

ANALYSIS OF THE TECHNICAL STATE-OF-THE-ART OF REGIONAL PUBLIC TRANSPORT SYSTEMS AND PARTICULARLY FLEXIBLE SYSTEMS

(Activity 1-A.2)

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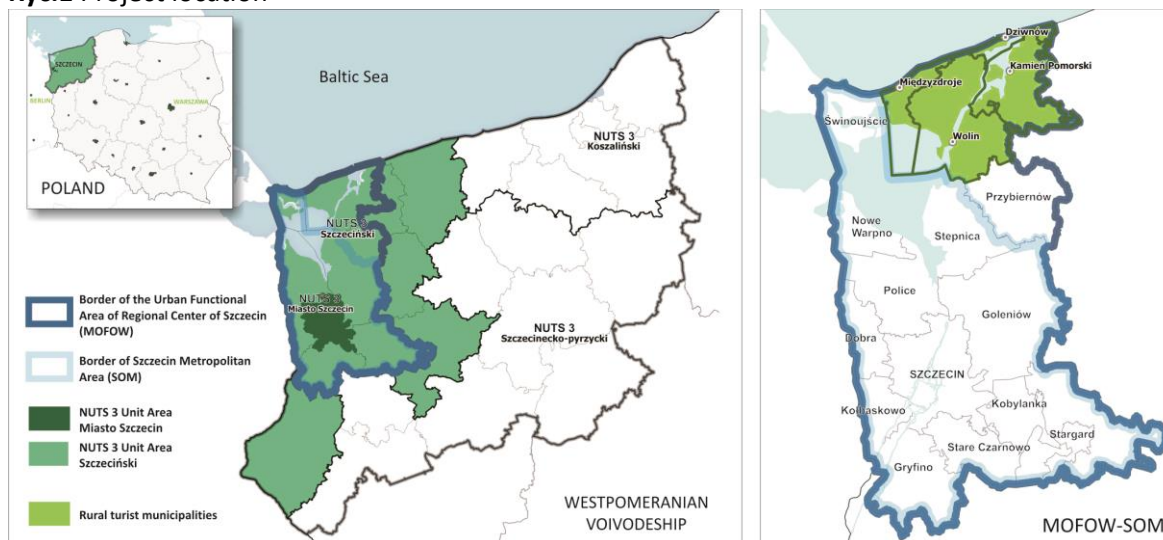
Content

1.	Structural data of the region	3
1.1.	Definition of examined area.....	3
1.2.	Settlement characteristic of analysed area.....	4
1.3.	Population of important cities and tourism centres	5
1.4.	Area - land use patterns	5
1.5.	Points of interest and nature protected areas.....	5
1.6.	Definition and classification of relevant transportation nodes	6
1.7.	Economy.....	6
2.	Tourism data	6
3	Regional sustainable transport situation	15
4	Existing flexible transport services in tourism	33
5	Results of previous projects in the field of flexible transport.....	34
6	Existing systems of planning aims/ action plans/ mobility concepts.....	39
7	Cooperation and communication	42
8	Need for action / analysis of lacks and potentials	44
9	Biography	48

1. Structural data of the region

1.1. Definition of examined area

Ryc.1 Project location



Source: materials of Last Mile team of RBGPWZ (PP7)

Westpomeranian voivodeship (NUTS-2 Region)

Determinants that defines position of the region in the national and European space is a seaside location on the southern shore of the Baltic Sea, in close proximity and the transportation availability of Denmark, Sweden and Germany, with the close proximity of three metropolises: Berlin, Hamburg and Copenhagen. Great economic importance has the sea ports at the estuary of the Odra river (located in Szczecin, Świnoujście and Police), which reloads 1/3 cargo arriving or leaving the country by sea. The region character is based on the service sector (70% of gross value of added production in the region). Dominates the tourism sector that using resources and values of cultural landscape and climate of the region. Indicator of the intensity of tourist traffic – 139 tourists for 100 inhabitants of the region - locates westpomeranian voivodeship in the first place in Poland and is more than twice higher than the national average (70/100). As a result, region is one of the leading tourist regions in Poland and the tourist sector plays in the economy a particularly important role.

NUTS 3 Region in the project area

According to the classification of NUTS 3 in the analysed area, there are two defined units of this type – *NUTS 3 Miasto Szczecin* (city of Szczecin) and *NUTS 3 Szczeciński*. Unit *NUTS 3 Miasto Szczecin* coincide with the boundaries of the municipality, while the unit *NUTS 3 Szczeciński* covers the counties of Police, Gryfino, Stargard, Goleniów, Gryfice, Kamień Pomorski and the city of Świnoujście. Delimitation of the Szczecin Metropolitan Area (MOFOW-SOM) does not coincide with the delimitation of NUTS 3 units.

Analysed area:

MOFOW – SOM /Szczecin Metropolitan Area

It is the main growth centre in the region, accumulating social capital and economic development. Szczecin as the capital of the voivodeship, is the main centre of administrative, economic, scientific, cultural, medical activities. Its frontier, cross-border location and the absence of large cities to the western side of the border with Germany determines the potential transboundary impact of the capital. The current delimitation of the Szczecin Metropolitan Area (SOM) includes

the municipalities centred directly in the vicinity of the city core of Szczecin, together with Świnoujście. However, in the current policy in planning, due to, among other factors, physiographic situation (common development potential of areas located at the estuary of the rivers of Odra and Dziwna, and by the Szczecin Lagoon and Kamieński Lagoon) and the transport conditions there was defined Urban Functional Area of Regional Center of Szczecin (MOFOW), comprising in addition to municipalities of SOM, five additional municipalities - Dziwnów, Wolin, Kamień Pomorski, Międzyzdroje and Przybiernów. According to the current policy of spatial planning, activities are focused on the implementation of coherent actions for the entire area MOFOW-SOM.

Rural tourist municipalities on the MOFOW-SOM area

Regarding to the transport needs and the definition of the areas that fits the LAST MILE project theme, in the MOFOW-SOM area four municipalities were identified that meet the established criteria for areas requiring specific actions. They are, adjacent to each other, the municipalities of Dziwnów, Kamień Pomorski, Międzyzdroje and Wolin that lying in the coastal strip of the Baltic Sea. The Polish administrative division of the selected municipalities defines them as "urban-rural municipalities". According to the OECD classification municipalities fill the definition of rural areas - population density in their area is less than 150 inhabitants per square kilometre.

Tab.1 Basic area data

Data for 2015	Westpomeranian voivodeship	MOFOW-SOM	Rural tourist municipalities
Area km ²	22892	3742,93	688,07
Population	1 710 482	728080	37217
Density od population pers./km ²	75	194,52	54,09
Unemployment rate	13,1	12,07	18,6

Source: materials of Last Mile team of RBGPWZ (PP7) based on data obtained from the Local Data Bank, 2015

1.2. Settlement characteristic of analysed area

The current functional and spatial structure of MOFOW-SOM area is a polycentric system with a central core - the city Szczecin, five medium-sized cities (Police, Goleniów, Gryfino, Stargard, Świnoujście) and two small towns: Nowe Warpno and Stepnica. The area includes an additional four cities located in the estuary of the Odra river - Wolin, Kamień Pomorski, Międzyzdroje and Dziwnów. Rural centres complementing to the spatial system. Settlement system of the MOFOW-SOM area make 398 units (cities, towns and villages) of which 12 are municipal.

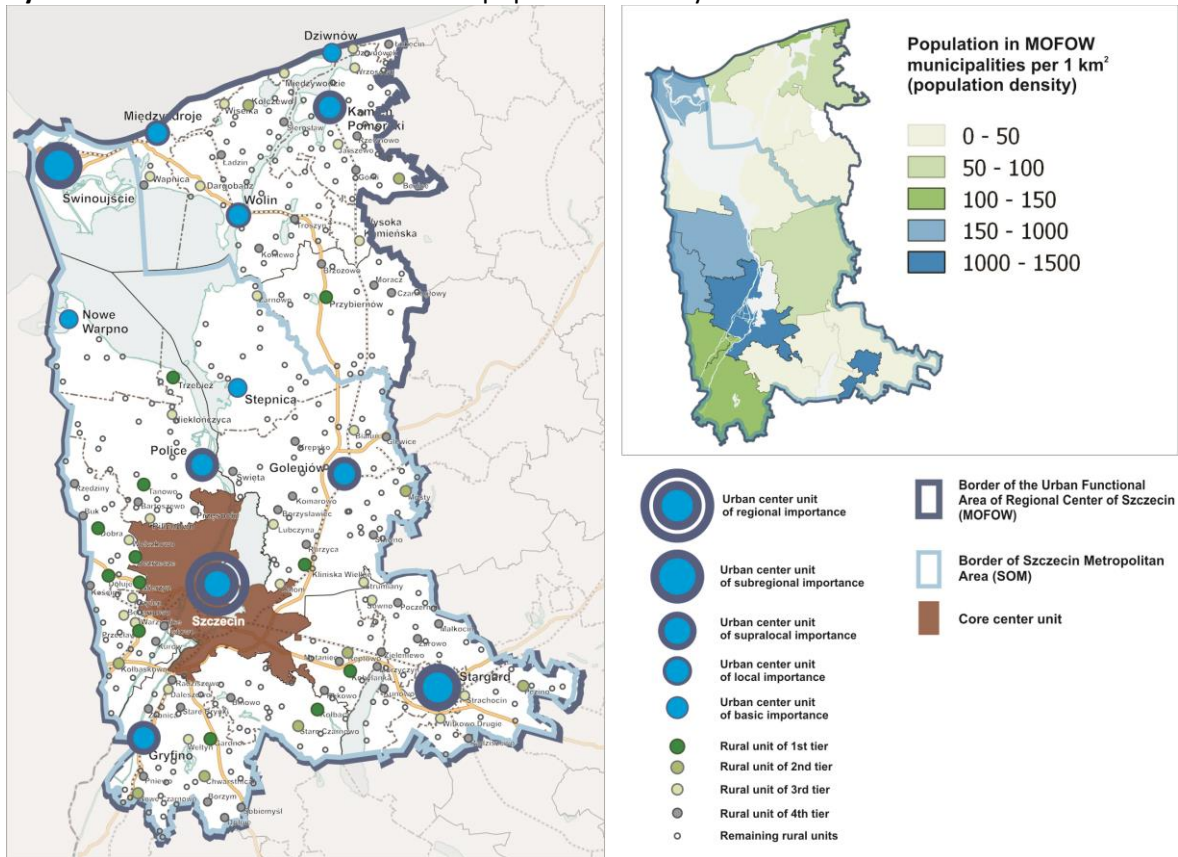
Regarding to the volume of second homes¹ in the analysed area, the number for the area MOFOW is 276, and for the area of rural tourist municipalities - 156. That's the number of houses created after 2008, with no breakdown by type of investor. It should be added that in terms of the volume of second homes municipalities of Dziwnów and Wolin are respectively on the second and third place in the area MOFOW.

According to 2015 data, the motorization rate² for the Szczecin Metropolitan Area (SOM) is 446, for rural tourist municipalities: Kamień Pomorski - 530, Międzyzdroje - 470, Wolin - 160, Dziwnów - 510.

¹ To define the "second homes" term adopted "single-family residential buildings not adapted for permanent residence" (Local Data Bank, BDL access 01.2017)

² Motorization rate - number of passenger cars per 1000 inhabitants.

Ryc.2 Settlement characteristic and the population density in the area of MOFOW-SOM



Source: materials of Last Mile team of RBGPWZ (PP7)

1.3. Population of important cities and tourism centres

The largest urban centres in the analysed area are:

- urban centre unit of regional (metropolitan) importance: Szczecin (405 657 inhabitants),
- urban centre units of subregional importance: Stargard (68 670), Świnoujście (40 522),
- urban centre units of supralocal importance: Gryfino (32117), Goleniów (35 725), Police (41 618), Kamień Pomorski (14 389),
- urban centre units of local importance: Wolin (12 281), Międzyzdroje (6543),
- urban centre units of basic importance: Nowe Warpno (1655), Stepnica (4931), Dziwnów (4004).

1.4. Area - land use patterns

According to the 2014 data, structure of land use in the area of the MOFOW-SOM are as follows:

- **38%** of the area is arable land,
- **32 %** of the area is covered by forest land,
- **16 %** of the area is under water land,
- **8 %** of the area is built-up and urbanized areas,
- **6 %** of the total area is ecological arable, fallow lands and other.

1.5. Points of interest and nature protected areas

Metropolitan area of MOFOW -SOM has a special place in the system of international networks of protected areas, especially due to the large surface of areas of the European Ecological Network Natura 2000. System of protected areas in MOFOW (with many overlapping legal forms

of nature protection) covers an area of 199 000 ha (53.2% of whole area). It consists of various forms of conservation with different protective requirements: Wolin National Park, 26 nature reserves, 2 landscape protected parks, Natura 2000 sites, 63 sites of ecological usage and 14 nature-landscape complexes.

1.6. Definition and classification of relevant transportation nodes

Transportation conditions predispose Szczecin Metropolitan Area to the role of multi-modal transport hub on intersecting routes of north-south and east-west corridors. The main routes feeding and supplying area (road, rail, inland) passing through MOFOW seaports lying at the estuary of the Odra river, belong to the TEN-T network. The main road connections are the international roads E65 and E28, and national roads; No. 10 (in the direction to Warsaw), No. 13 (in the direction of the border with Germany), No. 20 (in the direction of the Tri-City) and No. 31 (in the direction of Słubice and Kostrzyn nad Odrą). Ports of Szczecin and Świnoujście are key points of the Central European Transport Corridor - European Grouping of Territorial Cooperation connecting Sweden, Poland, Czech Republic, Slovakia, Hungary and Slovenia. In the area MOFOW-SOM are two airports, in Goleniów (domestic and European flights and charters) and in Dąbie (airport for recreation and sport activities). The main railway lines are CE59 (Wrocław-Szczecin) and E59 (Poznań-Szczecin). The main commonly used railway stations are: Szczecin, Szczecin Dąbie, Stargard and, during the summer, also Świnoujście and Międzyzdroje.

1.7. Economy

MOFOW area is the largest economic area in the westpomeranian voivodeship. In 2014, there were 47% of the total number of 219,000 business entities existing in the area. Szczecin and Szczecin Metropolitan Area generated 61% of GDP of voivodeship. From the point of view of spatial conditions (estuary of the Odra River and the Baltic coast), this area is predisposed to develop enterprises and ventures associated with the proximity of the sea and use of its potential (significant role of tourism as a sector of the economy). There is a both, historical formed industrial infrastructure (inter alia, post-shipyard infrastructure) as well as the provision of land to allow its further development.

2. Tourism data

2.1 Basic data on MOFOW-SOM

Tourism in the area of the whole voivodeship largely subordinate to the seasonality. In 2015, the highest utilization of accommodation facilities was recorded in the month of July (2 415 511 overnight stays) and in August (2 258 530). The smallest number of overnight stays was granted in the winter months - January (454 991) and December (506 425). Within MOFOW area can distinguish two main areas of concentration of tourism – seaside costal belt area and Szczecin Lagoon and the estuary of the Odra river (including city of Szczecin area).

2.2 Seaside costal belt

In the area of the westpomeranian voivodeship coastal belt concentrates 84% of accommodation of the whole province and takes nearly 70% of tourists, including the majority of foreign tourists (67%). In 2014, the seaside coastal belt area was visited by 1 569 thousand tourists. The average tourist stay is 6.6 days (data for the entire coastal belt of the voivodeship) and is reducing systematically. The main tourist attractions are coastal beaches and swimming resorts, spas, and water sports activities on the sea and littoral lakes, maritime tourism and unique microclimate. Complement is the cultural offerings in form of cyclical events

and festivals, for example in MOFOW, Festival of Slavs and Vikings in Wolin, Festival of Stars in Międzyzdroje, the International Festival of Organ and Chamber Music in Kamień Pomorski.

The MOFOW section of the seaside coastal belt (from Świnoujście to Łukęcin) is one of the most visited sections by tourists considering the entire coastal belt of the voivodeship. The dominant position in this area have Świnoujście with 233 thousand visitors annually. Important tourist centers are the city of Międzyzdroje (149 thousand) and Dziwnów (89 thousand).

In the coastal area prevails seasonal accommodation base of average standard. There are also sections poorly developed in terms of tourism and hardly accessible or inaccessible due to natural and military conditions (restricted areas in the part of the Wolin Island).

2.3 Szczecin Lagoon, Odra estuary and city of Szczecin

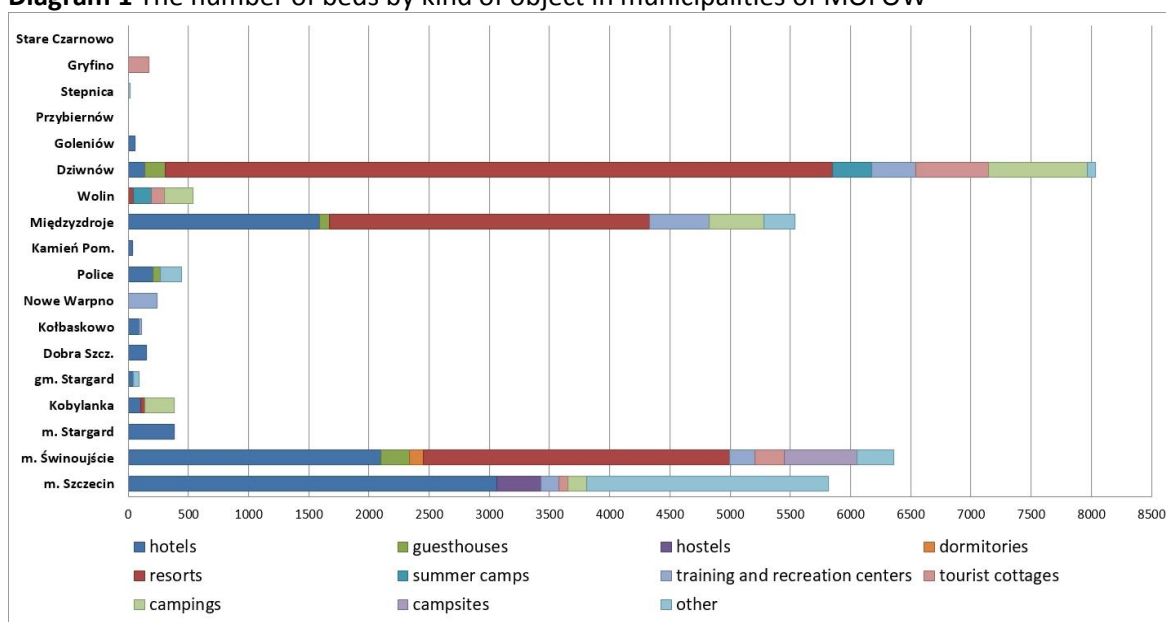
In this area, the main objectives of tourism are the city of Szczecin (city tourism and business) and Szczecin Lagoon, Dąbie Lake, Miedwie Lake and the area Międzyzdrze. Objects and cultural events in this area are predominantly concentrated in Szczecin. Among the tourist attractions worth mentioning, among others, are gothic churches, the Castle of the Pomeranian Dukes, Wały Chrobrego (Chrobry Embankment), Central Cemetery, as well as star-shaped urban layout of the city center along with the Art Nouveau style buildings. Important objects promoting Szczecin and attracting tourists are the new architectural objects of cultural functions – new Philharmonic (Mies van der Rohe Prize 2015) and adjacent to it, the Centre for Dialogue “Breakthroughs” considered the best public space in Europe (European Prize for Urban Public Space 2016 and the Building of the Year 2016 World Architecture Festival Berlin).

Steadily growing the base of water infrastructure. As part of the West Pomeranian Sailing Route were built marinas and harbors in Szczecin, Wolin, Wapnica (municipality of Międzyzdroje), Kamień Pomorski, Dziwnów, Darłowo and Kołobrzeg. There are also implemented other by-the-water initiatives, such as marina on the Młyński Canal in Stepnica, marina in Gąsierzyno, marina in Kopice (in the municipality of Stepnica), marina in Lubczyna (in the municipality of Goleniów), and boulevards and parking spaces by the Odra river in Gryfino. Important recipients of the water tourism services are visitors from Germany. River Odra, flowing through Szczecin, is the shortest way to the Baltic Sea for the people navigating from Berlin and Brandenburg region.

In the area of the Odra River estuary and the Szczecin Lagoon are available 9.1 thousand beds (7.5% of beds in voivodeship), from which benefited 491 thousand tourists in year 2014 (21.9% of tourists coming to the region). The average tourist stay in this area is 2 days. The main tourist center, both in this area and in entire voivodeship, is the city of Szczecin, where from the accommodation in 2015 benefited 389 thousand tourists, of which 1/3 where foreigners. Among foreigners visiting Szczecin 46% are Germans, 17% - Danes, 6% - Swedes and 5% Norwegians. In Szczecin prevails year-round accommodation base with a large share of high-standard hotels.

The entire zone is an area of weekend recreation for the residents of the capital of the voivodeship.

Diagram 1 The number of beds by kind of object in municipalities of MOFOW



Source: materials of Last Mile team of RBGPWZ (PP7) based on data obtained from the Local Data Bank, 2015

2.4 Origin of guests

Currently, there is no available data on the structure of origin of tourists for the whole area MOFOW. According to data from 2014, in the whole province in relation to tourism among foreigners dominated tourists from Germany (345 thousand / year), followed by Sweden (6,5 thousand), Danes (4 thousand) and Russians (2 thousand). Most visitors use the offer of holiday resorts and hotels (constantly growing percentage). Nearly 12% of the tourists in voivodeship were staying in spas and health resorts.

2.5 Existing tourism information systems

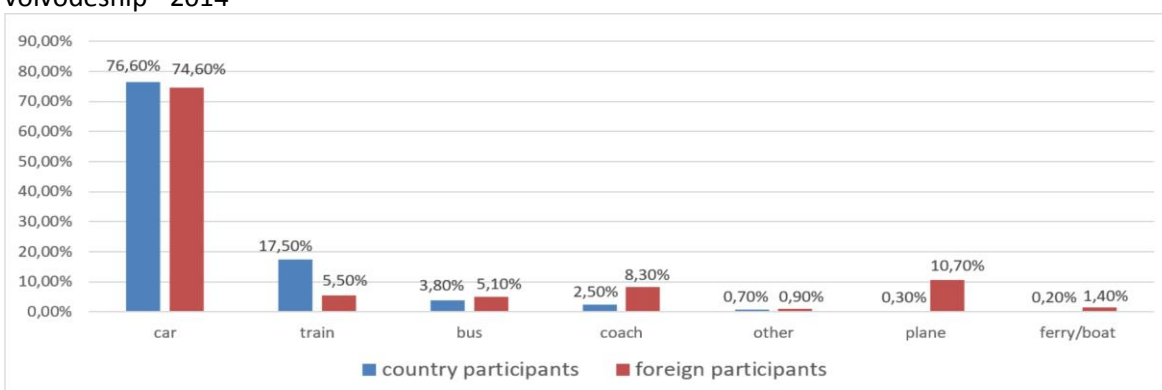
Area of MOFOW currently lacks a coherent uniform system of tourist information. Based on a study³ of domestic and foreign tourism in Western Pomerania in year 2014 follows directly that the lack of a unified, comprehensive and easy-to-use information system greatly limits the accessibility of the region for new visitors. Almost 50% of domestic tourists respondents and 40% of foreign tourists, as a source of knowledge about the region indicated previous stay, 30% draws his knowledge from family and friends, and only 13% from the Internet. There is strong evidence for local authorities, tourism operators, persons engaged in operating accommodation facilities and carriers - without a common and comprehensive offer to attract new domestic and foreign tourists will be very difficult. At the same time studies show what information tourists expect: about things worth to see (71.4%), about possible accommodation (49.3%), cultural events (31.7%), hiking trails (31.3%) and local food and kitchen (31.3%). Following positions contain information on the possibilities of travel and sports events. Westpomeranian Voivodeship currently working on the launch of an unified information platform (e-tourism) with the constantly updated information about the tourist offer (including cultural) in the whole province and connected trip planner tool that is based on the current offer of transport operators.

³ The study of domestic and foreign tourism in Western Pomerania in 2014. Research report. Study commissioned by the Western Pomerania, carried out by the EU-Consult Sp. o.o., Gdańsk 2014

2.6 Modal split

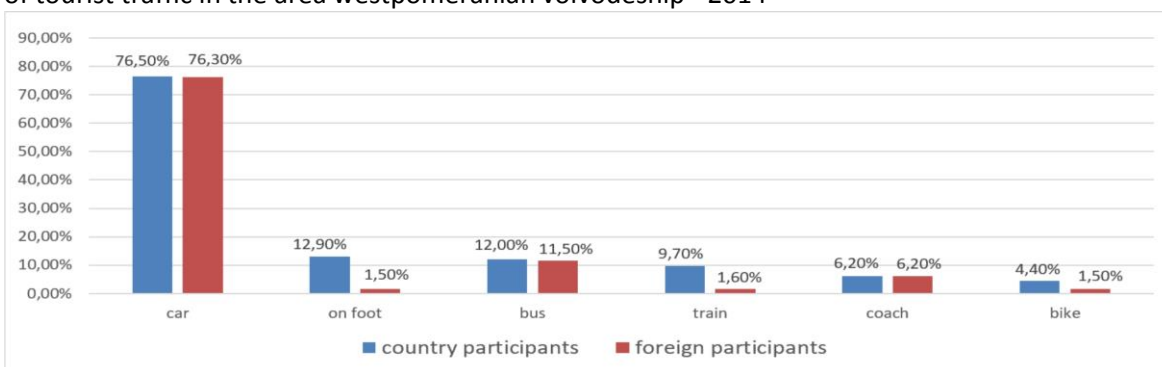
There is currently no data on the modal split associated with the tourist traffic in the area of MOFOW. The study of domestic and foreign tourism in Western Pomerania shows that the most used and preferred means of transport is still a private car, both in terms of arrivals to the province and move to the place of residence or point of interest. To prevent the negative effects of this form of transport - the formation of traffic congestion, the growing problem of available parking spaces and the deteriorating air quality in the resorts - should be promoted and adapted to the current needs of tourists new, flexible forms of transport.

Diagram 2 Means of transport of tourist traffic participants used to travel to the westpomeranian voivodeship - 2014



Source: materials of Last Mile team of RBGPWZ (PP7) based on data obtained from The study of domestic and foreign tourism in Western Pomerania in 2014

Diagram 3 Means of transport used for traveling to tourist attractions and POI by the participants of tourist traffic in the area westpomeranian voivodeship - 2014



Source: materials of Last Mile team of RBGPWZ (PP7) based on data obtained from The study of domestic and foreign tourism in Western Pomerania in 2014

2.7 Rural tourist municipalities on the MOFOW – SOM area

In the following paragraphs is presented detailed analysis of the area where the four coastal municipalities of Dziwnów, Wolin, Kamień Pomorski and Międzyzdroje were identified as rural tourist municipalities (see Para. 1.1). Identification of the major tourist sites and points of interest (POI) was based on the data obtained from the municipalities.

2.8 Dziwnów Municipality

2.8.1 Defined touristic hotspots

The most important tourist destination in the area:

- beaches and coastline belt,
- marina in Dziwnów,
- Martwa Dziwna Lake in Dziwnów,
- Avenue of the Sport Stars in Dziwnów,
- The Park of Miniatures in Dziwnów,
- forest cycle paths,



2.8.2 The existing transport offer dedicated to tourists

In the holiday season the transport offer for tourists is mainly in the form of an increased number of connections offered by private operators (buses). Operates also tourist boats on the line Dziwnów - Kamień Pomorski, tourist cruises on the Baltic Sea and the electric train (Dziwnów Expres) offering a 30-minute tourist rides.

2.8.3 Key stakeholders

Based on information provided by the municipality, potential project stakeholders operating in the municipality of Dziwnów include mainly hotels and resorts representatives (including the resorts: Stary Dziwnów and Zastal in Dziwnów, Jantar, Maximus and Familijny in Dziwnówek, Wielki Błękit, Wrzos and Bajka in Łukęcin and Marena, Rzemieślnik and Gryf in Międzywodzie), and operators of tourist attractions (The Park of Miniatures in Dziwnów). In addition, interested in the project should be service providers of occasional water transport and water recreation, tourism managers and operators of marinas.

2.8.4 Existing tourism information systems

Currently in Dziwnów tourists can get necessary information at the local Tourist Information Centre (at Reymonta 10 Str.) and at the tourist information in the building of the Municipal Office in Dziwnów. On the official website of Dziwnów municipality (www.dziwnow.pl) there is a separate segment "for tourists", where users can get all the necessary information regarding: tourist trails, transport offer, swimming resorts, accommodation facilities, weather webcams and other offered attractions. Unfortunately, the page does not have the functionality to change the language (only in Polish), which prevents the acquisition of information by foreign tourists.

2.8.5 Modal split

There are no data on the modal split in the area on the level of the municipality especially regarding tourist arrivals. Due to the lack of direct railway connection can be assumed that the dominant transport system is individual (private cars).

2.8.6 Current sustainable mobility solutions to cover the "last mile" and deficits in transport

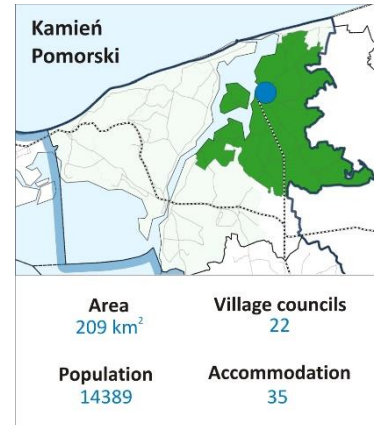
Lack of the last mile solutions. The municipality indicated the lack of sufficient number of connections between the towns of villages in the area of the municipality (and beyond - with Szczecin), both during the tourist season (offer for tourists) and after (offer for residents). Lack of transport offer adapted to the needs of people with disabilities (operating buses are currently not properly adjusted).

2.9 Kamień Pomorski Municipality

2.9.1 Defined touristic hotspots

The most important tourist destination in the area:

- Co-Cathedral of St. John the Baptist in Kamień Pomorski,
- spa resort in Kamień Pomorski,
- marina Kamień Pomorski,
- Royal Stone on Chrząszczewska Island,
- Dinosaur Park in Wrzosowo,
- agritourism farms (in Radawka and Stawno),



2.9.2 The existing transport offer dedicated to tourists.

In the holiday season the transport offer for tourists is mainly in the form of an increased number of connections offered by private operators (buses). Operates also tourist boats on the line Dziwnów - Kamień Pomorski.

2.9.3 Key stakeholders.

Based on information provided by the municipality there is lack of significant operators in the tourism industry on a large scale. Stakeholder of the project may become: operators of spa resort in Kamień Pomorski (Sanatory "Chrobry" and "Dąbrówka", Spa Hospital "Mieszko" and the Institute of Natural Medicine "Feniks"), the local hotel industry (e.g. Hotel Mieszko II, Hotel pod Muzami, Kwartal Dominikański), smaller resorts in the municipality area (agritourism farms) and the operator of marina in Kamień Pomorski.

2.9.4 Existing tourism information systems

Currently Kamień Pomorski has the tourist information point (at Plac Katedralny 5). The municipality also informs about the tourist offer through its official website (www.kamienpomorski.pl). Tourists can find there: basic information about attractions and tourist routes, places to stay, marina offer, spa resort and other essential information. Website is available in Polish, English and German. It also has a display mode for the visually impaired users.

2.9.5 Modal split

There are no data on the modal split in the area on the level of the municipality especially regarding tourist arrivals.

2.9.6 Current sustainable mobility solutions to cover the "last mile" and deficits in transport

Lack of the last mile solutions. Additionally, in the municipality currently lacks municipal public transport. Available to tourists and residents remains only taxi services and private carriers. There are no transport connections with smaller towns in the municipality. Lack of organized and coordinated transport between the railway station (last stop of public transport) and seaside destinations. Both, the stations (bus stations and railway station) and vehicles, are not sufficiently adapted to transport people with disabilities.

2.10 Międzyzdroje Municipality

2.10.1 Defined touristic hotspots

The most important tourist destination in the area:

- beaches and pier area (molo, Avenue of Stars),
- Wolin National Park – with museum (approx. 30 thousand visitors /year), aurochs (bison) reserve (approx. 11 thousand visitors / year),
- Baltic Miniature Park,
- marina in Wapnica,
- Museum Bunker V3 in Wickuo Zalesie,



2.10.2 The existing transport offer dedicated to tourists

In the municipality of Międzyzdroje offer for tourists consist: line of buses on the route Międzyzdroje - Lubin (access to the marina in Wapnica and museum in Wicko), private electric carriages connecting the city center with tourist attractions (Baltic Miniature Park) and rental system of bicycles and rickshaws. There are also occasional (free) tourist bus for cultural events organised by the Centre for International Cooperation in Grodno.

2.10.3 Key stakeholders

Based on information provided by the municipality potential project stakeholders include the hotel industry (eg Hotel "Vienna House Amber Baltic" with approx. 74 thousand visitors per year, hotels "Aurora", "Wolin", "Baginski & Chabinka Spa" "Vestina", "Międzyzdroje"), Polish Tourism and Sightseeing Society (PTTK) and operators of tourist attractions (including the Baltic Miniature Park, Planetarium, cinema Eva) and marinas (Wapnica - approx. 12 thousand visitors per year).

2.10.4 Existing tourism information systems

Currently in Międzyzdroje there are tourist information points operating within the framework of the International House of Culture in Miedzyzdroje (issuing, inter alia, annual informant in Polish, German and English with information about accommodation), facilities of PTTK and Viking Tour travel agent sites. The municipality also informs about the offer through its official website (www.miedzyzdroje.pl). The site is available only in Polish. The site has facilities for the visually impaired users.

2.10.5 Modal split

There are no data on the modal split in the area on the level of the municipality especially regarding tourist arrivals.

2.10.6 Current sustainable mobility solutions to cover the "last mile" and deficits in transport

Lack of the last mile solutions. The municipality indicates that the existing offer of transport within the municipality is insufficient, especially given the criterion of seasonality - both in the summer and in rest of the year the number of transport connections is insufficient, especially in the evening hours. Transport vehicles are not sufficiently adapted to the transport of persons with reduced mobility.

2.11 Wolin Municipality

2.11.1 Defined touristic hotspots

The most important tourist destination in the area:

- Center of Slavs and Vikings,
- Wolin National Park,
- Regional Museum of Andrzej Kaube,
- Archaeological Reserve - "Hill of the Hanged",
- marina in Wolin,
- Amber Baltic Golf Club - Golf course in Kołczewo,



2.11.2 The existing transport offer dedicated to tourists

According to data obtained from the municipality, currently does not exist on its territory a special transport offer addressed to tourists. An exception constitutes an offer to private carriers, who in the holiday season increases the number of offered connections and additional railway connections through Wolin run by the PKP Przewozy Regionalne (regional railway operator).

2.11.3 Key stakeholders

The main stakeholders related to the tourism sector may include the Association of Center of Slavs and Vikings responsible for the initiatives related to preserving cultural and historical heritage, and for the organization of one of the most recognizable tourist events of the region – the Festival of Slavs and Vikings. The second entity is a Sports and Recreation Center in Wolin responsible for the management of, among others, marina in Wolin and sports infrastructure. It's also worth to mention operators of the Amber Baltic Golf Club - golf course in Kołczewo and Pro Consulting company - organizer of the Western Picnic festival in Sułomino.

2.11.4 Existing tourism information systems.

In Wolin tourist information center is located in the Regional Museum of Andrej Kaube. In addition, on the official website of the municipality (www.wolin.pl) tourists can find all the necessary information (attractions, events, transport connections, history and car parks area). There is also a direct link to the tourist information center. The website is available in Polish, English, German, Russian, Swedish and French, which is an undoubted facilitation for tourists.

2.11.5 Modal split

There are no data on the modal split in the area on the level of the municipality especially with regard to tourist arrivals.

2.11.6 Current sustainable mobility solutions to cover the "last mile" and deficits in transport

Currently, there is no sustainable transport solutions for the problem of the last mile in municipality. An explicit problem is the lack of transport services to communicate dispersed villages. There is currently no public transport system which would provide an appropriate degree of accessibility to many of the excluded areas. Private carriers operate only on the most profitable routes.

2.12 Summary - rural tourist municipalities on the MOFOW-SOM area

Selected municipalities are characterized by a large and diverse tourist potential. In the area, there are conditions both for the development of tourism based on natural environmental resources in the form of the Baltic Sea beaches (in Międzyzdroje, Dziwnów), Wolin National Park, the waters of Szczecin and Kamieński Lagoon, and Dziwna River, but also using facilities of sanatorium, spa and medical infrastructure (Kamień Pomorski) and archaeological historical resources (Wolin).

Despite the close proximity of municipalities, they are not currently carrying out joint activities related to the development of coordinated policies aimed at issues of tourism and transport. There is a functioning cooperation within the framework of the Local Action Group "Partnership in Development" which includes selected municipalities, however, it is centred on the activation of local residents (inter alia, through the strengthening of social capital, fostering entrepreneurship and developing local services).

In the study area, there is currently lack of transport offer directed to tourists, especially on over-municipal level. There is no solution that would combine the touristic potential of the area and allows easy movement of users between municipalities (discharge of tourist traffic season). There is also lack of a common system of information about the tourist offer in whole area and no common policy to promote local tourism products.

In the selected area, there is a sufficient base of potential project stakeholders. Besides local governments of municipalities; it can be included, above all, hotel industry, operators of local tourist attractions, managers of marinas and private transport carriers, who may be interested in new profitable areas of implementation of the new transportation services.

Currently, the selected municipalities do not conduct research and analysis related to the structure of tourist traffic and modal split at manner of getting to the area and internal movement.

All selected municipalities are confronted with problems of last mile in varying degrees and under different circumstances. Municipalities of Międzyzdroje and Dziwnów, situated directly by the sea, beside insufficient offer of public transport addressed to residents must contend with discharge of intense tourist traffic in the season. Moreover, the Municipality Dziwnów, which is the only municipality in the study area without direct access to the railway line looking for opportunities related to facilitating access to it (nearest railway station in Kamień Pomorski). Municipalities Wolin and Kamień Pomorski, due to its spatial situation seeking solutions to the problem of scattered settlement network. A large number of villages located in the area of municipalities significantly impedes the establishment of a regular transport links; therefore, municipalities are particularly interested in possibilities of flexible transport systems. The cost of maintenance of public transport is particularly high in municipalities with extensive and low-density settlement network. It is the leading cause of low availability of the public transport for residents of small towns, especially those remote from the core center of a municipality.

Regarding the accessibility of transport systems for people with disabilities, in connection with the practically non-existent public transport systems organized by municipalities, transport services are performed by private operators. Private transport fleet, for the most part, is not adapted to the needs of persons with reduced mobility. A similar lack of adjustment also applies to infrastructure in the majority of stops (lack of facilities for the visually impaired users, too high curbs, lack of adequate information system).

3 Regional sustainable transport situation

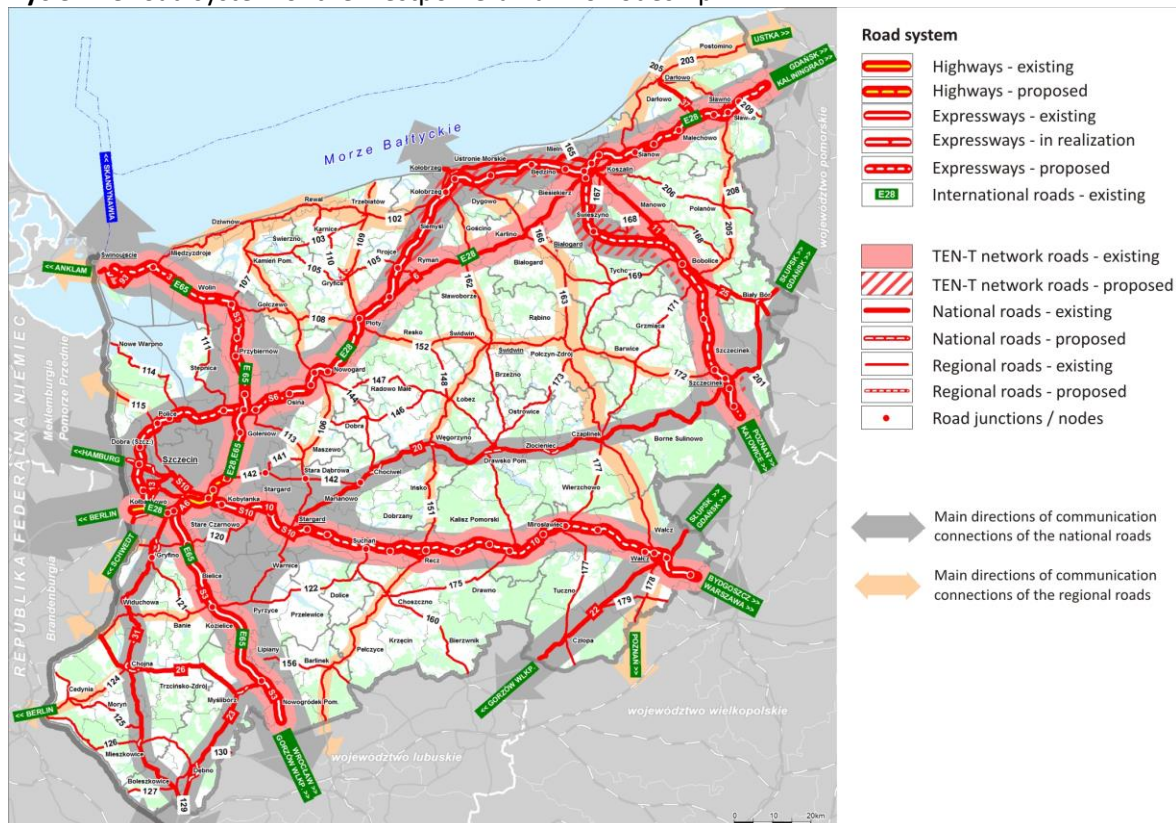
3.1 General transport network and sustainable transport systems

3.1.1 General transport network of the voivodeship (NUTS-2)

The westpomeranian voivodeship (province) is the most distant region from the capital of Poland, and within the region (central and eastern part of voivodeship) there are areas with the worst accessibility to major cities in Poland. On the other hand, the border position, accessibility to the European highway system, as well as the proximity of maritime transport, makes the European accessibility (to Western Europe) one of the best in the country. Geographical location, spatial distribution of the settlement network and a large seasonal tourist traffic poses challenges for the development of the infrastructure and organization of transport.

The transit character of the region is caused by the border position, in which the international transport connections in the north-south (from Scandinavia to Southern Europe) and the east-west (from Western Europe to the Baltic Countries and further to Asia) are crossing. The basic transport spine of the westpomeranian voivodeship is created by the infrastructure covered by contracts and international initiatives (AGR, AGC / AGTC, AGN and the Trans-European Transport Network TEN-T). A large part in development and integration of transport is also caused by the political initiatives and international projects such as the Central European Transport Corridor CETC-ROUTE65 connecting Scandinavia and Southern Europe.

Ryc.3 The road system of the westpomeranian voivodeship



Source: materials of RBGPWZ (PP7) – Spatial Development Plan of Westpomeranian Voivodeship

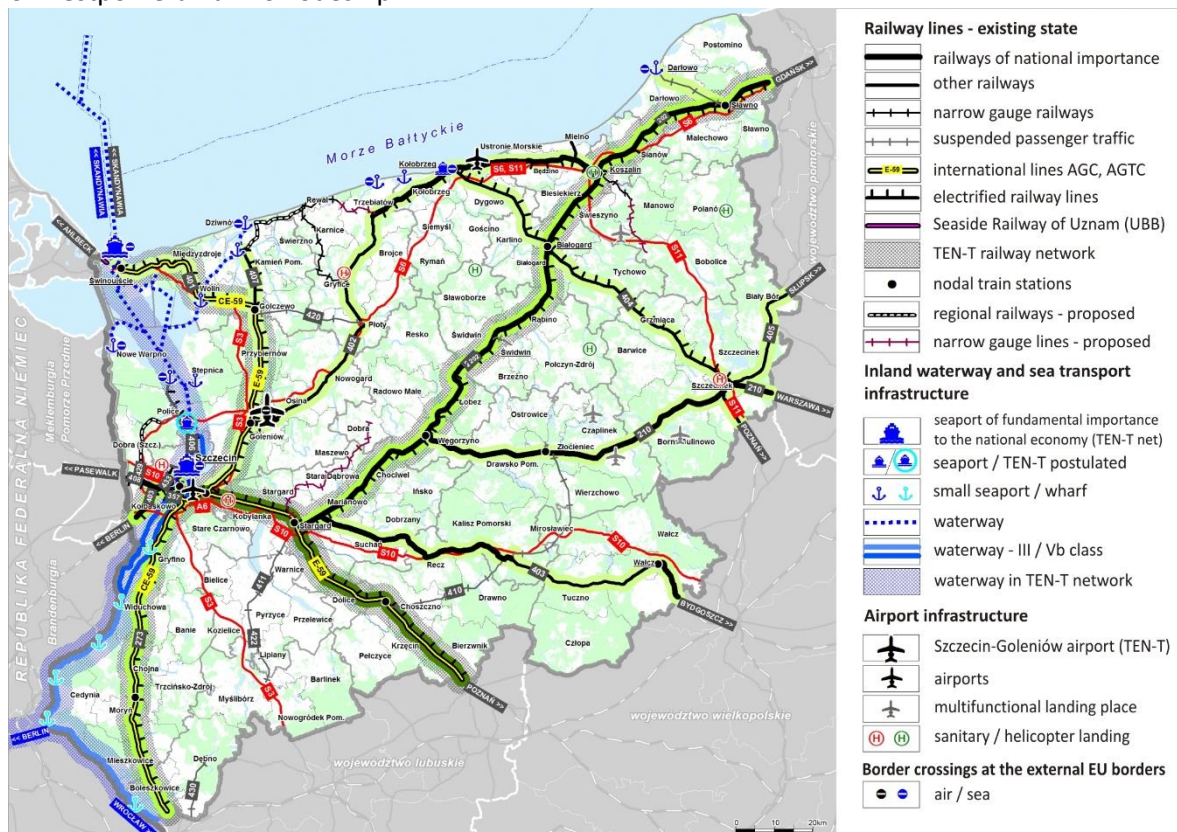
The network of public roads

The network of public roads in the voivodeship in 2015 was 19 919,3 km of which 12 702,3 km are the paved and improved roads. In the region (of the province) in the midst of 1 136,3 km of national roads, 25,3 km are highways and 135,1 km are the expressways. The density ratio of paved and improved roads (55,5 /km²) is – after the Warmia-Mazury voivodeship – the lowest in the country (average at 85.8 / km²). This rate is influenced by low population density and structure of the settlement network, which is shown by the density ratio of the improved roads per 10 thousand inhabitants (74,3), which exceeds the national average (69,8).

The railways network

Westpomerania voivodeship is characterized by a relatively good communication and connection with the rest of the country and Europe – directly to Berlin and Hamburg, as well as in direction to Scandinavia (ferry connections from Świnoujście). A serious drawback of the railway network is the lack of direct connections between the important centers of the region such as Gorzów Wielkopolski (Lubuskie voivodeship) or the center of Świnoujście. A significant shortage of railway network and the passenger rail service connections is a small number of services on the coastal line. The total length of railway lines (according to data from the Central Statistical Office for the 2015) is a total of 1183 km of which 422 km are at least double track lines. The length of electrified lines is 750 km.

Ryc.4 Railway system, inland waterway, sea transport and airport infrastructure of westpomeranian voivodeship



Source: materials of RBGPWZ (PP7) – Spatial Development Plan of Westpomeranian Voivodeship

3.1.2 General transport network of the MOFOW-SOM area

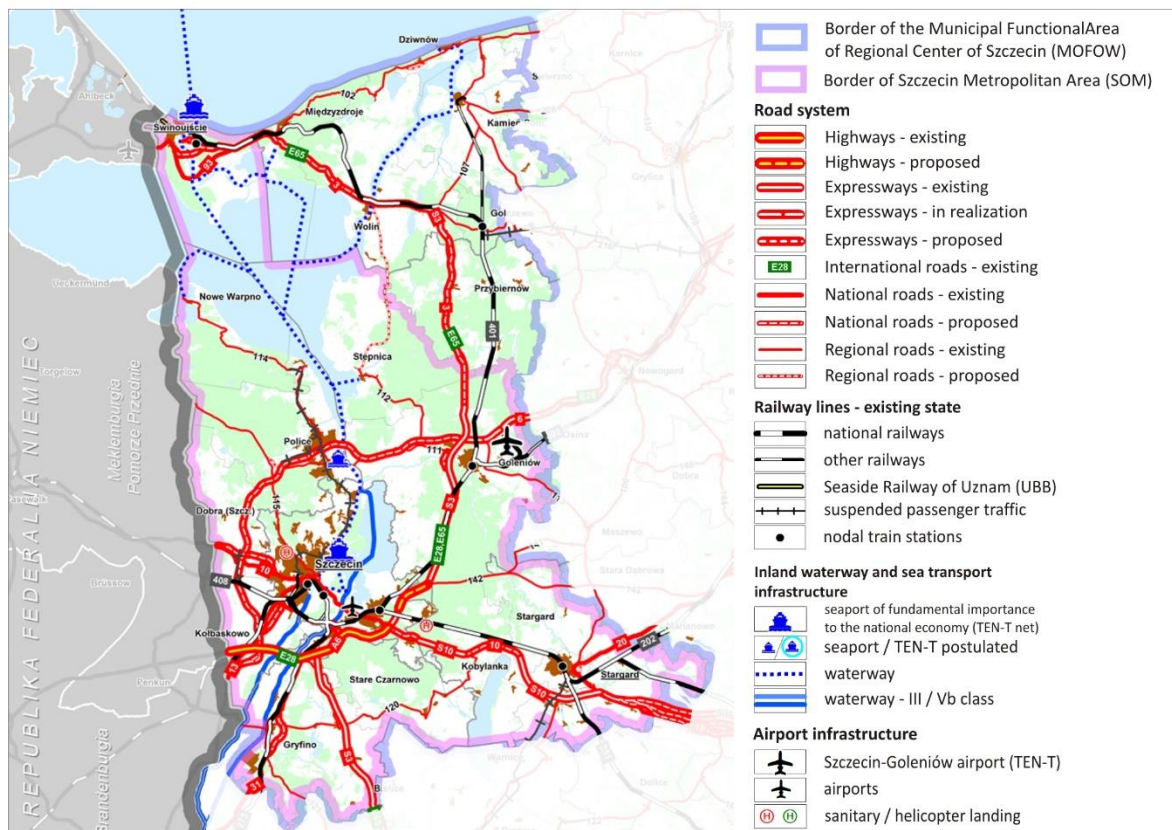
Transportation system of MOFOW – SOM area is the result of the special spatial and environmental conditions with a unique structure in the country scale. The structure of the functional and spatial area is separated by the valley of the Odra River, the Szczecin Lagoon and waters of the Świna and Dziwna rivers.

A clear division of agglomeration by these geographical barriers and the functions that the various centers perform, determine the communication links and problems in functioning of transport. Barriers result in the necessity of traveling long distances, despite relatively close relations (distances) in a straight line. For example, the distance between Nowe Warpno and Świnoujście is 21 km in a straight line while the road distance is 148 km.

Currently the road connection by the national road No. 3 to Świnoujście through ferry between the islands of Uznam (Usedom) and Karsibór is characterized by a limited capacity. Especially in the summertime access to the city does not work fluently, which is caused by the large inflow of tourists, who are not serviced properly on a regular basis. In the years 2017 - 2022 there is planned a significant investment which aim is create a tunnel connecting the Islands of Uznam and Wolin.

Another important spatial factor is the location of ports on the south coast of the Baltic Sea and internal waters and extremely peripheral location of Świnoujście and Szczecin in relation to the center of the country with the lack of direct road connection with Warsaw (since May 2014 Szczecin gained a connection with Warsaw through the S3 expressway and A2 highway but the problem still applies to Świnoujście).

Ryc.5 Transport network of MOFOW-SOM area



Source: materials of RBGPWZ (PP7) – Spatial Development Plan of Westpomeranian Voivodeship

The situation looks differently in the context of connection with Berlin, where the ports of MOFOW-SOM area can be possible Berlin's port supporting facilities. Szczecin has the inland waterway connection to Berlin agglomeration and further to Western Europe. Sea ports of Szczecin and Świnoujście, especially ferries, provide communication with the Baltic cities. The transport infrastructure is supplied additionally by following airports: Goleniów international airport and Herringsdorf airport (located 11 km from Świnoujście on the German side).

Location of Szczecin at the crossroads of important European transport routes (AGR, AGC, AGTC, AGN, TEN-T corridor) determines the possibilities of further development of the metropolitan area. Intermodal character of transport corridors, which consist of concentrated in one place road network, rail roads, seaports and inland ports and an international airport, combined with a very particular location of the area in Europe and the Baltic Sea Region, represent an exceptional transport potential of the region.

3.1.3 Road infrastructure

In the MOFOW-SOM area, there are located some important for the region transport and communication routes in form of national roads, among others, road No. 10 (direction to Warsaw), road No. 13 (border crossing in Rosówek), road No. 20 (in the direction of the Tri-City). As a complement to the entire road system are the regional, district and local roads, as well as roads on the German side of the border, that reflect the spatial relations and the actual trans-boundary range of the functional area of Szczecin.

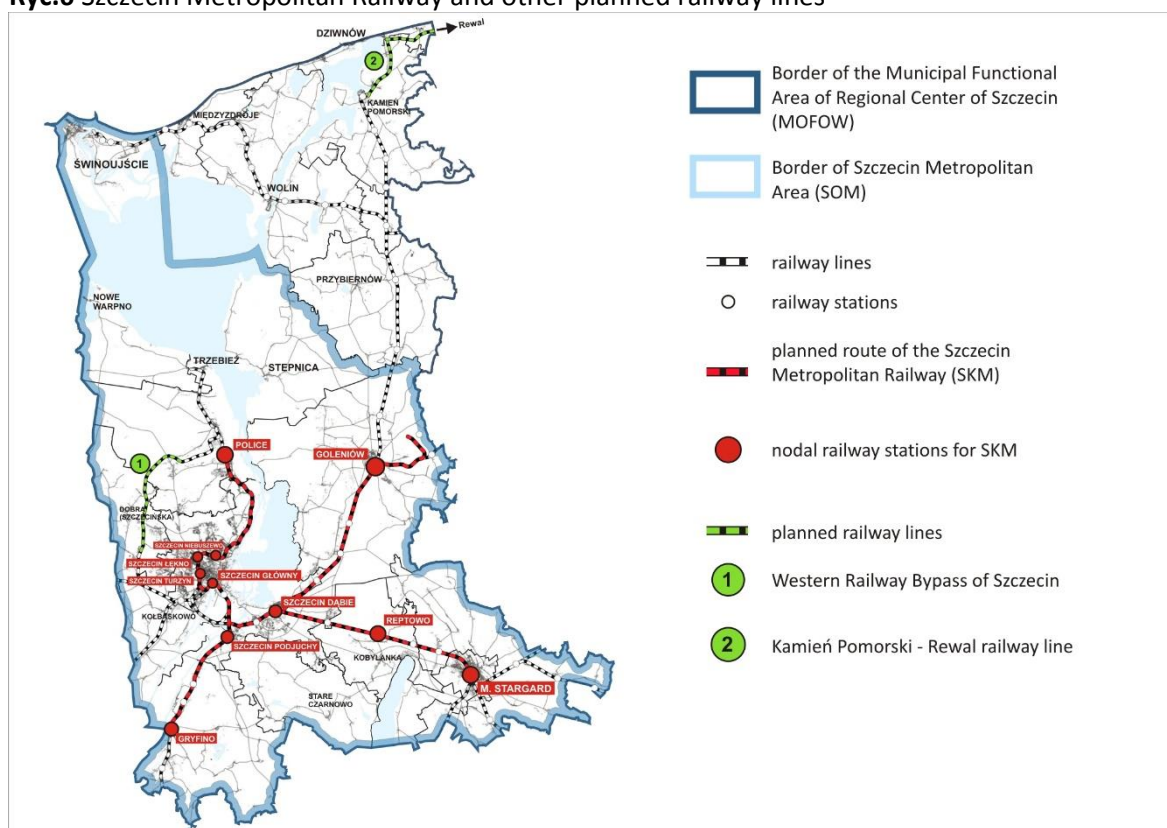
3.1.4 Railway infrastructure

The main MOFOW-SOM rail traffic generators are the seaports and large stations: Szczecin Main Railway station, Szczecin Dąbie, Stargard, and in the summer season also Świnoujście and Międzyzdroje. The railway network connects most of the municipalities of the area. Connections of major centers such as Szczecin, Stargard, Świnoujście, Goleniów, Police or Gryfino, are doubletrack and electrified. Single-track, electrified railway line connects the towns: Wysoka Kamieńska - Kamień Pomorski. The Line to Police and Trzebież is not available for passenger traffic and on the railway lines in the municipalities Dobra and Kołbaskowo there are no functioning stops.

An important element of the Szczecin transport system is the railway junction with external connections, including cross-border connections – in direction to Berlin and Lübeck / Hamburg.

In 2015 there was a document developed, named: "Feasibility study of the Szczecin Metropolitan Railway". Szczecin Metropolitan Railway is going to connect Szczecin with Police, Stargard, Goleniów and Gryfino. The project also includes the revitalization of the old railway stations and tracks repairs. The planned project realization is scheduled for the year 2022. In addition, within the development of the railway infrastructure there is planned a Western Rail Bypass for Szczecin (marking No. 1 on Ryc.6). The planned system of the railway network will improve the possibility of creating a rail connections inside the MOFOW-SOM area, and enable the new external connections with the region, the entire area of the country and with the border area. There is also planned an extension of the railway line Kamień Pomorski - Rewal (marking No. 2 on Ryc.6).

Ryc.6 Szczecin Metropolitan Railway and other planned railway lines



Source: materials of Last Mile team of RBGPWZ (PP7)

3.1.5 The air transport infrastructure

The MOFOW-SOM air transport system is mainly based on the Szczecin-Goleniów national airport, which is situated about 46 km from the center of Szczecin. The airport handles mostly domestic flights (Warsaw), International (Scandinavia, Great Britain) and charter flights. The terminal has a theoretical capacity of approx. 700 - 750 thousand. passengers per year. The existing airport in Szczecin Dąbie does not fulfill the communication functions, but only the function of Aero Club. Outside the MOFOW-SOM area, 11 km from the center of Świnoujście on the German side, operates the Heringsdorf airport, offering regular connections among others to Duesseldorf, Frankfurt, Stuttgart, Berne and Linz.

3.1.6 The marine and inland water transport infrastructure

The most important ports in the MOFOW-SOM area, including also for the national economy of the country, are the ports of Szczecin and Świnoujście (responsible for handling the majority of the maritime passenger traffic). Also, a major port is the port in Police. Other ports, located on the Szczecin Lagoon or at the estuary of the Odra River (Trzebież, Nowe Warpno, Stepnica, Wolin) and at the Kamieński Lagoon (Kamień Pomorski) and the rest of the coast (Międzyzdroje, Dziwnów), are small tourist and fishing ports. The most important element of the water transport network is the Odra Waterway connecting ports and centers of the area with Silesia region, and in the west direction, through westward channels Odra-Spree and Odra-Havel, with Berlin agglomeration and the western part of the European continent.

The location near the water is, apart from the development of the maritime economy and port functions, primarily a chance for the development of tourism. The potential, which in this respect Szczecin has, is unique in the whole country scale. Its appropriate use is subjected to the proper

and efficient access from both land and water. This is the reason why, among others, as a part of a project financed by the EU funds, The West Pomeranian Sailing Route was created – a network of harbours and marinas located close to each other and being an attractive tourist product. Apart from modernization of the existing infrastructure, there were new marinas built in Kamień Pomorski, Dziwnów, Darłowo, Wapnica, Wolin yacht marina and marina on Grodzka Island in Szczecin.

3.2 The public transport on the MOFOW-SOM area

Currently, the system of collective public transport in the MOFOW – SOM area consists of:

- Railway communication
- Trams (but only in the administrative borders of Szczecin)
- City public bus communication (Szczecin, Police, Stargard, Świnoujście, Goleniów) and suburban,
- Ferry transport (connection with the Uznam Island)

The following systems, in the Szczecin area, are additionally supported by the infrastructure of bike-sharing system (Szczecin city bike – Bike_S). System description of Szczecin city bikes is described in section 5. *The results of previous projects in the field of flexible transport.*

3.2.1 Rail transport

The main components of collective rail transport network in the metropolitan area are rail (train) connections. The existing rail operators functioning in the MOFOW-SOM area are:

- Przewozy Regionalne sp. z o.o., owned by the governments of individual voivodeship / provinces (Westpomerania Voivodeship as a co-owner, owns 5,8% share). This company is among others responsible for the brand REGIO (Regional Rails). Currently the works are in progress to create a new brand POREGIO.
- PKP Intercity SA, which is the national operator belonging to the PKP company (state-owned company) and supports long-distance journeys (express trains - TLK, InterCity and Express - InterCity) connecting the MOFOW area with Poznań, Wrocław, Krakow, Warsaw, Katowice, Lodz and the Tri-City.
- DB Regio AG, which is a German national operator owned by Deutsche Bahn, involved in regional rail transport. It supports connections from Szczecin towards Angermünde - Berlin and Pasewalk - Lübeck.
- Usedomer Bäderbahn GmbH (UBB) is a German transport company (subsidiary of Deutsche Bahn), which supports an international connection from the center of Świnoujście to the country border (and further on to the coastal towns on the Uznam Island lying on the German side).

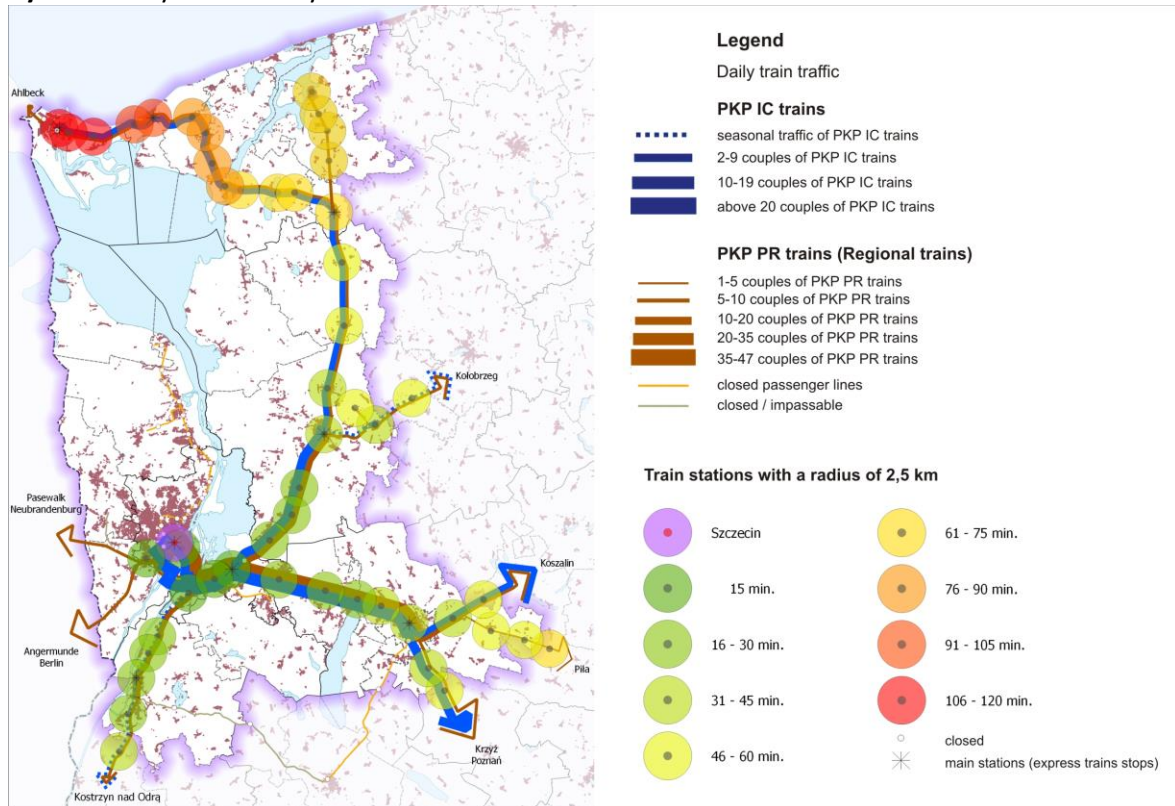
The entity responsible for the support and supervision on the rail transport in the region and on the MOFOW-SOM area is the voivodeship government, as a shareholder of Przewozy Regionalne (Regional Rails). Currently, for the passenger traffic in total, there is now in use about 182 km of rail tracks and 35 rail (train) stations. The biggest ones of them are Szczecin Główny (Central Station), Stargard, Świnoujście, Goleniów and Gryfino.

The current number of rail connections on weekdays, in the relations within the MOFOW-SOM area (as for 20-th January 2017):

- Szczecin - Stargard – 47
- Szczecin - Gryfino – 17
- Szczecin - Goleniów – 22
- Szczecin - Świnoujście – 12
- Szczecin – Kamień Pomorski – 5

In addition, strengthening the direction towards Świnoujście and Międzyzdroje is obtained by increasing the number of trains during the summer season (described in section 4.3).

Ryc.7 Railway accessibility on the MOFOW-SOM area



Source: materials of RBGPWZ (PP7) – Spatial Development Plan of Westpomeranian Voivodeship

3.2.2 Tram transportation

In the area of MOFOW-SOM the tram infrastructure exists only in the City of Szczecin. The tram network in Szczecin has a total length of 110 kilometres (about 64 km of tracks) and is used by 12 tram lines connecting approximately 90 stops. In August 2015, the Szczecin Fast Tram system was launched, which joined the right-bank (east side) of the city with the city centre. The organizer of the tram transport is the Road and Transport Authority in Szczecin, which orders tram transportation services to Szczecin Trams Company.

3.2.3 Bus transportation

The public transport in the form of public bus transportation operates in Szczecin, Świnoujście, Stargard, Police and Goleniów.

In the city of Szczecin area, the main manager and organizer of collective public transport and road network infrastructure is the Authority of Roads and Transport in Szczecin (ZDiTM Szczecin). It supports 53 day lines with a length of over 500 km. It also supports, among others, 11 regular lines in Police and running between Police and Szczecin. The intermunicipal agreements for providing local collective public transport are also made between Szczecin and the municipalities: Dobra, Gryfino and Kołbaskowo.

In Świnoujście, the municipal Bus Transportation Company supports 5 city lines and one line to Międzyzdroje (line 10 running under intermunicipal agreement). The current cross-border communication is significantly impeded due to the liquidation of bus connection to Herringsdorf in 2016 and liquidation of the German European lines 290/291. Currently there are some actions taken to restore this connection.

In Stargard the entity responsible for the network of transport connections is the Municipal Department of Transport, servicing 20 city lines (including also the night and express bus line). On the basis of intermunicipal agreement it also supports the public transport in the neighbouring municipalities: Kobylanka and Stara Dąbrowa.

In the Goleniów area the urban transportation is operated in a form free of charge transportation services. The service is performed within 8 courses of variable route, hour-dependent (coordinated with the needs of the residents). In addition the free public transportation includes courses on the route: Goleniów - Goleniów Industrial Park and the Green Line (shuttling in the summer on the route from Goleniów to Lubczyna and back).

3.2.4 Collective non-public road transport and other private communication systems

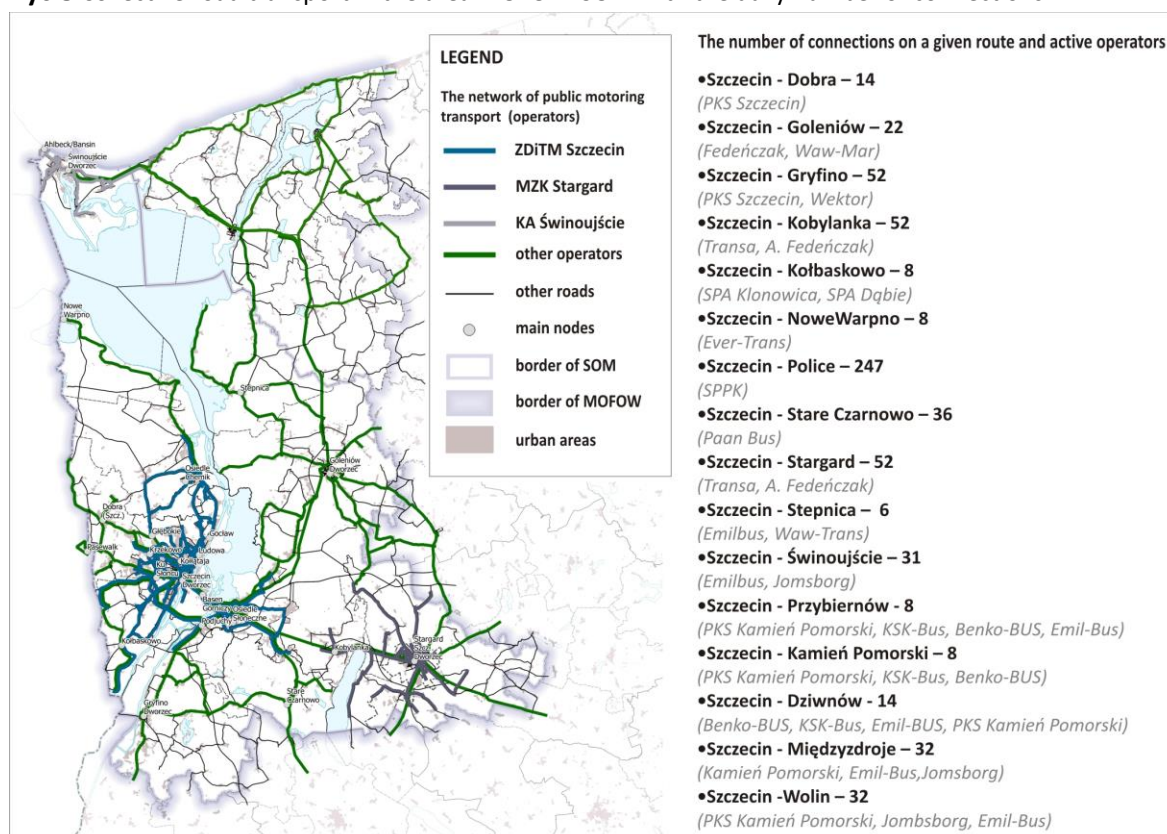
In the MOFOW-SOM area, the collective and non-public car transport is mainly operated by private companies. In the area of analysis there haven't been currently identified any associations (apart from taxi associations) that gather the private entities providing the transport services.

The private operators provide transport services mainly to those connections that are profitable and guarantee profitability of transport. In many cases the vehicles are operating on the public roads that are in some parts not suitable for vehicles with increased axle load. The bus stops that these operators use are mostly localized in places that are not suitable to provide any customer service, without additional infrastructure, or in places where they can use the existing transport bays, which are not adjusted to the changes in the settlement network.

There is also no uniform information system that would cover the offers of the private operators. As an example, nearly twenty independent and competing with each other private operators provided their own timetables from different points around the main railway station (Szczecin Central Station), Szczecin PKS bus station and other major interchanging spots for metropolitan area.

There should also be taken into consideration the problem of considering the private operator's offer / services while coordinating the public transport systems. The reason for that is - already mentioned – the lack of integration of the private transport sector, which significantly impedes such actions.

Ryc.8 Collective road transport in the area MOFOW-SOM with the daily number of connections



Source: materials of RBGPWZ (PP7) – Spatial Development Plan of Westpomeranian Voivodeship

A certain part of the passenger transport in the municipalities is operated also by the taxi corporations, which should be treated as a complement to the whole public transport system, although used mainly in urban centers and in the more urbanized municipalities.

It should also be taken into account that a sharing transport systems (e.g. carpooling) have an increasing share and role in the region. Due to the competitive price and rapid development (especially in the area of Szczecin agglomeration and on the route Szczecin-Świnoujście), they are increasingly becoming an alternative to public transport systems and to offer of private operators.

3.2.5 Ferry transport

Public water transport in the MOFOW-SOM area only exists in Świnoujście as part of a regular connection to the Uznam Island, through the crossing of Świnoujście Centrum – Warszów (“Bielk” ferries) and through the ferry crossing of Świnoujście – Karsibór (“Karsibór” ferries). It is currently the only way to reach the Uznam Island from the Polish side. The Ferry operator is Żegluga Świnoujska (Shipping Office of Świnoujście).

3.2.6 Other water transport systems

Passenger water transport is available mainly in the character of tourism and recreation services, and even if it is included in a framework of a regular timetable, it is organized only on a seasonal basis and does not provide any communication functions.

The location of the waterways in the MOFOW-SOM area is worth taking into consideration. They are undisputed spine is the course of the Odra River and the waterway of the Szczecin Lagoon. Most of the municipalities, with the exception of the municipality and city of Stargard, and the municipalities of Stare Czarnowo, Kobylanka, Dobra and Przybiernów, are located with direct access to the waterways and have the basic infrastructure to handle the traffic of vessels.

In **Szczecin** the existing embankments and wharfs in the direct city center plays the role of stops for the regular courses of inland waterway transport (organized trip cruises) of units under the flags of Western Europe countries (ca. 80 to 100 moored in the season) and far less for the large sea cruise ships (several times a year). There is also an offer for the tourist cruises mainly on the Odra River, Dąbie Lake and the Szczecin Lagoon (operators: The Odra Queen and Penne Queen, m/s Dziejanna, m/s Joanna). As a complement of the port infrastructure are smaller harbors that serve as the base for tourist and sports boats. In the recent years, among other investments, in connection with investments related to the redevelopment of waterfronts and increasing their overall accessibility, there can be seen a growth initiatives related to small scale transport services, mainly offered by the operators from private sector. They are mainly seasonal (spring-summer season) and usually offer public charter of units (including Shipping Office of Szczecin, Nautical Center, Stratus-yacht charter, Best Boats, Baltimore, Center Motorboat Slider, Kuter Szczecin) and water transport services on request (unitary numbers of water taxis).

In **Świnoujście** the public water transport takes place only in the framework of regular connection to the Uznam Island by the ferry crossing. From Świnoujście there are also running passenger ferries to Scandinavia - Unity Line (Ystad), Polferries (Ystad and Copenhagen) and TT-Line (to Trelleborg). Other passenger water transport services are based on the leisure and tourist travel cruises in both on the waters of the Szczecin Lagoon and the delta of Świna River (including catamarans "Rybacówka" and "Wodniczka"), as well as on the territorial sea waters (including among others m/s Chateaubriand, Róża Weneda, Viking III"). To German ports (Ahlbeck, Heringsdorf and Bansin) there are operating Adler Schiffe ships. There are also charter boats and yachts. The main mooring wharf is located at the Władysław IV-th embankment.

In **Dziwnów** the main passenger harbor is located at Kościuszko wharf. From this harbor in the summer season regular cruises take place to the Baltic Sea, Szczecin Lagoon („Korsarz”, "Roza Weneda"), and in addition to Kamień Pomorski (Victoria I). In the Dziwnów area there are also private operators offer charter of motor boats and private boat trips (occasional services).

In **Kamień Pomorski** the main passenger harbor (marina) is located at the Sailing Champions Avenue (Marina Kamień Pomorski). During the summer season, there are summer cruises to Dziwnów (Victoria I). In addition, private operators provide services such as taxi boats running on the route Kamień Pomorski - Dziwnów and Kamień Pomorski - Międzywodzie.

In **Międzydroje** there are two marinas - the pier and fishing harbor. From marina located within the pier, during the summer season the units (vessels) depart for short cruises on the Baltic Sea (the Ship Viking III and Adler Vineta ship, which is the property of Adler-Schiffe operator, which runs during the season to the German health resorts that are situated on the Uznam Island).

In **Nowe Warpno** – the only water transport offer is provided by the cruise cutter Lutt Matten, which cruises on the route from Nowe Warpno – Altwarp (on the German side), and providing other leisure cruises (among others on the Szczecin Lagoon and Piastowski Canal).

In **Stepnica** municipality - the services related to water transport are currently offered only by water and recreational equipment rental place "Latarnik" (Albatros - the catamaran with nine persons capacity, that could also provide water taxi services) operating in the town Kopice.

In **Gryfino** – the main passenger marina is located on the wharf in the central part of the city. Currently, there are no services related to water transport. In previous years, there was a possibility to use, among others, the offer of tourist ship "Zefir", currently it supports mainly route Kostrzyn - Słubice – Krosno Odrzańskie.

In **Police** municipality - currently, there is no offer of services related to water transport. The yacht marina located on the area of the municipality in Trzebież, was closed in 2015, due to the ownership dispute.

Also in the municipality of **Wolin** there are no services related to water transport. In the future the development related to the services of marina is planned. At the moment, there are no services that are oriented to provide the commercial public water transport (other than charter of boats).

The environmental conditions and the infrastructure possibilities (related, among others, to many modernizations and expansions of the harbours and marinas in the recent years) for the development of the water transport in the MOFOW-SOM area is still not used properly and adequately. This applies both to large urban centers such as Szczecin and Świnoujście, and other municipalities located along the Odra River, the Dąbie Lake and the Szczecin Lagoon.

For the possibilities of development and potential states, among others, the scale of organized cyclical events – as the grand finale of Tall Ships Races in 2007 and 2013 (next finale in year 2017) 2013), or the Final of Tall Ships Regatta in 2015, during which Szczecin is visited, within a few days, by more than 100 of the largest (sailing) vessels from all over the world and over 2,5 million visitors.

3.3 Organization and financing systems

3.3.1 Organization

The organization of public transport, development plans, management of transport services and financing of public transport, in terms of public utility on the area of individual voivodeships (provinces), districts, and municipalities, in accordance with the Act of the Public Collective Transport of 16 December 2010, should be managed within the area of responsibility of the relevant local government units or their associations.

The transport organizers within their tasks, conclude the contracts for the provision of public collective transport services. Organization of public collective transport (PCT) is based, according to the Act, among others on:

- researching and analyzing the transport needs of the public transport, with taking into account the needs of disabled persons and persons with reduced mobility,
- taking actions to implement the existing transport plan,
- ensuring appropriate conditions for the functioning of public collective transport, particularly in terms of standards for communication stops and train stations, integration of the ticketing and tariff system and passenger information system,
- determining the methods and systems of marking (labelling) of the means of transport used in terms of public utility,

- determining the communication stops and stations, and setting the fees and taxes for using them,
- concluding the contracts for the provision of public collective transport services,
- setting the fees/charges for the carriage and determining the method of ticket distribution for the service,

Currently in the relevant area there is no such entity acting as the overall organizer and coordinator of public transport. The Association of Szczecin Metropolitan Area operating in the SOM area is currently conducting legislative analyses of the legal possibilities of establishing forms of such overall transport association.

Establishment of such entity is difficult due to the present legal conditions, which do not sufficiently cover the issue of organization of such an entity, especially in the context of the overall management of different types of transport and distribution of competence between the local government units.

In the matter of organization of a flexible transport service – such as bike-sharing for example, the Szczecin City Bike System (Bike_S) is worth mentioning. Its origin and development are practically based on the activities of the civil budget. The residents by voting indicate in which direction and in what districts the system should develop. This generates the positive effect of greater community involvement in development of the city. However, what has to be mentioned, not always the bottom-up directions of the system development are appropriate, in regard of the future operation of the system (i.e. less than the expected number of users).

3.3.2 Financing systems

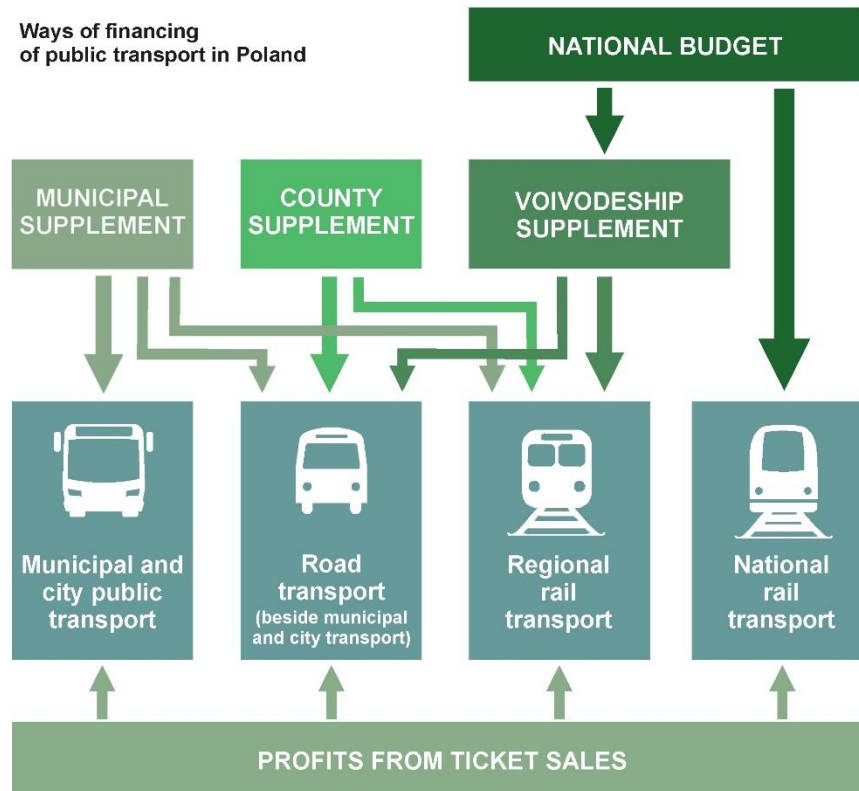
According to the Act on the Public Transport⁴ to funding sources of the transport services of a public utility can be included:

- incomes from the ticket sales and revenues from the services performed (charged by the operator or the transport organizer)
- providing the compensation of lost income to the operator, due to the application of statutory rights to concessionary travel on the public collective transport (from the state budget)
- providing the compensation of costs to the operator due to the application of statutory rights to concessionary travel on the public transport, set within the area of responsibility of the (individual) transport organizer (if they were established) – from the organizer's own resources
- providing the compensation of lost income to the operator, due to provision of the services on the public collective transport by the operator (from the organizer's own resources)
- providing to the operator the means of transportation for the implementation of the transport services in terms of public collective transport

⁴ The Act of the public transport, 16 December 2010, chapter 6, art.50

In addition to funding sources they could also include the funds from the EU programs, however, in most cases the funding includes actions related with creating of the infrastructure, the purchase of the fleet and the implementation and modernization of the management and disposal systems. At this moment there are no programs supporting sustainable and constant financing of public transport services.

Ryc. 9 Ways of financing of public transport in Poland



Source: materials of Last Mile team of RBGPWZ (PP7) based on the Transportation Plan of Westpomeranian Voivodeship

If an operator will prove (demonstrate) that the basis of the loss of income was caused by the provision of the services of a public collective transport, or due to the application of statutory rights to concessionary travel on the public collective transport, the operator is entitled to the compensation, proportional to the loss. The organizer of PCT transfers the compensation to the operator, on the basis of positively verified claim for reimbursement of lost income and incurred costs. It should be noted that the within the compensation entitled to the operator, the term used for the equivalent of the compensation is the “reasonable profit”, referred to in the Annex to Regulation (EC) No 1370/2007. Currently the works are continued to provide regulation, which would determine the reasonable amount of income available to the operator and the way it is calculated.

In terms of pricing in correspondence with the Law on the Public Collective Transport, the Municipal Council may set the (maximum) prices for transport services in public collective transport in the task of a public utility in municipal passenger means of transport.

In terms of county passenger transport services this kind of competence has the County Council. The government of the province may, however, set the prices for transport services in public collective transport within the task of a public utility in provincial passenger services.

3.4 Planning systems and usable availability of transport services

In the MOFOW-SOM area, there are no consistent information and trip planning systems. On a national scale, there are systems that enable timetables check and ticket purchase (but usually only for one type of transport).

3.4.1 Platforms combining different means of transportation (in the whole country scale)

National platforms and on-line systems

- a. www.e-podroznik.pl portal allows to select the route and shows the available means of transportation: train, bus (public and private carriers), BlaBlaCar (a type of car-pooling system). It provides the basic information about the chosen means of transport (possibility of transporting bicycles, the need of booking). It combines public city transport and intercity and for selected cities it offers a door-to-door type of search. It cooperates with operators from the Czech Republic and Germany. The website is available in the following languages: Polish, German, English, Ukrainian, Czech, Serbian, Romanian and Russian. The portal does not have any facilities for the visually impaired. The portal has a mobile application. Through the e-podroznik.pl portal it is possible to purchase a ticket for some public transport means (PKS buses), the web page also redirects to www.blablacar.pl, in order to pay the fee for the car-pooling ride (if this system is chosen). The possible forms of purchase are: Internet transfer, credit card, bank payment transfer and the purchase of traditional cash on the spot with the carrier. There is a possibility to book or purchase through the helpline portal. There is an additional charge for the trade services of booking/buying a ticket.
- b. The portal www.rozklady.nocowanie.pl - combines the search engine for accommodation facilities and travel planning in Poland, (bookmarks to other countries are available on the web page). The website is available in the following languages: Polish, German, English, Czech and Slovak. Portal does not have facilities for the visually impaired. Through the available schedule search engines, it allows to plan a trip by plane, train or by bus (public and private carriers). The portal does not have the functionality of online payments. It redirects to the carrier's web pages instead.
- c. In many transportation systems, the payment can be made through the mobile applications like: SkyCash and moBILET. They allow to purchase, use and validate the tickets in public transport and rail services, and pay the fees in the paid parking zones in the cities covered by the system.

3.4.2 Rail transport

Currently, there are three most consistent systems for rail travel planning. Two are managed by Polskie Koleje Państwowe S.A. (Polish National Railways) and one is a commercial platform (created by Astarium Company).

Online platforms:

- a. The portal www.rozklad-pkp.pl enables the choice of the travel route (fast search engine with all the routes available in the country) and redirects to the web pages of specific rail carriers to provide a possibility of online ticket purchase. The portal is available in the following languages: Polish, German, English and Russian. It has got the functional

facilities for the visually impaired persons with the possibility of increasing the fonts and enhancing the contrast of the page. The search engine offers filtering options with the choice of: operator/carrier, number of transfers, facilities for the physically disabled people and people traveling with children, facilities for travellers with bikes. The portal is available for mobile devices through the mobile app Bilkom but for the full mobile functionality it uses SkyCash mobile app. For detailed information, the online user/traveller has to contact the helpdesk through the telephone – different for each of the carriers or directly at the information on the railway station. Each of the operators (carriers) has their own helpdesk and web page (within the project analysis area these are: PKP Intercity and Przewozy Regionalne (Regional Rail Services). The trains of DeutscheBahn (DB) Railways operate also to Szczecin Central Rail Station and the DB timetable is included in the Polish Railways timetable. However, there is no possibility to buy or book ticket online.

- b. The portal: www.portalpasazera.pl, enables the choice of the travel route. There is no possibility to buy or book ticket online. It informs about the platform number from which the train departs or arrives. The portal is available in Polish and English. It does not have any facilities for the visually impaired persons. The portal informs about the delays and service failures in the real time. It also enables to generate a timetable from the chosen spot in a form of a poster (pdf). It also shows the link to the web page (www.mapa.plk-sa.pl), showing the network of rail routes and connections in Poland. The portal is also available in a mobile version.
- c. The portal www.koleo.pl is a private commercial type of portal, integrating the current offers of the national, regional, and agglomeration rail operators (carriers). It enables the choice of the travel route and the direct ticket purchase (currently the available offer mostly concerns the regional carriers). Currently the web page operates only in Polish. There are no facilities for the visually impaired persons. The web page is also available for the mobile devices and enables online payments in couple of systems.

The payment options:

There are several options of purchasing the rail service tickets:

- Online: the tickets can be bought through mentioned above web pages of the carriers (in most cases through an online transfer payment (the ticket is generated directly from the web page of the carrier), and through mobile apps like SkyCash or moBILET.
- In the railway station – at the counters.
- From the ticket collector (with additional fee of 10 PLN – approximately 2,30 Eur). The extra fee is not charged in several cases, among others: if the traveller is a disabled person, while traveller has already booked a seat, for the people with statutory discounts and while the starting point of a journey is a rail station where there are no ticket counters.

Accessibility for the disabled persons

PKP S.A. (Polish National Railways) provides a free of charge help with getting on and off the train or changing trains to the next communicated train / or replacement bus service. Help is offered on the stations, on which the personnel (staff) is present. The organized help is limited to the list

of specific suitably adapted train stations, with adjustments for disabled persons, which are listed on the web page. Only specific wagons are equipped with the special lifts for the disabled persons. The majority of the rail stations, train stops and the rail rolling stock are not adapted to the requirements and needs of disabled people. However, within the framework of ongoing modernization programs and while purchasing new rolling stock, the requirements of accessibility for disabled people are successively implemented.

3.4.3 Public urban and municipal transport

In the case of urban and municipal transport systems there are existing travel planning systems within the administrative borders or the area of operation of the specific operator (carrier).

Online platforms:

- a. The cities of Stargard and Szczecin are listed in the portal: www.jakdojade.pl that enables the online trip planning. The portal takes into account the connections that work on the basis of intermunicipal agreements, it does not take into account the “Transport on demand” system that operates in Szczecin and other systems (seasonal). The portal is available in Polish and English. It does not have any facilities for disabled people. There is available also as an app for the mobile devices.
- b. Bus transportation in Świnoujście, including the line to Międzyzdroje, uses the portal www.swinoujscie.kiedyprzyjedzie.pl (which also has a mobile version available), which allows you to check the departure time of the next bus. It does not allow to check connections between the lines, or to plan a trip. It indicates the bus stops and the bus timetable, including the line no 10 (from Świnoujście to Międzyzdroje). The portal is available in Polish, English, Czech and Slovak. It does not have any facilities for disabled people. There is available also as an app for the mobile devices.
- c. The other urban and municipal lines do not have a dedicated trip planning systems.

The payment options:

There are several options of purchasing the rail service tickets:

- Online: the portal www.swinoujscie.kiedyprzyjedzie.pl offers the possibility to buy a monthly / season ticket through the system GoPay. Szczecin and Stargard provide the possibility to buy a single-pass and travel pass tickets through mobile devices within SkyCash and moBILET systems.
- In all other mentioned cities, there is a possibility to purchase traditional tickets at designated points and directly from the driver (vehicle operator) during designated hours.
- In addition, in Szczecin there is a possibility to buy tickets from special ticket machines located at the bus stops or in the public transport vehicles.

Accessibility for disabled persons

In Szczecin, there is a special system functioning of dynamic passenger information, including light information boards at bus stops, which show (visualize) the constantly updated time to the next bus departure, and have the function of the voice message. All vehicles of Szczecin transport

system have the functionality of sound information and voice messages. In addition, in the modernized traffic routes the Vienna-type bus stops facilities are realized. They enable easy access to the vehicle and increase passenger safety. In case of Świnoujście urban transport system, all the bus vehicles are adapted for people with disabilities (100% of the fleet are low-floor vehicles). In case of Szczecin (bus and trams) and Stargard (busses), the fleet is gradually replaced.

3.4.4 The other road transport

In the MOFOW-SOM area there is no coherent information system for the bus and minibus travels. Every single operator has their own information portals and systems (national – part of the PKS Company, as well as private bus operators).

Online platforms:

- a. The portal www.busy.info.pl - providing information and offers of various bus operators, including those who are organizing trips abroad. There is no possibility to buy tickets online. The portal is available in: Polish, English and Russian. It does not have any facilities for disabled people. The application for the mobile devices is not available.
- b. The portal www.pksszczecin.info provides the bus timetable (there is no possibility of planning the travel), and allows to purchase a ticket online- but only within the services of PKS Szczecin company. The website is available in the following languages: Polish, German and English. It does not have the facilities for the visually impaired. The portal provides information about the main bus station in Szczecin, timetables, ticket pricing, regulations, etc. The application for the mobile devices is not available.
- c. The portals of private minibus companies operating in the area of rural touristic municipalities: www.wolin-bus.pl, www.jomsborg.com.pl, www.emilbus.com.pl provide the timetable, fleet and regulations. It is not possible to purchase tickets online. The information on the web page is only in Polish. There are no facilities for the visually impaired. Only on Emilbus company web page there is a possibility of phone reservation, but only on the route Szczecin - Świnoujście. These portals do not have any application for the mobile devices.

The payment options:

- Online: only through the PKS Company web site (state carrier), via internet bank transfer
- In other cases, only directly from the driver (vehicle operator) before the departure

Accessibility for disabled persons

Most of the railway and bus stations, communication stops, the fleet and rolling stock used by carriers are not adapted to the requirements of people with disabilities and limited mobility.

Other local platforms and mobile applications:

There is no common mobile application for the MOFOW-SOM area in the field of transport and tourism. In the cities of Szczecin, Świnoujście and Stargard there are numerous smaller mobile applications (often developed by private entities based on data provided by the transport organizer or manager of tourist attraction). They enable trip planning within the area of the city in the terms and framework of: public transport (mobileMPK), location of paid parking zones (Strefa Parkowania), the bike-sharing and bike rental systems (Bike_S, Nextbike, balticbike.pl), and tourist attractions (Visitszczecin), enabling reporting of accidents or failures (alertszczecin.pl) or ordering a taxi (citytaxi, hallotaxi). Within the area of analysed rural touristic municipalities, there are no local mobile applications of that sort.

3.4.5 Water transport

Within MOFOW-SOM area there is practically no available public water transport offer (apart from the ferries in Świnoujście). The existing cruises on the area are mostly in a tourist character (they do not connect two different locations within a route). Due to the small number of water transport connections in the MOFOW-SOM area, there is a lack of one system presenting the available transport offers. The existing information systems are the portals of ship-owners or carriers.

Online platforms:

The portals of private carriers (selected): www.statek.pl, www.statki.net.pl, www.luett-matten-altwarp.de, www.swinoujscie-rejsy.pl, www.narozlewisku.pl, www.latarnik-kopice.pl, www.norddziwnow.pl, www.adler-schiffe.de. They show the timetable, fleet, terms and regulations. The information is mostly in Polish and in German, sometimes in English. There are no facilities for the visually impaired. There is a possibility of booking tickets by telephone. These portals do not have any application for the mobile devices.

The payment options:

- Only on-site, directly from the carrier (vehicle operator) or at the stationary box offices (counters) before the cruise (departure). There is the possibility of purchasing tickets or booking through these portals.

Accessibility for the disabled persons:

- There is no information about the facilities for disabled persons.

4 Existing flexible transport services in tourism

4.1 General information

In the area of MOFOW-SOM, by taking into account the definition of a flexible transport adopted for the LAST MILE project, there are two examples of flexible transport solutions targeted to tourists. The first is the organized system of bike rental BalticBike in Świnoujście, the second are the additional and seasonal train connections run, among others, by the Przewozy Regionalne (regional railway operator).

In the MOFOW-SOM area there are occasional transport initiatives with some characteristics of flexible transport solution (commuting on cultural events) but in nature services are not organized enough to recognize it as the systemic solution. In general, for tourism purposes it can also be used, operating in the country (and in the area of MOFOW-SOM) a carpooling system (BlaBlaCar), but it is difficult to qualify it as a system in which the premise is directed to the needs of tourist mobility.

4.2 BalticBike.pl system (Świnoujście and Międzyzdroje)

Bicycle rental BalticBike.pl system was founded in June 2008, by private entrepreneurs from Świnoujście. In spring of 2013, thanks to the financial support supplied by the European Union with the financial resources of the European Fisheries Fund (EFF) BalticBike.pl purchased new fleet of bikes and accessories that allows a family trip with children, and made vast investments in infrastructure and development of service, increasing the number of bicycle distribution points and number of service cars. Initially rental system functioned in Świnoujście, as a network of points in the city where you can rent and pass loaned equipment. Currently, the system also works in Międzyzdroje. Conducted are also actions aimed at implementing the system in other municipalities at the seaside. At present, the system has nearly 1,000 bicycles. In 2016 BalticBike.pl system made over 36 000 rentals.

Rental operates almost throughout the whole year and provide services for individual users, tourist groups, guests of hotels and B&Bs. According to statistics, almost half of the clients are tourists from Germany. Thanks to well-developed technical support, the company can deliver bikes and necessary equipment to the indicated address. In addition, the company provides technical support on the route for those using its services - in case of bicycle failure on certain routes - the company can repair or replace equipment, so that user can continue the tour. It is possible to book a bike online, and in BalticBike.pl headquarter in Świnoujście non-cash payment is available.

Photo 1 Touristic bike rental system – BalticBike.pl – in Międzyzdroje and Świnoujście.



Source: materials of Last Mile team of RBGPWZ (PP7)

The BalticBike.pl company is also a partner of the UsedomRad company, a provider of network and free-maintenance systems for bike rental - Nextbike. Thanks to this cooperation tourist can plan cross-border travels, eg. from Świnoujście to Ahlbeck and Heringsdorf (across

the German border). Through the BalticBike.pl platform (available in Polish and German) there is also the possibility to use the offer of the German railway operator - UBB and buy 1 ticket (UsedomTicket). As part of the purchased ticket a traveller can repeatedly change trains on the UBB railway and use UBB trains, UBB buses and bicycles of UsedomRad. In a whole-day trip, tourists can visit the island of Uznam (Usedom) commuting by train, for example to Stralsund, combining communication with UBB buses and in the meantime renting and returning (even several times) UsedomRad bikes.

4.3 Seasonal rail connections

Seasonal rail connection, activated mainly by the Przewozy Regionalne (regional railway operator), are associated with an attempt to adapt the transport offer to increasing number of visitors to the area especially during the summer.

In 2016 from Warsaw (through Szczecin) to coastal area of the Baltic Sea in MOFOW-SOM ran a long-distance train IR "Bosman" and from Poznan to Świnoujście and Kołobrzeg ran extra seasonal trains REGIO. Moreover, operator of Przewozy Regionalne launched additional train "Błękitny" from Szczecin to Świnoujście which was able to complete the route from Szczecin to Międzyzdroje in just over an hour. Train was available from 27 June to 31 August (one course there and back daily) and offered 416 seats. On Sunday, at the end of the weekend return train was supplemented by an additional carriage (total 624 seats in result) in order to support a larger number of passengers returning from the sea coast area. Train "Błękitny" is also activated during long weekends and special events.

It's worth to mention the launch of additional rail connections related to the organisation of cultural events. For example, in 2016, regional rail services launched for duration of the international festival of fireworks PYROMAGIC and Sail Szczecin event (gathering of tall ships and regatta finale), three additional connections from Szczecin to Stargard, Gryfino and Goleniów allowed night return after the end of the festival. To handle the Woodstock Music Festival in Kostrzyn additional special rail connections were launched under the name musicRegio. They gave an opportunity for the residents of MOFOW-SOM area to get to the festival by public transport.

5 Results of previous projects in the field of flexible transport

5.1 Elaborated analysis

For the development of the state-of-art analysis, in addition to existing plans and development strategies developed by regional and national authorities, were analysed implemented and implemented programs for flexible transport systems in the MOFOW-SOM area.

As part of the surveys conducted among potential LAST MILE project stakeholders (municipalities, universities, tourist organizations, local transport operators) data was collected on ongoing or completed projects covering the subject of flexible and sustainable transport solutions.

Most of the surveyed municipalities didn't respond or didn't participate so far in projects involving issues of sustainable mobility that considers flexible transport systems. Four municipalities reported two infrastructure projects: cycle path Dobra - Szczecin, transport interchanges centre in Gryfino and two system projects: transport on demand in Szczecin and the system of "car-sharing" with electric cars in Świnoujście.

Most achievements in completed or ongoing project about sustainable and flexible mobility have Szczecin academic and scientific community - University of Szczecin and Maritime University of Szczecin. University of Szczecin is implementing MITRA project supporting the mobility of elderly people on the basis of ecological means of transport and executed analysis of transport tasks for the needs of the Dobra municipality. The projects carried out by the Maritime University of Szczecin, through the Faculty of Engineering and Economics of Transport completed and currently realizes projects for sustainable freight transport logistics and supply chain in urban areas (inter alia, the C-Liege project).

Unfortunately, the university achievements do not translate well into inter-regional and inter-institutional cooperation, especially with local government units – there are no examples of joint realization of projects. As one of the few interactions can be a research project concerning passengers flow in the municipality of Dobra implemented with the participation of the University of Szczecin. The results of studies and projects developed by the Maritime Academy are often used more by the private sector than by the local government units.

From the analysis emerged two examples of implemented flexible transport systems as a result of project activities related to mobility (Bus service on demand for residential area of Podjuchy in Szczecin) or urban actions (City Bike Bike_S in Szczecin) and one instance which is in preparatory phase (System Esprit2go in Świnoujście),

5.2 Selected projects

5.2.1 City bike Bike_S (Szczecin)

The city bikes Bike_S system in Szczecin was created as a result of activities within the framework of the first edition of the Citizens Budget of Szczecin (SBO). Residents, by voting, have chosen projects of city bike system as a major investment to be realized with the use of the available budget funds.

The inauguration of the system of city bike in Szczecin took place in August 2014. In the first stage of the project it was built 35 bike stations served by 360 bicycles. All the necessary infrastructure, bike stations, bicycles and software was supplied by BikeU company. The realisation of the first stage of the system amounted 2.69 million zloty and was fully financed by the Citizens Budget of Szczecin.

Development of the city bike system won also in the subsequent editions of the SBO. In the second stage of expansion in 2016 was planned construction of 29 new stations in the district of Prawobrzeże (right bank of Odra river) and 16 new stations in the Szczecin districts on the left bank of Odra river. Stations on the right bank were financed from the budget of the City of Szczecin and the rest from the Citizens Budget. The realization of this stage was won by the Nextbike Poland company that operates in 13 other Polish cities: Warsaw, Wrocław, Poznań, Katowice, Lublin, Białystok and Opole. Consortium is a part of German company Nextbike GmbH, and gives users the compatibility of services within a single user account. The user of Bike_S system can use the bikes system in the other cities supported by the Nextbike.

An interesting and unusual in the implementation of Szczecin city bike system, compared to other cities, it is the fact that the Nextbike Poland company within the system expansion of Bike_S system, had to ensure the compatibility of the new system with the already functioning system and infrastructure (bikes, stations, information system) provided by the contractor of the first stage.

In addition, the Nextbike Poland company is not (unlike in other cities in Poland) a system operator of bicycle sharing system, but only the provider of systems and infrastructure. Operator and manager of the system is local municipal company NiOL (City Real Estate and Local fees) in Szczecin. This allows access to all data and analytics of the system that is generated directly by an independent entity (the operator is urban and non-commercial entity). This gives certain advantages in management – easier modifications and more efficient monitoring of the entire system.

At the end of 2016 the number of registered users of the Bike_S system was about 20 000 people. The amount of loans in season 2016 amounted to 565,6 thousand. (data form November 2016). In total, since the launch of the system, it registered more than 1.3 million loans.

Further development and project objectives

1. Development plans - actually, the bike-sharing system development is based solely on funds from the city budget secured from Citizens Budget of Szczecin. On the one hand this is an advantage - showing how community initiative and the desire to develop environmental friendly, communication infrastructure may be an impulse to implement such a system. On the other hand, the system operator (NiOL) on behalf of the City of Szczecin, in terms of future development, base only on the proposals of the city citizens that are voted in the framework of SBO. In this way (if the project wins) the project can be implemented, although it does not always reflect a coherent (urban) development vision of the system. NiOL also acts as a consultant for the substantive implementation of the winning projects of Citizens Budget and on this field, there should be developed solution (in formal and legislative format), which could prevent operation (e.g realisation of new bike stations voted by citizens) without coordination with the development plan of flexible city bike system.
2. Plans to change the charging system - normal fare allows borrowing at the same time up to two bicycles. The activation fee is 20 zł (4,5 euro), while the user account must be credited with the amount min. 10 zł to allow the use of bicycles. It currently operates in the following pricing system:

Minute interval:	Price (PLN) / EUR
0-20 min	0 zł / 0 euro
21-60 min	1 zł / 0,23 euro
Second hour:	3 zł / 0,70 euro
Third hour:	5 zł / 1,16 euro
The fourth and another hour	7zł / 1,63 euro
Additional fee for exceeding the 12 hours of rental:	200 zł / 46,51 euro

Currently, the possibilities of new pricing system are being analysed in terms of the subscription fees (eg. monthly fee with a certain number of hours to use - like in bike system in Kraków) for the use of city bike system. One of the arguments is the fact that currently the first 20 minutes are free (according to statistics free rides are about 90% of loans), and the city bike is a form of public transport services. Other urban public transport systems do not offer free travel in any time frame. According to system analysis, city bikes often benefit users who have previously used system of public transport. Their outflow can affect the reduced profitability of city public transport without generating revenue on the side of the city bike system.

Possible reasons for the effective implementation of the system and the proposed recommendations

1. One of the main reasons for the successful implementation of the system and its acceptance by the people was to base its implementation on public participation at the early stage of creation. That residents themselves have indicated this initiative as expected solution for improving the quality of life in the city and through each stage of the Civil Budget they affect its development.

Recommendation: *Possible broad involvement of potential users in the process of formation of the system, if possible, from the very beginning - to build a sense of shared responsibility.*

2. Impact on the willingness of inhabitants to use the system is also the current system of fees in which the first 20 minutes of bike rental is free. This encourages for frequent use of bicycles and planning the optimal route.

Recommendation: *Inviting fees and charging system, especially at the beginning stage of commissioning services. They can compensate for deficiencies in other areas related to the potential start-up problems of the system.*

3. Easy rental system, easy registration, fees payment, and integration within a system allowing for the use of the bicycle in other urban locations.

Recommendation: *The service system support must be as least complicated as possible to provide accessibility to the broadest group of users.*

5.2.2 Bus on demand in Podjuchy (Szczecin)

Transport on demand in the Podjuchy area was created as part of a larger project entitled "Improvement in municipal transport in the Szczecin agglomeration with the use of telematic systems". The project was implemented under Task 8.3 Development of Intelligent Transport Systems in the framework of Programme Infrastructure and Environment and financed by the European Regional Development Fund (ERDF). The entity responsible for the implementation was the City of Szczecin through the Roads and Transport Authority of Szczecin (ZDiTM). The selected operator (also for the year 2017) was Przedsiębiorstwo Komunikacji Autobusowej in Szczecin (city bus transport company).

The purpose of the implementation of transport on demand (call/dial service) was to create the possibility of commutation with the last stops of regular public transport that could be used by inhabitants from less populated peripheral areas, where it would be difficult to organise the regular transportation route. On demand system covered the upper part of the estate of Podjuchy, and communicated this area with first stop of regular communication system (stop at loop Podjuchy).

The system was launched on 1 April 2016. From Monday to Friday (10 hours) on a regular basis run 2 buses that could take up to 20 people. Transport demand is realized in the so-called semi-dynamic way (it has defined start and end stop and stops, on which the passenger has the opportunity to make a reservation). Passengers after contacting the dispatcher can order a bus for a specific hour, which later will take them on a loop or a selected stop. The first application (call) determines the planned trip. The time and route of the journey is different, because the hour and the start of the first course can be different every day. The bus driver, no later than fifteen minutes before departure time, receives a report about the route taking into account the stops, on which the passengers will be getting in or getting off. The report includes

a list of all the stops where the driver has to stop, the order of travel between stops and the number of passengers disembarking at the various stops. The aim is to collect and bringing passengers interested in getting into a place of convenient interchange on public buses - loop "Podjuchy" or from the loops on to designated stops in 15 minutes.

By the end of the year 2016 system on demand transported more than 14 thousand passengers. In the first month of its operation in April a carrier benefited 846 people, while in November record was set with the number of 2189 passengers transported during one month.

Further development and project objectives

1. Development plans - transport system on demand during the first year of operation convinced the users (as evidenced by the upward trend in the number of trips). Therefore, in the next year, the system will continue to be supported and financed (signed an agreement with the operator of the system for service in 2017). In addition, there are being analysed possibilities to run the system on demand in other areas and districts of Szczecin.

Possible reasons for the effective implementation of the system and the proposed recommendations

1. One of the main reasons for successful implementation of the system and its acceptance by the people was adequate fit of the type of service to the actual needs of the residents and a large degree of flexibility of call/dial service (for a specific time indicated).

Recommendation: *Carefully analyse the way of the service in terms of how it will fit to the actual passengers expectations.*

5.2.3 Esprit2go system (Świnoujście)

In 2016 city of Świnoujście, joined as a leader to the first phase of the Esprit2go project funded by the European Territorial Cooperation (ETC) program and European Neighbourhood Instrument under Priority 3: *Improving cross-border communication to enhance the functionality of "blue and green" transportation.*

The project envisages the implementation of the ESPRIT2GO system in the city of Świnoujście and one other location. System is classified as Personal Rapid Transit (PRT) – rapid transport which combines features of individual and collective urban transport. It is a system of "point to point" system, which is supported by several small vehicles moving remotely at light infrastructure without intermediate stops, and in the optimal way, which is chosen by the system according to the criterion of a minimum travel time. PRT is an automatic transport, conducted without the driver.

The project concerns the development of city system of small electric PRT cars, especially for operating in intensively used touristic areas. Cars can be easily connected to each other (so-called road train). After gathering, passengers will be transported to the different parts of the city by the one main operator.

The project is to be located in the City of Świnoujście in the area of the city center, located on the island of Uznam (the proposed location and scope of the project will be the subject of study, which rise as a result of the current, first phase of the project).

6 Existing systems of planning aims/ action plans/ mobility concepts

6.1 Scope of analysis

For the development of present elaboration was made an analyse of the documents that have been developed and implemented over the last five years (including valid ones) or those which are under current development or actualisation. Documents were analysed for reference with the issue of flexible transport systems, especially in the context of tourism. The documents were analysed on multiple levels: national, regional, metropolitan (MOFOW-SOM), county, municipal and individual (city, town, village). Analysis also included strategic and planning documents that mandatory or potentially containing provisions relating to sustainable transport and analysed them in a scope of flexible mobility.

6.2 Selected documents

Analysed were the documents and their provisions related to the area of MOFOW-SOM divided into different levels:

A. National level:

- The Act of 16 December 2010 on the public transport.
- The Act of 6 September 2001 on road transport.
- National Spatial Development Concept until 2030.
- Development Plan of electromobility in Poland (the project).
- Plan for sustainable development of public transport in Poland.
- Transport Development Strategy until 2020.

B. Regional level - voivodeship (in Poland documents of this level are prepared by the regional government of voivodeship⁵):

- Regional development strategy until 2020.
- Development Strategy for the Transport Sector until 2020.
- Plan for sustainable development of public transport for the Voivodeship.
- Spatial Management Plan of Westpomeranian Voivodeship.

C. MOFOW-SOM level:

- Integrated Sustainable Mobility Plan for the Szczecin Metropolitan Area 2016-2023.
- Strategy for Integrated Territorial Investment in Szczecin Metropolitan Area.

D. County level:

- County Development Strategy.
- Plan for sustainable development of public transport for the county.
- The environment protection programme for the county.
- Long-term Investment Programme of the county.
- Long-term Financial Forecast.

⁵ In Poland, there are three levels of local government - municipality, district (county) and voivodeship (provincial) government. Each has a different structure and different powers - but the whole system of local government in Poland is not hierarchical: the scope of action of voivodeship authorities, are without prejudice to the competencies of the county or municipal. Local government is not dependent on units of government administration, with legal personality, the right to dispose of his own property, only to a limited extent subject to control by the central government. Despite this, the province governor (Wojewoda) is in accordance with the Act of 23 January 2009 on palatine and government administration in the province (Dz. U. of 2015. Pos. 525): "supervisory authority over local governments and their associations in terms of legality"

E. Municipal and local level:

- Development strategy.
- Study of conditions and directions of spatial development.
- Long-term Financial Forecast.
- Long-term Investment Program.
- Tourism Development Strategy.
- Local Development Plan.
- Plan for sustainable development of public transport for the municipality.
- The strategy of sustainable development.
- Plans for renewal of the village.
- Local Revitalization Plan.
- Local Revitalization Program.
- The investment offer of the municipality.
- The program of cooperation with non-governmental organizations.
- Strategy of Success.
- Low-carbon economy plan.
- Village development plan.

F. Documents of Local Action Groups and Local Fisheries Action Groups:

- Local Development Strategy.
- Local Fishing Areas Development Strategy

G. Other documents

- Intercommunal agreements for public transport.
- Other intercommunal agreements if cover issues of public transport.

In the case of counties and municipalities analysed were existing documents of a given type (not all territorial units have to develop every document in the above-mentioned scope). As binding documents adopted those provided by local governments or those whose time horizon covers the year 2016.

Conclusions:

Analysis of documents revealed an almost complete lack of recognition of the issues of flexible transport systems in the documents of all levels. The more, there are no references to the recognition of a flexible transport systems in the context of tourism.

With respect to the applicable laws and documents at **national level (A)**, the law on road transport defines the concept of shuttle buses (recognized in accordance with the definitions adopted for the project LAST MILE as one of the possible elements of a flexible transport system). In other laws and documents at that level, only within the Transport Strategy until 2020 has been defined definition of terms relating to the flexible transport systems (bike-sharing, car-sharing, car-pooling) and indicated overall objective of ensuring the possibility of flexible implementation of personalized transport needs.

There are no references to the flexible transport systems in documents at the **voivodeship (provincial) level (B)**. On the one hand, it may indicate a lack of general awareness of the existence and functioning of such systems among those responsible for the preparation of documents, on the other hand, at least at the level of voivodeship documents (Plan for sustainable development of public transport for the Westpomeranian Voivodeship) planning activities are focused on strategic objectives from the point of view of the entire region (priority

to the development of sustainable transport in the form of a well-developed network of railway connections). It should be noted, however, that for example, in development of regional railways are indicated actions that fits within a more flexible transport approach (eg. running seasonal railway connections), no less, at this stage in addition to general provisions about the need for coordination and flexibility of transport, there is lack of mechanisms and systemic proposals to support the integration of municipal transport systems (including flexible) with the transport network of the region.

In documents at the level of **MOFOW-SOM area (C)** provisions relating directly to the flexible transport systems (except for the general provisions of the need to make them more flexible) were also not identified. Specific goals are related to the development of sustainable transport (eg. through development of the metropolitan railway) and indicate the measures addressed in the first instance to the residents of the SOM. The documents do not refer to the issue of transport systems for tourism.

At the **level of counties (D)** in the analysed documents can be seen emerging references to the flexible transport systems as solutions that support the development of mobility. For example, *Plan for sustainable development of public transport for the Goleniów county* indicates transport systems "on demand" as one of the possible solutions to service the needs of disabled persons and persons with reduced mobility.

Also in the documents at the **municipal level (E)**, although still individually, can be seen emerging signals associated with the search for new transport solutions. *Plan for sustainable development of public transport for the city of Szczecin in the years 2014-2025* indicates the activities of more flexible public transport system through the implementation of systems "on demand" that are complementary to the system of regular communication.

In other **analysed documents (F), (G)**, were not identified any reference to the issue of flexible transport systems and to the issue of sustainable transport in tourism.

Summary

In most examined documents, regardless of level, they have not been identified direct provisions relating to the activities related to flexible transport systems. It lacks both provisions dedicated to different system types ("on demand" systems, car-sharing, car-pooling) as well as possible systemic solutions that could place flexible systems in organizational structure of transport (for example, as a preferred system that should operate in areas with insufficient availability of transport or areas struggling with large seasonal trends). Currently in documents provisions often relate to general support to the sustainable development of public transport and reduce car traffic and individual emissions. Individual examples show awareness of governments regarding the issue of communication problems of the small remote towns and transport accessibility for persons with reduced mobility.

In addition, most of documents does not correspond with each other in terms of common strategies and plans for sustainable development - issues of transport, tourism and carbon efficiency policies (low-carbon economy) operate practical as three separate issues. This is particularly clearly by no recognition in the transport policies the issues related to the service of tourism.

It can be assumed that the lack of awareness of the flexible transport systems is due to the still inadequate level of knowledge about the possibilities and how they work. Emphasis should be placed on supporting policies of information in this regard, especially in the context of a possible economic profit when applying flexible systems compared to traditional, regular transport

systems. The process of education and information should start from the level of municipalities, as they are the entities responsible for organizing the transport but also in direct contact with the problems of accessibility in the area (including specific examples of the "last mile" issue).

The analysis was conducted by a team of LAST MILE of Regional Office for Spatial Planning of Westpomeranian Voivodeship based on the collected data available through pages of Public Information Bulletin and other websites containing documents of local government units and on the basis of the commissioned expert study "The analysis of planning and strategic documents in municipalities: Szczecin, Stargard, Świnoujście, Goleniów, Gryfino, Police, Stepnica, Nowe Warpno, Kobylanka, Stare Czarnowo, Dobra (Szczecin), Kołbaskowo, Dziwnów, Kamień Pomorski, Wolin, Międzyzdroje, Przybiernów for the project "LAST MILE - Sustainable mobility for the last mile in tourism regions" in the framework of the task 1-A.2 "State-of-the Art in the regions".

7 Cooperation and communication

7.1 Cooperation between public and private operators of transport services

In the area of MOFOW-SOM it was not identified a uniform platform for cooperation between public and private operators of transport services. No formal system of cooperation in the form of associations, partnerships or forums was found. Among the organised entities, it can point Western Road Transport Association associating approx. 275 members (transport companies), but largely it is focused on activities related to international transport and freight shipping.

There is a clear relationship between the common deficit of public transport and the promotion of private transport systems by the municipalities. In areas where the offer of organized public transport is insufficient, municipalities as transport organisers in their administrative boundaries often mention on their websites about private carriers and operators and about their transport services in municipality. For example, Międzyzdroje encourages tourists to use car-pooling systems (BlaBlaCar) as one of the possibilities to come to the municipality.

Among the municipalities that effectively undertake activities related to cooperation with private operators should indicate Świnoujście and Międzyzdroje. City of Świnoujście is a good example of cooperation between a private bus line and the PKS (public operator) and the public city transport serving line No. 10 (to Międzyzdroje). Entities are arranged timetable, so that they are complementary to each other. Moreover, Świnoujście is working with the private operator of tourist electric carriages Cyrus Tours (www.cyrus-tours.pl) when handling organization of tourism events and cultural activities.

It should also be noted the minimal response of private transport service operators at the stage of collecting data for analysis. This is due to, among other things, a lack of organised systems of cooperation with the private sector, other than the operator selection procedure for the provision of transport services in the municipalities.

7.2 Cooperation between transport and tourism

In the area of MOFOW-SOM it was not identified a unified platform for cooperation between the tourism industry and transport entities. There are associations and organizations in the form of the West Pomeranian Regional Tourist Organization, Forum of Tourism, local tourism

organizations or the Forum of Touristic Regions, however, they are gathering mainly entities from tourism industry.

One of the few organized and cyclic events on a significant scale giving an opportunity to exchange experiences between the tourist industry and transport entities are Szczecin Tourist Fairs MARKET TOUR organized in the framework of outdoor event named Picnic on the Odra River. However, most of the activities related to the cooperation between the industries is ad hoc and particular. For example, organizers of cultural and tourist events report to the transport organizer or operator in area to ask for the provision of transport services (eg. mentioned regional railways). On the other side, private transport entrepreneurs (eg. the operator of tourist electric carriages in Międzyzdroje) on its own initiative, establish cooperation with managers of tourist attractions on the area of the municipality and organize regular trips to these attractions.

It should be noted that there is a noticeable positive trend of self-organization of those entities involved in the tourist industry, particularly in the hotel sector (eg. Initiatives related to the integration of the hotel industry in Międzyzdroje). The representatives of the hotel industry recommend services and attractions and inform also about possible available transport services. Locally existing associations of this type may become the basis for future co-operation activities with the transport industry.

7.3 Communication and dissemination

In the area of MOFOW-SOM lack of a single, integrated system to disseminate information about the offer of transport, especially with integrated information about the tourist offer in the area. Currently being implemented by the Marshal Office of the West Pomerania project to create a wide web platform covering the tourist transport offer of the entire province, but it is still at the stage of development. In the future, with an adequate degree of implementation may be a kind of a common standard for the region.

Currently, the process of promoting and informing about the offer of transport is directly a responsibility of transport organizers and operators as part of their duties. Subject to voivodeship government, the regional railway transport has its own policy of information through their own websites and through traditional distribution channels (press releases, materials directed to regional television and radio stations) and social media - currently with short-range (twitter - approx. 2,700 followers, Facebook - ca. 2,000 followers as of January 2017). Municipalities provide information about public transport mainly through the same distribution channels (municipal information portals, official government websites and local media). Additionally, some municipalities with insufficient public transport accessibility reports on their websites about offers of private operators. City of Szczecin in 2016 launched the application *WS₂ News from Szczecin* by which you can follow current events in the city, receive information on a chosen topic (eg. Communication) but also get familiar with the activities and plans of the City Council and its subordinate units.

Part of the activities related to the promotion of flexible transport solutions addressed to the needs of tourism products can be distributed via existing in the area local tourist organizations (promoting offers among tourism operators) and West Pomeranian Tourist Organization (actions at the regional and supra-regional level) and through indicated in the previous section organized regional associations operating in the tourism industry.

7.4 Supporting organisations

In the region, among the institutions supporting the activities related to the development of mobility policies and systems in the area of MOFOW-SOM, can be indicated, first of all, academic units. Within the Faculty of Management and Economics of Services of the University of Szczecin operates, among other, System and Transport Policy Department with the TransLab Laboratory (Transport Research and Sustainable Mobility Laboratory). The aim of the laboratory is to conduct research projects and support the transport sector (also the public transport sector) in the implementation of innovations and new technological solutions. Faculty of Engineering and Economics of Transport of Maritime University of Szczecin, at the Institute of Transport Management and the Institute of Transport Engineering carries out projects and studies MILE related to the integration of transport systems, including the water transport also.

8 Need for action / analysis of lacks and potentials

8.1 Recommended area of required operations

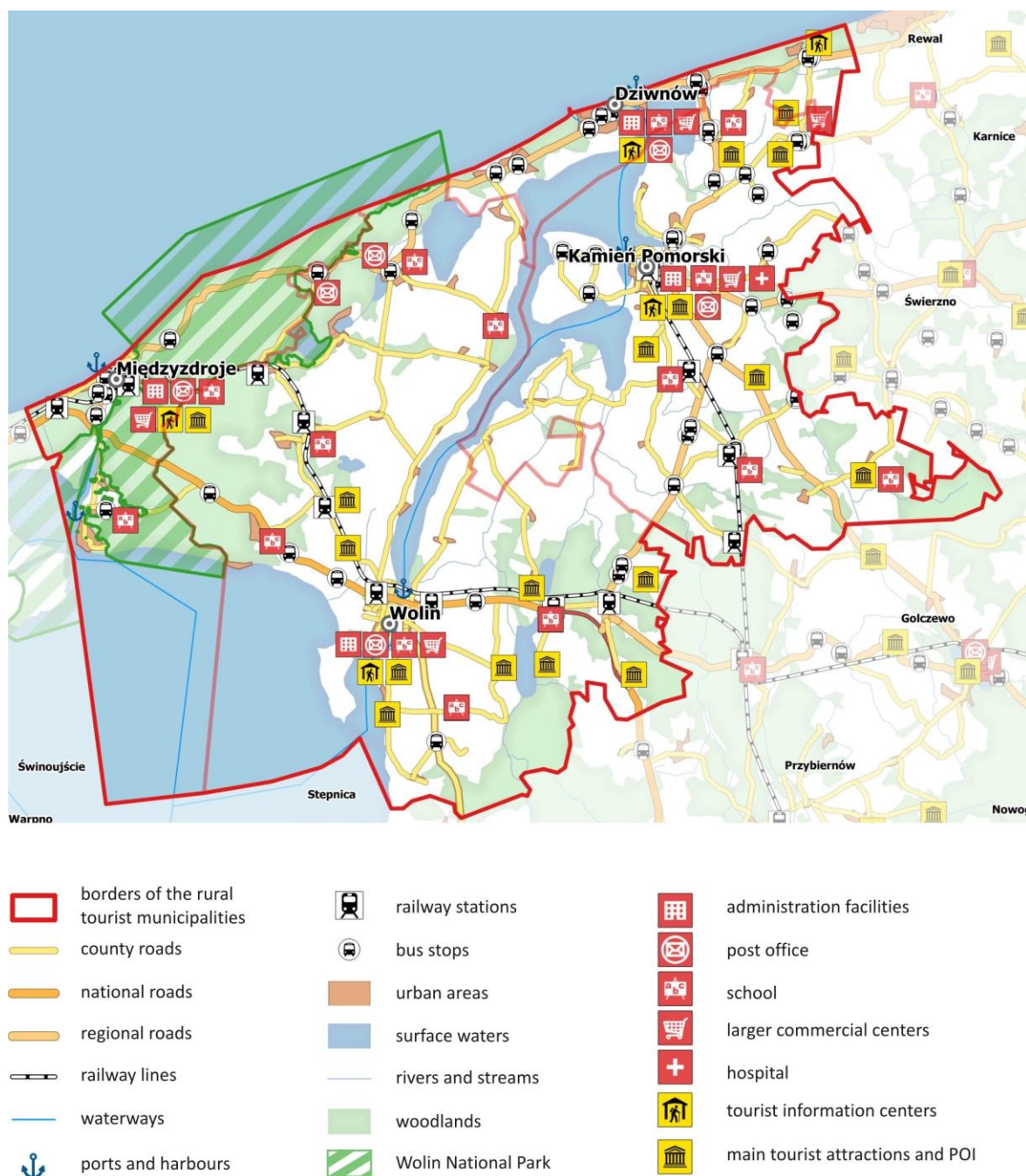
As described in a section 1.1 *Definition of examined area*, in relation to the transport demand and to determination of spaces which in particular concern to the subject of LAST MILE project, in MOFOW-SOM identified four municipalities, which comply with the established criteria for areas requiring specific action. These are, adjoining together, municipalities of Dziwnów, Kamień Pomorski, Międzyzdroje and Wolin lying in the coastal belt of the Baltic Sea.

Regarding vast tourist attractions, accommodation infrastructure and distinct part of tourism in services sector, this area can be considered a tourist district (which is part of the coastal tourist region). Situated in close proximity to the Baltic coast gives it a partly a character of the tourist nature region of streaked specification (municipality Dziwnów and Międzyzdroje - having the highest seasonal increase in the number of visitors) with municipalities located towards the land with untapped tourism potential (Wolin and Kamień Pomorski - relatively constant number of visitors throughout the whole year).

In the paragraphs 2.8-2.11 described the general characteristics of the different municipalities with reference to tourism potential, transport solutions for tourists and reported by municipalities deficits in the accessibility of transport (also in the context of the "last mile" issues).

Needed and sought transport solutions in the indicated area of municipalities must take into consideration expected increase of the accessibility of transport (services that support accessibility of settlement network of municipalities), striving to combine common tourist potentials, increase of the external accessibility (connection to key nodes and lines of communication in MOFOW-SOM area). Due to the financial burden on municipalities, solutions should be economical (low launch cost of the services) and giving the possibility of longer-term financing.

Ryc.10 Area of the rural tourist municipalities.



Source: materials of Last Mile team of RBGPWZ (PP7)

8.2 Indicated type of flexible transport system.

Conditions regarding the transport availability disclosed, that for the selected area one of the most preferred solution is to use the **call/dial system** in form of an appropriate model of transport on demand. These systems operate successfully in many areas in European countries (solutions in the Defereggen Valley in East Tyrol, organised transport in the National Park Aigüestortes in the Region of Catalonia), but also in recent years appear in our country (transport systems on demand in Kraków and Szczecin). These solutions can be used to service the settlement network (especially spread ones) as a public transportation system for the

residents. It's possible to use them also as solution tailored for the needs of tourists and servicing tourist areas. At the indicated area of the required actions, can "on demand: transport can be applied in both cases as:

The daily public transport system - solution aimed at residents, increase the accessibility of the area, including also the places currently excluded from communication. This system could be used in different scales, both to solve local transportation limitations in the area of individual municipalities (eg. flexible connection between peripheral area with municipality center) but also could become a system solution for the entire area (through the joint organization of transport at supra-municipality level).

The transport system on the needs of service the tourist traffic (in season) - solution aimed at tourists, supporting the movement both within the municipalities and between them (as an alternative to individual transport), the system could be based on network of areas and tourist facilities located in various municipalities. The system would combine in this way their mutual potential for tourism, facilitate the distribution of tourist traffic in season and allow the integration of tourism policy, among others by one jointly promoted flexible transport service. Due to the specificity of area the way of working this service must take into account the seasonality of tourism. In contrast, due to the fact that service of tourist transport isn't a service of public transport, this solution would have to be based on the cooperation of public sector with private sector (eg. local government should be preparing conditions to ensure probability of the service and private operators will realise it).

8.3 SWOT - analysis

Due to the possibility of use of the call /dial on demand systems to solve two different problems, the SWOT analysis has been prepared separately for each possible situation:

The daily public transport system (residents)

Strengths	<ul style="list-style-type: none"> • Increase the transport accessibility of the area. • Better adjustment of service to actual transport needs of residents. • More efficient modification of service (adding or removal stops of public transport). • Easier coordination with other transport systems operating in the area. • Support for the solution of the last mile problem. • Possibility of operating in different modes (eg. an additional service related to the mass event). • Changing the existing regular transport system to call/dial on demand system can bring significant financial savings (no empty runs issue).
Weaknesses	<ul style="list-style-type: none"> • Requires additional funding both for the start-up of service as well as its long-term financing. • Operating on the unprofitable routes can increase the level of debt service. • Operating on the profitable routes can lead to compete with private carriers, and the honouring of discount tickets (existing subsidies for reduced-fare tickets for public transport) can lead to accusations of unfair competition and monopolization of the market. • Lack of experience in implementation and operation of such services by the transport organizer. • Lack of experience in use of this type of service by the passenger.
Opportunities	<ul style="list-style-type: none"> • Technological advances and increasingly higher proportion of people using mobile devices makes easier to implement modern and easy-to-use systems and dispatch systems. • The existing financing instruments give the possibility eg. for buying a modern

	<p>transport fleet.</p> <ul style="list-style-type: none"> The existing EU programs aimed at promoting sustainable transport solutions (easier acquisition of experience and know-how).
Threats	<ul style="list-style-type: none"> Legal framework does not fully take into account the specifics of transport on demand (eg. emerging doubts about whether it is regular or occasional transport service). Changing policies and legislation of transport (which may arise new restrictions on the way for operating of service, eg. the elimination of subsidies for discount tickets). The continuing growth trend of individual transport and decrease in the number of public transport users.

The transport system on the needs of service the tourist traffic (in season)

Strengths	<ul style="list-style-type: none"> Develop on the area new alternatives to individual transport, especially in the context of increased seasonal traffic. Possibility to create unified system (common standard), which integrates the tourist potentials of municipalities. Regulated cooperation with the private sector (incentive to create eg. associations of private operators). Regulated way of operating may allow access to tourist facilities in protected areas and areas where service has not been profitable so far. Operating in the low-carbon policy, particularly important in protected areas and health resorts.
Weaknesses	<ul style="list-style-type: none"> Lack of proper functioning form of cooperation between local governments and the private operators (lack of experience in the organization of public-private partnerships). Lack of integration of private operators (no common representation of the interests of private sector). Due to the fact that tourist transport is not a public transport (not entitled to a system of subsidies) service must be profitable. In the absence of sufficient transport solutions in the area targeted to the residents, they can oppose to the involvement of municipalities (particularly financial) in development of systems directed for tourists. Different expectations and needs of individual municipalities, which can affect willingness to cooperate. Lack of a coherent system of information on this type of service.
Opportunities	<ul style="list-style-type: none"> The expected increase of tourist traffic on the project area (increasing base of potential users of the system). Ability to build and promote new tourism products based on the transport system. Coastal municipalities are seeking solutions for the problem of increased individual traffic in the area during the tourist season.
Threats	<ul style="list-style-type: none"> The continuing growth trend of individual transport and decrease in the number of public transport users. The seasonal nature of tourism makes that in the winter months the service will be unprofitable.

9 Biography

A. National level:

- The Act of 16 December 2010 on the public transport.
- The Act of 6 September 2001 on road transport.
- National Spatial Development Concept until 2030.
- Development Plan of electromobility in Poland (the project).
- Plan for sustainable development of public transport in Poland.
- Transport Development Strategy until 2020.

B. Regional level - voivodeship

- Regional development strategy until 2020.
- Development Strategy for the Transport Sector until 2020.
- Plan for sustainable development of public transport for the Voivodeship.
- Spatial Management Plan of Westpomeranian Voivodeship.

C. MOFOW-SOM level:

- Integrated Sustainable Mobility Plan for the Szczecin Metropolitan Area 2016-2023.
- Strategy for Integrated Territorial Investment in Szczecin Metropolitan Area.

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G. Other documents

- Intercommunal agreements for public transport.
- Other intercommunal agreements if cover issues of public transport.