



WP.T1 - D.T1.2.19

**Review for matching needs and services for
a comprehensive planning (Gdynia, PL)**

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1. Introduction

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and nodes: soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKER also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the share of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, development of an engagement strategy would be necessary.

This deliverable deals with the review for matching needs and services for a comprehensive planning in the city of Gdynia (PL). The necessary matching between needs and possible offer is the key for a transport solution useful and sustainable. The report assesses the results of mobility needs and expectations reviews to deliver analysis useful for training and planning and is organized as follows.

Chapter 2 summarizes the mobility needs in the Gdynia pilot area emphasizing the current mobility habits of residents in the Chwarzno Wiczlino district.

Chapter 3 assesses the coherence between mobility needs and the foreseen pilot activities, reviewing also the nudging activities that should lead to an increase of people's awareness towards more sustainable means of transport and solutions.

Finally, chapter 4 elaborates the lessons learned and defines the main outcomes of the deliverable in terms of both useful insights for the pilot planning and relevant outlook for the future that could be used for other activities and workshops.

In the specific Gdynia case, LTG training (D.T1.3.4) has been postponed due to the COVID19 emergency, therefore the lessons learned could be also discussed during such LTG training.



2. Review of mobility needs in SMACKER pilot area

2.1. Basic information

The case study conducted by the City of Gdynia concerns one of its most rapidly developing suburban districts called Chwarzno Wiczlino, covering an area of 25,53 ca. 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 whom are newcomers from smaller cities and towns, and therefore with transport habits very much car-oriented. The public transport offer 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, transit to/from neighboring municipalities is detected to be quite considerable and the number of individual car trips have grown.

The city center of Gdynia is represented in the picture below, on the left hand side. On the right hand side, the district of Chwarzno Wiczlino is highlighted in red.



Figure 1: Gdynia city centre [source: <https://commons.wikimedia.org/wiki/File:Gdynia-centrum.jpg>]



Figure 2: District of Chwarzno Wiczlino [source: <https://commons.wikimedia.org/wiki/File:Gdynia-ChwarznoWiczlino.PNG>]

The Gdynia case study addresses the several transport problems affecting this region, which a study conducted by ZKM (Public Transport Executive in Gdynia) in 2018 points out to be one of the districts with the highest share of households with cars. According to this study, 75,5% of households own at least one car, and Chwarzno-Wiczlino has over 90% of the share of cars per household 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. More details on this study's results are included in D.T1.2.13.

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 by implementing a targeted campaign to encourage behavioral changes/actions and by providing infrastructural changes.

The following table provides a simplified insight into transport infrastructure and mobility services that are important for the understanding of specific conditions in which SMACKER pilot activities are to be implemented.

Table 1: Overview of existing Transport infrastructure and mobility services in Gdynia pilot region



AVAILABILITY OF TRANSPORT INFRASTRUCTURE					
		Comprehensive	Appropriate	Incomplete/limited	Not applicable
Existing network (scope, coverage)	Roads	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Cycling paths	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Pavements	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
QUALITY OF TRANSPORT INFRASTRUCTURE ¹					
		Good	Adequate	Poor	Not applicable
Condition of infrastructure	Roads	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Cycling paths	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pavements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DENSITY OF PUBLIC TRANSPORT INFRASTRUCTURE					
		Good	Adequate	Poor	Not applicable
Density of transport stops / stations	Bus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
AVAILABILITY OF MOBILITY SERVICES:					
		Available	Planned	Under consideration	Not applicable
Existing or planned mobility services	Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Car sharing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Bike sharing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Park and ride	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	e-scooter sharing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.

¹ Legend: Good - infrastructure in optimal condition, no intervention needed; Adequate - infrastructure in average condition, interventions/maintenance needed; Poor - infrastructure in bad conditions, interventions needed.



2.2. Mobility needs

In December 2019, a survey about preferences and transport behaviours of the residents of the Chwarzno-Wiczlino district was conducted within SMACKER, and in order to collect users' mobility needs and expectations, the research on mobility needs conducted by ZKM (Public Transport Operator in Gdynia) in 2018 was also taken into consideration. In fact, purpose of ZKM's study was to research transport needs, preferences and behaviours of the inhabitants of Gdynia, and assess the quality of services. On the other hand, the SMACKER related survey aimed at collecting information on preferences of pilot region residents regarding the mobility services to be implemented in order to choose the sustainable transport modes in their everyday trips.

The survey results confirmed the already defined transport problems occurring in the Chwarzno-Wiczlino district: road congestion and increasing car use are the biggest challenges for the district. However, respondents showed an interest in using transport on demand, as most users prefer direct connections, which can be easier by using DRT. The main outcomes arisen from the survey were the following:

- Over the past three years, respondents have increasingly used their own cars, while reducing the frequency of using public and alternative transport.
- Congested streets are indicted as the biggest challenge for the district.
- Only the youngest (up to the age of 20) and the oldest group of people have limited access to private cars, and the youngest most often use public transport.
- The majority of primary school children go to school by car with their parents.
- Car-sharing is a marginal phenomenon that has no impact on the transport situation of the district.
- DRT is the most attractive among the additional services that respondents would like to have, included in the monthly public transport ticket in Gdynia.

Within the reasons why users choose a specific transport mean in their everyday travels, the majority of respondents indicate travel time, followed by comfort, low price and safety. Also, respondents seem to prefer direct connections without transfers (also when using public transport), and this is one of the reasons why DRT is seen as an attractive alternative.



3. Assessment of coherence between mobility needs and SMACKER activities in pilot regions

3.1. SMACKER pilot action in relation to mobility needs

The aim of Gdynia case study is to improve the connectivity of peripheral areas to the City Centre and therefore to the EU corridors. The pilot implementation foresees the purchase of e-ink timetables (e-paper bus stop passenger information display) and the design of small architecture: greenery, new benches (at bus stops), and fish-shaped seats (imitating the seats in the city center). The small architecture resulted as an output of LMF meetings and it is considered as equally important as the e-ink implementation. In fact, both elements together can contribute to strengthening the backbone of the PT operating in the pilot area and give a solid basis for possible DRT implementation in the future. It was then also decided to include a small architecture as a part of the promotional campaign and completion of the soft pilot implementation campaign within the Polish pilot. Possibly, infrastructural activities financed outside of the project will also be undertaken, such as the purchase of new bus stops and bus shelters.

Furthermore, the quality of public space around bus stops will also be improved in order to encourage a higher use of public transport in the pilot region. Blue fish-shaped seats will be placed in the district, as they are already in the city center 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. Indeed, during the Local Mobility Forum, it was claimed that fish-shaped seats located in the surroundings of bus stops would improve landscape/public space and reduce illegal parking too. By preventing illegal parking on pavements and bicycle paths, they will also help increasing 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.

Table 2: Main DRT technical parameters of Gdynia pilot action

Key parameters addressed	Set of parameters	GDYNIA PILOT
How does the user book their journey?	<ul style="list-style-type: none"> - Telephone call - Internet (website/app) 	n.a.
When is booking required?	<ul style="list-style-type: none"> - On the day/when required - In advance - Repeating booking 	n.a.
How frequently should the service run?	<ul style="list-style-type: none"> - Only when requested - Set number of journeys per day 	n.a.
How flexible is the route?	<ul style="list-style-type: none"> - Fully set, but only runs when there is demand - Deviations possible within a set corridor - Fully flexible 	n.a.
Where are users picked-up or dropped-off?	<ul style="list-style-type: none"> - Many-to-many - One-to-many / many-to-one - One-to-one 	n.a.
What area is the service covering?	<ul style="list-style-type: none"> - Rural - Suburbs - Mixed 	n.a.
Who are the main users?	<ul style="list-style-type: none"> - All public - Disadvantaged groups - Private groups 	n.a.
What size of vehicle should be used?	<ul style="list-style-type: none"> - Car - Minibus - Bus 	n.a.



Key parameters addressed	Set of parameters	GDYNIA PILOT
What is the price for the user?	- Free - Paid	n.a.
How is the DRT system financed?	- Subsidised - Partly-subsidised - Commercial	n.a.
What competition is there with other Transport solutions?	- High - Low	n.a.

Based on Enoch, M.P et al (2004), “INTERMODE: innovations in Demand Responsive Transport”, it is possible to identify four key technical areas related to the development and improvement of DRT services: changes in communication channels/tools, changes in type of service, changes in level of service and changes in fares level and structure. As analysed in the table below, Gdynia pilot action is implementing changes in only one of these categories (i.e. communication), as the offering of new types/levels of services and fares integration may occur only later in time, once an increased awareness of the people will be reached.

Table 3: Gdynia pilot interventions level of change

Categories	Changes in	Level achieved (yes / no)
Communication	Change in communication channels/tools	Yes
Type of service	Change in type of service - change in type/size of vehicles	No
	Change in type of service - degree of route flexibility	No
	Change in type of service - degree of timetable flexibility	No
	Change in type of service - changes in mode of booking	No
Level of service	Change in level of service - changes in frequency	No
	Change in level of service - in operating hours	No
Level of fares integration	Change in fares level and structure - fares integration	No
	Change in fares level and structure - MaaS Approach	No

The SMACKER pilot to be implemented by Gdynia answers to some of the mobility needs identified. Understandably, the pilot action cannot address all identified needs but answers only to specific needs. The correlation between identified needs and pilot action is depicted in the table below.

Table 4: Correlation between identified mobility needs and Gdynia pilot action

Mobility needs (as identified in pilot region)	SMACKER pilot action’s interventions in relation to specific mobility need.	Correlation of pilot with identified needs (low / medium / high)
a) Promotion of transport use	Increase of the quality of the public space around bus stops and small architecture infrastructures to make it more attractive. Purchase of e-link timetables at bus stops.	Low
b) Increase the attractiveness of public transport and bus stops	Greenery of the space around public stops, new benches and new fish-shapes seats imitating those in the city center of Gdynia	High
c) Provide updated information on public transport	Purchase of e-link timetables/passengers information display at bus stops	High



frequency/communication improvements		
d) Avoid/reduce illegal parking	The fish-shapes seats have both a decorative function and help reducing illegal parking	Medium
e) Avoid/reduce road congestion	By making the PT more attractive and accessible in terms of offers/information provided, more users will switch from the use of private cars to the use of PT	Low
f) Improve the environmental condition of bus stops	Plants and bushes will be planted in order to green the space around bus stops	Medium



3.2. SMACKER nudging activities in relation to mobility needs

Nudging initiatives are supposed to influence the preferences and behavior of the residents of the pilot area of the City of Gdynia in order to encourage them to turn to sustainable modes of transport - with highlight on public transport.

The main target group for the nudging activities in Gdynia pilot area are the residents. The nudging activities are indeed addressed to all the people living in the area, as their target is to stimulate a change of behaviour in their mobility habits, while presenting the pilot's results.

Following the list presented in D.T1.1.4, Gdynia pilot coordinator identified a number of nudging initiatives that could be reasonably feasible and useful in the specific context. The identified initiatives are:

- (5.1) Mobility stand on local or regional event
- (5.3) Presentations at periodic local meetings, establishment of a local mobility forum
- (5.4) Empowering pupils to use (flexible) transport
- (5.5) Guided Public Transport tour per target group
- (5.8) “Car-free day” / EU Mobility week
- (5.9) Public transport try-out activities
- (5.11) With PT to work/school competition with lottery
- (5.15) “Thank you” - Incentives for current PT users
- (5.18) Welcome kit - Information packages for new residents about PT

All these nudging activities aim at promoting the use of public transport by involving the district residents, giving them information on sustainable transport options as well as incentives for using public transport. It is an awareness raising campaign that should result in a change of behavior and thus in a decrease of the use of private car and of road congestion. Mobility needs highlighted by the survey are all connected, as an increase of the quality of the public space surrounding bus stops and of the information provided will lead to an increase in public transport use and therefore a decrease of road congestion. Thus, the nudging activities foreseen by Gdynia are all related to the mobility needs, as depicted in the table below.

Table 5: Correlation between identified mobility needs and nudging activities planned in Bologna pilot area

Mobility needs	SMACKER nudging activities in relation to users' needs	Correlation of nudging activities with identified needs (low / medium / high)
a) Promotion of transport use	<ul style="list-style-type: none"> - (5.1) Mobility stand on local or regional event - (5.3) Presentations at periodic local meetings, establishment of a local mobility forum - (5.4) Empowering pupils to use (flexible) transport - (5.5) Guided Public Transport tour per target group - (5.8) “Car-free day” / EU Mobility week - (5.9) Public transport try-out activities - (5.11) With PT to work/school competition with lottery - (5.15) “Thank you” - Incentives for current PT users - (5.18) Welcome kit - Information packages for new residents about PT 	High
b) Increase the attractiveness of public transport and bus stops	<ul style="list-style-type: none"> - (5.1) Mobility stand on local or regional event - (5.3) Presentations at periodic local meetings, establishment of a local mobility forum 	High



	<ul style="list-style-type: none"> - (5.5) Guided Public Transport tour per target group - (5.8) “Car-free day” / EU Mobility week - (5.9) Public transport try-out activities 	
c) Provide updated information on public transport frequency/communication improvements	<ul style="list-style-type: none"> - (5.1) Mobility stand on local or regional event - (5.3) Presentations at periodic local meetings, establishment of a local mobility forum - (5.5) Guided Public Transport tour per target group - (5.8) “Car-free day” / EU Mobility week - (5.9) Public transport try-out activities - (5.18) Welcome kit - Information packages for new residents about PT 	High
d) Avoid/reduce illegal parking	<ul style="list-style-type: none"> - (5.8) “Car-free day” / EU Mobility week - (5.9) Public transport try-out activities 	Medium
e) Avoid/reduce road congestion	<ul style="list-style-type: none"> - (5.3) Presentations at periodic local meetings, establishment of a local mobility forum - (5.9) Public transport try-out activities - (5.8) “Car-free day” / EU Mobility week - (5.18) Welcome kit - Information packages for new residents about PT 	High
f) Improve the environmental condition of bus stops	<ul style="list-style-type: none"> - (5.5) Guided Public Transport tour per target group - (5.8) “Car-free day” / EU Mobility week 	Low

The SMACKER nudging activities foreseen for the SMACKER Gdynia pilot tackle quite adequately all the main users’ needs.

In details, users in the region need to become aware of possible alternative and sustainable solutions to the use of private car. An awareness raising campaign addressed also to promote the use of public transport must be organized exploiting public events and meetings, where many people are expected to participate. Public transport try-out activities and welcome kit will also increase the likelihood that people may actually switch to public transport and get in touch with the pilot action and its results. A reduction of road congestion will be the consequence of such a behavioural change, whereas needs such as a reduction of illegal parking will be a direct consequence of the pilot itself. An improvement of the environmental condition of bus stops will happen thanks to the greenery activities foreseen in the pilot, and they may only be shown at nudging activities. However, nudging activities will stimulate the people to keep these greener and more attractive spaces clean.

3.3. Matching mobility needs to SMACKER pilot action and nudging activities

Table 6 provides an overview of identified and addressed issues within Gdynia pilot action and nudging activities.

Table 6: Overview of identified mobility needs in relation to pilot action and nudging activities

MOBILITY NEEDS MATCHING WITH PILOT ACTION AND NUDGING ACTIVITIES					
Geographical scope		Issue/need recognized	Issue/need addressed by the pilot	Issue/need addressed by nudging activity	n. a.
	Inter-urban	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Urban-rural	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



MOBILITY NEEDS MATCHING WITH PILOT ACTION AND NUDGING ACTIVITIES					
	Rural	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Intra-regional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Inter-regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	First/last mile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
User groups	Residents	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Commuters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Elderly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Vulnerable groups (mobility impaired)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Time related availability of PT	Availability on weekdays - daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Availability on weekdays - evening/night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Availability on weekends - daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Availability during weekends - evening/night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Flexibility of public transport	Fixed itineraries and flexible time tables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Fixed itineraries with deviation on demand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Flexible itineraries with predefined bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Flexible itineraries and flexible stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Access to information on mobility options	Residents	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Commuters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Elderly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Vulnerable groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

As shown above, the foreseen pilot action and nudging activities are quite aligned with the identified mobility needs. As the identified needs are quite basic and the pilot action will only pave the way for further and more detailed mobility solutions such as DRT, the current target is represented by the residents living in the area and therefore the geographical scope and the user groups are all matched.



4. Lessons learned and outlook for the future

The analyses conducted in the district of Chwarzno Wiczlino show that residents are still very much car-dependent and that public transport is used only very little, given also an insufficient public transport offer. The Gdynia pilot is therefore aimed at stimulating a change of people's behavior and improving the use of more sustainable transport means such as public transport, and will do it through an awareness raising campaign as well as the purchase of e-link timetables and architectural changes around bus stops. This will eventually lead to future possible offers such as DRT, which came out from the survey as the more preferable option between respondents.

Nevertheless, there are some suggestions that can be drafted and could be beneficial for the pilot planning activities (D.T2.2.4) and for the SMACKER Local to Global training (D.T1.3.4) that will be hold in the pilot region². Also, some recommendations for potential future developments beyond SMACKER can be elaborated, as follows.

Pilot planning specific recommendation:

- As part of the pilot, a communication campaign around the city and public places could give positive messages to the people about the importance of sustainable transport means and could inform them of what has been realized within the pilot (this campaign should include the Interreg and SMACKER logos in order to be recognizable; another idea could be to insert a QR code, which should be directly connected to the project's website).
- Other key and positive messages could be written at bus stops or around the surrounding area, giving key and straightforward information about sustainability and environmentally friendly mobility solutions. Specific attention should be given to the graphic, it should recall the nature and give an idea of a clean environment for instance by choosing nice colors (green like the grass and trees) and a dedicated infographic.
- Synergies with local operators may help enlarging the scope of the pilot. Local transport operators should be involved in order to plan an increase of the busses frequency and to organize new mobility solutions such as DRT.

Suggestion for SMACKER future local training activities:

- Training activities involving residents/the general public: present the results of the survey and highlight the users' needs in order to discuss possible solutions together with users/residents. Starting from what has been declared by respondents, it would be useful to generate a discussion with residents in order to increase their awareness on topics such as sustainable mobility and find with them possible and desirable new solutions for the area. Match the users' needs with the actions undertaken in the pilot. This will help demonstrating their usefulness and their role as solutions to existing needs. Present the current actions aimed at promoting a behavior change and discuss possible future options bringing concrete examples also from other SMACKER pilot activities. Address DRT as a very reliable and convenient option and match it with what users highlighted as very important (direct trip, no transfers, comfortable, fast, safe, low price if shared). DRT should not only be explained but also tested, so that people can experience it and concretely realize its usefulness. It would be very useful if the local authority and representatives of the transport sector would take part to such trainings.

² Gdynia LTG training was planned to be hold in March 2020 but had to be postponed due to the COVID19 emergency.



- Training activities involving transport associations/mobility stakeholders/policy makers: starting from the users' needs arising from the survey, discuss possible solutions that may be planned in the area. In parallel to the local trainings with the general public, a concrete development plan of future mobility solutions such as DRT or an increase on the public transport network and frequency should be undertaken.

Beyond SMACKER:

- Consider offering a trial DRT service in strategic locations in order for the residents to test DRT as a possible substitute of their car.
- Think of other possible sustainable transport means and infrastructures to implement in the district (e.g. bicycle paths, bike sharing hubs, car sharing solutions, carpooling initiatives in both the public and the private sector).
- Involve transport associations and mobility stakeholders of the area and discuss with them about the necessity of increasing the public transport offer (in terms of frequency and routes, depending on specific needs).
- Involve schools and children and inspire them to go to school sustainably. Think of educational paths for the youngsters, involving schools and educators for promoting an important message that will lead to a real change of behavior.



5. References

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