

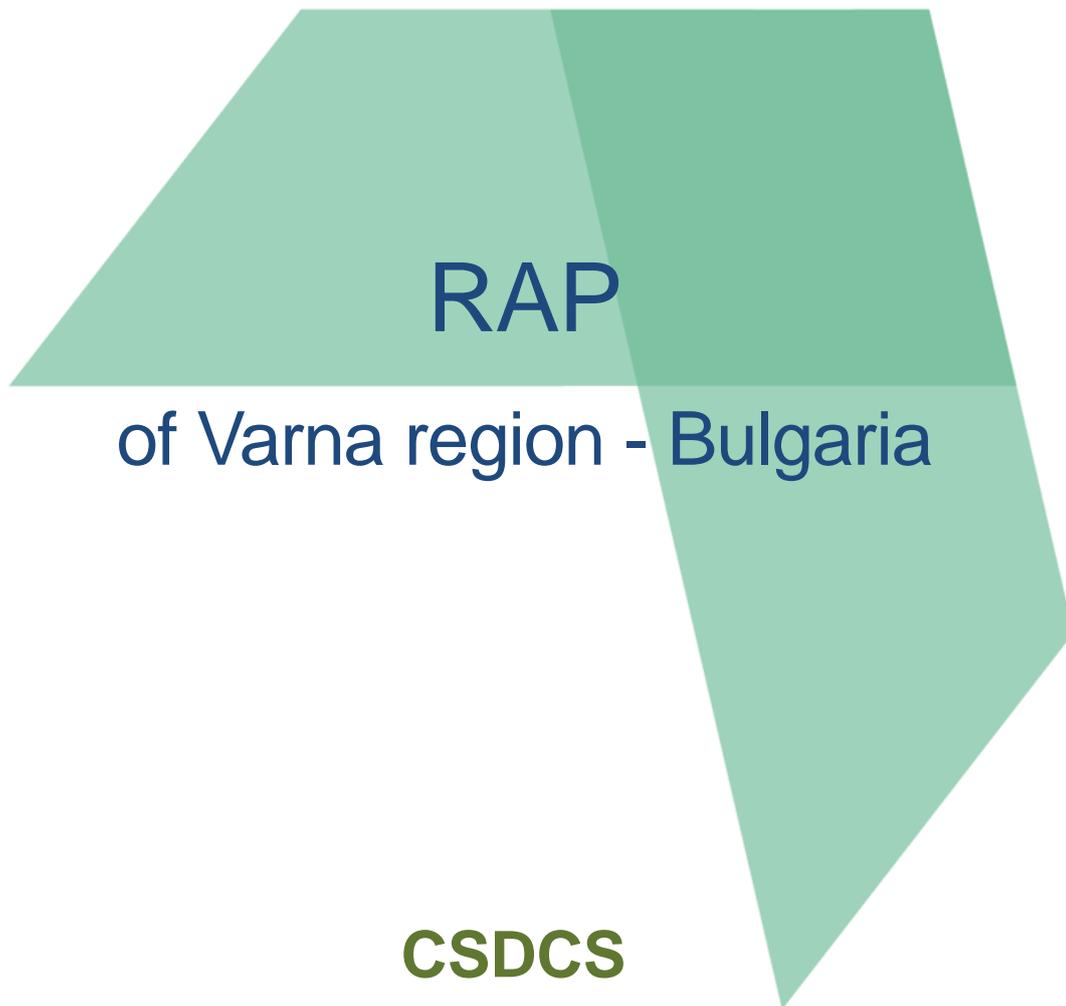


# LAST MILE

Interreg Europe



European Union  
European Regional  
Development Fund



**CSDCS**

Club Sustainable Development of Civil Society

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# ABSTRACT

The Varna Region occupies an area of 3820 square km., which represents 3.44% of the territory of Bulgaria. It covers 12 municipalities - Avren, Aksakovo, Beloslav, Byala, Varna, Vetrino, Valchi Dol, Devnya, Dolni Chiflik, Dalgopol, Provadia and Suvorovo. In the Province there are 11 cities and 148 villages. The population up to 31.12.2016 numbers 472,926 people (according to NSI), 17% of which live in rural areas. In the classification of EU (Urban / rural typology of NUTS3 regions - Bulgaria, BG331) the Varna province is defined as intermediate region.

In the RAP, the main accent is put on the municipalities with well developed tourism activities, bordering with the Black Sea or having some other important natural, cultural and historic tourism assets. Although Varna Municipality has the largest share of the tourist development of the region, where are concentrated 90% of the accommodation base and 85% of the overnights registered, many other municipalities have considerable tourism potential and are suitable for the project.

The transport and mobility situation in Varna Province is thoroughly analyzed. The region is characterized by a mean density of the road network of 328.99 km / km<sup>2</sup> and a total length of 1 256.60km (1337.2km., of which 80.60 km are unpaved). The rail transport is not very suitable for tourism. The city of Varna is the main railway junction. From the station depart different trains but the railway connections to the touristic towns and villages are rare and very slow.

Besides the railway links and the number of trains between Varna and some municipalities (such as Avren, Beloslav, Dalgopol, Devnya, Dolni Chiflik, Provadia, Suvorovo and Valchi dol) there are bus services to all cities, which are performed by a large number of private bus operators. Bus transportation is carried out in a predetermined schedule. The cycling infrastructure is mainly developed in Varna city.

The Flexible Transport Services (FTS) were unknown in Varna, as well as in the whole country. Municipalities had total lack of experience in providing FTS like e-cars and e-bikes rental, cable cars, shuttle services, hailed shared taxis, etc.

A detailed SWOT-analysis of the Technical State-of-the-art of Regional Public Transport Systems of Varna region is presented. The main barriers for implementation of FTS in Bulgaria stemming from the legal frame, the transport government and the educational curricula are discussed.

The second part of RAP describes the Policy instrument addressed – the Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region). Our main goal was to change it by introducing of new texts concerning mobility and FTS – e.g. planning actions for achieving the specific objectives: Support of municipal projects for introduction of flexible transport services in tourism areas (seasonal sustainable transport services by e-buses,

shuttles, e-cars and bikes rental, water transport and on-demand transportation), as well as improvement of the information for passengers through creation of Mobility Information Centers in combination with the Tourism Info-points).

In total 8 specific actions are planned and will be integrated in the before mentioned Regional Plan. These actions are related to the development of the SUMP for Varna region, regional sustainable tourism and mobility planning, concrete implementation of sustainable flexible mobility offers and to the awareness raising in Varna municipalities. 25 new green jobs will be opened for serving the new mobility measures.

The changes of the Policy instrument is crucial for the Varna region because the new texts introduced together with the concrete planned projects of the municipalities will be able to attract investments via the current OP "Regional development", the Black Sea OP, as well as to be funded by the ERDF assigned in the new Operational Programme of the Ministry of Regional Development 2021-2027.

# PART I – General information

## Project and partner key facts

**Project:** LAST MILE – Sustainable mobility for the last mile in tourism regions

**Partner Organisation:** CSDCS

**Other partner organizations involved (if relevant):** n/a

**Country:** BULGARIA

**NUTS2 Region:** BG331

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## Background and starting basis

### Results of regional analyses in the field of “last mile” mobility

The Technical SoA was developed during the period December 2016 - March 2017. It applies to the Varna Region, especially to the municipalities identified as attractive touristic sites.

The data collection and the data analysis were supported by the Varna Regional Administration as well as by the local governments. A detailed questionnaire, based on the methodological guidance of the project was developed and presented to regional stakeholders for collecting the primary data.

The secondary data was mostly obtained by the National Statistical Institute (NSI) and other official sources.

The main problems that were encountered in the development process of the analysis were:

- Regional and local authorities were not familiar with the concept of sustainable urban mobility and Flexible transport services (FTS);
- In this regard, they never collected any information on urban mobility parameters.

The Varna Region occupies an area of 3820 square km., which represents 3.44% of the territory of Bulgaria. It covers 12 municipalities - Avren, Aksakovo, Beloslav, Byala, Varna,

Vetrino, Valchi Dol, Devnya, Dolni Chiflik, Dalgopol, Provadia, Suvorovo. In the Province there are 11 cities and 148 villages.

The population up to 31.12.2016 numbers 472,926 people (according to NSI). 17% of which lives in rural areas. In the classification of EU (Urban / rural typology of NUTS3 regions - Bulgaria, BG331) the Varna province is defined as **intermediate** region.

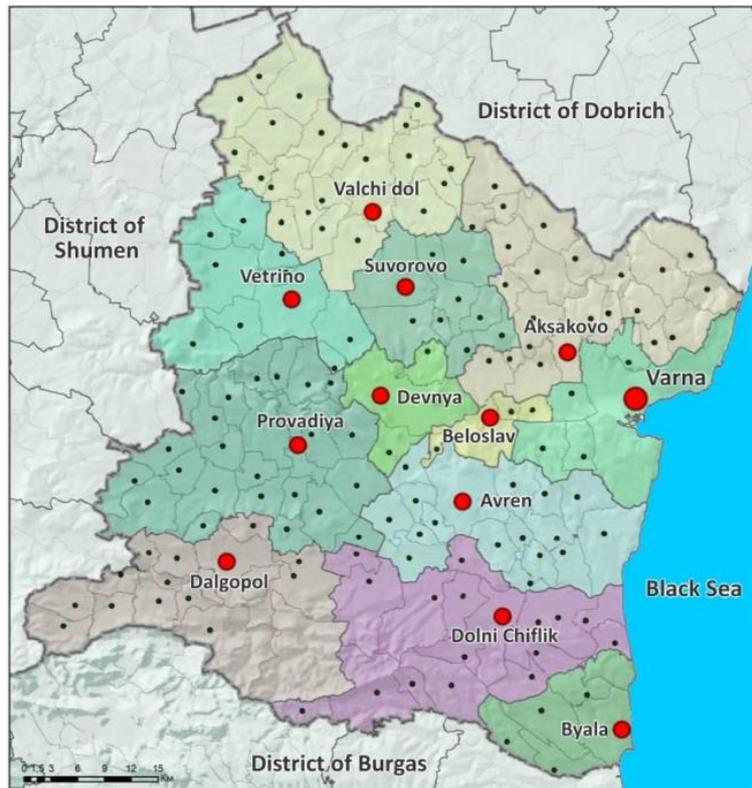


Fig. 1 Map of Varna province

The population of the Varna Region is characterized by concentration of the economic activities mainly in Varna Municipality and partly in the municipalities of Devnya, Beloslav and Provadia. The rest of the region has the character of rural areas. From the municipalities in the Varna province, the main accent of analysis is put on those with well developed tourism activities, bordering with the Black Sea or having some other important natural, cultural and historic tourism assets. They have considerable tourism potential and are suitable for the project.

In Varna the economy has diversified structure. Key sectors are: port operations, shipping, shipbuilding, ship repair, tourism, chemical industry, machinery, textile, food processing, furniture manufacturing, construction and agriculture. The share of agricultural sector is only

2.6% (at a national average of 4.9%). Industry sector occupies 28.7% and there is a very high share of service sector - 69%, which is explained by the role of the city as a regional tourism center with 394 accommodation facilities and 4 453 317 overnights in 2015. Varna Municipality has the largest share of the tourist development of the region, where are concentrated 90% of the accommodation base and 85% of the overnights registered.

The relief of the region is flat-hilly and includes plateaus, plains and valleys. The majority of the land is used for agriculture. The amount of arable land is of 198,081 hectares. The coastline of the Black Sea in Varna province long 79 km. is used mainly for tourism.

The territory of protected areas holds 1.87% of the region. Protected areas are 37 with total area of 4320 ha: 1 wildlife sanctuary – 849,7531 ha, 4 maintained reserves - 212.9 ha, 1 natural park - 1320.7 ha, 24 protected areas - 1828.563 ha and 7 nature landmarks - 107.98 hectares. 7 protected areas defined under the Protection Act of wild birds (Directive 79/409 / EEC), as well as 14 areas defined under the Protection Act of habitats of wild flora and fauna are located in Varna province. There are 5 municipalities with objects from the National Ecological Network, occupying over 60% of the territory: Provadiya, Dolni Chiflik, Byala, Dalgopol and Aksakovo. Byala Municipality has 100% of its territory under nature conservation.



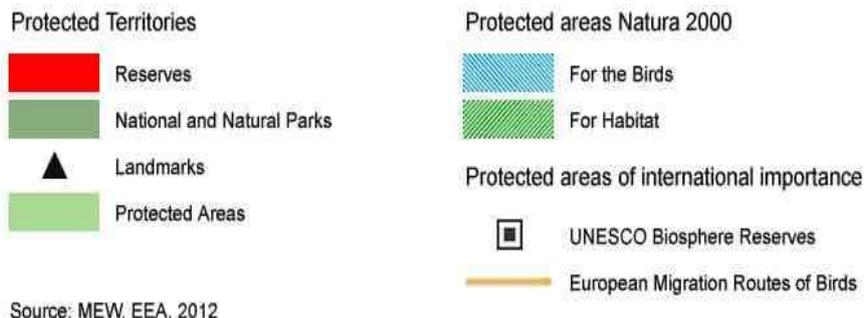


Fig. 2 Map of the protected areas in Varna province

The main touristic hot-spots are:

1. *Municipality of Avren*

The municipality is composed entirely of picturesque villages, including the central village of Avren. It has a wide variety of conditions for development of touristic activities: family recreation, summer (sea), cultural, eco-, route-cognitive, sports, scientific, weekend retreat, rural, business (Congress), camp and adventure tourism.

The municipality has set as a strategic goal in the Municipal Development Plan 2014 - 2020 the development of tourism - "*Priority 1.2. Diversification of tourism supply and inclusion of natural and cultural wealth of the entire territory of the municipality.*" The specific task is defined as "*Creating specific regional tourist product based on cultural and natural heritage.*" The municipality has developed its marketing strategy for tourism development in Avren 2015 – 2020.



Fig.3 Map of Avren Municipality

The Resort "Kamchia" occupies an area of 5 900 acres, 192 acres of which are beaches. In the coastal zone there are two tourist centers: complex "Kamchia - North" and complex "Romance." Year-round tourist sites are the spa-hotel "Orpheus Palace", which is surrounded by thick dense forest and is located in the center of resort "Kamchia", 20 km from the city of Varna and 28 km. from the Varna Airport and the complex "Crystal", built on the coast of the Black Sea. The Kamchia floodplain forest, known as Longosa is characterized with multi-storey structure, presence of numerous climbing plants (lianas) and a large flora and fauna diversity, which gives the appearance of rainforest formed in a temperate climate. The reserve "Kamchia" has an area of 842 ha, located on both riversides of the River Kamchia. Protected area "Kamchia Sands" covers the coastal strip of sand and the transition zone between it and floodplain forest and has a total area of 373.6 hectares. Here are established almost all endemic plants, unique only for the Pontic flora, and the complex is on the list of Important Bird Areas of Europe.

Near Avren are located the medieval rock monastery "Keshishlik" and the medieval fortress city of XI-XIV century "Petrichkale" , which is built on the foundations of early Byzantine fortress from V century. In the village of Tsarevtsi is situated a museum complex "St. St. Konstantin and Elena ", consisting of a church dating from 1825 and a monastery school with a carpet workshop.

On the territory of the municipality operates a TIC (tourism information center), located in the village of Avren and established under the project "Improvement of tourism infrastructure and facilities in the municipality of Avren" funded by the SF. The information is available in Bulgarian, Russian and English languages according to the main visitors' groups. The visitors are mainly Russians, English, Germans, Norwegians, but there are tourists from other countries in Europe, Asia, North America, Africa and Australia. Organised tourists arrive by bus, individuals - by car. Assessment ratio is 60% organized groups and 40% individual tourists. Till present there are no any sustainable mobility solutions in the resort areas, there is a lack of knowledge and vision for this.

## *2. Municipality of Byala*

Byala is located in the central part of the Bulgarian Black Sea coast. Areas in Byala are mainly agricultural (39.0%) and forests and forest areas (55.4%). Tourism is important for the territory as a whole. The municipality has preserved natural environment and rich biodiversity and cultural heritage. The climate is favorable temperate continental with an average annual temperature in the range of 11-12.5 degrees. Environment, combining mountainous, hilly and

sea relief is diverse and attractive for combining different kinds of tourism. Much of Byala Municipality falls within the Natura-2000. In Byala there are two protected areas. The natural landmark "White Rocks" with a total area of 14.2 ha, located in the village of Byala. Protected Area with name "Forest shack" with a total area of 93.4 ha, located in the village Gospodinovo.

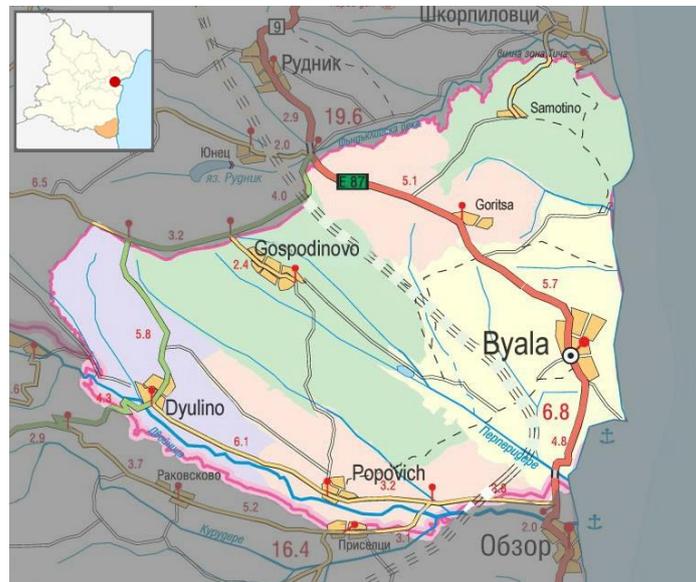


Fig.4 Map of Byala Municipality

Through the municipality passes the main road I-9 Varna-Burgas. It is expected to be constructed a highway Varna-Burgas. For the development of water transport in the Bay "St. Athanasius" is constructed a quay wall and a small tourist port for fishing boats and small yachts, and a space for larger shallow draft vessels - type "Comet". The port is convenient for serving tourists. There are no developed transport offered to tourists but only some local transportation by horse phaetons and a small e-shuttle with 8 places. The proposed public transport is limited to the regular inter-city bus lines.

An information booth for tourists operates in the museum situated in the municipal building. For the period from 01.01.2016 to 31.12.2016 Byala was visited by 50,704 tourists, of which Bulgarians - 11 366 and foreigners - 39 338 from more than 50 nationalities. 20% of tourists come by bus, the rest – by car. The strategy of Byala foresees the establishment of an integrated tourist product and its inclusion in tour packages, offering packages of "high class" with potential of combining underwater archeology and yacht tourism, combined with visits to cultural and natural values in inside the region. Some flexible transport offers (e-shuttle, horse phaetons) were launched during the summer time serving tourists and allowing them to visit the interesting tourism sites like the Late Antique Fortress at cape Sv. Atanas and the

beach areas.

### *3. Municipality of Dolni chiflik*

Dolni Chiflik municipality has favorable natural geographic and bioclimatic resources for tourism, a prerequisite for development not only of traditional seaside and spa tourism, but also increasingly popular lately forms of rural, cognitive, hunting and eco tourism. On the coastal territory of Dolni Chiflik are formed four resorts: "Kamchia - Longoza", "Shkorpilovci - North", "Shkorpilovci - South" and "Shkorpilovci - village". The accommodations are mostly bungalows, family hotels, guest houses, guest apartments and guest rooms.

On the territory of Dolni Chiflik municipality are located 9 protected areas and 7 protected zones. The reserve "Kirov dol" is located in the village of Solnik and occupies a vast forest area with rare trees. The reserve "Vdlchi prehod" with area 43.9 hectares is located north of the village Golitsa. It occupies a typical large beech and oak forests. The protected area "Orlov kamak" with area of 0.4 hectares is located in the village of Goren Chiflik. It protects the habitat of peony and remnants of steppe forests of Southern Dobrudzha. The landmark "Byal oman field" is one of the habitats of rare in northeastern Bulgaria medicinal herb elecampane recorded in the Red Book of Bulgaria.

The tourists are mainly from Bulgaria and Russia. There are an increasing number of tourists from Romania, Poland, Germany and Belarus. In the village of Staro Oryahovo operates a TIC. The service is delivered in Bulgarian and English languages. In the Municipal Development Plan 2014 - 2020 objectives and measures for development of local tourism product and marketing of destinations are recorded. The Program for tourism development in Dolni Chiflik 2015 - 2017 includes the activities: Development of inter-municipal marketing and advertising strategies and programs for joint tourism activities; Creation of local tourist information center in village of Staro Oryahovo; and Creation of bicycle paths, connecting villages Novo Oryahovo, Staro Oryahovo and Shkorpilovtsi with the resort "Shkorpilovci."



Fig.5 Map of Dolni chiflik

## The transport and mobility situation in Varna Province

Varna region is characterized by a mean density of the road network of 328.99 km / km<sup>2</sup> and a total length of 1256.60 km (1337.2 km., of which 80.60 km are unpaved).

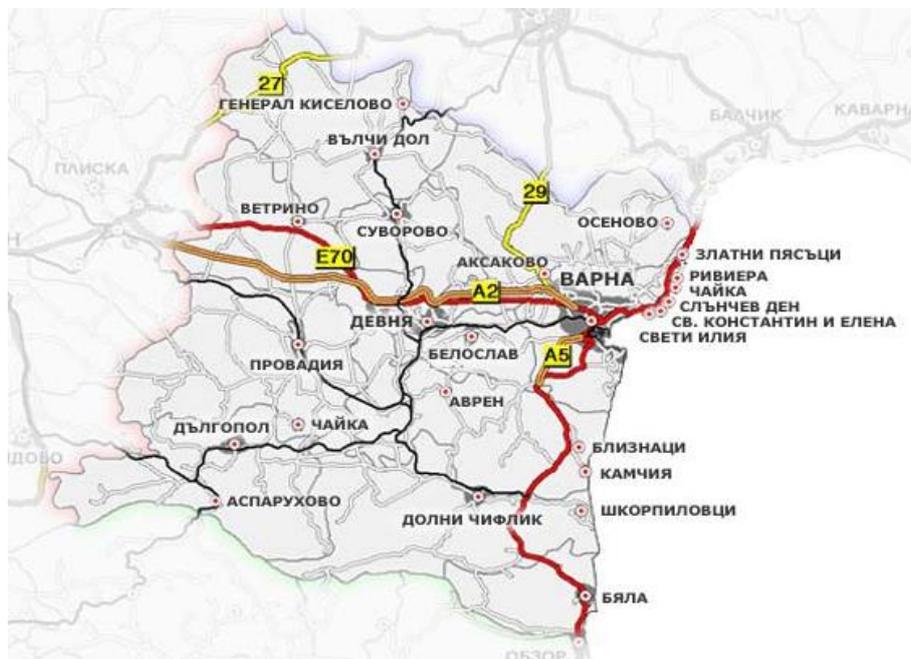


Fig.6 Varna province road and railway infrastructure

Varna is an important communications and transportation hub with the Port of Varna on the Black Sea and inland waterways, the International Airport of Varna, the Varna railway ferry terminal, parts of several railway lines (including the oldest one in Bulgaria, Rousse-Varna -

1866) and junctions (Sindel, Razdelna, Komunari), and part of two of the national motorways (Haemus and Chernomorets). Varna is the easternmost destination of Pan-European transport corridor 8 and is closely connected to corridors 7 and 9 via Rousse. Manufacturing is concentrated mostly in the Varna-Devnya Industrial Complex and Provadiya. Varna is a multifunctional transport hub combining many types of transport and international importance. Varna international airport connects 35 countries and 101 cities worldwide. Port of Varna occupies a key position and is a major logistics and distribution center. Motorways - "Hemus" and "Black Sea", part of Pan-European Transport Corridor 8 and the European road E87 pass through Varna. One of the largest transportation facilities is "Asparuhov bridge."

### Air Transport

West of Varna is situated Varna Airport - the third biggest Bulgarian airport. It serves over 65 Bulgarian and foreign airlines that operate scheduled and charter flights to more than 35 countries. Airport is one of three international airports in the country with year-round operation. In winter keep 7 scheduled, 28% of passengers to / from Varna travel for business. In 2015 in the airport have gone nearly 1.4 million passengers. The airport is linked to several transportation options to the city - bus; taxi service and car rental. In the spring of 2012 opened fully renovated runway at the airport and in 2013 opened Terminal 2 at the airport. The first private airline in Bulgaria - Air Via - is headquartered in Varna.

### Maritime transport

Port Varna has serviced 31,650 passengers from domestic and international sailing. A total of 23 large cruise ships with 9,200 passengers visited Varna.

Port of Varna is situated on the Black Sea coast in Varna (Varna East terminal) and inside the Beloslavsko in Devnya (Terminal West). It is the biggest Bulgarian port and has a total of 34 piers, with maximum draft of 11,30 m. Processed are 9.15 million tons cargo, as this indicator is ahead of Port Burgas.

### Railway transport

The city of Varna is the main railway junction. Its station serviced the first railway line in the country. From the station depart different trains: Local trains to the villages Asparukhovo and Kardam and the towns of Karnobat, Bourgas, Dobrich and Shumen; Intercity trains to Sofia, Plovdiv, Rousse and Pleven; Express train to Sofia. Along the northern coast of Varna lake passes final stretch of 11 km from the route of the railway line Sofia - Gorna Oryahovitsa - Varna. The railway connections to the other settlements are:

### *Avren*

Through the municipality pass three sections of the railway network in Bulgaria:

- 15 km from the route of the railway line Sofia - Gorna Oryahovitsa - Varna;
- 11 km from the route of the railway line Sindel - Komunari;
- 6 km from the route of the railway Hero - Staro Oryahovo.

### *Beloslav*

In the municipality, north of Varna and Beloslavsko passes stretch of 9 km from the route of the railway line Sofia - Gorna Oryahovitsa - Varna. Margin between the station and the town Beloslav is built 4-mile route service station ferry on the south coast of Beloslav Lake.

### *Dalgopol*

Through the municipality pass three sections of the railway network in Bulgaria:

- 21,2 km of the route of the railway line Sindel - Komunari;
- 6,8 km of the route of the railway line Komunari - Daskotna - Karnobat;
- 11,3 km of the route of the railway line Sofia - Komunari.

### *Devnya*

Through the municipality pass two sections of the railway network in Bulgaria:

- In the southeast, along the Beloslavsko - section of 6,7 km of the route of the railway line Sofia - Gorna Oryahovitsa - Varna;
- From south to north through the center of the municipality - section of 11,8 km of the route of the railway line Varna - Dobrich - Kardam.

### *Dolni Chiflik*

In the most northwestern part of the municipality passes a stretch of 6,1 km of the route of the railway line Sindel - Komunari. South of the river Kamchia and parallel to it, pass and stretch of 17 km from the route of the railway Hero - Staro Oryahovo.

### *Provadiya*

In the middle of the municipality, from northwest to southeast, along the provadiya river passes a stretch of 22,5 km of the route of the railway line Sofia - Gorna Oryahovitsa - Varna.

### *Suvorovo*

Through the municipality passes 16,1 km of the railway line Varna - Dobrich - Kardam.

## Valchi dol

In the eastern part of the municipality, ьшs station 20 km from the route of the railway line Varna - Dobrich - Kardam.

## Bus transport

Besides the railway links and the number of trains between Varna and some municipalities such as (Avren, Beloslav, Dalgopol, Devnya, Dolni Chiflik, Provadia, Suvorovo and Valchi dol) there are bus services to all cities, which are performed by a large number of private bus operators. Bus transportation is carried out in a predetermined schedule.

## Cycling

The cycling infrastructure is mainly developing in Varna city. Five lanes will connect the western and northern part of the city with the center. The Project for integrated urban transport will define the exact map of the cycling paths. In the smaller towns and villages cycling infrastructure is mostly underdeveloped.

## Information systems

Information systems implemented in public transport do not correspond to the modern requirements and do not present information in real time. Available language is mainly Bulgarian, with a few exceptions in English.

## Flexible Transport Systems

In Bulgaria there is no official definition of Flexible Transport Systems (FTS). In the laws concerning the transport of passengers only specialized transport is mentioned (like school buses) and occasional transport (excursions). The mayors are controlling this type of transport and drawing the itineraries. Seasonal/temporary transport is regulated by the Road Transport Act (RTA), Art.23 and 24. The occasional transport includes coaches rented for excursions inside or outside the country. Municipalities totally lack of experience in providing Flexible Transport Systems and in managing different mobility services like cable cars, shuttle services, e-cars and e-bikes rental, ski buses, hailed shared taxis, etc.

Car sharing systems are not legal in Bulgaria because the Ministry of Transport, information technology and communications (MTITC) estimates they are competitors of the Public transport (PT). Recently the MTITC proposed to close all internet sites for car sharing.

There is no any National Transport Association in Bulgaria. Instead, we have more than 10

different transport associations but no one deals with Flexible Transport Systems. These associations are registered as NGOs and have different scopes. Most of them are oriented to freight transport and are related to some logistics companies. No one has any influence on the decision making on PT.

## SWOT analysis of state-of-the-art

Transport system	Positive	Negative
<p><b>Internal characteristics</b></p>	<p>Existing PT to the main settlements in the municipality;</p> <p>Willingness of the most local governments to develop sustainable mobility measures and to cover the last mile;</p>	<p>There is a lack of highways along the seaside;</p> <p>The first category road Varna-Burgas is old and depreciated;</p> <p>No railway connections along the seaside;</p> <p>Poor road connections to the small towns and villages in the region;</p> <p>Very intensive car traffic especially in the high season;</p> <p>Lack of good PT-connections in some small towns and villages;</p> <p>No any projects nor concepts for automation of the traffic management in the region;</p> <p>No any system for analysis, forecasting and adaption to the demand of the PT system;</p> <p>Lack of cycling infrastructure;</p> <p>Water transport is not well developed for connecting the touristic spots;</p> <p>Lack of educational initiatives and training programs at all levels for sustainable mobility</p> <p>Lack of public awareness about sustainable mobility options in transport and tourism;</p> <p>Lack of cooperation between tourism and transport sectors for achieving sustainable tourism transportation;</p>

		<p>Never mobility was studied in the region;</p> <p>Lack of ITS application for regional transport;</p> <p>Never any mobility measures were introduced in Varna district transport scheme;</p> <p>Total ignorance of the “last mile” concept</p>
<b>External characteristics</b>	<p>Improvement of road infrastructure due to national infrastructure projects funded by SF (OP “Regions in growth”);</p> <p>Improvement of PT-offers and implementation of some mobility measures in the frames of future SUMP-project to be developed for Varna city;</p> <p>Further integration of tourism and transport sectors for achieving sustainable access to tourism sites;</p> <p>Business investments in the region;</p> <p>Raised awareness of local decision makers and stakeholders about sustainable mobility and “last mile” thanks to participation in EU – projects;</p> <p>Introduction of ITS and mobile applications;</p> <p>Transforming the existing touristic information centres into tourism and mobility info-points;</p> <p>Establishing a national body responsible for mobility and changes in legal frame concerning sustainable transportation;</p> <p>Strengthening the cooperation between tourism and transport sectors.</p>	<p>Lack of understanding from the part of the decision makers about modern mobility measures in transport;</p> <p>Lack of integration between tourism and transport policies;</p> <p>Lack of cooperation between tourism and transport stakeholders;</p> <p>Lack of support from the large public for developing sustainable transportation;</p> <p>Lack of own financing resources for projects’ development and implementation;</p>
<b>Tourism sector</b>	<b>Positive</b>	<b>Negative</b>
<b>Internal characteristics</b>	<p>Long traditions in tourism in the region</p> <p>3 “S” attractiveness along the seaside (sun, sand, sea)</p>	<p>Negative demographic situation – aging population in the target municipalities;</p>

<p>A lot of touristic superstructure of various quality (from huge hotel complexes to small country houses and camps)</p> <p>Many historical sites, restored anthropologic heritage</p> <p>Many protected areas with ecological points of interest</p> <p>Availability of local traditional and eco-products (wine, dairy products, fruits, vegetables, fish, etc.)</p> <p>Reconstructions of the villages streets;</p> <p>Informational and promotional materials: brochures, tourist guides, CDs, information campaigns, etc.;</p> <p>Supporting sustainable agriculture and forestry as opportunities for agriculture and ecotourism development;</p>	<p>Depopulation of the small settlements – young people move to Varna</p> <p>Strong seasonality in tourism and short high season (only 3 months);</p> <p>Lack of connections between tourism and transport plans and strategies at all levels;</p> <p>Insufficient information about funding opportunities in tourism;</p> <p>Insufficient attraction of Bulgarian and foreign investors in the field of tourism;</p> <p>Lack of administrative capacity for preparation and management of projects, financed by the EU Funds at the small municipalities;</p> <p>Insufficient financial resources for achieving the high quality results set in the strategy documents;</p> <p>Former socialist legacy still imbedded in the planning legislation and planning practice. Municipal planning departments often operate in isolation maintaining a working etiquette of closed office room and experiences with limited public consultation</p> <p>In Bulgaria there is no strong integration of tourism and transport policy promoting sustainable ways of transportation in tourism areas.</p> <p>Gaps in the education of tourism experts: never sustainable modes of transportation in tourism have been studied;</p>	
<p><b>External characteristics</b></p>	<p>Increasing the attractiveness of the overall tourism product of</p>	<p>Changes in the mechanisms for allocation and utilization of funds</p>

<p>Varna;</p> <p>Increasing the number of organized groups and individual tourists from former incoming nationalities- Russia, CEE, Belarus, Ukraine;</p> <p>Participation in international tourism fairs;</p> <p>National support of tourism activities;</p> <p>Improving the accessibility of Varna region by Hemus highway;</p> <p>Increasing the capacity of the public transport system;</p> <p>Establishment of new regional transport scheme;</p> <p>Building of new bicycle and bus lanes;</p> <p>NGOs, touristic associations and SMEs become real partners to LG for implementing new plans and strategies for sustainable tourism development.</p>	<p>(end of the grant schemes by 2020);</p> <p>Lack of own financing resources for project development and implementation;</p> <p>Unstable political environment - every new governmental change often results in a numerous legislation amendments;</p> <p>Lack of reliable data for tourism in order to develop liable strategies (tourism is at 100% private)</p>
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## Main barriers of frameworks

The main barriers for implementation of flexible transport in Bulgaria stem from the legal frame, the transport government in the educational situation.

### Regulatory barriers are:

- The National legislation does not cover flexible transport systems such as call/dial systems, car-sharing, carpooling, seasonal/temporary systems. Just other FTS are generally defined by law – special and occasional transportations. There are many gaps in legislation – FTS are not defined.
- No FTS are mentioned in any space regulations (Reg.N2 of MRDPW from 29.06.2004)
- The decision-maker for FTS is not centralized, each municipality decides by itself about the type and prices of this service /if any/.
- The Ministry of Transport claims that car-sharing and car-pooling are illegal and wants to close the corresponding websites.

### Institutional barriers are:

- The opposition to FTS from the state is strong because they are considered as a part of the “shadow economy”
- There are more than 10 different transport associations and no one deals with FTS
- Missing cooperation between tourism and municipalities, no illustrated win-win situation for both
- Missing cooperation between tourism and PT-providers, no any information in existing timetables about possible connections to FTS.
- Lack of knowledge and experience among decision-makers about mobility, FTS and sustainability of transportation in general

### Others:

- The influence on the municipal councils of big private transport companies is very strong and the councilors use to comply with their interests.
- Financial barriers are very important and often the municipalities in Bulgaria can't afford to support FTS

## PART II – Policy context

The Action Plan aims to impact:

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument**

Name of the policy instrument addressed: **Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)**

**Objectives related to the policy instrument (*incl. indicators*) :**

- Support of new projects related to the elaboration of sustainable urban/regional mobility plans and implementation of relevant measures in remote regions;
- Exchange of experience at international level and implementation of good practices in the Bulgarian target region
- Organizing series of learning events for increasing the professional capacity of local stakeholders

**Number of green jobs created through the new mobility offers: 25**

# PART III – DETAILS ON THE ACTIONS ENVISAGED

## A. Actions related to the regional policy instrument addressed

Action 1A	<b>Changing the Regional Plan for Development of Northeastern Region 2014 - 2020 (NUTS 2 region) by introduction of new texts concerning mobility</b>
Background	<p>Bulgaria is divided into 6 Planning regions according to the EC requirements. <b>The</b> Regional Plan for Development of Northeastern Region 2014 - 2020 (NUTS 2 region) is the most important regional document and constitutes the elements of a broad approach to strategic planning including social, economic and environmental spheres. It analyses the existing situation in the beginning of the planning period and defines conditions and development directions including allocation of public purpose investments for the region encompassing 1/6 of the Bulgarian territory. The plan is adopted by the NE Regional Council and is approved by the Ministry of Regional Development and Public Works (MRDPW).</p> <p>As the mobility or flexible transport systems such as call/dial systems, car-sharing, carpooling, seasonal/temporary systems, etc. are not included as terms and actions in the Bulgarian legislation, the review of the targeted policy instrument has shown that there was a lack of any mobility measures in the text. Even the notion of mobility was missing. The planned transport measures for NE Planning region concerned only infrastructure works that are effective in determining the needs related to the priorities of the development of the road and rail network in order to serve the settlements, but it does not work well as a solution to define blank spots in direct access to transport services and covering the “last mile”, especially at the local level.</p> <p>As part of the LAST MILE project, the above mentioned policy instrument was thoroughly analyzed in terms of the possibility of systemic inclusion of issues related to mobility, especially in the context of the use of flexible transport systems (FTS). A detailed verification of the transport offer of the pilot area (coastal municipalities developing tourism) showed that there are difficulties to reach remote settlements and resort areas due to the lack of public transport despite the available infrastructure, or the transport offer is significantly limited and does not correspond to the actual needs of the tourists and the local population.</p> <p>The change of the policy instrument was inspired by the example of the Catalonia province. During the study visit in Spain we learned that they have a <b>Passenger Transport Plan of Catalonia 2020</b>, which defines measures concerning the supply of public transport services in Catalonia and management of the whole system. It affects all collective transportation services for intercity passengers within Catalonia: regional transport services and flexible transport ones as services on demand. The scope is set up on a network of public passenger transport based on an intermodal transport system. The plan refers to implement demand responsive transport services for those municipalities with low density of population. The implementation of this services are planned to be run as part of the network of regular public passenger transport, allowing users to be favored by existing tariff subsidies if regular</p>

	<p>services are part of an integrated fare system.</p> <p>In Catalonia we also learned that after the Regional Parliament of Catalonia issued its Mobility Law in 2003, SUMP's became mandatory for all municipalities whose competences include the provision of public transport services (over 50.000 inhabitants as well as municipalities being the capital of their corresponding county). In addition, all municipalities in the Metropolitan Area of Barcelona with over 20.000 inhabitants are also required to develop a SUMP.</p> <p>The conclusion was that there is an urgent need to improve the accessibility and mobility both for visitors and locals in the target region and this must start with changes in the planning documents. The changes will allow us to achieve the main objectives related to the policy instrument:</p> <ul style="list-style-type: none"> <li>• Support of new projects related to the elaboration of sustainable urban/regional mobility plans and implementation of relevant measures in remote regions;</li> <li>• Exchange of experience at international level and implementation of good practices in the Bulgarian target region</li> <li>• Organizing series of learning events for increasing the professional capacity of local stakeholders</li> <li>• Create 25 new green jobs in mobility area.</li> </ul>
<p>Detailed description of the action</p>	<p>The Planned action will focus on the implementation of issues related to sustainable mobility to spatial policy at the regional level. For this purpose, the project assumes in the second phase, the development of a dedicated methodological approach that will allow spatial diagnosing of deficits in the field of transport services and the accessibility. It will also help to define whether flexible transport systems will be effective in overcoming them. Thanks to this, it will be possible to prepare appropriate actions, among others as part of the regional development directions indicated in the RPDNR.</p> <p>The new texts introduced to the RPDNR are as follows:</p> <p><b><i>Priority 3.1., Specific objective 3.1.1. Improvement of the transport connection through innovation of the road infrastructure and introduction of new mobility measures;</i></b></p> <p><b><i>Introduction of Actions for achieving the specific objectives: Support of municipal projects for introduction of flexible transport services in tourism areas (seasonal sustainable transport services by e-buses, shuttles, e-cars and bikes rental, water transport and on-demand transportation), as well as improvement of the information for passengers through creation of Mobility Information centers in combination with the Tourism Info-points.</i></b></p> <p><b><i>Introduction of 5 types of projects on mobility, FTS and last mile concept for the Varna municipalities (described below in B. Actions related to the concrete implementation of sustainable flexible mobility offers)</i></b></p> <p><b>Actions taken in the first phase of the project:</b></p> <p><b>The first step</b> was to take some actions at local level. During a series of seminars and meetings with the target coastal municipalities we discussed the introduction of possible local actions in order to improve the mobility and accessibility in the target region. The municipal councils approved a set of mobility and “last mile” measures for each municipality.</p>

	<p>The proposed local measures were summarized at the Assembly of the Varna Regional Council in September 2017 (<i>Protocol 9/13.09.2017</i>).</p> <p><b>The second step</b> was to introduce the necessary changes to the Regional Plan for Development of Northeastern Region (RPDNR). We discussed with the Varna Governor some general provisions related to sustainable mobility issues, flexible transport systems and last mile concept to be introduced to it, including the Varna SUMP as a prerequisite of larger scope of sustainable mobility planning at regional level. The complementarities of tourism and transport policies were defined as well as recommendations to use the flexible systems in the created transport systems. These changes were voted and approved by the Varna Regional Council in March 2018 at the Assembly in Varna (<i>Protocol 12/30.03.2018</i>).</p> <p><b>The third and last step</b> was the approval of the changes (new texts concerning mobility and FTS) in the RPDNR at NE level by the NE Regional council and MRDPW. They were proposed by the Varna Governor Mr. St. Passev and approved at the 2<sup>nd</sup> 2018 NE Assembly in Balchik in June 2018 (<i>Protocol 38/28.06.2018</i>).</p> <p><b>The final approval of the changes</b> in the RPDNR by the MRDPW was done at 18.07.2018 (<i>Letter of the Ministry N18-0415-59/17.07.2018</i>).</p> <p>25 new green jobs in the mobility area were opened by the end of August by the Varna Municipality (<i>Letter of the Varna Municipality 562/26.07.2018</i>).</p>
<b>Responsible player</b>	<ul style="list-style-type: none"> <li>• Varna Regional Government</li> </ul>
<b>Players to be involved</b>	<ul style="list-style-type: none"> <li>• NE Regional Council</li> <li>• Municipalities of Varna, Byala, Devnia, Dolni chiflik, Avren, Dalgopol</li> <li>• Municipal Transport &amp; Parking Company</li> </ul>
<b>Timeframe for realization</b>	<ul style="list-style-type: none"> <li>• Provisions included in RPDNR in the first phase of the project (adoption of the Plan) – 07.2018.</li> </ul>
<b>Estimated costs</b>	<ul style="list-style-type: none"> <li>• Free-of-charge.</li> </ul>
<b>Funding sources</b>	n/a
<b>Estimated impact of action and contribution to overall objective</b>	<p>The impact of this action will be crucial for the transport policy in the NE region. The introduced new texts in the RPDNR together with the concrete planned projects of the municipalities will be able to attract investments via the current OP “Regions in growth”, the Black Sea OP, as well as to be funded by the ERDF assigned in the new Operational Programme and Horizon Europe actions 2021-2027.</p>
<b>Indicator for monitoring</b>	<p>The monitoring of this action includes:</p> <ul style="list-style-type: none"> <li>• Changes made in the regional plan for NE regions approved by the NE Regional council and the MRDPW. The prove is the presentation of an official document (Protocol) signed and stamped</li> <li>• The planned projects in the region will be monitored via direct observation and reports by the mayors during this planning period and the next period 2021-27.</li> </ul>

<b>Priority of action</b>	<b>High / medium / low</b>

<b>Action 2A</b>	<b>Support of new projects related to the elaboration of sustainable urban/regional mobility plans and implementation of relevant measures in remote regions</b>
<b>Background</b>	<p>The current OP “Regions in growth”(2014-2020) in the field of support for the development of sustainable transport and mobility is directed to big cities struggling with large passenger flows and road congestion. It mainly focuses on infrastructure solutions and purchasing a new rolling stock.</p> <p>The international experience shows that the most successful introductions of flexible transport systems (FTS) and last miles solutions are part of the sustainable mobility plans (SUMP) implemented in cities or regions. When SUMPs have been developed, references should first be made to the possible application of FTS solutions in the implementation of specific objectives. That is why is important to develop a SUMP for Varna and afterwards to enlarge the scope to regional level.</p> <p>This action derives also from the Catalanian experience. During our visit in Barcelona region we learned that after the Regional Parliament of Catalonia issued its Mobility Law in 2003, SUMPs became mandatory for all municipalities whose competences include the provision of public transport services (over 50.000 inhabitants as well as municipalities being the capital of their corresponding county). In addition, all municipalities in the Metropolitan Area of Barcelona with over 20.000 inhabitants are also required to develop a SUMP.</p> <p>The application of the Mobility Law in the different territories is managed at the Provincial level. In some cases, like in the Barcelona Province, the managing authority (Diputació de Barcelona or DIBA) has also developed a SUMP programme that goes beyond the Mobility Law, including financial support, methodological guidance, technical assessment, training, etc.</p> <p>According to the Mobility Law, all SUMPs should be updated every 6 years while every 3 years a monitoring report is required to assess the status of SUMP implementation. A common framework for monitoring and evaluation is provided for that purpose.</p> <p>Varna is a prominent tourism destination with its Golden sands beach resort and in summer time (May to October with the peak season in July and August) the local population is thought to triple. The main tourist Varna is a prominent tourism destination with its Golden sands beach resort and in summer time (May to October with the peak season in July and August) the local population is thought to triple. The main tourist attractions within Varna are located within the core city centre and along the coast to the northeast of the city, whilst the areas surrounding the city centre to the north, northwest and south are primarily residential areas with local urban centres. Varna also has a high student population with numerous universities and vocational high schools located across the city.</p> <p>The public transport system in Varna is required to support all potential user groups, in particular residents, commuters and tourists. It faces a lot of problems because the urban traffic is very intense and the city suffers from severe congestions and air pollution. Varna was a beneficiary of the OP Regional Development 2007-13 by receiving funding for</p>

	<p>implementation of the “Plan for Integrated Urban Transport”. A key objective of the city’s plan was the modernization of the infrastructure and the rolling stock in order to increase the accessibility of the public transport network to non-residents thereby increasing the likelihood of tourists to travel from their resort to and around the city centre and boosting the tourist economy.</p> <p>Varna has not any previous experience in SUMP. The city is participating in three EU project related to urban planning and mobility funded by H2020 with very small budgets as observer or following city: CIVITAS-PROSPERITY, mySMARTlife and REF Synergy( funded by URBACT III).</p>
<b>Detailed description of the action</b>	<p>Following the good practices from other European regions, this action plans to develop a Varna SUMP and a Regional SUMP for tourism regions (named sustainable regional tourism and mobility plans -SRTMP) for connecting better the tourism areas with the main city in Varna region. It will represent an enlargement of the future Varna SUMP that is expected to be funded mainly by EU projects.</p> <p><b>Actions taken in the first phase of the project:</b></p> <ul style="list-style-type: none"> <li>• After the approval of the bank loan, we provided assistance to the municipal team in the preparation of the ToR for the public procurement for SUMP – to be launched in the beginning of 2019</li> <li>• Together with them we defined the vision and the main objectives of the future Varna SUMP that were approved by the Municipal council</li> <li>• We assisted the municipal team in elaborating the new parking concept and in launching the new “bleu zone” in Varna in May-June 2018</li> </ul>
<b>Responsible player</b>	<ul style="list-style-type: none"> <li>• Varna Municipality</li> </ul>
<b>Players to be involved</b>	<ul style="list-style-type: none"> <li>• Varna Regional Government</li> <li>• Municipal Transport &amp; Parking Company</li> <li>• CSDCS and other subcontractors</li> </ul>
<b>Timeframe for realization</b>	2020
<b>Estimated costs</b>	300 000 EUR
<b>Funding sources</b>	ERDF
<b>Estimated impact of action and contribution to overall objective</b>	<p>The impact of this action will strongly contribute to improving the policy instrument “<b>Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)</b>” because the positive influence will be reached through funds from the ERDF OP that will be allocated through the measures planned.</p> <p><b>It will contribute to reach the main objective of the Policy instrument that is defined as</b> “Support of new projects related to the elaboration of sustainable urban/regional mobility plans and implementation of relevant measures in remote regions.”</p> <p>From the other hand, the improvement of the policy instrument and the support of the measures will have a positive impact to the overall development of the region. It will improve the image and increase the attractiveness of the destination. The new planning</p>

	approach in the Regional Plan will lead to better environmental conditions (less air pollution, less noise, less car traffic), better mobility for tourists and local population, better health options by increasing of walking and cycling possibilities, and better information about the accessibility. The improved Policy instrument will contribute to the social inclusion and will provide new green jobs.
<b>Indicator for monitoring</b>	The monitoring is a part of the process of SUMP and SRTMP and will be planned accordingly. It will be performed by a specially established monitoring body including representatives of the municipalities, tourism and transport sectors. The monitoring of this action will start after the implementation of the Varna SUMP and SRTMP – at earliest in 2022.
<b>Priority of action</b>	<b>High / medium / low</b>

## A. Actions related to the concrete implementation of sustainable flexible mobility offers

<b>Action 3</b>	<b>Establishment of Mobility and tourism Info-center for tourists (MTIC)</b>
<b>Background</b>	This action is inspired by the info-centers in Luxembourg. The good practice was presented during the workshop on "Communication with users & society" in the castle of Clervaux by David Everard (Head of communication and Marketing, Verkéiersverbond). In the Varna region many local tourism information centers (TIC) were established during the last decade, but they use to provide visitors only with information about the touristic landmarks not how to reach them. The presumption is that the tourists should go there by taxi or by their own car. There is a need these centers to be upgraded with the possibility to provide information about the sustainable transport options in order to allow tourists and locals to visit the resort area and other prominent landmarks by public transport, FTS, cycling or walking (if the distance is short).
<b>Detailed description of the action</b>	Four municipalities (Avren, Beloslav , Byala and Devnia) want to transform their municipal TIC into Tourism and Mobility Info-centers. It will be achieved by implementing small local projects including elaborating Guidelines for TMIC creation, purchasing new equipment, training the personnel to provide mobility information, and launching a promotional campaign for informing visitors and citizens about their new services.
<b>Responsible player</b>	<ul style="list-style-type: none"> <li>• Municipalities of Avren, Beloslav , Byala and Devnia</li> </ul>

<b>Players to be involved</b>	<ul style="list-style-type: none"> <li>• Varna Regional Government</li> <li>• CSDCS and other subcontractors</li> </ul>
<b>Timeframe for realization</b>	2022
<b>Estimated costs</b>	500 000 EUR
<b>Funding sources</b>	ERDF and ESF
<b>Estimated impact of action and contribution to overall objective</b>	<p>The impact of this action will contribute to improving the policy instrument “<b>Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)</b>” by creation of new green jobs in the Mobility and Tourism Info-Centers (MTIC) in the region, which is one of the main objectives of the Policy instrument. This action will be able to attract funding through the ERDF via the OP “Regions in growth” for the infrastructure of the MTIC and through the ESF via the OP “Good Governance” and OP “Human resources and work force development”.</p> <p>From the other hand, these MTIC will contribute to the development of tourism in the region and it is known that tourism creates a lot of jobs. The information provided by the info-centers will allow people to use the FTS and other PT-options that will lead to better environmental conditions (less air pollution, less noise, less car traffic), better mobility for tourists and local population, better health options by increasing of walking and cycling possibilities and better information about the accessibility. From the other side the TMIC creation will lead to the creation of new green jobs.</p>
<b>Indicator for monitoring</b>	The monitoring of the projects’ implementation and further work of TMIC will be done by municipal experts because the TMIC will be allocated in the premises of the municipal buildings. The main indicators could be the increased use of PT and FTS (number of tickets sold) , the reduction of air pollution and the increase the attractiveness of the destination.
<b>Priority of action</b>	<b>High / medium / low</b>

<b>Action 4</b>	<b>Seasonal bus shuttle and Transport on-demand</b>
<b>Background</b>	<p>The transport connections between Varna and the small tourism settlements are of low quality. At present, in the area of coastal communes participating in the LAST MILE project, there are no mobility offers and transport systems developed for tourism. Tourists wishing to explore the area are forced to use the uncoordinated transport offer of private carriers (serving mostly the most profitable routes) or are obliged to travel by their own cars. The results of such conditions are the problems with traffic jams, road accidents, air pollution, noise that in general decreases the attractiveness of the area.</p> <p>During our visits in Austria (DefMobile in Lienz) and Luxembourg (Bummelbus) we observed flexible transport services with bus shuttles on demand. This action were inspired by the Luxembourg “Bummelbus” good practice because it is planned the buses to be driven by unemployed people thus creating new labor places.</p>

<b>Detailed description of the action</b>	Three municipalities (Avren, Byala and Devnia) want to introduce FTS for covering the last mile for tourists and local citizens. They decided to elaborate projects for purchasing small (8-passengers) bus shuttles that will work mainly for tourists during the high season (June-September) transporting them from their hotels to the resort areas. During the rest of the year the shuttles will be used as a transport on-demand serving locals and providing transport mainly to Varna. Guidelines will be elaborated for launching FTS and a study will be performed for selecting the best options (e-buses are not always useful due to the lack of charging infrastructure).
<b>Responsible player</b>	<ul style="list-style-type: none"> <li>• Municipalities of Avren, Byala and Devnia</li> </ul>
<b>Players to be involved</b>	<ul style="list-style-type: none"> <li>• Varna Regional Government</li> <li>• CSDCS and other subcontractors</li> </ul>
<b>Timeframe for realization</b>	2022
<b>Estimated costs</b>	350 000 EUR
<b>Funding sources</b>	ERDF via the Operational program for regional development and municipal budgets
<b>Estimated impact of action and contribution to overall objective</b>	<p>The impact of this action will contribute to improving the policy instrument “<b>Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)</b>” because the positive influence will be reached through funds from the ERDF OP that will be allocated through the measures planned. This action will be also able to attract funding through the ESF via the OP “Good Governance” and OP “Human resources and work force development”, because new green jobs will be created for drivers of the new transport means.</p> <p><b>It will contribute to reach the main objective of the Policy instrument that is defined as “Support of new projects and implementation of relevant measures in remote regions.”</b></p> <p>The impact of these measures will be very positive to the development of the region and will improve the quality of life. Individual traffic caused by a lack of transport alternatives will be reduced and access to attractive areas and places will be improved thus attracting more visitors. The local population will be also satisfied with the possibility to use a transport-on-demand and the measure will have a huge positive social impact.</p>
<b>Indicator for monitoring</b>	The monitoring of the projects’ implementation and further work of the FTS will be done by the municipal transport teams. The main indicators could be the use of the FTS (number of tickets sold) by tourists and locals, the reduction of air pollution and the increase the attractiveness of the destination.
<b>Priority of action</b>	High / <b>medium</b> / low

<b>Action 5</b>	<b>Seasonal mini eco-train</b>
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<p><b>Background</b></p>	<p>At present, in the area of Varna coastal communes participating in the LAST MILE project, there are no mobility offers and transport systems developed for tourism. Tourists wishing to explore the area are forced to use the offers of private carriers (serving mostly the most profitable routes) or are obliged to travel by their own cars. The results of such conditions are the problems with traffic jams, road accidents, air pollution, noise that in general decreases the attractiveness of the area.</p> <p>During two of our study visits we observed and Slovakia the use of eco trains for tourism purposes. In Poland the Rewal narrow gauge railway connects the biggest villages in the municipality and runs at a distance of 10 km. In Slovakia there is a Children`s Railway “Nostalgic train” in the region of Spišská Nová Ves. As in Varna region there are no any railway connections, we decided to propose the same flexible transport service as introduction of mini eco-trains with electric propulsion.</p>
<p><b>Detailed description of the action</b></p>	<p>Three municipalities (Avren, Byala and Dalgopol) want to introduce seasonal mini eco-trains as a FTS for providing tourists with the possibility to explore the natural and heritage landmarks situated in their neighbourhoods. They decided to elaborate projects for purchasing mini eco-trains that will work mainly for tourists during the high season (June-September) transporting them from their hotels to the resort areas.</p>
<p><b>Responsible player</b></p>	<ul style="list-style-type: none"> <li>• Municipalities of Avren, Byala and Dalgopol</li> </ul>
<p><b>Players to be involved</b></p>	<ul style="list-style-type: none"> <li>• Varna Regional Government</li> <li>• CSDCS and other subcontractors</li> </ul>
<p><b>Timeframe for realization</b></p>	<p>2023</p>
<p><b>Estimated costs</b></p>	<p>180 000 EUR</p>
<p><b>Funding sources</b></p>	<p>ERDF via the OP “Regions in growth” and municipal budgets</p>
<p><b>Estimated impact of action and contribution to overall objective</b></p>	<p>The impact of this action will contribute to improving the policy instrument “<b>Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)</b>” because the positive influence will be reached through funds from the ERDF OP that will be allocated through the measures planned.</p> <p><b>It will contribute to reach the main objective of the Policy instrument that is targeted to the implementation of relevant measures in remote regions and the mini-eco train is one of these measures.</b> The driving and maintenance of the mini-eco trains will create new green jobs that will be funded via ESF OP “Human resources”.</p> <p>The impact of this measure will be very positive to the development of the tourism in the three municipalities. As such mini-trains are already popular in the big resorts as Golden sands, Albena and Sunny beach, tourists will be willing to use them and it will improve the image and increase the attractiveness of the destination. Individual traffic caused by a lack of transport alternatives will be reduced and access to many attractive areas and places will be improved.</p>

<b>Indicator for monitoring</b>	The monitoring of the projects' implementation and further work of this FTS will be done by the municipal transport teams. The main indicators could be the number of tickets sold by tourists and locals, the reduction of air pollution and the increase the attractiveness of the destination.
<b>Priority of action</b>	High / <b>medium</b> / low

<b>Action 6</b>	<b>Bike rental schemes and new cycling paths</b>
<b>Background</b>	<p>During our visit in Poland we observed the good practice with Baltic Bike, which is a bike rental system in the area around Miedzyzdroje. It started 2009 with 20 bikes as an extension for the apartment rental, however after the first season all revenue had to be used to pay for the seasonal workers and for fixing the bikes. Thus it was decided to build the system on a bigger scale.</p> <p>In Slovakia we had a presentation of tourist bike rental system "CykloTourSpis", which works as a low tech bike rental system. Visitors can rent the bike either at the bike rental spot near the visitor center of the National Park or call CycloTourSpiš and let the bike deliver to the end-point of a popular hiking tour (which is the highest peak in the National Park) in order to cycle downhill.</p> <p>We decided that we can transfer these good practice in our region. Cycling is still not very popular among the Bulgarian population (with only 2% of cycling people in average) but tourists require this mean of transport and the big maritime cities and resorts already provide visitors with this possibility. The smaller tourism settlements lack of such schemes and it will be a challenge for them to introduce bike-rental. Some of them need to build a cycling infrastructure.</p>
<b>Detailed description of the action</b>	<p>Six municipalities (Avren, Byala, Vetrino, Devnia , Dolni chiflik and Dalgopol) want to introduce bike rental schemes. They will launch projects for establishing such schemes with the participation of some private companies. Byala already has the experience with bike rental at very small scale (5 bicycles) but wants to enlarge it. An important step would be the connection of all bike-rentals with Varna thus creating a regional bike-rental scheme that will be planned in the Varna SUMP.</p> <p>The municipalities of Byala, Avren and Dalgopol plan to build the new infrastructure for cycling. The works consist in thorough itinerary planning and studying the possibilities for connection with the existing cycling paths along the seaside.</p>
<b>Responsible player</b>	<ul style="list-style-type: none"> <li>• Municipalities of Avren, Byala, Vetrino, Devnia, Dolni chiflik and Dalgopol</li> </ul>
<b>Players to be involved</b>	<ul style="list-style-type: none"> <li>• Varna Regional Government</li> <li>• CSDCS and other subcontractors</li> </ul>
<b>Timeframe for</b>	2023

<b>realization</b>	
<b>Estimated costs</b>	240 000 EUR for the rental schemes; 300 000 EUR for the new cycling infrastructure
<b>Funding sources</b>	ERDF via the OP “Regions in growth”, municipal budgets and other EU funds (H2020 programme)
<b>Estimated impact of action and contribution to overall objective</b>	<p>The impact of this action will contribute to improving the policy instrument “<b>Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)</b>” because the positive influence will be reached through funds from the ERDF OP that will be allocated through the measures planned for cycling.</p> <p><b>It will contribute to reach the main objective of the Policy instrument that is targeted to the implementation of relevant measures in remote regions and the development of cycling by rental schemes and new paths is one of these measures.</b></p> <p>The impact of this measure will influence positively the tourism development in the six municipalities. As such schemes are very popular in the big resorts as Golden sands, Albena and Sunny beach, tourists will be willing to use them and it will improve the image and increase the attractiveness of the destination. Individual traffic caused by a lack of transport alternatives will be reduced and access to many potentially attractive areas and places will be improved.</p>
<b>Indicator for monitoring</b>	The monitoring of the projects’ implementation and further work of this FTS will be done by the municipal transport teams. The main indicators could be the number of rentals, the length of the new cycling tracks, the reduction of air pollution and the increase the attractiveness of the destination.
<b>Priority of action</b>	High / <b>medium</b> / low

## B. Actions related to the awareness raising

<b>Action 7</b>	<b>Training in sustainable mobility</b>
<b>Background</b>	<p>For this action we have been inspired again from the Catalonia best practice on mobility planning and training of stakeholders. The application of the Mobility Law in the different territories is managed at the Provincial level. In some cases, like in the Barcelona Province, the managing authority (Diputació de Barcelona or DIBA) has also developed training programmes for the provincial and the municipal staff.</p> <p>The personnel in transport and tourism departments in the Varna municipalities are often not aware about mobility and last mile approach. The municipal staff should be able to plan appropriate mobility measures and to provide the personnel of the Tourism and Mobility Information Centers with relevant information on how to get to the touristic sites in a sustainable way, where to rent a bike and what are the FTS possibilities to cover the last travel segment. There is a need to educate the municipal staff how to work on mobility projects and how plan and promote the sustainable mobility in the region.</p>
<b>Detailed description of the action</b>	The measure includes 3-4 regional 1-day trainings on different matters concerning the sustainable mobility including Mobility as a Service (MaaS), FTS, Last Mile Concept, Green public procurement in transport and mobility planning. The workshops will encompass 15-20

	persons. The goal is to increase the ability of the municipal staff to plan, implement and monitor the mobility measures and to participate in EU projects. Training materials will be provided.
<b>Responsible player</b>	<ul style="list-style-type: none"> <li>• CSDCS</li> </ul>
<b>Players to be involved</b>	<ul style="list-style-type: none"> <li>• Municipalities of Varna Region</li> <li>• Varna Regional Government</li> </ul>
<b>Timeframe for realization</b>	2020
<b>Estimated costs</b>	5 000 EUR
<b>Funding sources</b>	ERDF via the OP “Regions in growth”, ESF via the OP “Human resources and work force development” and the OP “Good Governance”, municipal budgets and private investments
<b>Estimated impact of action and contribution to overall objective</b>	<p>The impact of this action will strongly contribute to improving the policy instrument “<b>Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)</b>” because the positive influence will be reached through funds from the ERDF OP that will be allocated through the planned measure for qualification. This action will be also able to attract funding through the ESF via the OP “Good Governance” and OP “Human resources and work force development”.</p> <p><b>It will contribute to reach one of the main objectives of the Policy instrument that is defined as</b> “Organizing series of learning events for increasing the professional capacity of local stakeholders”.</p> <p>This action corresponds to the General vision and the Strategic Axis 1 of the “<b>Regional Plan for Development of Northeastern Region 2014-2020 (NUTS 2 region)</b>” named “Increase the competitiveness of the region by strengthening its specific potential together with environmental preservation”, where a <b>special accent is put on the human capital and the improvement of its qualification for achieving sustainable development</b>. The training on mobility will be the first initiative for promoting the sustainable transportation in the resort areas along the Black sea in Varna Region. It will contribute to the improvement of the qualification of the personnel and will create clear framework conditions for sustainable, flexible transport forms in the last mile of the travel chain. The action will start in 2019 and will be completed by mid 2020.</p>
<b>Indicator for monitoring</b>	The monitoring of the training will be performed by disseminating questionnaires after each training event. The main indicators could be the number of participants, the level of satisfaction of the trainees and the number of training materials disseminated.
<b>Priority of action</b>	High / <b>medium</b> / low

## PART IV - Monitoring system for the action plan implementation

## LAST MILE list of action-specific indicators for phase 2

PP	referring to action no.	short title of action	action category (drop-down)	Indicator	target value (end of phase 2)	actual value	evaluation method	time of evaluation (drop-down)	notes
PP4	1	Changing the Regional Plan for NE Region 2014-2020	1-initial regional policy instrument	NE Plan changed with introduction of new text (Official Protocol signed by MRRB)	1	0	Official protocol	ex ante + ex post	
PP4	2	Support of new project related to SUMP	1-initial regional policy instrument	SUMP/SRTMP elaborated and approved by the responsible Councils	2	0	SUMP evaluation protocol	ex post	Special evaluation body will be established
PP4	3	Establishment of Mobility and Tourism Info-centers	5-implementation of FTS	Opening of MTIC in the 3 target municipalities	3	0	Observation	ex post	
PP4	4	Seasonal transport and on-demand transport	5-implementation of FTS	Launching of FTS in the 3 target municipalities	3	0	Observation	ex post	
PP4	5	Seasonal mini eco-train	5-implementation of FTS	Launching of eco-trains in the 3 target municipalities	3	0	Observation	ex post	
PP4	6	Bike rental scheme	5-implementation of FTS	Launching of eco-trains in the 6 target municipalities	6	0	Observation	ex post	
PP4	7	New cycling paths	5-implementation of FTS	Opening of new cycling paths in the 3 target municipalities	3	0	Observation	ex post	
PP4	8	Training in mobility	7-awareness raising	Number of people trained	0	50	Attendance lists	ex post	

LAST MILE list of result- and performance indicators and contributions to objectives for phase 2

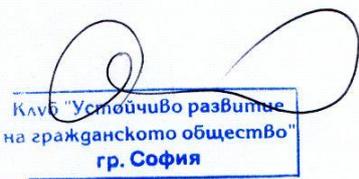
Result / specific performance indicators contributions to project objectives		Result indicators			Specific performance indicators			Project objectives					
								Change mode choice in tourism and recreational related traffic from car to sustainable transport modes	Enlarge catchment area in public transport measured from the capital of the region in travel time (60/120 min) through the implementation of FTS	Create new green jobs	Higher costs recovery quota of public transport services	Increase of the number of multimodal/flexible public transport users (no. of passengers)	
													by 5% by 2020 (based on 2015)
PP	Policy Instrument	Estimated amount of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project (in EUR)	Estimated amount of other funds influenced (in EUR)	Actual value	Indicator	Target	Actual value	actual value	actual value	Contribution - actual value	actual value	actual value	
PP2	Investments in Growth and Employment Austria 2014-2020 - Operational Programme for the use of the	€ 50,000.00	-		Number of new flexible mobility offers established in the region	4							

	ERDF funds											
PP3	Integrated Regional Operational Programme (IROP)	€ 3,530,000.00	-		Number of entities involved in the services of last mile	40						
PP4	Investments in transport and mobility in regions by OP "Regions in Growth"2014-20: Regional Plan for development of North-Eastern region 2014-20	€ 300,000	-	0	Number of green jobs created through the new mobility offers	25	0			26		
PP5	ERDF Regional Operational Programme Catalunya	€ 1,030,000.00	-		Number of new flexible mobility offers established in the region	4						
PP6	Strategy for sustainable mobility in Luxembourg	-	€ 200,000.00		Change in modal split towards more sustainable modes in daily leisure mobility and tourism related mobility (change by %)	10%						

PP7	Spatial Management Plan of Westpomeranian Voivodeship	only indirect influence			Increase of area of (daily) accessibility of Szczecin Metropolitan Area (increase by %)	20%						
	Directly influenced	€ 4,910,000.00	€ 200,000.00									

Date:10.09.2018

Signature:



Клуб "Устойчиво развитие  
на гражданското общество"  
гр. София

Stamp of the organisation (if available):