

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.4-2 - 6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban-peripheral areas - Gdynia
Responsible partner (PP name and number)	PP3 GDY PP2 ITL; PP5 UM; PP9 BOKU
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	30 April 2020

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

This specific Output is part of O.T1.4, which is then composed by 6 local strategies for demand responsive/sustainable transport services in rural and peri-urban areas that are based on matching analysis of local user needs and expectations with the state-of-the-art knowledge on good practices related to demand responsive/sustainable transport services.

O.T1.4 aims to define the mid-to-long term perspective and the strategies to improve sustainable mobility with a focus on flexible transport in rural and peri-urban areas, so to tackle disparities among urban transport service standards and the low-population density areas themselves.

This Output mainly addresses S.O.4.1 “To grow capacity of SMACKER regions in better plan, deliver, integrate and communicate transport services in their areas”, with particular care of the planning aspect.

The 6 Regional Strategies - including this one - were built with a bottom-up approach, implementing the matching between user needs and the possible transport offer that can be developed in the respective areas with the SMACKER project resources, so to guarantee the definition of a useful and sustainable transport solution.

A common transnational approach was adopted to build up the strategies in all the regions, so enabling the capitalization of the SMACKER top-down approach that identified the main DRT best practices; it included the following steps common to all the strategies:

1. reviewing the mobility needs in the pilot area
2. assessing the coherence between mobility needs and the foreseen pilot activities
3. drafting lessons learnt related to pilot planning, Local to Think Global (LTG) trainings (see O.T1.3) and potential activities beyond SMACKER;
4. Creating a strategy to improve the framework conditions for sustainable mobility (beyond the SMACKER project).

A Local Mobility Forum (LMF) was established with relevant stakeholders who contributed to develop this regional strategy.

Specifically, this strategy concerns the SMACKER pilot developed in the City of Gdynia (PL), which is implemented in one of its most rapidly developing suburban districts called Chwarzno Wiczlino, covering an area of 25,53 km² and representing the largest district in Gdynia. This district is a rapidly developing region with a number of inhabitants that is constantly increasing; it currently counts around 15.000 residents, many of which come from smaller cities and towns, and therefore with transport habits very much car-oriented. The public transport offer in general in the area is not sufficient and commuting can represent a problem given also problems such as road congestion and lack of traffic safety; in fact, mobility demand to/from neighbouring municipalities is detected to be quite considerable and the number of individual car trips have grown. The Gdynia pilot region does not present an adequate coverage of transport infrastructure, existing networks are indeed either incomplete/limited or not even present. There is no rail nor light rail, whereas roads, cycle paths and pavements do not cover the area as necessary. Roads and pavements are only adequate, which raises some doubts in terms of safety. On the other hand, cycle paths are considered quite good. As for the existing mobility services in the region, car sharing, bike sharing and e-scooter sharing are already available, although not very much used, but nothing else is yet planned. Considering this situation, which confirms an overall inadequacy of the transport infrastructure, it seems reasonable to work towards an increase of the general awareness in terms of sustainable mobility and possible alternatives to car use.

The Gdynia pilot addresses the several transport problems affecting this region, which a study conducted by ZKM (Public Transport Executive in Gdynia) in 2018 pointed out to be one of the districts with the highest share of households possessing own cars (more than 90%). According to this study, 75,5% of households own at least one car, with an average number of cars per household of 1,34. However, Chwarzno-Wiczlino is also characterized by the biggest share of bikes per household (over 80%), with an average number of bicycles per household of 2,08.

The transnational added value within the SMACKER project for Gdynia is to consider the experiences on sustainable mobility including DRT developed in the urban context of Prague and Budapest, which also have similar main target users such as the commuters. Additionally, 10 Enlarged Transfer Programme (ETP) followers will benefit from the SMACKER project know-how gained in Gdynia.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The regional strategy developed in Gdynia concerns the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): PL63, Pomorskie - PL633, Trójmiejski.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

This regional strategy is expected to contribute to a better planning of the transport supply in the Gdynia region, in particular enabling the design of sustainable and demand responsive transport solutions. The aim of Gdynia case study is to improve the connectivity of peripheral areas to the City Centre and therefore to the EU corridors. In order to further analyse the users' mobility needs and therefore design the pilot action, Gdynia conducted a survey with the aim of identifying the preferences and transport behaviours of the residents of Chwarzno-Wiczlino district. In total, 1.500 people participated to the survey, the vast majority of whom were registered in Chwarzno-Wiczlino district, and answered to 19 questions concerning both the characteristics of the respondents and their travel habits and related problems. These answers helped shaping the pilot action carried out by Gdynia, whose objective is to improve the connectivity of peripheral areas to the city centre and therefore to the EU corridors (the Baltic-Adriatic TEN-T corridor origins in the area) by implementing a targeted campaign to encourage behavioural changes/actions and by providing infrastructural changes.

In the framework of the SMACKER project, the pilot foresees the purchase of e-ink timetables (e-paper bus stop passenger information display) to improve the level of information and the design of small architecture as an output of LMF meetings. In fact, both elements together can contribute to strengthening the backbone of the public transport operating in the pilot area and give a solid basis for possible DRT implementation in the future. The small architectures are part of the promotional campaign and complete the soft pilot implementation campaign within the Polish pilot. Possibly, beyond SMACKER, infrastructural activities financed outside of the project will also be undertaken, such as the purchase of new bus stops and bus shelters. In order to encourage a higher use of public transport in the pilot region, also the quality of public space around bus stops is improved: blue fish-shaped seats are placed in the district, as they are already in the city centre of Gdynia and are well

perceived by city residents, performing also a decorative function and, at the same time, helping reducing illegal parking on pavements and bicycle paths and helping to increase safety for both cyclists and pedestrians. Safety around bus stops is indeed a crucial issue for promoting public transport, and environmentally friendly solutions - which will be provided by planting plants and bushes and thus greening the space - will make the waiting time at bus stops even more appreciable. Therefore, the main effect of the regional strategy would be to reduce the impact of transport on the local environment, improving the effectiveness of the offered public transport solutions and finally decreasing the use of private cars.

All the SMACKER target groups in the Gdynia pilot region can benefit from this Output/strategy, as it allows to overcome the lack of coordination for better connecting low population density areas with the TEN-T Core network and the main destinations in the city centre. The early participation of the stakeholders to the design and decision-making process for DRT services, mainly ensured through the involvement of the LMF, allows to promote innovation in passenger mobility while serving the passenger mobility needs.

Gdynia LMF is participated by local public authorities, infrastructure and (public) service providers, higher education and research, SMEs and large enterprises, who are therefore involved in the drafting of the strategy. On the other side, one institution has already adopted the strategy in the Gdynia pilot region, in particular as regards the implementation of the activities related to the SMACKER pilot action.

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

The regional strategy is based on the outcomes of the procedure described in the first section and includes an outlook for the future beyond SMACKER as well. It is a milestone towards the drafting of a regional action plan (SMACKER O.T3.2) that will be finally mainstreamed / integrated into the local policy. Main points of the Gdynia pilot regional strategy are:

- Perform a communication campaign around the city and public places, including messages at bus stops, to support the spread of public transport use (by using the SMACKER investments as a show case, e.g. the e-ink displays);
- Involve schools and children and inspire them to go to school sustainably exploiting public transport potentialities;
- Establish synergies with local operators who may help enlarging the scope of the pilot;
- Involve transport associations and mobility stakeholders of the area in the discussion about the future public transport supply
- increase the quality of the street layout surrounding the bus stops including the related infrastructure of the waiting area.

The sustainability of the regional strategy is ensured by the adoption of the Municipality of Gdynia (local public authority), responsible for implementing the SMACKER pilot action and beyond that, organizing the public transport supply in the region.

With regard to transferability aspects, all the institutions and organizations interested in increasing accessibility, especially in low population density peripheral and peri-urban areas, can use the SMACKER Output as supporting tool for defining sustainable and demand responsive transport offers. The methodology implemented for building up this strategy will also be useful for the SMACKER ETP

followers (ref. WP.T3), especially as regards the mapping of their needs and problems and the identification of their expectations related to an innovative mobility planning exploiting DRT. Further target groups outside the SMACKER ones will be able to exploit the material, which is made public available and to attend the SMACKER events (ref. AF, page 86).

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The Gdynia regional strategy is reported in the SMACKER deliverable D.T1.2.19, which is available on the [SMACKER website](#).

The map identifying the district of Chwarzno Wiczlino, i.e. the Polish pilot area, extrapolated from the deliverable is attached here below. Besides the regional strategy for planning demand responsive sustainable services in the Gdynia area by matching the user needs with the SMACKER resources, D.T1.2.19 also contains useful tables reporting on existing transport infrastructure and mobility services, DRT technical parameters of the pilot actions, and the correlation between identified mobility needs and the pilot action including nudging activities.

The e-links and the promotional material developed in Gdynia thanks to SMACKER following the presented regional strategy can be seen below the map.



Map of the district of Chwarzno Wiczlino within the city of Gdynia



E-ink information display at Gdynia bus stops



Poster of the information campaign supporting the investments and actions in the Gdynia region