



Local Framework Document – Dobrich

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Annex I: Local Evaluation Plan – Output Impact Indicators

1 ABOUT THE SEEMORE PROJECT

1.1 Project Summary

The **SEEMORE** project focuses on introducing energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe.

Its main objectives are:

- Increase the awareness about sustainable mobility options among tourists.
- Increase the co-operation between the tourism and mobility sectors, thereby creating new energy efficient mobility options for leisure travel.
- Realise a shift of travel behaviour of visitors towards more sustainable modes of transport.

To achieve these goals a wide range of measures are implemented through the project grouped in the following main categories:

- Sustainable mobility information, marketing and awareness.
- Incentives for enhancing usage.
- Sustainable mobility options.

Measures are implemented in the participating demonstrator regions: Balearic Islands (ES), Bohuslän (SE), Forlì-Cesena (IT), Dobrich (BG), Pomerania (PL), Madeira (PT), Limassol (CY) and Malta (MT).

1.2 The SEEMORE consortium

Project Partner	Country
CINESI Transport Consultancy (Coordinator)	Spain
Mallorca Transports Consortium	Spain
Trivector Traffic AB	Sweden
Association of Local Authorities Fyrbodal	Sweden
FGM-AMOR Austrian Mobility Research	Austria
Common Europe Pomeranian Association	Poland
Municipality of Choczewo	Poland
Club "Sustainable Development of Civil Society"	Bulgaria
Province of Forlì-Cesena	Italy
Central European Initiative	Italy
Limassol Tourist Development and Promotion Co Ltd	Cyprus
Stratagem Energy Ltd	Cyprus
Horários do Funchal Public Transport	Portugal
Local Councils' Association	Malta

2 DESCRIPTION OF THE DOCUMENT

This document is the Local Framework Document for the region of Dobrich. It contains the concrete Action Plan for the implementation activities in the region, the communication plan and the vision of how to reach more sustainable and energy efficient mobility in Dobrich.

The Action plan has been developed based on the Local Framework Workshop (see D2.4 for regional reports from the workshops) held in Autumn 2012 and serve as a starting point for the implementation activities in WP3. The communication plan is derived from the Integrated SEEMORE Communication Plan, and will serve as a guide for local communication activities.

This document is part of deliverable D2.5 Local Framework Documents for each participating region in SEEMORE; Bohuslän, Dobrich Forlì-Cesena, Limassol, Madeira, Malta, Mallorca and Pomerania.

The deliverable is part of the framework analysis which aims at collecting and synthesising knowhow in the field of tourism and mobility in order to support the regions in setting up local framework documents and action plans which will form the basis for implementation. Other deliverables in the framework analysis are:

- D2.1 Documentation of external inspiration workshop
- D2.2 State of the art, collection of best practices and success factors for implementation
- D2.3 Description of the regions
- D2.4 Documentation of Local Framework Workshops

3 DOCUMENT REVISION HISTORY

Version Number	Date	Comments
0.1	2012-10-23	Template draft
1.0	2012-11-22	Template final version
1.1	2012-12-28	Template, adjusted version, sent for peer-review
1.2	2013-01-25	Deliverable D2.5.2
1.3	2013-02-10	Up-dated action plan
1.4	2013-11-14	Final deliverable including Local Evaluation Plan

Table 1 – Document revision history

4 GLOSSARY

Abbreviations provided in this report

Abbreviation	Full name
LFD	Local Framework Document
LFW	Local Framework Workshop
AP	Action Plan
LCP	Local Communication Plan
LMEP	Local Monitoring and Evaluation Plan
DoA	Description of the Action (Annex I for the SEEMORE project)
LWG	Local Working Group

Table 2 - Abbreviations used

5 VISIONS AND GOALS

VISION:

“MORE ATTRACTIVE AND ENVIRONMENTAL FRIENDLY SEASIDE DOBRUDZA THROUGH SUSTAINABLE TOURISM AND TRANSPORT DEVELOPMENT”.

GOALS:

1. To develop a strong information and promotion campaign thus introducing the term “Mobility Management’ in the region and explaining the benefits of sustainable tourism and transport development.
2. To introduce new mobility measures in resort areas thus linking tourism and transport sectors
3. To increase the energy effectiveness of the transport

6 ACTION PLAN

Table 3 – Action Plan

Task	Status before implementation	Responsible actor	Participants	Timing	Financing	Quantified target
<p>Measure 1.1.: Definition and elaboration of the integrated sustainable mobility information package for visitors (public transport, urban mobility, parking, pedestrian areas and routes, guided tours, etc.), with description of the leisure activities and how to reach them. Elaborated in Bulgarian, Russian, English and Romanian. Distribution of up to 2.500 copies</p>	<p>Never any information published about PT, pedestrian alleys and cycling paths.</p>	<p>Project team and subcontractor</p>	<p>Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.</p>	<p>June 2013</p>	<p>Project budget</p>	<p>1000 leaflets disseminated</p>
<p>Measure 1.2. Regional visitors' sustainable mobility guide including complete and integrated information on mobility and integration of mobility information in hotels' package to customers and in hotel services. 50 hotels to be involved.</p> <p>To elaborate the leaflets with time-tables as maps showing the main touristic sites and how to reach them by PT. To include also the Kranevo village resort, this is a</p>	<p>Never any mobility guides and transport maps published; lack of information about time schedules of the PT in the target area</p>	<p>Project team and subcontractor</p>	<p>Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.</p>	<p>May 2014</p>	<p>Project budget</p>	<p>350 mobility guides disseminated to 50 hotels, municipalities and travel agencies</p>

<p>part of Balchik municipality.</p>						
<p>Measure 1.3. Training on integrated sustainable mobility options for 80 professionals in direct contact with visitors (hotels, bus drivers, and leisure activities staff).</p>	<p>Never any training activities concerning mobility measures conducted; no any links and cooperation between tourism and transport sectors.</p>	<p>Project team and subcontractor</p>	<p>Kavarna and Balchik municipalities, district administration; Dobrich mun.</p>	<p>Dec.2014</p>	<p>Project budget; Albena resort and the municipalities provide rooms for training free-of-charge</p>	<p>80 professionals in direct contact with visitors (hotels, bus drivers, and leisure activities staff) trained.</p>
<p>Measure 1.4. Organizing a photo-competition and exhibition in Albena for promoting the sustainable mobility measures, in summer 2014. The photo-exhibition can be combined with other events related to mobility (cycling-tours, etc.).</p>	<p>Never any promotional activities concerning mobility measures conducted; no any links and cooperation between tourism and transport sectors.</p>	<p>Project team and subcontractor</p>	<p>Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.</p>	<p>June 2014</p>	<p>Project budget</p>	<p>A photo-competition and exhibition in Albena organized</p>

<p>Measure 1.5. Organizing 2 series of emission of video-spot for the region promoting local attractions and the sustainable access to them - summer 2013-2014.</p>	<p>Never any video-promotions broadcasted about the regional attractions and how to reach them by sustainable transport</p>	<p>Project team and subcontractor</p>	<p>Regional TV-operators</p>	<p>June 2013 – September 2014</p>	<p>Project budget</p>	<p>2 series of emission of video-spot for the region promoting local attractions and the sustainable mobility broadcasted</p>
<p>Measure 1.6. Direct advertising – dissemination of advertising materials (posters, teaser-postcards, T-shirts, caps) among the target groups – tourists, hotel and restaurant staff, local youth, etc.</p>	<p>Never any promotional materials concerning mobility measures conducted; no any links and cooperation between tourism and transport sectors.</p>	<p>Project team and subcontractor</p>	<p>Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.</p>	<p>March 2013 – March 2015</p>	<p>Project budget</p>	<p>300 posters, 50000 post-cards and 500 T-shirts and caps disseminated among visitors and local youth</p>
<p>Measure 2.1. Increased public transport selling points: hotels, regional transport terminals, travel agencies: at least four new points. To study the possibilities to sell some special travel cards to tourists.</p>	<p>Only 5 selling points exist ; No travel cards ever sold to tourists and local population.</p>	<p>Dobrich transport operator, municipalities</p>	<p>Albena resort management</p>	<p>May 2014</p>		<p>Four new selling points;</p>

<p>Measure 2.2. Integrated packages (sustainable mobility + leisure activities) with the goal of selling at least 1.000 integrated packages during the last project summer.</p>	<p>No integrated packages ever proposed and sold to tourists.</p>	<p>Project team and subcontractor</p>	<p>Albena resort management; Tourism and transport operators, municipalities</p>	<p>Dec.2014</p>		<p>1000 integrated packages sold</p>
<p>Measure 2.3. Parking policies to disincentives car use to access leisure destinations and urban areas with visitors concentration. 5 meetings with local authorities to discuss the parking policies, leading to a decrease of 200 free parking spaces in town centres or leisure attractions</p>	<p>No parking policies exist in the urban transport plans of the target municipalities</p>	<p>Project team and municipalities</p>	<p>Tourism and transport operators; Albena resort management</p>	<p>May 2014</p>		<p>5 local meetings conducted; decrease of parking places with 200</p>
<p>Measure 3.1. Improving PT-services for visitors and local people in rural areas; PT services at leisure/tourist destinations; sustainable mobility options to major events.</p>	<p>Main weaknesses of the PT-service are the lack of information and the lack of sustainable mobility options to major events in the region</p>	<p>Transport operators</p>	<p>Municipalities; project team</p>	<p>Dec.2014</p>		<p>Information provided for mobility options to all PT selling points</p>
<p>Measure 3.2. Bicycle mobility transport and services: Introducing a bicycle sharing/rental schemes for visitors; Complementary infrastructure and services to support cycling: 5 kilometres of new segregated bicycle lanes and</p>	<p>Lack of bicycle infrastructure and rental schemes; Lack of signs of the</p>	<p>Municipalities</p>	<p>Project team, Albena resort management , private companies</p>	<p>Dec.2014</p>		<p>Created infrastructure and services to support cycling: 5 km.</p>

<p>100 new public parking places for bicycles.</p> <p>To put signs on the existing 2 eco-paths from Kavarna to the preserved area Yailata and Bolata thus allowing their use for cyclists;</p> <p>To develop bike rental services in Balchik/Dobrich</p>	<p>pedestrian alleys and the tourists can't use them</p>	<p>Kavarna Municipality</p> <p>Balchik Municipality; Dobrich mun.</p>	<p>Next Bike Bulgaria Ltd</p>			<p>Signs put on both pedestrian alleys</p> <p>Bike-rental service developed in Dobrich</p>
<p>Measure 3.3. Training of up to 40 local planners on how to consider visitors when planning mobility measures and how to consider mobility when planning tourist infrastructure resulting into SUMP for Kavarna.</p>	<p>No any SUMP-trainings conducted in the target municipalities; complete lack of knowledge what is SUMP</p>	<p>Project team</p>	<p>Albena resort management; Tourism and transport operators, municipalities</p>	<p>Dec.2014</p>	<p>Project budget</p>	<p>40 local planners trained; SUMP for Kavarna developed</p>

6.1 Information and marketing actions concerning sustainable mobility

TASK 1.1. Definition and elaboration of the integrated sustainable mobility information package for visitors(public transport, urban mobility, parking, pedestrian areas and routes, guided tours, etc.), with description of the leisure activities and how to reach them. Elaborated in Bulgarian, Russian, English and Romanian.

Responsible:

Lucia Ilieva, Maya Ivanova – subcontractor (IVEL Style M)

Partners involved:

Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.

Budget:

1000 EUR

Aim of the action:

Providing information about the prominent touristic sites and **leisure activities in the region and indicating to visitors how to reach them. To be elaborated in Bulgarian, Russian, English and Romanian.**

State of the Art of the action:

Never such information was published in the region; even local people are not informed how to go by PT to some touristic sites.

Actions to do:

- Collecting information about the local sites to be visited
- Collecting information about the possible transportation to the sites
- Design of the special leaflet
- Translation of the texts into 4 languages
- Approval of the leaflet during the LWG meeting
- Printing of the leaflet
- Dissemination of the leaflet as a part of the integrated information package

Timetable

Preparation: February - April 2013

Dissemination: June 2013 – June 2014

Targets and impact indicators

Number of leaflets disseminated: 1000 for the money we have (life of the project); if we receive some support from municipalities or other stakeholders, we shall print 2000 units and more.

Output

Leaflet on 4 languages.

TASK 1.2. Regional visitors' sustainable mobility guide for visitors, including complete and integrated information on mobility and integration of mobility information in hotels' package to customers and in hotel services. 50 hotels to be involved.

Responsible:

Margarita Tzekova, Maya Ivanova – subcontractor (IVEL Style M)

Partners involved:

Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.

Budget:

2000 EUR

Aim of the action:

Providing information about sustainable mobility to visitors

State of the Art of the action:

Never any mobility guides and transport maps published; lack of information about time schedules of the PT in the target area

Actions to do:

- Collecting information from all existing PT-operators
- Collecting information about the coach tours from the existing providers
- Design of the special brochure with timetables and coach excursions
- Translation of the texts into 4 languages
- Approval of the brochure during the LWG meeting
- Printing of the brochure
- Dissemination of the brochure as a part of the integrated information package

Timetable

Preparation: February - April 2013

Dissemination: June 2013 – June 2014

Targets and impact indicators

Number of brochures disseminated: 350 for the money we have (life of the project); if we receive some support from municipalities or other stakeholders, we shall print more.

Output

Brochure on 4 languages

TASK 1.3. Training on integrated sustainable mobility options

Responsible:

Lachezar Rossenov, Maya Ivanova – subcontractor (IVEL Style M)

Partners involved:

Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.

Budget:

1800 EUR for 3 trainings; Albena resort and the municipalities provide rooms for training free-of-charge

Aim of the action:

Providing information about mobility measures in maritime resort areas and how to promote the sustainable mobility options to visitors

State of the Art of the action:

Never any training activities concerning mobility measures conducted; no any links and cooperation exist between tourism and transport sectors.

Actions to do:

- Establishing the training program
- Inviting lecturers
- Preparation of PPT-presentations and case studies
- Preparation of training materials
- Providing a conference room with all necessary equipment and facilities for 25-30 people
- Providing catering for 25-30 people
- Inviting appropriate participants by elaborating and disseminating invitations via mail and internet
- Conducting the training
- Disseminating questionnaires for follow-up in order to monitor the quality of the event

Timetable

Preparation: January-February 2013 for the 1st training; 2 months before each seminar till Dec.2014

Conducting: 3 trainings till Dec. 2014; First in March 2013

Targets and impact indicators

Number of people trained: 80 in direct contact with visitors.

Output

Training materials; certificates for trainees.

TASK 1.4. Measure 1.4. Organizing a photo-competition and exhibition in Albena for promoting the sustainable mobility measures,

Responsible:

Maria Stoycheva, Maya Ivanova – subcontractor (IVEL Style M)

Partners involved:

Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.

Budget:

5000 EUR

Aim of the action:

Promoting sustainable mobility among local youth; providing information to tourists about mobility measures in resort areas via visual art methods

State of the Art of the action:

Never any promotional activities concerning mobility measures conducted; no any links and cooperation exist between tourism and transport sectors.

Action to do:

- Announcing the photo-competition via internet and local media
- Inviting a commission for evaluation of the received photos
- Renting exhibition room and arranging the selected photos
- Organizing an opening event with awards for the three best photos

Timetable

Preparation: October- May 2013

Opening: June 2014 (during the European Energy Week)

Targets and impact indicators

Number of people participating in the competition; number of visitors of the exhibition.

Output

A photo-competition and exhibition in Albena organized.

TASK 1.5. Measure 1.5. Organizing 2 series of emission of video-spot for the region promoting local attractions and the sustainable access to them - summer 2013-2014.

Responsible:

Margarita Tzekova, Maya Ivanova – subcontractor (IVEL Style M)

Partners involved:

Regional TV-operators

Budget:

5000 EUR

Aim of the action:

Promoting the access to the local touristic sites by sustainable modes of transport.

State of the Art of the action:

Never any video-promotions were broadcasted about the regional attractions and how to reach them by sustainable transport .

Action to do:

- Elaborating the scenario of the video-spots
- Making the video (long and short versions)
- Contracting with the local TV-providers for broadcasting
- Uploading the video on internet

Timetable

Preparation: June 2013 – April 2014

Broadcasting: till Oct. 2014

Targets and impact indicators

Number of people watching the video-spots

Output

Long and short version of video-spots.

TASK 1.6. Measure 1.6. Direct advertising - – dissemination of advertising materials (posters, teaser-postcards, T-shirts, caps) among the target groups – tourists, hotel and restaurant staff, local youth, etc.

Responsible:

Iliana Ilieva, Maya Ivanova – subcontractor (IVEL Style M)

Partners involved:

Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.

Budget:

2000 EUR

Aim of the action:

Promoting the SEEMORE-activities.

State of the Art of the action:

Never any promotional materials concerning mobility measures conducted; no any links and cooperation exist between tourism and transport sectors.

Action to do:

- Design of the T-shirts and caps
- Production of the textile advertising materials
- Printing the post-cards and posters (after receiving the design from FGM AMOR)
- Disseminating the advertising materials among visitors, hotel and restaurant owners, local youth, and other stakeholders.

Timetable

Preparation: January – April 2013

Disseminating: till March 2015

Targets and impact indicators

Number of materials disseminated: 300 posters, 50000 post-cards and 500 T-shirts and caps disseminated among visitors and local youth

Output

T-shirts, caps, post-cards and posters.

6.2. Introduction of new mobility options

Task 2.1. Increased public transport selling points in hotels, regional transport terminals, travel agencies.

Responsible:

Lachezar Rossenov, Maria Stoycheva

Partners involved:

Tourism and transport operators, municipalities, Albena resort

Budget:

none

Aim of the action:

To introduce 4 new selling points.

State of the Art of the action:

Only 5 selling points exist; No travel cards ever sold to tourists and local population.

Action to do:

- Meetings with the local PT-operators
- Meetings with the municipalities and Albena managers
- Discussions for travel cards with the PT-operators
- If there are positive decisions, choice of places and opening of new selling points

Timetable

Opening of the new selling points – till May 2014

Targets and impact indicators

Number of new selling points opened

Output

4 new selling points

Task 2.2. Integrated packages (sustainable mobility + leisure activities) with the goal of selling at least 1.000 integrated packages during the last project summer.

Responsible:

Iliana Ilieva, Lucia Ilieva

Partners involved:

Tourism and transport operators, Kavarna and Balchik municipalities; Albena resort management; Dobrich mun.

Budget:

None

Aim of the action:

Promoting the PT for going to attractions.

State of the Art of the action:

No integrated packages ever proposed and sold to tourists.

Action to do:

- Discussion during LWG meetings about the possibility to sell such packages.
- If possible, design of such packages and promotion among target groups
- Selling the integrated packages.

Timetable

Till dec.2014

Targets and impact indicators

Number of packages sold

Output

Integrated package for PT and attraction.

Task 2.3. Parking policies to disincentives car use to access leisure destinations and urban areas with visitors concentration.

Responsible:

Lucia Ilieva, Lachezar Rossenov

Partners involved:

Balchik municipality; Dobrich municipality

Budget:

none

Aim of the action:

Reduce the attractiveness for cars in city centres.

State of the Art of the action:

No parking policies exist in the urban transport plans of the target municipalities

Action to do:

- Discussion with the municipalities about the parking policies and introduction of mobility measures in them – 5 meetings
- Drawing plans for reducing the parking places in city centres and incorporation of these plans in municipal transport strategies

Timetable

Till May 2014

Targets and impact indicators

5 meetings with local authorities to discuss the parking policies, leading to a decrease of 200 free parking spaces in town centres or leisure attractions.

Output

New parking policy in municipal strategies and transport plans

6.3. Achieving energy saving in tourism sector through mobility measures

Task 3.1. Improving PT-services for visitors and local people in rural areas; PT services at leisure/tourist destinations; sustainable mobility options to major events.

Responsible:

Maria Stoycheva, Iliana Ilieva

Partners involved:

Tourism and transport operators

Budget:

none

Aim of the action:

Promoting the energy saving in tourism areas by decreasing the use of private cars.

State of the Art of the action:

Main weaknesses of the PT-service are the lack of information and the lack of sustainable mobility options to major events in the region

Action to do:

- Providing PT-ticket selling points with brochures and leaflets promoting the use of sustainable transportation

Timetable

Till Dec. 2014

Targets and impact indicators

Number of information materials disseminated among passengers: brochures with time-tables and leaflets – min. 1350 units

Output

Information provided for mobility options to all PT selling points

Task 3.2. Bicycle mobility transport and services: Introducing a bicycle sharing/rental schemes for visitors; Complementary infrastructure and services to support cycling: 5 kilometres of new segregated bicycle lanes and 100 new public parking places for bicycles.

Responsible:

Lachezar Rossenov, Maria Stoycheva

Partners involved:

Albena resort management; Dobrich municipality, Kavarna municipality. Dobrich businesses

Budget:

None

Aim of the action:

Promoting the bicycle transport among tourists and local youth

State of the Art of the action: Lack of bicycle infrastructure and rental schemes; Lack of signs of the pedestrian alleys and the tourists can't use them

Action to do:

- Promotion of the existing cycling and pedestrian paths in printed advertising materials;
- Promotion of the existing cycling and pedestrian paths in video materials;
- Organizing special events for promotion of the cycling path during special events – workshops, etc.
- Elaborating and putting signs on cycling and pedestrian zones.

Timetable

Preparation: starts in April 2013

Activity completed in Dec.2014

Targets and impact indicators

Promotional events organized; number of new users of the cycling and pedestrian paths.

Output

5 kilometres of new segregated bicycle lanes and 100 new public parking places for bicycles.

Signs on the existing 2 eco-paths from Kavarna to the preserved area Yailata and Bolata;

Bike rental services developed in in Balchik/Dobrich

Task 3.3. Training of up to 40 local planners on how to consider visitors when planning mobility measures and how to consider mobility when planning tourist infrastructure resulting into SUMP for Kavarna.

Responsible:

Lucia Ilieva, Margarita Tzekova, Maya Ivanova - subcontractor

Partners involved:

Target municipalities;

Budget:

1200 EUR

Aim of the action:

Providing information about SUMP and how to consider visitors when planning

State of the Art of the action:

No any SUMP-trainings conducted in the target municipalities; complete lack of knowledge what is SUMP in tourism and transport sectors.

Action to do:

- Establishing the training program
- Inviting lecturers
- Preparation of PPT-presentations and case studies
- Preparation of training materials
- Providing a conference room with all necessary equipment and facilities for 20 people
- Providing catering for 20 people
- Inviting appropriate participants by elaborating and disseminating invitations via mail and internet
- Conducting the training
- Disseminating questionnaires for follow-up in order to monitor the quality of the event

Timetable

Preparation: September 2013 for the 1st training; 2 months before each seminar till Dec.2014

Conducting: 2 trainings till Dec. 2014;

Targets and impact indicators

Number of people trained: 40 local planners.

Output

Training materials; certificates for trainees; SUMP for Kavarna.

7 LOCAL MONITORING AND EVALUATION PLAN

7.1 SEEMORE in Dobrich

Dobrich District is located in the north eastern part of Bulgaria. The region's target area is composed by the Municipalities of Kavarna, Balchik and Albena resorts. The three areas are situated along the coastline. The permanent population is about 126,705 inhabitants (NSI, 2011). The size of the region is 1,114.54km². The high tourist season length in the target area is 4 months from June and September. More than 82% of the tourists spent at least 3 nights in the area. The distance between the five main attractions in the target area is from 10 km to 40 km. Current trip time from hotel area to the five main attractions is from 30 to 60 minutes by car depending of the traffic. The public transport is extremely rare and sometimes is not available; there are not any cycling paths and pedestrian areas for reaching most of the attractions.

Other existing problems in the field of tourism and sustainable mobility include not well developed public transport connections between maritime areas and towns. Some public transport connections are served with old and polluting buses. There is no public transport from the nearest airport (Varna, about 100 km from Dobrich District) to Dobrich, and therefore tourists have to use taxis or travel to Varna main bus-station and use the (usually overcrowded) inter-city buses. In the Dobrich district mobility surveys have never been conducted and mobility management measures never been introduced. The staff of the big hotels and resorts offer only taxi services to their clients, and has never heard about mobility management measures or sustainable transport. Facilities for cyclists do not exist, and most of the small picturesque villages are totally deprived of transport connections with big cities and seaside area. Maritime settlements face a lot of parking problems during the high season.

7.2 Objectives

Within SEEMORE, Dobrich aims to

- develop a strong information and promotion campaign in order to introduce the term “mobility management” in the region and explain the benefits of sustainable tourism and transport development
- introduce new mobility measures in resort areas, and link tourism and transport sectors
- increase the energy effectiveness of the transport

In order to reach these objectives, Dobrich plans to develop measures which include:

- elaboration of an integrated sustainable mobility information package for visitors
- developing and distribution of a regional visitors' sustainable mobility guide

- conduction of a training on integrated sustainable mobility options for hotel staff, bus drivers, and leisure activities staff
- organising a photo-competition and exhibition for promoting the sustainable mobility measures
- develop a video-spot for the region promoting local attractions and sustainable mobility
- dissemination of advertising material among tourists, hotel-/restaurant-staff, local youth, etc.
- introducing additional public transport ticket selling points
- developing integrated packages (sustainable mobility + leisure activities)
- discussing parking policies with the aim to introduce paid parking in town centres and leisure attractions
- improving public transport services for visitors and local people in rural areas
- introducing bicyler rental schemes, and complementary inrstructures to support cycling
- training of local planners on how to consider visitors when planning mobility measures, and how to consider mobility when planning tourist infrastructure

7.3 Impact monitoring and evaluation in Dobrich

Dobrich foresees the implementation of a range of activities resulting in various outputs. Their timely delivery will be monitored in the frame of WP3 monitoring activities, namely the PIT (Periodic Implementation Timetable).

Additionally, on SEEMORE-project level, several impact indicators were defined that are envisaged to be reached either during project duration or beyond (until 2020).

To visualize the cause-and-effect chain (i.e. impact chain), in the following an overview is given on which output foreseen within SEEMORE in Dobrich will contribute to the achievement of the respective impact indicators and how impacts' achievement shall be monitored and evaluated.

Explanation:

- *Impact indicators (within project duration) show the quantification of the direct result of the use of an output, e.g. 500 bikes actually transported on buses providing this opportunity*
- *Impact indicators on behavioural change then are the further result on the travel behaviour of visitors, e.g. the possibility of transporting bikes on bus can lead to increased use of public collective transport and to a reduction of private car trip by 8 %.*

The target values stated for the impact indicators on behavioural change are defined for the whole demonstrator region and NOT for specific actions therein – i.e. several actions (e.g. bike on bus, parking measures etc.) will contribute to reach a reduction of private car trips by 8 % in the demonstrator region.

This overview on output and impact indicators in Limassol is given in Annex I (xls.-file)

Templates and instructions for the collection of this data will be set up/introduced in April/Mai 2013.

7.3.1 Regional baseline data of importance to check the achievement of impact indicators within project duration

Following table shows the regional baseline data against which the achievement of the impact indicators will be measured.

Explanation of source acronym in table below

Acronym	Explanation Source/Collection method
Nr.X, Nr.XY	Online survey on regional characteristics
Q X..	Seemore Questionnaire for Baseline Data towards tourists
BR X..	Online survey Bike Rental
CR X..	Online Survey Car Rental
HR X..	Online Survey Hotels Region

Region	Missing Baseline Data	Sample size surveys/questionnaire			
		Questionnaire tourists	Car Rental	Bike Rental	Hotels
Dobrich	1 Bike rental was addressed but did not provide answers	124	1	1	15

Quantified impact indicators	Baseline Data	Data Value (2012)
60% of the targeted visitors to SEEMORE regions are aware of the sustainable mobility options that are promoted by the project	Q11: Have you received/seen information about travel options in the region?	44% yes
	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	PT: 75% yes always 16.7% 8.3% 0.0% 0.0% Bike service: 50% yes always 25% 8.3% 16.7% 0.0% no never Walking paths: 41.7% yes always 41.7% 0.0%

		0.0% 16.7% no never
	HR12: If your company provides transportation/mobility information. do you give/pass on this information to your guests?	91.7% yes to all guests 8.3% yes to those who ask
	Nr. 55. Number of companies/stakeholders providing mobility information in the target area	37 hotels 4 tourism agencies 3 bus stations
	Nr. 58. Is there online mobility information and online route planners for transport available (at for example public transport website)?	General information: Time schedules. ticket prices and selling points. maps – this was missing in our target region! Some information is published on the site of the Kavarna municipality. as well as on the general Bulgarian touristic sites as: www.nasamnatam.com www.bgtourist.net It is difficult for tourists to find the necessary information. especially if they come from abroad.
80% of the trainees states that their knowledge on sustainable mobility options and service skills have increased	HR9: Do you know about the transportation services in the town/city/region you work in?	PT: 83.3% Yes. everything 8.3% 8.3% 0.0% 0.0% no nothing bike service: 33.3% yes everything 41.7% 25% 0.0% 0.0% no nothing Walking paths: 50% yes everything 8.3% 33.3% 0.0% 8.3% no nothing

	<p>HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?</p>	<p>PT: 75% yes always 16.7% 0.0% 8.3% 0.0% Bike service: 50% yes always 25% 8.3% 16.7% 0.0% no never Walking paths: 41.7% yes always 41.7% 0.0% 0.0% 16.7% no never</p>
Contributions to existing/possible SUMPs by 8 demonstrator regions	<p>Nr. 67: Does the region have a transport strategy and/or SUMPS</p>	No information available
Decrease of free 5.000 parking spaces (on project level) in city/centres and at leisure attractions	<p>Nr. 49: Number of parking spaces in the target area: Number of parking spaces in total; Number of parking spaces to be paid for</p>	2900 in total. 2900 to be paid for
	<p>Q10: When travelling by car did you experience parking problems?</p>	47 tourists responded that there are not enough parkings in the area

Reduction of private car (rented car) use among targeted visitors -10%	Q4: How did you travel here?	74 own car 3 rental car 11 public bus 4 train 35 coach 2 bicycle 1 motorbike 28 airplane
	Q5: Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Bulgaria_Dobrich.doc → p. 6 et seqq.
	Nr. 33: Modal split for day trips. i.e. percentage of day trips by different modes of transport among tourists in target area.	11 walking 3.5 cycling 29 PT 56.5 car
	Nr. 46. Cars and car rental: Number of cars	210
	Nr. 46. Cars and car rental: Number of car rental per 1000 tourists	6
	CR4: Number of cars available for rent at your company during 2011: How many cars in total were available for rent at your company?	26

	<p>CR9: Average distance driven per rental vehicle during 2011: On average, how many days was a vehicle rented during 2011? (maximum 365 days); What average distance (kilometres) was driven per rental vehicle during 2011?</p>	<p>80days 200km</p>
<p>Increase of regional yearly public transport demand 40.000</p>	<p>Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.</p>	<p>11 walking 3.5 cycling 29 PT 56.5 car</p>
	<p>Nr. 39: Public transport demand in the target area</p>	<p>2920 person kilometres 29 Share of tourists of public transport person kilometres</p>
	<p>Nr. 61: Are there activities targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?</p>	<p>No</p>
	<p>Nr. 63: Are there special campaigns targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?</p>	<p>No</p>
	<p>HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?</p>	<p>PT: 75% yes always 16.7% 0.0% 8.3% 0.0% Bike service: 50% yes always 25% 8.3%</p>

		<p>16.7% 0.0% no never Walking paths: 41.7% yes always 41.7% 0.0% 0.0% 16.7% no never</p>
	HR11: Available transportation/mobility information	100% yes
	HR12: If your company provides transportation/mobility information. do you give/pass on this information to your guests?	91.7% yes to all guests 8.3% yes to those who ask
	Q8: Public transport trips	See. Document: SEEMORE_Results baseline data_Bulgaria_Dobrich.doc → p. 14 et seqq.
Overall increase 5% of non-motorized trips (walking, cycling) among target group	<p>Q4: How did you travel here?</p> <p>Nr. 47: Number of tourists arriving by car in the target area</p>	<p>74 own car 3 rental car 11 public bus 4 train 35 coach 2 bicycle 1 motorbike 28 airplane</p> <p>159 200</p>
	Q5: Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Bulgaria_Dobrich.doc → p. 6 et seqq.

	Q6: Bike trips	See. Document: SEEMORE_Results baseline data_Bulgaria_Dobrich.doc → p. 10 et seqq.
	Q7: Walking Trips	See. Document: SEEMORE_Results baseline data_Bulgaria_Dobrich.doc → p. 12 et seqq.
	Nr. 34: Cycling trips: Number of cycling trips per tourist and year in the target area	50
	Nr. 33: Modal split for day trips. i.e. percentage of day trips by different modes of transport among tourists in target area.	11 walking 3.5 cycling 29 PT 56.5 car
	Nr. 28: Bicycles: Number of bicycles for rent in target area	230 bikes. 40 E-bikes 1 hotel. 0.7%
	BR4: How many bikes were available for rent at your company?	No such service available
	BR5: On average how many days was a bike rented during 2011 (maximum 365 days)?	No such service available
	HR7: Bicycles available for rent/to borrow. at your hotel/hostel/camp site	33.3% yes 3 responses: 12 2 4
	HR8: Rented bikes: On average. how many days was a bike rented/borrowed during 2011 (maximum 365 days) ?	4 responses: 0 1 20 40
	BR4: How many bikes were available for rent at your company? How many of these were electric bikes?	No such service available

	BR6: How many scooters/motorcycles were available for rent at your company? How many of these were electric	No such service available
	CR4: Number of cars available for rent at your company during 2011: How many of the total number of cars were electric cars? How many of the total number of cars. were classified as green/environmentally friendly cars?	26, none
	CR5: Number of scooters/motorcycles available for rent at your company during 2011: How many scooters/motorcycles were available for rent at your company?How many of these were electric?	none
	CR6: Number of four-wheelers available for rent at your company during 2011How many four-wheelers were available for rent at your company? How many of these were electric?	none

Templates and instructions for the collection and reporting of data will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- Collection of missing baseline data in June 2013;
- Collection of data to measure progress towards achievement of indicators after the first implementation season (templates for which will also contain elements of MaxSumo)

Templates and instructions for the evaluation after two implementation seasons will be set up and introduced in April/May 2014.

7.4 Regional context indicators for context evaluation

(in bold letters the number of the question in the online survey on regional characteristics is stated)

No.	Indicator	Unit of Measure	Year	Data/Value
	Nr. 8: Fuel availability and price	€/l	Summer 2012	Petrol: 1.40 EUR Diesel: 1.35 EUR
	Nr. 10: Number of tourist arrivals in the target area in the previous year .i.e. 2012 the amount of 2011 were provided.	No./ month + Total	2011	Total: 314 387 Jan: 173 Feb: 629 Mar: 2515 Apr: 4653 May: 12 575 Jun: 36 783 Jul: 105 320 Aug: 119 467 Sep: 25 151 Oct: 3144 Nov: 1258 Dec: 1258
	Nr. 11: Average daily number of tourists during high season; plus weekend peaks if applicable	No.	2011	2389 34 185 weekend peaks
	Nr. 14: Number of overnight stays in target area in the resp. year	No.	2011	1 901 036
	Nr. 21: Travel time between main city and 5 main attractions (by car. PT. bike. walking)	Minutes (min)	2012	By PT: Palace: 90 Cap Kaliakra: - Yailata:- Batova:- Beach: 60
	Nr. 45: Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/ estimation)	€	2012	1
	Nr. 22: Walking distance from the 5 main attractions to nearest PT-stops/stations	Meters (m)	2012	Bus: Palace: 1000 Cap Kaliakra: - Yailata:- Batova:-

				Beach: 2000
	Nr. 23: Frequency of bus lines to 5 main attractions	Minutes (min)	2012	Bus: Palace: 90 Cap Kaliakra: - Yailata:- Batova:- Beach: 60
	Nr. 24: Number of transport arrivals to the specified main attractions/day	No.	2012	-
	Nr. 26: Length of existing transport networks in target area (road network. bicycle network. sidewalks)	Km	2012	153 road nw 6 bike nw 40 sidewalks
	Nr. 29: Bike transport possibilities on buses/trains	Info	2012	No such possibilities
	Nr. 36/37: Data on PT/private collective transport: Number of lines (number of operators)	No.	2012	PT-Bus: 19 lines, 12 operators Private: Bus: 9 lines, 6 operators
	Nr. 38: Collective transport to/from airport. port (no. of tourists)	Y/N (No.)	2012	93 700
	Nr. 46: Car ownership	No.of cars/1000	2012	210

Templates and instructions for the collection and reporting of context data and information will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- The collection of missing baseline data for context evaluation;
- The establishment of focus group meetings to discuss the development of the regional context and how it affects project implementation after the first and the second implementation season. These focus groups are to be carried out in conjunction with the discussions in the frame of process evaluation (for which templates will also be provided).

7.5 Timescale for evaluation activities in demonstrator regions

	05/ 2013	06/ 2013	08-10/ 2013	05/06 2014	08-11/ 2014	10/2014 01/2015
Introduction to evaluation/ data collection templates						
Collection of missing regional baseline/context data						
Regional Monitoring/ Evaluation activities						
Focus Groups (Context and process evaluation)						
Joint discussion of results at consortium meeting						
Reporting/Contribution to (intermediate) evaluation report						
Elaboration of long-term strategy						

7.6 Data collection in different evaluation stages and levels

The following table shows the different stages and levels of evaluation in demonstrator regions in relation to the data collection methodology:

	Method of collection	Additional Info/Requirements
Collection of missing regional baseline data and <u>missing/enlarging</u> data from surveys to hotels, bike and car rentals	Counting/quantifications from/of different sources	<ul style="list-style-type: none"> To be collected before the first SEEMORE implementation season (best June 2013) Same procedure as for collection of baseline data in 2012 No additional template provided – take overview from LEP For surveys to hotels car/bike rentals – online surveys will be available in coordination with Trivector If possible try to get to an overall sample of 5 bike/car rentals and 10 hotels
Output Quantication	Counting/quantification from different sources	See table under 1.3. and PIT
Questionnaire to tourists on impacts	Interviews with tourists	<ul style="list-style-type: none"> Interview minimum of 120 tourists Collection after every

		<p>implementation season (i.e. 08-10/2013 resp. 08-11/14)</p> <ul style="list-style-type: none"> • Template questionnaire will be provided • Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using! • On-line tool for entering data from interviews will be provided
<p>Evaluation of trainings. SUMPS and improvements of Information /Infrastructure on impacts</p>	<ul style="list-style-type: none"> • Interviews with hotel staff • Feedbacks from training participants • Information from PT-operators, planners and different service providers 	<ul style="list-style-type: none"> • Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14) • Template questionnaires will be provided (incl. EPOMM training quality label questionnaire) • Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using! • On-line tool for entering data from interviews will be provided
<p>Focus Groups (context and process evaluation)</p>	<ul style="list-style-type: none"> • Counting/quantifications from different sources of context data • Collection of qualitative data by discussing key question in focus groups organized in demonstrator regions (in conjunction with LWG-meetings) 	<ul style="list-style-type: none"> • Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14) • Guiding questions will be provided • On-line tool for entering quantitative and qualitative will be provided
<p>Joint discussion of evaluation results/experiences at consortium meeting</p>	<p>Common reflection in the course of consortium meeting</p>	<p>Moderated discussions along key questions provided</p>

8 LOCAL COMMUNICATION PLAN

8.1 Introduction

Based on the overall SEEMORE Integrated Communication Plan (D6.3), which includes the main guidelines and instructions for all dissemination and communication activities, regions are expected to develop their own local communication plan.

In this document, all communication actions are specified by partners, identifying particular target groups and expected deadlines. Thus, the local communication plan supports partners as a roadmap when introducing their awareness and dissemination strategies in their regions.

8.2 Contents and structure of Local Communication Plans

The Local Communication Plans (LCP) of all SEEMORE partners are the basis for further communication activities carried out locally by each partner. The plans contain a clear description of the objectives, target groups, the local dissemination strategy as well as the local dissemination and communication activities.

Thus, the strategy on how to best reach the target groups and how to serve their needs is considered from the very beginning on.

Particularly, the LCP should support the local partners to organise their activities in a structured and tailor-made way, mainly by providing information on the following key questions:

- What do you plan to communicate and disseminate?
- Where do you plan to communicate and disseminate the SEEMORE outputs?
- Who is the audience, the target groups?
- How and with which methods and tools are you working?
- When are you planning to undertake these activities?

To ensure a good fulfilment of these questions, the LCP aim at:

- To describe and define local communication activities to be performed.
- To specify communication means and communication channels on the local level.

8.3 Target groups

The main SEEMORE target groups categories on the project level are:

- Target group 1: Visitors of tourist regions.
- Target group 2: Residents in the tourist regions.
- Target group 3: Local and regional authorities.
- Target group 4: Mobility providers (both public and private operators).
- Target group 5: Local business and entrepreneurs: accommodation and leisure activities.

The local target groups are:

- Individual tourists (visitors coming for summer holidays by their own transport from Bulgaria and abroad), who stay in the district resorts on the seaside corridor Albena - Kavarna.
- Local residents, mainly Dobrich district youth, visiting the seaside during weekends in small groups or with their families.

The local stakeholders are:

- CSDCS
- CSDCS – Kavarna Branch
- Dobrich District administration
- Dobrich Municipality
- Kavarna municipality
- Balchik Municipality
- Albena resort administration
- Dobrich Chamber of Commerce and Industry
- Agency for Local Economim Development - Dobrich
- Dobrich Public Transport operator
- Next Bike Bulgaria Ltd

Local target group name: Individual tourists	
Target group category: 1	
General description :	Visitors coming for summer holidays by their own transport from Bulgaria and abroad and who stay in the district resorts on the seaside corridor Albena - Kavarna.
Role in the project:	Main target group – the project aims to influence its mobility behaviour in order to shift to more sustainable modes of transportation (using PT, cycling and walking).
Relevant facts and data:	The region is visited by some 2 Mio of tourists and about 56% of them use their own cars for transportation during the vacation. Nearly 100% of the tourists are not satisfied with the mobility information and underline they don't receive any even if they ask. null.

Local target group name: Local population	
Target group category: 2	
General description :	Mainly Dobrich district youth, visiting the seaside during weekends in small groups or with their families.
Role in the project:	Secondary target group – the project aims to educate young people on sustainable mobility in order to change permanently youth’s mobility behaviour thus influencing the transportation modes of their parents and relatives.
Relevant facts and data:	Local population is not aware about the existing (small) possibilities of sustainable mobility in the region. The cycling is popular among 2-3% of youth in the region.

8.4 Local communication activities

As described in the SEEMORE Integrated Communication Plan, the dissemination products are:

- Project brochures: introductory and final publishable brochure
- Teaser postcards
- Posters
- Roll ups
- Electronic newsletters
- Local promotional videos
- Media releases for launched local actions
- Local Framework Workshops
- National Transfer Seminars
- Participation or organisation additional conferences/meetings and/or similar events.

The following table shows the list of dissemination products and networking activities:

Nº	Dissemination product	Type of product	Size/form and amount	Target group	Dissemination level (local, regional or national)	Month of completion
1	Brochures	publication	4 pages, 350 units	Local and regional authorities; Mobility providers	regional	June 2013
2	Teaser postcard	Publication	10x15cm, 50.000 units	Visitors, residents, Local and regional authorities	regional	Feb. 2015
3	Poster	Publication	70x100cm, 300 units	Visitors, residents, Local and regional authorities, hotel owners	regional	Feb. 2015
4	Roll up	Publication	200x85cm, 1 unit	For all target groups during the events	Regional and national	Feb. 2015
5	Electronic newsletter	Publication	8 pages, 6 units	Local and regional authorities; Mobility providers; hotel owners	national	Feb. 2015
6	Promotional videos	Video break	Long: 2-5 min. Short: 1 min.	Visitors; Local and regional authorities; Mobility providers; hotel owners	regional	Sept.2014
7	Media releases	Publication	1-2 pages, 1 per action	For all 5 target groups	regional	Feb. 2015
8	Local Framework Workshop	Presentation	1-2-day/s event	Local and regional	regional	Feb. 2015

				authorities; Mobility providers; hotel owners and other businesses related to tourism and transport		
9	National Transfer Seminar	Presentation	1-day event	National authorities, local authorities, tourism and transport associations	national	Oct.2014
10	Conferences, other events	Presentation	30 minutes	For all 5 target groups	regional	Dec. 2014

8.5 Local Communication Schedule

Nº	Diss. product	Month of completion																																					
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
1	Brochures														06.13																								
2	Teaser postcard																																					02.15	
3	Poster																																					02.15	
4	Roll up																																					02.15	
5	Electronic newsletter															11.12																							02.15
6	Promotional videos																																				09.14		
7	Media releases						09.12																																02.15
8	Local Framework Workshop						10.12					02.13			06.13												04.14												02.15
9	National Transfer Seminar																																				10.14		
10	Conferences, other events																																					12.14	

