

# Participatory Planning to Reduce Traffic Congestion in the City of Split

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City of Split

## CITY OF SPLIT

- The second largest city in Croatia and the largest city on the Croatian coast of Adriatic (180.000 inhabitants)
- Center of the most administrative, economic and transportation activities in the region of Dalmatia (about 500,000 inhabitants) with growing entrepreneurship and excellent traffic connections
- The cultural, sports, academical and historical center of Croatia with rich cultural and historical heritage
- Well educated labour force



## CITY OF SPLIT

- A mild Mediterranean climate, City situated on peninsula
- With 2700 sunny hours per year and more than 300 sunny days a year
- 15 kilometres of beaches located around the city centre
- One of the cities with the largest potential for further tourism development in Croatia





## CITY OF SPLIT

- 1700 year's Old City where the Roman Emperor Diocletian built his spectacular Palace - Diocletian's Palace (on the UNESCO World Heritage List from 1979.)
- Numerous medieval churches
- Three theaters
- Fourteen museums and galleries
- Attractive promenades and squares



## CITY OF CULTURE, EVENTS, FAIRS, EXHIBITIONS, CONFERENCES AND CONVENTIONS

- Sudamja - traditional celebration of the Patron of Split, St. Domnius (May)
- Days of Diocletian (May – September)
- Split Summer Festival - program of dramas, operas, concerts, dances and other performances (June)
- Mediterranean Film Festival Split and Split Film Festival (June and September)
- Ultra Music Festival (July)
- Split Music Festival - the most popular pop music festival in Croatia (July)





## CITY OF CULTURE, EVENTS, FAIRS, EXHIBITIONS, CONFERENCES AND CONVENTIONS

- GAST - fair of food products, beverages, wines, coffee, hotel and restaurant equipment, furniture... (March)
- Croatia Boat Show - one of the top ten nautical shows worldwide with more than 400 boats on an exhibition area of 120,000 sq.m. (April)
- Shift conference – presents inovators, start-ups from the IT sector, software and know-how from all around the world (June)
- SASO - fair of civil construction, timber industry, metal industry, tools, machinery, equipment... (October)



## SPLIT – TRANSPORTATION HUB OF DALMATIA REGION

### SEA PORT OF SPLIT

- Second largest Croatian port - 5 million passengers and 733.000 vehicles in 2016.
- 286 cruisers in 2016.
- 2.745.000 tons of cargo in 2016.





## SPLIT – TRANSPORTATION HUB OF DALMATIA REGION

- Highway A1 Zagreb–Split-Dubrovnik
- International railway station
- International bus station



## AIRPORT OF SPLIT

- The second largest airport in Croatia by volume of traffic, with 3,12 million passengers in 2018. (new bigger airport building and terminal was opened in summer of 2019.)
- Direct regular flight connections with more than 40 cities in Europe





## TOURISM STATISTICS – 2018.

- eVisitor data (central electronic system used for collection of data of tourist check-ins and check-outs that connects all Local and Regional Tourist Communities in the Republic of Croatia

### REPUBLIC OF CROATIA

- 19,719,329 - tourist arrivals
- 106,056,638 – overnight stays

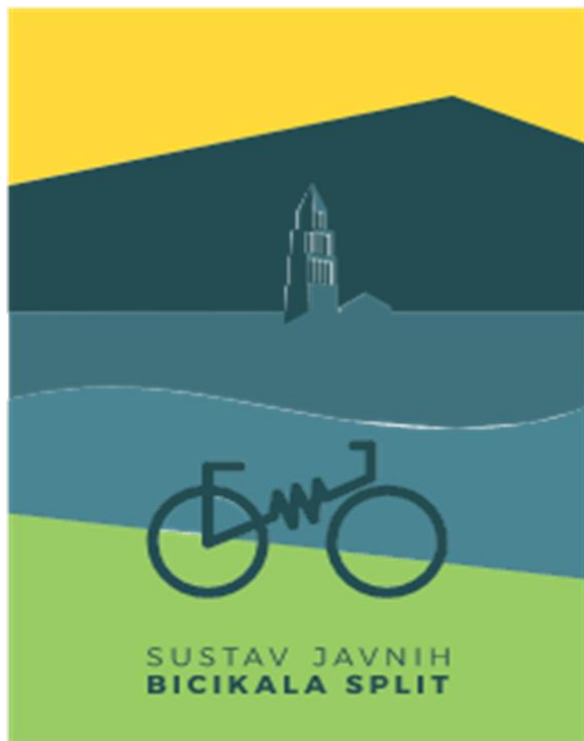


### CITY OF SPLIT

- 861,530 – tourist arrivals – an increase of 18% in compare to 2017.
- 2,508,725 – overnight stays – an increase of 16% in compare to 2017.

## INCREASED TRAFFIC CONGESTION ESPECIALLY DURING THE SUMMER SEASON!





## REMEDIO

***RE**generating mixed-use **MED**  
urban communities congested  
by traffic through **In**novative  
low carbon mobility **sO**lutions*



## PILOT ACTIVITY IN THE CITY OF SPLIT

Integrated Public Bike Sharing System - mixed contingent of 20 electric and 30 classic bicycles on 8 locations, in cooperation with public procurement joint partner Split Parking LTD (City of Split's owned Public Utility Company).

The implementation and design of a complete system solution for public bicycles includes procurement, transportation, delivery, assembly and installation of:

- classic and electric bikes
- parking stands for electric and classic bicycles
- terminals with communication units
- RFID user cards
- application software
- license for a public bicycle system
- management and maintenance of the System for a year period

## PARTICIPATORY GOVERNANCE MODEL AND PLANNING

The aim of participatory management is to gather opinions from relevant stakeholders as well as the general public in order to better detect the real needs of all target groups of the REMEDI project on improving the traffic situation while planning future activities. In this way, measures will be taken to meet these needs.

This encourages direct public communication with the governing bodies, and provides local authorities with an insight into the real needs of the population. Such a method of communication between the administration and the field will lead to jointly addressing the problems of social importance and increase the ability of the investment to be in line with the real needs of the pilot area and the wider public.

### ACTIVITIES:

- “Face to face” and online surveys
- Workshops
- Collecting of informations, critics, commentaries and suggestions of the stakeholders

## Participatory Planning Actions - Mobility Survey

The Mobility Survey was conducted in two ways:

1. Web Survey Available (579 participants)

2. Open workshop/Survey conducted at certain locations in the City of Split (202 face to face surveys)

The citizens of Split were interviewed by fulfilling the questionnaire. (33 questions, cca. 7 minutes duration, mostly based on traffic problems in the City of Split and traffic habits of the citizens).

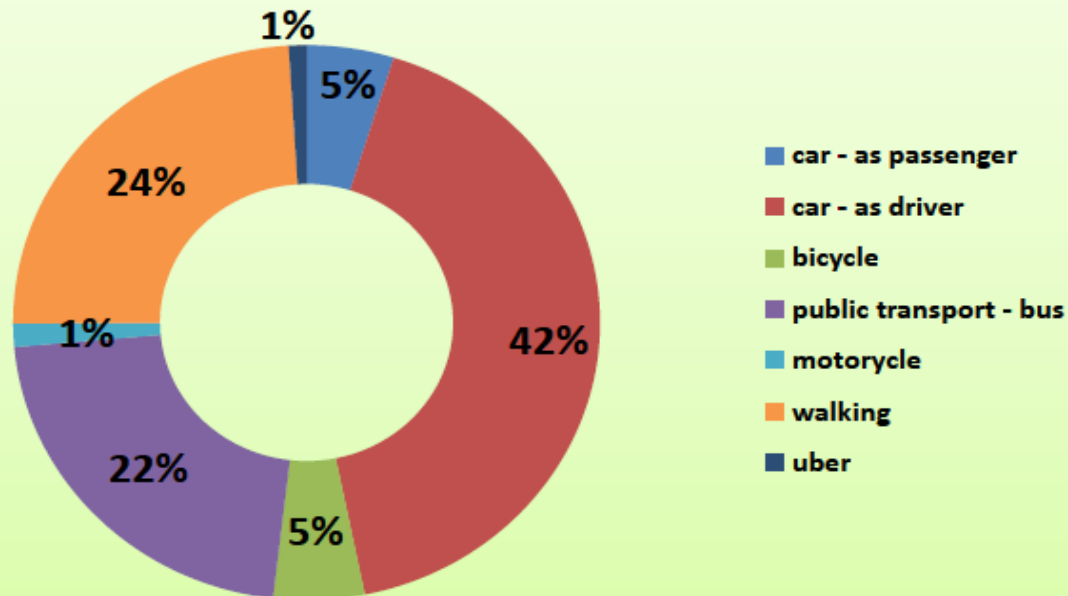




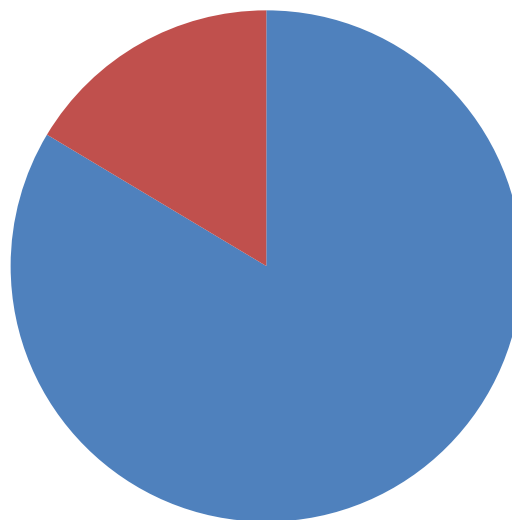
## MODAL SPLIT

Based on the implementation of the "face to face" mobility survey and the online distribution of the media channels of the City of Split, data were collected to provide information on the existing mode of "modal split" (distribution by mode of transport) total traffic flow.

What is your main mode of transport (the way of transport for most of your trips) in Split?

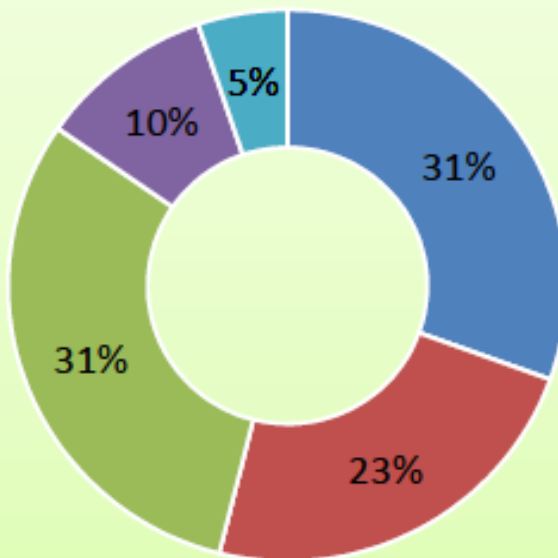


Do you think that bicycle and  
public transportation can be a  
good mobility alternative to a  
personal vehicle in Split?



■ YES - 83,59%  
■ NO - 16,41%

**If there was a public bicycle service in the Split area, would you use it?**



■ I would certainly    
 ■ maybe i would    
 ■ occasionally I would  
■ I would rarely do it    
 ■ never



## Participatory Planning Actions – Stakeholders Meetings/Workshops

- **Public Utility Firm (Split Parking LTD)**
- **Association for Nature Environment and Sustainable Development (NGO)**
- **County Bicycle Alliance**
- **University of Split**
- **City of Split’s mobility, electroenergetic and traffic experts**



## Participatory Planning Actions – Stakeholders Meetings/Workshops

- Memorandum of Understanding draft (MoU)
- Locations of bike terminals
- Challenges regarding the implementation
- Future improvements and challenges
- etc.



## Participatory Planning Actions - MEMORANDUM OF UNDERSTANDING - MoU

City of Split has signed a Memorandum of Understanding with the City's owned public utility firm Split Parking Ltd. which will take over the management and maintenance of the public bicycle sharing system after the end of the EU project, what will ensure long-term sustainability of the System.

The Memorandum describes the current status of traffic in Split and the possibilities for improving the situation in order to reduce the CO2 emission and traffic congestion while promoting the bicycle use as a mean of healthy and ecological transportation mode.

The draft version of the MoU was sent to stakeholders by e-mail in order to express their opinions and give their suggestions and/or remarks to the document and in general to the Public Bike Sharing System further future improvements and development.



**SPLIT  
PARKING**



## MEMORANDUM OF UNDERSTANDING - MoU

The user target groups of the bicycle sharing system in Split are defined by the Memorandum as following:

- 1. Student and High School Population** (desirable target group for the public bicycle system; age and limited use of money make the bicycle a real option as a mean of transport; there are over of 40.000 students in Split which make a great long-term potential for attraction of new users)
- 2. Tourists** (Split is a tourist city that makes over 700.000 tourist visits through the summer season alone)
- 3. Total Citizenship of Split** (cca 180.000 inhabitants)

## Implemented Public Bike Sharing System

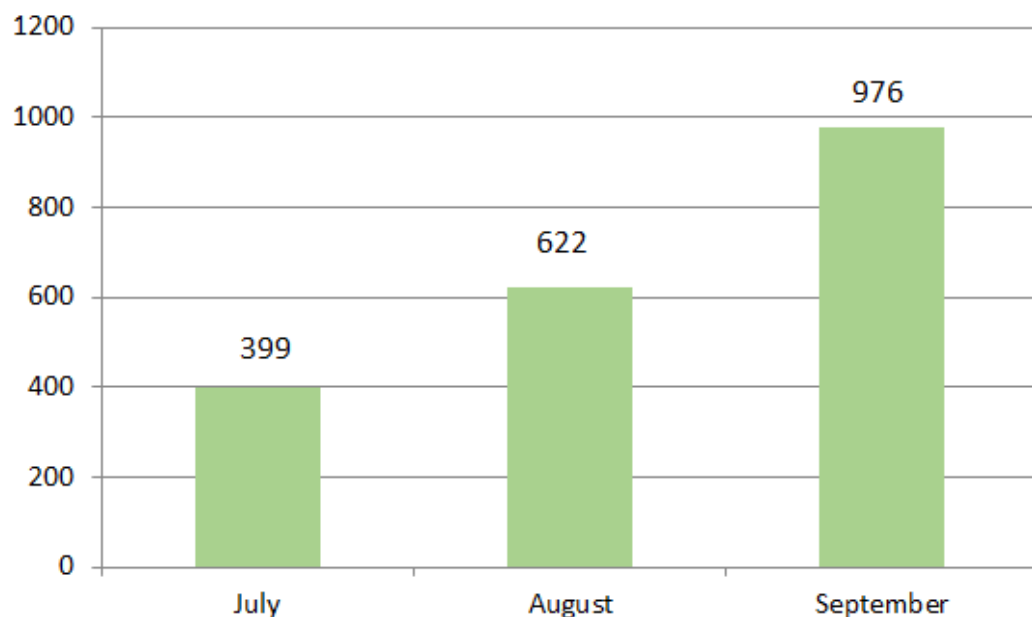








## Number of public bike rentals – 10.7. – 18.09. 2019.



Total number of bike  
rentals – **1.997**

Total number of  
registered users –  
**1.146**

Almost 50:50 share  
between tourists and  
citizens

## Future Plans

Split Parking LTD with the support of the City of Split will continue with the implementation and expansion of the Public Bike Sharing System

- Additional 4 terminals and 20 classic and 12 electric bikes are currently in working phase
- Participatory Governance – plans for implementing bike sharing stations in every of the City’s administrative neighborhoods (locations will be determined with the support of the local population through the Local Citizen’s Assemblies)
- City of Split is currently implementing EU project „SUTRA” – INTERREG ITALY - CROATIA – (100.000 € for additional bike sharing equipment)
- Planning and designing of new bike paths in the City

## SUMMARY

- The public bicycle sharing system can find its public but will survive only if it is shown as an efficient, profitable and pleasant public transport experience. To this end, the conditions for using bicycles should be changed first. This will also have a certain impact on the spatial planning of the City of Split, especially in building the new cycling paths, in order to make the public bicycles more efficient as an alternative mode of transport.
- Although more expensive to maintain, electric bicycles are an important element of public bicycle systems. The reason for this is certainly the geographic position of Split as a relatively hilly town, making it difficult to use bicycles, especially for older generations. A larger amount of electric bicycles will be purchased from future projects, such as the SUTRA project (Interreg Italy-Croatia).
- This will also have a great impact on both the City of Split's tourist offer and reduction of the increased traffic congestion, especially during the summer season.





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