

Mobility Management plan of The CITY OF TROGIR



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Preamble

Trogir is beautiful ancient city in Dalmatia region of Croatia well known for its cultural heritage impressive enough to be on UNESCO list since 1997.

Based on Mediterranean climate, natural grown food and vicinity of tree Croatian National Parks, tourism became a foundation of its economy development.

On the other hand, Trogir shipyard has a long tradition and good reputation in shipbuilding despite the problems on the international market that industry is going through.

As an Island, placed between another Island and the land, Trogir suffers of the typical mobility, traffic and communication problems like the most other Island communities.

Therefore, taking a part in this Project as well as efforts had been made in a past few years on the local level make us believe Trogir is on right way to insure further economic development and prosperity for all its citizens based on clean industry, tourism, ecology and sustainable development.

Damir Rilje
Mayor of Trogir

Trogir, June 13. 2011.

This study was produced with the cooperation of RELOD – AEDA – BIC OF ATTICA and the Belgrade Municipality. RELOD team was formed by Mrs N. Lukić, Mr. V. Srecković, Mr. Y. Sofianopoulos and Mr. N. Vakirtzidis, whereas Ms. D. Dulcic participated on behalf of Trogir Municipality.

Willing to face the challenges of modernisation, economical growth and the increasing levels of congestion, the Municipality of Trogir took part in the <SEE MMS – South East European Mobility Management Scheme> project.

Together with other partners from 9 European cities Trogir participated in four trainings sessions and Site visits to Graz, Padua, Lecce and Athens in order to gain a deeper understanding and know how and to exchange experience on Mobility Management in South East European Cities.

One of the outputs of the SEE MMS project is the present Trogir Mobility Management Plan 2010 - 2015, as a comprehensive and directive document describing how to implement Mobility Management measures in Trogir in the next five years. It sets out the planned measures and responsibilities for implementation, how measures are to be implemented and a realistic implementation time schedule. The Mobility Management Plan as a dynamic process considers the key principles of the Trogir strategy which includes basic needs as follows:

- minimizing traffic impacts in Trogir
- promoting of alternative modes of transport to the private car
- providing information about sustainable mobility and thus offer support to change travel behaviour

The Trogir Mobility Management Plan consists of different activities to encourage and support more sustainable travel patterns and includes measures to promote and improve the attractiveness of using public transport, cycling, walking as alternatives to drive-alone trips and promote the boat traffic on local destinations.

The fields of Implementation concern the areas of Biking & Walking, Public Transportation, boat transportation, Information & Advice and building of awareness.

In particular the following activities are foreseen:

- A Survey on bikers/pedestrians needs with the primary purpose to quantify current behaviour and needs in e.g. cycle parking and service facilities for cyclists and extension of bicycle lanes network.
- The extension of bike lanes network in Trogir to encourage the public to leave their car and to use bicycles for short to medium distances and thus to travel in a safe and sustainable way.
- Awareness campaigns for biking and walking which are currently not very well accepted or recognised as daily means of transport, aiming to encourage people to get more active through walking and cycling.
- The Implementation of two minibuses to improve the accessibility and mobility of the citizens of Trogir and to offer an easy access from all the city points to the suburban railway.
- The Implementation of a daily boat line from the most frequent city points to Split as a Regional Administrative Centre.
- The establishment of the Mobility Centre in the Trogir City Hall, aiming to facilitate the use of public transport and to serve as a good integrated information service for all users, since information is one of the core pre-requisites for changing travel behaviour.

Mobility Management Plan for the City of Trogir

Trogir has researched the Feasibility and Framework Conditions, the current mobility and transport situation and trends, the transport policies and strategies, the financial framework conditions and the roles and responsibilities of the stakeholders involved.

In particular the current transport policies and strategies are formulated and delivered through:

- the Ministry of the Sea, Transport and Infrastructure
- the Ministry of Environment
- the Croatian National development Strategy

The financial framework conditions provide the means of funding for Mobility Management measures and are therefore a crucial element in the planning process.

At national level the financing of Mobility Management interventions are undertaken by the Croatian National Bank that awards funds to each Ministry in the yearly state budget and distributes the European funds to local recipients. The state funds a number of activities through the Programme of Public Investments and at regional level the financing of Mobility Management interventions are undertaken by the Regional Authorities, that fund actions either directly or through Municipalities.

At local level the funding of local Mobility Management actions can be made through the local authority budgets, special funding programmes from the specific Ministries. The Local Authorities implement Mobility Management within their jurisdictions. The implementation by a local authority can be done through co-operation with other Authorities or developing agencies.

3. Overall Goals of the Mobility Management plan for Trogir

The Trogir Mobility Management Plan serves as a guide for reducing vehicle miles

travelled and the associated emissions, while also improving the conditions for the usage of bicycle, walking, public transport and local boat transport lines as sustainable modes of transport in every day mobility in order to achieve a high quality of life and improved mobility for the citizens and visitors of Trogir. The basic principles of the Mobility Management plan would be:

- minimizing traffic impact in the municipality of Trogir
- promoting different alternative modes of transport to the private car
- providing information about the options for inhabitants and visitors

To address the increasing mobility problems, and reduce the consequent negative impacts on the environment, the Trogir Mobility Management Plan includes the implementation of a combination of measures and activities in:

- Infrastructure
- Information & Education
- Awareness & Marketing

The municipality of Trogir will ensure safe mobility for pedestrians and cyclists through an extension of bike lanes and pedestrian zones. The implementation of Local boat lines will offer new possibilities to reduce the use of private cars and thus will mitigate the negative impacts of motorized traffic such as e.g. pollution and noise, and will lead to an increased share of people using sustainable modes of transport. A Mobility Centre located in the central building of the Municipality will offer service and advice and serve as integrated information service for all users not using their private car.

A survey on bikers and pedestrians needs and demands will help to improve the bicycle/pedestrian infrastructure, several campaigns, competitions and events are foreseen and will raise awareness among the inhabitants and visitors of Trogir as

well as encourage them to change their mobility behaviour and make use of the new offers.

The Municipality aims to improve the mobility conditions for the residents and visitors of Trogir and to achieve a measurable change in the Modal split towards more sustainable mobility within the next five years.

4. Fields of Implementation

4.1 Biking & Walking

In order to ease congestion, improve access, reduce carbon emissions, safeguard health and reduce the dependency on the private car a number of viable alternatives to motorized transport must be provided. An increased bicycle use has many advantages, both for the individual and the environment and is crucial to improve the liveability of Trogir.

In a first step the Municipality will implement a survey on Bikers / pedestrian needs and demands that will help to improve the bicycle infrastructure in a long-term perspective. Trogir will also extend the network of bicycle lanes and pedestrian roads and a number of awareness campaigns in schools, kindergartens, public services, private enterprises (e.g. events in pedestrian streets, organisation of events with bicycle race etc.) are planned to promote and support the investments in infrastructure.

Cycling policy is a permanent task and the Municipality of Trogir will continuously improve in order to achieve a measurable shift from private car use towards more sustainable modes of transport and thus to reduce pollution and other traffic related problems within the Municipality of Trogir .

In 2010 Trogir applied for the participation in EU Mobility Week Project pointing exactly the same ideas of sustainable development and promoting a concept of living without cars.

We're intending to participate in the Project this year as well.

4.2 Public Transportation

The City of Trogir like the surrounding municipalities is connected with urban buses.

In order to reduce the use of private cars and to minimize the traffic impact, two new minibus lines will be implemented and then promoted through the Mobility Centre.

Three urban bus lines serve the urban transport, while several more bus lines serve the transport connection of Trogir with regional centre Split.

During the summer season, when the number of transport users is multiplied introduction of additional shipping lines would be more than justified

4.3 Information and advice

The main aim of the Trogir Mobility Centre is to facilitate the use of public transport for passengers and future passengers and to serve as a good integrated information service for all users not using their private car.

Apart from counselling (timetables, companies, locations, fares), the Mobility Centre will also promote other sustainable modes of transport such as walking and biking and build awareness in schools, companies and the public sector, using local ship lines. The prime motivator for operating the Mobility Centre is to get more potential users to actually try out new options and to eventually change habits and behaviour.

The Centre will be on disposition to the citizens and tourists with at least two qualified persons. Being available for the users with the right information is the only way to make a people change their travel habits

Through its participation in the SEE Mobility Centre Network the Trogir Mobility Centre will spread the services offered across the SEE area and thus also serve to promote sustainable tourism.

4.4 Building awareness

Mobility starts off in the head. Everyday people have the chance to change their habits and to take a new decision on how to be mobile. But usually people do not question their habits and routines and this is where awareness building campaigns take place. The planned campaigns for Trogir will influence peoples' awareness, attitudes and travel behaviour - and encourage cycling, walking and the use of public buss and ship transport. Together with “hard policies” like e.g. the building of new bicycle lanes, the awareness campaigns will maximise the benefits of the investments.

4.5 List of activities

Field of Implementation	Action/Activity
1	Survey on bikers/pedestrians needs
1	Extension of the network of bicycle lanes
1	Introduction of new ship line to regional centre Split
1	Awareness/ Marketing campaigns for biking/walking
2	Implementation of 2 Minibus lines
1,2, 3,4,5	Implementation and operation of a Mobility Centre

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