



THE ITALY-CROATIA CBC PROGRAMME 2014 - 2020

STEP-UP

Sustainable Transport

E-Planner to Upgrade
the IT-HR mobility

*FROM SHARED RESOURCES
TO JOINT SOLUTIONS*

Newsletter #3

STEP-UP

Sustainable Transport E-Planner
to Upgrade the IT-HR mobility

*THE NEXT STEP-UP
INTO INFOMOBILITY*



STEP-UP project final meeting

Šibenik, September 10th

The final conference of the STEP UP - Sustainable Transport E-Planner UPgrade IT-HR mobility project was held at the Šibenik's Juraj Šižgorić City Library, on September 10th 2019.

All the project partners present their results of pilot projects implemented as part of the STEP UP project.

Based on the results of the Intermodal project and the Urban Mobility Master Plan, the City of Šibenik conducted a pilot project connecting Šibenik with the Split and Zadar airports by shuttle bus.

"Our advantage is the position that enables us to have airports in the neighboring cities of Zadar and

Split, and it is certain that we will continue this pilot project, which has achieved a great result, in the next tourist season," said Mayor Željko Buric in his opening address.

The conference was also attended by Petar Mišura, Head of the Administrative Department for Economy, Entrepreneurship and Development of the City of Šibenik, project partners and representatives of the Lead Partner Marche Region.

Throughout the day-long program, Siemens will present a project proposal for connecting Šibenik's islands with electric and hybrid ships, and Dyvolve's concept of smart mobility based on the Šibenik's Urban Mobility Master Plan.



STEP-UP pilots

During the project, six pilots were introduced (three in Italian Programme area and three in Croatia). Find out the results:

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MARCHE REGION PILOT PROJECT AND WHAT WAS IMPLEMENTED

E-Planner “Never been so close”

Marche Region extends over an area of 9,694 square kilometers of the central Adriatic slope between Emilia-Romagna to the north, Tuscany and Umbria to the west, and Lazio and Abruzzo to the south, the entire eastern boundary is formed by the Adriatic Sea.

Its strategical geographic position and the three major interchange HUBs (airport, port and train station) should ensure that the city of Ancona is considered a strategic starting point for tourists and residents to travel across Europe.

The lack of a single multimodal information system and the difficulty to display transport information, discourage users to start their travel from Ancona or using public transport (like train or bus) to reach the interchange HUBs.

For this reason, during the STEP-UP project, Marche Region developed a single multimodal and cross-border travel planner platform in order to facilitate at first the access to the transport network and on the other side attract more demand thanks to the inclusion of events and points of interest. It is important to offer easy and complete information for a high quality users' experience avoiding the proliferation of web applications.

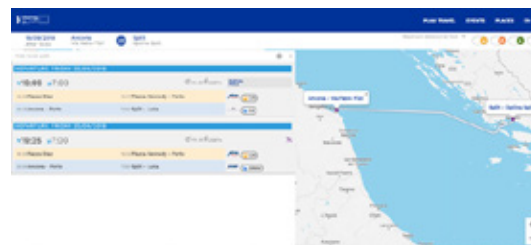
To make available this travel planner and tourism system to end users, hereafter what has been developed during the project:

- Back-office to upload events and points of interest of each territory involved in SEP-UP project
- Import for Mobility data collection in GTFS well format to feed the E-planner.
- Tourism platform has been realized and published to make easier the access to end users for the consultation of events and points of interest
- Travel planner platform has been realized and published to make easier the access to end users for searching multimodal travel solutions

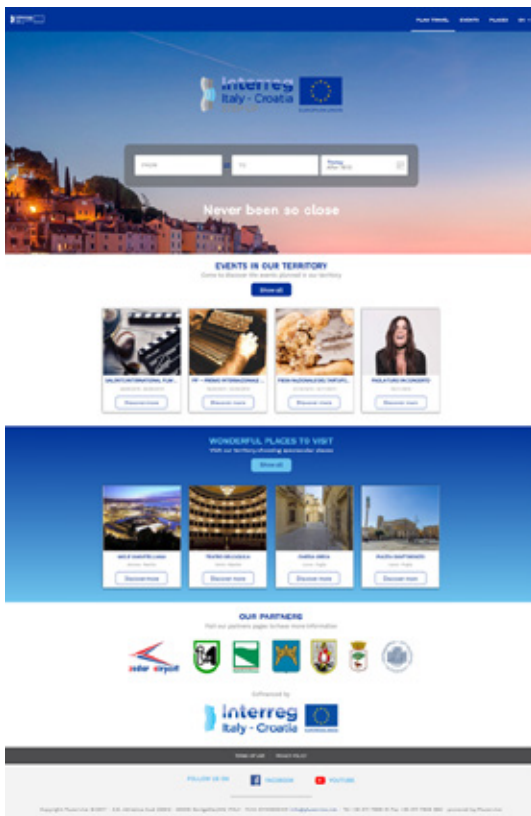
The STEP-UP platform includes two type of communication channels: web, app where collected information will be accessible for end-users.

The E-planner – Never been so close is available through the following link:

<https://www.stepup-tp.eu/>



Hereafter the Home Page and the Events landing page designed by UX/UI team of expert to guarantee an easy and comfortable use of the services offered by Marche Region within STEP-UP project.



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EMILIA-ROMAGNA PILOT PROJECT

La linea dei borghi

The pilot project of the Emilia-Romagna region was the introduction of the free shuttle bus line “La linea dei borghi”. Once a week (from May to September 12th), the shuttle bus has connected the city of Rimini (the “capital of tourism”) with the cities of Verucchio and San Leo, so called The jewels of Valmarecchia, Those two ancient cities located in the hills outside Rimini were made accessible for visitors and tourists, thanks to free shuttle buses.

The main goal of the pilot was to allow as many people as possible to visit two historic sites without using a car (which is not always easy because of parking problems).

The pilot started in the mid of May, despite the bad weather. Through the pilot the visitors were registered on each trip: up to over thirty summers per line, sometimes involving entire groups of students. During the summer 288 tourists were transported by shuttle bus and 145 passengers filled out a form that has been distributed to them, giving positive feedback on the project.

During the pilot, important data were collected, which will be crucial for developing the service in the future. At a press conference held August 9th 2019, on the results of the pilot project, Emilia-Romagna Regional Tourism Advisor Andrea Corsini congratulated Step-Up team on the success of the “La Linea dei borghi” and pledged to continue that experience in the summer of 2020.

The goal was achieved, the purpose of the project was to move from a “pilot phase” to a service that will be stable for the benefit of tourists and local community.

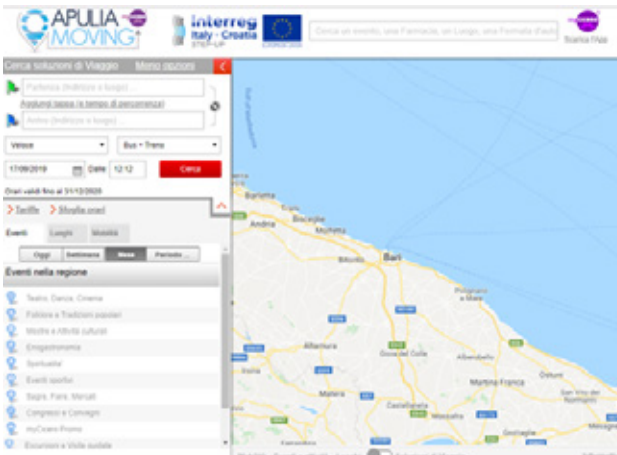


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THE CITY OF LECCE PILOT PROJECT

Innovative door to door multimodal travel planner platform

During the project, Municipality of Lecce implements new features for a complete door to door multimodal travel planner platform in order to achieve its objectives and to facilitate the access to the transport network for tourists and citizens, especially during the peak-season to limit the use of private cars.

The final pilot site includes different elements and features implemented at local level, both to reach the local and wider aim of the project. Hereafter, what has been developed.



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- 1) Feeding and improving the current database with new mobility data about different transport operators. Different transport modes are in the regional web portal.
- 2) Establishment of a new wider network to includes new mobility data from different transport modes
 - a. This includes the data integration into the current networking to allow a generation of a new network useful for the algorithm used for "plan your trip".
- 3) Map licences brought for 2 years on; it is used by the algorithm for searching solution at regional level
 - a. Improvements about data, features and tools are deployed in real environment to allow the running of the local pilot and to share data with the STEP-UP platform <https://www.stepup-tp.eu/>
- 4) Management and maintenance of data about territory: POIs and Events. These elements have to be available in the STEP-UP portal to allow the multimodality and interoperability across areas.
- 5) Through a back-office created for the STEP-UP project, the Municipality of Lecce is responsible for uploading POI and Event data into the master portal to attract users in its territory also during off-peak hours.
 - a. Drafting/Editorial/Writing activity
- 6) Adaptation and updating of apuliamoving.it portal with STEP-UP logos and features

Apuliamoving is available through the following link:

<http://www.apuliamoving.it/tp/INFOCITY/home/index>

Hereafter the Home Page designed by UX/UI team of expert to guarantee an easy and comfortable use of the services. Municipality of Lecce will maintain over time this project with the possibility to enlarge the current offer of services.





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SPLIT DALMATIA COUNTY PILOT

e-chargers network across the county

The idea of the project is to develop an electric charger network for electric vehicles in the hinterland of the Split-Dalmatia County. A total of five installed locations for the project are: Vrlika, Sinj, Cista Provo, Zagvozd and Imotski. The idea of project is to develop a charging station network by installing electric vehicle charging stations at spatial intervals of 35 km, in order to increase the availability of all inner parts of the Split-Dalmatia County for electric vehicle drivers. The electric charger stations are set up on attractive tourism destinations and near frequent traffic routes, and the service itself will be tested at the time of the tourist season when the demand for charging stations is extremely high.

Main results of the project implementation are:

- establishment of publicly accessible electric charger network in hinterland of Split-Dalmatia County as a concept of e-mobility;
- increasing accessibility of the electric vehicle traffic system;
- the integration of publicly available services and the increase of the spatial mobility of the local population and tourists;
- development of efficient and accessible services and information platforms;
- promoting e-mobility and multimodal traffic among local people and tourists.

The main impact of the project implementation will be stimulated by increasing mobility and increasing tourism visibility of the county's hinterland. It is also possible to expect economic changes caused by the use of rational and cost-effective transport solutions such as the transport model of electric vehicles. The implementation of project ensures technical progress (especially in the interior of the county) which should be visible in increasing quality of transport infrastructure.





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THE CITY OF ŠIBENIK PILOT PROJECT

Shuttle bus line between the Šibenik and two airports

Šibenik has no airport, but in the 70 kilometers radius there are two, Zadar and Split airports. Since the vicinity of these airports lots of local residents and tourists use those airports as a starting point for travel to other European destinations or to come to Šibenik. But there is a challenge, Šibenik has no direct public transport connection to any of these airports or vice versa.

The City of Šibenik idea through Step Up project was to establish shuttle bus connections with Zadar and Split airports. The idea of pilot is to connect three neighboring cities and two airports, create three different multimodal points including airports, main bus stations and sea ports, in order to allow greater mobility between these cities for the citizens and their guests.

Pilot project implementation started at July 26th and finished at August 27th 2019.

During that period one minibus and one van operate between the city of Sibenik and Split Airport, eight times a day. Similarly, minibus and van connected the city of Sibenik and Zadar Airport seven times a day. Ticket price were 60,00 kn per person. Shuttle bus timetable was fully aligned with the flight schedule (arrivals and departures).

During the implementation period 476 passengers were transported between Šibenik and Zadar Airport and 831 passengers between Šibenik and Split airport, in total 1307 persons used this shuttle service during the sixty days pilot.

One of the main reasons we started this pilot project was to facilitate and simplify the transportation of passengers to Sibenik, local population and tourists.

The pilot project ensured better transport links between the city of Šibenik and the Zadar and Split airports, increased tourism mobility and improved living conditions of local citizens.

Pilot showed an interest of local population and tourists for this kind of service. The mayor of Šibenik, during the Step-Up conference in Šibenik announced that shuttle busses will connect Šibenik with the Split and Zadar airports during the summer 2020.





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ZADAR AIRPORT PILOT PROJECT

Info kiosk for better passengers flow

As a part of our pilot project Zadar Airport followed the most clicked information on our website www.zadar-airport.hr. The main goal was to see what is that our passengers and all users of our website are most interested in.

Besides that we were cooperating with our external partners on developing via zadar-airport.hr website which is accessible on interactive kiosk at Zadar Airport.

Between 1st of June and 25th of August, a period which actually represents the peak of the season at Zadar Airport our analytic tool has given following results. Public transportation which is the most important one for our project was among the top 10 most searched information. When we calculate searches on croatian and english language it turns out that transportation takes 4th place in total with more than 30.000 clicks.

These results are a proof that our passengers are very interested in ways how to get from Zadar Airport to their desired destinations especially using public transportation what is also one of the goals of this project.

In order to provide all incoming and outgoing passengers with accurate information about getting from point A to point B Zadar Airport has installed interactive kiosk in front of arrivals area next to the bus station.

We believe that installed kiosk will definitely be of use to its users and at a bit bridge the gap between Zadar Airport and final destinations.





MAIN PROGRAMME FACTS & FIGURES

2
MEMBER STATES
ITALY AND CROATIA

12,4 M
CITIZENS

8
CROATIAN
COUNTIES

25
ITALIAN
PROVINCES

Project title: Sustainable Transport E-Planner to Upgrade the IT-HR mobility

Project acronym: STEP-UP

Funding programme: Interreg IPA CBC Italy - Croatia 2014 - 2020

Project number: ID 10042161

Total project value: 951.831,00 EUR (co-financed by the EU with 809.056,35 EUR or 85%)

Project partners:

Marche Region (Lead Partner) | Emilia Romagna Region (PP1) | Municipality of Lecce (PP2) | University of Trieste (PP3) | County of Split-Dalmatia (PP4) | City of Šibenik (PP5) | Zadar Airport Ltd. (PP6)

Target groups:

General public | Local, regional and national public authorities | Regional development agencies | Enterprises, transport operators including operators of multimodal logistics hubs, infrastructure providers | Transport associations | Regional innovation agencies | NGOs | Education and training organisations, universities and research institutes

Timeframe:

Project duration: 18 months

Project start date: 01/01/2018

Project end date: 30/06/2019

The content of this newsletter does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the newsletter lies entirely with the City of Šibenik.

Find out more about project:
www.italy-croatia.eu/stepup

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