

TAKING
COOPERATION
FORWARD



SMACKER Scientific Event
online (ex Maribor) | 10.11.2020



Gdynia



SMACKER | City of Gdynia | Alicja Pawłowska, Karolina Marszałkowska, Justyna Suchanek

STARTING POINT OF CHWARZNO - WICZLINO DISTRICT (EXISTING SUPPLY, CHALLENGES, PROBLEMS)

- one of most rapidly developing regions of the City,
- estimated that district will be inhabited by 50 000 citizens till 2030 (now: 11 880),
- low population density,
- residents in Chwarzno - Wiczlino district are very much car-dependent,
- Public transport offer is insufficient,



Figure 1: Location of SMACKER pilot area in Gdynia



EXPERIENCES WITH DRT (OR OTHER SOLUTIONS ON SUSTAINABLE MOBILITY) IN CHWARZNO - WICZLINO DISTRICT

- DRT is not operating in the region
- experience of intradistrict PT line connecting two transportation hubs - it is decided to cancel the line due to low profitability
- elaboration of Mobility Plan for the region with special focus on possibilities of DRT implementation
- rapid and continuous development and extension of infrastructure for pedestrians and cycling (as a backbone for potential DRT implementation)



PILOT ACTION PLANNING - PHASE 1 (SEPTMEBER 2020)

- installation of 4 e-inks (real time information, traditional timetables, information on additional events/tariffs and transportation hubs) in PT bus stops,
- bus stop shelter installation on one of the most frequently used bus stops - Bryla,
- installation of 17 fish-shaped seats in the closest vicinity of the PT stops, preventing from the illegal parking and increasing the safety in the region.



PILOT ACTION PLANNING - PHASE 1 (SEPTEMBER 2020)

- installation of benches and arranging the greenery in the vicinity of most frequently used PT stops,
- production of 2 short animated movies and a series of 4 posters, promoting PT and DRT in the region,
- elaboration of *Mobility Plan* for the District.



PILOT ACTION PLANNING - PHASE 1 (SPRING 2021)

- Installation of stickers on the pavement, navigating the inhabitants of the region to the nearest PT stop,
- transportation pack for new residents in the pilot region (including the PT monthly tickets),
- competition for the PT users with attractive rewards.

All the above mentioned elements will be supported with marketing campaign and nudging initiatives, designed and implemented in collaboration with LMF.



WHICH RESULTS ARE EXPECTED BECAUSE OF OUR SMACKER PILOT ACTION?

- Increased quality of the existing Public Transport (PT) offer in the pilot region.
- Already existing PT offer is considered as a backbone for the **possible future implementation of DRT in the pilot region.**
- Improved information provided on the existing PT for inhabitants of Chwarzno Wiczlino, considering the timetables and real time information.
- E-ink locations are supposed to be the connecting stops for DRT to the PT backbone system (which is the effect of consultations and early diagnosis and defined core areas that are most isolated in terms of transport accessibility in the pilot area).
- Increased comfort and safety of passengers already waiting for the bus at the bus stop.



OPEN ASPECTS, WHICH MAY NOT BE SOLVED BY THE SMACKER ACTIONS

- implementation of the mobility plan,
- change the law on road transport,
- development of infrastructure for all sustainable modes of transport,
- increasing the city's budget for the development of public transport in the city,
- construction of Park & Ride.



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Thanks for your attention



a.pawlowska@gdynia.pl, k.marszalkowska@gdynia.pl, j.suchanek@gdynia.pl