FLEXIBLE TRANSPORT SYSTEMS TECHNICAL STATE OF THE ART

westpomeranian voivodeship, Poland

Regional state-of-the-art analysis

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.

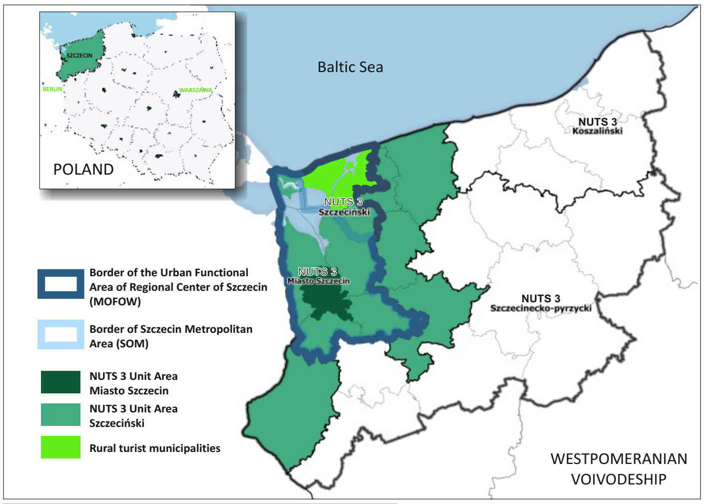
Analyzed within the Last Mile project Szczecin Metropolitan Area (MOFOW-SOM) is the main growth centre in the region, accumulating social capital and economic development. Szczecin as the capital of the voivodeship, is the main centre of administrative, economic, scientific, cultural, medical activities. 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.

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 (Szczecin Metropolitan Area) and five additional municipalities - Dziwnów, Wolin, Kamień Pomorski, Międzyzdroje and Przybiernów. These communes are a priority area of the project.

Flexible transport systems in the analyzed area

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.



Source: Last Mile team in RBGPWZ

Region	SZCZECIN METROPOLITAN AREA (MOFOW-SOM) WESTPOMERANIAN VOIVODESHIP
Area (km^2)	22.892
Inhabitants	1 710 482
Regional transport network	• Central European Transport Corridor CETC-ROUTE65 connecting Scandinavia with South Europe; • 12,702.3 km - pavement public roads; • 1136.3 km - national roads, including 25.3 km of motorways, and 135.1 km are express roads; • 1 airport: Szczecin-Goleniów Airport; • 1183 km - total length of railway lines operated; • Water transport network: Waterway of Odra River linking ports and centers of the area with Silesia and in the direction of the western Odra-Sprewa and Odra-Hawela canals with Berlin and the western part of Europe; • 2 seaports: Szczecin and Świnoujście; • The tram network exists only in Szczecin - 110 in total kilometers long (about 64 km of track); 12 lines tramway connecting about 90 stops;
Sustainable transport network and flexible transport systems	• Internet travel planning portal: jakdojade.pl - cities like Szczecin and Stargard are included; • BalitcBike.pl System (Świnoujscie and Międzyzdroje); • Seasonal rail connections; • City Bike: Bike_S (Szczecin); • Transport on demand at the estate Podjuchy (Szczecin) - Call / Diall system; • Concept of network of cycling routes in West Pomerania;

SWOT Analysis

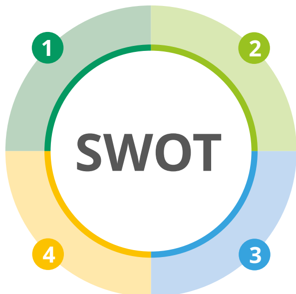
Due to the condition of two different target groups, which can be addressed to the flexible transport system in seasonal tourist areas, two SWOT analyzes were developed.

Daily public transport system (residents):

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• 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).	• 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.	• 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 transport fleet. • The existing EU programs aimed at promoting sustainable transport solutions (easier acquisition of experience and know-how).	• 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):

• 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.	• 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.	• 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.	• 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.



THE PROJECT PARTNERS

ALL ABOUT LAST MILE AT:

www.interregeurope.eu/lastmile

THE FULL ANALYSIS IS FREELY AVAILABLE AT THE PROJECT WEBSITE.

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