

# OUTPUT FACT SHEET

**Pilot actions (including investment, if applicable)**

Project index number and acronym	CE1161 SMART COMMUTING
Output number and title	O.T3.1 PILOT ACTIONS
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Zadar County development Agency ZADRA NOVA
Project website	<a href="https://www.interreg-central.eu/Content.Node/SMART-COMMUTING.html">https://www.interreg-central.eu/Content.Node/SMART-COMMUTING.html</a>
Delivery date	November 2020

**Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value**

The “Feasibility study and strategy for bus-boat tariff and ticket integration and integrated online time-table (bus, boat) for residents, commuters and tourists” includes short-term and long-term projections of the possibility of aligning the ticket tariffs and timetables in boat/ferry and bus traffic to provide the incentives to citizens and tourists to use the public transport system. It analyses the suitability of an online platform that will encompass all important information regarding the modern intermodal vision of sustainable urban mobility in the Zadar area. The pilot action encompassed a broad array of activities, mostly experimental in nature for Zadar County as it analyses different travel patterns obtained from on-field research, combines two (or more) traffic methods in order to provide the most suitable schedule. The study also incorporates the cost-benefit and ROI analysis of the investment necessary to implement the idea behind to study and to create some solutions on both economic and policy level. The investment needed for the implementation of the activity was 52.760,00 HRK (approx. 7000 EUR), while the study itself proposes additional investment to provide the best solutions possible, with the economic ROI falling in the ten-years mark. The Study can be easily demonstrated and copied to other municipalities and FUAs, not just in the Central Europe regions, but in other regions as well, as it provides the methodology that can be easily used throughout the European Union. The transnational workshops and other international events are great opportunities to present ZADRA NOVA’s pilot action which creates instant transnational added value as it can be replicated on a broader scale.

#### **NUTS region(s) concerned by the pilot action (relevant NUTS level)**

NUTS 2 - HR03 Adriatic Croatia  
NUTS 3 - HR033 Zadar County

#### **Investment costs (EUR), if applicable**

The pilot action did not include investment, but only projections for future investment.

#### **Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)**

The “Feasibility study and strategy for bus-boat tariff and ticket integration and integrated online time-table (bus, boat) for residents, commuters and tourists” analyses the suitability of an online platform that will encompass all important information regarding the modern intermodal vision of sustainable urban mobility in the Zadar area. The document produced concrete steps that need to be taken in order to create a joint sustainable model of integrated urban transport connecting Zadar’s largest port (the Port of Gaženica) with local public transport provider (Liburnija d.d.). The study serves as a basis for citizens and tourists to gain an integrated transport model with the possibility to use one ticket for both means of transport (bus and boat/ferry) and have an integrated timetable. The transport providers themselves gained the steps needed to be taken to implement the service, with the benefit analysis of the implementation of the system and with the projection of costs needed for the implementation of the integrated system. The units of local government gained valuable inputs for the creation of policies and the means on organizing the work-hours of the employees while lowering the traffic congestion and the emissions of CO<sub>2</sub>, as the measures that the Study proposes should serve as an incentive for more people to use public transport instead of private cars.

### **Sustainability of the pilot action results and transferability to other territories and stakeholders**

The pilot action was presented to key stakeholders at the public event in November 2020 and on the social networks of the SMART COMMUTING project. The document will be sent to all interested stakeholders (i.e., Jadrolinija, Liburnija, The City of Zadar, Zadar County etc.) in order to maximise its impact. It will also be presented at future conferences from the field of sustainable urban mobility and should serve as the basis for the creation of future transport politics on the FUA level.

### **If applicable, contribution to/ compliance with:**

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Please describe, if applicable, the contribution to and/or compliance with the above mentioned requirements by addressing the following guiding questions:

- Relevant regulatory requirements have been complied with:
  1. EC” Guide to Cost-benefit Analysis of Investment Projects, December 2014, Economic appraisal tool for Cohesion Policy 2014-2020”
  2. Traffic Masterplan of the Functional region North Dalmatia, II. Phase
  3. TRANSPGOOD (TRANSPORT OF GOODS PLATFORM)
  4. White book on traffic
  5. Traffic Development Strategy of the Republic of Croatia
  6. etc.
- The contribution in terms of sustainable development:

The Study will have a positive impact on sustainable development as it should lower the emissions of CO<sub>2</sub> in Zadar Fua and create incentives for citizens and tourists alike to use public transport instead of public cars
- There is no risk that the pilot action has negative environmental effects. All horizontal principles of equality and non-discrimination were respected and integrated.

**References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links**

**If applicable, additional documentation, pictures or images to be provided as annex**

- D.T3.6.1 PILOT ACTION AT ZADAR's FUA
- D.T3.6.2 Intermediate report on the progress of implementation of pilot actions at FUA level in Zadar
- D.T3.10.1 TRANSNATIONAL PUBLICATION ON PILOT ACTIONS FOR A SMARTER COMMUTING
- D.T3.11.2 Annual conference of mayors and main stakeholders to promote smarter commuting in the FUAs
- D.T3.12.1 PPP REPORTS ON PILOT ACTIONS
- Relevant deliverables can be found on Dropbox and ZADRA NOVA's web page
- Image illustrating the output - the cover of the Feasibility study

