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Local Framework Document – Madeira

Deliverable no. D2.5.5 of the SEEMORE project

Date of preparation of this document: 14.11.2013

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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).

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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
Sustainable Development of Civil Society Club	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 SUMMARY

This is the template for the Local Framework Document (LFD) that every region should produce, deliverable D2.5. The template includes more chapters than stipulated in the DoA, but in order to save the amount of documents and templates to write, all the outputs related to the *Preparation phase* and *Framework analysis* are collected here. They can, if necessary, be easily separated for each deliverable.

The Local Framework Document makes the basis for the *Implementation phase* setting the scene for further work.

The LFD is consists of the following parts:

- Analysis of local preconditions and description of the regions, D2.3
- Documentation of the Local framework workshop (LFW), D2.4
- Action plan
- Local Evaluation Plan, D5.1
- Local Communication Plan (LCP), part of D6.3

Every part is an independent output or deliverable, and each one is of great importance for the Framework analysis.

3 DOCUMENT REVISION HISTORY

Version Number	Date	Comments
1.0	2012-11-07	Local framework document – Madeira
1.1	2013-01-21	First draft peer-reviewed by CINESI
1.2	2013-01-25	Deliverable D2.5.5
1.3	2013-03-25	Changes in Action plan
1.4	2013-11-14	Final deliverable including Local Evaluation Plan

Table 1 – Document revision history

During the project lifetime, revisions of the LFD will be made continuously. This Document revision table helps to keep track of changes.

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

Project partners all agree that it would be important not to be hostile to taxis and organized tours agencies and rather underline what public transport provides above these other modes. Consequently, they have debated about the distinguishing factors that set public transport apart and make it appealing for tourists.

It was found that SEEMORE brings exciting opportunities for the link between tourism and transport in terms of incentives, information given and marketing approaches to tourists. Given the size of the ambitions of Horários do Funchal, the regional project can only achieve its goals with the on-going support of its many partners.

As the focus should be placed on communicating the added-value of green modes of transport, especially on public transport services, it is firstly important to capitalize on CIVITAS-MIMOSA experience on these matters, namely the already existing measures which are in motion.

CIVITAS-MIMOSA created the building blocks for fostering integrated and greener surface modes of transport and a new sustainable mobility culture on the key local and regional players have arisen, together with a strong willingness to support and move towards less energy and environment intensive transport modes.

New communication channels will therefore be explored to inform tourists either before getting to Madeira, directly when arriving at the main gateways of entrance (Airport or at the Harbour) and during their stay, at the hotels or on the street. An example of a communication channel to further explore is the existence of closed-circuit television (CCTV) of the hotels which can be easily used to disseminate SEEMORE videos to tourists in their own room or in the hotel lobby.

All in all, it was evident that tourism in Madeira is growing at a low pace, yet the business model is sharply changing. Growing use of the Internet has contributed to the importance that this channel currently holds to purchase directly airlines, hotels and other service providers. SEEMORE rises here as a strong asset to enhance and develop a realistic vision based upon three founding pillars: Madeira has to be at the forefront of information and marketing actions tailored to its visitors so as to highlight the key factors that differentiate green modes of transport from more resource-wasting modal options; Incentives to promote sustainable mobility are required as a stepping stone to attract more visitors; and finally, stretching the offer of mobility choices so as to fit each visitor needs is a precondition to have a high quality and sustainable destination.

6 ACTION PLAN

Table 3 – Example of Action Plan

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
3.1.1 Elaboration and design of integrated regional mobility information for visitors	A. Definition and elaboration of sustainable mobility information package	- Sustainable touristic guides - Mobility touristic guide (action 19 of action plan)	- no coherent information exists and is provided to the public	Steering working group together with the hotels,	M12-18	1.000 guides printed and delivered and also provided in one digital support
	B. Translation of mobility information	-Translation of basic public transport information into English and German This measure is included in the other actions (action 20 of action plan)	Barely all information provided by HF is in Portuguese only. The site has however a friendly version in English	Steering working group	Continuously	-Basic information about travel options translated into German. Expand the amount of information provided in English, by producing specific products in this language -Improved tourist information overly
	C: Integrated mapping and GIS applications	- GIS tools and seminars (action 12 of action plan)	- some institutions already use GIS tools but not in an integrated matter. Other PT Operators do not have the tradition of using GIS data	Steering working group	M13	- number of institutions contacted for training - number of people trained

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
	D: Protocols for exchange between transport and tourism	Promotion with airline companies and travel agencies - Information and commercial agreement with the airline companies operating in the airport and main national travel agencies (action 2 of action plan)	- lack of protocols to share information and data	Steering working group	M13-15	- 500 people who purchase ticket In the airline company or travel agency - 1000 people who collect information about sustainable mobility in travel agencies and airline companies - At least one airline company or travel agency with agreement
		Discount for Public transport users - Book or voucher with discounts for PT users. Tourist attraction and shop involved in the discount network (action 4 of action plan)	Lack of commercial tools	Steering working group	M13-22	Number of ticked sold: 25.000 Number of tourist attraction and shops involved: 80
		Environmental label for hotels and other bodies. Certification standard (action 8 of action plan)	Transport is not embedded in any environmental label given to tourist agents	Steering working group	M18-22	Achieve 10 bodies with the new label

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Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
		Information in internet sites - Cross data and link between tourist and transport internet sites (action 14 of action plan)	No information is shared nor links are available among transport and tourist related websites	Steering working group	M12-13	Number of new internet sites linked: 5
3.1.2 Improved distribution channels targeting visitors	A: Regional visitors guide including information on mobility	Travel planner for touristic purpose and audiotrip app - Travel planner in internet site for desktop and mobile (action 16 of action plan)	- no telematic travel planner available in Madeira - no audio trip application available in Madeira	Steering working group	M11-15	Number of touristic routes with PT service: 5 Number of routes with audio guide for tourists: 3
		Mobility touristic guide (action 19 of action plan)	The same as in 3.1.1.A			
	B: Promotion of mutual links between transport and destination websites	Information in internet sites (action 14 of action plan)	The same as in 3.1.1.D			
	C: Integration of mobility information in hotel's package to costumers and websites	Information in internet sites (action 14 of action plan)	The same as in 3.1.1.D			

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
	D: Sustainable mobility information provision in long distance collective transport services	Promotion with airline companies and travel agencies (action 2 of action plan)	The same as in 3.1.1.D			
	E: Sustainable mobility information provision in travel agencies	Promotion with airline companies and travel agencies (action 2 of action plan)	The same as in 3.1.1.D			
	F: Information desk extension	- Information point in the port of Funchal - One information point in the harbour Introduce a special package service for the cruise tourists (action 6 of action plan)	No information point about sustainable mobility services exists in the harbour	Steering working group	M18-22	Number of ticked sold: 25.000 (life project), if there is a front office to check the ticket sold

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Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
	G: Training on integrated sustainable mobility options	Training on integrated sustainable mobility options, local mobility planners and tourist planners. - Hotel staff and Tourist Information Offices (action 10 of action plan)	Lack of expertise and skills about sustainable mobility options among tourist staff (hotels and tourist authorities)	Steering working group	M15-22	Number of trainees: 100
3.1.3 Public transport intelligent information orientated to visitors (planners, real-time, etc.)	A: Web travel planner for visitors including leisure destinations	Travel planner for touristic purpose and audiotrip app (action 16 of action plan)	The same as in 3.1.2.A			
	B: ITS platform for mobile phone information services	Travel planner for touristic purpose and audiotrip app (action 16 of action plan)	The same as in 3.1.2.A			
3.1.4 Promotional and awareness campaigns	A: Local distribution of SEEMORE dissemination material	- Local distribution of SEEMORE dissemination material		Steering working group	Continuously	- see communication plan
	B: Production of local SEEMORE video	Promotional video - Addressed to tourist, with main points to visit by PT.		Steering working group	M11-15	Visitors reached by promotion/awareness actions: 1.500.000

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
	C: Local campaigns and additional material	Local campaigns and additional material	The same as in 3.1.4.A			
3.2.1 Public transport ticketing	A: Special tickets for visitors	- Public transport line in the port of Funchal and integrated tariff - PT line Integrated tariff for urban transport service and ferry boat to porto santo (action 5 of action plan)	No integrated tariff available	Steering working group	M18-22	Number of passengers: 20.000 (year)
	B: Integration of urban and interurban PT fares	- Public transport integration urban and interurban - Promotional ticket to use urban and interurban service to special events Create special travel combination for a day excursion with public transport service. (action 3 of action plan)	PT services do not convey information to tourists about the events they can provide service for	Steering working group	Continuously	Number of ticked sold: 25.000 (life project) Number of events covered: 15 (yearly) Number of day excursion: 5

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
	C: Increased public transport selling points	To Sell PT tickets in hotels - New PT ticket selling point in hotels (action 15 of action plan)	HF already has an agreement with some hotels to sell PT tickets in their reception desks. The plan is to expand this network.	Steering working group	M12-16	Number of new hotels: 5 Number of tickets sold: 100
3.2.2 Integrated transport + leisure packages	A: Discounts at tourist attractions to sustainable mobility users	Discount for Public transport users (action 4 of action plan)	The same as in 3.1.1.D			
	B: Integrate packages (sustainable mobility+leasure activities)	Discount for Public transport users (action 4 of action plan)	The same as in 3.1.1.D			
3.2.3 Awareness raising products	A: Emission calculation tool (using an existing one, to be determined)	- Emission tool calculator - Simulation tool on line and for download (action 7 of action plan)	- no such tool exists	Steering working group and SEEMORE consortium	Contiously	- At least 5.000 tourists per year should had seen the simulator
	B: Environmental Quality Label on mobility behavior	Environmental label for hotels and other bodies. Certification standard (action 8 of action plan)	The same as in 3.1.1.D			

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
3.3.1 Collective transport services for visitors	B: Public transport services at leisure/tourist destinations	Public transport line in the port of Funchal and integrated tariff - PT line action 5 of action plan)	The same as in 3.2.1.A			
		- Sustainable mobility options during big events Mobility action plans for specific regional event, such sport event, flower feast. (action 11 of action plan)	-no integration was made in the frame of liaison between mobility plans and big events	Steering working group	M14-17	- Number of event covered: 5
	D: Sustainable mobility options to major events	- Sustainable mobility options during big events	The same as in 3.3.1.B			
3.3.2 Intermodal solutions	A: Bicycle transport in PT	Bicycle transport in the interurban service - Number of transport lines with the bicycle service (action 9 of action plan)	-no integration exists in interurban busses. There is only an integration scheme on urban busses	Steering working group	M15-22	Bicycle transported in a year: 500

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Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Quantified target
3.3.4 Sustainable mobility planning	A: Sustainable mobility plans in tourist municipalities	- Sustainable mobility plan in Municipalities - Specific chapter of SUMP about Tourist (action 17 of action plan)	- In Madeira there aren't any SUMPS, so the starting point of mobility long-run planning is barely nil	Steering working group	M14-20	Number of contributions for the SUMP for each municipality: 2
	C: Integration of urban and interurban PT	Public transport integration urban and interurban (action 3 of action plan)	The same as in 3.2.1.B			
	D: Training local mobility planners	Training for tourism professionals about PT service (action 10 of action plan)	The same as in 3.1.2.G			
	E: Training local tourism planners	Training for tourism professionals about PT service (action 10 of action plan)	The same as in 3.1.2.G			

6.1 Promotional Video

TASK in Annex I: 3.1.4.B

Responsible:

Andreia Quintal, Marco Vasconcelos

Action output :

Prepare a video about mobility and tourism promotion

Partners involved:

Present the idea to the Tourism Board and Public transport operator (or other mobility operator can support the action) to find consensus and to decide the best implementation strategy to follow.

State of the art:
- Look at the other video produced to promote the region, public transport or authority
- Find the data about the tourism and public transport users in your region

Budget:

6000 €

The limited amount of money can be used only for the production of the video and not for the concept.

Action to do:
a) Chose which tourist target would you like to address according to the tourism board or public transport operator/authority strategy plan.
b) Define a draft script
    a. Informative
    b. Promotional
c) Choose the channel for the distribution (internet, local television, national television, internal video systems in hotels or other bodies)
d) Choose a subcontractor to produce the video

Timetable

Preparation phase: Last week of December for the preparation of all materials and meeting with the partners involved to define the next steps.

Implementation phase: prepare the technical specification of the video to subcontract the service. January and February 2013.

1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Visitors reached by promotion/awareness actions: 1.500.000

OUTPUT:

A SEEMORE video

6.2 Promotion with airline companies and travel agencies

TASK in Annex I: 3.1.2.D / 3.1.2.E / 3.1.1.D

Responsible:

Andreia Quintal, Claudio Mantero

Action output :

Information and commercial agreement with the airline companies operating in the airport and main national travel agencies

At least one airline company and travel agency with protocol signed

Partners involved:

Regional/National Airport authority, regional/national airline companies, WP4 leader for the international lobby. Regional/National agencies.

State of the art:
- check the environmental and corporative responsibility policies implemented by the airline company/travel agencies to act accordingly their plans
- Check the Website and the company information

- Find the Contact person (at national or international level)

- Find out which kind of mobility information they provide and if they could be interested in some kind of info

Budget:

None

Action to do:
   a) Decide which kind of integration can be implemented:
      a. To sell public transport ticket onboard
      b. To inform in the company magazine about the public transport service

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      c. To inform in the video support about public transport service

      d. To include public transport information in web site

      e. To produce posters to inform

b) Choose which tourist target would you like to address according to the tourism board or public transport operator/authority strategy plan.

c) Prepare a presentation to show to the airline company/travel agency the proposal we would like to implement

Timetable

November				December				January				February				March				April				May				June				July				August				September				October				November				December			
9				10				11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

500 people who purchase ticket In the airline company or travel agency

1000 people who collect information about sustainable mobility in travel agencies and airline companies

OUTPUT:

Protocol signed with travel agency or airline company

6.3 Public transport integration urban and interurban

TASK in Annex I: 3.2.1.B / 3.3.4.C

Responsible:

Claudio Mantero, Marco Vasconcelos

Action output :

Promotional ticket to use urban and interurban service to special events

Create special travel combination for a day excursion with public transport service.

Partners involved:

Municipalities in target area, chamber of commerce

State of the art:
- Check the touristic points along the PT routes
- Check the calaendar of local and regional event could be covered by the this tariff

Budget:

None

Action to do:

a) According the calendar of events organize meeting with municipalities, chamber of commerce and shops
b) Select daily excursion for visit thorough PT routes the island

Timetable

October				November				December				January				February				March				April				May				June				July				August				September				October				November				December			
8				9				10				11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Number of ticked sold: 25.000 (life project)

Number of events covered: 15 (yearly)

Number of day excursion: 5

OUTPUT

Ticket, promotional material

6.4 Discount for Public transport users

TASK in Annex I: 3.2.2.A / 3.2.2B / 3.1.1.D

Responsible:

Andre Freitas, Claudio Mantero

Action output :

Book or voucher with discounts for PT users.

Turist attraction and shop involved in the discount network

Partners involved:

Municipalities in target area and Chamber of commerce.

State of the art:
- Check if some commercial instrument already exists and try to integrate together

Budget:

None

Action to do:
a) Find shops, museums, or other interest point to involve in the commercial network

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b) Decide which kind of discount can be implemented:
  a. A discount book for all the tourists, in which is included a discount for Public transport.
  b. To include a discount book for the Touristic Kit users to access to different touristic services.
  c. Discount in shops with public transport ticket
c) Choose which tourist target/operators could be address according to the tourism board or public transport operator/authority strategy plan.
d) Prepare a presentation to show to the potential partners what is about the agreement.

Timetable

November				December				January				February				March				April				May				June				July				August				September				October				November				December			
9				10				11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Number of ticked sold: 25.000

Number of tourist attraction and shops involved: 80

OUTPUT

Ticket, promotional material

6.5 Public transport line in the port of Funchal and integrated tariff

TASK in Annex I: 3.3.1.B/ 3.2.1.A

Responsible:

Andreia Quintal, Andre Freitas, Claudio Mantero

Action output :

PT line

Integrated tariff for urban transport service and ferry boat to porto santo

Partners involved:

Municipalities of Funchal, Port Authority, Porto Santo Line

State of the art:
- Check the actual service in the area and car access and parking policy.
- Inquire the potential users in port authority
- Inquire the potential users of ferry line.
- Evaluate the effect of future line
  o Potential demand
  o Cost of service

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Budget:

None

Action to do:

Design the service according the collected data
- Route
- Frequency
- Bus stops

Design the integrated tariff and the informative materials and supports

Timetable

October			November				December				January				February				March				April				May				June				July				August				September				October				November				December		
8			9				10				11				12				13				14				15				16				17				18				19				20				21				22		
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Number of passengers: 20.000 (year)

OUTPUT

Ticket, promotional material

6.6 Information point in the port of Funchal

TASK in Annex I: 3.1.2.F

Responsible:

Andreia Quintal, Andre Freitas, Claudio Mantero

Action output :

One information point in the harbor

Introduce a special package service for the cruise tourists

Partners involved:

Municipality of Funchal

State of the art:
- Check how many tourist come back to the ship for the launch to design the package service
- Prepare destination to visit with urban line
- Check the other competitors in the harbor and the service price and conditions

Budget:

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None

Action to do:
- a) Design the best package according the kind of tourist
    - a. Where to buy the ticket (if there is no commercial front office)
    - b. Price
    - c. Destinations, map and timetables
    - d. Commercial agreements
    - e. Human resources (is essential to sell ticket to have a commercial front office)
- b) Choose which kind of info point can be installed in the harbor:
    - a. A electronic quiosque
    - b. A selling desk
    - c. Posters
- c) Prepare a specific business plan for this service integrated with the company business plan

Timetable

October				November				December				January				February				March				April				May				June				July				August				September				October				November				December			
8				9				10				11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Number of ticked sold: 25.000 (life project), if there is a front office to check the ticket sold

OUTPUT

PT information new desk

6.7 Emission tool calculator

TASK in Annex I: 3.2.3.A

Responsible:

Claudio Mantero, André Freitas

Action output :

Simulation tool on line and for download

Partners involved:

All the local partner to promote the tool

State of the art:
- Check the actual emission calculator on line
- Definition of the methodology and data sources

Budget:

None

Action to do:

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Decide what kind of simulator tool will be implemented (based on the base line data):

Calculate the emission reduction for travelers

Emission calculator for the city to calculate the emission of tourists

Timetable

October				November				December				January				February				March				April				May				June				July				August				September				October				November				December			
8				9				10				11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

At least 5.000 tourists per year should had seen the simulator

OUTPUT

Emission tool calculator.

6.8 Environmental label

TASK in Annex I: 3.2.3.B, 3.1.1.D

Responsible:

Claudio Mantero, Marco Vasconcelos

Action output :

Environmental label for hotels and other bodies.

Certification standard

Partners involved:

Tourism board, Regional Environmental department.

State of the art:
- Check the local quality label for hotels already implemented
  - o Standard requirements
  - o Environmental certifications
- Check if there are some label or certification at international level
- Check if the label can be a SEEMORE consortium label

Budget:

None

Action to do:

Define the minimum mobility requirements for the environemental label

Schedule a meeting with the tourism board to present the mobility standard required

Timetable

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November	December	January	February	March	April	May	June	July	August	September	October	November	December
9	10	11	12	13	14	15	16	17	18	19	20	21	22
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

Preparation:

Implementation:

Objective impact indicators

Achieve 10 bodies with the new label

OUTPUT

Quality certification for hotels including mobility matter

6.9 Bicycle transport in the interurban service

TASK in Annex I: 3.3.2.A

Responsible:

Andre Freitas, Claudio Mantero, Marco Vasconcelos, Bruno Sousa

Action output :

Number of transport lines with the bicycle service

Partners involved:

Municipalities in the target area, Tourism Board

State of the art:
- Check the technical requirements to transport bicycles in interurban busses
- Evaluate the bus line with more potential to attract bicycles

Budget:

None

Action to do:
- Choose the line to implement the service
- Ask to municipality cooperation to support the action with park raks or signals
- Involve bicycle associations to promote the measure
- Prepare the communication campaign

Timetable

11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Bicycle transported in a year: 500

OUTPUT

Bicycle transport in interurban busses

6.10 Training for tourism professionals about PT service

TASK in Annex I: 3.3.4.D / 3.3.4.E/ 3.1.2.G

Responsible:

Andreia Quintal, Andre Freitas, Claudio Mantero, Marco Vasconcelos, Cristina Caires, Carina Freitas

Action output :

Training sessions to target people

Partners involved:

Municipalities in the target area, Tourism Board, ticket sellers, hotels,

State of the art:
- Check the lack of information and possible solutions
- Check the information tools to inform about the service:
  - o Maps
  - o Site
  - o Mobile applications
  - o timetables

Budget:

None

Action to do:
- prepare the attack plan and training sessions
- design the information materials and supports

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Timetable

	11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Number of trainees: 100

OUTPUT

hours of training

6.11 Sustainable mobility options during big events

TASK in Annex I: 3.3.1.D/3.3.1.B

Responsible:

Andreia Quintal, Andre Freitas, Claudio Mantero, Marco Vasconcelos,

Action output :

Mobility action plans for specific regional event, such sport event, flower feast..

Partners involved:

Municipalities in the target area

State of the art:
- Check the event calendar for the target areas
- Check the actual mobility solutions implemented till now to manage the event. Contact also police to understand the main problems and criticalities.

Budget:

None

Action to do:
- Meet the civil servants in the Municipality traffic department for a technical meeting
- Prepare a traffic plan to reduce car use and promote PT
- Prepare information and communication strategy to rise people awareness to implement the traffic plan
- Contact Public transport operator to study specific P&R service

Timetable

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January				February				March				April				May				June				July				August				September				October				November				December			
11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Number of event covered: 5

OUTPUT

Traffic plan for the event regarding the target area

Information about traffic and mobility solution

6.12 GIS tools and seminars

TASK in Annex I: 3.1.1.C

Responsible:

Andreia Quintal, Claudio Mantero

Action output :

GIS tools for tourist mobility applications

Partners involved:

Horarios do Funchal, Regional Tourism Department, PT operators, regional geographic dept.

State of the art:

Horarios do Funchal is using several geographical tools to improve mobility and tourist information data base. This experience will be shared with other PT regional operators

Budget:

None

Action to do:

Seminars for public transport operators about GIS basic concepts (with open source platforms to design the routes)

Timetable

January				February				March				April				May				June				July				August				September				October				November				December			
11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

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Preparation:

Implementation:

Objective impact indicators

Number of operators/institutions involved in seminars: 5

Number of people attending the seminars: 50

OUTPUT

Nº of trainings

Nº of launched GIS tools

6.13 Protocols with tourist agenda

TASK in Annex I : 3.1.1.D

This measure is included in the other actions.

6.14 Information in internet sites

TASK in Annex I: 3.1.2.B / 3.1.2.C / 3.1.1.D

Responsible:

Andre Freitas, Claudio Mantero, Andreia Quintal

Action output :

Cross data and link between tourist and transport internet sites

Partners involved:

Horarios do Funchal, Regional Tourism Department, PT operators, municipalities and all the other stakeholders and supporters of the project.

State of the art:

Check at the statistics about internet site access of PT operators and tourist

Budget:

None

Action to do:

Define a common strategy and plan to exchange links and data between transport and tourist internet sites.

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Timetable

December	January	February	March	April	May	June	July	August	September	October	November	December
10	11	12	13	14	15	16	17	18	19	20	21	22
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

Preparation:

Implementation:

Objective impact indicators

Number of new internet sites linked: 5

OUTPUT

Easy Internet link to tourism an mobility information in each one of them

6.15 To Sell PT tickets in hotels

TASK in Annex I: 3.2.1,C/ 3.1.D

Responsible:

Andre Freitas, Claudio Mantero

Action output :

New PT ticket selling point in hotels

Partners involved:

Horarios do Funchal, Regional Tourism Department, hotels and municipalities.

State of the art:

Statistics about ticket sold in the hotels and plans for new

Budget:

4000 €

Action to do:

Plan for commercial approach to other hotels or reselling points

Plan to revitalize the actual selling points and to raise the number of ticket sold

Timetable

December				January				February				March				April				May				June				July				August				September				October				November				December			
10				11				12				13				14				15				16				17				18				19				20				21				22			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

Preparation:

Implementation:

Objective impact indicators

Number of new hotels: 5

Number of tickets sold: 100

OUTPUT

Ticket sold in "old" and "new" hotels

6.16 Travel planner for touristic purpose and audiotrip app

TASK in Annex I: 3.1.3.B, 3.1.2.A

Responsible:

Andre Freitas, Andreia Quintal, Claudio Mantero, Marco Vasconcelos.

Action output :

Travel planner in internet site for desktop and mobile

Partners involved:

Horarios do Funchal, Regional Tourism Department, hotels and municipalities.

State of the art:

Horarios do Funchal is developing within SEEMORE a number of GIS tools. The most relevant tool is the travel planner which will allow to find the most suitable transport mode (in desktop and mobile

Budget:

None

Action to do:

Launch and disseminate travel plan tool for touristic purposes

A tool to let tourist hear about touristic routes.(audiotrip)

Timetable

December	January	February	March	April	May	June	July	August	September	October	November	December
10	11	12	13	14	15	16	17	18	19	20	21	22

| 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 |

Preparation:

Implementation:

Objective impact indicators

Number of touristic routes with PT service: 5

Number of routes with audio guide for tourists: 3

OUTPUT

Travel planner and audio trip

6.17 Sustainable mobility plan in Municipalities

TASK in Annex I: 3.3.4.A

Responsible:

Andre Freitas, Andreia Quintal, Claudio Mantero, Marco Vasconcelos.

Action output :

Specific chapter of SUMP about Tourist

Partners involved:

Municipalities, SRT and Horarios do Funchal

State of the art:

There are some mobility and tourist data in the target area.

Budget:

None

Action to do:

Collect data and prepare a chapter regarding mobility of tourists.

Prepare a specific deliverable with these contents

Timetable

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December	January	February	March	April	May	June	July	August	September	October	November	December
10	11	12	13	14	15	16	17	18	19	20	21	22
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

Preparation:

Implementation:

Objective impact indicators

Number of contributions for the SUMP for each municipality: 2

OUTPUT

Contribution to SUMP for the tourist mobility

6.18 Sustainable touristic guides

TASK in Annex I: 3.1.1.A / 3.1.2.A

Responsible:

Andre Freitas, Andreia Quintal, Claudio Mantero, Marco Vasconcelos

Action output :

Mobility touristic guide

Partners involved:

Municipalities, SRT, Horarios do Funchal and all the other stakeholders

State of the art:

There are different guides with different targets

Budget:

6000 €

Action to do:

Collect data, prepare the idea and layout….

Timetable

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December	January	February	March	April	May	June	July	August	September	October	November	December
10	11	12	13	14	15	16	17	18	19	20	21	22
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

Preparation:

Implementation:

Objective impact indicators

Number of guides printed and delivered: 1000

OUTPUT

Guides printed and in digital format.

6.19 Translation of mobility information

TASK in Annex I: 3.1.1.B

This measure is included in the other actions.

Budget: 3000€

7 LOCAL EVALUATION PLAN

7.1 SEEMORE in Madeira

Located in the North Atlantic Ocean Madeira is a well known and popular tourist destination with around 1.5 million visitors in 2011. Thereof 1 million arrive by plane, additional 0.5 arrive by cruise ship. Although 60% of international tourists overnights are from the traditional segment of British and German tourists, in the last years a rising number of tourists came from the domestic market and Eastern Europe. Additionally the business model of Madeiran tourism considerably changed to Internet based booking and services. This also leads to higher rate of individually booked trips, that include the renting of cars.

Other existing problems in the field of tourism and sustainable mobility comprise a disintegrative supply, with the lack of coordination guiding schedules and routes. This also leads to the absence of possibilities to book public transport, etc. on official websites respectively not all information contained therein has been translated to foreign languages. Additional barriers for more sustainable mobility lie in lack of infrastructure (e.g. cycling lanes), in PT-connections between the airport and Funchal centre as well as the lack in enformcement of PT during major events.

7.2 Objectives

Capitalizing from CIVITAS MIMOSA that created the building blocks for forstering integrated and greener surface modes of transport and a new sustainable mobility culture SEEMORE will enable Madeira to develop a realistic vision based on three pillars:

- Madeira has to be at the forefront of information and marketing actions tailored to its visitors so as to highlight the key factors that differentiate it from other competing destinations;

- Incentives to promote sustainable mobility are required as a steppingstone to attract more visitors;

- Stretching the offer of mobility choices so as to fit each visitor needs is a precondition to have a high quality and sustainable destination

7.3 Impact monitoring and evaluation on Madeira

In order to realize the three pillars of the SEEMORE-vision Madeira forees 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 on Madeira 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 die 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

		Sample size surveys/questionnaire			
Region	**Missing Baseline Data**	**Questionnaire tourists**	**Car Rental**	**Bike Rental**	**Hotels**
Madeira	• BR • Hotel addressed did not provide answers	100	3 CR	0 BR	1 HR

Quantified impact indicators of specific objectives	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?	65 % of tourists interviewed have seen/received travel options in the region
	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
	HR12: If your company provides transportation/mobility information, do you give/pass on this information to your guests?	Missing

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	Nr. 55. Number of companies/stakeholders providing mobility information in the target area	17 Hotels, 3 tourism agencies 4 PT-offices
	Nr. 58. Is there online mobility information and online route planners for transport available (at for example public transport website)?	Yes There is information about public transport, car rental and bicycle rental and network. General information - time schedules, ticket prices and selling points, maps
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?	Missing
	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
Contributions to existing/possible **SUMPs** by 8 demonstrator regions	Nr. 67: Does the region have a transport strategy and/or SUMPS	No
Decrease of free 5.000 **parking spaces (on project level)** in city/centres and at leisure attractions	Nr. 49: Number of parking spaces in the target area: Number of parking spaces in total; Number of parking spaces to be paid for	Missing
	Q10: When travelling by car did you experience parking problems?	• Parking ticket not clear how to pay (1) • Difficult to find the way out of the parking facility in the hotel (1) • Problems in parking in FX, parks too big (1) • Not enough places to park (3)

Reduction of **private car (rented car)** use among targeted visitors -8%	**Q4:** How did you travel here?	All tourists interviewed travelled by airplane (interviews were made at the airport). Additional information about how visitors have travelled to madeira airport, for example, for the second quarter of 2012, the modal share was the following: 30% got to the airport by private/company car 27% by bus/shuttle 22% by Taxi 0% by Rail/Subway 15% by Rental Car 6% by other mean This information was collected by a SEEMORE supportive partner named ANAM (regional authority for airport infrastructures)
	Q5: Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Madeira_comentsHF.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.	Walking: 18 % Cycling: 0 % PT: 14 % Car: 39 % Ship/ferry: 0 % Others: 29%
	Nr. 46. Cars and car rental: Number of cars	No. of cars/1000: 388
	Nr. 46. Cars and car rental: Number of car rental per 1000 tourists	Missing

	CR4: Number of cars available for rent at your company during 2011: How many cars in total were available for rent at your company?	1,054
	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?	How many days/year rented out? 1 company 290 days 1 company: 280 Average distance driven/rental car: 1 company: 500 km 1 company: 300 km 1 company: 400 km Average car occupancy: 2 companies: 2 persons 1 company: 3 or more persons
Increase of regional yearly **public transport** demand Madeira: 50.000	**Nr. 33:** Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	Walking: 18 % Cycling: 0 % PT: 14 % Car: 39 % Ship/ferry: 0 % Others: 29%
	Nr. 39: Public transport demand in the target area	Number of person kilometres per year in the target area: 129,559,872 km Share of tourists of public transport person kilometres: 10 %
	Nr. 61: Are there activities targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?	In the frame of CIVITAS MIMOSA project (2008-2012), Horários do Funchal has developed, along with the Municipality of Funchal, campaigns (mainly during the European mobility week) to promote the use of public transport, bike and walking among locals. Also during this project Horários do Funchal has introduced the tourist kit, to promote the use of public transport among tourists.
	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?	

	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
	HR11: Available transportation/mobility information	Missing
	HR12: If your company provides transportation/mobility information, do you give/pass on this information to your guests?	Missing
	Q8: Public transport trips	See. Document: SEEMORE_Results baseline data_Madeira_comentsHF.doc → p. 16 et seqq.
Overall increase 5% of non-motorized trips **(walking, cycling)** among target group	Q4: How did you travel here? Nr. 47: Number of tourists arriving by car in the target area	All tourists interviewed travelled by airplane (interviews were made at the airport). Additional information about how visitors have travelled to madeira airport, for example, for the second quarter of 2012, the modal share was the following: 30% got to the airpoirt by private/company car 27% by bus/shuttle 22% by Taxi 0% by Rail/Subway 15% by Rental Car 6% by other mean This information was collected by ANAM (regional authority for airport infrastructures) Info on Regional Characteristics: 155530 per year arriving by car in the target area

	Q5: Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Madeira_comentsHF.doc → p. 6 et seqq.
	Q6: Bike trips	See. Document: SEEMORE_Results baseline data_Madeira_comentsHF.doc → p. 10 et seqq.
	Q7: Walking Trips	See. Document: SEEMORE_Results baseline data_Madeira_comentsHF.doc → p. 13 et seqq.
	Nr. 34: Cycling trips: Number of cycling trips per tourist and year in the target area	Missing
	Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	Walking: 18 % Cycling: 0 % PT: 14 % Car: 39 % Ship/ferry: 0 % Rented bus: 19% Others (motorcycle, cable car): 10%
	Nr. 28: Bicycles: Number of bicycles for rent in target area	Missing
	BR4: How many bikes were available for rent at your company?	Missing
	BR5: On average, how many days was a bike rented during 2011 (maximum 365 days) ?	Missing
	HR7: Bicycles available for rent/to borrow, at your hotel/hostel/camp site	Missing
	HR8: Rented bikes: On average, how many days was a bike rented/borrowed during 2011 (maximum 365 days) ?	Missing

	BR4: How many bikes were available for rent at your company? How many of these were electric bikes?	Missing
	BR6: How many scooters/motorcycles were available for rent at your company? How many of these were electric	Missing
	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?	None of the cars classified as green/environmentally friendly cars
	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.

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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	Context baseline Madeira
	Nr. 8: Fuel availability and price	€/l	Summer 2012	Petrol: 1.720 Diesel: 1.432
	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: 1,563,821 January: 104,510 February: 103,448 March: 157,194 April: 177,778 May: 137,529 June: 113,545 July: 107,268 August: 129,552 September: 126,981 October: 143,350 November: 140,410 December: 122,256
	Nr. 11: Average daily number of tourists during high season;plus weekend peaks if applicable	No.	2011	Daily: 22,192 Weekend peaks: 34,800
	Nr. 14: Number of overnight stays in target area in the resp. year	No.	2011	5,565,286
	Nr. 21: Travel time between main city and 5 main attractions (by car, PT, bike, walking)	Minutes (min)	2012	e.g. by PT: Mercado: 17 min Monte: 20 min Botanical Garden: 40 min Santana: 50 min Nun's Valley: 40 min
	Nr. 45: Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/ estimation)	€	2012	2.10 €
	Nr. 22: Walking distance from the 5 main attractions to nearest PT-stops/stations	Meters (m)	2012	Mercado: 90 m Monte: 10 m Botanical Garden: 10 m Santana: 10 m Nun's Valley: 20 m
	Nr. 23: Frequency of bus lines to 5 main attractions	Minutes (min)	2012	Mercado: 10 min Monte: 20 min Botanical Garden: 20 min

				Santana: 90 min Nun's Valley: 80 min
	Nr. 24: Number of transport arrivals to the specified main attracions/day	No.	2012	Mercado: 110 Monte: 93 Botanical Garden: 51 Santana: 8 Nun's Valley: 17
	Nr. 26: Length of existing transport networks in target area (road network, bicycle network, sidewalks)	Km	2012	Road: 1,467 Cycling: 0,8 Sidewalks: missing
	Nr. 36/37: Data on PT/private collective transport: Number of lines (number of operators)	No.	2012	PT: Bus:76 (2) Tram: n.a. Boat/ferry/ship: n.a. Private: 2 lines (2 operators)
	Nr. 38: Collective transport to/from airport, port (no. of tourists)	Y/N (No.)	2012	Y (missing)
	Nr. 46: Car ownership	No. of cars/1000	2012	300/1000

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 missing/enlarging data from surveys to hotels, bike and car rentals	Counting/quantifications from/of different sources	• 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 availabe 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	Interviews with tourists	• Interview minimum of 120

impacts		tourists • Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14) • 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
Evaluation of trainings, SUMPS and improvements of Information /Infrastructure on impacts	• Interviews with hotel staff • Feedbacks from training participants • Information from PT-operators, planners and different service providers	• 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
Focus Groups (context and process evaluation)	• 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)	• 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
Joint discussion of evaluation results/experiences at consortium meeting	Common reflection in the course of consortium meeting	Moderated discussions along key questions provided

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 should 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 will be 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.

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- 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.

Considering the above mentioned main target groups, describe your local key stakeholders and target groups already identified in the description of the regions.

The local target groups are:

- Chamber of Commerce of Funchal
- Porto Santo Line (cruise-ferry boat operator)
- Regional Authority for the Ports of Madeira
- Regional Authority for the Airports of Madeira
- Golden Residence Hotel
- Regional Government for Tourism, Transport and Culture
- Municipalities among target area

Local target group name: Tourists	
Target group category: 1	
General description :	Tourists coming to Madeira by plane and ferry
Role in the project:	
Relevant facts and data:	

Local target group name: Local population	
Target group category: 2	
General description :	No use tradition of sustainable modes usage apart of Public transport
Role in the project:	The population will reinforce the general message of the project regarding the best mobility option for all, including tourists.
Relevant facts and data:	

Local target group name: Chamber of Commerce of Funchal	
Target group category: 3	
General description :	With over 1.000 associated companies, the Chamber of Commerce of Funchal fairly dynamic in stimulating the local/traditional commerce and plays a role in tourism affairs.
Role in the project:	As Tourism is the main economic sector in the Island, the Chamber of Commerce is devoted to promote it and therefore is a key partner for the project success and vitality.
Relevant facts and data:	The Chamber of Commerce is the main business network in the Island since it was established in 1836. It entails more than 1.000 companies all over the Region Capital.

Local target group name: Porto Santo Line (cruise-ferry boat operator)	
Target group category: 4	
General description :	Porto Santo Line is the cruise-ferry boat operator that links the two inhabited islands, Madeira and Porto Santo.
Role in the project:	The ferry boat operator could strength the project if it successfully incorporates the marketing strategy for the provision of integrate packages between Public Transport and ferry boat trips. These ferry boat trips are the favourite modal option to visit Porto Santo and are very appealing among residents and tourists alike.
Relevant facts and data:	Porto Santo Line has started daily trips between Porto Santo and Funchal harbour in 1995. The ship that actually performs this connection is Lobo Marinho, a ship able to transport 1.150 passengers in two and a half hours trip. 155.344 passengers were transported in 2010.

Local target group name: Regional Authority for the Ports of Madeira	
Target group category: 3	
General description :	Ports of Madeira manage all the ports all around the islands of Madeira and Porto Santo. The Port of Funchal is the most important cruise port of call and turnaround in the Region.
Role in the project:	Funchal has a new state-of-the-art terminal, welcoming cruise passengers with all the commodities they require. As such, the harbour terminal will be a standing point for many promotional campaigns during SEEMORE lifetime.
Relevant facts and data:	In 2011, 532.202 passengers arrived by cruise-ship at the Funchal harbour, making it the busiest port in all the country.

Local target group name: Regional Authority for the Airports of Madeira	
Target group category: 3	
General description :	The Regional Authority for the Ports of Madeira, ANAM, manages the airport of Madeira and Porto Santo. The Airport is the main gateway for Madeira and therefore its participation in the SEEMORE project is paramount.
Role in the project:	The airport is the most suitable place to interview tourists and to target them with communication about sustainable regional transport options.
Relevant facts and data:	1.142.904 arrived at the Madeira airport in 2011. This figure highlights ANAM importance to disseminate SEEMORE among tourists

Local target group name: Golden Residence Hotel	
Target group category: 5	
General description :	This hotel is located in the tourist area of Funchal and is well served by public transport supply. The hotel splits into two buildings separated by a street with two bus stops right next to the hotel lobby.
Role in the project:	Golden Residence Hotel has a heritage of being the number 1 PT tickets desk vending seller during CIVITAS-MIMOSA lifetime. It is expected to maintain or even improve its selling dynamics with the SEEMORE contribution.
Relevant facts and data:	No data about tourists accommodated was provided.

Local target group name: Regional Government for Tourism, Transport and Culture	
Target group category: 3	
General description :	Noteworthy that all the three main sectors which concerned SEEMORE are represented by this regional body, making it the key bedrock to carry out the effective measures.
Role in the project:	This entity takes part in the implementation workshops and will act as the main player and contact point of Horários do Funchal.
Relevant facts and data:	These three sectors were strategically merged in one unique regional body in 2011.

Local target group name: Municipalities among target area	
Target group category: 3	
General description :	The SEEMORE target area comprises 5 different municipalities (Câmara de Lobos, Funchal, Santa Cruz, Machico and Santana), all of which develop events and have tourist spots worth visiting by regular public transport routes.
Role in the project:	All the municipalities quoted above take part in the implementation workshops and are instrumental to fulfil the SEEMORE foreseen activities.
Relevant facts and data:	Nothing to add here.

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	Tourists and local residents		
2	Teaser postcard	Publication	10x15cm, 50.000 units	Tourists and local residents	Local and national	
3	Poster	Publication	70x100cm, 300 units	Tourists and stakeholders	Local and national	
4	Roll up	Publication	200x85cm, 1 unit	Local and national stakeholders	Local and national	The roll up is shown during the meetings and events
5	Electronic newsletter	Publication	8 pages, 6 units	All audience in particular stakeholders and tourist and transport professionals		Month **12** (February 2013) Month **18** (August 2013) Month **24** (February 2014) Month **30** (August 2014)
6	Promotional videos	Video break	Long: 2-5 min. Short: 1 min.	Local, national and international tourism and mobility actors		
7	Media releases	Publication	1-2 pages, 1 per			Month **2** (April 2012)

				action			….
8	Local Framework Workshop	Presentation	1-2-day/s event	All the members invited to take part in the Local Framework workshops	Local		Month **7** (September 2012) Month **8** (October 2012) Month **14** (April 2013) Month **19** (September 2013) Month **30** (August 2014)
9	National Transfer Seminar	Presentation	1-day event				
10	Conferences, other events	Presentation	30 minutes				

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																																				
2	Teaser postcard																																				
3	Poster																																				
4	Roll up																																				
5	Electronic newsletter												■						■						■						■						
6	Promotional videos																																				
7	Media releases		■																																		
8	Local Framework Workshop							■	■						■					■											■						
9	National Transfer Seminar																																				
10	Conferences, other events																																				

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