

D.T2.1.2 – PP3-Ljubljana

Action Plan

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TRIBUTE



PP3 – Ljubljana



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0. INTRODUCTION

The WP T2, called the *Identification of Action Plans supporting the implementation of innovative and sustainable mobility measures*, englobes the Action Plan development (Act.T2.1) and the Pilot Action implementation (Act. T2.2). Regarding the Action Plan development (Act.T2.1), this document accounts specifically for the ***Deliverable T2.1.2_Tribute Action Plan_PP3-Ljubljana***.

The purpose of the Action Plans is to ***propose effective measures to promote public transport*** and reduction of car ownership and dependency, in a way that solutions could be scalable and transferable to other cities in the AI region.

Action Plan have been elaborated based on a desk research on state of art of practices (Annex 1) to enhance innovative and participated mobility to decarbonise urban transport systems within the City of Ljubljana that contribute to enhance alternative mobility modes in a national scale with the revision of the PNRR (National Recovery and Resilience Plan), at a local level with the revision of the SUMP (Sustainable Urban Mobility Plans) along with the learnings from the Ljubljana pilot action deployment phase. The following figure illustrates the Action Plan framework and base elements:

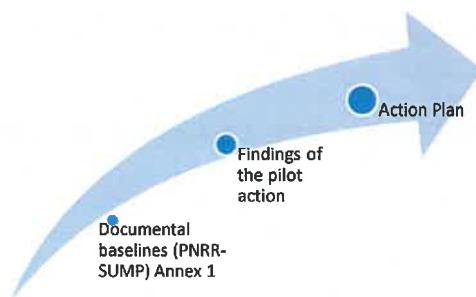


Figure 1: Action plan framework elements

Ljubljana, like other European cities, is facing the phenomenon of aging society. Our focus on it is to examine its impact on the demand for new, innovative mobility solutions. In cooperation with local academic circles, demographic study will be prepared and current indicators analyzed. The expertise gained will be used to work with different stakeholders to identify their needs and expectations, in particular in the field of the on-demand public transport service.

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The Ljubljana ***Pilot action is a transfer of a successful good practice of the free of charge on-demand public transport service*** that started in 2009 (within Civitas ELAN project) in the pedestrian city center and has been continuously co-created with service users and upgraded over the following years.

It is being launched as part of the Tribute project in a different, high traffic location of the University Medical Centre Ljubljana and the Institute of Oncology Ljubljana, as well as to specific service user target groups). As a result, prior to the service's launch, special attention had to be paid to the various aspects that can ensure the service's success (most notably, agreement on the pilot area in which the public transport service will be provided, preparation of an area with information boards for service users).

The Ljubljana action plan intends to create a more efficient transport service that is tailored to the changing habits and needs of the city's residents and visitors, with a special emphasis on the most vulnerable groups, such as the elderly and people with physical and sensory disabilities.

1. Scope of the action plan

Ljubljana pilot action will continue testing free of charge on-demand public transport service with an electric vehicle, adapted for elderly and disabled passengers, which will be performed as a living laboratory in the area of the University Medical Centre Ljubljana and Institute of Oncology Ljubljana. The service is a transfer of an already successfully implemented service launched in 2009 within the CIVITAS Elan project. Ljubljana initially started with two electric vehicles, and currently has seven electric vehicles in use (five open and two closed, year-round vehicles).

The Road Transport Act (Official Consolidated Text) (ZPCP-2-UPB7), Article 57b (transport on-demand) point 37a states:

1.1.6. On-demand transport

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(1) On-demand transport shall be carried out within the framework of the public service of public regular passenger transport by road.

(2) Notwithstanding the provision of the preceding paragraph, on the basis of a license issued by a public transport authority on the proposal of a self-governing local authority or several local authorities, on-call transport may be operated and financed by a local authority or several local authorities which have granted a concession for on-call transport in their territory or which operate it within the framework of a local public utility service.

The City of Ljubljana's City Council adopted the Sustainable Urban Mobility Plan (SUMP) in June 2017. It has been prepared according to *Guidelines for developing and implementing a Sustainable Urban Mobility Plan* in a wide participatory process. It is the document that sets the vision, strategic goals and objectives, measures, means, time-frames and monitoring system of sustainable mobility in Ljubljana. It also comprises and Action plan for the period 2017-2022.

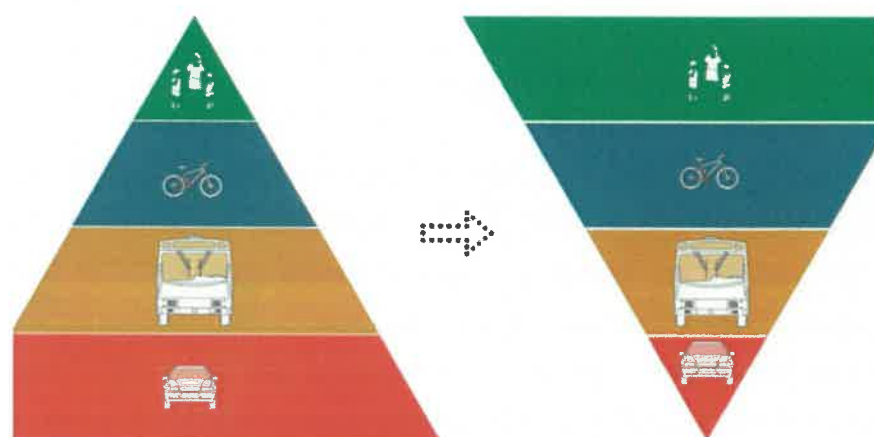


Figure 2: Ljubljana SUMP vision

The starting point of the Ljubljana SUMP is that people are at core of the use of public spaces and that the main goal is to turn the pyramid of mobility modes in the city up-side down, from wide spread

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trips with private motorised vehicles to prevalent walking and cycling. The Ljubljana SUMP is therefore the main, already existing document that paves the way to decarbonise the transport system in the city and to provide for accessibility for all.

The vision of a Sustainable urban mobility plan sets out the long-term vision of mobility in the region in the future and shows us in what kind of region we want to live in the future, as well as how the region of the future will differentiate from the region of today.

The vision, which has been shaped by the stakeholders and the residents of the region, is the basis for all subsequent preparation steps of the Sustainable urban mobility plan for the region, for defining the objectives that support the vision, and for the measures that will help us realize the vision. A sustainable vision for the development of mobility complements the overall development vision for the region content-wise, which the region has set out in the Regional Development Programme.

Therefore, within the TRIBUTE project, the focus was on:

- analysis of the existing SUMP and Action plan 2017-2022 with particular focus on those measures that take into particular consideration the phenomena of aging society and needs of all vulnerable groups
- defining - in close co-operation with stakeholders, identified within the TRIBUTE project - of possible further improvements of already foreseen measures and, if necessary, additional measures to be included in the upgrade of the existing SUMP and Action plan
- analysis of the results of the pilot action of free-of-charge public transport on demand within the pilot area in Ljubljana, introduced on the basis of experience of already existing similar service in the pedestrian zone and already identified need to introduce it also in other areas in which accessibility for all is not yet granted by the public transport.
- good practices in other cities and other EU co-funded projects with measures specifically dedicated to elderly in mobility.

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In 2013, the City of Ljubljana adopted an Electromobility Strategy. The strategy aims to gradually shift the citizens of the City of Ljubljana to environmentally friendly vehicles and to adapt their vehicle fleet to one form of electro-mobility. The objective of the City of Ljubljana's policy is not to eradicate car traffic at the expense of the mobility of its citizens, but to reduce it, to make it cleaner and more acceptable.

The City of Ljubljana is already working on achieving sustainable growth and a constant improvement in quality of life, and will continue its efforts in this regard. We intend to achieve these objectives by continuously striving for a clean, safe and friendly environment for all, and through efforts to conserve and establish new green spaces with unique biodiversity. We are already implementing measures that will enable future generations to live and develop in an ecologically suitable environment. We are implementing effective and sustainable measures into our city administration and encourage cooperation with individuals, organizations and the national government.

2. Selection and definition of the measures and actions

Ever since Slovenia gained independence in 1991, when the conditions and the concept of local self-government thoroughly changed, the demands for a new spatial plan have been voiced. After a long period without any comprehensive spatial planning – the last comprehensive Long-Term Plan of the Municipalities and City of Ljubljana was adopted in 1986 – we drafted the vision of “Ljubljana 2025” in 2007, emphasizing spatial and social values the city has been promoting ever since.

The “Ljubljana 2025” vision points out three guidelines for the development of the city:

- Ljubljana as the ideal city – Ljubljana will remain an attractive, people-friendly city full of greenery (75% of the city is covered by green areas);
- Ljubljana as the natural city – we will provide direct access to open areas and the connectedness of the landscape system;

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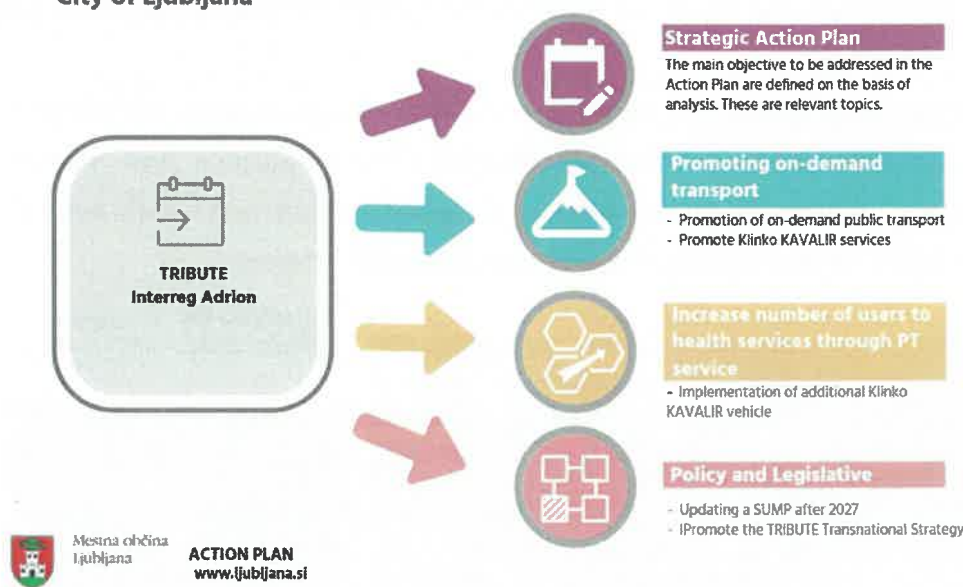


- Ljubljana as the all-Slovenian metropolis – we will continue to promote safety and tolerance, strengthen diversity, and further improve the already high quality of living.

Among other city that is accessible for all citizen's is a people-friendly city. In addition to development guidelines, this section describes **3 measures** that together with the specific list of associated actions have the objective of the measures to enhance accessibility for the most vulnerable groups, such as the elderly and persons with physical and sensory impairments, through the implementation of an on-demand public transport in the area of health facilities.

Strategic Action Plan

City of Ljubljana



The main objective to be addressed in the Action Plan are defined on the basis of analysis. Relevant topics and the proposed measures are the following:

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2.1. Promoting on-demand transport

The demand-responsive transport service for people with disabilities provided the accessibility of the public passenger transport to everyone. For a faster communication between the driver and the passenger, we have introduced identification cards for persons with disabilities that allow the bus driver to quickly recognise the passenger's disability and help him accordingly.

However, 66% of users have used the service for the first time and more than 50 % of users came from other parts of Slovenia, therefore within this measure, the following actions are suggested:

- I. Promotion of on-demand public transport and raising awareness among Slovene NGOs, residents, Slovene and foreign EU policy makers, potential foreign investors at different annual Slovene fairs and Slovene and international conferences. KAVALLIR as product/service and its added value will be recognized among broader elderly groups (see table 1 below).
- II. Promote Klinko KAVALLIR services – specially designed public on-demand transport with specific area between University Medical Centre Ljubljana and Institute of Oncology Ljubljana, among different societies in Slovenia that work with elderly and vulnerably groups with useful information about the service (see table 1 below).



Photo: Klinko Kavalir



Photo: TRIBUTE A5 leaflet

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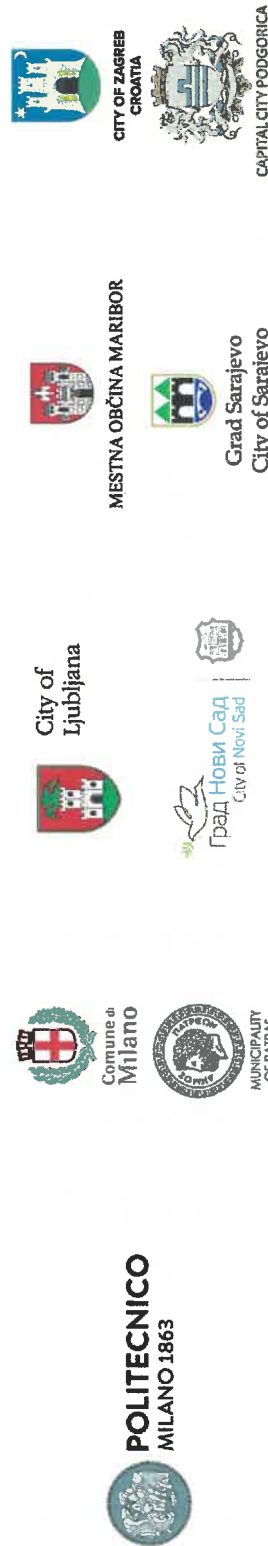




Table1: Action plan to promote on-demand transport

| Action | Specific | Measures | Tool | Time-based | Funding sources |
|--|--|---|--|-----------------|--|
| Promotion of on-demand public transport (such as Kavalir & Klinko) and raising awareness among Slovene NGOs, policy makers and citizens | Ljubljana Forum Conference - Ljubljana Forum is an annual conference that combines the skills and know-how of the cities' management, and defines key areas, visions and strategies of future development of the cities in Southeastern Europe. The purpose of the conference is to connect and promote cooperation among different stakeholders (political decision makers, City Administration and economy, civil society and academic entities) which help co-shape the development of cities and regions. Website: About (lubljanaforum.org) | more than <u>200 participants</u> from different parts of Slovenia (policy makers, civil society) and from abroad | TRIBUTE billboards and <u>promo video</u> , TRIBUTE roll-up, <u>website</u> , printed local brochures with the pilot area map and all the useful information about the KLINKO service and TRIBUTE promo material | annually | Local / regional / national / EU funds <u>Estimated costs: 25.000 EUR</u> |
| Promotion of on-demand public transport (such as Kavalir & Klinko) and raising awareness among potential foreign investors and different EU and non-EU policy makers | MIPIM Real Estate Fair in Cannes - Global urban festival. Since 2008, City of Ljubljana present ourselves at the largest international investment and real estate fair MIPIM in Cannes. Every time, we also invite our project partners and private investors to join us. At the fair, we present projects that are of a strategic importance for the development and rehabilitation of Ljubljana. Website: MIPIM - The world's leading real estate market event | with over <u>25.000 participants</u> from different countries | <u>ENG website</u> , printed TRIBUTE A5 leaflet with the useful information about TRIBUTE project | annually | Local / regional / national / EU funds <u>Estimated costs: 40.000 EUR</u> |

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| | | | | |
|---|--|---|---|--|
| Promotion of on-demand public transport (such as Kavalir & Klinko) and raising awareness among different EU policy makers and potential industrial partners | Velo-city - Velo-city is world cycling summit/conference where advocates, cities, policy makers, researchers and industry leaders meet to shape the future of cycling and sustainable urban development. | More than <u>1.500 participants</u> from different countries | ENG website , printed TRIBUTE A5 leaflet with the useful information about TRIBUTE project | Local / regional / national / EU funds <u>Estimated costs:</u> <u>10.000 EUR</u> |
| Promotion of on-demand public transport (such as Kavalir & Klinko) and raising awareness among different NGOs, societies dealing with active ageing and citizens | Alpe-Adria fair - Green and active tourism Fair. The purpose of this fair is to increase awareness of the importance of health, well-being, good physical and mental condition, and the importance of active and healthy ageing. Website: About the fair Alpe-Adria (alpeadria.si) | <u>280 different exhibitors</u> (companies, NGOs, different societies dealing with active and healthy aging) and <u>approx. 18.000 visitors</u> from different parts of Slovenia in four days | Promo video , TRIBUTE billboards, TRIBUTE roll-up, website , printed local brochures with the pilot area map and all the useful information about the KLINKO service and TRIBUTE promo material | Local / regional / national / EU funds <u>Estimated costs:</u> <u>5.000 EUR</u> |
| Promotion of on-demand public transport (such as Kavalir & Klinko) and raising awareness among different NGOs, societies dealing with active ageing and citizens | Fair Nature-Health - More than 120 different exhibitors (companies, NGOs, retirement societies) are informing visitors about how to live healthy and in harmony with nature. Visitors discover the most natural and nature-friendly offer promoting a healthy lifestyle and sustainable choices. Website: ABOUT THE FAIR Nature-Health Fair | <u>120 different exhibitors</u> (companies, NGOs, retirement societies) and <u>approx. 17.300 visitors</u> from different parts of Slovenia in three days | TRIBUTE roll-up, website , promo video , printed local brochures with the pilot area map and all the useful information about the KLINKO service and TRIBUTE promo material | Local / regional / national / EU funds <u>Estimated costs:</u> <u>5.000 EUR</u> |

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|---|--|--|---|---------------------------|---|
| Awareness-raising campaigns among NGOs and visitors (citizens) | Open air festival LUPA – Largest NGO festival in Slovenia organized by CNVOS, the national NGO umbrella network. Website: LUPA Slovene Non-Governmental Organisations' Festival - Culture of Slovenia | More than <u>100 different</u> NGOs and more than <u>1.500 visitors</u> from different parts of Slovenia | TRIBUTE roll-up, printed local brochures with the pilot area map and all the useful information about the KLINKO service and TRIBUTE promo material | Annual y | Local / regional / national / EU funds <u>Estimated costs:</u> <u>2.000 EUR</u> |
| Awareness-raising among Ljubljana residents, Ljubljana employees | European Mobility Week (EMW) every end of September Website: European Mobility Week already 21 years in Ljubljana » City of Ljubljana | more than 500 participants | e-mail campaign to all COL employees, inform citizens at Ljubljana info point by promo video and on various on-day events, printed local brochures with the pilot area map and all the useful information about the KLINKO service and TRIBUTE promo material | Annual y | Local / regional / national / EU funds <u>Estimated costs:</u> <u>5.000 EUR</u> |

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2.2. Increase number of users to health services through PT service for vulnerable groups

In the Ljubljana city centre, citizens and visitors can take free-of-charge rides with KAVALLIR electric vehicles throughout the year – there are already seven of them (there were five in 2016). In TRIBUTE project an especially public on-demand transport KLINKO Kavalir was designed with specific area between University Medical Centre Ljubljana and Institute of Oncology Ljubljana. The free of charge transport service is dedicated particularly to elderly and physically and sensory impaired persons.

Currently only one KLINKO Kavalir is operation and covers 3 stops around Institute of Oncology and 20 stops around University Medical Centre Ljubljana. Increase number of users it would mean to increase the vehicle occupancy and support the decrease of traffic therefore within this measure, the following action is suggested:

- I. Implementation of additional Klinko KAVALLIR vehicle (as shown in table 2 below)

However, in order to continue to provide a quality service, it is necessary to consider an additional vehicle that will be needed for the area. Considering the frequency and high number of patients and visitors to this area, we could anticipate a possible reluctance of users, which at the moment, despite the use of only one vehicle and sometimes longer waits, we do not perceive. Two vehicles and expanding the area of operation (optional) were also proposed by stakeholders at the Living-lab Kick-off, and we are already looking for solutions in this direction.

Table 2: Action plan to increase number of users

| Action | Existing | Measures | Tool | Resources | Time-based |
|---|-------------------|---|--|---|------------|
| Implementation of additional Klinko KAVALLIR vehicles | 1 Klinko KAVALLIR | at least 1 additional Klinko KAVALLIR (<u>2 in total</u>) | covering the same area around UKC with expected <u>additional 37.000 passengers per year</u> | Local / regional / national / EU funds <u>Estimated costs: 52.000.00 EUR</u> | 2027-2037 |

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2.3. Policy and Legislative Support

Ljubljana is the centre of the Central Slovenia Statistical Region and LUR, which includes 26 municipalities with a population of more than 500,000 in total and creates one third of the Slovenian gross domestic product. Since 90% of all jobs are located in Ljubljana, we are facing massive commuting issues (over 120,000 vehicles enter the city every day).

In 2016, City of Ljubljana adopted *Sustainable Urban Strategy of the City of Ljubljana* (COL SUS), the document representing the joint urban platform of sectoral development programmes, policies and plans of COL for sustainable development of the city. Both the strategic part (2016) and the implementation plan (2017), contains measures for the promotion of sustainable mobility.

Above all, it is the strategic basis for medium- and longterm development of Ljubljana. It furthermore includes the implementation of the new urban policy of the European Union and the utilisation of European funds dedicated to urban development, which is implemented through the mechanism of Integrated Territorial Investments – ITI in the Republic of Slovenia.

Therefore we have prepared the project Public Passenger Transport in the Region in cooperation with the LUR Regional Development Agency, with four key sets of measures:

- **Park and Ride network – P+R transfer points in LUR:** It was one of the most important joint projects of 26 municipalities in LUR in the period between 2007–2013, whereas its implementation in the field is already visible in the form of new P+R centres. In Ljubljana, we have already constructed 6 P+R parking lots at key locations along the city radial roads, where we enable users to transfer from their personal vehicles to public transport at city's edge. For the P+R location study, the Regional Development Agency of Ljubljana Urban Region, Ljubljanski urbanistični zavod, d. d. and IPOP received the Golden Pencil Award for spatial planning in 2015, awarded by the Chamber of Architecture and Spatial Planning of Slovenia.

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- **Yellow lanes and express lines:** In 2013, we introduced yellow lanes on Celovška and Dunajska cesta, and prior to that also on Barjanska cesta and in 2016 on Slovenska cesta. After the introduction of yellow lanes, the bus travel times on lines that run along the aforementioned roads have been reduced by 3 to 5 minutes and the average bus speed has increased from 14km/h to 18km/h. Since the lane the bus is travelling on is always free, bus arrivals are more consistent with the timetables.
- **The integration of intercity bus lines from the suburban municipalities with city bus lines:** By harmonising the Urbana payment system and by introducing regional zones, we enabled the integration of intercity lines from the suburban municipalities of Škofljica, Brezovica, Dobrova-Polhov Gradec, Medvode, Grosuplje, Ig and Vodice with the Ljubljana city lines. By a half lower prices of integrated lines, better connections through the entire network, well coordinated timetables, and connections to P+R facilities for an easier access to the city centre have contributed to a significant improvement in numbers of transported passengers in the aforementioned areas.
- **Since 2018, we have set up 27 new stations in the BicikeLJ bike-sharing system.** Users of the BicikeLj bike-sharing system already have 84 stations and 840 bicycles on dispose. There are currently almost 254.000 registered users in the BicikeLJ system.

Ljubljana adopted some key sustainability document as an operational document to increase the comprehensive approach to sustainable development of the city. In 2012, we adopted the *Sustainable Urban Mobility Plan of the City of Ljubljana (SUMP)*, whose emphasis is the limitation of personal motor vehicle traffic and the change of people's travelling habits to more sustainable ways – on foot, by bicycle or by public passenger transport – and the distribution of mobility in such a way that one third of journeys will be made by public transport, one third on foot or by bicycle, and one third by a private vehicle. In 2017 we upgraded the Sustainable Urban Mobility Plan from 2012. We redefined the objective for an even better quality of living in Ljubljana in cooperation with different stakeholders and according to our achievements so far. We have committed ourselves that by 2027, two thirds of journeys are going to be completed in a sustainable way – on foot, by bicycle and by public passenger transport.

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From a professional point of view, under the management of the Regional Development Agency of the Ljubljana Urban Region (RRA LUR), the SUMP of the region has linked together the findings, knowledge, resources, and procedures of the following projects: SMART-MR (Interreg Europe Programme), Peripheral Access (Central Europe Programme), TRIBUTE (Interreg ADRION) and InterConnect (ADRION Programme), and especially the professional work of the team of authors (the Urban Institute of Ljubljana, Research Centre of the Slovenian Academy of Sciences and Arts – Anton Melik Geographical Institute, Institute of Traffic and Transport Ljubljana, and the Institute for Spatial Policies), whose work was outside of the mentioned projects funded by all 26 municipalities of the LUR.

However, we within this measure, the following actions are suggested:

- I. **Updating a SUMP after 2027** and set of commitments for next 5 (short term) to 10 years (long term) and updating the action plan – adaptation and inputs for a SUMP with new measures to integrate the different modes of transport. Inefficiency of public transport and the need for its reorganization and improving the management of the public transport system is to a large extent dependent on upgrading the public infrastructure and the public transport fleet, but it can nevertheless be improved independently of them (see table 3 below).
- II. **Promote the TRIBUTE Transnational Strategy** to all interested parties within all events that will be organized by Climate Neutral and Smart Cities mission (see table 3 below).

Ljubljana was selected as one of 100 climate-neutral and smart cities by the European Commission within the Climate Neutral and Smart Cities mission. We are pleased that the European Commission has recognized the ambitions and achievements of Ljubljana in this area. All selected cities will act as experimental and innovation centers that will serve as an example for other European cities to achieve carbon neutrality. Each of the selected cities signed an agreement to become climate neutral by 2030. 12 percent of the population of the European Union lives in the 100 selected cities.

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The purpose of the mission is to help accelerate the progress of Europe's most ambitious cities, hopefully inspiring all cities in Europe on their path to climate neutrality. Participating cities will receive support and advice, advantages in drawing European funds, participation in innovation activities and pilot and demonstration projects, networking opportunities, exchanges of good practices and high visibility.

Table3 : Action plan for policy and legislative support

| Action | Existing | Measures | Tool | Resources |
|---|--|---|--|---|
| Updating SUMP | Integrate new modes of transport to zero emission and enhancing e-mobility | e-mobility on Ljubljanica River - City of Ljubljana and Municipalities of Vrhnika, Borovnica and Brezovica have jointly prepared the project Expert Guidelines for the Navigability of the Ljubljanica River, which is a good foundation for further projects of preparing the Ljubljanica River for everyday traffic and designing its riverbanks, which will contribute to daily e-mobility. | covering area of Ljubljana with expected <u>additional 100.000 passengers per year</u> | Cost: 1 mil. EUR ----- Local / regional / national / EU funds ----- Time based: 2030-2037 |
| Updating SUMP | Enhancing e-mobility and zero emission | Expanding KAVALLIR area to ŽALE cemetery area and also expanding out of city center area to Koseze one of the Ljubljana neighborhoods. | We expect <u>additional 20.000 passengers.</u> | Cost: free of charge events, workshops ----- Local / regional / national / EU funds ----- Time based: 2023-2030 |
| Promote the TRIBUTE Transnational Strategy | Connect different strategies and promote projects in City of Ljubljana | On Monday, 20th November, 2023 we opened new <u>Ljubljana info point on the way to carbon neutral city</u> , in which citizens and other visitors will receive various information about the decarbonization of the city. The point, which we organized as part of the European UP SCALE project, will also serve as a meeting point for innovations, a training ground for the development of ideas, which in the process of co-creation and cooperation will ultimately lead us to a common goal - decarbonization. Here, one hand, we will offer all stakeholders, citizens, non-governmental organizations, representatives of the economy and educational and research institutions, the state administration and other visitors to Ljubljana comprehensive information on how to contribute to the goal of Ljubljana becoming climate neutral with various steps and approaches. In the info point, <u>we will be preparing a free program</u> with which we want to attract visitors to active participation and co-formation of measures and steps that will lead us to the desired goal. | We expect <u>approx. 1000 visitors</u> per year | Cost: free of charge events, workshops ----- Local / regional / national / EU funds ----- Time based: 2023-2030 |

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3. Bottom up approach to implement this action plan

The process in which cities could define the actions and measures need to be aligned with the local context of each city. In order to define the measures that best suits their context is important to select and complement from the list of measures from the previous section (Ljubljana Action plan to enhance accessibility for the elderly through the implementation of an on-demand public transport in the area of health facilities) the ones that could suit best the local context and then discuss with the citizenship about their willingness to use those proposed measures.

After that process is done it is paramount to involve and engage key stakeholders that are interested in cooperating for the definition in more detail of the prioritized measures. The following sections explore how to explore citizen's willingness to use the proposed measures and the way in which key stakeholders could be engaged.

3.1 Exploring the citizens willingness to achieve the objective of this action plan

Implementation of the PP3 - Ljubljana pilot action started on July 1st, 2021. Free of charge on-demand public transport service Klinko KAVAILIR operates in the area of the University Medical Centre Ljubljana (UMCL) and the Institute of Oncology Ljubljana (IOL). The service is particularly dedicated to the elderly and physically and sensory impaired persons. 20.475 passengers travelled with the pilot action service in the period from July 1st 2021 to May 31st 2023, with drivers covering 29.101 km. The service runs from Monday to Friday between 6.30 AM and 7.30 PM and is, at the request of University Medical centre Ljubljana and Institute of Oncology, closed on Saturdays, Sunday and national holidays.

In the period between November 15, 2021 and December 1, 2021 a service user satisfaction survey was conducted. 114 service users (39% male and 61% female) were interviewed in the pilot area. The analysis shows that: all users were very satisfied with the service, and especially with the drivers;

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users rated them as extremely friendly and helpful. Almost all users rated the availability and quality of the service with the highest score. A repeated suggestion from users was to keep the service after the end of the pilot period. In the majority of the cases the survey was asked in person and explained. The survey showed a broad willingness toward on-demand public transport service Klinko KAVALLIR among users.

We will proceed to measure and analyse user satisfaction and suggestions.

Figure 3: Questionnaire for users of the PT service Klinko KAVALLIR

Survey, date _____ from _____ to _____

Direction of travel: _____

1. **Gender:** F / M
2. **Age:** 0-18, 19-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81+
3. **Where did you come from?** _____

3b - if not from LJ, how did you travel to LJ?

4. **How did you travel to UKCL / OIL?**
 - Public transport (LPP, bus, train)
 - Personal vehicle (driver, passenger)
 - Multiple modes of transportation (multimodality, e.g., P&R + LPP, train to LJ, taxi to UKC)
 - Other organized travel (organized by municipalities, ...) _____
5. **Have you used Klinko KAVALLIR before or is this your first time today?**
 - First time
 - Multiple times

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6. Where did you hear about Klinko KAVALLIR?

- In the hospital
- Through the media
- From friends / relatives / acquaintances
- _____

7. Did Klinko KAVALLIR influence how you got here?

- Klinko KAVALLIR did not influence my choice of transportation to the area.
- Because of Klinko KAVALLIR, I came by public transport.
- Because of Klinko KAVALLIR, I came by personal vehicle.

8. Are you satisfied with the Klinko KAVALLIR service?

- Yes / Reason: _____
- No / Reason: _____

9. How do you rate the quality of the Klinko KAVALLIR service?

- Good
- Average
- Poor

10. How do you rate the accessibility of Klinko KAVALLIR?

- Good
- Average
- Poor

11. How do you rate the information about the Klinko KAVALLIR service at the area (stations, information boards, media)?

- Good

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- Average
- Poor
- I'm not familiar with it (brochure, information board at the exit station, ...)

12. Do you have any suggestions for improving the Klinko KAVALLIR service? / Do you notice any service flaws?

For example:

- Better connection with public transport and parking lots
- Expansion of the operating area
- Waiting time for Klinko KAVALLIR
- Friendliness of drivers
- Expertise of drivers
- Information provision
- None

3.2 Stakeholders engagement process through a living lab

The Ljubljana Pilot action is a transfer of a successful good practise of a service that began in 2009 (Civitas ELAN project) in the pedestrian city centre and has been constantly co-created with service users and upgraded over the years. Within the Tribute project, it is introduced in a separate, high-traffic area and with specific service user groups. As a result, prior to the service's introduction, particular consideration had to be given to the different variables that can contribute to the service's success.

The process in which stakeholders could be engaged within the process could be a living lab framework, due to its flexibility to be structured in a way that best fits the local context. In agreement with the main stakeholders (University Medical Centre Ljubljana, Institute of Oncology and service provider Ljubljana Passengers transport company) the exact pilot area was defined. 23 stops of the

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Klinko KAVAILIR public transport service have been agreed for the pilot area, and all have been equipped with information boards before the start of the service. The living lab is a collaborative process with stakeholders where citizens, companies, and public administrations meet, discuss new ideas and then implement and validate them.

In the case of Ljubljana most of the main stakeholders (University Medical Centre Ljubljana, Institute of Oncology and service provider Ljubljana Passengers transport company) were grouped in meeting within the phase one of the project, the design and planning phase. At Ljubljana's Living Lab Kick-off meeting with stakeholders' participants were invited to co-create the services by providing their opinions, expectations and wished. Meanwhile meetings within the living lab were held regarding the pilot testing phase. At the meeting with stakeholders, the Association of the Deaf and Hard of Hearing pointed out that deaf people cannot call the service directly. For this reason, we are working on a software upgrade of the service, through which this group of users will be able to order the service at any time. Representative of Spominčica - Alzheimer Slovenia association and the Slovenian Association for Dementia, praised the service as very useful for patients in the pilot area. Associations of the Deaf and/or Blind persons added that it is very useful that users can travel with companions.

4. Policy or protocol that could be adopted to assure a sustained implementation of this action plan

In order to ensure the continued implementation of this Action Plan, the appropriate legal basis is the Regulation of the Road Transport Act (ZPCP-2-UPB7), which in Article 57.b provides for on-demand transport similar to that carried out in the pilot area.

The interest of key stakeholders is very important. To ensure that the service continues to operate properly in the future, the performance of the service in the pilot area, reflected in the satisfaction of service users, the maintenance and even increase in the number of transport passengers, are crucial.

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The key to the successful continuation of the pilot action is the agreement on the financing of the service after the end of the TRIBUTE project, which must demonstrate the interest of all key stakeholders in the pilot area. In order to monitor the impact of the selected pilot action on the short and long term, and consequently allow its continuation in the pilot area, indicators will be monitored in the area. The following table gives an indication of the KPIs that could be monitored.

Table 4: KPIs that could be monitored during the implementation within this action plan

| Indicators or KPIs | Baseline | Target per month |
|--|----------|------------------|
| MOBILITY | | |
| Public transport use per month Klinko Kavalir service | 0 | 750 |
| Number of female users | 0 | 375 |
| Number of male users | 0 | 375 |
| SAFETY | | |
| Safe access within pilot area facilities | 0 | 750 |
| SOCIAL | | |
| General accessibility (info points) | 0 | 23 |
| Disabled accessibility | 0 | 500 |
| Elderly accessibility | 0 | 600 |
| User satisfaction survey | 0 | 2 |
| Number of survey respondents | 0 | 200 |
| DECARBONIZATION OF TRANSPORT | | Target |
| Transport infrastructure for new mobility modes, patterns and behaviours (no. of e-vehicles) | 0 | 1 |
| Number of entry/exit stops in the pilot area | 0 | 23 |
| Number of e-chargers | 3 | 3 |

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5. Expected impacts of the implementation of the Ljubljana action plan (LAP)

We expect that the proposed LAP activities will be transferred to the Sector Action Plan. As the Action Plan is a formal strategic document at the regional level, this will also provide an indirect and direct impact on the national level. We expect that the implementation of activities, with the expected support of policy level (also with some financial support), will result in greener routes network, integrated with the public transportation network and other urban facilities (e.g. tourist attractions), following the example of other European countries that are our model.

The regional and national level will benefit from a greener environment. The sustainable development approach integrated by the City of Ljubljana into its activities in all working areas is also reflected in its budget priorities. A strong environmental culture will be evident at all levels and in all parts of the municipality. The city environment must be well regulated and logically connected to its rural hinterland. Traffic will be regulated on a sustainable basis and the whole city would function with the help of sustainably designed energy, municipal and transport infrastructure. The sustainable development will also be reflected in health indicators for the municipality's inhabitants, their levels of satisfaction and the effective social integration of all demographic groups.

Also, at the level of support institutions that provide very important support to the LAP, promotion and lobbying, we expect that the implementation of LAP activities will contribute to more orderly, interconnected operations. Certainly, these effects would be transposed to cross-sectoral cooperation and internationally.

| Action | 1.Promoting on-demand transport |
|------------|--|
| Activities | I. Promotion of on-demand public transport II. Promote Klinko KAVAILIR services among different retirement societies in Slovenia. |

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| | |
|-------------------------------------|--|
| Stakeholders involved | City of Ljubljana, NGOs and other stakeholder groups involved in elderly care and green urban mobility, Public, Others. |
| Timeframe | 2023-2027 |
| Needed resources | Planning process are likely to be supported by the EU funds (CEF, Horizon, Interreg, etc.), as well as by regional and national funds. |
| Lessons learned from TRIBUTE | Involvement of relevant stakeholders from the beginning, keeping open communication and consultation, building trust, and working on group dynamics. |

| | |
|-------------------------------------|--|
| Action | 2. Increase number of users to health services through PT service for vulnerable groups |
| Activities | I. Implementation of additional Klinko KAVAILIR vehicles II. Research of options to expand the current area within which the Klinko KAVAILIR service |
| Stakeholders involved | City of Ljubljana, University Medical Centre Ljubljana, Institute of Oncology Ljubljana, other medical centres in Ljubljana, Public, Others. |
| Timeframe | 2027-2037 |
| Needed resources | Planning process are likely to be supported by the EU funds (CEF, Horizon, Interreg, etc.), as well as by regional and national funds - PNRR (National Recovery and Resilience Plan). |
| Lessons learned from TRIBUTE | Participatory approaches implemented during TRIBUTE project and best practices from peer reviews and project interregional meetings show the importance and models of facilitating participatory governance. |

| | |
|-------------------------------------|--|
| Action | 3. Policy and Legislative Support |
| Activities | I. Updating a SUMP and updating the action plan II. Promote the TRIBUTE Transnational Strategy to all interested parties |
| Stakeholders involved | City of Ljubljana, Local or Regional public authorities, Research Organizations, retirement societies, Public, Others. |
| Timeframe | 2027-2037 |
| Needed resources | Planning process are likely to be supported by the EU funds (CEF, Horizon, Interreg, etc.), as well as by regional and national funds - PNRR (National Recovery and Resilience Plan). |
| Lessons learned from TRIBUTE | Participatory approaches implemented during TRIBUTE project and best practices from peer reviews and project interregional meetings show the importance and models of facilitating participatory governance. |

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6. Risk assessment

We briefly assess the risks and threats to the implementation of the LAP and how the TRIBUTE PP from Slovenia will mitigate it (ex: lack of resources – financial/human, lack of clear commitment, etc.).

| Risk and threat to the implementation of the LAP | Mitigate actions |
|--|---|
| Potential lack of resources | Take regular meetings of City of Ljubljana Departments with policy level on regional and national level |
| Potential lack of clear commitment | Regular communication of LAP between sector' stakeholder. Promote inclusion of LAP actions in legislative, action plan... |
| Support of stakeholders | Regular communication of LAP between membership of different associations, NGOs and other different stakeholders |

7. Conclusion

The launch of the "Klinko KAVALLIR" free of charge on-demand public transport service in the area of the University Medical Centre Ljubljana and the Institute of Oncology Ljubljana demonstrates a commitment to improving urban transport and addressing the specific needs of vulnerable groups.

Upon completion of the project, the service on-demand in the pilot area will become part of the public transport operator's regular activity, while the living lab activities will continue and its aims will be pursued through implementation of the Ljubljana's SUMP and the Ljubljana urban region's SUMP implementation.

In addition to the elements mentioned in the action plan, an idea that can enhance the implementation of the action plan is also the establishment of a Sustainable Transportation Fund. The purpose of this fund is to secure additional financial resources and promote partnerships to support the successful implementation of sustainable transportation initiatives. Here's how it can enhance the action plan: The Sustainable Transportation Fund would provide a dedicated funding source for sustainable transportation projects beyond the allocated budget. It could be funded through a combination of government investments, public-private partnerships, and grants from

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national or international organizations. This additional funding would allow for the expansion and acceleration of priority projects, ensuring a more comprehensive and timely implementation of sustainable transportation measures.

The establishment of the Sustainable Transportation Fund would facilitate public-private partnerships to enhance the implementation of the action plan. Private companies could contribute to the fund and collaborate with the government in developing and implementing sustainable transportation projects.

Overall, the launch of the "Klinko KAVALIR" service in the University Medical Centre Ljubljana and the Institute of Oncology Ljubljana demonstrates a proactive approach to improving urban transport and prioritizing the needs of vulnerable groups. It is a positive step towards creating a more accessible and user-friendly public transport system for all in Ljubljana.

The commitment to implement the local action plan in the next 5 years is already ensured within the framework of the D.T1.3.1 – Memorandum of Understanding for each project partner.

Date: 30.9.2023

Name: Zoran Janković

Position of signatory:

City of Ljubljana Mayor

Signature:



Official stamp of the institution:

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