Project co-financed by the European Regional Development Fund

Report on LCTP - Trieste

LOCATIONS - Low Carbon Transport in Cruise Destination Cities

WP3 – Testing
Activity 3.5 Mid-way stock-take

INDEX

1. INTRODUCTION

This document is drafted within the LOCATIONS project, co-funded by the Interreg MED Programme.

The LOCATIONS project - Low Carbon Transport in Cruise Destination Cities - aims to support public administrations of MED cruise cities in defining Low Carbon Transport Plans (LCPTs) tackling the impact of cruise passengers on the city mobility, envisaging low carbon mobility options and measures.

This LCTP concerns the city of Trieste, located in North Eastern Italy and was drafted by the Port Network Authority of the Eastern Adriatic Sea (Port of Trieste), LOCATIONS project partner. The Municipality of Trieste is Associated Partner in the project.

The Port Network Authority of the Eastern Adriatic Sea is not competent for planning the city's mobility outside the port areas. The uptake of the project's results, and more specifically the LCTP for Trieste elaborated by the Port Network Authority of the Eastern Adriatic Sea, is ensured by close cooperation and the participation of the Municipality of Trieste to the project as Associated Partner, underlining the strategic support the Municipality of Trieste provides to the project.

2. Low Carbon Transport Plan

2.0 Step 0: Work plan and team

Taking into consideration the specific competence of the Municipality of Trieste as planning and managing body in the implementation of urban mobility plans, the following table, structured in close consultation with the Municipality and the identified relevant stakeholders, reports the work-plan to guide the drafting of the LCTP for cruise passengers of the city of Trieste.

Preparation	1) Goals of the strategy	To gather the inputs of relevant stakeholders for the elaboration of the LCTP for the cruise passengers of Trieste
	2) Scope of the process	City level – Trieste
	3) Context	The City of Trieste (AP) will tender the SUMP in the next few weeks, to be finalized by the end of 2020. Therefore, the implementation of the LCTP will contribute to the elaboration of the SUMP.
	4) Identify participants and define their role	• City of Trieste – policy maker, elaboration of the SUMP; • Trieste Cruise Terminal – manager of the cruise terminal • Chambers of Commerce of Trieste • Italian General Confederation of Enterprises, Professions and Self-Employment
	5) Design the plan (Resources, timeline, funds, recruit participants)	Timeline: • May – July 2017: interviews with stakeholders; • August – September 2017: elaboration of the first draft; • September 2017: feedback meetings with local stakeholders; • October 2017: finalization of the draft LCTP – v0 • May 2018: finalization of the second draft LCTP – v1 Resources: • TPA staff; • External experts for a specific contribution on sustainable train passenger options to reach Trieste.

The team of the port of Trieste comprised:

Organization	Name	Role in the organization	Task Owner
Port Network Authority of the Eastern Adriatic Sea, Port of Trieste	Alberto Cozzi	Project Manager	Elaboration of the first LCTP draft
	Anna Carobolante	Project Assistants	Stakeholders interviews and LCPT draft review
	Elisabetta Scala		
	Stefania Silvestri		

2.1 Step 1: Initial assessment

2.1.1 Context analysis

The concept of Low Carbon Transport Plan (LCPT) is closely linked to the Sustainable Urban Mobility Plan (SUMP), envisaged by the European Union within the Urban Mobility Package (COM(2013) 913).

Like the SUMP, an LCTP has as its main goal the improvement of the accessibility of urban areas and providing high-quality and sustainable mobility and transport to cruise passengers. As such, it should regard the needs of the 'functioning city' and its hinterland rather than a municipal administrative region.

Moreover, the LCTP is linked to an existing long-term strategy for the future development of the urban area and, in this context, for the future development of transport and mobility infrastructure and services.

Therefore, any LCTP should be directly linked to the city's SUMP or equivalent planning document, in order to integrate cruise-related and citizen-related mobility needs and solutions.

1. EU, NATIONAL, REGIONAL AND LOCAL FRAMEWORK OF REFERENCE

Relevant EU policies and documents are:

1. Air Quality Directive (2008/50/EC)
2. Action Plan on Urban Mobility (COM(2009)490)
3. EU2020 Strategy (COM(2010) 2020)
4. White Paper "Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system" (COM(2011)0144)
5. Urban Mobility Package (COM(2013) 913)
6. SUMP Guidelines by ELTIS (Urban Mobility Observatory)

The Italian national legislation does not envisage SUMPs or LCTPs to be mandatory for Italian municipalities.

Yet, Italian Law no. 340/2000 foresees a similar tool, i.e. the "Urban Mobility Plan", whose main objective is to plan the urban mobility system providing an organic set of actions on public transport and road infrastructures, P&R systems, ICT measures, transport demand management, mobility managers, traffic control and regulation systems, real-time information to users and passengers, plans and technologies to improve the distribution of goods at urban level.

The UMP is developed and approved by Italian municipalities on a voluntary basis.

In addition, the Decree of the Italian Ministry of Transport dated 4th August 2017, published on the Italian Official Journal no. 233 on October 5th 2017 issued the guidelines for the elaboration of SUMPs, applying art. 3 of the Legislative Decree no. 257/2016 in accordance with Dir. 2014/94/EU on alternative fuels.

The City of Trieste does not have an UMP, but in 2012 it approved the "General Plan of Urban Traffic" (PGTU – Piano Generale del Traffico Urbano), containing important analyses and policy actions concerning the mobility patterns in the city.

2. CURRENT CRUISE-RELATED FLOWS FEATURES, TRENDS, ETC., IN THE CITY/PORT

Although the statistic numbers on cruise-related flows are far from resembling those of other historic cruise cities (e.g. Venice), they show that the city of Trieste has become an important tourist destination, with a relevant growth rate compared to only a few years ago. Moreover, the cruise-related economy represents an important asset for Trieste with an estimated average of spending of 70 euros per cruiser registered in 2016.

The following table reports relevant statistics showing a positive trend over the past few years:

Year	Number of cruisers	Ships
2017	121.219	58
2016	145.991	61
2015	134.265	46
2014	44.236	22
2013	70.244	31
2012	70.807	40

In 2016, cruise liners moved the following passengers:

- Costa Crociere: 121,989 – 83.56%
- Thomson: 8,666 – 5.94%
- Others: 15,336 – 10.50%

As for 2017 the breakdown is represented as follows:

- Costa Crociere: 90,406 – 74,58 %
- Thomson Cruises: 8,557 – 7,06 %
- Pullmantur: 6,117 – 5,1 %
- Gran Circle Cruise Line: 637 – 0,53 %
- Others: 15,502 – 12,79 %

As outlined in the figure below, in 2012 the modal split was the following:

- 13% motorcycle
- 47% car
- 20% public transport
- 1% bicycle
- 19% walking

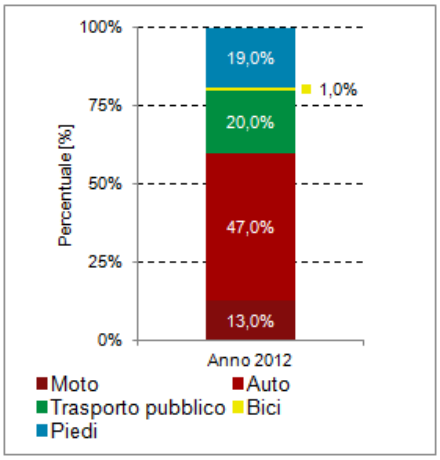

Figure 1 - Modal split in Trieste (PGTU, 2012)

The City of Trieste – AP in LOCATIONS – is participating in the CIVITAS PORTIS project[1], together with AREA Science Park and the Port of Trieste.

The main aims of the PORTIS project are to:

- Improve governance for an enhanced cooperation between cities and ports
- Create more sustainable and healthier city-port environments
- Shape more integrated transport infrastructure and mobility systems
- Improve the efficiency of urban freight transport

Against this background, the participation of the Port of Trieste within LOCATIONS must be viewed as complementary to the activities of the City of Trieste within PORTIS, the two institutions closely cooperating as to guarantee the best possible result for the city's inhabitants, tourists and cruise passengers. Indeed, through LOCATIONS the Port of Trieste will contribute to the parts of the SUMP of Trieste concerning cruise passengers, suggesting potential solutions to the City's government.

3. CRUISE-SECTOR MID- TO LONG-TERM (5 TO 10 YEARS) DEVELOPMENT TRENDS

Considering the general framework of the Adriatic cruise-sector development trends, in 2016 the Adriatic represented the area of the Mediterranean Sea with the highest positive variation in 2016 traffic compared to the previous year[2]. Interviewed stakeholders in the specific context of Trieste cruise traffic segment noted an increase of concrete opportunities to go beyond this positive trend and underlined various still underestimate potentialities to be developed in the future. One of the strategic initiative envisaged in the coming years aims at providing a more positive framework than that emerging from the results of the previous year with regard to the implementation of new policies initiatives – SUMP - and the possible concentration of cruise related activities promoting new cultural and tourist activities in the Trieste Old Port areas.

[1] http://civitas.eu/portis

[2] Adriatic Sea Tourism Report 2017, Risposte Turismo, 2017 – http://www.adriaticseaforum.com/2017/Public/RisposteTurismo_AdriaticSeaTourismReport2017.pdf

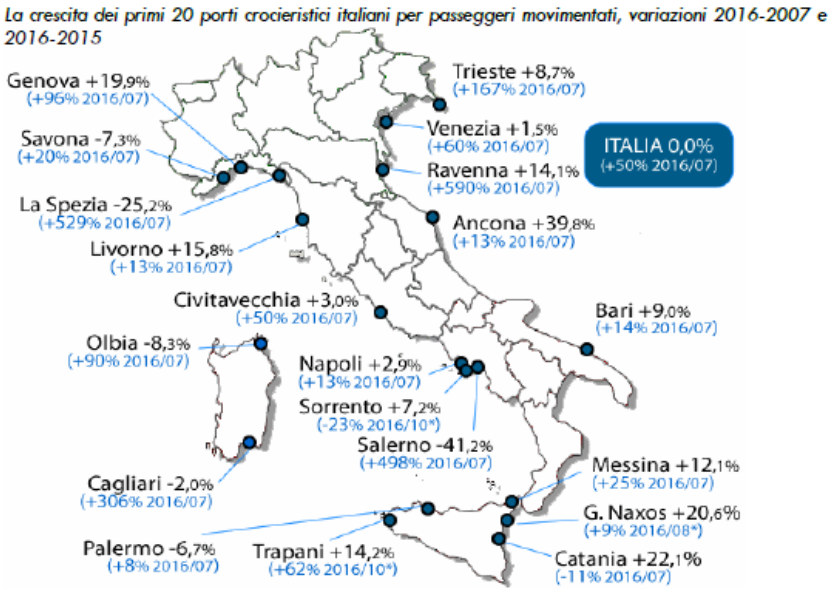

Figure 1 - Trend traffic in the top 20 Italian cruise ports determined on the bases of number of passengers. Variations value 2016/2007 and 2016/2015

In a long-term perspective, based on the previous positive cruise-related traffic trend and considering the current dedicated on-going initiatives under implementation, as the case of the SUMP and the EU funded project PORTIS, a further growth is expected in the coming years.

4. CURRENT CRUISE-RELATED MOBILITY AND TRANSPORT MANAGEMENT POLICIES AND PUBLIC & PRIVATE INITIATIVES ADDRESSING THE EXISTING FLOWS

The Trieste Terminal Passeggeri S.p.A. is located in the heart of Trieste city center, near the city's central square of Piazza dell'Unità d'Italia. Therefore it is easily accessible for cruise passengers on foot or by public transportation. The train station is 5-10 minutes away on foot from the structures. The local international airport of Trieste is located just 33 km away from the city center and it is accessible by a scheduled coach and from March 2018 the implementation of the new railway station of Trieste-Ronchi airport allows passengers to travel by train.

This location offers benefits for tourists who are immediately among museums, monuments, shops, restaurants in the city center, but also represents a serious concern in terms of mobility.

5. WEIGHTED LIST OF NEGATIVE IMPACTS LINKED TO CRUISE-RELATED FLOWS

The number of cruisers in Trieste is not as high as in other ports, such as Venice, but the central location of the cruise terminal impacts the city in terms of road congestion and consequent air and noise pollution.

From the main negative externalities linked to cruise related flows:

- Air and noise pollution;
- Non-parking areas for citizens as a result of the closure of the areas adjacent to the terminal;

- Environmental externalities such as traffic congestion (vehicle n kilometres related to excess parking).

6. EXISTING ROAD NETWORK, TRANSPORT SERVICES AND INFRASTRUCTURE IN THE CITY/ PORT

As described above (sec. 4) the TTP location in the heart of the city centre offers benefits for tourists who are able to use all the existing road network, infrastructures and the public transport services. At the same time, they are immediately among museums, monuments, shops, restaurants in the city centre.

Thanks to this privileged position of the cruise terminal, tourists use the same mobility services and infrastructures of the citizens and currently there are not specific measures developed exclusively for their mobility. This positive aspect also represents a serious concern in terms of mobility and congestions and new measures and LCTP related policies dedicated to address this gaps is needed.

2.1.2 SWOT/CAME ANALYSIS

The following table shows the main strengths, weaknesses (internal), opportunities and threats (external) related to the cruise traffic in Trieste:

SWOT	Negative	Positive
Internal	• Cruise Terminal in the city center – impact on city mobility patterns • SUMP under implementation	• Central location: cruise tourists can reach the city center walking • Train station located at 1 km from the cruise terminal • Efficient PT services

External	• Strong competition from other cruise-destination cities in the Northern Adriatic (e.g. Venice)	• Possibility to offer low-carbon transport services (e-bikes, bike sharing) along the coast • Interesting local touristic attractions reachable with LC means

The following table summarises the CAME analysis:

	Threats	Opportunities
Weaknesses	Change in government policy identifying adaptive solutions towards sustainable mobility – SUMP adoption	Identify corrective strategies based on shared experiences, collected inputs and data
Strengths	Maintain positive results with on-going monitoring and revising activities	Explore new opportunities in cross sector collaboration (alignment of aims among stakeholders)

2.2 Step 2: Participatory process

1. Stakeholders identification

The Port Network Authority of the Eastern Adriatic Sea identified and interviewed the following actors:

1) City of Trieste – as the only entity competent for developing mobility plans and options for citizens and tourists alike;
2) Trieste Terminal Passeggeri (TTP) – the cruise terminal operator;
3) Chambers of Commerce of Venezia Giulia – gathering companies and enterprises constantly in contact with tourists and cruisers.
4) Italian General Confederation of Enterprises, Professions and Self-Employment – gathering local SMEs

2. PARTICIPATORY PROCESS DESIGN AND IMPLEMENTATION

The interviews were held in June, July and September 2017, the outcome of which are summarised here below.

As indicated above, within the framework of the CIVITAS PORTIS project, the City of Trieste tendered the elaboration of the SUMP in the 3rd quarter of 2017. This procedure was closed in the 2nd quarter of 2018, when the LCTP elaborated by the Port of Trieste within LOCATIONS had to be finalised (April 2018).

Against this background, the **City of Trieste** welcomes the cooperation with the Port of Trieste within LOCATIONS, as it can provide useful suggestions for low-carbon mobility options for the cruise passengers to be better studied and analysed within the SUMP.

As far as possible actions to be taken, the City of Trieste suggested the following:

- Increasing the number of bike sharing stations;
- Upgrade of the existing coach station currently located next to the railway station;
- Dedicated public transport connections between the railway station and the cruise terminal;
- Smartphone APP with way finding options (already foreseen in the PORTIS project);
- Constant exchange of information on the arrival of cruise ships between TTP and the City's government and the upload of the relevant information on the City's web portal.

In addition, with the perspective of new opportunities to valorise culture-related activities, the **City of Trieste** suggested the creation of a collaborative framework with cruise ship-owners in order to promote guided walking tour packages involving the existing local tourist guide associations.

The company managing the cruise terminal, **TTP**, highlighted the result of recent surveys, revealing that around 150.000 cruise passengers visited Trieste in 2016 bringing a positive impact on the local economy estimated in 20 million euros.

This important contribution to the local economy is referred both to the terminal related activities (freight forwarders, security dedicated staff and service providers), and to the commercial activities in the city centre (such as restaurants and hotels which attract both cruise passengers and staff employed on board, that can reach the number of 500 employees spending even more than a classical passenger).

As far as the impact on the city's mobility patterns is concerned, TTP assessed it as sustainable, since the current administration is able to prevent and to manage the normal flow of passengers, and all requirements in terms of mobility are previously scheduled: the majority of passengers arrive by plane or by car and they can easily find a parking dedicated area with a shuttle connection to the departure terminal. There are a few passengers coming by train with no impact on urban mobility thanks to the proximity of the Trieste railway station to the cruise terminal. The only case that could negatively impact on mobility occurs in case of emergencies, when the administration is not able to foresee and thus properly organize the arrival of the ship.

In this regard, one critical aspect to be considered is climate change effects, with the persistence of high winter temperatures causing frequent fogs on the Northern Adriatic Sea, determining cruise vessels delays and re-ordering of the ports of destination. The increased number of emergency calls during the current year is becoming an everyday issue in the TTP management – in fact, the port of Trieste is less affected by fog than Venice, causing last minute rescheduling of cruise calls to Trieste. In particular, critical issues and

challenges arise due to weak connectivity to key rail transport services, determining the use of buses and coaches affecting the city centre to transfer cruise passengers.

Moreover, from January 2017 until October 2017 occurrence of dense fog laying on the Venetian lagoon forced more than six cruise ships to change itinerary and sail to Trieste. This 'last minute', unpredicted arrival of cruise vessels in Trieste reached the number of around 5,000 passengers in transit managed by the terminal, demonstrating how TTP is efficiently responsive during these critical situations and how Trieste is recognised as port of reference for emergency calls in the Adriatic.

TTP outlined the need to identify a more stable, dedicated policy line agreed between key institutional and private actors, building on the already existing collaborative approach. Indeed, stronger cooperation and a common understanding of key challenges and long-term objectives are crucial, because a cruise destination change or a large delay puts everything behind schedule affecting severely passengers' and ship companies' plans as well as Trieste urban mobility framework and tourist infrastructures capacity.

More specifically, with regard to LC mobility options, one of the major problems that cruise passengers had to face was linked to the lack of a direct transport connection to the nearest international airport, located in Ronchi dei Legionari. In this respect, the Industrial Plan 2016-2020 of Friuli Venezia Giulia Autonomous Region ensured from March 2018 the connection of the airport to the Trieste-Venice railway being a first important step to provide tourists and cruise passengers with new sustainable solutions.

At the same time, **TTP** underlined that a potential opportunity may be the idea of creating a new way for the tram of Opicina in the proximity of the seafront and other type of solutions valorising the less-known touristic sites that can be reached by low carbon transport means.

In general, it was highlighted that fairs and promotional events are not enough to pave the way for the growth of this sector, but a coordinated local marketing action involving stakeholders from the public and private sectors is needed.

The **Chambers of Commerce** convened with TTP in considering the impact of the cruise passengers on the city's economic development as positive.

As far as mobility is concerned, LC mobility solutions have to be thought according to the different profile of cruise passengers. Moreover, the characteristics of the port itself affect the type of solutions that can be suggested (i.e. a shuttle bus for passengers arriving at Ronchi Airport and dedicated parking areas for cruise passengers arriving by car).

For this reason, there is the need to enhance the integration between the urban mobility framework and the connections with the most important touristic and logistic nodes. In the first case, a focused attention should be paid to the relevance of intelligent traffic signs in order to provide users with clear information on entrance and exit ways. Particular attention should be paid to the importance of inter-modality based connections for routes that are currently not fully exploited by passengers.

In general, the dialogue between the shipping companies and the economic stakeholders is of great importance ending up in a mediation and agreements in order to make Trieste an even more attractive cruise destination city. A recent example of this type of collaboration is represented by the development of an APP including 100 different touristic destinations that is addressed to different users with the aim to

valorise less-known tourist sites (i.e. the city of Palmanova that has been recently acknowledged as a UNESCO site).

Following this approach, a network between minor ports could be implemented to enhance the tourism seasonal adjustment, thus bringing new opportunities for the local population living in less known sites.

The last interview with the **Italian General Confederation of Enterprises, Professions and Self-Employment - Trieste city division**, was carried out in September 2017. During this interview session, a substantial agreement to the previously interviewed stakeholders' considerations and suggestions was underlined, in particular regarding identified LCT possible, further initiatives and the necessity to achieve a better coordination between stakeholders to implement effective and integrated LCT solutions.

At the same time, although the high level of difficulty in achieving formal agreements between cruise shipping operators and local public/private actors appeared fully recognized, stakeholders from the Italian General Confederation of Enterprises, Professions and Self-Employment – Trieste city division outlined two great opportunities in establishing this type of partnerships:

- promote *ad hoc* cruise tours offering Italian culture based experiences, where the cruise passengers can choose to join different destinations tour using LCT based trips to lesser known travel locations and discover their offerings in terms of historical traditions (i.e. visits of the Karst hills offering packages that include wine and food tours);
- empower synergy in information services on existing LCT solutions and Trieste city tour plans dedicated to various cruiser profiles on-board (i.e. integrating cruise tour packages with information campaign on existing web portals and open source apps).

2.3 Step 3: Design of the plan

The methodology used for the design of the LCTP is based on the training developed by CIRCE during the Capacity Building Seminar held in Málaga on April 5th – 7th and the table of contents sent on July 5th 2017.

Both the Capacity Building Seminar and the table of contents, together with the simulation held at the 2nd Project Steering Committee held in Ravenna on May 22nd-24th proved to be useful tools to develop the LCTP for Trieste.

As far as the participatory process is concerned, it can be summarised as follows:

Project Name	Objectives	Topic*				Participants	Time		€
		Knowledge	Maturity	Complexity	Controversial		Event	Total	1-4

Trieste LCTP	To gather the inputs of relevant stakeholders for the elaboration of the LCTP: 1) gather information; 2) suggestions of potential LC mobility options.	+/-	-	m	+/-	- City of Trieste - Trieste Cruise Terminal - Chambers of Commerce - Italian General Confederation of Enterprises, Professions and Self-Employment	May-July 2017; September 2017		

For detailed description on the elaboration of the draft LCTP see the previous section.

1. DEFINITION OF THE CURRENT SCENARIO

As it can be easily noted from the picture above and map below, the cruise terminal is located directly within the city centre, on the main square and near most of the city's touristic attractions.

On one side, this is positive, since cruisers wishing to visit the city can walk through it as they disembark. On the other side, such a central location impacts on the residents, since cruisers wishing to arrive to the terminal or departing from it for local excursions mainly use private vehicles and buses, respectively.

This LCTP tackles these challenges. It was drafted in close cooperation with the Municipality of Trieste, which is the public entity responsible for planning the city's mobility.

2. DEFINITION OF VISION AND OBJECTIVES

The Port of Trieste has consistently invested in low-carbon and sustainable measures over the last few years.

First and foremost, the new Port Master Plan was approved with integrated EIA and ESA evaluation. Also, it is the only Italian Port Authority that is certified with 9001:2015 and 14001:2015 standard, ensuring that sustainability is embedded in the port development operations for the years to come.

Additionally, the port of Trieste is the first Italian port for intermodal traffic, with 8,681 trains in 2017 – specific statistics are described in the chapters below.

Therefore, the participation in a project focusing on low-carbon mobility for cruisers is a natural prosecution of the port authority's current and future strategy, devoted to supporting low-carbon and environmentally friendly transport solutions.

The Port Network Authority of the Eastern Adriatic Sea intends to extend the approach adopted to decrease the impact of the port operations on the environment also to the cruise sector.

Therefore, since it is not the competent actor for planning the mobility outside the port areas, through the LCTP the Port Network Authority of the Eastern Adriatic Sea wishes to provide the city administration with suggestions and contributions on the low-carbon mobility of cruise passengers to be included in the SUMP, that it is currently developing within the CIVITAS PORTIS project.

Within LOCATIONS, the Port Network Authority of the Eastern Adriatic Sea will implement action no. 1 – analysis of the public transport (train) options available for reaching Trieste. This study would also alleviate the impact of unforeseen cruisers flows caused by events such as fog in other ports – as highlighted by TTP in the chapter above.

3. DEFINITION OF ACTIONS AND INDICATORS

Through *ad hoc* interviews with the competent stakeholders, the Port Network Authority of the Eastern Adriatic Sea has identified the following set of measures able to contribute to the specific goal of reducing the traffic congestion in the city centre and consequent environmental downsides caused by cruise passengers:

1. Analysis of the PT (train/bus) options available for reaching Trieste;
2. Increase of bike sharing stations;
3. Study on dedicated public transport service between the train station and the cruise terminal;
4. APP for way finding in the city (already foreseen in the CIVITAS PORTIS project);
5. Webpage on the city portal with information for cruise passengers, suggesting LC transport options.

The table below summarises the actions, indicators, timeframe and responsible stakeholders:

Action no. 1	**start/end**	**outcome**	**indicator**	**source of data**	**responsibility for monitoring**	**monitoring/ schedule**	**description and methodology**
Analysis of the PT (train/bus) options available for reaching Trieste	M1 - M12	Analysis on PT options to reach Trieste and the cruise terminal	number of cruise passengers using PT options	Port of Trieste	Port of Trieste	M12	Within LOCATIONS, the Port of Trieste will develop an analysis for PT options for cruisers as a technical report supporting the implementation of the LCPT
Action no. 2	**start/end**	**outcome**	**indicator**	**source of data**	**responsibility for monitoring**	**monitoring/ schedule**	**description and methodology**
bike sharing stations	M12 - M24	bike sharing stations available	bike sharing station	Municipality	Municipality	M24	The increase of bike sharing stations strategically located in the city and near the cruise terminal would provide additional LC mobility options for cruisers visiting the city. This action is already foreseen in the CIVITAS PORTIS project.
Action no. 3	**start/end**	**outcome**	**indicator**	**source of data**	**responsibility for monitoring**	**monitoring/ schedule**	**description and methodology**

Study on dedicated public transport service between the train station and the cruise terminal	M12 - M24	study on dedicated PT services for cruise passengers	number of cruise passengers using PT options	Municipality	Municipality	M24	The cruise terminal is close to the train station (1 km). A study may analyse the potential for dedicated PT services between the train station and the cruise terminal, including financial viability
Action no. 4	**start/end**	**outcome**	**indicator**	**source of data**	**responsibility for monitoring**	**monitoring/ schedule**	**description and methodology**
APP for way finding (already foreseen in the CIVITAS PORTIS project)	M12 - M24	APP for way finding	number of downloads of the APP	Municipality	Municipality	M24	Way finding is a useful tool to guide tourists, providing information on the cultural heritage of the city as well as LC mobility options available to reach them
Action no. 5	**start/end**	**outcome**	**indicator**	**source of data**	**responsibility for monitoring**	**monitoring/ schedule**	**description and methodology**
Webpage on the city portal with information for cruise passengers, suggesting LC transport options	M12 - M24	webpage on the city portal	number of visits to the webpage	Municipality	Municipality	M24	The city portal may be endowed with a page dedicated to cruise passengers, providing touristic and LC accessibility information

4. DEVELOPMENT OF FUTURE SCENARIOS

The following scenario-based approach allows to examine the potential impacts of the above-mentioned actions. In fact, the purpose of scenario analysis is to explore several possible futures in a systematic way[3].

For the purpose of the LCTP, three different scenarios were envisaged:

- **Business as usual (BAU)**: none of the actions is implemented;

[3] Peter Schwartz, *The Art of the Long View* (1996)

- **Likely**: only actions 1, 3, and 5 implemented;
- **Best**: All actions implemented.

The **BAU** scenario implies that none of the above-mentioned actions is implemented, as if the LCTP were not adopted by the relevant stakeholders.

Although highly improbable, given the strong political commitment of the local community, such a scenario must be considered as the baseline.

The **likely** scenario foresees the adoption of the following actions:

1. Action no. 1: Analysis of the PT (train) options available for reaching Trieste;
2. Action no. 3: Study on dedicated public transport service between the train station and the cruise terminal;
3. Action no. 5: Webpage on the city portal with information for cruise passengers, suggesting LC transport options.

These actions are either already foreseen during the project implementation with dedicated budget already allocated (Action no. 1) or are "light" actions requiring limited budget and commitment.

The **best** scenario implies the adoption of all identified measures, i.e. those of the moderate scenario plus:

1. Action no. 2: bike sharing stations;
2. Action no. 4: APP for way finding (already foreseen in the CIVITAS PORTIS project).

These two actions require additional funds and increased political commitment.

2.4 Step 4: Monitoring and funding

2.4.1 Monitoring LCTP implementation

The Port of Trieste is not competent for planning the mobility outside the port areas. Thus, preparing the LCTP, the Port worked in close consultation with the Municipality of Trieste, which is the public entity responsible for planning the city's mobility and LOCATIONS Associated Partner.

The Port of Trieste is responsible for the elaboration of LCTP that would contribute to the cruise-related content of the city's SUMP, considering also the measures that the City of Trieste will develop within the CIVITAS PORTIS project.

The Port will implement the measure within its institutional role – i.e. Action 1 – the other measures being yielded to the City of Trieste for their uptake.

2.4.2 Funding

The following table summarises costs for implemented the above-mentioned activities, also identifying potential funding schemes:

			Cost category					
Action 1	**start/end**		**staff**	***description***	**subcontracting**	***description***	**investments**	***description***

Analysis of the PT (train) options available for reaching Trieste	M1-M12	amount			60.000,00 €	*External expertise for the PT option analysis*		
		source of funding			LOCATIONS			
Action 2	**start/end**		**staff**	***description***	**subcontracting**	***description***	**investments**	***description***
bike sharing stations - Municipality	M12-M24	amount					50.000,00 €	*Purchase of e-bikes and installation of the station*
		source of funding					own funds/Interreg funds	
Action 3	**start/end**		**staff**	***description***	**subcontracting**	***description***	**investments**	***description***
Study on dedicated public transport service between the train station and the cruise terminal - Municipality	M12-M24	amount			50.000,00 €	*External expertise for the study on dedicated PT service for the cruise terminal)*		
		source of funding			own funds/Interreg funds			
Action 4	**start/end**		**staff**	***description***	**subcontracting**	***description***	**investments**	***description***
way finding - Municipality (already foreseen in the CIVITAS PORTIS project)	M12-M24	amount					50.000,00 €	*Purchase and installation of totems*
		source of funding					own funds/Interreg funds	
Action 5	**start/end**		**staff**	***description***	**subcontracting**	***description***	**investments**	***description***
Webpage on the city portal with	M12-M24	amount			5.000,00 €			*Upgrade of the city web portal*

information for cruise passengers, suggesting LC transport options - Municipality		source of fundin g			own funds/Interreg funds			

ANNEX 1 – LCTP MEASURE DESCRIPTION TEMPLATE

1. Analysis of the Public Transport options available for reaching Trieste

Within LOCATIONS, the Port of Trieste will develop an analysis for Public Transport options for cruise passengers as a technical report supporting the implementation of the Low Carbon Transport Plan.

The analysis mainly focuses on the railway capacity of the local context (Friuli Venezia Giulia Region) to be able to welcome the increase of tourists in general, with specific focus on cruise passengers with the ultimate aim to provide them with alternative public transport solutions to easily reach the city centre and the cruise terminal of Trieste.

Against this background the new implementation (March 2018) of the railway station of the Trieste Airport (Ronchi dei Legionari Station) is an important step towards this new direction and this new link can be exploited by cruise passengers arriving by plane as a sustainable and comfortable solution to reach Trieste.

As an indicator for this measure the Port of Trieste will use as basis for the analysis the number of cruise passengers using public transport options, with main focus on trains.

The costs of the analysis will be covered by LOCATIONS funds with an estimated cost of 60,000 through a subcontracting procedure.

2. Increase of bike sharing stations

Among the major challenges proposed by the Urban Traffic Master Plan of 2013 there is the establishment of new pedestrian areas, walking and cycling paths. These interventions aims at implementing pedestrian and bicycle connections between the main facilities surrounding the areas of great interests. This change of habits can lead citizens to adopt a different lifestyle as far as mobility is concerned but may also be welcomed by tourists with the chance to use the bike sharing services.

The increase of bike sharing stations strategically located in the city centre and near the cruise terminal would provide additional Low Carbon mobility options for cruisers visiting the city. This action is already foreseen and is going to be implemented through the CIVITAS PORTIS project.

This transport service could be implemented along the coastal area of the city thus offering opportunities to the cruisers who want to be more independent and do not want to follow fixed packages offered by the cruise companies: as far as mobility is concerned, LC mobility solutions have to be thought according to the different profile of the cruise passengers.

The implementation of the future bike sharing system can be hindered by the following factors:

The orography of the city (the presence of gradients mainly in the part of the old town) that may be mitigated by creating cycle paths on the flat, for example along the coast to be strategically located near the cruise terminal. Moreover intermodal alternatives may be offered connecting the flat and the tableland and the possibility to use electric bikes as alternative solutions along the coast.

The quantifiable indicator of this measure will be represented by the percentage of traffic reduction, the percentage of cycle mobility increase and the number of bike sharing system users.

The purchase of e-bikes and the installation of the station will be covered by own fund and by Interreg funds amounting to 50,000 Euros.

3. Study on dedicated public transport service between the train station and the cruise terminal

The city of Trieste is offering a pier for cruise ships that is the city's main square in the very city center.

That facility offers huge benefits for tourists who are immediately among museums, monuments, shops, restaurants of the city center but represents also a serious concern in terms of mobility.

A better connection between the cruise terminal and the railway station that is only 1 km far would be a step towards the implementation of efficient mobility services facilitating tourists in their movements within the city.

A study may analyse the potential for dedicated Public Transport services between the train station and the cruise terminal, including financial viability.

With the recent implementation of the railway station at Trieste airport (Ronchi dei Legionari) an increase of the passengers flow arriving at the train station of the city will force to rethink the local mobility patterns, providing passengers with more transport options that include sustainable solutions.

The costs of the action will be covered by own funds and Interreg funds with an estimated cost of 50,000 Euros through a subcontracting procedure.

4. APP for way finding in the city

In recent years the city has witnessed an increasing number of ships arriving in the city with a growing number of tourists who need to move around and to get information about the main cultural and historical sites and who are not fully satisfied by the information and services provided so far also by the cruise companies.

Besides this the city has experienced many changes in the mobility asset which need to be further promoted and enhanced among citizens and tourists with clear and accessible information.

In order to provide more detailed information and to promote the use of low carbon transport solutions the Port of Trieste will develop an App for Way finding in the city.

The app is a useful tool to guide tourists, providing very easy but complete and up-to-date information about how to move in the city, included information on the cultural heritage of the city and on itineraries around historical sites. The App will be freely downloadable from tourist promotion websites and therefore facilitate tourists in their movements within the city, mainly for those who spend short time in the city and need quick information to walk.

The number of downloads of the APP will represent the indicator of this action to be included in the low carbon transport plan.

The success of this measure will depend partially on the publicity of the tool itself and this is the reason why the cooperation among all stakeholders in charge of the tourist offer management is crucial.

The design and implementation of the App will be covered both by own funds and Interreg funds and the estimated investment consists of 50,000 Euros.

5. Webpage on the city portal

The city portal (http://www.retecivica.trieste.it/) is an institutional website which is managed by the municipality of Trieste collecting all the useful information to get to know Trieste under many aspects providing users and mainly citizens with news on tourism, mobility, transport modes, welfare services, environmental issues, cultural events and exhibitions that will be held within the city.

The action aims at the creation of a specific webpage on the city portal which may be endowed with information targeted for cruise passengers, suggesting low carbon transport options and providing touristic, cultural and low carbon accessibility information.

The indicator for this action will be represented by the number of visits to the webpage and by the increase of tourist visits to cultural sites.

The innovative approach of the action consists in the tool of tourism promotion through alternative mobility choices.

As for the efficient implementation of this measure it will depend on the publicity of the tool itself and on the cooperation among all stakeholders in charge of the tourist offer management is crucial: the Municipality that is in charge of the management of the city portal and with tourist promotion agencies that work on the territory.

The webpage is going to be implemented by external experts through a subcontracting procedure with an estimated cost of 5,000 Euros that will partially derive from own funds and partially from Interreg funds.