



## Local Framework Document – Pomerania

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Annex I: Local Evaluation Plan - Output Impact Indicators



# 1 ABOUT THE SEEMORE PROJECT

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## 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 Fyrbodol	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 Forli-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

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This document is the Local Framework Document for the region of Pomerania. 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 Pomerania.

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

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Version Number	Date	Comments
1.0	2013-01-22	First draft, without Local evaluation plan, sent for peer-review
1.1	2013-01-23	First draft, peer reviewed by Horários do Funchal
1.2	2013-01-24	Deliverable 2.5.8
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**

## 4 GLOSSARY

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Abbreviations provided in this report

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

**Table 2 - Abbreviations used**

## 5 VISIONS AND GOALS

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In view of the limited results of the first LFW organised in Choczewo, the final vision and goals for the Choczewo Commune and for the Pomeranian voivodship (regional administration level) have not yet been fully developed and agreed. It is connected with some tensions between particular political groups in the local commune council. They are connected with diverse opinions about the potential construction of a nuclear power plant in the vicinity of Choczewo but have repercussions on the readiness of local councillors to discuss innovative transport solutions. The workshop resulted in the conclusion that the most fruitful ways inducing the visitors to resign from motorised travel would result from the development of local cycling infrastructure, introduction of car parking management systems (including restrictions of car parking near the coastal belt, charging drivers with parking fees etc.) and development of bike and ride solutions at local and regional railway stations. At the same time, proper monitoring of intensity of car traffic should be developed, to identify the traffic corridors charged with the heaviest motorised summer traffic and the less charged routes of access, which can be used by cyclists without exposing them excessively to the road traffic risk. That is why the location of induction loops monitoring the motorised and cycling traffic is of considerable importance in the project.

The subject of motorised transport demand management aimed at the reduction of individual motorised traffic in the area is such a new idea, considered to be very radical and hardly enforceable, it requires a determined and widely conceived educational and promotional activities, addressed to many stakeholders. In view of similar challenges encountered in the coastal regions of Sweden and Bulgaria, we expect to particularly benefit from the experience gained within the framework of the Seemore project in Bohuslän region of Sweden and in the Dobrich region of Bulgaria and intend to study their outputs very carefully.

It is assumed; that in the process of discussions, education and various promotional activities, the principal regional stakeholders will start to understand the benefits resulting from the application of sustainable development principles expressed in application of advanced transport demand management solutions, change the mobility habits of visitors and inhabitants of the region. This change of mindset will contribute to a reduction of the CO<sub>2</sub> emissions in the transport sector of the Pomerania region.

The precise goals to be reached within the framework of the project have not yet been determined during the first LFW in Choczewo in view of the above mentioned situation in the local council.

The benefits resulting from application of sustainable transport solutions in Pomerania will then be emulated in other regions of Poland, since summer visitors of the region will share their experience of using sustainable transport options with their peers in their home areas.

## 6 ACTION PLAN

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This is the first version of the action plan for Pomerania. The actions will be further discussed and concretised regarding detailed planning, responsibility and time plan.

All the proposed measures are new in the target area and will therefore be developed for the first time. This requires that acceptance and consensus is reached among several participants. A second workshop between the local actors will be organised in April and will serve as starting point for many of the measures. The measures will also be further discussed and detailed in aims and outcomes at this meeting.

**Table 3 – Example of Action Plan**

Action	Responsible actor	Role & responsibilities	Other participating organizations/partners	Timing	Financing
<b>3.1.1 Elaboration and design of integrated regional mobility information for visitors</b>					
Definition and elaboration of sustainable mobility information package (personalized surveys, installation of 8 map dispensers) Expected output to be determined during the next LFW in Choczewo, AIMS: Creation information for tourists  EXPECTED OUTCOMES: Mobility information package ex. app mobile application, PT-timetables, maps, instructions on how to go by bus to a certain target, etc. (it will be confirmed after 2 <sup>nd</sup> Workshop)	Project team and subcontractor	Realization of task in accordance with the assumed quality standards by the PSWE with the representatives of the Choczewo Council as a pilot initiative to be disseminated all over the Choczewo Commune and neighbouring communes	PSWE, Choczewo Commune, business and NGO partners	April 2013	Project budget (to be determined during the next LFW in Choczewo)
Translation of mobility information (2 participation sessions, 3 national seminars)  AIMS: Transfer of the knowledge (good practices)  EXPECTED OUTCOMES: Dissemination materials ex. Presentations translated to Polish	Project team	Realization of task in accordance with the assumed quality standards	PSWE, Choczewo Commune	2013-2015	Project budget

<b>3.1.2 Improved distribution channels targeting visitors</b>						
Promotion of mutual links between transport and destination websites (awareness campaign, personalized surveys, 8 map dispensers)  AIMS: Involvement of the local/regional PT 's and hotels destinations  EXPECTED OUTCOMES: Links on websites	Project team	Realization of task in accordance with the assumed quality standards	PSWE, Commune, stakeholders	Choczewo local	2013-2015	Project budget;
Integration of mobility information in hotel's package to customers and websites (awareness campaign, personalized surveys, 8 map dispensers)  AIMS: Involvement of the hotel owners/managers  EXPECTED OUTCOMES: Links on websites, presentations of the field research, dissemination materials	Project team	Realization of task in accordance with the assumed quality standards	PSWE, Commune, stakeholders	Choczewo local	2013-2015	Project budget
Training on integrated sustainable mobility options  AIMS: Transfer of the knowledge (good practices)  EXPECTED OUTCOMES: Dissemination materials ex. presentations, participation sessions and national seminars 2 participation sessions, 3 national seminars	Project team	Realization of task in accordance with the assumed quality standards	PSWE, Commune, stakeholders	Choczewo local	2013-2015	Project budget

<b>3.1.4 Promotional and awareness campaigns</b>						
Local distribution of SEEMORE dissemination (awareness campaign)  AIMS: Change behavior of representatives of different bodies  EXPECTED OUTCOMES: Numbers of representatives reached/involved during the awareness campaign	Project team and subcontractor	Realization of task in accordance with the assumed quality standards	PSWE, Choczewo Commune	2013-2015	Project budget	
Production of local SEEMORE video (video production)  AIMS: Creation of the video  EXPECTED OUTCOMES: Numbers of representatives reached by the video material	Project team and subcontractor	Realization of task in accordance with the assumed quality standards	Project team and subcontractor	2013-2015	Project budget	
Local campaigns and additional material (awareness campaign)  AIMS: Change behavior of representatives of different bodies  EXPECTED OUTCOMES: Numbers of representatives reached by the awareness campaign		Realization of task in accordance with the assumed quality standards	PSWE, Choczewo Commune, City of Gdansk, business and NGO partners	2013-2015	Project budget	
<b>3.2.3 Awareness raising products</b>						
Emission calculation tool (using an existing one, to be determined - awareness campaign, personalized surveys) AIMS:	Project team	Realization of task in accordance with the assumed quality	PSWE,	2013- 2015	Project budget	

<p>Change behavior of representatives of different bodies</p> <p>EXPECTED OUTCOMES:                  Numbers of representatives reached by the awareness campaign</p>		standards			
<p>Environmental Quality Label on mobility behavior (awareness campaign, personalized surveys)                  The implementation of Bike&amp;Bed will serve as inspiration and basis to reach the aim.</p> <p>AIMS:                  Change behavior of representatives of different bodies</p> <p>EXPECTED OUTCOMES:                  Numbers of representatives reached by the awareness campaign</p>	Project team	Realization of task in accordance with the assumed quality standards	PSWE, Choczewo Commune, local stakeholders, tourists and residents	2013- 2015	Project budget
<b>3.2.4 Market incentives sustainable mobility</b>					
<p>Parking policies (Report) Preparation of the base line – identification of the size of parking problems in particular locations, preparation of appropriate parking fees collection systems, presentation of the parking management plan to be approved by the Choczewo Commune Council</p> <p>AIMS:                  Creation of the first parking policy in Choczewo</p> <p>EXPECTED OUTCOMES:                  Report</p>	Project team	Realization of task in accordance with the assumed quality standards	PSWE, Choczewo Commune, local stakeholders, tourists and residents	May 2013	Project budget
<b>3.3.2 Intermodal solutions</b>					

<p>Bicycle transport in PT (PSWE is an Expert)          AIMS:          Change behavior of representatives of PT</p> <p>EXPECTED OUTCOMES:          Start of discussion about the possibility to take bikes on board PT's</p>	<p>Project team</p>	<p>Realization of task in accordance with the assumed quality standards</p>	<p>PSWE, Choczewo Commune, local stakeholders, tourists and residents</p>	<p>2013- 2015</p>	<p>Project budget</p>
<p><b>3.3.3 Bicycle services</b></p>					
<p>Complementary infrastructure and services (awareness campaign, 2 induction loops, 8 map dispensers)          Determination of places of induction loops to determine the level of cycling and walking traffic along selected corridors, preparation of the location of map dispensers where visitors and residents will be able to take information packages about sustainable transport solutions in coastal areas          AIMS:          Creation new services (will be decided after the 2<sup>nd</sup> workshop in April)</p> <p>EXPECTED OUTCOMES:          New services for cyclists</p>	<p>Project team and subcontractor</p>	<p>Realization of task in accordance with the assumed quality standards</p>	<p>PSWE, Choczewo Commune, local stakeholders, tourists and residents</p>	<p>2013- 2015</p>	<p>Project budget</p>
<p><b>3.3.4 Sustainable mobility planning</b></p>					
<p>Training local mobility planners</p> <p>AIMS:          Transfer of the knowledge (good practices)</p> <p>EXPECTED OUTCOMES:          Dissemination materials ex. presentations          2 participation sessions, 3 national seminars</p>	<p>Project team</p>	<p>Realization of task in accordance with the assumed quality standards</p>	<p>PSWE, Choczewo Commune, local stakeholders, tourists and residents</p>	<p>2013- 2015</p>	<p>Project budget</p>

## 7 LOCAL EVALUATION PLAN

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### 7.1 SEEMORE in Choczewo, Pomerania

Pomerania is a coastal area in the north of Poland, located along the Gulf of Gdansk at the southern shore of the Baltic Sea. The specific target area within SEEMORE is the municipality of Choczewo (composed of several small villages), with a population of about 6000 inhabitants. The summer season is short and intensive, consisting mainly of three months: June, July and August. Pomerania is the most popular summer holiday destination in Poland. About 60000 tourists visit the commune of Choczewo each year. The main tourist attractions include national park Smoldzino, Malbork Castle museum, city of Gdansk, Hel marine aquarium, Cahubian Eye tower in Gniewino, sea beaches along the 17km long coast-line of the commune of Choczewo. The distance from the biggest cities, Gdansk and Warsaw, is 100-450 km. From the main towns (e.g. Słupsk, Wejherowo, Gdynia, Tczew) in Pomerania the distances vary from 20 to 100 km. There are railway and public bus connections providing services to all the main attractions, but the frequency varies. Possibilities for biking are limited and cycling is often considered to be dangerous because of the lack of bicycle network and narrow roads with heavy traffic during high season. Car is the most common mode of transport among tourists – it is estimated that 80% of the trips are made by car.

Many problems arise from the fact that a large number of motorised tourists are visiting the area in the summer months. The pressure of motorised tourism is especially felt in villages located at attractive sea beaches. The first challenge to cope with is the lack of data about the structure of transport modes used by residents and visitors of the coastal zone, suffering most from the motorisation (car-parking demand) pressure. Another challenge is the lack of awareness among visitors and residents concerning the potential of walking, cycling, and public transport in the existing leisure destinations of the region. There are also important geographical, mental and organisational barriers to overcome: the geographical barriers concern the hilly character of the coast, which is often perceived as a barrier for cycling; the mental barriers concern the widespread conviction of the risk connected with walking and cycling, and the conviction that it is impossible to change driving habits due to insurmountable cultural differences; the organisational barriers hamper cooperation among different stakeholders needed to implement comprehensive sustainable mobility plans.

## 7.2 Objectives

Within SEEMORE Pomerania plans to develop actions in the following fields:

- mobility information for visitors (development of a sustainable mobility information package for tourists, promotion of mutual links between transport and destination websites, integration of mobility information in hotels' packages for customers, ...)
- awareness raising regarding sustainable mobility (training sessions for local stakeholders, translation of dissemination materials into Polish language, local distribution of SEEMORE dissemination materials, production of local SEEMORE video, local campaigns, creation of a "parking report" as a baseline for the development of a parking policy by the Choczewo Commune, ...)
- complementary infrastructure and services for cycling (start discussion about the possibility to take bicycles on board of public transport vehicles, induction loops to measure the level of cycling traffic along selected corridors, map dispensers where visitors and residents will be able to take information packages about sustainable transport solutions in coastal areas, ...)

## 7.3 Impact monitoring and evaluation in Choczewo, Pomerania

In order to realize the three pillars of the SEEMORE-vision Choczewo 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 overview is given on which output foreseen within SEEMORE in Choczewo 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
Pomerania	Q, CR, BR, HR	-	-	-	-

Quantified impact indicators of specific objectives	Baseline Data	Data Value (2012)
60% of the targeted visitors to SEEMORE regions are <b>aware of the sustainable mobility</b> options that are promoted by the project	<b>Q11:</b> Have you received/seen information about travel options in the region?	Missing
	<b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing

	<b>HR12:</b> If your company provides transportation/mobility information, do you give/pass on this information to your guests?	Missing
	<b>Nr. 55.</b> Number of companies/stakeholders providing mobility information in the target area	50 Hotels, 2 tourism agencies, 3 PT offices
	<b>Nr. 58.</b> Is there online mobility information and online route planners for transport available (at for example public transport website)?	100% - no given answer to open question
80% of the trainees states that their <b>knowledge on sustainable mobility</b> options and service skills have <b>increased</b>	<b>HR9:</b> Do you know about the transportation services in the town/city/region you work in?	Missing
	<b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
Contributions to existing/possible <b>SUMPs</b> by 8 demonstrator regions	<b>Nr. 67:</b> Does the region have a transport strategy and/or SUMPS	50% yes- no given answer to open question
Decrease of free 5.000 <b>parking spaces (on project level)</b> in city/centres and at leisure attractions	<b>Nr. 49:</b> Number of parking spaces in the target area: Number of parking spaces in total; Number of parking spaces to be paid for	10 parking spaces in total, 0 to be
	<b>Q10:</b> When travelling by car did you experience parking problems?	<ul style="list-style-type: none"> <li>• Missing</li> </ul>

Reduction of <b>private car (rented car)</b> use among targeted visitors Pomerania (Choczewo) : -8%	<b>Q4:</b> How did you travel here?	Missing
	<b>Q5:</b> Which attractions did you visit during your stay and how did you get there?	Missing
	<b>Nr. 33:</b> Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	10% walking 20% cycling 10% PT 60% car
	<b>Nr. 46.</b> Cars and car rental: Number of cars	350 cars
	<b>Nr. 46.</b> Cars and car rental: Number of car rental per 1000 tourists	0 rentals
	<b>CR4:</b> Number of cars available for rent at your company during 2011: How many cars in total were available for rent at your company?	Missing

	<b>CR9:</b> 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?	Missing
Increase of regional yearly <b>public transport</b> demand Pomerania (Choczewo): 40.000	<b>Nr. 33:</b> Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	10% walking 20% cycling 10% PT 60% car
	<b>Nr. 39:</b> Public transport demand in the target area	4000 person kilometres 50% share of tourists of PT
	<b>Nr. 61:</b> Are there activities targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?	37,5% yes, 62,5% no
	<b>Nr. 63:</b> Are there special campaigns targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?	37,5% yes, 62,5% no
	<b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
	<b>HR11:</b> Available transportation/mobility information	Missing

	<b>HR12:</b> If your company provides transportation/mobility information, do you give/pass on this information to your guests?	Missing
	<b>Q8:</b> Public transport trips	Missing
Overall increase 5% of non-motorized trips ( <b>walking, cycling</b> ) among target group	<b>Q4:</b> How did you travel here?  <b>Nr. 47:</b> Number of tourists arriving by car in the target area	Missing
	<b>Q5:</b> Which attractions did you visit during your stay and how did you get there?	Missing
	<b>Q6:</b> Bike trips	Missing
	<b>Q7:</b> Walking Trips	Missing
	<b>Nr. 34:</b> Cycling trips: Number of cycling trips per tourist and year in the target area	40 trips
	<b>Nr. 33:</b> Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	10% walking 20% cycling 10% PT 60% car

	<b>Nr. 28:</b> Bicycles: Number of bicycles for rent in target area	200 bikes 0 e-bikes 20 hotels
	<b>BR4:</b> How many bikes were available for rent at your company?	Missing
	<b>BR5:</b> On average, how many days was a bike rented during 2011 (maximum 365 days) ?	Missing
	<b>HR7:</b> Bicycles available for rent/to borrow, at your hotel/hostel/camp site	Missing
	<b>HR8:</b> Rented bikes: On average, how many days was a bike rented/borrowed during 2011 (maximum 365 days) ?	Missing
	<b>BR4:</b> How many bikes were available for rent at your company? How many of these were electric bikes?	Missing
	<b>BR6:</b> How many scooters/motorcycles were available for rent at your company? How many of these were electric	Missing
	<b>CR4:</b> 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?	Missing
	<b>CR5:</b> 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?	Missing

	<b>CR6:</b> Number of four-wheelers available for rent at your company during 2011 How many four-wheelers were available for rent at your company? How many of these were electric?	Missing
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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
	<b>Nr. 8:</b> Fuel availability and price	€/l	Summer 2012	Petrol 100% / 1,43EUR Diesel 100% / 1,39EUR Ethanol 25% / - Biogas/CNG 37,5% / 0,66EUR
	<b>Nr. 10:</b> 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	24000/July 36000/August 60000/total
	<b>Nr. 11:</b> Average daily number of tourists during high season; plus weekend peaks if applicable	No.	2011	25000 daily 35000 weekend peaks
	<b>Nr. 14:</b> Number of overnight stays in target area in the resp. year	No.	2011	65000
	<b>Nr. 21:</b> Travel time between main city and 5 main attractions (by car,	Minutes (min)	2012	By PT: Choczewo: 3 Light houses: 3

	PT, bike, walking)			Historic mansions: 4 Cuisine: 4 Gniewino: 3
	<b>Nr. 45:</b> Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/ estimation)	€	2012	1
	<b>Nr. 22:</b> Walking distance from the 5 main attractions to nearest PT- stops/stations	Meters (m)	2012	Bus: Choczewo: 2000 Light houses: 1500 Historic mansions: 1000 Cuisine: 300 Gniewino: 200
	<b>Nr. 23:</b> Frequency of bus lines to 5 main attractions	Minutes (min)	2012	Bus: Choczewo: 120 Light houses: 120 Historic mansions: 120 Cuisine: 120 Gniewino: 120
	<b>Nr. 24:</b> Number of transport arrivals to the specified main attractions/day	No.	2012	By PT: Choczewo: 5 Light houses: 5 Historic mansions: 8 Cuisine: 10 Gniewino: 10  By car: Choczewo: 50 Light houses: 100 Historic mansions: 200 Cuisine: 300 Gniewino: 500
	<b>Nr. 26:</b> Length of existing transport networks in target area (road network, bicycle network, sidewalks)	Km	2012	Road network - Missing Bike network - Missing Sidewalks - Missing
	<b>Nr. 36/37:</b> Data on PT and private collective transport: Number of lines (number of operators)	No.	2012	Bus: 2 lines, 1 operator  Bus: 1 line, 1 operator
	<b>Nr. 38:</b> Collective transport to/from airport, port (no. of tourists)	Y/N (No.)	2012	75% yes, 25% no
	<b>Nr. 46:</b> Car ownership	No. of cars per 1000	2012	350/1000

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

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

## 8 LOCAL COMMUNICATION PLAN

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### 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 regions 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.

Particularly, the LCP 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.

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

The local target groups are:

- SKM managers (Public Transport operators)
- Local Councils of Choczewo, Gniewino, Wejherowo and Krokowa.

<b>Local target group name: Szybka Kolej Miejska , SKM</b>	
<b>Target group category: (4.)</b>	
<b>General description :</b>	Szybka Kolej Miejska - Local rapid railway operator providing services between the cities of Gdańsk and Słupsk, with an important potential for the development of Bike and Rail services in the region
<b>Role in the project:</b>	Dissemination of information about sustainable travel options particularly the Bike and Rail journeys in Pomerania, with stress put on the residents the Gdańsk, Sopot, Gdynia, Rumia, Reda and Wejherowo agglomeration
<b>Relevant facts and data:</b>	The SKM provides services to 40 million passengers annually, it is now subject to widespread modernisation efforts (reconstruction of station buildings, improved access etc.

<b>Local target group name: Local Council of the Choczewo, Gniewino, Wejherowo and Krokowa Communes</b>	
<b>Target group category: (4.)</b>	
<b>General description :</b>	In the local elections of 2010 the members of target group were elected to the local self-government councils and manage the public expenditures in their constituencies
<b>Role in the project:</b>	Dissemination of information about sustainable travel options among the residents and visitors in respective constituencies
<b>Relevant facts and data:</b>	The communes are inhabited by the following number of residents: Choczewo 1400; Gniewino 1950; Wejherowo 50,000 Krokowa 3500

## 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	SKM	Local/regional	24
2	Teaser postcard	Publication	10x15cm, 50.000 units	SKM	Local/regional	24
3	Poster	Publication	70x100cm, 300 units	SKM	Local/regional	24
4	Roll up	Publication	200x85cm, 1 unit	Local Councils	Local/regional	8
5	Electronic newsletter	Publication	8 pages, 6 units	Local Councils	Local/regional	8;14;18;24;30
6	Promotional videos	Video break	Long: 2-5 min. Short: 1 min.	Local Councils	Local/regional	35
7	Media releases	Publication	1-2 pages, 1 per action	Local Councils	Local/Regional/National	8;14;18;24;30
8	Local Framework Workshop	Presentation	1-2-day/s event	Local Councils	Local	14
9	National Transfer Seminar	Presentation	1-day event	Local Councils	National	30
10	Conferences, other events	Presentation	30 minutes	SKM	Regional/National	30



