities organized by associations or local activists. Schools, on the other hand, often take an active part in initiatives aimed at all residents, such as the European Week of Sustainable Transport - European Mobility Week.</p> <p>In the area of Szczecin, the Municipal Roads and Transport Authority as the organizer and coordinator of public transport, organizes informational and training meetings for preschoolers and school children in the use of public transport. This takes place as part of a series of meetings: "<i>Passenger from kindergarten</i>". In addition, the public institution that has an educational program, also in the field of public transport, is the Museum of Technology and Transport in Szczecin. Educational activities are directed to specific age groups, for example, inventions in the field of transport (kindergarten) or the history of public communication (middle schools, high schools). These actions are extremely valuable initiatives, but their scale is still limited.</p> <p>The experiences of the LAST MILE project indicate that education in the field of sustainable mobility is crucial in activities related to the change of transport habits and the change of modal split in transport systems.</p> <p>Reference to policy instruments</p> <p>Action 6A is addressed to the Szczecin Metropolitan Area (one of the functional areas indicated in the Spatial Management Plan). This area was also the area of the main activities and analyzes carried out as part of the LAST MILE project (the area includes also coastal municipalities indicated in actions 4A and 5A). Spatial Management Plan defines a number of directions for the development of the region and the indicated areas using special measures in the form of Provisions, Recommendations, Projects and Advices. That may also concern information policy or awareness raising mechanisms in a specific scope.</p>

	<p>The implementation of the indicated activity 6A in the designated functional area is aimed at deepening the integration of the area while increasing the awareness of residents and decision makers regarding mobility challenges at the supra-local level (in the context of the whole area). Effective implementation of the action will encourage local governments to start thinking about mobility policies not only in the narrow context of their administrative unit. As a result, new measures may be introduced in Spatial Management Plan to support similar types of activities, but with a higher priority level (eg instead of Advices in this regard, Recommendations, or the most binding - Provisions will be created).</p> <p>It may also translate into financing instruments (regional operational program), which will be able to promote and support these activities for raising awareness, which are addressed to the supra-local level.</p> <p>Convergence of action with the international exchange of experiences of the LAST MILE project</p> <p>The developed activity results, among others, from a number of conclusions developed as part of the LAST MILE project joint analysis and recommendations specified in the Synthesis of international experience. Among the conclusions and recommendations, based on which the action has been prepared, should be indicated (for example):</p> <ul style="list-style-type: none"> • <i>Low social awareness regarding sustainable mobility systems, especially the FTS, is still noticeable. However, once such systems are known and recognizable by the public, their perception is usually positive.</i> • <i>Promotion and education activities increase popularity and strengthen durability of the FTS, especially when clearly associated with the region</i> • <i>Actions to raise awareness may have different scale and form. However, it is crucial to direct them to the appropriate target group.</i> • <i>Education programmes should be implemented at schools and pre-schools to create new attitudes towards residents' mobility.</i> <p>The exchange of international experiences of the LAST MILE project carried out during study visits was a valuable support for the developed activity. The main inspiration was the presented approach of Luxembourg to information policy and to various ways to increase the level of social awareness in relation to the issues of sustainable mobility and the promotion of public transport. An example of this is the numerous concepts and initiatives implemented by the Verkéiersverbond (National Transport Community of Luxembourg), such as: MVOS campaigns ("bicycle to school" and "bicycle to work"), radio programs promoting mobility, pedestrian and cyclist safety actions, or development of an educational board game and a number of other educational materials that can be used by schools and kindergartens. Activities are conducted in a very comprehensive manner using modern technologies (mobile applications) and social media.</p>
<p>Detailed description of the action</p>	<p>As part of the activity carried out in the second phase of the project, an educational board game will be developed, promoting the use of sustainable transport and mobility solutions during tourist and recreational trips in the Szczecin Metropolitan Area and in coastal communes.</p> <p>The game will include such systems and solutions as the currently implemented Szczecin Metropolitan Railway, Szczecin City Bike, the concept of the West Pomeranian cycling route network, regional railway connections with the coastal area and other communication systems and mobility solutions.</p>

	<p>The first step will be to develop the basic mechanics of the board game corresponding to the subject matter. Then, the working versions will be tested to identify possible defects and limitations. At the same time, work will be carried out on the preparation of the graphic side of the game.</p> <p>After developing the final version of the game, it will be released and sent for distribution.</p> <p>The game, in physical version, will be distributed mainly to schools and other educational institutions. The game version will also be available in the digital version to be downloaded from the website and self-printed.</p>
Responsible player	❖ Regional Office for Spatial Planning of Westpomeranian Voivodeship in Szczecin
Players to be involved	<ul style="list-style-type: none"> ❖ West Pomeranian Regional Tourist Organization (substantive support), ❖ Bureau of the Szczecin Metropolitan Area Association (substantive support) ❖ GeekOn - Szczecin's fan community of board games (substantive support)
Timeframe for realization	<p>Development of the final version of the board game - until September 2019</p> <p>Distribution and promotion - until September 2020</p>
Estimated costs	The estimated costs of production and distribution of one piece of the board game are estimated at approx. PLN 40 gross. Assuming production of around 500 pcs., the total cost of the task will be about 20,000 PLN.
Financing options	In order to implement physical copies of the game, external financing will be obtained.
Estimated impact of action and contribution to overall objective	<p>Actions increasing the level of awareness regarding the accessibility of a sustainable transport offer in the region may support the following general objectives defined in the project:</p> <ul style="list-style-type: none"> ❖ Change mode choice in tourism and recreational related traffic from car to sustainable transport modes ❖ Increase of the number of multimodal/flexible public transport users (no. of passengers)
Mutual reaction / interdependencies with action x	<p>Interdependencies: [Action 1A] – Implementation of the flexible transport systems issues in the Spatial Management Plan of Westpomeranian Voivodeship</p> <p>Effective implementation of the action will encourage local governments to start thinking about mobility policies not only in the narrow context of their administrative unit. As a result, new measures may be introduced in Spatial Management Plan to support similar types of activities</p>
Indicator for monitoring	<i>Number of distributed copies of the board game (in digital and physical version).</i>
Priority of action	High / medium / low

4. Part IV – Monitoring system for the Action Plan implementation

4.1. Implementation plan for monitoring in phase 2

For the purpose of monitoring the progress related to the implementation of individual activities under the second phase of the project, an evaluation system was developed containing a time frame, specific milestones and methods to determine the degree of project implementation. The entities responsible for monitoring and intervals allowing for periodic evaluation were also identified.

4.1.1. Timeframe for the implementation of actions and specific milestones

Year	2018		2019						2020					
Number of months	1	2	4	6	8	10	12	14	16	18	20	22	24	26
Month	10/18	12/18	02/19	04/19	06/19	08/19	10/19	12/19	02/20	04/20	06/20	08/20	10/20	12/20
 [Action 1A]				1A.1			1A.2			1A.3				1A.4
 [Action 2A]	2A.1													
 [Action 3A]						3A.1				3A.2				
 [Action 4A]						4A.1				4A.2				
 [Action 5A]					5A.1									

Description of specific milestones

	[Action 1A] – Implementation of the flexible transport systems issues in the Spatial Management Plan of Westpomeranian Voivodeship (improvement of the policy instrument)
Milestones	1A.1 – including provisions regarding flexible systems in the current actualization of the PZPWZ, 1A.2 – development of a research method regarding spatial transport accessibility, 1A.3 – method testing with coastal municipalities, 1A.4 – method testing with MOFOW-SOM area,
How often will the evaluation be executed	Assessment of progress in the task will be carried out every six months . Thus, four periods of the assessment of the state of implementation under the second phase of the project are envisaged.
Responsible body for the monitoring	The body responsible for the evaluation and monitoring will be the Regional Office for Spatial Planning of the Westpomeranian Voivodeship in Szczecin
dissemination of experience	Information on the work progress and experience gained in the implementation of individual milestones will be distributed to potentially interested entities in the form of information brochures (sent via e-mail).

	[Action 2A] – Actions to include flexible transport systems in national legislation
Milestones	2A.1 – elaboration of the main recommendations regarding necessary changes in the Act on public transport and sending them to the appropriate legislative body
How often will the evaluation be executed	Once a month , monitoring of ongoing legislative processes will be carried out, in particular on transport and tourism policies, in order to determine the possibility of submitting recommendations and positions considering the experience gained as part of the LAST MILE project. Assessment of progress in the task will be carried out every six months . Thus, four periods of the assessment of the state of implementation under the second phase of the project are envisaged.
Responsible body for the monitoring	The body responsible for the evaluation and monitoring will be the Regional Office for Spatial Planning of the Westpomeranian Voivodeship in Szczecin
dissemination of experience	Information on the work progress and experience gained in the implementation of individual milestones will be distributed to potentially interested entities in the form of information brochures (sent via e-mail).

	[Action 3A] – Establishment of Transport Coordinator for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin
Milestones	3A.1 – signing an agreement between municipalities regarding the implementation of procedures related to the establishment of the Transport Coordinator, 3A.2 – formal appointment of the Transport Coordinator and commencement of duties,
How often will the evaluation be executed	Due to the ongoing legislative process related to the amendment of the Act on public transport, the process will be monitored once a month to determine the state of progress of the work and the assessment of the envisaged adoption of the Act. After its implementation, actions related to the implementation of TC based on the provisions of the new act will be launched. The municipalities of Dziwnów, Kamień Pomorski, Wolin and Międzyzdroje will be responsible for the TC implementation. Assessment of progress in the implementation of the task will be performed every two months. For this purpose, the RBGPWZ will direct inquiries to municipalities with a request to present the state of work progress and to report possible problems and barriers encountered.
Responsible body for the monitoring	The body responsible for the evaluation and monitoring will be the Regional Office for Spatial Planning of the Westpomeranian Voivodeship in Szczecin
dissemination of experience	Information on the work progress and experience gained in the implementation of individual milestones will be distributed to potentially interested entities in the form of information brochures (sent via e-mail).

	[Action 4A] – Launching a flexible transport system Seaside Bus for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin
Milestones	4A.1 – podpisanie porozumienia między gminami odnośnie wdrożenia procedur związanych z uruchomieniem systemu transportowego Bus Nadmorski 4A.2 – uruchomienie systemu Bus Nadmorski w sezonie turystycznym 2020.

<p>How often will the evaluation be executed</p>	<p>Due to the ongoing legislative process related to the amendment of the Act on public transport, the process will be monitored once a month to determine the state of progress of the work and the assessment of the envisaged adoption of the Act.</p> <p>After its implementation, actions related to the implementation of TC based on the provisions of the new act will be launched. The municipalities of Dziwnów, Kamień Pomorski, Wolin and Międzyzdroje will be responsible for the TC implementation.</p> <p>Assessment of progress in the implementation of the task will be performed every two months. For this purpose, the RBGPWZ will direct inquiries to municipalities with a request to present the state of work progress and to report possible problems and barriers encountered.</p>
<p>Responsible body for the monitoring</p>	<p>The body responsible for the evaluation and monitoring will be the Regional Office for Spatial Planning of the Westpomeranian Voivodeship in Szczecin</p>
<p>dissemination of experience</p>	<p>Information on the work progress and experience gained in the implementation of individual milestones will be distributed to potentially interested entities in the form of information brochures (sent via e-mail).</p>

	<p>[Action 5A] – Educational game for the public transport promotion in the area of the Szczecin Metropolitan Area and coastal municipalities</p>
<p>Milestones</p>	<p>5A.1 – development of the final version of the board game, 5A.2 – start distribution of the board game to interested entities,</p>
<p>How often will the evaluation be executed</p>	<p>Assessment of progress in the task will be carried out every six months. Thus, four periods of the assessment of the state of implementation under the second phase of the project are envisaged.</p>
<p>Responsible body for the monitoring</p>	<p>The body responsible for the evaluation and monitoring will be the Regional Office for Spatial Planning of the Westpomeranian Voivodeship in Szczecin</p>
<p>dissemination of experience</p>	<p>Information on the work progress and experience gained in the implementation of individual milestones will be distributed to potentially interested entities in the form of information brochures (sent via e-mail).</p>

4.2. Action specific indicators

In order to assess the effectiveness of the developed actions, **specific action Indicators** assigned to each of them were identified. For each indicator, the expected target value, the current (base) value and the adopted assessment method were determined. The indicators will allow to determine directly whether the actions adopted in the project have been effectively implemented and have contributed to the achievement of the assumed objectives.

Action	Indicator	Target value	Actual value	Method
 [Action 1A]	<i>Number of public transport stops tested by using the developed method of transport accessibility.</i>	150	0	Ex-post evaluation. The assessment method is based on the comparison of the number of public transport stops analyzed. The list will be developed by RBGPWZ.
 [Action 2A]	<i>Number of provisions and regulations dedicated to FTS systems in national level legislation.</i>	10	0	Ex-post evaluation. The assessment method is based on the registration of the number of entries (provisions) relating directly to defined FTS systems such as car-sharing, car-pooling or call/dial on-demand systems.
 [Action 3A]	<i>Establishment of Transport Coordinator for the area of coastal communes.</i>	1	0	Ex-post evaluation. The assessment method is based on obtaining information from the coastal municipalities about the formal establishment of the Transport Coordinator.
 [Action 4A]	<i>The number of Seaside Bus passengers in the tourist season.</i>	1000 pers.	0	Ex-post evaluation. The assessment method is based on data on transports that will be transferred at the request of RBGPWZ by the operator / carrier after the end of the first season of operation of the Seaside Bus system.
 [Action 5A]	<i>Number of distributed copies of the board game (in digital and physical version).</i>	1000 pcs.	0	Ex-post evaluation. The assessment method is based on the registration of the number of distributed copies of the board game to interested entities. Registration will be carried out by RBGPWZ and other involved entities.

4.3. Result indicators (general and specific)

To ensure consistency of program evaluation, every project implemented under INTERREG EUROPA is required to complete a certain number of predefined **result indicators**. In addition to the impact assessment on the policy instrument indicated in the draft, each of the project partners also had to specify result indicators in the form of:

- Amount (EUR) of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project in the field tackled by the project,
- Amount (EUR) of other funds influenced by the project in the field tackled by the project

These two indicators measure the amount in euros that was directly influenced by the change introduced by the project (e.g. amount of funding dedicated to a new project, amount of funding allocated to a new measure). Some policy changes do not require any financial resources (in particular those related to the change in the management of the policy instrument).

Due to the nature of the selected policy instrument, which is the Spatial Management Plan of the Westpomeranian Voivodeship (PZPWZ), not directly related to financing instruments, result indicators have been defined as amounts for which the PZPWZ can only be indirectly affected. However, it should be pointed out that in the presented regional Action Plan one of the additional actions [2A] was addressed to the regional operational program in order to provide adequate direct support from the financial instrument.

For each policy instrument covered by the project, the partners had to additionally define at least one individual result indicator (specific performance indicator), which will be used to monitor the operation of this instrument. This will allow to determine, at the end of the second phase of the project, whether its efficiency (effectiveness) has been improved thanks to interregional cooperation and whether the situation in the territorial context has improved in comparison with the context described at the application stage.

Under the selected instrument, which is the Spatial Management Plan of the Westpomeranian Voivodeship, the individual specific performance indicator is the: Increase of area of (daily) accessibility of Szczecin Metropolitan Area by 20%.

The following table shows individually determined values (actual and targeted) for the result indicators described above, indicated in the project application:

Selected planning instrument Spatial Management Plan of the Westpomeranian Voivodeship		
Result indicators	Target value	Actual value
Amount (EUR) of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project in the field tackled by the project	3 050 000,00 (indirectly influenced)	0
Amount (EUR) of other funds influenced by the project in the field tackled by the project		0
Self-defined performance indicator Increase of area of (daily) accessibility of Szczecin Metropolitan Area (increase by %).	20%	0

4.4. Contribution to project objectives and indicators

The starting point for the development of regional action plans was the definition of commonly accepted goals that should be taken into account in the process of implementing sustainable mobility solutions in tourism.

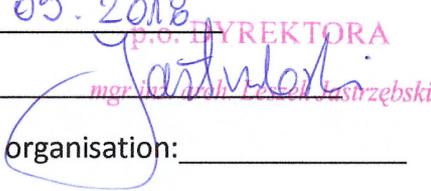
Initiatives identified under the developed Regional Action Plan will be monitored in the second phase of the project in the context of the contribution to the achievement of the assumed target values.

Selected planning instrument Spatial Management Plan of the Westpomeranian Voivodeship		
Objective	Target value	Contribution
Change mode choice in tourism and recreational related traffic from car to sustainable transport modes	by 5% by 2020 (based on 2015)	0
Enlarge catchment area in public transport measured from the capital of the region in travel time (60/120 min) through the implementation of flexible transport systems	by 10% by 2020	0
Create new green jobs	100 (in total for LAST MILE) by 2020	0
Higher costs recovery quota of public transport services	on average by 10%	0
Increase of the number of multimodal/flexible public transport users (no. of passengers	+25.000 p.a. / region	0

REGIONAL ACTION PLAN
for the implementation and development of flexible transport systems
Westpomeranian Voivodeship

Task 1-A.6

LAST MILE - Sustainable mobility for the last mile in tourism regions

Date: <u>10.09.2018</u>	
Signature: <u></u>	<p>REGIONALNE BIURO GOSPODARKI PRZESTRZENNEJ WOJEWÓDZTWA ZACHODNIOPOMORSKIEGO pl. Kilińskiego 3, 71-414 Szczecin tel. 091 432 40 60 NIP 851-15-62-714</p>
Stamp of the organisation: _____	