



## Local Framework Document – Forlì-Cesena

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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

| <b>Project Partner</b>                            | <b>Country</b> |
|---|----------------|
| 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         |
| Sustainable Development of Civil Society Club     | 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 Forli. 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 Forli.

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 Forli-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            | 2013-01-16 | First draft, without Local evaluation plan, sent for peer-review |
| 1.1            | 2013-01-18 | Reviewed by Trivector  |
| 1.2            | 2013-01-24 | Deliverable D2.5.3   |
| 1.3            | 2013-02-28 | Up-dated 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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### VISION

Make the tourist towns of Cesenatico, San Mauro Mare and Gatteo less congested and more environmentally friendly and make Forli, the provincial capital city eco-friendly.

### Goals

- 1) Promote better integration between tourism and sustainable mobility;
- 2) Develop an integrated sustainable mobility information package for visitors, with the aim of reducing the car use;
- 3) Further promote cycling (including bike-sharing, bike-rental, e-bikes)

## 6 ACTION PLAN

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This is the first version of the action plan for Forli. The actions have been agreed by the participants of the LWG. Further discussions are planned in order to finalise the actions regarding detailed planning, responsibility and time planning.

**Table 3 –The Draft Action Plan**

| Task   | Responsible actor        | Participants  | Timing    | Financing                       |
|--|--------------------------|---|-----------|---------------------------------|
| Develop an integrated sustainable mobility information package for visitors (public transport, cycling routes, urban mobility, parking, pedestrian areas and routes, guided tours, e-mobility, bicycle rental, tips etc.) with description of the leisure activities and how to reach them | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices and Associations of Hoteliers of the above mentioned towns; local PT company (START)   | June 2013 | Participants' budgets + SEEMORE |
| Translate mobility information (websites, guides, timetables, maps, signs, brochures/dissemination material) into different languages  | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER)                                       | June 2013 | Participants' budgets + SEEMORE |
| Develop new protocols and upgrade existing protocols to exchange information, data and “know-how” between transport and tourism sectors  | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Agenzia Locale per la Mobilità (ATR); Regional Railway Company (FER) | June 2013 | Participants' budgets + SEEMORE |
| Produce a regional visitors guide that contains complete and integrated mobility information   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above   | June 2013 | Participants' budgets + SEEMORE |

|   |                          |  |              |                                 |
|---|--------------------------|--|--------------|---------------------------------|
|   |                          | mentioned towns; local PT company (START); Regional Railway Company (FER)  |              |                                 |
| Promote mutual links between transport and “destination” websites   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER)  | June 2014    | Participants’ budgets + SEEMORE |
| Integrate mobility information into the hotels’ information packages for costumers and into the hotels’ websites  | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER)  | June 2014    | Participants’ budgets + SEEMORE |
| Train professionals who are in direct contact with visitors, hotels, bus drivers, information desk staff, leisure activities etc. on sustainable mobility options | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER); Forlì Airport; theme parks (Mirabilandia, Italia in Miniatura, Acquafan, Fiabilandia, Atlantica), Shopping Centres (IPER Rubicone, The Style Outlet Village Castelguelfo) | May 2013     | Participants’ budget + SEEMORE  |
| Local distribution of SEEMORE dissemination material  | Province of Forlì-       | Municipalities of Cesenatico, Gatteo,  | Continuously | Participants’ budget            |

|  |                          |   |              |                                   |
|--|--------------------------|---|--------------|-----------------------------------|
|  | Cesena                   | San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER)   |              | + SEEMORE                         |
| Production of local SEEMORE video  | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER)                             | March 2013   | Participants' budget<br>+ SEEMORE |
| Local campaigns and additional material  | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER)                             | Continuously | Participants' budget<br>+ SEEMORE |
| Promote the diffusion of public bus's ticket purchase through the mobile-phone service called "go bemoov" , already started by the public transport company "START". | Province of Forlì-Cesena | START   | June 2014    | Participants' budget<br>+ SEEMORE |
| Develop integrate packages (sustainable mobility+leisure activities)   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; local PT company (START); Regional Railway Company (FER); Forlì Airport; theme parks | June 2015    | Participants' budget<br>+ SEEMORE |

|  |                          |  |               |                                |
|--|--------------------------|--|---------------|--------------------------------|
|  |                          | (Mirabilandia, Italia in Miniatura, Acquafan, Fiabilandia, Atlantica), Shopping Centres (IPER Rubicone, The Style Outlet Village Castelguelfo) |               |                                |
| Develop an emission calculation tool to demonstrate the real impact of visitors' travel choices in order to encourage sustainable mobility options   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns;           | June 2013     | Participants' budget + SEEMORE |
| Adapt parking policies to discourage car use to access leisure destinations and urban areas visited by high number of visitors   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì;   | December 2014 | Participants' budget + SEEMORE |
| Carrying bicycles in buses and on trains<br><i>Remark: The LFW held on October 2012 in Forlì pointed out that carrying bikes on public buses is very complicated, due to organisational and normative reasons (a cart should be attached to the bus; each time, the bus driver should manage the operation etc.). It also highlighted that there was very little interest in this solution. Nevertheless, the topic will be explored during the SEEMORE project Life Cycle.</i>            | Province of Forlì-Cesena | START<br>FER   | December 2015 | Participants' budget + SEEMORE |
| Promote providing low cost bicycle rental at all hotels<br><i>Remark:</i><br>The data collected within the SEEMORE project shows that 86% of all hotels in Gatteo, 72% in Cesenatico, 56% in San Mauro, 53% in Forlì already have bicycles <u>freely</u> available for their guests. Therefore, the challenge is how to sustain these services (for example, hoteliers complain that bicycles must be repaired and the safety of the users is a big problem.) and how to encourage all the | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Associations of Hoteliers of the above mentioned towns;                             | December 2015 | Participants' budget + SEEMORE |

|   |                          |  |               |                                |
|---|--------------------------|--|---------------|--------------------------------|
| remaining hotels to provide similar services.   |                          |  |               |                                |
| Investigate the feasibility of providing bicycle sharing/rental schemes for visitors at regional or local level   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì  | December 2015 | Participants' budget + SEEMORE |
| Provide complementary infrastructure and services to support cycling (eg signing, pick-up services at hotels, changing rooms, parking, cycle lanes etc) | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Associations of Hoteliers of the above mentioned towns,   | December 2015 | Participants' budget + SEEMORE |
| Conduct surveys in hotels and with regional authorities and tourists to find out their needs and requirements   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Associations of Hoteliers of the above mentioned towns  | December 2015 | Participants' budget + SEEMORE |
| Train professionals on how to consider visitors when planning transport services and infrastructure   | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above mentioned towns; Agenzia locale per la Mobilità (ATR); Regional Railway Company (FER); Forlì Airport; theme parks (Mirabilandia, Italia in Miniatura, Acquafan, Fiabilandia, Atlantica), Shopping Centres (IPER Rubicone, The Style Outlet Village Castelguelfo) | May 2013      | Participants' budget + SEEMORE |
| Train professionals on how to consider sustainable mobility options when planning leisure activities and tourism infrastructure                         | Province of Forlì-Cesena | Municipalities of Cesenatico, Gatteo, San Mauro and Forlì; Tourist Offices & Associations of Hoteliers of the above  | May 2013      | Participants' budget + SEEMORE |



|  |  |   |  |  |
|--|--|---|--|--|
|  |  | <p>mentioned towns; local PT company (START), Agenzia locale per la Mobilità (ATR); Regional Railway Company (FER); Forlì Airport; theme parks (Mirabilandia, Italia in Miniatura, Acquafan, Fiabilandia, Atlantica), Shopping Centres (IPER Rubicone, The Style Outlet Village Castelguelfo)</p> |  |  |
|--|--|---|--|--|

### 3-1 SUSTAINABLE MOBILITY INFORMATION, MARKETING AND AWARENESS CAMPAIGNS

3.1.1 – Elaboration and design of integrated regional mobility information for visitors

**TASK in Annex I:** 3.1.1.A, B, D

**Responsible:**

Luca Gardelli, Luciano Natalini, Primo Silvestri

**Partners involved:**

Municipalities of Cesenatico, Gatteo, San Mauro and Forlì. Hotelier Associations. Local Public Transport Company (START), FER (Regional Railway Company), Agenzia Locale per la Mobilità (ATR)

**Budget:**

Participant’s budget + SEEMORE

**Aim of the action:**

Develop an integrated sustainable mobility information package for visitors

Translate mobility information;

Favour exchange information between transport and tourism sectors

**State of the Art of the action:**

No integration exist between the different modes of transports

**Action to do:**

- a) Organize meetings with START and FER
- b) Produce a report with integration of information related to local public transport + train

**Timetable**

Preparation: Light gray

Implementation: dark gray

| October | November | December | January | February | March   | April   | May     | June    | July    | August  | September |
|---------|----------|----------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|
| 8       | 9        | 10       | 11      | 12       | 13      | 14      | 15      | 16      | 17      | 18      | 19        |
| 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   |
|         |          |          |         |          |         |         |         |         |         |         |           |

**Targets and impact indicators**

Number of transport time-table integrated and translated: 2

**Output**

Time-table integrated and translated

3.1.2 – Improved distribution channels targeting visitors

**TASK in Annex I:** 3.1.2.A, B, C, D, E, G

**Responsible:**

Luca Gardelli, Luciano Natalini, Primo Silvestri

**Partners involved:**

Municipalities of Cesenatico, Gatteo, San Mauro and Forlì. Local Public Transport Company (START), FER (Regional Railway Company). Hotelier Associations; Agenzia Locale per la Mobilità (ATR)

**Budget:**

Participant’s budget + SEEMORE

**Aim of the action:**

- Produce a regional visitors guide
- Promote mutual links between transport and destination websites
- Integrate mobility information into the hotel information packages
- Train professionals involved

**State of the Art of the action:**

A regional visitors guide and mutual links don’t exist

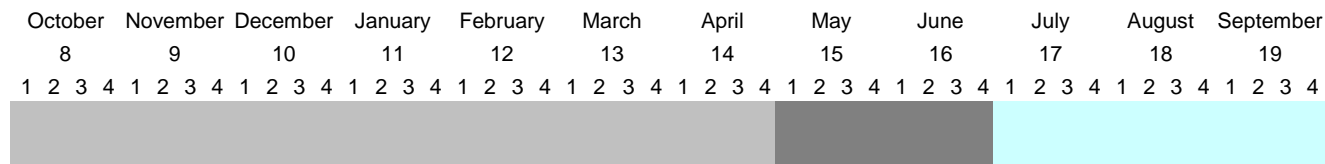
**Action to do:**

- a) Organize meetings with START, FER and representatives of hotels
- b) Set up the mutual links between different websites
- c) Produce the regional guide i

**Timetable**

Preparation: Light gray

Implementation: **dark gray**



**Targets and impact indicators**

Number of regional visitor guides downloaded during the project life-cycle: 15.000

**Output**

Regional visitors guide

3.1.4 – Promotional and awareness campaigns

**TASK in Annex I:** 3.1.4 .A, B,C

**Responsible:**

Luca Gardelli, Luciano Natalini, Primo Silvestri

**Partners involved:**

Municipalities of Cesenatico, Gatteo, San Mauro and Forlì. Local Public Transport Company (START), FER (Regional Railway Company). Hotelier Associations; Agenzia Locale per la Mobilità (ATR)

**Budget:**

Participant’s budget + SEEMORE

**Aim of the action:**

Awareness raising of tourists (and residents) on the recourse to alternative means of transportation (instead of car)

**State of the Art of the action:**

Systematic campaigns don’t exist

**Action to do:**

- a) Organize meetings with START, FER and representatives of hotels
- b) Prepare and produce the local dissemination material and the promotional video

**Timetable**

Preparation: Light gray

Implementation: dark gray

| October | November | December | January | February | March   | April   | May     | June    | July    | August  | September |
|---------|----------|----------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|
| 8       | 9        | 10       | 11      | 12       | 13      | 14      | 15      | 16      | 17      | 18      | 19        |
| 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   |
|         |          |          |         |          |         |         |         |         |         |         |           |

**Targets and impact indicators**

Number of viewers of the promotional video (during the project life-cycle): 30.000

**Output**

Dissemination material + promotional video

### 3.2 – INCENTIVES FOR ENHANCING USAGE OF SUSTAINABILITY MOBILITY OPTIONS

#### **TASK in Annex I:** 3.2.1 , C; 3.2.2, B, 3.2.4 B

##### **Responsible:**

Luca Gardelli, Luciano Natalini, Primo Silvestri

##### **Partners involved:**

Municipalities of Cesenatico, Gatteo, San Mauro and Forlì. Local Public Transport Company (START), FER (Regional Railway Company). Hoteliers Associations; Agenzia Locale per la Mobilità (ATR)

##### **Budget:**

Participant’s budget + SEEMORE

##### **Aim of the action:**

Extend the use of the “go bemoov” application to purchase via mobile-phone PT tickets

Develop integrated packages between sustainable mobility & leisure activities

Develop an emission calculation

Parking policies to discourage the car usage

##### **State of the Art of the action:**

The “go bemoov” application it is at a early stage; it could be fit to facilitate the purchase of PT tickets. There are some initiatives of integration between sustainable mobility and leisure activities (for example a shuttle between the Classe Railway Station and the Mirabilandia Amusement Park, but they are not systematic . The emission calculation should be developed between the partnership, whilst parking policies are already implemented, but their capacity to discourage car overuse should be assessed.

##### **Action to do:**

- a) Organize meetings with START, FER and representatives of hotels
- b) Organize meetings with municipalities;
- c) Prepare a report on leisure-transport integration and parking policies

##### **Timetable**

Preparation: Light gray

Implementation: dark gray

| October | November | December | January | February | March   | April   | May     | June    | July    | August  | September |
|---------|----------|----------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|
| 8       | 9        | 10       | 11      | 12       | 13      | 14      | 15      | 16      | 17      | 18      | 19        |
| 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   |

##### **Targets and impact indicators**

n° of bemoov users: 10.000 (?)

**Output**

Report on leisure-sustainable transport integration; report on parking policies.

3.3 – ENERGY EFFICIENCY MOBILITY OPTIONS

**TASK in Annex I:** 3.3.2, A ; 3.3.3, A; 3.3.3 B; 3.3.3 D; 3.3.4, F

Responsible:

Luca Gardelli, Luciano Natalini, Primo Silvestri

**Partners involved:**

Municipalities of Cesenatico, Gatteo, San Mauro and Forlì. Local Public Transport Company (START), FER (Regional Railway Company). Hoteliers Associations; Agenzia Locale per la Mobilità (ATR)

**Budget:**

Participant’s budget + SEEMORE

**Aim of the action:**

Increase the integration bicycle-PT;

Extend the provision of bicycles for hotels’ guests;

Train professionals on how to consider visitors when planning transport & infrastructure

**State of the Art of the action:**

Investigations carried out within SEEMORE have pointed out that the provision of bicycles for their guests by hotels is quite diffuse, even if not in the same way, fluctuating from 86% of Gatteo Mare, to 72% of Cesenatico, 56% of San Mauro and 53% of Forlì. Discussions within LWGs have also revealed that due to some concerns (especially safety, insurance etc.) many hoteliers would drop out the service, so nothing can be taken for granted.

**Action to do:**

- a) Organize meetings with municipalities and representatives of hotels
- b) Organize meetings with hoteliers;
- c) Delivery training activities.

**Timetable**

Preparation: Light gray

Implementation: dark gray

| October | November | December | January | February | March   | April   | May     | June    | July    | August  | September |
|---------|----------|----------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|
| 8       | 9        | 10       | 11      | 12       | 13      | 14      | 15      | 16      | 17      | 18      | 19        |
| 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   |

**Targets and impact indicators**

Extend to 90% the number of hotels with bicycles for their guests;

**Output**

Report on hotels with bike extension; training programme.

## 7 LOCAL MONITORING AND EVALUATION PLAN

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### 7.1 SEEMORE in Forlì-Cesena

The Italian province of Forlì-Cesena, one of the nine provinces of the Emilia-Romagna region, has an area of 2,377 km<sup>2</sup> and a population of 390 000 inhabitants. The city of Forlì has over 120,000 inhabitants. The Province is constituted by two thirds by hills and mountains and one-third by plains, which end on the Adriatic Sea. Along the coast there are the tourist towns of Cesenatico (26,000 inhabitants), Gatteo (9,000 inhabitants) and San Mauro Pascoli (12,000 inhabitants). Between the coastal cities and Forlì (capital of the Province) there is a distance of about 35 km. The provincial tourism has a cultural component (the city of Forlì), thermal (small towns of the hinterland) and naturalistic, but the dominant component is linked to the sea and the beach. In the three coastal towns there are over five hundred hotels (while 12 are in the city of Forlì), 22 hostels, 1,700 apartments and 22 camping. In total, more than 55,000 beds. The bathing season runs from April to September; July and August represent the peak. Each year, one million tourists, 430,000 only in July and August, for a total of 6 million nights spent, are recorded. The average stay per tourist is 5.6 days, although in recent years, due to the crisis, the tourism of the weekend has increased a lot.

Many problems result from the fact that the great majority of visitors arrive by their own private car, as Italians represent approximately 82% of total arrivals, and also many foreigners arrive to the Province through the road network (mainly from central-eastern countries). It is estimated that only 15% of the visitors arrive by train, bus, or airplane. This situation dramatically stresses car parking problems in the most frequented tourist sites as well as generates congestion and pollution in seasonal peaks. Other problems are related to the lack of integrated public transport information and sustainable mobility incentives, which prevent visitors from using alternatives to the car when visiting leisure attractions. Traditional transport policies haven't seriously dealt with tourism aspects and lack of data complicates the design of suitable and attractive mobility solutions.

Within SEEMORE, Forlì-Cesena aims to promote better integration between tourism and sustainable mobility, develop an integrated sustainable mobility information package for visitors, and further promote cycling.

### 7.2 Objectives

Forlì-Cesena plans to develop measures within the following fields:

- improved mobility information for tourists (develop an integrated sustainable mobility information package, translate mobility information into different languages, produce a regional visitors guide that includes integrated mobility information...)
- improve information exchange and cooperation of transport and tourism sector (develop / improve protocols to exchange information/data between transport and tourism, promote mutual links between transport and “destination” websites, integrate mobility information into the hotels’ information packages for customers...)
- offer training regarding issues of sustainable mobility (train professionals who are in direct contact with visitors, hotels, bus drivers, information desk staff, leisure activities staff,...; train professionals on how to consider visitors when planning transports services and infrastructure, and on how to consider sustainable mobility options when planning leisure facilities)
- promotion and awareness raising (local distribution of SEEMORE dissemination material, production of local SEEMORE video, local campaigns, development of an emission calculation tool to demonstrate the impact of visitors’ travel choices...)
- push- and pull-measures to facilitate behaviour/attitude change towards sustainable mobility modes (promotion of bus-tickets purchase through mobile-phone, adaption of parking policies to discourage car use to access leisure destinations and urban areas, provision of complementary services and infrastructure to support cycling, development of integrated packages including sustainable mobility + leisure activities, ...)
- investigations and surveys to find out needs and solutions (survey among tourists regarding their needs and requirements, investigation of the feasibility of providing bicycle sharing/rental for visitors, investigation of the feasibility of carrying bicycles on buses,...)

### 7.3 Impact monitoring and evaluation Forli-Cesena

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

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

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

|                     |
|---------------------|
| <i>Explanation:</i> |
|---------------------|



- *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 for Forlì-Cesena 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

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

| <b>Region</b> | <b>Missing Baseline Data</b> | <b>Sample size surveys/questionnaire</b> |                   |                    |               |
|---------------|------------------------------|--|-------------------|--------------------|---------------|
|               |                              | <b>Questionnaire tourists</b>            | <b>Car Rental</b> | <b>Bike Rental</b> | <b>Hotels</b> |
| Forli-Cesena  |                              | 99                                       | 5                 | 5                  | 11            |

| <b>Quantified impact indicators of specific objectives</b> | <b>Baseline Data</b> | <b>Data Value (2012)</b> |
|--|----------------------|--------------------------|
|  |                      |                          |

|  |   |  |
|--|---|--|
| <p>60% of the targeted visitors to SEEMORE regions are <b>aware of the sustainable mobility</b> options that are promoted by the project</p> | <p><b>Q11:</b> Have you received/seen information about travel options in the region?</p>   | <p>46% yes</p>   |
|  | <p><b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?</p>                                   | <p>PT:<br/>         0,0% yes I always recommend<br/>         30%<br/>         50%<br/>         20%<br/>         0,0% no I never recommend<br/>         Bike:<br/>         0,0% yes always<br/>         30%<br/>         70%<br/>         0,0%<br/>         0,0% no never<br/>         Walking paths:<br/>         0,0% yes always<br/>         80%<br/>         20%<br/>         0.0%<br/>         0.0% no never</p> |
|  | <p><b>HR12:</b> If your company provides transportation/mobility information, do you give/pass on this information to your guests?</p>                  | <p>100% no, not to any guests</p>  |
|  | <p><b>Nr. 55.</b> Number of companies/stakeholders providing mobility information in the target area</p>  | <p>250 hotels<br/>         23 tourism agencies<br/>         1 PT office<br/>         1 airport</p>   |
|  | <p><b>Nr. 58.</b> Is there online mobility information and online route planners for transport available (at for example public transport website)?</p> | <p>The two public companies ATR and START Romagna have their own websites, with route, timetable and ticket costs, but only in Italian</p>   |
| <p>80% of the trainees states that their <b>knowledge on sustainable mobility</b> options and service skills have <b>increased</b></p>       | <p><b>HR9:</b> Do you know about the transportation services in the town/city/region you work in?</p>   | <p>PT:<br/>         0,0% yes I know everything<br/>         80%<br/>         10%<br/>         10%<br/>         0,0% no I don't know anything<br/>         Bike:<br/>         0,0% yes everything</p>   |

|   |   |  |
|---|---|--|
|   |   | <p>80%</p> <p>10%</p> <p>10%</p> <p>0,0% no nothing</p> <p>Walking paths:</p> <p>0,0% yes everything</p> <p>100%</p> <p>0,0%</p> <p>0,0%</p> <p>0,0%no nothing</p>   |
|   | <p><b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?</p>                         | <p>PT:</p> <p>0,0% yes I always recommend</p> <p>30%</p> <p>50%</p> <p>20%</p> <p>0,0% no I never recommend</p> <p>Bike:</p> <p>0,0% yes always</p> <p>30%</p> <p>70%</p> <p>0,0%</p> <p>0,0% no never</p> <p>Walking paths:</p> <p>0,0% yes always</p> <p>80%</p> <p>20%</p> <p>0,0%</p> <p>0,0% no never</p> |
| <p>Contributions to existing/possible <b>SUMPs</b> by 8 demonstrator regions</p>                                  | <p><b>Nr. 67:</b> Does the region have a transport strategy and/or SUMPS</p>  | <p>Signed at the end of July 2012, an Programme Agreement from 2012 to 2015 for the management of air quality by Region, Province, province</p>  |
| <p>Decrease of free 5.000 <b>parking spaces (on project level)</b> in city/centres and at leisure attractions</p> | <p><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</p> | <p>4 195 coastal area</p> <p>3 356 to be paid for</p>  |

|   |  |   |
|---|--|---|
|   | <p><b>Q10:</b> When travelling by car did you experience parking problems?</p>   | <ul style="list-style-type: none"> <li>• No place in hotel 1</li> <li>• All parking with charges 1</li> <li>• Few free parking 4</li> <li>• Expensive parking 3</li> <li>• Few parking 20</li> <li>• No problem 47</li> </ul>   |
| <p>Reduction of <b>private car (rented car)</b> use among targeted visitors<br/>                 -10%</p> | <p><b>Q4:</b> How did you travel here?</p>   | <p>The overwhelming part of the interviewed tourists – 90 out of 100 - travelled to the region by car.<br/>                 Taxi 1<br/>                 Public bus 1<br/>                 Train 3<br/>                 Coach 2<br/>                 Motorbike 1<br/>                 Airplane 2</p> |
|   | <p><b>Q5:</b> Which attractions did you visit during your stay and how did you get there?</p>  | <p>See. Document: SEEMORE_Results baseline data_Forli-Cesena.doc<br/>                 → p. 6 et seqq.</p>   |
|   | <p><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.</p> | <p>Walking 30<br/>                 Cycling 20<br/>                 PT 20<br/>                 Car 28<br/>                 Ship/ferry 8<br/>                 Other 6</p>   |
|   | <p><b>Nr. 46.</b> Cars and car rental:<br/>                 Number of cars</p>   | <p>623</p>  |
|   | <p><b>Nr. 46.</b> Cars and car rental:<br/>                 Number of car rental per 1000 tourists</p>                                       | <p>1,8</p>  |

|  |  |   |
|--|--|---|
|  | <p><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?</p>  | <p>5 responses:<br/>                 1<br/>                 2<br/>                 3<br/>                 20<br/>                 15</p> <p>None of these rental cars is either specifically labelled to be environmentally friendly and/or electric.</p> |
|  | <p><b>CR9:</b><br/>                 On average, how many days was a vehicle rented during 2011? (maximum 365 days);<br/>                 What average distance (kilometres) was driven per rental vehicle during 2011?</p> | <p>5 responses:<br/>                 180 days/8,000 km<br/>                 72 days/3,000 km<br/>                 75 days/6,000 km<br/>                 250 days/25,000 km<br/>                 200 days/20,000 km</p>                                    |
| <p>Increase of regional yearly public transport demand Forlì-Cesena: 150.000</p> | <p><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.</p>   | <p>Walking 30<br/>                 Cycling 20<br/>                 PT 20<br/>                 Car 28<br/>                 Ship/ferry 8<br/>                 Other 6</p>   |
|  | <p><b>Nr. 39:</b> Public transport demand in the target area</p>   | <p>1,07 bus travellers/kil.<br/>                 5-10% of the tourists</p>  |
|  | <p><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?</p>   | <p>n/a</p>  |
|  | <p><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?</p>  | <p>n/a</p>  |



|   |   |
|---|---|
|   |   |
| <b>Q5:</b> Which attractions did you visit during your stay and how did you get there?  | See. Document: SEEMORE_Results baseline data_Forli-Cesena.doc<br>→ p. 6 et seqq.  |
| <b>Q6:</b> Bike trips   | See. Document: SEEMORE_Results baseline data_Forli-Cesena.doc<br>→ p. 9 et seqq.  |
| <b>Q7:</b> Walking Trips  | See. Document: SEEMORE_Results baseline data_Forli-Cesena.doc<br>→ p. 11 et seqq. |
| <b>Nr. 34:</b> Cycling trips: Number of cycling trips per tourist and year in the target area   | 3-4   |
| <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. | Walking 30<br>Cycling 20<br>PT 20<br>Car 28<br>Ship/ferry 8<br>Other 6            |
| <b>Nr. 28:</b> Bicycles: Number of bicycles for rent in target area   | 100+70 rickshaw<br>3 e<br>350 hotels<br>50-60%                                    |
| <b>BR4:</b> How many bikes were available for rent at your company?   | 5 responses:<br>24<br>26<br>27<br>30<br>34  |
| <b>BR5:</b> On average, how many days was a bike rented during 2011 (maximum 365 days) ?  | 5 responses:<br>40<br>40<br>60<br>65  |

|  |   |  |
|--|---|--|
|  |   | 75   |
|  | <b>HR7:</b> Bicycles available for rent/to borrow, at your hotel/hostel/camp site   | 60% yes<br>6 responses:<br>10<br>10<br>15<br>20<br>20<br>8   |
|  | <b>HR8:</b> Rented bikes: On average, how many days was a bike rented/borrowed during 2011 (maximum 365 days)?  | 6 responses:<br>1<br>1<br>60<br>70<br>80<br>90   |
|  | <b>BR4:</b> How many bikes were available for rent at your company?<br>How many of these were electric bikes?   | 5 responses:<br>24<br>26<br>27<br>30<br>34   |
|  | <b>BR6:</b> How many scooters/motorcycles were available for rent at your company? How many of these were electric  | 5 responses:<br>0<br>0<br>0<br>2<br>3  |
|  | <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? | 5 responses:<br>1<br>2<br>3<br>20<br>15<br><br>None of these rental cars is either specifically labelled to be environmentally friendly and/or electric. |
|  | <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?                                | None   |



|  |  |             |
|--|--|-------------|
|  | <p><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?</p> | <p>None</p> |
|--|--|-------------|

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: 1,926 EUR<br>Diesel: 1,809 EUR<br>Ethanol: -<br>Biogas/CNG: 0,780 EUR   |
|     | <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        | Total: 1 050 216<br>Jan: 28 616<br>Feb: 24 613<br>Mar: 33 106<br>Apr: 84 520<br>May: 87 673<br>Jun: 169 798<br>Jul: 208 326<br>Aug: 220 414<br>Sep: 94 109<br>Oct: 42 873<br>Nov: 27 867<br>Dec: 28 297 |
|     | <b>Nr. 11:</b> Average daily number of tourists during high season; plus weekend peaks if                                      | No.                | 2011        | 8000<br>20 000 peaks  |

|  |   |               |      |  |
|--|---|---------------|------|--|
|  | applicable  |               |      |  |
|  | <b>Nr. 14:</b> Number of overnight stays in target area in the resp. year                             | No.           | 2011 | 5 930 979  |
|  | <b>Nr. 21:</b> Travel time between main city and 5 main attractions (by car, PT, bike, walking)       | Minutes (min) | 2012 | By Pt:<br>Beach: 15<br>Downtown: 15-20<br>Shopping: 15-30<br>Rimini: 60<br>Harbor: 15-20   |
|  | <b>Nr. 45:</b> Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/ estimation) | €             | 2012 | 1,20 EUR per hour  |
|  | <b>Nr. 22:</b> Walking distance from the 5 main attractions to nearest PT-stops/stations              | Meters (m)    | 2012 | Bus:<br>Beach: 200<br>Downtown: 200<br>Shopping: 200<br>Rimini: 200<br>Harbor: 200<br>Train:<br>Beach: 2000<br>Downtown: 1000<br>Shopping: 1000<br>Rimini: 2000<br>Harbor: 1000  |
|  | <b>Nr. 23:</b> Frequency of bus lines to 5 main attractions   | Minutes (min) | 2012 | Bus:<br>Beach: 20<br>Downtown: 20-60<br>Shopping: 20-60<br>Rimini: 20-60<br>Harbor: 20-60  |
|  | <b>Nr. 24:</b> Number of transport arrivals to the specified main attractions/day                     | No.           | 2012 | <u>By PT (estimations):</u><br>Beach: 10,000<br>Downtown: 20,000<br>Shopping: 30,000<br>Rimini: 50,000<br>Harbor: 30,000<br><u>By car (estimations):</u><br>Beach: 30,000<br>Downtown: 60,000<br>Shopping: 100,000<br>Rimini: 80,000<br>Harbor: 40,000 |
|  | <b>Nr. 26:</b> Length of existing transport networks in   | Km            | 2012 | 3.767 (provincial data)<br>103,6 (coast+City of Forli)   |

|  |   |                  |      |   |
|--|---|------------------|------|---|
|  | target area (road network, bicycle network, sidewalks)  |                  |      |   |
|  | <b>Nr. 36:</b> Data on PT/private collective transport: Number of lines (number of operators) | No.              | 2012 | PT-Bus:<br>5 coast and 16 inner lines, 2 operators<br><br>PT-Private:<br>1 line, 1 operator   |
|  | <b>Nr. 38:</b> Collective transport to/from airport, port (no. of tourists)                   | Y/N (No.)        | 2012 | Forlì Airport has closed and there is no existing public transport to and from other airports |
|  | <b>Nr. 46:</b> Car ownership  | No. of cars/1000 | 2012 | 507/1000  |

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/<br>2013 | 06/<br>2013 | 08-10/<br>2013 | 05/06<br>2014 | 08-11/<br>2014 | 10/2014<br>01/2015 |
|--|-------------|-------------|----------------|---------------|----------------|--------------------|
| Introduction to evaluation/<br>data collection templates         |             |             |                |               |                |                    |
| Collection of missing regional<br>baseline/context data          |             |             |                |               |                |                    |
| Regional Monitoring/<br>Evaluation activities                    |             |             |                |               |                |                    |
| Focus Groups (Context<br>and process evaluation)                 |             |             |                |               |                |                    |
| Joint discussion of results at<br>consortium meeting             |             |             |                |               |                |                    |
| Reporting/Contribution to<br>(intermediate) evaluation<br>report |             |             |                |               |                |                    |
| Elaboration of long-term<br>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 <u>missing/enlarging</u> 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 impacts</b>  | Interviews with tourists                           | <ul style="list-style-type: none"> <li>• Interview minimum of 120 tourists</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 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>   |
| <b>Evaluation of trainings, SUMPS and improvements of Information /Infrastructure on impacts</b> | <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> |
| <b>Focus Groups (context and process evaluation)</b>   | <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>  |
| <b>Joint discussion of evaluation results/experiences at consortium meeting</b>                  | Common reflection in the course of consortium meeting   | Moderated discussions along key questions provided  |

## 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.

The local target groups include:

- Individual tourists, who travel to the region, in great majority, by car from other Italian regions (overall from the northern regions) and from abroad (eg Germany, Austria etc.).
- Residents, who often use their cars for short trips and contribute to the congestion, mostly during weekends in the summer.

The local stakeholders include:

- Municipality of Cesenatico
- Municipality of San Mauro
- Municipality of Gatteo Mare
- Municipality of Forlì
- START (Local PT company)
- Local Agency for Mobility (ATR)
- FER-Regional Railway Company
- Forlì Airport
- Association of Hoteliers of Cesenatico
- Association of Hoteliers of San Mauro
- Association of Hoteliers of Gatteo Mare
- Mirabilandia theme park
- Italia in Miniatura theme park
- Aquafan theme park
- Fiabilandia theme park
- Atlantica theme park
- IPER Rubicone shopping centre
- The Style Outlet Village Castelguelfo

|   |  |
|---|--|
| <b>Local target group name: Individual tourists</b> |  |
| <b>Target group category: 1</b>                     |  |
| <b>General description :</b>                        | <p>Visitors, mostly from the Northern Italy and the other European countries, who are travelling by their own car and staying in the Adriatic coast (Cesenatico, San Mauro, Gatteo Mare) during the summer holidays.</p> <p>Visitors who are visiting the city of Forli for art exhibitions.</p> |
| <b>Role in the project:</b>                         | <p>Main target group: Through planned interviews, provide information on their travel behaviour in order to influence it and shift to more sustainable modes of transport (public transport, cycling and walking).</p>   |
| <b>Relevant facts and data:</b>                     | <p>The region is visited by approx. 1.000.000 of tourists every year: 80-90% of them arrive by car.</p>  |

|   |   |
|---|---|
| <b>Local target group name: Residents</b> |   |
| <b>Target group category: 2</b>           |   |
| <b>General description :</b>              | <p>The predominantly the residents use their cars during the summer's weekends. This creates congestion and unsustainable mobility patterns.</p>  |
| <b>Role in the project:</b>               | <p>Secondary target group – the project aims promote a new mobility culture in the region to be adopted by the visitors, residents and especially by the young generation with the help of various tourist industry operators (hoteliers, shop-keepers, leisure activity operators etc.).</p> |
| <b>Relevant facts and data:</b>           | <p>Even though the hotels offer free bikes to their guests, culturally sustainable travel is still not a common practice in the region.</p>   |



## 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
- General SEEMORE promotional video
- Media releases for launched local actions
- Local Framework Workshops
- National Transfer Seminars
- Participation or organisation additional conferences/meetings and/or similar events.

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

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

|    |                           |              |                 |  |          |           |
|----|---------------------------|--------------|-----------------|--|----------|-----------|
| 8  | Local Framework Workshop  | Presentation | 1-2-day/s event | Local and regional authorities;<br>Mobility providers;<br>hotel owners and other businesses related to tourism and transport | regional | Feb. 2015 |
| 9  | National Transfer Seminar | Presentation | 1-day event     | National authorities, local authorities, tourism and transport associations  | national | Oct.2014  |
| 10 | Conferences, other events | Presentation | 30 minutes      | For all 5 target groups  | regional | Dec. 2014 |

## 8.5 Local Communication Schedule

| N° | Diss.<br>product                | Month of completion |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |     |     |  |
|----|---------------------------------|---------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|-----|-----|--|
|    |                                 | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15  | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |  |     |     |  |
| 1  | Brochures                       |                     |   |   |   |   |   |   |   |   |    |    |    |    |    | 06. |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |     |     |  |
| 2  | Teaser<br>postcard              |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  | 02. |     |  |
| 3  | Poster                          |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  | 02. |     |  |
| 4  | Roll up                         |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  | 02. |     |  |
| 5  | Electronic<br>newsletter        |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  | 02. |     |  |
| 6  | Promotional<br>videos           |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |     | 02. |  |
| 7  | Media<br>releases               |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |     | 02. |  |
| 8  | Local<br>Framework<br>Workshop  |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |     | 02. |  |
| 9  | National<br>Transfer<br>Seminar |                     |   |   |   |   |   |   |   |   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |     | 10. |  |



