Interreg

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Italy – Croatia

SUMMA

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SUMMA – Sustainable Multimodal Mobility in Adriatic Coastal and Hinterland Areas

Priority Axis: sustainable maritime and multimodal transport
Specific objective: Developing and enhancing sustainable, climate resilient, intelligent and intermodal national, regional and local mobility, including improved access to TEN-T and cross border mobility

D.1.1.2 Pilot Site Sustainable Mobility Reports

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SUMMA

PROJECT SUMMA

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EXECUTIVE SUMMARY

D112 – Pilot Site Sustainable Mobility Reports provides a territorially grounded assessment of sustainable and intermodal mobility across the SUMMA Pilot Areas. It complements the cross-border analysis developed under D111 by focusing on how common mobility challenges materialise within specific local contexts and by linking this evidence to the Pilot Activities implemented under WP2. The report therefore acts as an intermediate step between the analytical activities of WP1 and the development of D121 – Strategy for Intermodal Mobility Solutions, combining local mobility evidence, end-user perspectives and stakeholder knowledge to support context-sensitive strategic recommendations.

The analysis follows a modular methodology, allowing the evidence used for each Pilot Site to be calibrated according to data availability, local priorities and the resources of each Project Partner, while maintaining a common analytical framework. Its methodological backbone is the SUMMA Participatory Model, which approaches mobility as a Mobility Ecosystem shaped by territorial characteristics, infrastructure, actors, rules, mobility behaviours and their interactions. The model is operationalised through three interconnected stages: Community Evaluation, Stakeholder Evaluation and the definition of a Participation Strategy.

At Pilot Site level, the Community Evaluation combined available information on territorial conditions, mobility infrastructure, flows and modal split with results from the SUMMA surveys targeting long-term residents and tourists, where the number of collected responses allowed for a meaningful territorial analysis. Stakeholder mapping was then carried out by Local Partners on the basis of their knowledge of local actors and existing institutional and territorial relationships. This mapping informed the subsequent engagement strategy, for which ISIG recommended at least one territorial Focus Group, adapted to the characteristics and development stage of each Pilot Activity.

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1 Introduction

The SUMMA project addresses key challenges related to sustainable and intermodal passenger mobility in the Italy-Croatia cross-border area, with particular attention to the connectivity between ports, coastal areas and their hinterlands. To address these challenges, SUMMA combines a cross-border perspective with local, Pilot Site-based analysis and intervention. Its overall objective is to develop and enhance sustainable intermodal mobility in the Italian-Croatian Adriatic coastal and hinterland areas through the design of cross-border strategies and the implementation of pilot actions aimed at improving connectivity between ports, coastal sites and inland areas, while strengthening connections to the TEN-T network.

Within this framework, WP1 – Designing Cross-Border Strategies provides the analytical and strategic foundation of the project. WP1 investigates existing multimodal connections and their potential for further development by combining different methodologies and scales of analysis. Its purpose is both to develop a shared understanding of mobility challenges across the Programme area, and to support the timely, effective and sustainable implementation of SUMMA Pilot Activities within the specific contexts involved in SUMMA.

This multi-scalar approach is particularly important for sustainable mobility. While several mobility challenges are shared across the Italy-Croatia cross-border area, transport demand, modal choices, available infrastructure, seasonal pressures and opportunities for intermodality are strongly influenced by local territorial conditions. The analysis therefore moves from the identification of common cross-border trends towards a more detailed examination of the specific characteristics, needs and opportunities of the SUMMA Pilot Areas.

1.1 Purpose of the Report and Role within the SUMMA Project

D112 – Pilot Site Sustainable Mobility Reports presents the results of the analysis carried out at the Pilot Area scale within Activity 1.1 of SUMMA. Its main purpose is to provide a territorially grounded understanding of sustainable and intermodal mobility in the areas in which SUMMA interventions are implemented, complementing the cross-border analysis with evidence on the specific conditions of each local context.

The analysis combines quantitative and qualitative evidence. It considers the characteristics of mobility demand and modal choices in the Pilot Areas, while drawing on the results of the SUMMA end-users (long-term residents and tourists) surveys to explore mobility behaviours, needs, barriers and opportunities from the perspective of residents and visitors. These

elements are complemented by a participatory process involving local stakeholders, conceived as a means of interpreting the available evidence in light of local knowledge and of exploring possible future developments for sustainable mobility, as well as the strategic framing of the Pilot Actions in the broader context of intermodal solutions.

Accordingly, the report begins from a description of the transport system state of the art and proceeds by identifying territory-specific challenges, enabling conditions and opportunities for the transition towards more sustainable and integrated mobility systems. The resulting analysis provides a common evidence base for understanding both the differences and recurring patterns emerging across the SUMMA Pilot Areas. In this sense, D112:

- Complements D111 – Cross-border Sustainable Mobility Report, as it brings the analysis closer to the territories of intervention.
- Provides the analytical and framework basis for the implementation of the Pilot Actions foreseen under WP2, supporting the identification and development of sustainable solutions for access to ports and for greater integration between transport networks.
- Acts as a bridge between the analytical activities of WP1 and the strategic components of the project, including D121 – Strategy for Intermodal Mobility Solutions.

D112 constitutes as an intermediate step in a broader analytical and strategic process. By bringing together local mobility evidence, end-user perspectives and stakeholder knowledge, it enables SUMMA to connect cross-border challenges with territorial specificities and to ground its final strategic recommendations in the actual needs, constraints and opportunities of the areas involved.

1.2 Structure of the Report

Following the presentation of the methodological framework proposed by ISIG to all Local Partners (**Chapter 2**), **Chapter 3** presents the contents of the individual Pilot Site Sustainable Mobility Reports. Each local report is structured according to a common analytical framework, while allowing for some flexibility depending on the availability and relevance of information in each territorial context.

Where available, each Pilot Site report includes the following components:

- **Context and Pilot Activity Description** – provides an overview of the territorial and mobility context of the Pilot Site, together with a description of the local activity

implemented or foreseen within SUMMA, particularly in relation to the WP2 Pilot Activities.

- **Modal Split Analysis** – presents available information on local mobility patterns, transport demand and modal split, with the aim of outlining the current balance between private, public and sustainable transport modes.
- **Survey Analysis** – reports territorially relevant results from the SUMMA surveys targeting long-term residents and tourists, where the number of responses collected at local level allows for a meaningful analysis of mobility behaviours, preferences, barriers and opportunities.
- **Participatory Analysis** – summarises the main outputs and outcomes of stakeholder involvement activities carried out at Pilot Site level, including the validation and interpretation of available evidence, the identification of local mobility challenges and needs, and the development of future-oriented scenarios and strategic considerations.

Chapter 4 then summarises some general considerations across the Pilot Site analyses.

2 Methodology

The following paragraphs describe the methodology adopted for the preparation of this report. The methodological approach was designed as a modular framework, combining different sources and analytical tools in order to ensure both a comprehensive and articulated assessment at each Pilot Site level, and sufficient flexibility to adapt the analytical process to the actual availability of data, human resources, local priorities and specific interests of the SUMMA Project Partners.

This modular structure made it possible to reorganise and calibrate the analytical components according to the characteristics and resources of each local context, while maintaining a common methodological framework across the project. In doing so, the approach also helped ensure the feasibility and sustainability of the analytical and participatory activities, which were carried out as complementary actions to the Pilot Activities implemented under WP2.

The backbone of this methodological approach is the SUMMA Participatory Model, described in Par. 2.1, which provides the common framework for analysing local mobility systems, identifying relevant stakeholders and integrating their knowledge and perspectives into the assessment process. Around this shared framework, the different analytical components could be combined and calibrated according to the characteristics, needs and resources of each Pilot Site.

2.1 Overview of SUMMA Participatory Model

The SUMMA Participatory Model, extensively described in D111 – Cross-Border Sustainable Mobility Report, was developed to integrate stakeholder knowledge and participation into the analysis, design and implementation of sustainable mobility solutions. It responds to the complexity of mobility systems, where transport modes, users, service providers, public authorities, infrastructure managers, economic actors and territorial functions interact across different spatial and temporal scales. Within SUMMA, these interactions are conceptualised through the notion of a Mobility Ecosystem, which makes it possible to analyse mobility not only in terms of infrastructure and services, but also in relation to the actors, rules, needs, expectations and territorial conditions shaping mobility demand and supply.

The Mobility Ecosystem is structured around a number of interrelated components:

- **Context Features** describe the environment in which mobility takes place and include the attributes of the physical world, the characteristics of the local community and the formal or informal rules governing mobility. These elements cover, for example, territorial and geographical characteristics, existing transport infrastructure, socio-economic and institutional conditions, and mobility strategies, plans and operational practices.
- Within this context, the **Action Arena** identifies the actors involved in mobility and the situations in which they interact. These actors may include long-term residents, commuters and tourists, transport operators, public authorities, regulatory bodies, infrastructure managers, economic and tourism operators, civil society organisations, research bodies and other relevant stakeholders. Their interactions generate specific **Patterns of Interaction**, reflecting how different actors respond to existing services, regulations, incentives, constraints and mobility needs.
- These dynamics produce **Outcomes**, understood as the evolving balance between mobility demand and mobility supply and its wider effects on environmental, social and economic sustainability. Finally, **Evaluative Criteria** provide the indicators and evidence through which these outcomes can be monitored and assessed over time.

To operationalise this framework, the SUMMA Participatory Model combines the Mobility Ecosystem approach with the *Council of Europe* methodology outlined in the *Toolkit on civil participation in decision-making*. The process is organised around three main stages:

- **Community Evaluation**, aimed at understanding the territorial and mobility context.
- **Stakeholder Evaluation**, aimed at identifying relevant actors and assessing their level of interest and relevance.
- The definition of a **Participation Strategy**, which establishes the most appropriate form of interaction with different stakeholders, ranging from information and consultation to dialogue and partnership.

For D112 – Pilot Site Sustainable Mobility Report, this framework is particularly important because it provides the methodological bridge between the analytical assessment of each Pilot Site and the knowledge held by local actors. The participatory process allows findings from mobility data, territorial analysis and end-user surveys to be validated, complemented and interpreted through local experience. It also supports sense-making, scenario-making and

strategical drafting, helping stakeholders identify key mobility challenges, emerging needs and possible future sustainable mobility solutions.

In this way, the Participatory Model ensures that the Pilot Site analysis is not limited to describing existing mobility conditions, but also captures how those conditions are perceived and experienced by the actors operating within each local Mobility Ecosystem.

2.2 Operationalisation of the SUMMA Participatory Model in D112

2.2.1 Community Evaluation

Within the SUMMA Participatory Model, the Community Evaluation represents the first step in the analysis of the local Mobility Ecosystem. Its purpose is to provide a structured reading of the context in which mobility takes place by considering three main dimensions: the Attributes of the Physical World, the Attributes of the Community, and the Rules-in-Use. The first dimension covers the territorial and infrastructural characteristics influencing mobility, including geographical features, transport networks and facilities, mobility attractors, and existing mobility flows and modal split. The second focuses on the intangible characteristics of the local community, analysed in terms of social, economic, political and human capital. The third concerns the formal and informal framework governing mobility, including relevant regulations, strategies, plans, transport schemes and socio-cultural factors affecting modal choices.

For the purpose of D112, the Community Evaluation was carried out primarily through the collection and analysis of information on the territorial context, existing mobility infrastructure, mobility flows and modal split. These data were derived from documents, strategies, programmes and plans made available by the SUMMA Local Partners.

Where the number of responses collected at Pilot Site level allowed for a sufficiently meaningful local analysis, this information was complemented by the local results of the SUMMA surveys targeting long-term residents and tourists. Survey findings provided additional evidence on local travel patterns, modal choices, satisfaction with existing transport options, perceived barriers and conditions that could encourage greater use of sustainable mobility solutions.

Given the modular nature of the methodology adopted for D112, the actual inclusion of locally disaggregated survey results depended on the number of responses actually collected in each

Pilot Site. The following table therefore reports, for both the long-term residents and tourists surveys, the number of responses collected at the different local levels, the minimum target ideally established for the survey campaign, and whether this target was achieved at least at 80%.

Table 1: SUMMA Surveys territorial samples

Long-term Residents			**Tourists**		
PP #	**Threshold**	**Collected answers**	**Area**	**Threshold**	**Collected Answers**
1 – Caorle	158	31 ●	**Italy, N Adriatic**	164	239 ●
2 – Pescara	164	170 ●	**Italy, C Adriatic**	164	152 ●
4 – Riviera Friulana	164	164 ●	**Italy, N Adriatic**	See above	See above
5 – Labin	162	62 ●	**Croatia, N Adriatic**	164	131 ●
6 - Poreč					
7 – Split-Dalmacija	164	256 ●	**Croatia, S Adriatic**	164	139 ●
8 – Zadar	164	1 ●	**Croatia, C Adriatic**	164	11 ●

Survey results are used for descriptive and exploratory purposes. Sample size alone does not establish statistical representativeness. Comparisons between territorial subsamples and the overall SUMMA sample should therefore be interpreted in light of sample size, composition and geographical coverage. Tourist survey results are aggregated by Adriatic macro-area and do not constitute separate samples for each Pilot Site.

2.2.2 Stakeholders Evaluation

Within the SUMMA Participatory Model, the Stakeholders Evaluation represents the second step of the process and focuses on identifying and assessing the actors operating within each local Mobility Ecosystem. D111 distinguishes four main macro-categories of stakeholders: mobility users, mobility providers, mobility attractors and mobility regulators. Their assessment is based primarily on two dimensions: their relevance to the mobility system and their interest or willingness to participate in the project activities. The model also considers the resources that stakeholders may bring into the participatory process, including social, economic, political and human capital.

For the purpose of D112, stakeholder mapping was carried out directly by each Local Partner, drawing primarily on their experiential knowledge of the territory, their understanding of the local mobility system, and the relationships previously established with institutions, transport

operators, economic actors, civil society organisations and other relevant local stakeholders. This approach made it possible to identify actors that were not only formally connected to mobility issues, but also practically embedded in the territorial networks and decision-making dynamics of each Pilot Site, and thus more easily available to be involved into participatory processes and activities.

The mapping exercise was conceived mainly as an internal operational tool rather than as an output in itself. Its results provided the basis for the subsequent step of the SUMMA Participatory Model, namely the definition and implementation of the Participation Strategy. In particular, the assessment of stakeholders' relevance and interest supported the selection of the most appropriate forms of engagement for the different actors, ranging from information and consultation to dialogue and partnership. In this sense, the Stakeholders Evaluation ensured that the participatory activities implemented at Pilot Site level were targeted, context-sensitive and proportionate to the role that different actors could play in the development of sustainable mobility solutions.

2.2.3 Participation Strategy

The Participation Strategy represents the third step of the SUMMA Participatory Model, translating the results of the Community and Stakeholders Evaluations into concrete engagement activities. Building on the assessment of stakeholders' relevance and interest, the model associates different levels of involvement with different patterns of interaction, ranging from information and consultation to dialogue and partnership. For the purpose of D112, particular attention was given to those stakeholders whose characteristics called for an active involvement in the analytical and strategic discussion: high-relevance/high-interest stakeholders, high-relevance/low-interest stakeholders, and low-relevance/high-interest stakeholders.

As WP1 Coordinator, ISIG recommended that each Local Partner organise at least one territorial Focus Group as the main instrument for implementing the Participation Strategy at Pilot Site level. The stakeholders invited to the Focus Groups were selected on the basis of the mapping previously carried out by Local Partners. Whenever possible, the composition of the group was intended to reflect the diversity of the local Mobility Ecosystem, bringing together representatives of different stakeholder categories – mobility users, mobility providers, mobility attractors and mobility regulators. A heterogeneous group was considered particularly valuable for comparing different perspectives on the same mobility system and understanding

the interactions between mobility demand, service provision, territorial functions and governance.

Focus Groups were generally conceived as small-group sessions involving approximately 6-10 participants, allowing for an in-depth and interactive discussion. The facilitator played an active role in guiding the debate through questions, reformulations and clarifications, while a note-taker supported the systematic collection of the information emerging during the discussion. ISIG provided Local Partners with a common methodological structure for the Focus Groups, while allowing the proposed activities to be adapted to the specific characteristics, needs and ambitions of each territorial context, particularly in relation to the nature and development stage of the respective WP2 Pilot Activity.

The proposed Focus Group methodology was aimed at deepening the understanding of three central components of the Mobility Ecosystem, considering both their present configuration and possible future evolution. First, Action Situations, namely the structural conditions – including rules, information, roles and other contextual factors – within which mobility choices and interactions take place. Second, Patterns of Interaction, referring to the behaviours and dynamics emerging from interactions among actors, including the way users and providers respond to costs, incentives, constraints and characteristics of the available mobility offer. Third, Outcomes, understood as the evolving balance between mobility demand and mobility supply and its broader environmental, social and economic implications.

Within this common framework, Local Partners were provided with three main types of participatory activities that could be combined and adapted according to local circumstances:

- The first consisted of a participatory analysis of survey results and modal split, through which stakeholders were invited to assess, validate, complement or challenge the evidence produced during the Community Evaluation. Participants could first express their level of agreement with selected statements summarising the available evidence and subsequently provide qualitative interpretations, corrections and additional insights through individual reflection and moderated group discussion.
- The second activity consisted of a scenario-making exercise, designed to support the subsequent drafting of the SUMMA Strategy. Participants were invited to imagine their territory in 2035, starting from the desired impact in terms of strengthened sustainable mobility and working backwards towards the conditions required to achieve it. The exercise focused on four interconnected elements:

- Impacts, representing the tangible results expected in the future
- Drivers of Change, namely the factors enabling positive transformation
- Challenges, referring to the obstacles that may hinder the transition
- Actions, understood as the activities and initiatives required to address such challenges and move towards the desired scenario

- The facilitator supported participants in distinguishing among these categories and in identifying possible cause-and-effect relationships between them.
- Finally, where relevant, the Focus Group could include a strategic framing of the ongoing Pilot Activity within the broader local mobility context. Following the scenario-making exercise, participants were asked to reflect on how the Pilot Activity could contribute to the identified future scenario, which additional activities or actors could strengthen its impact, and whether the proposed solutions should be understood as individual actions or as part of broader strategies. Particular attention was also given to the appropriate scale of intervention and responsibility – local, regional/national or cross-border.

The Focus Groups were therefore conceived as a step of the broader analytical process underlying WP1. Following each activity, Local Partners were requested to systematise the information collected and report the main results to ISIG, allowing the evidence generated through stakeholder participation to be incorporated into the SUMMA deliverables and to inform subsequent strategic activities. At the same time, maintaining communication with the stakeholders involved was intended to support continuity of engagement throughout the remaining stages of the project.

The following table summarises the participatory activities implemented by each Local Partner:

Table 2: SUMMA D112 Participatory Activities

PP #	Description
1 – Caorle	**Two workshops** combining expert presentations, participatory validation of interview and survey findings, and a future-oriented discussion on cycling, cycle tourism and intermodality.
2 – Pescara	A **hybrid Focus Group** with interaction managed through Mentimeter and moderated discussion to validate modal split and survey results, develop a 2035 mobility scenario, and explore integration of the Single Ticket pilot with the regional MaaS.

4 – Riviera Friulana	A **public event and Focus Group** combining the presentation of the Sustainable Mobility Masterplan with survey validation and a scenario-making exercise on future multimodal mobility in the area.
5 – Labin	A **sequence of public and technical stakeholder consultations** focused on discussing the survey and SUMP evidence, public transport alternatives, accessibility solutions and phased scenarios for an integrated mobility system in the Labin area.
6 - Poreč	No local participatory activities were reported by PP6 for inclusion in D112.
7 – Split-Dalmacija	**Two parallel Focus Groups** to validate resident and tourist survey findings, develop 2035 mobility scenarios and assess the strategic contribution of the Resnik Port-Split Airport connection.
8 – Zadar	A **large stakeholder panel** during the 2025 European Mobility Week discussing electric scooters, combining expert and end-user perspectives on micromobility, road safety, education and sustainable urban transport.

3 Pilot Site Sustainable Mobility Reports

3.1 PP1 Sustainable Mobility Report

3.1.1 Context and Pilot Activity Description

Within SUMMA, the Municipality of Caorle had the goal of implementing a new cycling path along the Canale dell'Orologio, completing the existing cycling network and improving connections between the city centre, bus station, car parks and marinas. The intervention is intended to strengthen intermodality and facilitate access to transport modes not directly available in the city, including rail and air connections.

3.1.2 Survey Analysis

3.1.2.1 Tourists

For the local analysis concerning PP1 – Municipality of Caorle, the assessment of tourist mobility refers to the broader Italy Northern Adriatic area, where 239 valid responses were collected through the tourist survey. PP4 – Riviera Friulana Community is also included within the same geographical area.

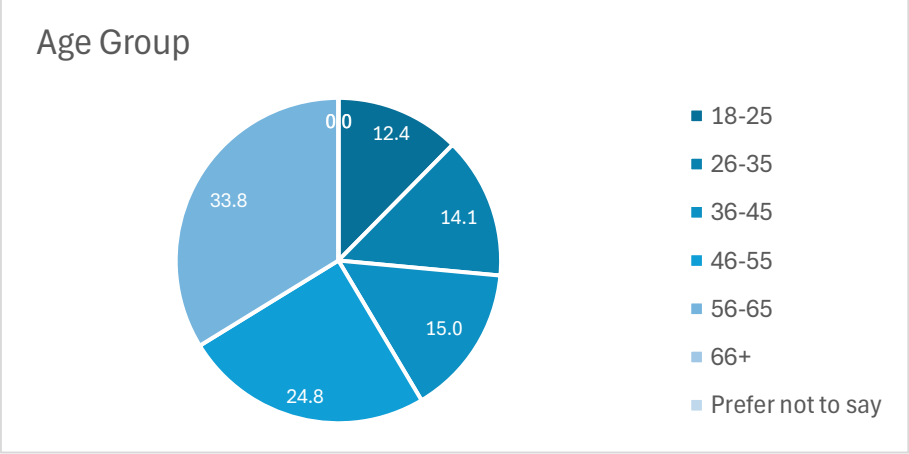


Figure 1: Italy Northern Adriatic Tourists Survey - Age Group

The Italian sample in Northern Adriatic tends to be older than average, with 58.6% of respondents over 56 years old. Furthermore, young people between 18 and 25 are proportionally fewer compared the general sample (12.4% versus 20.4%).

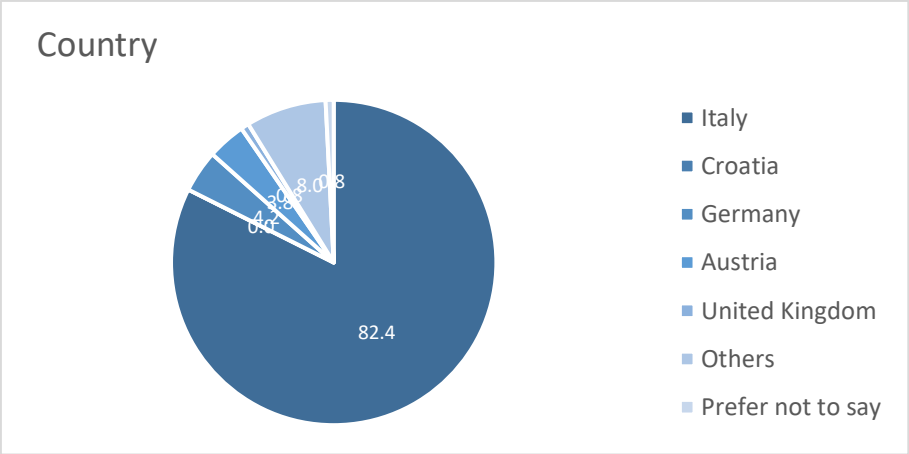


Figure 2: Italy Northern Adriatic Tourists Survey - Country

The origin of tourists visiting the Adriatic region in Northern Italy accentuates the trend we see in the general sample: more than 8 out of 10 are Italian. Tourists from Germany stand in second place (4.2%), followed by those from Austria (3.8%). Only 8.8% of tourists come from other countries, approximately half the percentage of the general sample.

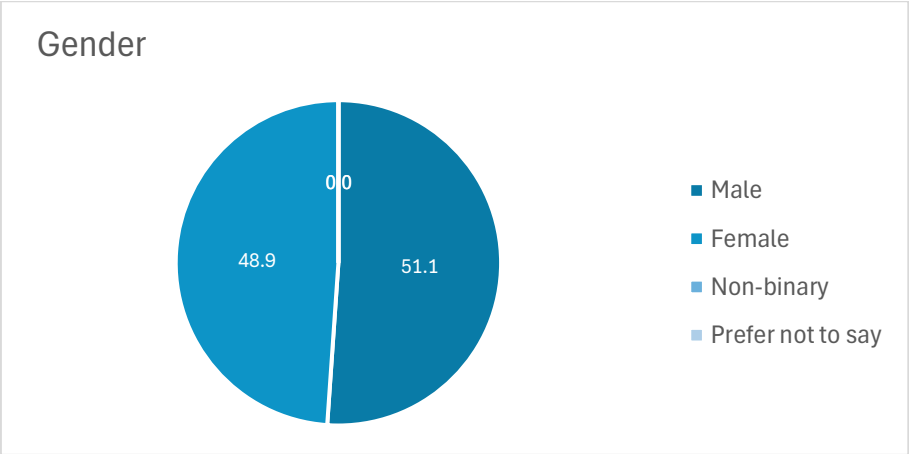


Figure 3: Italy Northern Adriatic Tourists Survey - Gender

Tourists in the Italy Northern Adriatic area show an almost perfectly equal gender distribution, with males at 51.1% and females at 48.9%.

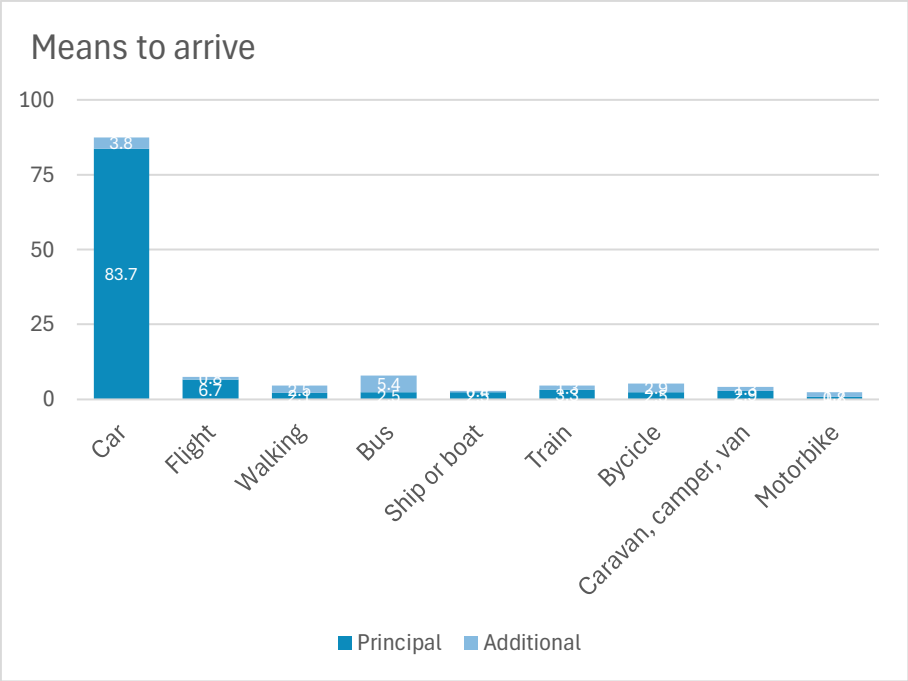


Figure 4: Italy Northern Adriatic Tourists Survey - Means to arrive

In both samples, the car remains the clearly predominant means of transport, but in the analysed area more people use it as the main means of transport to reach their destination. Consequently, while in the general sample, alternatives such as plane, walking, and bus maintain significant share of use, in the Italy Northern Adriatic area sample all other modes of transportation have marginal percentages. Overall, respondents use additional transportation less than the general sample, and this applies to every means of transportation analysed.

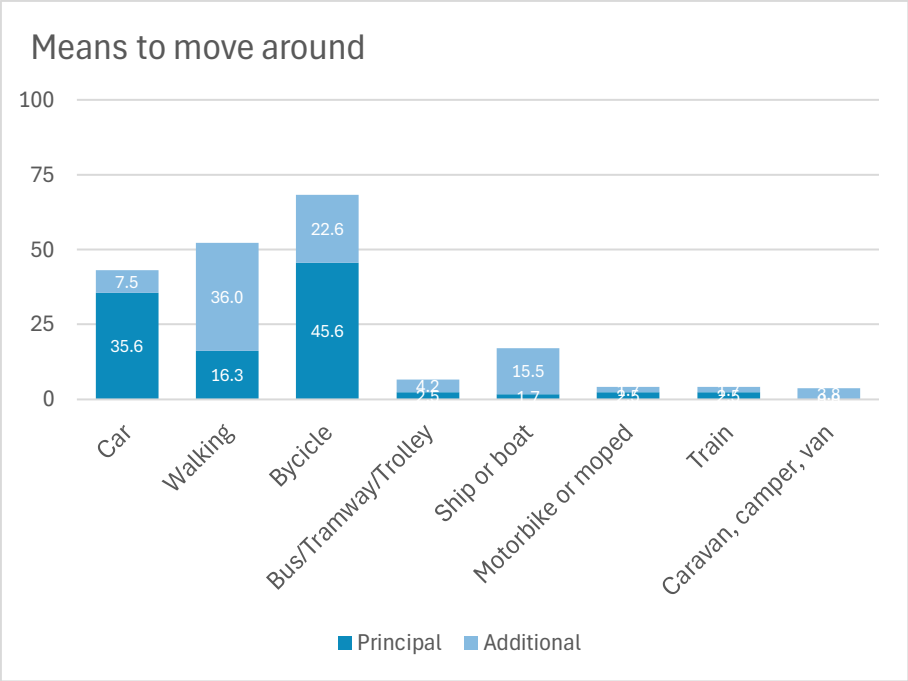


Figure 5: Italy Northern Adriatic Tourists Survey - Means to move around

It is clear that the rate of car used as a means of transportation during a stay in the analysed area is significantly lower than the general sample. Bicycles are used extensively in the Italy Northern Adriatic sample (68.2% between primary and additional modes: the most used mode) to explore the reached area. Walking is the additional mode of transportation most preferred by the local sample, therefore supporting other "primary" mobility options. Buses, trams, motorbikes, trains and campers have much lower usage rates than in the general sample.

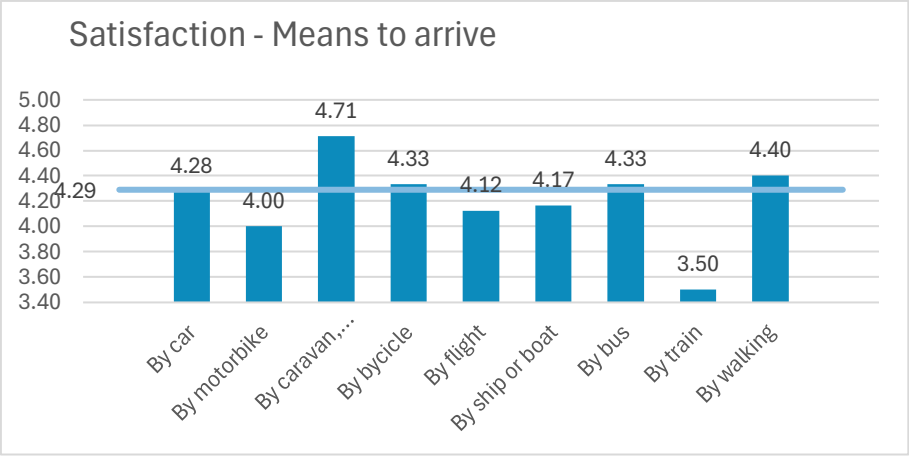


Figure 6: Italy Northern Adriatic Tourists Survey - Satisfaction with means to arrive

In both samples, the overall average satisfaction with the means of arrival is at an almost identical medium-high level, standing at 4.27 for the general sample and 4.29 for the Italy Northern Adriatic area. Campers, walking, buses, and bicycles all register excellent, above-average satisfaction levels in the analysed area. On the contrary, trains, compared to other means of transport, rank very low in the local sample.

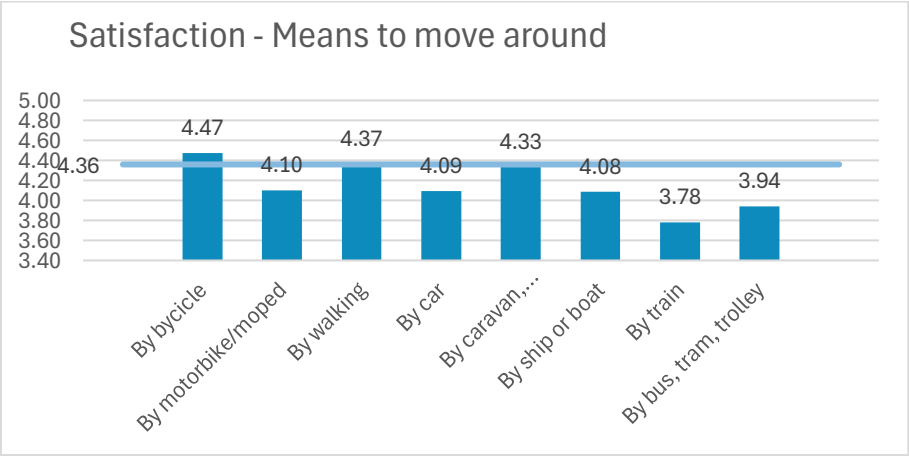


Figure 7: Italy Northern Adriatic Tourists Survey - Satisfaction with means to move around

The bicycle remains the most popular mode of transportation to move around in the area both in the general and in the local sample, reaching a maximum score of 4.47 in the Italy Northern Adriatic area. In contrast, public transport by road and rail, such as buses and trains, consistently rank at the bottom of the satisfaction rankings in both samples. Compared to the

general sample motorcycles are less popular in the analysed area as a means of transportation, while the opposite goes for campers.

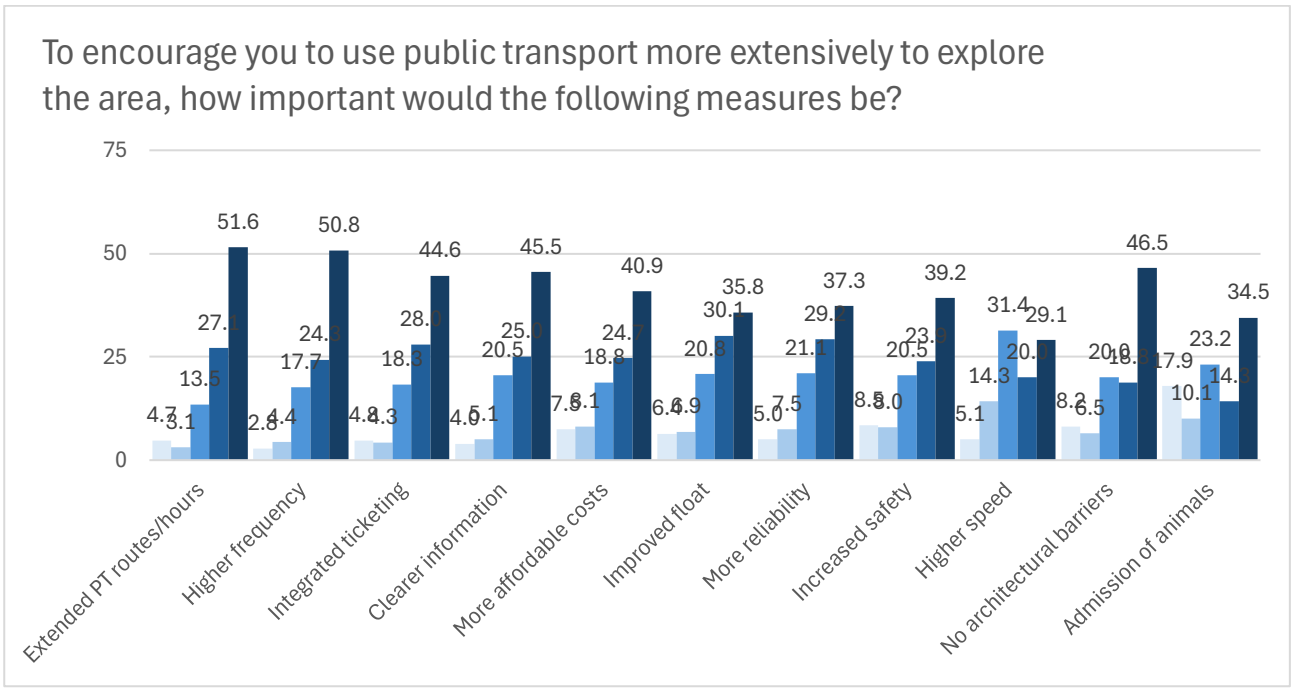


Figure 8: Italy Northern Adriatic Tourists Survey - Assessment of measure to implement public transport

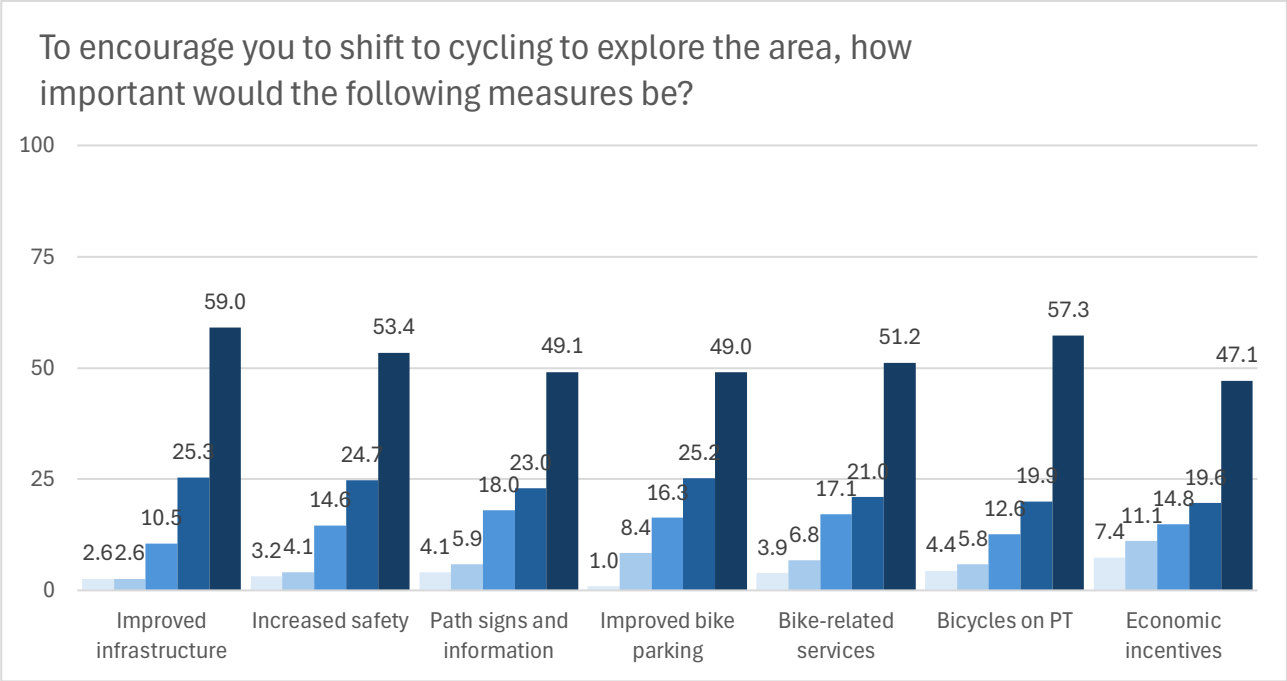


Figure 9: Italy Northern Adriatic Tourists Survey - Assessment of measures to implement cycling

In both samples, extending routes/timetables and increasing frequencies are confirmed as the most important measures to encourage the use of public transport, exceeding the 50% top priority in both cases.

However, there is a divergence on the importance of higher speed, considered very important by 44.4% of the overall sample but considered a priority by only 29.1% of respondents in the Italy Northern Adriatic area.

The removal of architectural barriers is considered more urgent in the locally analysed sample than in the overall sample.

Improved infrastructure and increased safety remain the top priorities in both samples to encourage bicycle use, exceeding the 50% highest priority in both cases.

In the Italy Northern Adriatic area, the possibility of carrying bicycles on public transport is more popular (57.3% highest priority compared to 46.7% in the overall sample).

Overall, the Italy Northern Adriatic sample shows higher percentages of maximum importance in almost all categories, indicating a stronger and more widespread demand for interventions to support cycling mobility.

3.1.2.2 Main takeaways

The tourist survey for the Italy Northern Adriatic area, which includes both the Municipality of Caorle and Riviera Friulana Community, depicts a mobility pattern in which the private car dominates access to the destination, while mobility once at destination shifts considerably towards active modes. Bicycles are especially important, reaching 68.2% when primary and additional use are combined, while walking frequently complements other modes. Satisfaction with cycling is particularly high, whereas rail and road public transport receive comparatively weaker evaluations.

The results indicate that Caorle's and Riviera Friulana's main opportunity lies not simply in increasing bicycle use – which is already significant among visitors – but in strengthening the quality, continuity and intermodality of the cycling experience. Tourists particularly value better cycling infrastructure, safety and the possibility of carrying bicycles on public transport, while public transport improvements should focus on wider routes and timetables and increased frequency. These findings support a model in which cycling is connected to public transport and wider territorial networks rather than developed as an isolated tourism product.

3.1.3 Participatory Analysis

3.1.3.1 General information on the initiatives



Figure 10: Second in-person meeting in Caorle, 3rd December 2025

Within the framework of SUMMA, PP1 – Municipality of Caorle organised two in-person initiatives at the Civic Centre of Caorle, conceived as complementary moments for discussing the present and future of mobility in the Eastern Veneto area. The first workshop, held on 28th November 2025, focused on mobility planning, while the second, held on 3rd December 2025, was devoted specifically to cycle tourism. Both activities combined expert contributions with opportunities for discussion and stakeholder interaction, linking the broader objectives of SUMMA with local planning priorities and with the Pilot Activity concerning the cycle-pedestrian infrastructure along the Canale dell'Orologio.

The first meeting provided a more technical and planning-oriented perspective. It included the presentation of the SUMMA project, the cycling masterplan for Eastern Veneto, the cycle-pedestrian route along the Canale dell'Orologio and design solutions for cycling infrastructure, followed by a debate. The second meeting broadened the discussion towards cycle tourism and territorial development, combining contributions on active mobility, landscape and local development with a final round table and participatory session facilitated by ISIG.

3.1.3.2 Overview of participants

The two initiatives involved a diversified set of actors reflecting different components of the local Mobility Ecosystem. Participants included representatives of local and regional public authorities, municipal technical staff, professionals working in planning, architecture and mobility, representatives of civil society and cycling-related associations, researchers and academic experts, together with actors interested in the tourism and economic development of the territory. The programme of the two meetings also brought together expertise from Municipalities, Regional administrations, universities and specialised professionals in cycling mobility and infrastructure.

This diversity was particularly relevant for the participatory component of the second workshop, as it allowed issues related to cycle tourism to be considered simultaneously from the perspectives of territorial planning, infrastructure design, everyday mobility, environmental and landscape protection, tourism development and service provision.

3.1.3.3 Goals of the activities

The initiatives pursued complementary objectives. The 28th November workshop was primarily intended to provide professionals and technical actors with practical elements for improving the planning and design of cycling networks, with particular attention to infrastructure organisation, sustainable mobility principles and effective wayfinding.

The 3rd December workshop focused instead on the potential of cycle tourism as a driver of sustainable territorial development. Its purpose was to increase awareness of the opportunities associated with this growing sector, provide practical examples and stimulate the formulation of concrete proposals for enhancing the territory through cycling. From the perspective of D112, the meeting also provided an opportunity to confront stakeholders with evidence collected through the previous analytical phases of SUMMA and to gather qualitative insights useful for interpreting local mobility challenges and future opportunities.

3.1.3.4 Structure of the activities

The participatory process was progressively structured around different forms of knowledge. The first workshop provided a common technical and territorial background through presentations on planning instruments, existing and planned cycling infrastructure and design solutions. The second workshop then moved from expert inputs towards an explicitly participatory discussion.

During the 3rd December session, participants were first introduced to selected findings emerging from the SUMMA in-depth interviews and were invited to comment on a series of statements through an interactive Mentimeter exercise. The discussion then shifted to the survey targeting tourists, including results for the Italy Northern Adriatic Coast, the area encompassing both the Caorle and Riviera Friulana Pilot Sites. Finally, a set of open questions was used to encourage participants to move from the interpretation of existing evidence towards a more future-oriented reflection on cycling, tourism, intermodality and the role of Caorle within wider territorial networks.

3.1.3.5 Results of the activities

3.1.3.5.1 In-depth interviews validation

The first participatory exercise asked stakeholders to react to four statements derived from the results of the SUMMA in-depth interviews.

The first statement was: “Slow mobility systems have a positive impact on urban space and heritage: slow tourism seeks to move through high-quality spaces”. Participants broadly reinforced this perspective, but qualified the concept of “quality” through a number of concrete attributes. Safety, accessibility, availability of bike-related services and inclusiveness emerged as fundamental requirements: high-quality spaces should not merely be attractive to tourists but should be accessible and usable by everyone. Participants also associated slow mobility with the possibility of experiencing territories differently, discovering

landscape, heritage and small-scale features that tend to remain unnoticed when travelling by faster modes.

The contributions also highlighted that cycling infrastructure should not be conceived exclusively in functional terms. Participants referred to the need for projects that are simultaneously safe, aesthetically valuable and capable of contributing to the regeneration and promotion of places. Cycling was therefore interpreted not merely as a means of transport, but as a way of experiencing and connecting urban areas, landscapes and the hinterland. At the same time, the discussion stressed the need to avoid an exclusively tourism-oriented approach: cycling infrastructure can improve quality of life, accessibility, social interaction and everyday mobility for the local population as well.

The second statement proposed that “Sustainability also means clarity: the fragmentation of routes and mobility offers needs to be overcome by providing visitors with integrated and legible systems”. Participants strongly associated fragmentation with the proliferation of small-scale, poorly coordinated initiatives and with the absence of a clear hierarchy between routes. A recurring message concerned the need to move beyond locally isolated projects and create continuous and recognisable networks connecting neighbouring territories and providing for a coherent narrative through a strong territorial marketing.

Clarity was associated with uniform directional signage, integrated communication campaigns, comprehensive cycling maps and better coordination of services. Participants warned that adding more signage or giving multiple names to the same route does not necessarily improve user experience. Instead, users should be able to understand where a route leads, how it connects with the main cycling axes and which destinations and services can be reached. The completion of the main cycling corridors was also identified as a prerequisite for building a coherent network. Furthermore, participants expanded the discussion beyond tourism, noting that sustainable infrastructure should also support everyday journeys, including commuting, and should be integrated with public transport and, where possible, interoperable ticketing and information systems.

The third statement was: “Cycling navigation apps introduce decisive changes, allowing users to independently plan routes, including cross-border routes”. Stakeholders recognised the value of digital tools, particularly for providing GPX tracks, supporting personalised itineraries and making information on landscapes, heritage, food and other territorial attractions

accessible to cyclists. Digital platforms were also perceived as useful for connecting users with travel companions, local guides and services.

At the same time, participants identified important limitations. The multiplication of separate apps was considered potentially counterproductive, particularly when projects develop new platforms without sufficient coordination or long-term management capacity. Participants therefore called for greater centralisation or interoperability of information and stressed that digital tools require continuous updating. Digital solutions should also complement, rather than entirely replace, traditional communication tools such as maps and physical signage. Furthermore, digital information should cover not only for the established route, but also for the network of collateral services/attraction points along the route.

Finally, participants discussed the statement: “People adopt sustainable mobility options only if they perceive them as reliable, practical and safe. Otherwise, the car prevails because it is more convenient”. The discussion largely confirmed this interpretation. Particular emphasis was placed on the lack of effective alternatives to private cars in dispersed territorial contexts such as Veneto's polycentric urban structure. Participants referred to the importance of safe cycling conditions, integrated public transport, services supporting bicycles on public transport and broader territorial strategies that treat cycling as an ordinary component of the mobility system rather than as an isolated sectoral policy. Generally speaking, a greater attention for mobility as a right, and more particularly as a right of choice among different means of transportation for all ages and social conditions, has been stressed by participants.

These results suggest that stakeholders interpret sustainable cycling mobility through a combination of quality of space, network continuity, safety, accessibility, information, intermodality and territorial coordination. Physical infrastructure remains central, but infrastructure alone is not considered sufficient: its effectiveness depends on its integration with services, communication and broader territorial plans and strategies.

3.1.3.5.2 Tourists survey validation

The second part of the participatory session confronted participants with results from the SUMMA tourist survey. The response to the question “Did the survey results surprise you?” produced an average score of only 1.8 on a scale from 1 – not at all to 5 – very much, suggesting that the survey findings were largely consistent with participants' existing knowledge and experience of tourism and mobility in the area.

Nevertheless, the results stimulated discussion around several specific aspects. Participants were particularly interested in tourists arriving on foot and the routes they may have followed, the characteristics of international cycling groups, and the role of intermodality. The findings also reinforced the perception that coastal destinations need to become more accessible by public transport, including through services that allow bicycles to be carried on board.

The discussion converged on two closely connected priorities: increasing the availability of services specifically addressing cycle tourists, and improving the safety and continuity of cycling routes, particularly by removing dangerous or discontinuous sections. Thus, while the survey results themselves were not perceived as unexpected, they provided empirical support for issues already recognised by local actors and helped frame them within the wider analysis of tourist mobility conducted by SUMMA.

3.1.3.5.3 Scenario-making exercise

The final phase of the participatory activity used a series of open questions to encourage a forward-looking reflection on the role cycling could play in the future development of Caorle.

When asked how important cycling is for the tourist attractiveness of Caorle, participants consistently considered it highly relevant. Cycling was seen as a means of diversifying Caorle beyond its traditional identity as a seaside destination, enhancing the hinterland and supporting tourism outside the peak summer season. Participants emphasised the importance of completing EuroVelo 8 and the connections towards Bibione and Eraclea Mare, as well as strengthening coastal routes and exploring integration with maritime connections. Cycling was also associated with the sense of freedom sought by visitors and with the possibility of experiencing the territory beyond the beach itself.

The discussion then addressed whether tourist expectations and the needs of long-term residents can be integrated. Participants generally rejected the idea that these needs are necessarily in conflict. Safety, continuity and high-quality cycling infrastructure benefit both groups. A more coherent cycling system could also help alleviate the pressure associated with high tourist flows during summer. Participants therefore stressed the importance of integrated planning, including experimental and reversible interventions where useful, and of creating links between the coast and the hinterland.

A further question asked whether it would be possible and desirable to transform Caorle from a territory that can merely be experienced by bicycle while reaching it with other means of

transportation into a destination that can actually be reached by bicycle. Responses clearly pointed towards a network-based approach. Participants called for completing both longitudinal and transversal cycling axes, addressing physical discontinuities such as canals through appropriate crossings, improving existing access routes to the city and connecting Caorle with long-distance transport. Crucially, Caorle should not be conceived as an isolated "cycling island", but as a node within a regional and interregional cycling network. Cross-regional cooperation between Veneto and Friuli Venezia Giulia was explicitly identified as part of this perspective.

Finally, participants identified a broad range of actors that should contribute to strengthening cycle tourism. These included accommodation providers and other economic operators, municipal and regional administrations, sectoral associations, cycling organisations, citizens and younger generations. Several contributions emphasised that successful development requires not only stakeholder participation but also clear coordination and decision-making capacity, including cooperation among municipalities and the possible role of mobility managers in facilitating relationships between administrations and territorial actors.

3.1.3.6 Main takeaways

The participatory activities carried out in Caorle complemented the quantitative and qualitative evidence collected through the previous phases of D112 and provided a locally grounded interpretation of the main challenges associated with cycling and cycle tourism. Across the different exercises, a coherent set of priorities emerged.

Stakeholders stressed that developing cycling mobility requires moving beyond the implementation of individual routes towards a continuous, safe, accessible and clearly communicated network. Cycling infrastructure should simultaneously serve tourism and everyday mobility, connect the coast with the hinterland and integrate with public transport and other modes. The physical network should be supported by coherent signage, digital and non-digital information, appropriate services and coordinated territorial promotion.

From a strategic perspective, the discussion also suggests that Caorle's potential lies in becoming not only a cycling-friendly destination but a well-connected node within wider regional and cross-regional mobility networks. Achieving this objective requires coordination among public authorities, mobility and tourism operators, associations and local communities, as well as stronger integration between infrastructure development, mobility planning, tourism policies and territorial enhancement.

3.2 PP2 Sustainable Mobility Report

3.2.1 Context and Pilot Activity Description

PP2 – Municipality of Pescara is located on the Adriatic coast in Central Italy and plays a strategic role as the main socio-economic and mobility hub of the Abruzzo Region. The city has more than 120,000 inhabitants and serves a wider urban and suburban area of around 250,000 people. Its location makes Pescara an important connection point between northern and southern Italy along the Adriatic axis, as well as between the Adriatic coast and the Tyrrhenian side of the country. Its transport system includes a regional airport, the port-canal, two railway stations and the Rome–Pescara motorway, creating favourable conditions for multimodal mobility but also highlighting the need for stronger integration between different transport modes.

Within SUMMA, Pescara contributes to the objective of improving multimodal connections between urban areas and major transport hubs and of reducing dependence on private cars. Its main WP2 activity is linked to Activity 2.2 – Single Ticket System, coordinated by PP2. The activity foresees the development of a study addressing the legal, procedural, technological and organisational conditions required for the future introduction of an integrated ticketing system connecting urban and extra-urban buses, regional and local rail services, bicycles and other transport modes. The underlying concept is to move towards a single travel document and payment system associated with the overall journey rather than with each individual mode, thereby simplifying access to public transport and facilitating intermodal trips. The project proposal makes clear that the Single Ticket System itself is not expected to be fully implemented within the SUMMA timeframe; instead, the activity is intended to establish a comprehensive legal and technical framework that can support future local implementation and, in the longer term, possible transnational solutions.

3.2.2 Modal Split Analysis

The modal split reported in the Pescara planning documents shows a mobility system still strongly dominated by the private car. According to the official figures reported in the PUMS Pescara[1], private-car trips account for 63.1% of total movements, including 45.3% as drivers

[1] See *Piano Urbano Mobilità Sostenibile Pescara 2020*. [Urban Sustainable Mobility Plan Pescara 2030]. Available at: https://www.comune.pescara.it/app/uploads/2025/07/Piano-Urbano-Mobilita-Sostenibile-%E2%80%93-Documento-per-approvazione.pdf . See also *Piano di Monitoraggio e Governance PUMS aggiornato al Decreto MIT 396/2019 – Comune di Pescara – Aggiornamento Agosto 2022* [Monitoring and Governance SUMP Plan, updated according to MIT Decree 396/2019 –

and 17.8% as passengers. Public transport represents 14.8% of trips, mainly through urban and extra-urban buses (12.4%) and, to a lesser extent, rail services (2.3%). Active mobility accounts for a smaller but significant share: 14.2% of trips are made on foot and 3.0% by bicycle, while motorcycles and scooters account for 4.5%. Overall, 80.3% of the 126,212 recorded trips are motorised and 19.7% non-motorised.

These figures highlight a substantial dependence on private motorised mobility, while also indicating an existing basis for strengthening public transport, walking and cycling. Modal rebalancing is therefore one of the strategic objectives of the Pescara Sustainable Urban Mobility Plan (PUMS), which explicitly identifies the improvement of public transport, stronger integration between public transport and cycling, the development of an organic cycling network and the reduction of congestion among its key priorities. In the PUMS long-term scenario for 2030, the intended direction of change is reflected in a reduction of car use to approximately 50% of peak-hour trips, accompanied by an increase in integrated public transport to around 12.7% and cycling to around 12.8%.

From the perspective of SUMMA, this modal structure confirms the relevance of interventions aimed at making alternatives to the private car more attractive and easier to combine. In particular, improved integration between different modes and services can contribute to reducing car dependency and supporting a gradual transition towards a more balanced and sustainable urban mobility system.

Municipality of Pescara – update August 2022]. Available at: https://www.comune.pescara.it/app/uploads/2026/02/Piano-di-Monitoraggio-PUMS-Pescara-aggiornamento-agosto-2022-signed.pdf

3.2.3 Survey Analysis

3.2.3.1 Long-term Residents

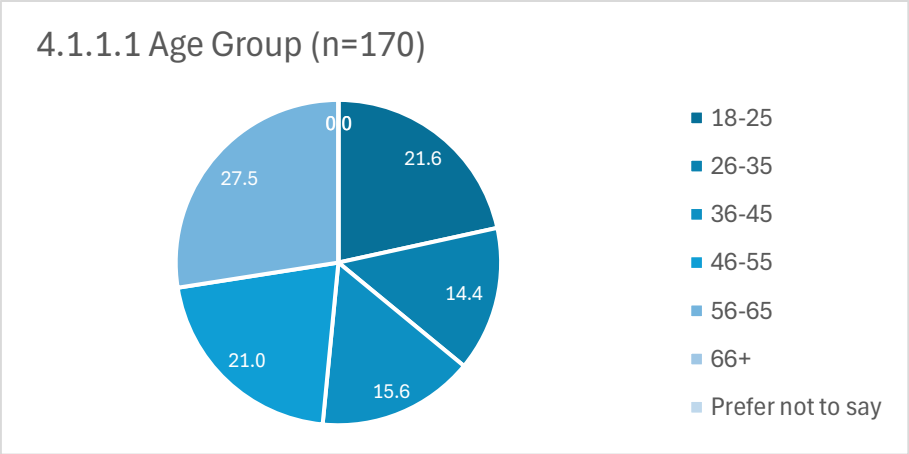


Figure 11: PP2 Long-term residents Survey - Age Group

While the general sample shows a strong presence of young people under 25 (28.2%) and minimal shares of over 55s, the PP2 sample is decidedly older, with the 56-65 age group representing more than a quarter of the sample (27.5%).

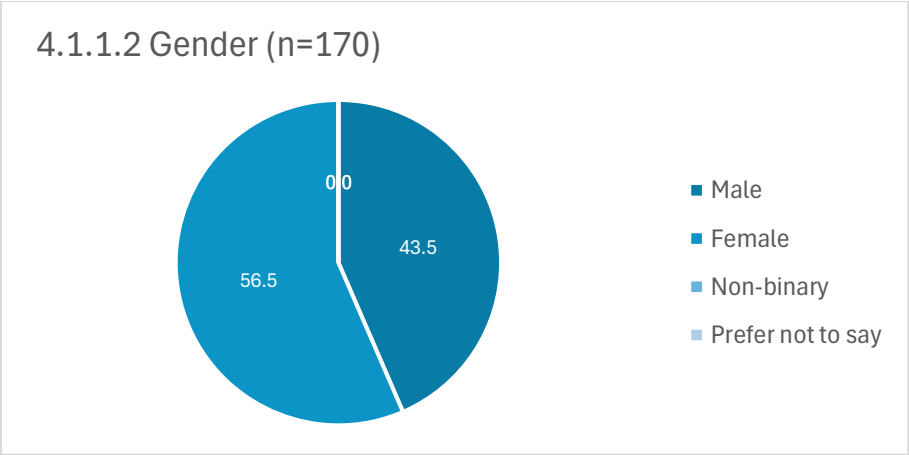


Figure 12: PP2 Long-term residents Survey - Gender

As in the general sample, the PP2 sample shows a higher percentage of women responding to the questionnaire (56.5% versus 43.5%).

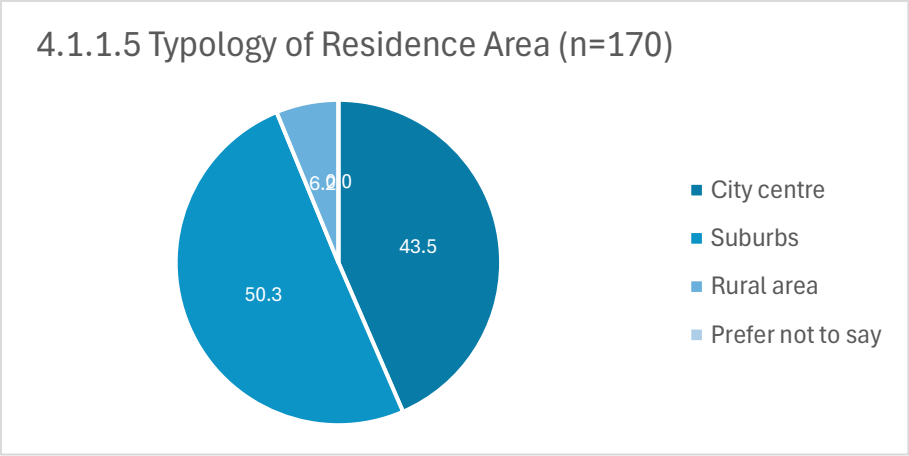


Figure 13: PP2 Long-term residents Survey - Typology of residence area

The PP2 sample shows that half of the respondents come from peripheral areas (50.3%), 43.5% live in cities and therefore the remaining rate of people coming from rural areas is very low.

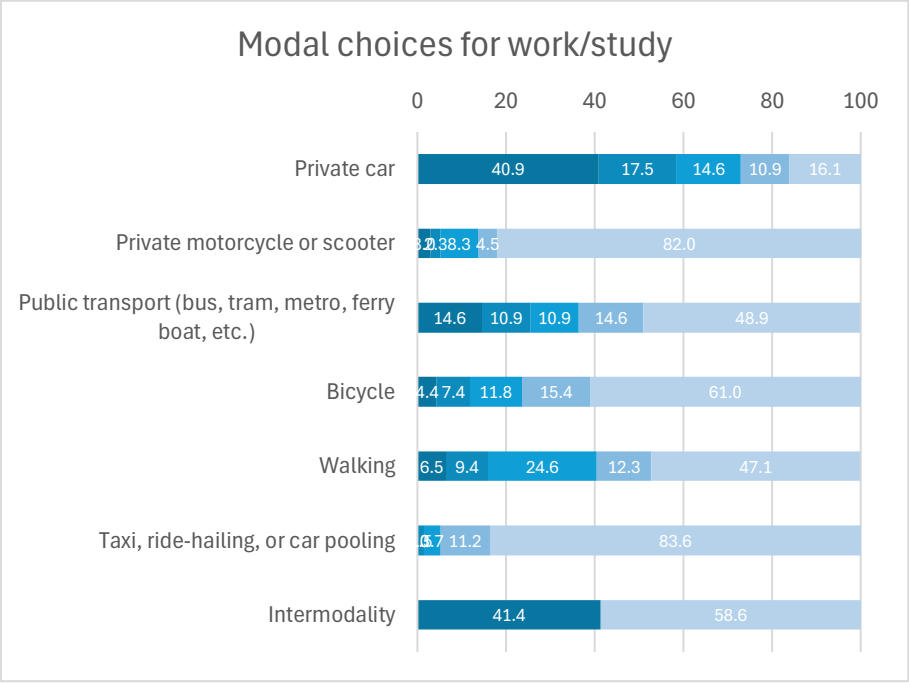


Figure 14: PP2 Long-term residents Survey - Modal choices for work/study

The car is the most used means of transport for work or study reasons. Public transport in PP2 remains more limited compared to the general sample. The intermodality rate is higher for the PP2 sample by 4.1 percentage points.

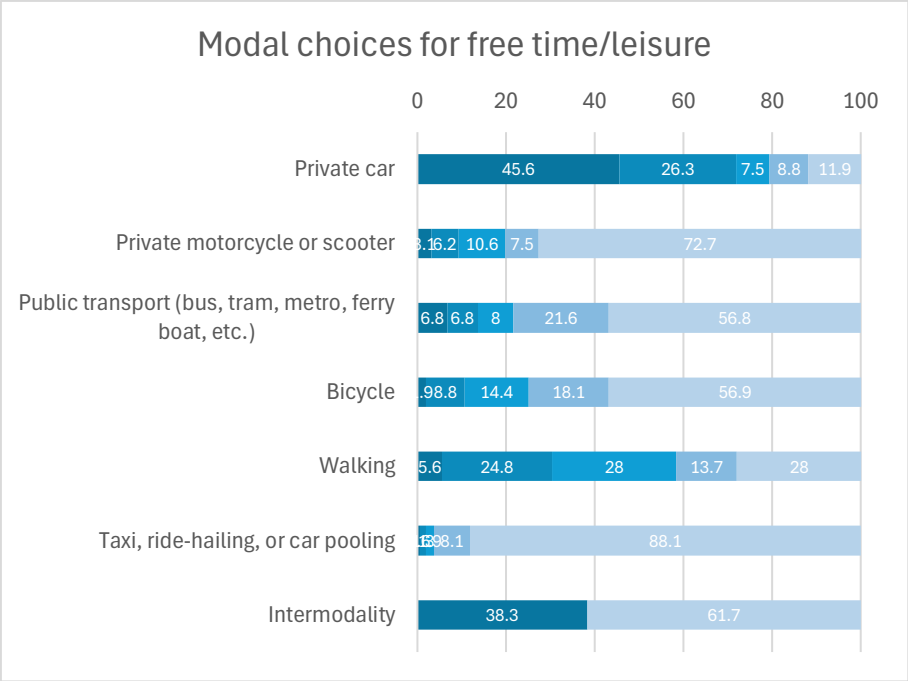


Figure 15: PP2 Long-term residents Survey - Modal choices for free time/leisure

The car remains the most popular means of transport for leisure and pleasure. Approximately the same number of people never use public transport and bicycles in PP2 (around 57%). The number of people who walk for leisure and pleasure reasons is increasing compared to those who do so for work or study.

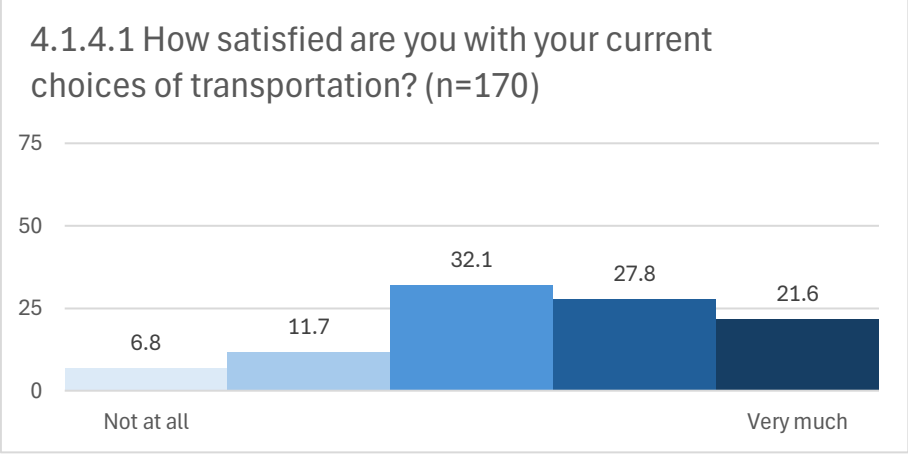


Figure 16: PP2 Long-term residents Survey - Satisfaction with current mode of transportation

In both cases, most respondents declared themselves moderately or very satisfied with their transportation choices, approximately 85% of participants placed themselves in the three highest levels of satisfaction, with a peak in middle satisfaction.

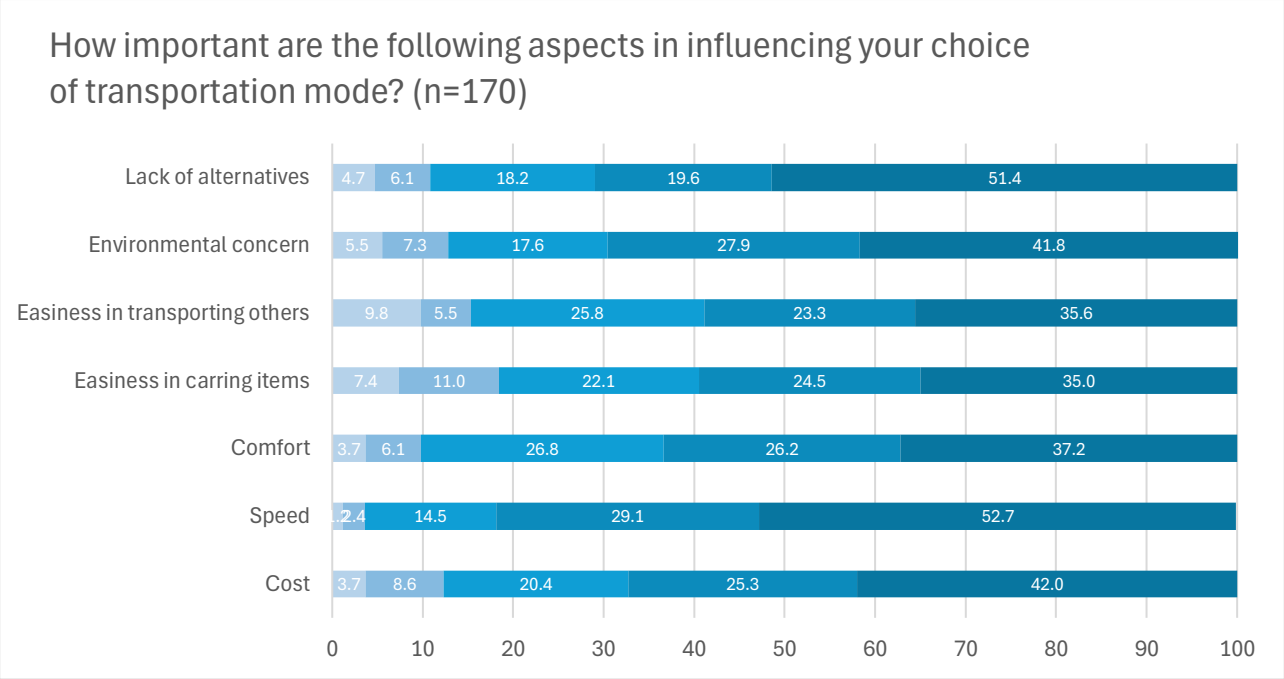


Figure 17: PP2 Long-term residents Survey - Main mobility drivers

Speed is the factor that most affects the choice of travel mode in PP2; in fact, 52.7% of interviewed believe it is very important. In both cases, the lack of alternatives also significantly affects the choice of transport (42.2% in the general sample and 51.4% in the PP2 sample). In the PP2 area, environmental concerns influence the choice of transport more than the average (41.8% versus 28%).

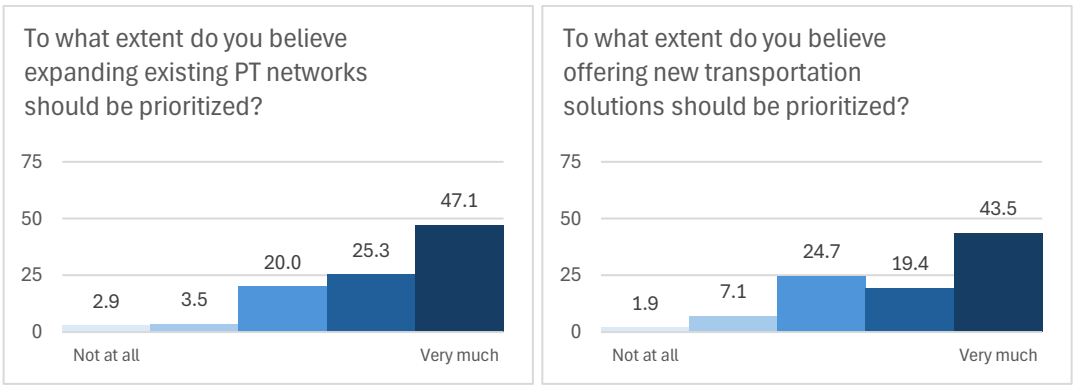


Figure 18: PP2 Long-term residents Survey - Assessment of PT networks expansion and establishment of new transportation solutions

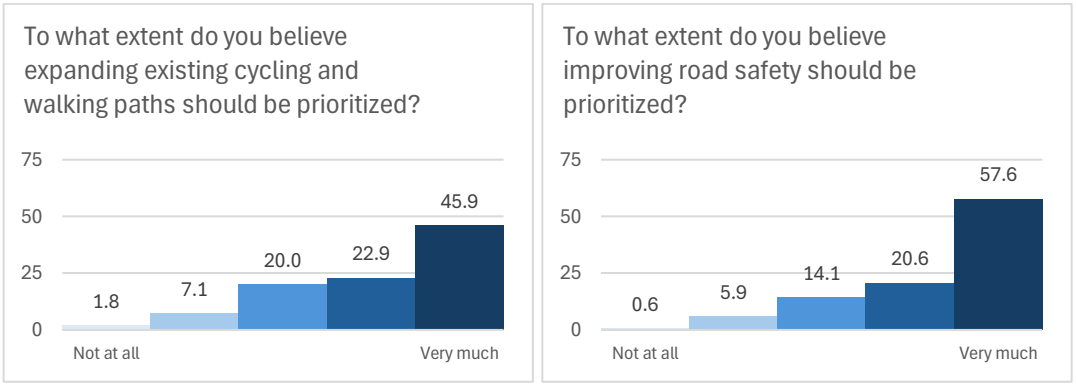


Figure 19: PP2 Long-term residents Survey - Assessment of expansion of cycling and walking paths and improvement of road safety

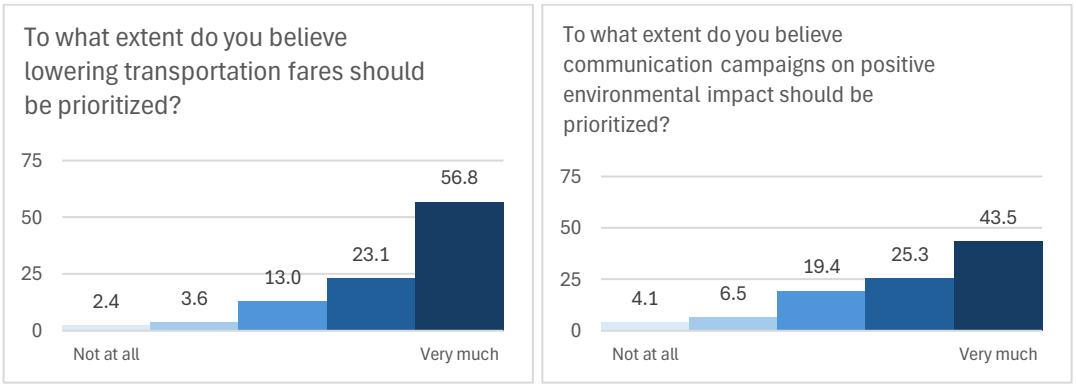


Figure 20: PP2 Long-term residents Survey - Assessment of decrease of transportation fares and launch of communication campaigns on positive environmental impact

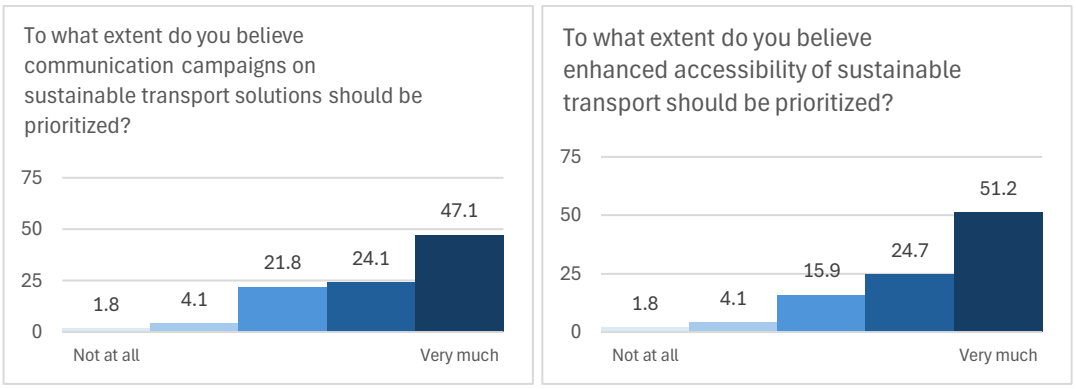


Figure 21: PP2 Long-term residents Survey - Assessment of communication campaigns on sustainable transport solutions and enhanced accessibility of sustainable transport

In almost all graphs, responses tend to concentrate in the highest priority range ("very much"), meaning that respondents generally support the priority given to these measures. The PP2 sample is generally slightly more enthusiastic, with a greater number of respondents in the highest agreement category, while responses in the overall sample are more moderate.

The expansion of public transport networks and cycling and pedestrian paths has a high relevance rate, but overall slightly lower than the general sample (respectively 47.1% and 45.9% very much agreeing in the P2 sample, against 47.4% and 46.2% in the general one).

Potential transport options and improved road safety are relevant, but slightly more in the local sample, which has higher rates of completely favourable responses (43.5% and 57.6% against 37.4% and 53.6%).

Similarly, PP2 participants believe that prioritizing lower transportation fares is more important than the general average (56.8% versus 48.9%).

Accessibility is an important issue and is more strongly felt by the PP2 sample than by the general sample (51.2% high approval in PP2, versus 43.1% in the general sample).

Communication campaigns are relatively more important in the PP2 sample than in the general sample, with a higher percentage of full approval in both cases.

3.2.3.2 Tourists

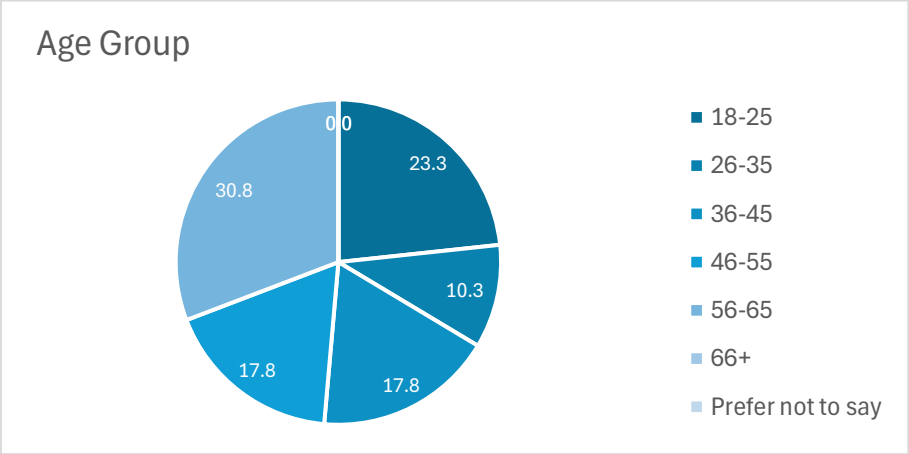


Figure 22: Italy Central Adriatic Tourists Survey - Age Group

The Italy Central Adriatic sample tends to be older than average, with almost half of those interviewed over 46. However, young people between 18 and 25, are relatively more numerous than the general sample (23.3% versus 20.4%).

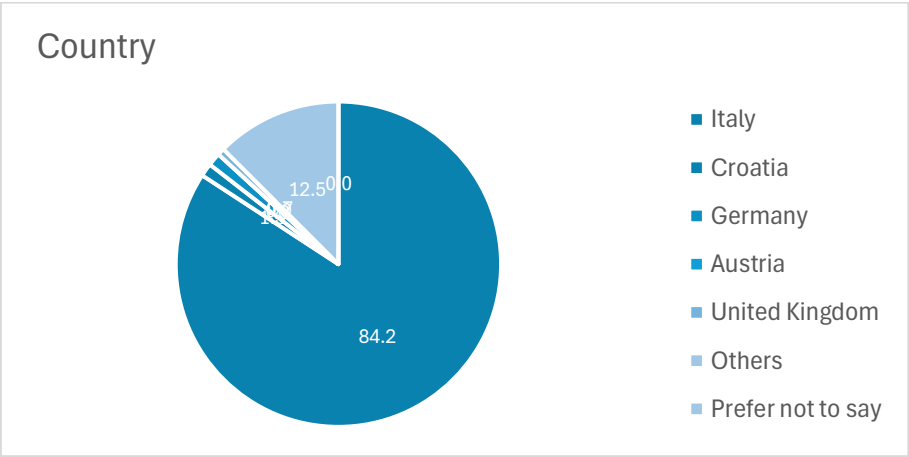


Figure 23: Italy Central Adriatic Tourists Survey - Country

The origin of tourists visiting the Italy Central Adriatic region emphasizes the trend seen in the general sample: more than 8 out of 10 are Italian. Only 15.8% of tourists come from other countries, less than half the percentage of the general sample.

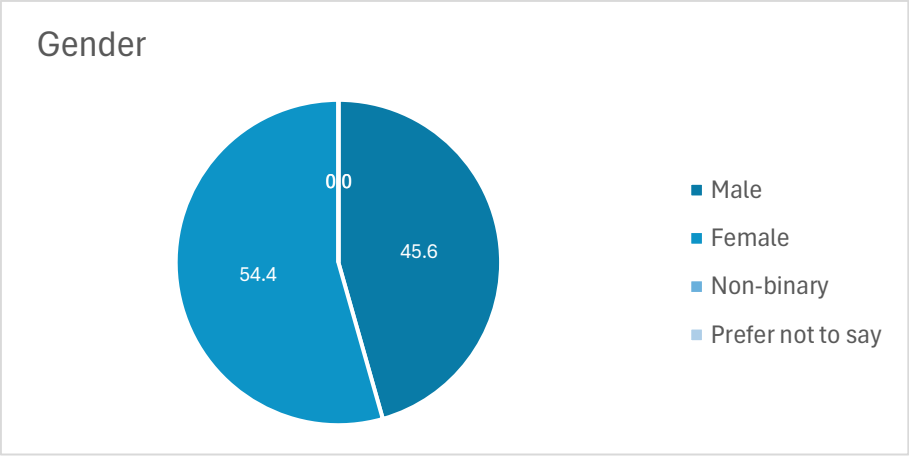


Figure 24: Italy Central Adriatic Tourists Survey - Gender

As observed in the general sample, the sample from Italy Central Adriatic region shows a higher percentage of women responding to the questionnaire (54.4% versus 45.6%).

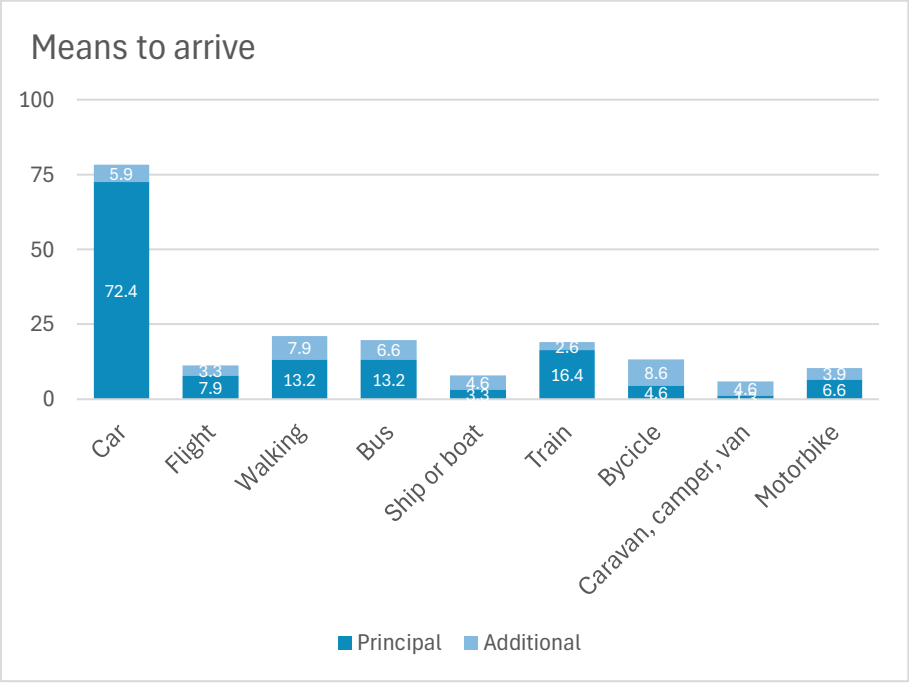


Figure 25: Italy Central Adriatic Tourists Survey - Means to arrive

When it comes to reaching the tourist destination in both samples the car remains the clearly predominant means of transportation. The next most popular modes of transportation in Italy Central Adriatic region are the train, followed by the bus and walking. In this sample, these

additional modes of transportation are used relatively less, while in the overall sample, they generally have higher rates of use.

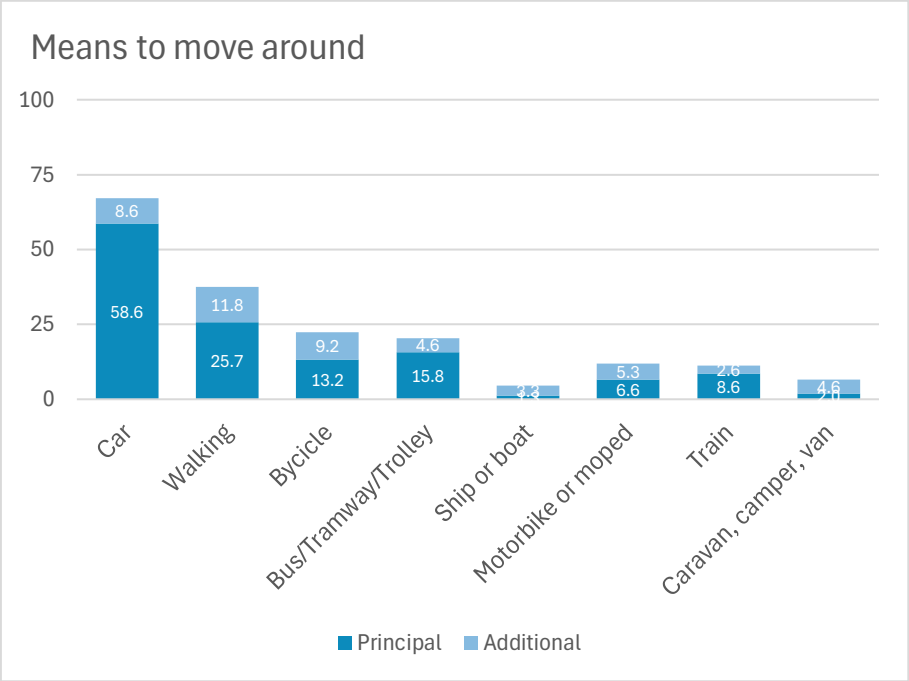


Figure 26: Italy Central Adriatic Tourists Survey - Means to move around

In both samples, the car remains the clear primary means of transportation, with stable usage rates approaching 60%. Walking is the second most preferred mode of transportation for the general sample, also supporting other "primary" mobility options. Boats and campers have much lower usage rates, almost zero for the local sample.

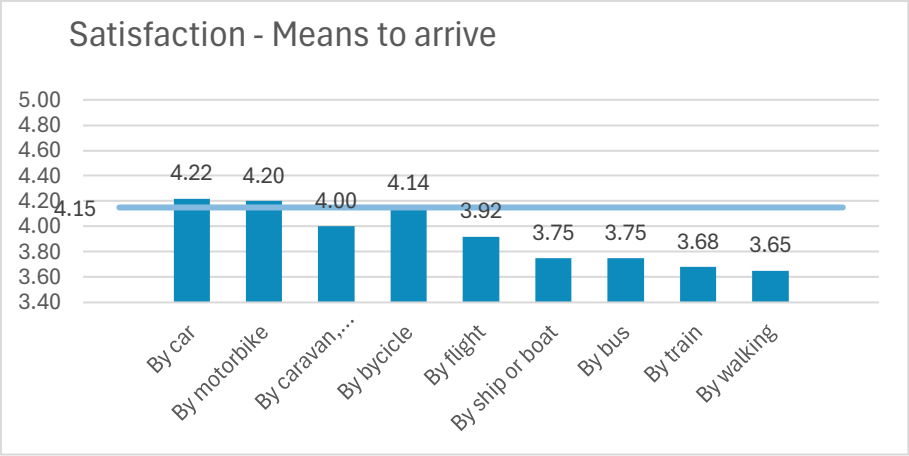


Figure 27: Italy Central Adriatic Tourists Survey - Satisfaction with means to arrive

The average satisfaction score for the overall sample is slightly higher in the general sample, but the two graphs are quite similar. It's clear that the camper is more unpopular in the Italian sample (4, versus 4.21 for the general sample). The car and motorcycle are the most popular means of transport in both cases. Walking, on the other hand, is consistently the most unpopular, along with the train, bus, and boat.

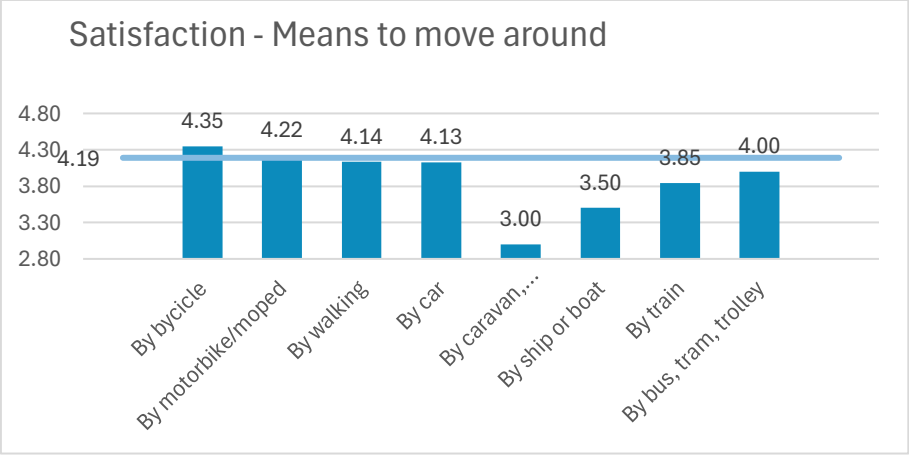


Figure 28: Italy Central Adriatic Tourists Survey - Satisfaction with means to move around

Bicycles are confirmed to be the most popular mode of transport in both charts, reaching a peak score of 4.35 in the second sample. Caravans and campers show the lowest satisfaction level in the local sample (3.00 versus 3.82), a trend also seen with boats or ships, though less pronounced (3.5 versus 3.79). Buses record a higher score for the Italian sample (4.00 versus 3.62).

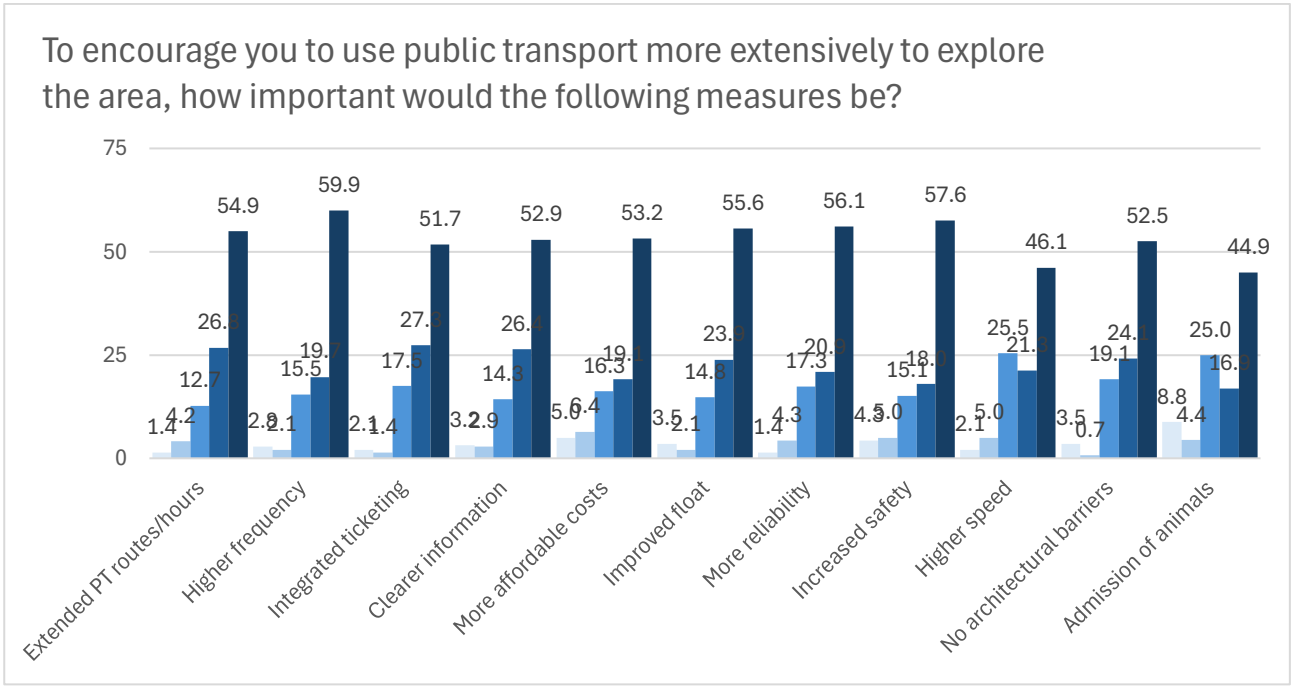


Figure 29: Italy Central Adriatic Tourists Survey - Assessment of measure to implement public transport

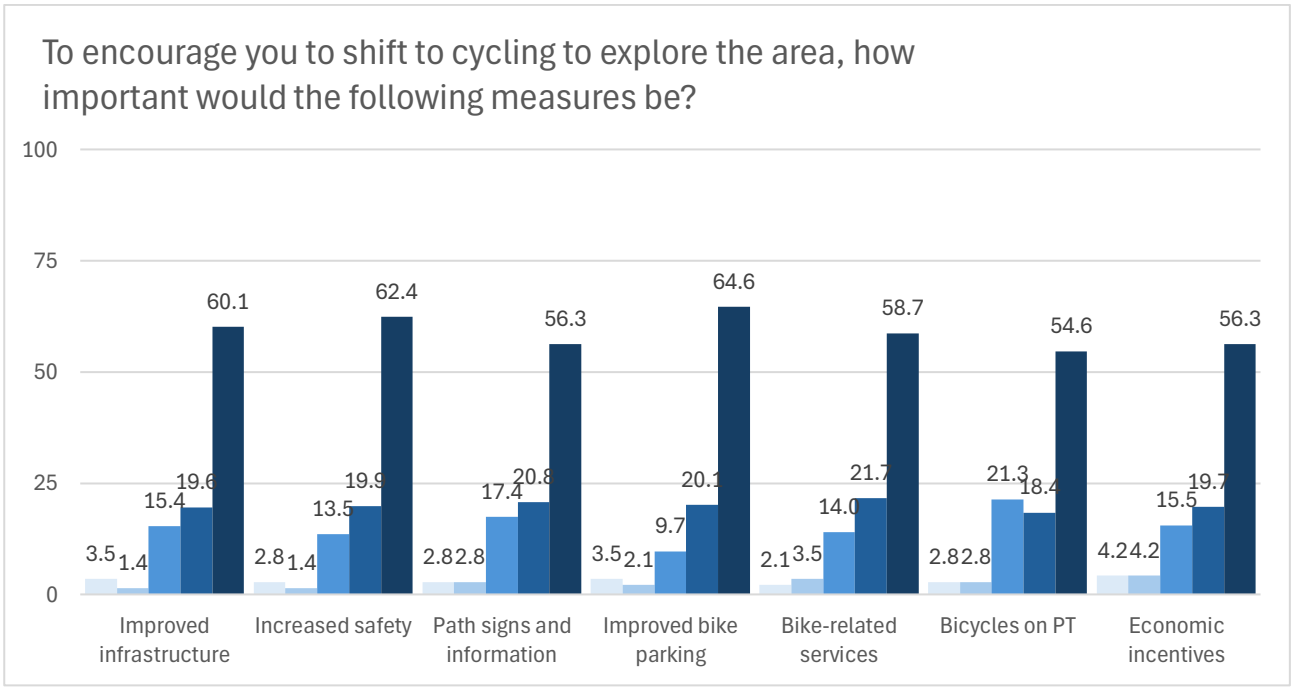


Figure 30: Italy Central Adriatic Tourists Survey - Assessment of measures to implement cycling

In almost all graphs, responses tend to concentrate in the highest importance bracket ("very much"), meaning that respondents generally support the priority given to these measures. The Italy Central Adriatic sample is generally slightly more enthusiastic, with a greater number of respondents in the highest agreement category, while responses in the overall sample are more moderate. To encourage the use of public transport, increasing the frequency of services is considered the most important measure overall in the Italy Adriatic Central area, reaching almost 60% of the highest levels of agreement.

Safety and greater reliability also remain important priorities for encouraging the use of public transport in the local sample.

The admission of animals is considered more important at the local level than in the overall sample, where it peaks in responses assigning moderate importance.

The most popular measures among the local sample to encourage cycling are improving safe bike parking spaces (64.4% positive responses) and improving cycling tourism infrastructure in general (60.1% positive responses).

In both samples, extending routes/timetables and increasing frequencies are confirmed as the most important measures to encourage the use of public transport, exceeding the 50% top priority in both cases.

Overall, the Italy Central Adriatic sample shows higher percentages of top priority in almost all categories, indicating a stronger and more widespread demand for interventions to support cycling mobility.

3.2.3.3 Main takeaways

The PP2 surveys confirm a mobility context strongly shaped by private-car use, both among residents and tourists. For residents, the car remains the dominant mode for work/study and leisure, while speed and the lack of alternatives are major determinants of modal choice. Nevertheless, respondents express broad support for interventions supporting sustainable mobility, with particularly strong emphasis on road safety, lower public transport fares and accessibility.

Tourists in the Italy Central Adriatic area likewise rely predominantly on cars, including for moving around their destination. At the same time, they express clear demand for more frequent and reliable public transport and better cycling conditions, especially secure bicycle

parking and improved cycling-tourism infrastructure. The survey therefore suggests that reducing car dependency will require a coordinated package combining affordable and frequent public transport with safe active-mobility infrastructure rather than relying on a single measure.

From the perspective of the PP2 Pilot Activity, these findings reinforce the relevance of simplifying and integrating access to different transport services. The strong demand for affordability, clarity and multimodal alternatives provides a favourable rationale for the development of an integrated ticketing framework and its connection with wider regional mobility services.

3.2.4 Participatory Analysis

3.2.4.1 General information on the initiative



Figure 31: D112 Focus Group at the AURUM centre in Pescara, 21st July 2026

The Pescara Pilot Site Focus Group (PP2) was held on 21st July 2026 at the AURUM centre in Pescara, with both in-person and remote participation. The initiative was organised within WP1 as a contribution to D112 and D121. After registration and welcome activities starting at 09:45, the working session took place from 10:15 to 12:15. The Focus Group was facilitated remotely by ISIG (PP3), while Troisi Ricerche, on behalf of PP2, supported the conduct of the session and managed the interactive tools. All participants, whether attending in person or remotely,

contributed through a shared Mentimeter link/code, ensuring a common mode of interaction and data collection.

3.2.4.2 Overview of participants

23 people signed the attendance sheet in the room; ISIG (PP3) and university experts took part remotely. Mentimeter recorded 19 connected participants in the main session of the morning. Speakers and roles:

- Municipality of Pescara (PP2) – institutional welcome and opening;
- Troisi Ricerche, prof. Andrea Troisi – introduction of the activity, the SUMMA project and the local pilot action; conduct of the session and of Mentimeter;
- CLES, Gianpaolo Polidoro – outcomes of the legal study on the single ticket;
- ISIG, Riccardo Laterza, remote – results of the resident and tourist surveys, in relation to the Pescara SUMP.

The following table shows the participants who signed the attendance sheet, by organisation and type of stakeholder:

Table 3: Participants to the D112 PP2 Focus Group

Organisation	Type of stakeholder	Participants
Municipality of Pescara (PP2)	Local public authority – project partner	11
CLES S.r.l.	Consultancy – feasibility study of the pilot action	4
TUA S.p.A.	Regional public transport operator	3
Troisi Ricerche	Research institute – session leader	2
Abruzzo Region	Regional public authority	1
Municipality of Montesilvano	Local public authority (Grande Pescara area)	1
Municipality of Spoltore	Local public authority (Grande Pescara area)	1
Total		**23**

3.2.4.3 Goals of the activities

The Focus Group was aimed at:

- Carrying out a participatory analysis of
  - The results of the questionnaires addressed to residents and tourists
  - The current modal split analysis

- Framing the ongoing pilot activities within the wider context of current and future local sustainable mobility systems.
- Developing a scenario-making exercise supporting the drafting of the Strategy (D121).

3.2.4.4 Structure of the activities

The morning alternated short presentations with participatory sessions. Each participatory session was run on Mentimeter from the participants' smartphones (in the room and remotely), with the results projected and used to open the round-table discussion. As set out in the agenda, Mentimeter supported the round-table discussion and did not replace it: the written contributions collected on the tool record part of the points raised orally. The sequence was the following:

- A warm-up word cloud.
- The presentation of the Pilot Area, of the modal split and of the survey results.
- A discussion around four agreement statements (1–5 scale) summarising the survey findings, followed by an open question.
- Four open questions for the 2035 backcasting exercise (impact, drivers of change, challenges, actions).
- Two questions on the integration of the pilot action with the regional MaaS.
- A closing word cloud.

3.2.4.5 Results of the activities

3.2.4.5.1 Participatory analysis of current mobility demand and modal split

After the data on modal split, summarised in Par. 3.2.2, were presented, a warm-up question was posed to the audience: “In one word: how is moving around the Pescara area today?”. The following table shows the most frequent words, as a share of all the words submitted by the participants:

Table 4: Word cloud list for the question "In one word: how is moving around the Pescara area today?"

Word	English translation	Share
faticoso	tiring / strenuous	16%
economico	cheap	9%
difficoltoso	difficult	7%
bicicletta	bicycle	5%
complicato	complicated	5%

difficile	difficult	5%
discreto	fair	5%
fluido	smooth	5%
macchina	car	5%
razionale	rational	5%
scomodo	uncomfortable	5%

Other words mentioned once included *agevole* (easy), *arduo* (arduous), *comodo* (comfortable), *impegnativo* (demanding), *lento* (slow), *macchinoso* (cumbersome). Negative descriptions of the effort of moving around clearly prevail.

3.2.4.5.2 End-user surveys validation

The validation was made through the assessment of four statements summarising the survey results (ranging from 1 to 5, with 1 = "not at all" and 5 = "completely"). The following table shows the results, with "Agree" considered as the sum of 4 and 5 points.

Table 5: Results of end-users surveys validation by PP2 D112 Focus Group

Statement	1	2	3	4	5	Agree	Avg.
Residents – The car is chosen because of the lack of alternatives and the lower speed of public transport	25%	8%	8%	42%	17%	58%	3.17
Residents – Reducing the cost of public transport would encourage its use, for residents and tourists	8%	0%	8%	33%	50%	83%	4.17
Tourists – More frequent and reliable public transport encourages tourist mobility	25%	8%	0%	25%	42%	67%	3.50
Tourists – Safe bicycle parking areas, with other cycling services, strengthen cycle tourism	17%	8%	0%	25%	50%	75%	3.83

This assessment was followed by an open question: "On tourist and seasonal mobility in the area, what is your point of view? What would you add?". These were the main answers:

- Frequent and safe connections; more frequent connections
- Pedestrian areas
- More cycle lanes and maintenance of the existing ones, strict controls on irregular and dangerous e-bikes, more rental bikes
- More bicycle parking spaces, incentives for renting alternatives to the car, timely maintenance of cycle lanes, free charging points, agreements between tourist accommodation and rental services
- More parking spaces for sustainable micro-mobility vehicles
- Routes dedicated to sustainable mobility; shaded cycle paths
- Greater transparency on fares and on how to buy tickets; digital tickets
- More organisation

3.2.4.5.3 Scenario-making exercise

The following table summarises the main contributions, structured along the framework proposed by ISIG:

Table 6: Results of the scenario-making exercise within the PP2 D112 Focus Group

Element	Contributions (translated)
Impact – How do you imagine mobility in the area in 2035? Which concrete results do you want for residents and tourists?	Green mobility; no cars in the city centre, with ring car parks around it, soft mobility and low-cost scooter/bike sharing; well-kept and usable cycle lanes; zero-emission mobility connecting the city, especially for the last mile; wider traffic-free urban areas and better coordinated opening hours of offices and schools; incentives for residents to buy e-bikes; «dynamic». Two contributions are pessimistic or uncertain («traffic always present»; «no precise idea»).
Drivers of change – which elements can make mobility more sustainable and more attractive for tourism?	A mix of sustainable mobility modes; effective communication; care of the territory; promotions and discounts; constantly maintained cycle lanes, agreements with rental companies, more parking for alternative vehicles and free charging stations.
Challenges – Which difficulties could slow	Cost, efficiency, safety; mentality; confusion and overlapping in the offer; scarce funds for cycle-lane

down sustainable mobility for residents and tourists?	maintenance, few incentives for alternative vehicles, few parking spaces and charging stations; practical and simple usability.
Actions – What should be done, building on the services already active (e.g. the regional MaaS) and on tourism?	Continue the implementation process; promotion and information; constant maintenance of cycle lanes, agreements with rental companies, free charging stations; simplicity and advertising.

3.2.4.5.4 Strategic framing of the ongoing Pilot Activity in the broader mobility context

Eventually, two open questions and an open word cloud collector were proposed to the participants, to cover for the strategic framing of the ongoing Pilot Activity in the broader mobility context of Pescara:

- "How can the SUMMA pilot (tourist and cross-border) be integrated with the regional MaaS (MaaS4Abruzzo)?" – through continuous and effective collaboration; by integrating the applications; by involving the stakeholders; one participant was not sure.
- "From a tourist perspective, which integration would add most value to the single ticket of the area?" – the integrations indicated were: connections port/airport/station ↔ city; bicycles and cycle tourism (bike sharing and routes); integration with the regional MaaS (MaaS4Abruzzo); dedicated tourist fares or passes and multilingual information and apps were not chosen.
- Closing word cloud – "In one word: how do you imagine mobility in the area in 2035?" – sustainable, efficient; green; «always chaotic».

3.2.4.6 Main takeaways

- Moving around the Pescara area is perceived above all as tiring and difficult: *faticoso* (tiring) is the most frequent word of the warm-up (16% of all words), followed by other words describing effort and complication.
- The lower cost of public transport is the incentive with the widest agreement (average 4.17 out of 5; 83% of votes agree or fully agree), for residents and tourists alike.
- The survey reading that the car is chosen for lack of alternatives and lower speed of public transport receives a more divided response (average 3.17; 58% agree, 33% disagree): participants recognise it but do not regard it as the only explanation.

- For tourism, reliable and frequent connections and well-kept cycling infrastructure (cycle lanes, bike parking, rental, charging points) emerge together; cycle-tourism measures receive slightly higher agreement (average 3.83) than more frequent public transport (3.50), with 75% and 67% of votes agreeing respectively.
- In the 2035 scenario the recurring elements are maintenance and quality of cycling infrastructure, traffic-free central areas, last-mile zero-emission mobility, clear communication and simple use; the obstacles named are costs and funding, fragmentation of the offer and habits.
- For the pilot action, participants point to integration with the regional MaaS (MaaS4Abruzzo) through shared applications and stakeholder involvement, and to the links between the city and the port, airport and station.

3.3 PP4 Sustainable Mobility Report

3.3.1 Context and Pilot Activity Description

PP4 – Riviera Friulana Community operates in the coastal area of Friuli Venezia Giulia and has a strategic role in coordinating local development, public services and territorial planning across a geographically dispersed area characterised by several small and medium-sized municipalities.

Within WP2 – Activity 2.3 Sustainable Multimodal Transport Solutions, PP4 is implementing the Multimodal Interchange Hubs in the Friulian Riviera. The Pilot Activity foresees the development of four intermodal hubs equipped with e-bikes in Latisana, San Giorgio di Nogaro, Muzzana del Turgnano and Marano Lagunare, corresponding to key rail, road and port connections in the area. The four hubs are intended to complement existing local public transport by creating new interchange opportunities, specifically two train-bike connections, one car-bus-bike connection and one boat-bike connection. The intervention is complemented by a master plan on intermodality and by the mapping of cycling services and interchange nodes, with the objective of building a more integrated local mobility system connected to the wider regional transport network.

3.3.2 Modal Split Analysis

For PP4 – Riviera Friulana Community, a complete statistical modal split is not currently available. The available local evidence instead points to a mobility system strongly shaped by the territorial structure of the area: the Riviera Friulana is geographically extensive and

fragmented, with several small and medium-sized settlements located at some distance from one another. Within this context, the Venice-Trieste railway line represents the main east-west transport backbone, also serving Trieste Airport and the Monfalcone industrial area.

Intermodality is centred mainly on Latisana, where an interchange hub is already present but remains underused and would require stronger integration with the regional TPL FVG bus network. San Giorgio di Nogaro represents a second relevant node, although it currently lacks a fully developed interchange structure. The bus network is largely organised around point-to-point services for students and workers during peak commuting hours, while services are considerably weaker during off-peak periods and are not sufficiently adapted to tourist mobility. In particular, direct and efficient public transport connections between Trieste Airport and key destinations such as Lignano, Marano and Latisana are limited, and north–south connections towards other relevant destinations are also weak.

This evidence suggests that the main challenge for the Riviera Friulana does not lie only in the relative weight of individual transport modes, but in the limited integration between rail, bus and local mobility services across a dispersed territory. The absence of a dedicated statistical study on intermodal flows in Latisana further limits the possibility of producing a robust quantitative modal split at this stage.

3.3.3 Survey Analysis

3.3.3.1 Long-term Residents

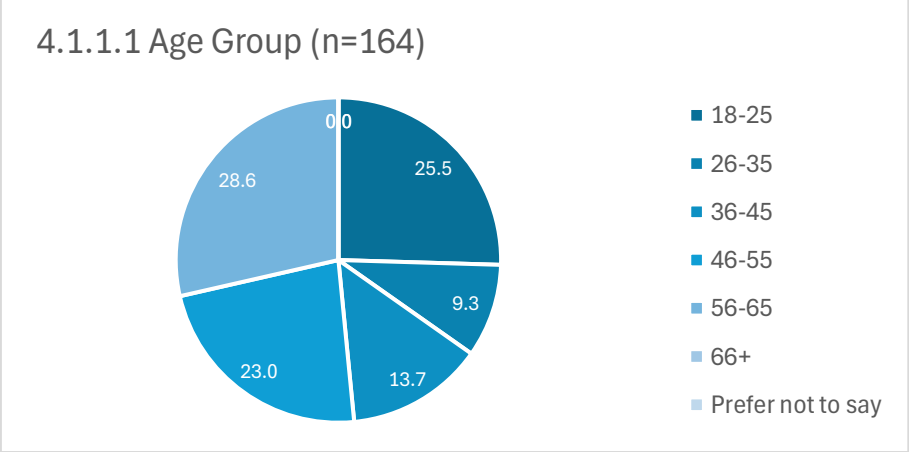


Figure 32: PP4 Long-term residents Survey - Age Group

The PP4 sample is generally older than average, with 28.6% of participants between 56 and 65 years old. Nearly half of PP4 participants are between 18 and 45 years old, while in the general sample this percentage exceeds 60%.

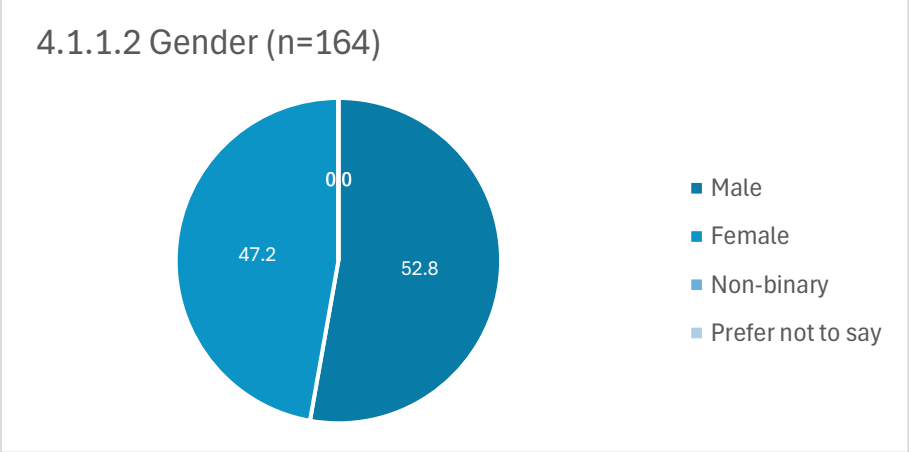


Figure 33: PP4 Long-term residents Survey - Gender

The PP4 sample shows a higher percentage of men responding to the survey (52.8% versus 47.2%).

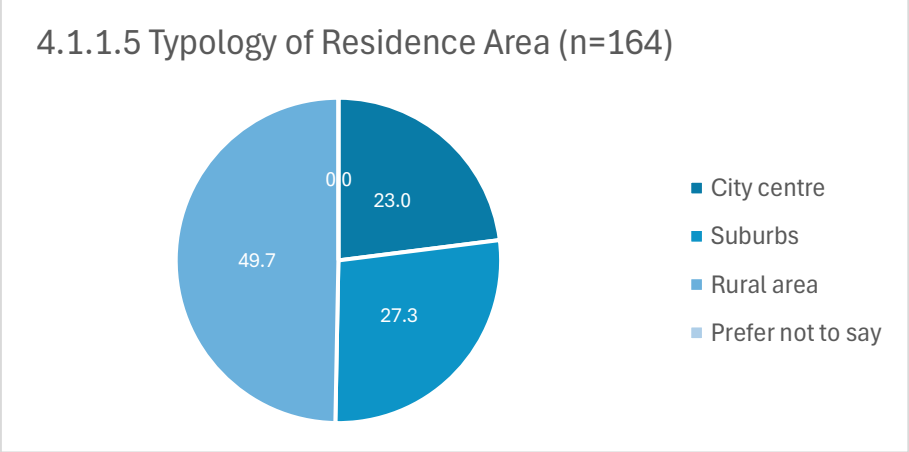


Figure 34: PP4 Long-term residents Survey - Typology of residence area

The PP4 sample shows how approximately half of the respondents come from rural areas (49.7%), while the number of people living in the city centre or in the suburbs is much lower than average.

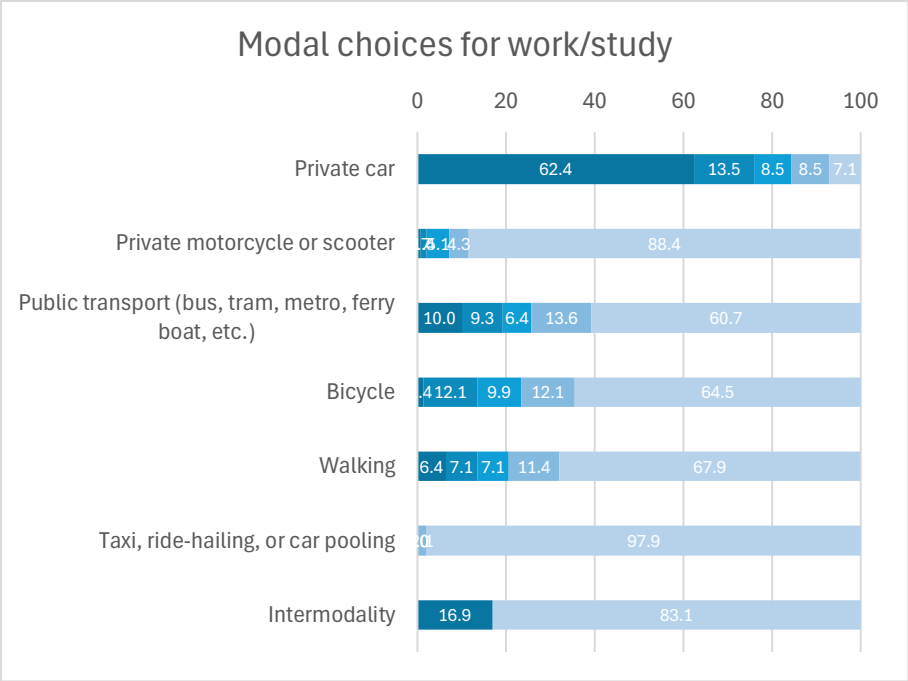


Figure 35: PP4 Long-term residents Survey - Modal choices for work/study

The PP4 sample shows a more frequent use of the car for study or work purposes than the average. This may also be explained by the fact that many respondents live in rural areas. The degree of intermodality in travel is lower than average (16.9% versus 37.3%).

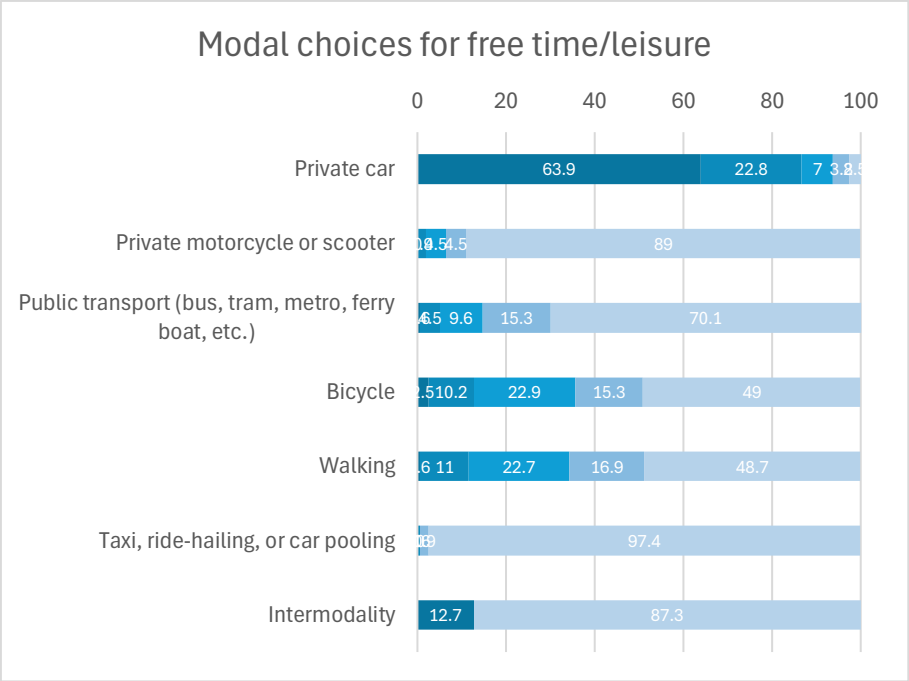


Figure 36: PP4 Long-term residents Survey - Modal choices for free time/leisure

As for the previous case, also for leisure or pleasure trips the rate of car use is higher for PP4 than for the general sample. The use of taxis or similar vehicles is almost non-existent. We note an even greater difference in the intermodality rate between the PP4 sample and the general sample (12.7% versus 40.3).

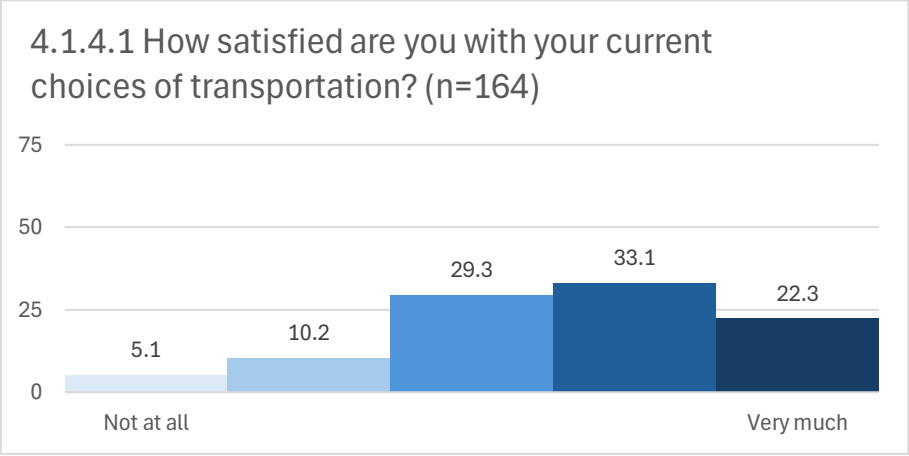


Figure 37: PP4 Long-term residents Survey - Satisfaction with current mode of transportation

Most respondents declared themselves moderately or very satisfied with their transportation choices in both cases, with approximately 85% of participants ranking in the three highest levels of satisfaction.

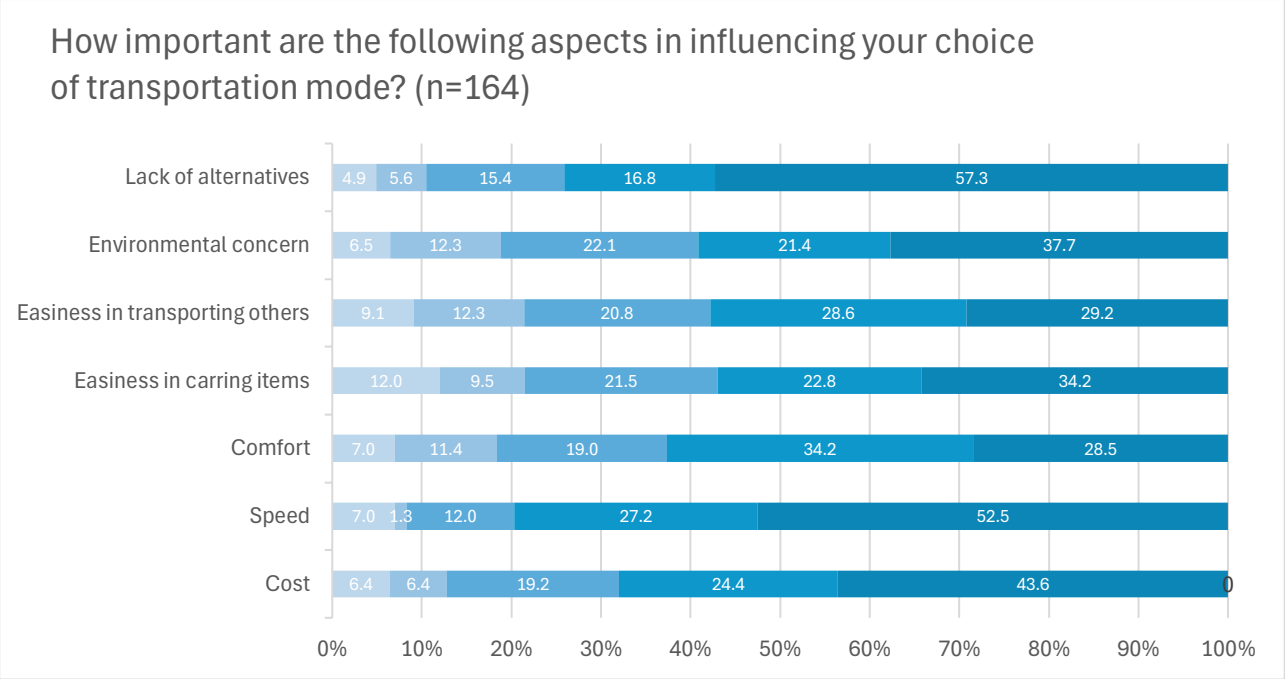


Figure 38: PP4 Long-term residents Survey - Main mobility drivers

The lack of alternatives is the factor that most influences the choice of travel method; in fact, 57.3% of respondents consider it very important. Speed also significantly influences the choice of transport in both cases (53% in the general sample and 52.5% in the PP4 sample). Environmental concerns influence the choice of transport more than the average (37.7% versus 28%).

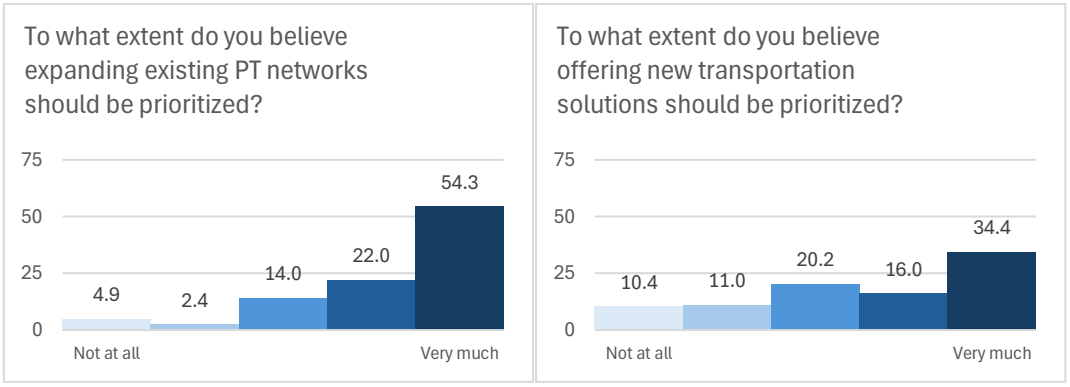


Figure 39: PP4 Long-term residents Survey - Assessment of PT networks expansion and establishment of new transportation solutions

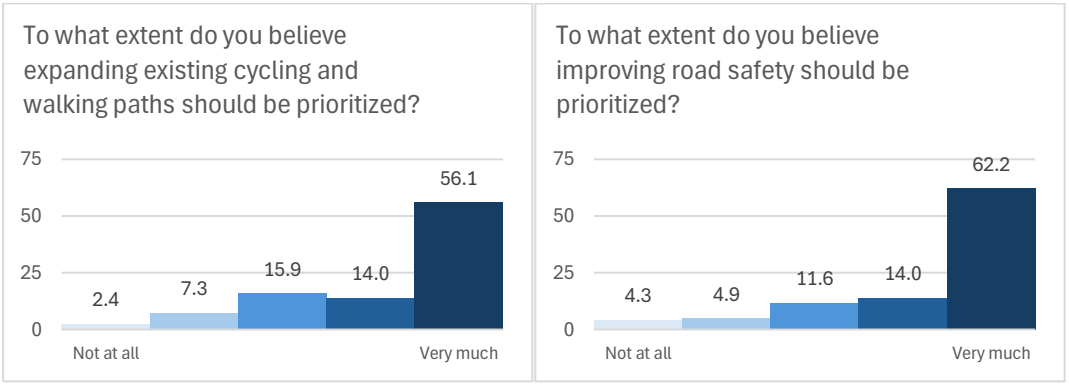


Figure 40: PP4 Long-term residents Survey - Assessment of expansion of cycling and walking paths and improvement of road safety

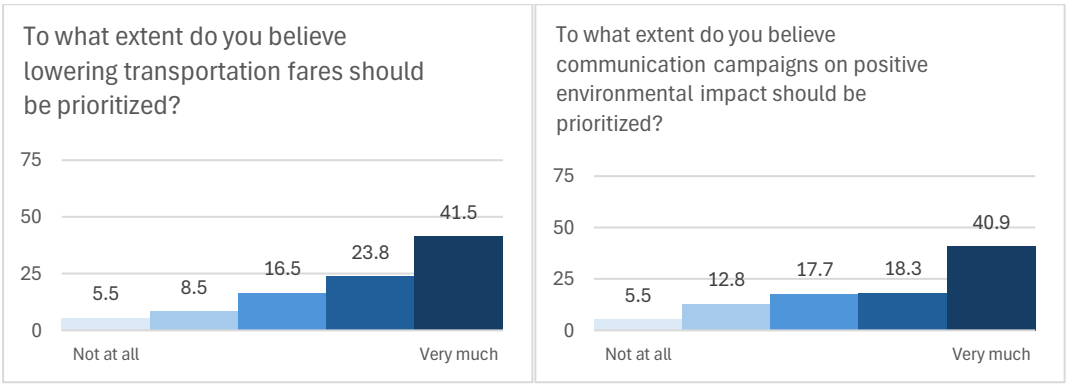


Figure 41: PP4 Long-term residents Survey - Assessment of decrease of transportation fares and launch of communication campaigns on positive environmental impact

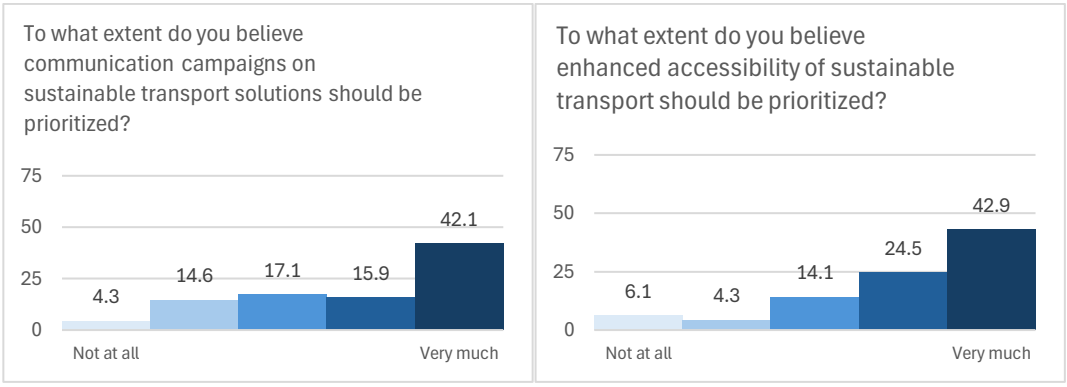


Figure 42: PP4 Long-term residents Survey - Assessment of communication campaigns on sustainable transport solutions and enhanced accessibility of sustainable transport

In almost all graphs, responses tend to concentrate in the highest priority range ("very much"), meaning that respondents generally support the priority given to these measures. The PP4 sample is generally slightly more enthusiastic, with a greater number of respondents in the highest agreement category, while responses in the overall sample are more moderate.

Regarding the expansion of bicycle and walking paths, the overall sample shows a steady and progressive increase toward the highest priority, while the PP4 sample shows a decrease in the intermediate ranges, but expresses a significantly higher peak in absolute agreement, with a full 56.1% of respondents believing this measure is essential.

Improving road safety appears to be the issue with the greatest overall consensus (53.6% of the overall sample chose the category with the highest level of agreement, compared to 62.2% of the PP4 sample).

Among all priorities, PP4 participants assigned relatively low importance to potential new transportation options, with only 34.4% expressing full support, the lowest proportion across all questions, and 10.4% indicating that this was not a priority, the highest percentage of non-priority responses recorded.

Similarly, they believe that prioritizing lower transportation fares is less important than the overall average (41.5% versus 48.9%).

Communication campaigns are considered relatively more important in the PP4 sample than other measures, showing a higher percentage of full support for both.

Accessibility is an important issue; however it received lower levels of support than in the overall sample (81.5% medium-high support in PP4, versus 91.1% in the overall sample).

3.3.3.2 Tourists

PP4 Tourists Survey analysis refers to the same geographical scope of PP1; refer to par. 3.1.2.1.

3.3.3.3 Main takeaways

For takeaways on Tourists Survey, see par. 3.1.2.2.

The PP4 resident survey reflects the characteristics of a dispersed and predominantly rural mobility context. Almost half of respondents live in rural areas, car use for work/study and leisure is higher than the overall sample, and intermodality is considerably lower. The lack of alternatives emerges as the strongest factor influencing modal choice, suggesting that high car use is closely connected to the structure and availability of the local mobility offer rather than simply to individual preference.

Respondents strongly support improvements to road safety, cycling and walking infrastructure and public transport networks, although new transport solutions and lower fares attract comparatively less support. Communication on sustainable mobility also receives relatively strong attention, indicating that better information should accompany physical improvements.

3.3.4 Participatory Analysis

3.3.4.1 General information on the initiative



Figure 43: Workshop in Palazzolo dello Stella, 28th May 2026

Within the framework of SUMMA, PP4 – Riviera Friulana Community organised a dedicated day of activities on 28 May 2026, combining a public presentation of the work developed under the project with a more focused participatory session on sustainable mobility. In the morning, at Villa Muciana in Muzzana del Turgnano, the Community presented the Sustainable Mobility Masterplan and the census of cycling services, with contributions from the Riviera Friulana Community, the SUMMA mobility manager, PromoTurismo FVG and the Mobility Directorate of the Autonomous Region Friuli Venezia Giulia. In the afternoon, at the A. Biasutti multifunctional centre in Palazzolo dello Stella, a specific SUMMA Focus Group on sustainable mobility in the Riviera Friulana territory was held, with the participation of PP4 representatives and moderation by ISIG.

3.3.4.2 Overview of participants

The initiative brought together stakeholders representing different components of the local Mobility Ecosystem. The morning session involved local public authorities, regional mobility institutions, tourism-related organisations and mobility professionals, while the afternoon Focus Group engaged a smaller group of local stakeholders in a more interactive format. The composition reflected the intention to bring together actors with different perspectives on sustainable mobility, including territorial governance, mobility planning, tourism development and cycling-related services. During the interactive part of the Focus Group, up to nine participants contributed to the Mentimeter exercises, providing a common evidence base for discussion.

3.3.4.3 Goals of the activities

The activities pursued a dual objective. First, they aimed to share and discuss the analytical and planning work developed by PP4, particularly the Sustainable Mobility Masterplan and the mapping of cycling services, placing the SUMMA Pilot Activity within the broader territorial mobility context. Second, the Focus Group was designed to collect stakeholder perceptions on the main mobility challenges and opportunities affecting the Riviera Friulana area and to validate or complement the evidence produced through the previous phases of the D112 analysis.

Particular attention was given to the relationship between private-car dependency, public transport provision, cycling infrastructure, communication on sustainable mobility opportunities and tourism-related mobility. The participatory activity was therefore intended not only to assess current conditions, but also to generate locally grounded insights useful for

interpreting the Pilot Site analysis and informing the wider strategic process developed under SUMMA.

3.3.4.4 Structure of the activities

The participatory process was structured in two complementary moments. The morning conference provided a common knowledge base through presentations on the local sustainable mobility framework, the Masterplan and the census of cycling services, complemented by contributions from actors operating at local and regional level. This first part created the background for the subsequent participatory discussion.

The afternoon Focus Group adopted a more interactive format. Following introductory contributions from PP4 representatives and the SUMMA mobility manager, ISIG facilitated the discussion with the support of Mentimeter, allowing participants to express their level of agreement with a series of statements concerning mobility in the Pilot Area. The first set of questions addressed issues such as dependence on private cars, the relative priority of cycling-network expansion and public-transport improvement, and the potential contribution of communication campaigns promoting sustainable mobility. A second set focused more specifically on tourism, including the role of cycling once visitors reach the area, the disadvantages associated with predominant private-car accessibility, and the importance of making public transport more bicycle-friendly and accessible. The digital format made it possible to collect participants' views in a structured and comparable way and use them as a basis for moderated discussion.

Afterwards, participants were involved into a scenario-making exercise, developed according to the format proposed by ISIG. Participants were invited to imagine the Riviera Friulana area in a future scenario located in 2035, characterised by stronger sustainable mobility and to work backwards from that desired situation. The discussion was organised around four interconnected dimensions: expected impacts, drivers of change, main challenges, and actions to be implemented. This backward-looking approach helped participants move from a general vision of the desired future towards the identification of concrete enabling conditions, obstacles and possible interventions. The exercise also supported the strategic interpretation of the PP4 Pilot Activity within the broader local mobility system, encouraging reflection on how individual measures, actors and territorial responsibilities could contribute to a more integrated and sustainable mobility scenario.

3.3.4.5 Results of the activities

3.3.4.5.1 End-user surveys validation

The following table shows the average level of agreement of participants (on a Likert scale from 1 to 5) towards six summarizing sentences, highlighting some of the insights coming from the survey analysis:

Table 7: Results of the end-user surveys validation during the PP4 D112 Focus Group

Statements	***Average level of agreement***
In the Pilot Area, the massive use of private vehicles, both for work/study and during free time, is mainly due to the lack of alternatives	3.50
In the Pilot Area, the extension of cycle paths is a priority over the improvement of public transport services.	2.89
The Pilot Area would significantly benefit from the implementation of communication campaigns on sustainable mobility opportunities.	3.75
Cycle tourism is linked to the possibility of enjoying the area by bike once you arrive by other means, rather than reaching the area by bike.	3.88
From a tourist point of view, the Pilot Area is penalised by the fact that it can be reached mainly by private transport.	4.44
The removal of architectural barriers and the possibility of transporting bicycles on public transport would make public transport more attractive to tourists.	4.33

In general, the statements are confirmed with a medium-high level of agreement (3.50 or higher out of 5), except for the statement regarding the priority of cycle paths over public transport, which received a noticeably lower score of 2.89. While focus group participants support cycling

mobility, this result does not show a clear overall preference for prioritising cycling infrastructure over public transport.

Participants strongly agree that the Pilot Area has a disadvantage due to its heavy reliance on private transport for tourism (4.44). This means that the lack of valid public transportation such as trains and buses is seen as the core problem of the analysed area, among all other stances.

To address these transport issues, participants expressed strong agreement that integrating bicycle transport and removing architectural barriers would significantly increase attractiveness for tourist (4.33).

Participants tend to agree (3.88) that cycle tourism in the Pilot Area is intermodal. They view it as an experience where visitors arrive using alternative transport (mostly private, as shown before) and enjoy bike locally, rather cycling to the destination itself.

The focus group highlights the importance of spreading information on sustainable mobility opportunities, to keep informed tourists and residents (3.75). This shows how awareness and knowledge of all the options of mobility must be taken in consideration as much as any other physical infrastructure.

Participants expressed moderate agreement (3.50) that the heavy reliance on private vehicles for both daily commuting (work/study) and leisure is primarily driven by a lack of viable alternative transport options. This suggests that car usage is viewed more as a necessity due to systemic gaps rather than a strict personal preference.

3.3.4.5.2 Scenario-making exercise

Participants elaborated some suggestions, ideas and elements linked to the expectations and fears that the stakeholders may face during the period foreseen during the scenario-making exercise. Every idea had to be included in one of the macro-categories that were displayed in the poster: 2026 State of the Art, Actions, Challenges, Drivers of Change, 2035 Impacts.

Initially, participants were asked to identify the impacts that, in their view, will be visible and hopefully achieved within a 10-year timeframe. Participants envisaged a 2035 scenario in which the territory would undergo a structural transformation, shifting from a car-based mobility to a more inclusive mobility framework, comprehensive of bicycles, buses, trains and boats. One of the measures that could be implemented is the co-mobility on the territory, with the upgrade of existing limited integrated routes, for instance, by allowing passengers to bring

bicycles on buses and boats. One of the expected implementations is also the opening of new economic activities linked to cyclo-tourism, such as restaurants with flexible hours, accommodations for tourists, bike repair shops, e-bike charging stations and electric secure bike parking. By 2035, the cycle network should be safer: proper bike lanes and good lighting will be important to achieve good safer mobility. Another important aspect is a more adequate cycle network tailored for all kinds of people. By prioritizing security and capacity, these measures could help ensure that residents are not sidelined by tourism but will be the primary beneficiaries of a more liveable territory.

Achieving this vision requires a clear understanding of the factors that trigger these transformations. Participants were asked to identify the Drivers of Change that could make these advancements possible, and numerous key aspects were suggested. The proposals included cultural and social shifts that could lead to greater knowledge and awareness on sustainable mobility. Local workers, entrepreneurs and operators must get to know this activity and could constitute the key components to sponsor events, group tours, territory hidden gems to tourists. A higher amount of tourism could radically help the economic development of this territory, attract investments and have long-term positive impacts. Slow tourism is strongly linked to the development of valid alternatives to, or reductions in, high-emissions private vehicles. Therefore, a significant turning point would involve investing in electric vehicles, facilitating the use of bicycles, for instance by allowing them access to historic centres, and expanding 30 km/h speed zones. Introducing reward systems would actively incentivize residents and visitors to transition to sustainable mobility choices. A possible increase in fossil fuel costs could also encourage citizens to consider sustainable mobility alternatives.

This process will likely face some Challenges such as the difficulty in integrating different modes of transport means, and disseminating useful information to citizens and tourists. As a matter of fact, communication is crucial for the success of such a project. The two beneficiary groups – residents and tourists – need to be involved and aware of the available sustainable alternatives and the long-term benefits they bring to the territory. Another risk could be proposing initiatives in a fragmented way, without a coherent and comprehensive point of view. The territory of Riviera Friulana Community is composed of several small municipalities, and it is important to maintain a cohesive vision and aligned objectives, collaborating across local administrations. The cultural shift is emphasised here too, as the participants view this as a non-negotiable requirement that needs to happen. Participants highlighted the need to

strengthen awareness of sustainable mobility opportunities. However, a lot of opportunities could be better exploited, especially by residents.

Several Actions were proposed during the Focus Group, to facilitate the achievement of the objectives. A comprehensive mapping of the cycling network to provide a comprehensive view of the territory would overcome the issue of fragmented bicycle paths, preventing them from abruptly ending at municipal borders and ensuring a continuous, fluid corridor for commuters and tourists. Also, a higher frequency of public transport would represent a good first step in changing the habits of citizens step by step. Furthermore, limiting private vehicle traffic would be both an effective measure, and a direct consequence of the potential shift in day-to-day habits. Environmental and civic education plays a significant role in this transition: younger generations need to be involved first-hand, because they could significantly benefit from this initiative, moving by bicycle for their home-to-school journey. This section also includes access for bicycles in historic centres, and city zones with a 30 km/h speed limit: both these measures were also proposed as drivers of changes.

To contextualize the proposed initiatives, it is necessary to examine the current 2026 State of the Art. As emerged during the focus group, roads are still too dangerous for cyclists. Crossing an intersection poses a safety risk to cyclists, due to the lack of dedicated crossings and the fragmentation of the cycling network, where lanes constructed over different periods fail to provide a continuous route. Current mobility is still too car-centric, making progress toward more sustainable options necessary for the development of the territory in all aspects.

3.3.4.6 Main takeaways

The participatory analysis carried out in the Riviera Friulana Pilot Area highlights a clear need to move from a mobility system still strongly centred on private cars towards a more integrated and multimodal model. Stakeholders identified the limited availability and attractiveness of public transport as one of the main structural weaknesses of the area, especially from the perspective of tourism, while cycling was seen as a key complementary mode rather than a substitute for public transport. In this sense, the most relevant priority emerging from the Focus Group is the need to strengthen intermodality, including better integration between bicycles, buses, trains and boats, alongside measures such as allowing bicycles on public transport, improving accessibility and removing architectural barriers.

The scenario-making exercise further showed that the transition towards sustainable mobility will require both infrastructural improvements and cultural change. Participants envisaged a

2035 scenario characterised by safer and more continuous cycling networks, more frequent public transport, stronger co-mobility solutions and new economic activities linked to cycle tourism. At the same time, they stressed that fragmented planning, weak coordination among municipalities, insufficient communication and limited awareness of sustainable mobility opportunities could hinder this transition. The discussion therefore points to the importance of combining physical interventions with coordinated territorial planning, communication, education and incentives, ensuring that residents and tourists alike can benefit from a more accessible, safer and more liveable mobility system.

3.4 PP5-PP6 Sustainable Mobility Report

3.4.1 Context and Pilot Activities Description

For the purposes of D112, PP5 – Istrian Regional Energy Agency (IRENA) and PP6 – City of Poreč-Parenzo have been considered within a shared territorial framework, as both Pilot Sites are located in the Istrian Region of Croatia and address closely related challenges affecting coastal and hinterland mobility. In both cases, strong tourism flows, seasonal traffic pressure and the need to improve connections between coastal areas, urban centres and inland settlements make sustainable and multimodal mobility a key territorial priority.

While the two Pilot Sites are presented within a shared regional framework, the local evidence and participatory findings documented in this section primarily concern the Labin area. For Poreč-Parenzo, the report outlines the planned Pilot Activity, but no site-specific analysis or participatory findings are presented, as local information was not provided by PP6.

For PP5, the Pilot Activity is centred on the City of Labin and its surrounding area, in the eastern part of the Istrian Region. IRENA, with the support of the City of Labin, is developing a Study for the Establishment of a Traffic-Optimized Public Transport Network, aimed at identifying smart and sustainable solutions for improving local public transport. The study focuses on strengthening connections between the coastal area, including Rabac, Labin Old Town and the inland, while improving accessibility to the TEN-T network. Particular attention is given to green transport solutions, including electric or hydrogen buses, as well as possible measures to address congestion in high-density tourist areas and improve accessibility between Labin Old Town and parking facilities. The intervention is therefore intended as a planning basis for a more efficient, environmentally sustainable and integrated public transport system.

For PP6 – City of Poreč-Parenzo, the Pilot Activity has a more operational character and consists of establishing a new sustainable public transport service based on an electric minibus. The service is designed to connect the city centre and coastal area with several suburban settlements located along the national road, extending up to approximately 15 km into the hinterland. It is expected to serve more than 3,000 residents, as well as workers travelling to the nearby economic zone, while also providing an alternative mobility option for tourists. Given Poreč-Parenzo's strong tourism vocation and the significant seasonal congestion generated by private-car traffic, the intervention aims to reduce car dependency, improve accessibility to currently underserved areas and promote low-carbon mobility throughout the year.

3.4.2 Modal Split Analysis

For PP5 – IRENA, the modal split analysis refers exclusively to the Labin Pilot Area, covering the City of Labin and its wider functional area (Labinština), including Raša, Sveta Nedelja and Kršan. The area is characterised by a dispersed settlement pattern, strong daily commuting flows towards Labin, and significant seasonal mobility pressure linked to tourism, particularly along the Labin-Rabac corridor.

Table 8: Population of the municipalities considered in the Labin Pilot Area, according to the 2021 census

Administrative unit	**Population**
City of Labin	10,424
Municipality of Raša	2,809
Municipality of Sveta Nedelja	2,898
Municipality of Kršan	2,829
Total (listed municipalities)	18,960

The available evidence[2] indicates a mobility system strongly dominated by private-car use, which accounts for approximately 70-80% of daily trips. Walking represents around 10-15%, while cycling and public transport each account for only about 2–5% of trips; other modes remain below 2%. This pattern is consistent with the structural characteristics of the local transport system, which is marked by limited bus services, low service frequency, restricted

[2] Source: *SUMP - Plan održive urbane mobilnosti Grada Labina* [SUMP – Urban Sustainable Mobility Plan for the City of Labin]. Available at: https://labin.hr/gradska-uprava/zavrsena-savjetovanja/sump-plan-odrzive-urbane-mobilnosti-grada-labina

territorial coverage and weak integration, while cycling infrastructure remains relatively underdeveloped.

The modal split therefore highlights a substantial dependency on private vehicles, reinforced both by infrastructure limitations and by consolidated travel habits. This dependence generates pressure on the road network and contributes to congestion during morning and afternoon peaks, with additional seasonal stress during the summer months. From the perspective of SUMMA, these findings support the relevance of PP5's Pilot Activity, which focuses on the development of a more efficient and sustainable public transport network capable of improving accessibility between Labin, Rabac, surrounding settlements and the wider regional transport system.

3.4.3 Survey Analysis

3.4.3.1 Tourists

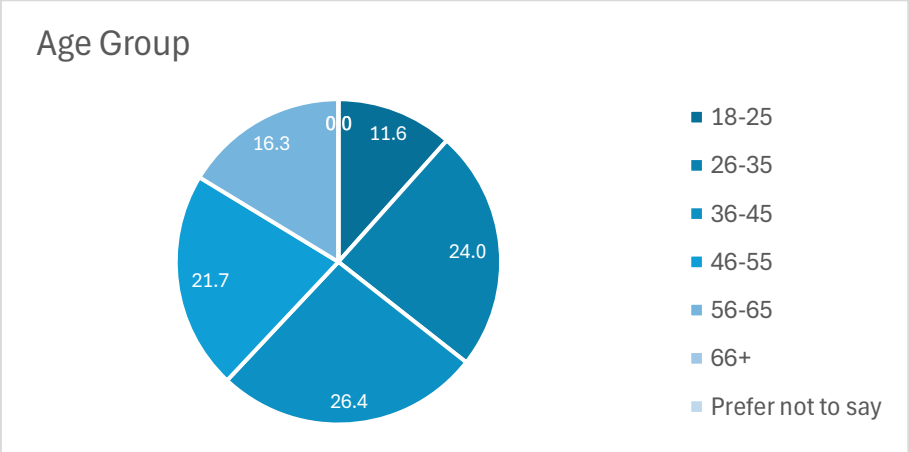


Figure 44 : Croatia Northern Adriatic Tourists Survey - Age Group

Croatia Northern Adriatic sample has a lower share of young people aged between 18 and 25 (11.6% vs 20.4%). Half of the sample is aged between 26 and 45 (more than the average sample).

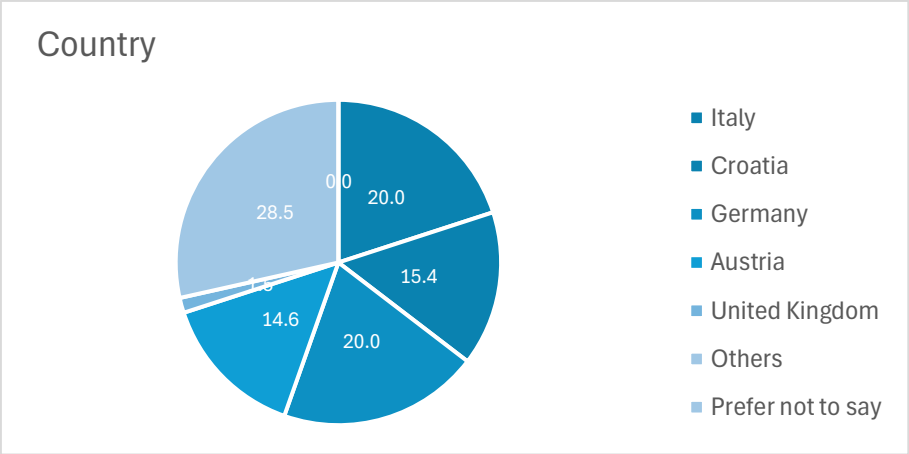


Figure 45 : Croatia Northern Adriatic Tourists Survey - Country

The origin of tourists coming in the Croatia Northern Adriatic area is significantly different from the data related to the general sample. While in the general sample 55.8% of tourists are Italian, and only 17.7% comes from countries different from Italy, Croatia, Germany, Austria, and the UK, in this specific area Italians are 20% of the total, the same as Germans, and still higher than Croatians (15.4%). Austrians are the 14.6% of the total, while 30% declared coming from "other country".

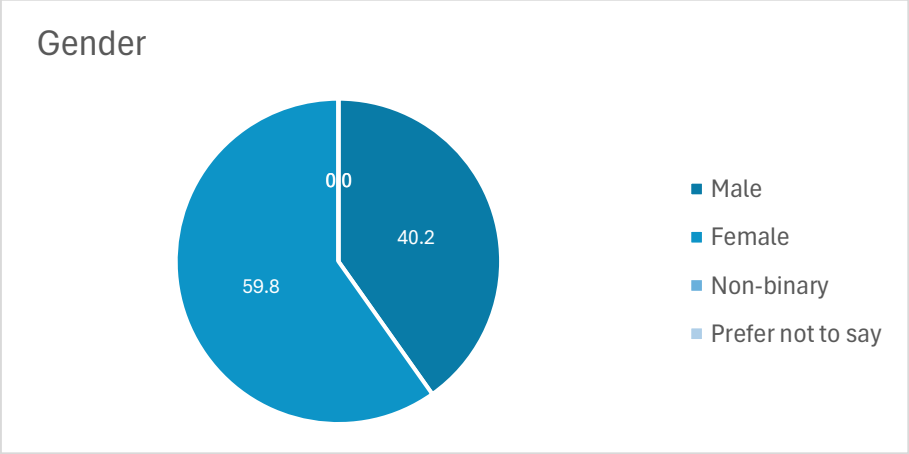


Figure 46 : Croatia Northern Adriatic Tourists Survey - Gender

As in both cases women constitute most respondents, in the case of Croatia Northern Adriatic sample it constitutes the 59.8% of valid answers.

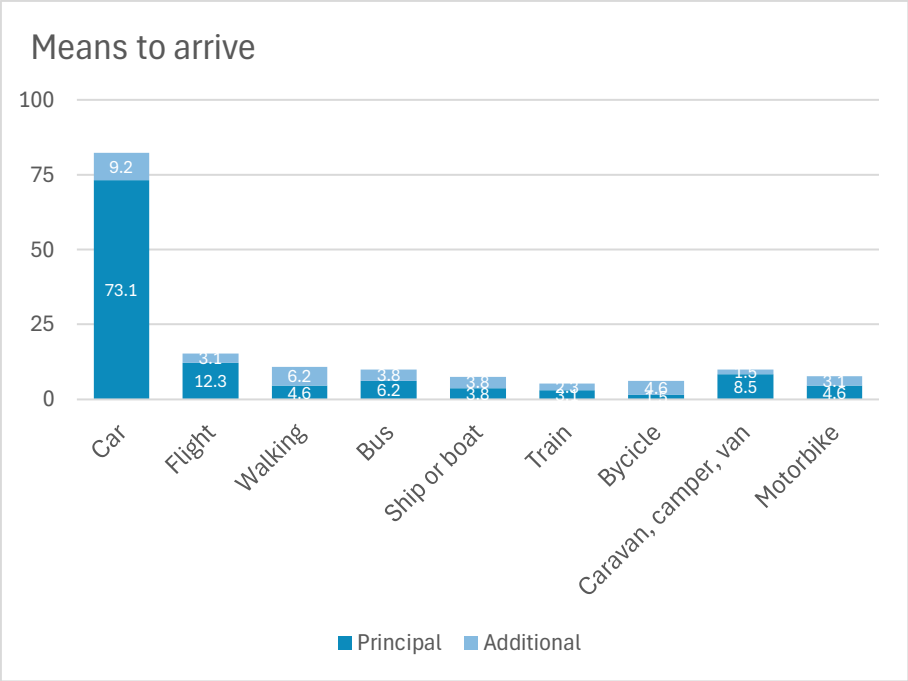


Figure 47 : Croatia Northern Adriatic Tourists Survey - Means to arrive

In terms of car dependency for the arrivals, the two samples – general and Croatia Northern Adriatic – have similar levels of frequency. In comparison, the Croatia Northern Adriatic sample shows a lower level of both principal and additional for all the rest of transport modes, with an exception for caravan or camper as a primary mean to arrive, whose value is higher for the Croatia Northern Adriatic sample.

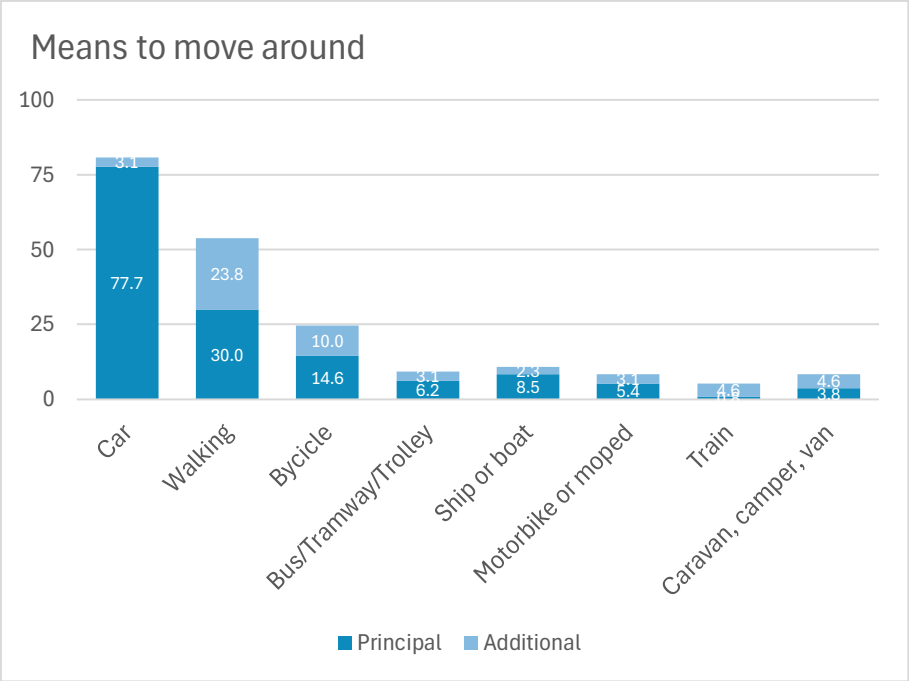


Figure 48 : Croatia Northern Adriatic Tourists Survey - Means to move around

Differently from the previous analysis, when looking at mobility during the stay, Croatia Northern Adriatic tourists appear to be more car-dependent than the average sample (80.8% combined vs 69.1%). Walking is the second most frequently reported mode. Bicycle use reaches 24.6% when principal and additional use are combined.

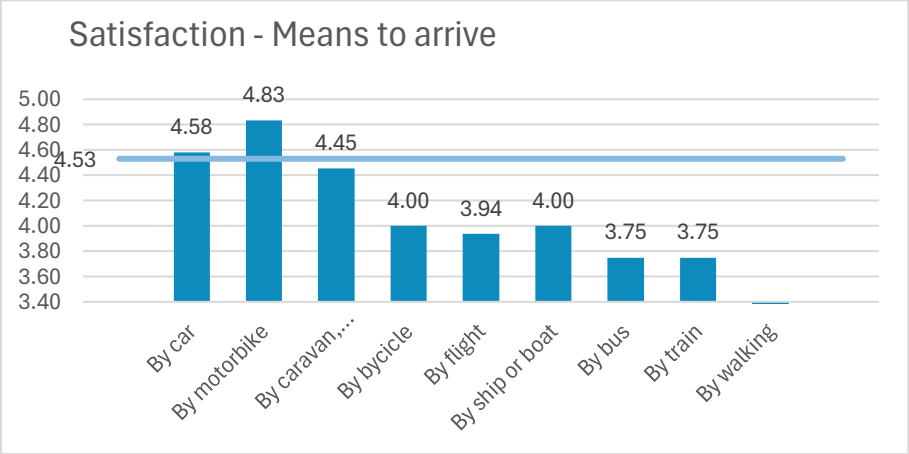


Figure 49 : Croatia Northern Adriatic Tourists Survey - Satisfaction with means to arrive

The average level of satisfaction with the means used to reach the vacation area is way higher for the Croatia Northern Adriatic area in comparison to the general sample (4.53 vs 4.27). The highest satisfaction is assigned to motorbike, which almost reaches the maximum. Satisfaction for car is slightly higher than the average, while the rest of satisfaction are lower.

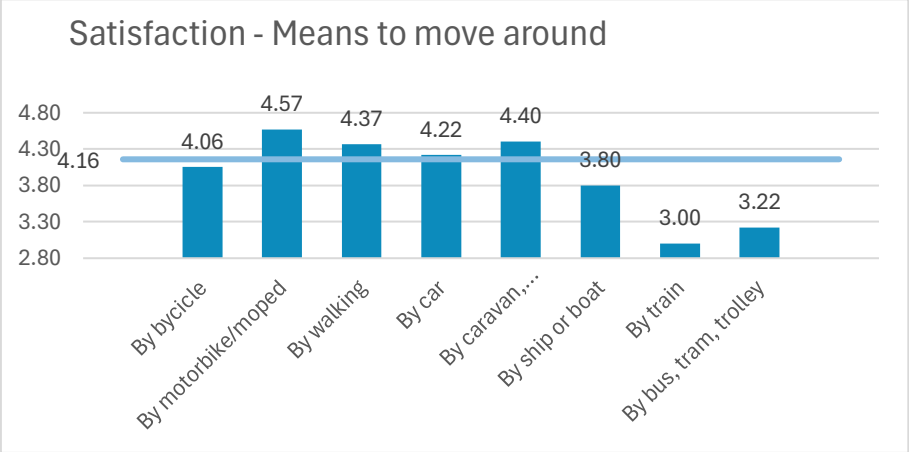


Figure 50 : Croatia Northern Adriatic Tourists Survey - Satisfaction with means to move around

For what concerns moving around within the destination area, it is evident how public transport – train and bus – has a very low score (3 and 3.22). The overall average level of satisfaction is higher in the general sample than in the Croatia Northern Adriatic sample, but they are still very close, tourists travelling by bicycle in the Croatia Northern Adriatic area report lower satisfaction levels (4.06 vs 4.34 overall). On the contrary, the van reports a higher satisfaction for tourists in Croatia Northern Adriatic, rather than the general sample (4.4 vs 3.82). While car-related satisfaction in the general sample falls slightly below the overall average, in the Croatia Northern Adriatic area it sits just above it.

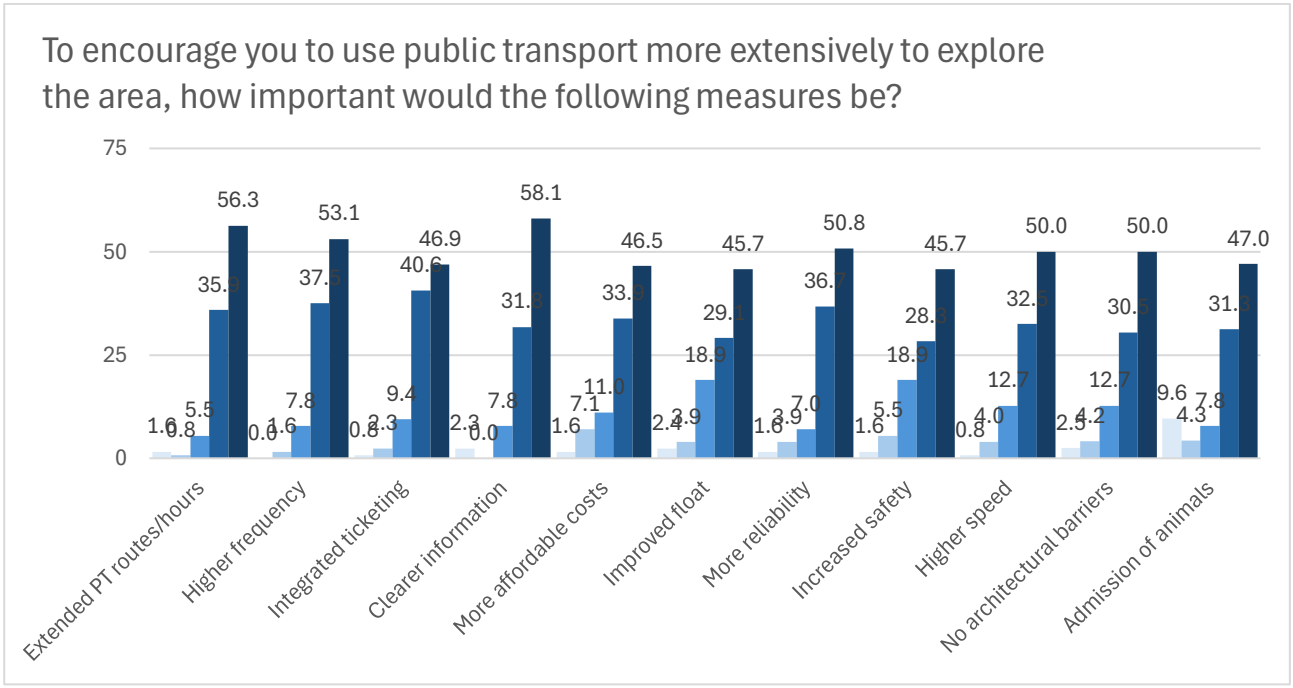


Figure 51 : Croatia Northern Adriatic Tourists Survey - Assessment of measure to implement public transport

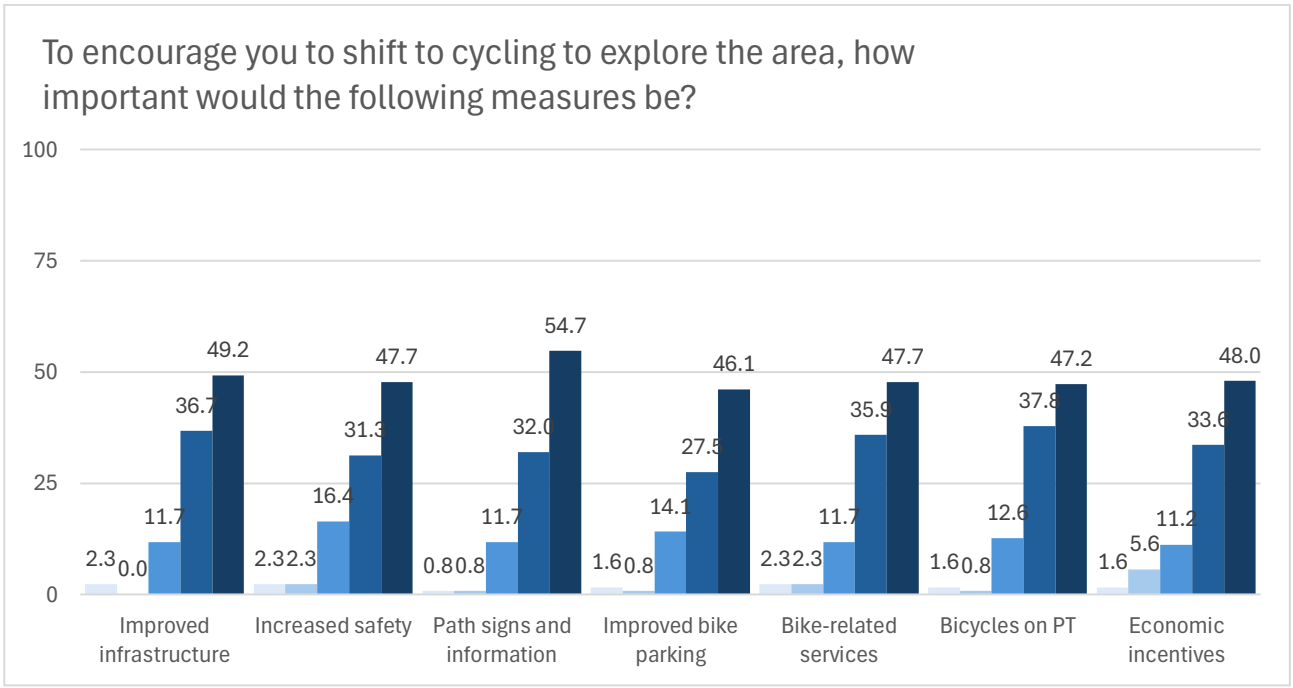


Figure 52 : Croatia Northern Adriatic Tourists Survey - Assessment of measures to implement cycling

In every figure related to initiatives for public transport, responses are skewed toward the high-priority end ("very much"), meaning respondents generally support prioritising these measures. The local sample is usually slightly more enthusiastic, with more respondents in the strongest agreement category, while general responses are more moderate.

Tourists in Croatia Northern Adriatic area feel a strong need to get clearer information, as this is the measure that has the highest score of “very much” answers. The removal of architectural barriers and the free admission of animals receive higher levels of agreement in the Croatia Northern Adriatic area as well.

In the field of cycling mobility, the intensity of relevance between general sample and local sample is more similar, with small gaps between one another. To encourage a shift to cycling to explore the area, path signs and information enhancement remain the most important measure for the participants in the Croatia Northern Adriatic sample.

3.4.3.2 Main takeaways

The tourist survey for the Croatia Northern Adriatic area indicates a particularly international visitor profile and substantial dependence on private cars. Car dependency becomes especially pronounced when tourists move around within the destination, reaching 80.8% when primary and additional use are combined, while cycling is less frequently used than in the overall tourist sample. Public transport also receives relatively low satisfaction scores, particularly for rail and bus services.

The results nevertheless indicate clear opportunities for improvement. Respondents show strong support for interventions enhancing public transport, with clearer information standing out particularly strongly, together with the removal of architectural barriers. For cycling, better route signage and information emerges as the most important enabling measure.

For the Istrian SUMMA context, these findings underline the importance of combining service improvement, information and multimodal integration. In Labin, where the modal split already demonstrates very high private-car dependency, a credible and understandable public transport alternative is particularly important. More broadly, both PP5 and PP6 operate in territories where seasonal tourist mobility reinforces the need to connect coastal areas, urban centres and hinterland settlements through sustainable services that are practical for residents as well as visitors.

3.4.4 Participatory Analysis

3.4.4.1 General information on the initiatives



Figure 53: Participants in the PP5 D112 Focus Group, 10th March 2026

Stakeholder engagement activities in the Labin pilot area were implemented as a combined local engagement process, linking the strategic and participatory framework of the Sustainable Urban Mobility Plan of the City of Labin with the pilot activities carried out within the SUMMA project. The process was designed to support the preparation of the D112 – Pilot Site Sustainable Mobility Report and to provide locally grounded inputs for the wider Strategy for Intermodal Mobility Solutions.

This approach is aligned with the SUMMA Application Form, which foresees that the Pilot Site Sustainable Mobility Reports should outline the results of analyses performed at pilot-site level, including the analysis of current mobility demand and modal split, scenario making, end-users survey and insights resulting from the engagement process. The Application Form also specifies that the drafting process of the Strategy for Intermodal Mobility Solutions should follow an end-users/stakeholders engagement approach, with periodic activities organised by project partners to ensure that expectations and needs are addressed by the pilot actions.

In the Labin pilot area, the engagement process was not organised as a single isolated focus group, but as a sequence of mutually connected participatory and technical activities. This format was considered appropriate because the SUMMA pilot activities cover several interconnected mobility issues:

- The establishment of a traffic-optimised public transport network
- The improvement of accessibility between key urban zones
- The reduction of car dependency
- The management of seasonal mobility pressures
- The development of multimodal solutions adapted to the specific spatial and topographical conditions of Labin.

The main public stakeholder event was held on 10th March 2026 in Labin, within the SUMMA Project Meeting and the joint event "From European Projects to Local Solutions: Just Transition in Practice". The event took place at the Labin City Library, Rudarska ulica 1a, Labin, and included thematic presentations on energy transition, public transport and sustainable mobility, followed by a dedicated SUMMA workshop entitled "Sustainable Mobility in the Labin Area".

The SUMMA workshop presented concrete sustainable mobility solutions developed within the Interreg Italy-Croatia SUMMA project. Participants were introduced to the line-network variants proposed by the Study for the Establishment of a Traffic-Optimized Public Transport Network in the City of Labin, as well as to possible solutions for improving connectivity between Podlabin and Labin Old Town. The workshop encouraged discussion on the selection of the most suitable variants, feasibility, local needs, implementation challenges and the role of different mobility measures within a future multimodal transport system.

In addition to the public workshop, three local technical and stakeholder consultation meetings were carried out as part of the wider discussion on traffic, accessibility and sustainable mobility solutions in the Labin area. These meetings addressed several interconnected mobility issues, including the organisation of public transport, traffic flows between Podlabin, Labin Old Town and surrounding settlements, parking and access management, pedestrian accessibility, seasonal mobility pressures, and the possible role of a mechanical connection between Podlabin and Labin Old Town as one element of the future multimodal mobility system.

The meetings were held in different phases of the SUMMA pilot development process and enabled a more detailed discussion on local mobility needs, implementation challenges, spatial constraints, technical feasibility and long-term operation. While the mechanical connection was one of the key topics discussed, it was considered within the broader context

of Labin's traffic strategy and sustainable mobility transition, rather than as an isolated infrastructure investment.

The engagement process also built on the results of the Sustainable Urban Mobility Plan of the City of Labin, which had been prepared through a wider participatory process. The SUMP was subject to public consultation from 25 October to 15 November 2024, and the consultation documentation was made publicly available by the City of Labin. The SUMP process included online and telephone surveys, with 717 respondents, and provided an important baseline for understanding mobility habits, user needs, modal split and the level of public support for sustainable mobility measures. These findings were used as an existing end-user evidence base and were further discussed and validated through the SUMMA workshop and the local technical stakeholder meetings.

For reporting purposes, the engagement process can be summarised as follows:

Table 9: List of PP5 events related to D112 implementation path

Activity	Date	Format	Main purpose
Local stakeholder/technical meeting on Labin mobility and traffic solutions	15th July 2025	Local technical consultation meeting	Initial discussion of traffic challenges, accessibility between Podlabin and Labin Old Town, possible mobility solutions and the role of the mechanical connection
Local stakeholder/technical meeting on Labin mobility and traffic solutions	24th October 2025	Local technical consultation meeting	Further discussion of mobility scenarios, spatial constraints, access management, route logic and implementation criteria
Local stakeholder/technical meeting on Labin	23rd January 2026	Local technical consultation meeting	Discussion of preferred directions, planning requirements, traffic

mobility and traffic solutions			integration and next implementation steps
SUMMA public stakeholder workshop "Sustainable Mobility in the Labin Area"	10th March 2026	Public workshop / participatory discussion	Presentation and discussion of SUMMA public transport network variants, mobility needs and possible multimodal solutions for the Labin area

Together, these activities provided the basis for the Labin pilot-site stakeholder engagement process. They enabled the project team to combine existing end-user survey evidence, technical analysis, scenario-making and stakeholder feedback into a coherent assessment of sustainable mobility needs and possible implementation pathways for the Labin area.

3.4.4.2 Overview of participants

The stakeholder engagement process included a broad mix of actors relevant for sustainable mobility planning and implementation in the Labin pilot area. The public event of 10th March 2026 gathered 79 registered participants, including representatives of local, regional and transnational institutions, project partners, public companies, tourism organisations, educational and research institutions, civil society organisations, technical experts and local stakeholders. This composition enabled the project team to address mobility from different perspectives: planning and governance, public service provision, local development, tourism, technical feasibility and everyday user needs.

The main stakeholder groups involved were:

- Local public authorities, including representatives of the City of Labin and the surrounding municipalities in the Labin functional area, in particular Raša, Sveta Nedelja and Kršan.
- Regional public authorities and regional development actors, including representatives connected with Istrian County and regional-level planning and development processes.

- Municipal and public service companies, relevant for public transport, parking, traffic management, public space, communal infrastructure and the future operation or coordination of mobility services.
- Tourism stakeholders, including local tourist boards and actors familiar with seasonal mobility patterns, visitor flows and access needs in Labin and Rabac.
- Transport, urban planning, architecture and mobility experts, who contributed to the discussion on network design, route logic, accessibility, spatial constraints and technical feasibility.
- Educational and research institutions, including experts involved in the preparation of the public transport study and the conceptual solutions for mobility improvements.
- Project partners and representatives of other Interreg initiatives, who contributed with cross-border experience and examples of sustainable and multimodal mobility solutions.
- Civil society organisations, local stakeholders and end-user representatives, reflecting the needs of residents, students, workers, elderly users, visitors and other groups affected by future mobility measures.

The local technical and stakeholder consultation meetings on Labin mobility and traffic solutions involved a smaller expert and institutional group. These meetings included representatives familiar with local traffic, public space, tourism, municipal services, urban planning and infrastructure development. The group included, among others, representatives of 1.MAJ d.o.o., the Tourist Board of the City of Labin, Studio 92 d.o.o., INGPROJEKT d.o.o., WAL INŽINJERING d.o.o. and LABIN 2000 d.o.o., together with the authors and technical experts responsible for the preparation of SUMMA pilot-related studies and solutions.

The involvement of LABIN 2000 d.o.o. was particularly relevant, as the SUMMA Application Form identifies this public service provider as a key actor to be involved in the preparation of the study for establishing public transport in the City of Labin and its surroundings, based on green and sustainable transport solutions.

The participation structure was therefore intentionally multi-level. The wider public workshop ensured broader visibility and discussion of the proposed SUMMA solutions, while the smaller technical consultation meetings enabled more detailed feedback from actors directly familiar with local implementation conditions. In parallel, the end-user perspective was addressed

through the SUMP Labin survey evidence, which provided a broader baseline on mobility habits, needs and public support for sustainable mobility measures.

This combination of institutional stakeholders, technical experts, public service providers, tourism actors and end-user evidence made it possible to discuss the SUMMA pilot activities both from the strategic planning perspective and from the practical implementation perspective. It also ensured that the proposed mobility solutions were assessed not only as technical concepts, but as measures that need to be usable, acceptable and operationally realistic for the Labin area.

3.4.4.3 Goals of the activities

The general objective of the stakeholder engagement activities was to ensure that the SUMMA pilot solutions for the Labin area are developed as locally grounded, socially relevant and implementable mobility measures. The activities were not limited to presenting already prepared technical concepts. Their purpose was also to test the relevance of proposed solutions, collect feedback from local actors and connect the pilot activities with the wider mobility needs of Labin and its surrounding area.

The engagement process had both analytical and operational goals. On the analytical level, it aimed to verify and discuss the existing evidence on mobility demand, modal split, user needs and mobility behaviour, building on the SUMP Labin process and the technical analyses carried out within the SUMMA project. On the operational level, it aimed to assess which mobility solutions could realistically be implemented in the Labin area, under which conditions, and in which order of priority.

More specifically, the activities aimed to:

- **Present and discuss the main mobility challenges** identified in the SUMP Labin and in the SUMMA public transport study, including high dependence on private cars, limited availability of functional public transport, dispersed settlement patterns, topographical constraints and seasonal mobility pressures.
- **Validate the relevance of the proposed public transport network** for the City of Labin and the surrounding municipalities of Raša, Sveta Nedelja and Kršan, with particular attention to daily mobility needs, school and work-related trips, access to public services, tourism flows and connections with smaller settlements.

- **Discuss different implementation scenarios**, including the possibility of gradual implementation through pilot lines, later expansion of the network and complementary micro-transport or demand-responsive transport solutions for areas that are more difficult to cover by regular public transport lines.
- **Assess the role of different mobility measures within one integrated multimodal system**, including public transport, pedestrian accessibility, parking and access management, micromobility, seasonal traffic management and the possible mechanical connection between Podlabin and Labin Old Town.
- **Collect stakeholder views on feasibility and implementation conditions**, including operational requirements, institutional responsibilities, technical constraints, spatial limitations, accessibility needs, maintenance, long-term costs and possible risks related to implementation.
- **Connect the SUMMA pilot activities with the broader strategic mobility objectives of the City of Labin**, especially the objectives of reducing car dependency, improving accessibility, supporting sustainable transport behaviour and increasing the quality of public space.
- **Support the preparation of the D.1.1.2 Pilot Site Sustainable Mobility Report**, by collecting and structuring insights related to current mobility demand and modal split, end-user needs, scenario-making and stakeholder feedback.
- **Provide locally grounded inputs for the future Strategy for Intermodal Mobility Solutions**, by identifying practical lessons from the Labin pilot area that may be relevant for other coastal and hinterland areas facing similar mobility challenges.

The activities were particularly important because Labin's mobility system is shaped by several overlapping factors: a dispersed settlement structure, a hilly urban configuration, the functional relationship between Podlabin, Labin Old Town, Rabac and surrounding municipalities, and strong seasonal variations in mobility demand. These conditions make it difficult to rely on one single mobility solution. Instead, the stakeholder engagement process was used to discuss how different measures could work together as part of a phased and integrated mobility transition.

The engagement process was therefore used to validate whether the proposed SUMMA solutions respond to the needs of daily users, students, workers, elderly residents, users of public services, visitors, tourists and inhabitants of smaller settlements around Labin. It also helped clarify that future mobility measures should be assessed not only by their technical feasibility, but also by their accessibility, reliability, user acceptance, operational sustainability and contribution to the wider transformation of mobility behaviour in the Labin area.

3.4.4.4 Structure of the activities

The stakeholder engagement process was structured as a combination of preparatory analysis, public presentation, thematic discussion and technical consultation. This structure enabled the project team to connect existing strategic evidence, expert analysis and stakeholder feedback into one coherent process.

The first step consisted of the use of existing strategic and analytical inputs, primarily the SUMP Labin process and the technical work carried out within the SUMMA project. The SUMP provided the baseline evidence on mobility habits, modal split, user needs and public attitudes towards sustainable mobility measures. The SUMMA studies then translated this strategic background into concrete mobility scenarios, including public transport network variants and possible solutions for improving accessibility between key urban zones in Labin.

The second step was the public SUMMA stakeholder workshop held on 10 March 2026. The workshop was designed as a combination of information sharing and participatory discussion. The introductory part included presentations on the wider context of sustainable mobility, energy transition and social aspects of transport, followed by presentations of the SUMMA pilot solutions for the Labin area. Particular attention was given to the proposed public transport network, the relationship between Labin and surrounding municipalities, and the need to improve accessibility between Podlabin, Labin Old Town and other important mobility generators.

After the introductory presentations, the workshop continued through thematic discussion. Participants were introduced to the main findings of the SUMMA public transport study, including the proposed network variants and possible implementation logic. The discussion focused on the practical relevance of the proposed solutions, expected user needs, feasibility of implementation, seasonal mobility pressures and the possible role of different measures within a future multimodal mobility system.

The third step consisted of local technical and stakeholder consultation meetings on traffic, accessibility and sustainable mobility solutions in Labin. These meetings were organised in a smaller format in order to allow a more detailed discussion with local actors and experts familiar with implementation conditions. The discussions addressed the relationship between public transport, pedestrian accessibility, parking and access management, traffic flows, spatial constraints and the possible mechanical connection between Podlabin and Labin Old Town. The mechanical connection was discussed as one of the elements that could support a wider reduction of car dependency and improve accessibility between key urban zones, rather than as an isolated infrastructure project.

The local consultation meetings followed an iterative approach. In the earlier phase, the discussion focused on identifying key mobility challenges and possible solution directions. In the following phase, different options and scenarios were compared in more detail, taking into account local spatial conditions, route logic, technical feasibility, expected users, accessibility, maintenance and long-term operation. In the final phase, the discussion focused on preferred directions, planning requirements, implementation risks and the need to integrate future mobility measures with the broader traffic strategy of the City of Labin.

The fourth step consisted of structuring the collected inputs for reporting purposes. The results of the SUMP process, the SUMMA workshop and the local consultation meetings were organised around the key elements requested for the Pilot Site Sustainable Mobility Report: current mobility demand and modal split, end-user needs, scenario-making and insights from the engagement process. This made it possible to present the Labin engagement process not only as a set of events, but as a structured contribution to the development of sustainable and multimodal mobility solutions in the pilot area.

Overall, the structure of the activities enabled the engagement process to cover both the strategic and practical dimensions of mobility planning. The public workshop ensured broader participation, visibility and discussion of the proposed SUMMA solutions. The smaller local consultation meetings enabled more detailed technical and implementation-oriented feedback. The SUMP evidence ensured that the end-user perspective was included through a broader survey and consultation baseline. Together, these elements provided a solid basis for assessing the feasibility, relevance and acceptance of the proposed mobility measures for the Labin area.

3.4.4.5 *Results of the activities*

The stakeholder engagement activities provided several types of results relevant for the Labin pilot area. They helped connect the existing strategic and survey evidence from the SUMP Labin process with the technical work developed within SUMMA, especially the public transport study and the discussion on possible multimodal solutions for Labin.

The results are presented through four main dimensions: participatory analysis of current mobility demand and modal split, validation of end-user needs, scenario-making, and strategic framing of the pilot activity in the broader mobility context.

3.4.4.5.1 Participatory analysis of current mobility demand and modal split

The engagement activities confirmed that the existing mobility model in Labin is still strongly dependent on private cars and that public transport currently has a limited role in everyday mobility. This was consistent with the SUMP Labin findings, which identified a very high share of car-based mobility and a significantly lower share of public transport, walking and cycling.

The discussion showed that car dependency in Labin is not only a matter of user habits, but also a consequence of the spatial and functional characteristics of the area. Labin is marked by a dispersed settlement structure, a hilly urban configuration, the functional relationship between Podlabin, Labin Old Town, Rabac and surrounding municipalities, and strong seasonal changes in mobility demand. These conditions make it difficult to provide a simple and conventional public transport solution that would serve all users equally.

The SUMMA public transport study confirmed that public transport in the Labin area formally exists, but does not yet function as a fully developed urban and suburban mobility system. The current offer is still perceived mainly as a service for students and users without access to a private car, while the working population and other daily users often do not consider it a realistic mobility option due to timetable limitations, insufficient frequency and incomplete coverage of peripheral settlements.

Stakeholders recognised that the main challenge is therefore not only to reduce car use, but to create credible and practical alternatives. Public transport, walking, cycling, micromobility, parking policy, access management and possible mechanical connection solutions need to be developed as mutually connected parts of one multimodal mobility system.

The discussion also confirmed that mobility demand in Labin should be understood through several user groups and trip purposes. Daily mobility is generated by residents, workers,

students, users of public services, elderly residents and visitors, while seasonal mobility is strongly influenced by tourism flows, especially towards Rabac, accommodation areas, beaches and the historic centre of Labin.

3.4.4.5.2 End-user surveys validation

The end-user survey component of the Labin pilot-site analysis was based primarily on the existing SUMP Labin survey evidence, which was used as an important input baseline for the SUMMA discussion. This was considered appropriate because the SUMP process had already collected user views on mobility habits, public transport, walking, cycling, parking and the acceptability of measures aimed at reducing car dependency.

However, the SUMP findings were not used as a final or isolated source of information. Within the SUMMA project, these inputs were further discussed, checked and validated through the public SUMMA workshop and the local technical and stakeholder consultation meetings. This allowed the project team to verify whether the findings from the SUMP process still corresponded to the current mobility situation in Labin and whether they were consistent with the needs and expectations identified during the development of the SUMMA pilot solutions.

According to the SUMP documentation, the participatory process included online and telephone surveys with 717 respondents. The results showed a high level of support for measures encouraging walking, cycling and public transport, even when such measures reduce or limit car access in certain parts of the city. Through the SUMMA engagement activities, local stakeholders confirmed that this general direction remains relevant for Labin, provided that alternatives to private cars are functional, reliable and easy to use.

The discussions also confirmed that the main obstacles to a stronger use of public transport and other sustainable modes are not only behavioural, but also practical: limited frequency, insufficient coverage of certain areas, weak integration with parking and pedestrian routes, and the lack of a simple and clearly understandable mobility offer. Stakeholders confirmed that car dependency remains high because many users currently do not perceive public transport as a realistic alternative for daily trips.

Through the SUMMA workshop and the local consultation meetings, the needs of different user groups were further specified. Future mobility solutions in Labin should respond to daily commuters, students, workers, elderly residents, users of public services, tourists and visitors, as well as residents of smaller settlements around Labin. The discussions also

highlighted that these groups do not have identical mobility needs: students and workers require reliable daily connections, elderly users and users of public services need accessible and simple routes, while tourists and visitors create additional seasonal pressure, especially towards Rabac, Labin Old Town and accommodation areas.

A key insight confirmed by stakeholders was that users will only shift towards public transport and other sustainable modes if the system is frequent, reliable, simple to understand and well connected with key destinations. Stakeholders also highlighted the importance of clear information, visible stops, understandable routes, integration with parking areas and the possibility of combining different modes of transport.

Special attention was given to the needs of users living outside the main urban area. For smaller settlements and dispersed parts of the Labin area, a standard fixed-line public transport system may not be sufficient. For this reason, stakeholders confirmed the potential role of micro-transport or demand-responsive transport as a complementary solution, especially in areas where regular lines would be difficult to operate efficiently.

Overall, the engagement activities used the SUMP survey evidence as an input baseline and then further verified, validated and specified it through the SUMMA project activities. The main conclusion was that sustainable mobility measures in Labin will be accepted only if they are practical, reliable, accessible and clearly connected to the everyday needs of different user groups.

3.4.4.5.3 Scenario-making exercise

A central part of the engagement process was the discussion of different implementation scenarios for the future mobility system in Labin. The scenario-making exercise was not limited to one infrastructure measure, but addressed the wider relationship between public transport, access management, parking, pedestrian accessibility, seasonal flows and possible multimodal connections between key urban zones.

The SUMMA public transport study developed several variants of the public transport line network. These included more comprehensive network options, a resource-optimised variant and a smaller pilot variant suitable for the first implementation phase. The variants enabled stakeholders to compare different levels of service, operational complexity, vehicle requirements and spatial coverage.

Particular attention was given to the possibility of gradual implementation. Instead of introducing a full-scale public transport system immediately, the discussion supported a phased approach: starting with a smaller pilot network, testing user demand and operational feasibility, and then expanding the system based on evidence and available resources.

Variant 4 was recognised as especially relevant for such an approach, as it is designed as a pilot network and a first potential implementation phase. This variant consists of two regular lines and can be complemented by micro-transport or demand-responsive transport for areas outside the main line network. This approach was considered realistic because it allows the city to start with a manageable system, while keeping the possibility of later expansion.

In parallel with the public transport scenarios, stakeholders discussed wider mobility scenarios for Labin, including the future role of the connection between Podlabin and Labin Old Town. The possible mechanical connection was discussed as one element of the future multimodal system, not as an isolated project. Its role was assessed in relation to pedestrian accessibility, parking management, reduction of car traffic in the historic centre, access to public institutions and the need to improve the functional connection between the two main urban zones of Labin.

Different technical and spatial options were considered, including escalators, escalator-lift combinations, funicular-type solutions and cable-car options. The discussion showed that each option has different advantages and limitations in terms of capacity, continuity of movement, user experience, visual impact, topographical integration, maintenance and operating costs.

Stakeholders recognised that the mechanical connection could have several functions. It could improve everyday accessibility for residents and workers, support access to public services and cultural facilities, reduce pressure from cars in Labin Old Town, and also contribute to the attractiveness of Labin as a destination. However, it was also recognised that such a solution would require careful planning, heritage-sensitive design, integration with parking and public transport, and a realistic assessment of long-term operating costs.

The scenario-making exercise therefore helped clarify that the preferred mobility direction for Labin should not be based on a single measure. Instead, public transport, parking, pedestrian routes, micromobility, access management, seasonal traffic solutions and the possible mechanical connection should be planned together as a gradual and integrated mobility transition.

3.4.4.5.4 Strategic framing of the ongoing Pilot Activity in the broader mobility context

The stakeholder engagement activities confirmed that the SUMMA pilot activities are consistent with the strategic direction already defined through the SUMP Labin process. The SUMP provides a long-term framework for sustainable mobility development, while SUMMA contributes by translating some of these objectives into concrete pilot-oriented technical and operational solutions.

Within this framework, the public transport study provides the basis for a traffic-optimised public transport network for the City of Labin and the surrounding municipalities of Raša, Sveta Nedelja and Kršan. At the same time, the discussions on accessibility between Podlabin and Labin Old Town address one of the key spatial and mobility challenges of the city.

The engagement process confirmed that the SUMMA pilot activity should be understood as a bridge between strategic planning and implementation. It builds on the SUMP baseline and stakeholder expectations, but also moves towards practical solutions: possible pilot lines, operational requirements, complementary micro-transport, integration with parking and pedestrian flows, and long-term multimodal connections.

A key strategic conclusion was that Labin needs a phased and integrated mobility transition. The first phase should focus on realistic and operationally manageable pilot measures, such as pilot public transport lines and complementary services for areas not covered by regular routes. In parallel, the city should continue developing long-term solutions such as improved pedestrian accessibility, parking management, integration of mobility information and potential infrastructure solutions that connect Podlabin and Labin Old Town.

Stakeholders also confirmed that the success of the pilot activity will depend on the ability to connect technical feasibility with user acceptance. New mobility measures should be affordable, understandable, accessible to different user groups, and reliable enough to represent a real alternative to private cars.

The Labin experience is also relevant for the wider SUMMA strategy because it illustrates the challenges faced by smaller coastal and hinterland towns: dispersed settlements, seasonal peaks, dependence on private cars, limited existing public transport offer, topographical barriers and the need to connect local mobility with tourism and regional transport flows. The results of the Labin engagement process can therefore provide useful lessons for other pilot areas facing similar conditions.

Overall, the engagement activities helped confirm that the SUMMA pilot solutions in Labin should be developed as an integrated package of measures. Public transport improvement should be combined with end-user needs, local implementation capacity, parking and access policy, pedestrian accessibility and long-term multimodal links. This integrated approach provides the strongest basis for reducing car dependency and improving sustainable mobility in the Labin pilot area.

3.4.4.6 Main takeaways

The stakeholder engagement process produced several important conclusions for the future development of sustainable and multimodal mobility in the Labin pilot area.

First, the engagement process confirmed that the current car-oriented mobility pattern in Labin is not sustainable in the long term. This is particularly relevant due to Labin's topography, dispersed settlement structure, limited availability of functional public transport, seasonal tourism pressures and parking constraints in sensitive urban areas, especially around Labin Old Town.

Second, the discussions confirmed that there is a clear need to develop credible alternatives to private car use. Stakeholders recognised that sustainable mobility measures can only be successful if they provide practical, reliable and understandable transport options for different groups of users, including residents, students, workers, elderly users, visitors, tourists and inhabitants of smaller settlements in the wider Labin area.

Third, the SUMP Labin process and the stakeholder discussions indicate that there is a favourable social basis for sustainable mobility measures. Users are generally open to measures that encourage walking, cycling and public transport, provided that these measures are accompanied by functional alternatives and do not simply restrict car use without improving accessibility.

Fourth, stakeholders supported a phased implementation approach. Rather than introducing a full-scale public transport system immediately, the preferred direction is to start with realistic pilot lines, test operational feasibility and user demand, and then expand the system based on evidence, available resources and institutional capacity.

Fifth, the future public transport system should be understood as the backbone of sustainable mobility in the Labin area. However, due to the dispersed settlement structure and topographical conditions, regular public transport lines should be complemented by

additional solutions such as micro-transport or demand-responsive transport, especially for smaller settlements and areas that are difficult to serve efficiently by fixed routes.

Sixth, the engagement process confirmed that mobility solutions in Labin should not be developed as isolated measures. Public transport, parking policy, pedestrian accessibility, micromobility, access management, seasonal traffic solutions and possible infrastructure improvements should be planned as mutually connected elements of one multimodal mobility system.

Seventh, the possible mechanical connection between Podlabin and Labin Old Town was recognised as a potentially important component of this wider multimodal system. Its role should not be limited to tourism or symbolic urban improvement. It should be assessed as a functional mobility measure that could improve everyday accessibility, support pedestrian movement, reduce pressure from cars in Labin Old Town and strengthen the connection between key urban zones. At the same time, stakeholders underlined that any such solution must be developed carefully, with strong attention to visual impact, landscape integration, heritage protection, accessibility, maintenance and long-term operating costs.

Eighth, the engagement process confirmed the importance of connecting SUMMA pilot activities with the strategic framework already established through the SUMP Labin process. The SUMP provides the long-term direction, while SUMMA helps translate these objectives into more concrete and operationally oriented solutions, such as pilot public transport lines, complementary transport services and improved multimodal connections.

Ninth, the process highlighted the importance of institutional coordination. The implementation of sustainable mobility measures in Labin will require cooperation between the City of Labin, surrounding municipalities, public service providers, tourism stakeholders, technical experts and regional-level actors. This is particularly important because mobility flows in the Labin area do not stop at administrative borders, but connect Labin with Raša, Sveta Nedelja, Kršan, Rabac and other surrounding settlements.

Finally, the insights collected through the Labin engagement process will contribute to the wider SUMMA Strategy for Intermodal Mobility Solutions. The Labin pilot area provides practical lessons on how smaller coastal and hinterland towns can approach sustainable mobility transition through a combination of strategic planning, stakeholder involvement, gradual implementation, public transport improvement and integration with local spatial, tourism and social conditions.

Overall, the main conclusion of the engagement process is that sustainable mobility in Labin requires a gradual, integrated and user-oriented approach. The most realistic way forward is to combine short-term pilot measures with long-term strategic planning, ensuring that future mobility solutions are technically feasible, socially accepted, operationally sustainable and clearly connected to the everyday needs of the local community.

3.5 PP7 Sustainable Mobility Report

3.5.1 Context and Pilot Activity Description

PP7 – Split-Dalmatia County operates in a highly complex and multimodal territorial context, centred on Split as the main administrative, economic and transport hub of Central Dalmatia. The wider county combines a densely populated metropolitan area with coastal municipalities, inland territories and islands, generating strong daily and seasonal mobility flows. Split itself is connected through all major transport modes: road connections are provided by the A1 motorway and national roads, rail services link the city to the national network, while the Port of Split represents the main passenger maritime hub for the Central Dalmatian islands. Split Airport, located approximately 20 km from the city centre, provides connections with major European destinations. This concentration of transport functions also creates significant pressure on the local network, particularly during the tourist season, when road congestion and access to the main passenger hubs become especially critical. The regional planning framework consequently places strong emphasis on improving connectivity, accessibility, intermodality and transport integration across Central Dalmatia.

Within WP2 – Activity 2.3 Sustainable Multimodal Transport Solutions, PP7 is responsible for developing a feasibility study and cost-benefit analysis for improving the connection between the maritime passenger terminal in Resnik Port and Split Airport. The activity responds to the increasing number of passengers using the two transport hubs and is intended to identify the most efficient and economically viable solution for strengthening their connection. In particular, the study aims to provide a basis for future investment planning, relieve pressure on existing road routes and improve accessibility for both residents and tourists. Within the longer-term perspective of SUMMA, the study represents a first step towards the possible establishment of a future ferry connection from Resnik Port to Split, strengthening sea–air intermodality in the County and improving access towards Split and the Central Dalmatian islands.

3.5.2 Modal Split Analysis

The available modal split evidence[3] for the Split-Dalmatia County Pilot Area confirms a strong reliance on private cars, although the exact distribution varies according to the territorial scale considered. At county level, the analysis supporting the new county public transport line network shows that approximately 61% of respondents use a private car to reach their main destination, while 8.5% use urban buses and 13% use county bus services. Car dependency is even higher outside the City of Split, where approximately 64% of respondents rely on private vehicles, compared with around 50% within Split. These data indicate that private mobility remains dominant across the wider County and that public transport plays a comparatively limited role, particularly in less central areas.

The City of Split presents a somewhat more diversified mobility profile and is therefore useful as a complementary reference within the wider PP7 context. According to the Split Sustainable Urban Mobility Plan, for work-related trips private cars account for 50% of journeys, including 32% as drivers and 18% as passengers. Public transport accounts for 21%, composed of 13% by public bus and 8% by taxi, while 19% walk and around 6% travel by bicycle or scooter. However, the SUMP also stresses that these figures largely reflect residents of Split and do not fully capture the approximately 35,000-40,000 daily commuters estimated to enter the city from the surrounding urban agglomeration, many of whom travel by car. Their inclusion would therefore likely increase the overall weight of private motorised transport.

Overall, the evidence points to a mobility system in which the private car remains structurally important, especially for movements between Split and the wider County. At the same time, both regional and city-level planning documents identify significant scope for strengthening public transport and intermodal connections. This is particularly relevant to the SUMMA Pilot Activity, which addresses one of the most strategic intermodal interfaces in the area by exploring improved connectivity between Split Airport and the Resnik maritime passenger terminal.

[3] See *Mreža linija za obavljanje županijskog linijskog prijevoza putnika na području Splitsko-dalmatinske županije* [Network of Lines for County Regular Passenger Transport in Split-Dalmatia County]. Split/Zagreb, March 2025, and *Plan održive urbane mobilnosti Grada Splita do 2030. godine* [Sustainable Urban Mobility Plan of the City of Split until 2030]. Split/Zagreb, November 2023.

3.5.3 Survey Analysis

3.5.3.1 Long-term Residents

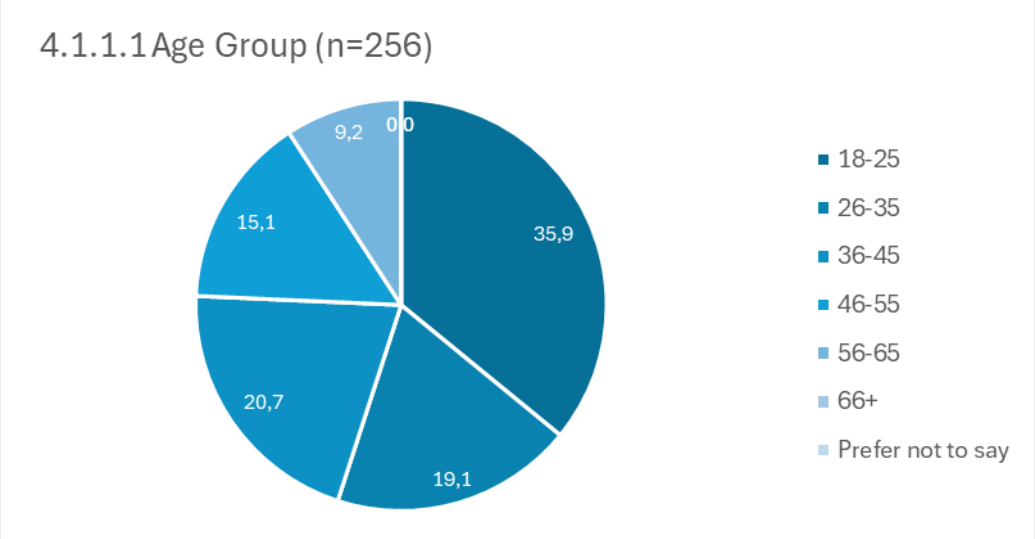


Figure 54: PP7 Long-term residents Survey - Age Group

PP7 Sample is, generally speaking, younger than the average, with 35.9% respondents between 18 and 25 years old and 19.1% between 26 and 35 (vs 28.2% and 16.5% respectively in the general sample).

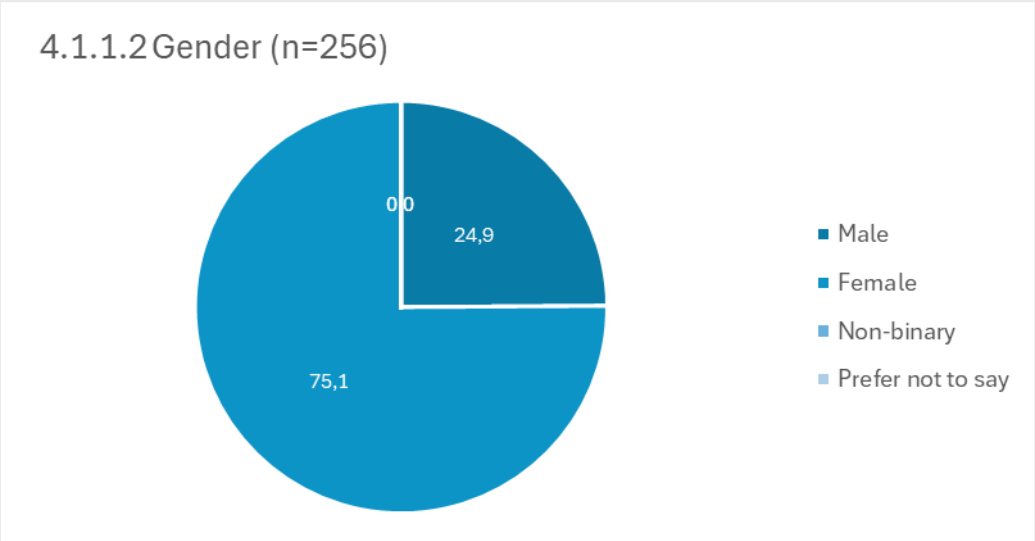


Figure 55: PP7 Long-term residents Survey - Gender

PP7 sample shows a higher degree of women answering to the questionnaire (75.1% vs 59.8%).

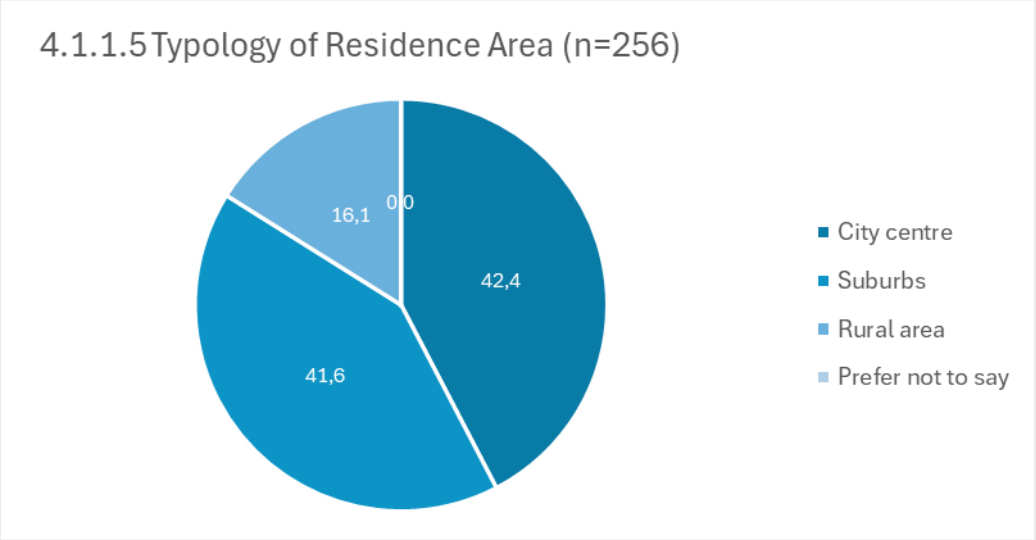


Figure 56: PP7 Long-term residents Survey - Typology of residence area

PP7 Sample shows a higher percentage of respondents from city centres (42.4% vs 35.3% in the general sample).

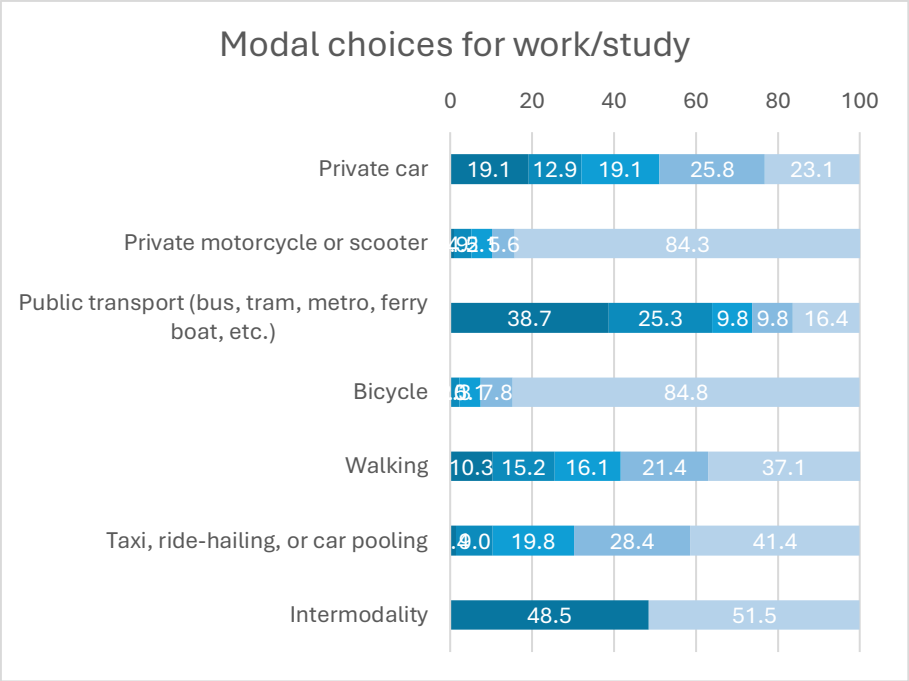


Figure 57: PP7 Long-term residents Survey - Modal choices for work/study

PP7 Sample shows a lower use of private cars and a higher use of public transport for daily work/study-related mobility. This might be explained by the relevant youth participation to the survey, i.e. by a significant number of students using public transport to reach schools/universities. Another significant factor is the degree of intermodality (48.5% vs 37.3% in the general sample).

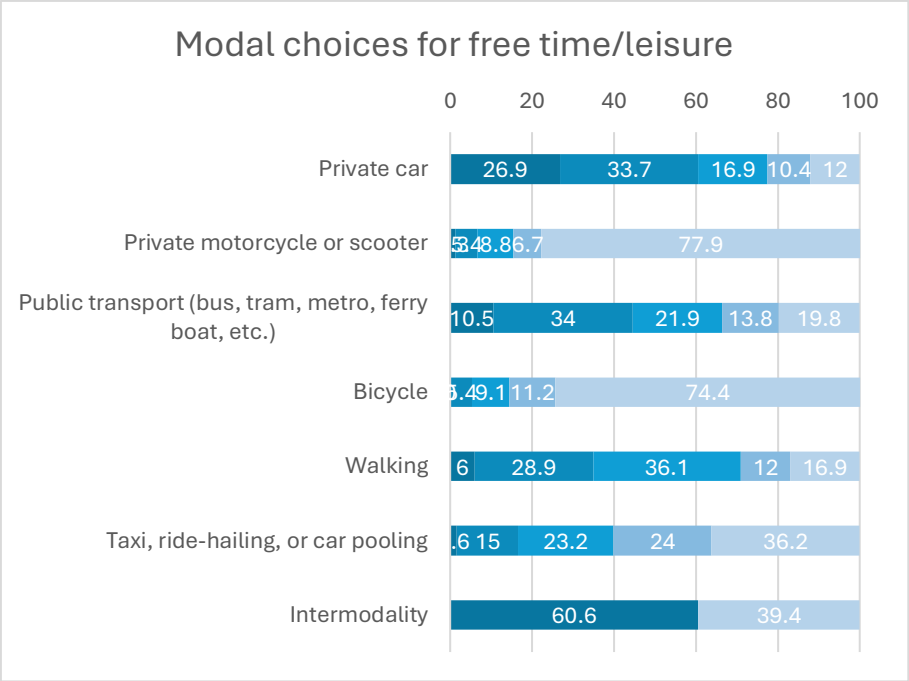


Figure 58: PP7 Long-term residents Survey - Modal choices for free time/leisure

Even though both in the general sample and in the PP7 sample levels of private mobility solutions arise when moving during the free time, the PP7 sample still shows higher levels of LPT usage as well as a higher percentage of walking and a stronger deployment of intermodal solutions.

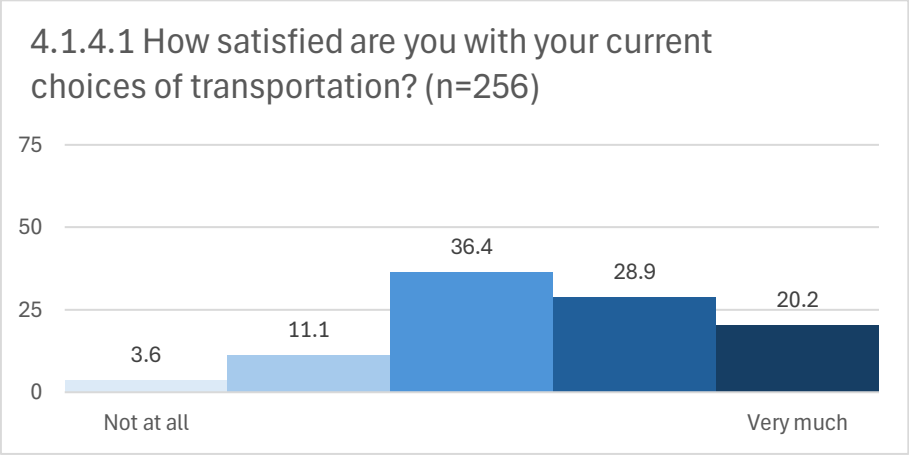


Figure 59: PP7 Long-term residents Survey - Satisfaction with current mode of transportation

PP7 shows a slightly lower average level of satisfaction (3.5 vs 3.6), with only 20.2% of respondents being very much satisfied compared to the 24% of the general sample.

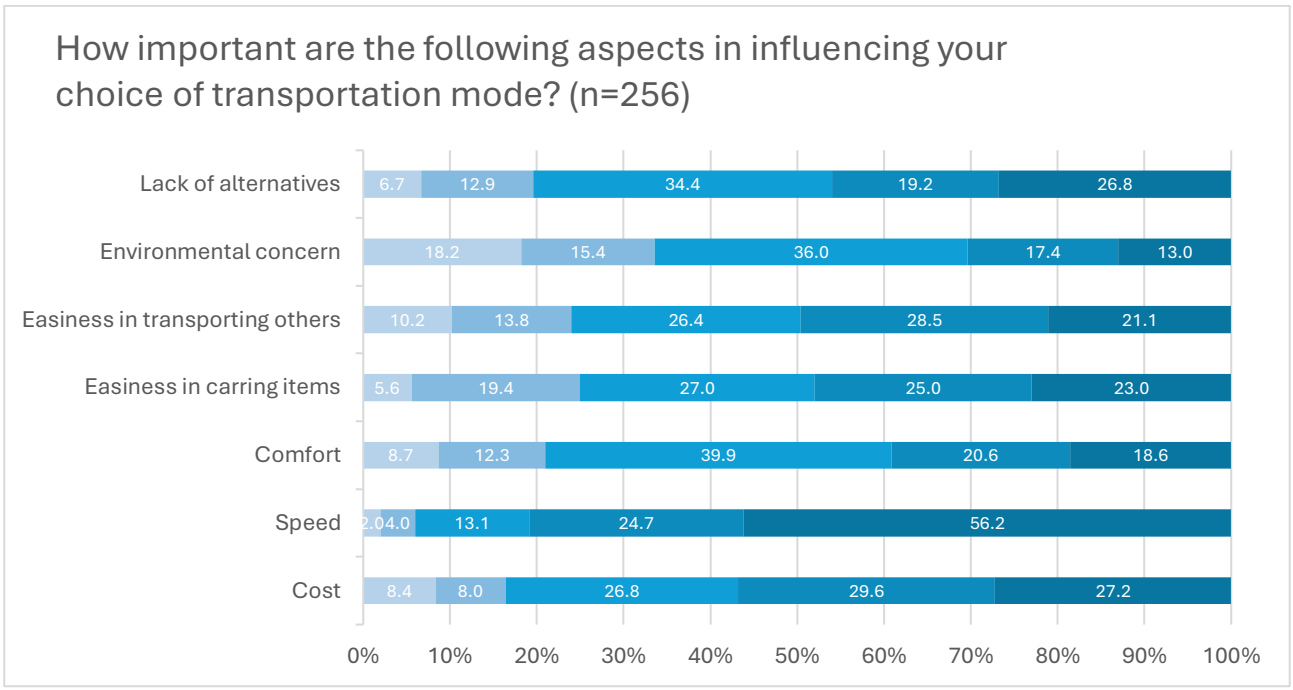


Figure 60: PP7 Long-term residents Survey - Main mobility drivers

Speed emerges as the strongest factor influencing modal choice in both samples, with 53.0% of the general sample and 56.2% of the PP7 sample rating it as “5” in a 1-5 Likert scale. Across most of the other factors, the PP7 sample shows lower perceived importance compared to the general sample, particularly regarding the lack of alternatives (26.8% vs 42.2% selecting the highest importance level; average score: 3.5 vs 3.9).

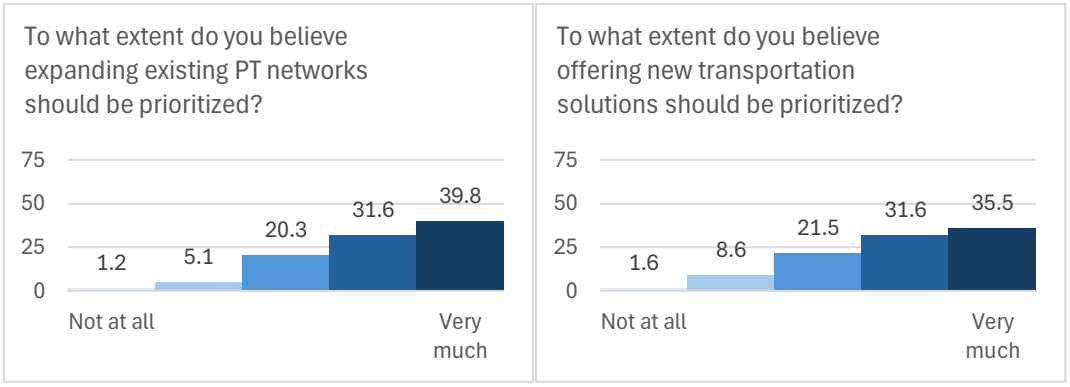


Figure 61: PP7 Long-term residents Survey - Assessment of PT networks expansion and establishment of new transportation solutions

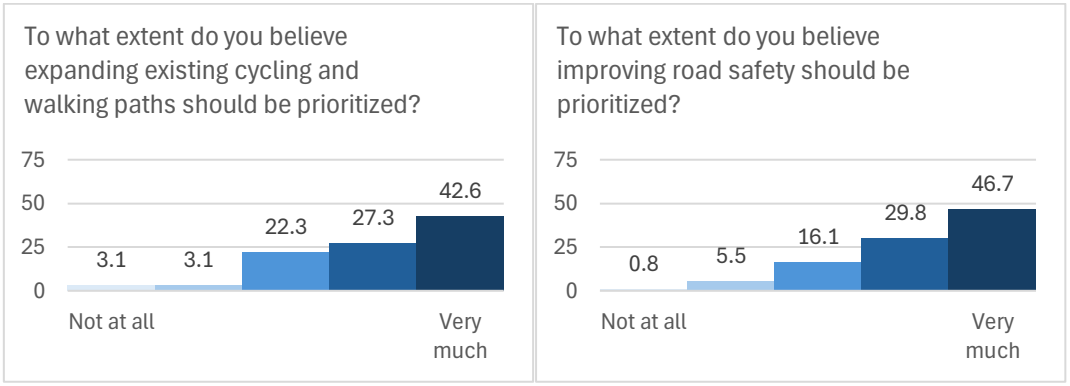


Figure 62: PP7 Long-term residents Survey - Assessment of expansion of cycling and walking paths and improvement of road safety

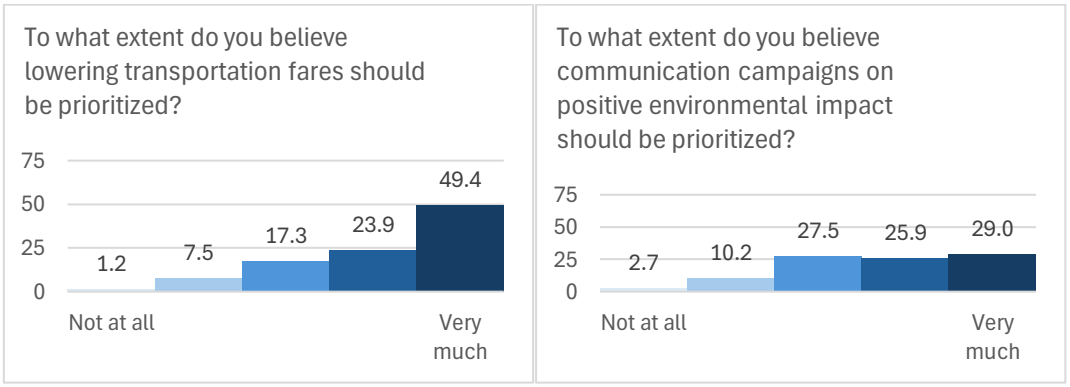


Figure 63: PP7 Long-term residents Survey - Assessment of decrease of transportation fares and launch of communication campaigns on positive environmental impact

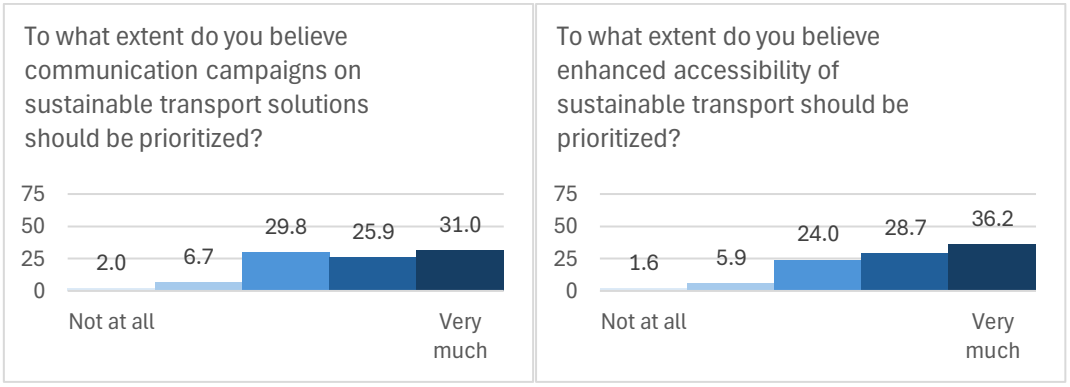


Figure 64: PP7 Long-term residents Survey - Assessment of communication campaigns on sustainable transport solutions and enhanced accessibility of sustainable transport

In almost every chart, responses are skewed toward the high-priority end ("very much"), meaning respondents generally support prioritising these measures. However, the general sample is usually slightly more enthusiastic, with more respondents in the strongest agreement category, while PP7 responses are more moderate.

Improving road safety appears to be the item with the strongest level of agreement (53.6% of the general sample chose the highest agreement category, 46.7% in the PP7 sample).

Public transport and active mobility are highly valued, as "expanding PT networks" and "expanding cycling and walking infrastructure" receive very strong support in both groups. Also in these cases, however, the general sample tends to be slightly more enthusiastic than PP7.

Lower transport fares are very popular, and this is the only case in which "very much" answers in PP7 are higher than in the general sample (49.4% vs 48.9%).

Communication campaigns are weaker priorities, if compared to hard measures (infrastructure, safety, affordability): more people cluster in the middle categories and the "very much" category is notably lower than for infrastructure/safety measures. The PP7 sample seems even less convinced than the general sample, especially on environmental communication campaigns.

Accessibility matters, but less than core infrastructure. Enhanced accessibility of sustainable transport is supported, but not quite as strongly as PT expansion, safety, or fares, with PP7 less convinced than the general sample (36.2% of "very much" against 43.1% in the general sample).

3.5.3.2 Tourists

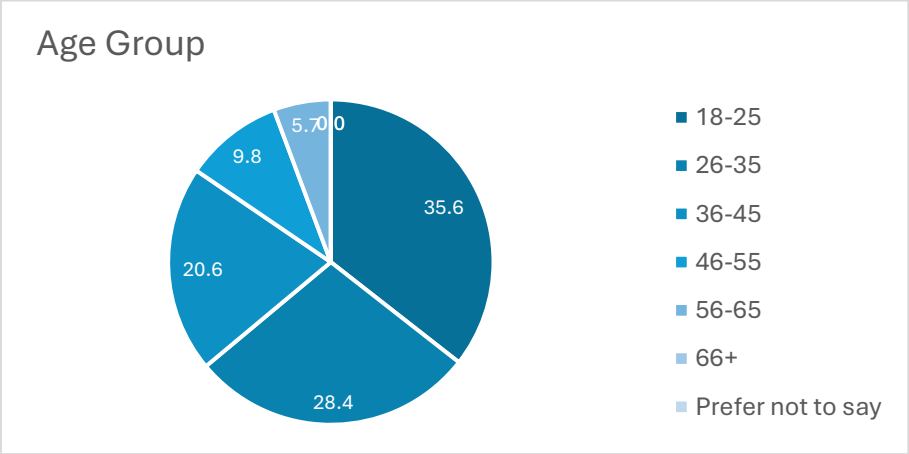


Figure 65: Croatia Southern Adriatic Tourists Survey - Age Group

Croatia Southern Adriatic sample is, generally speaking, younger than the average, with 35.6% respondents between 18 and 25 years old and 28.4% between 26 and 35 (vs 20.4% and 18.3% respectively in the general sample).

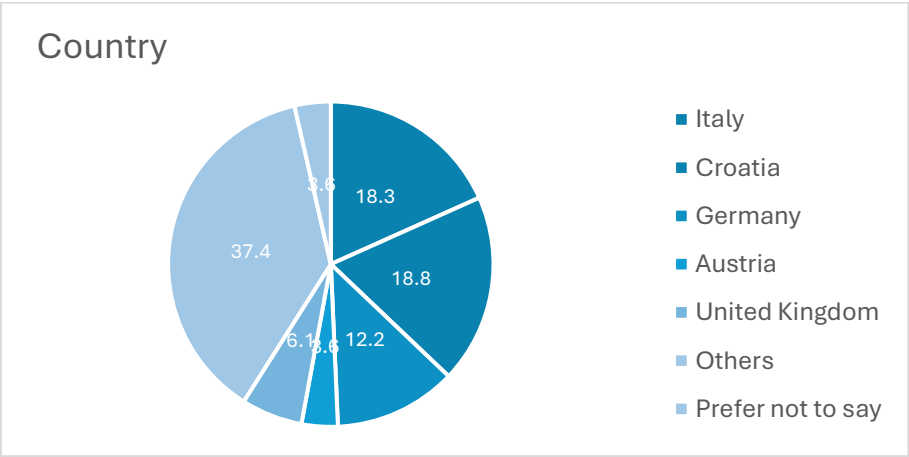


Figure 66: Croatia Southern Adriatic Tourists Survey - Country

The origin of tourists coming in the Croatia Southern Adriatic area is significantly different from the data related to the general sample. While in the general sample 55.8% of tourists are Italian, and only 17.7% comes from countries different from Italy, Croatia, Germany, Austria, and the UK, in the specific area Italians are just 18.3% of the total, lower than Croatian (18.8%), while 37.4% declared coming from «other» country.

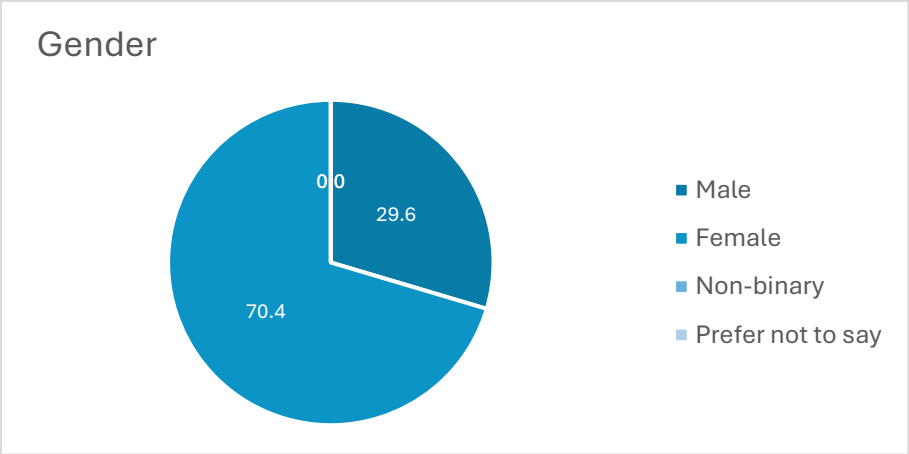


Figure 67: Croatia Southern Adriatic Tourists Survey - Gender

As in both cases women constitute the majority of respondents, in the case of Croatia Southern Adriatic sample it constitutes the 70.4% of valid answers.

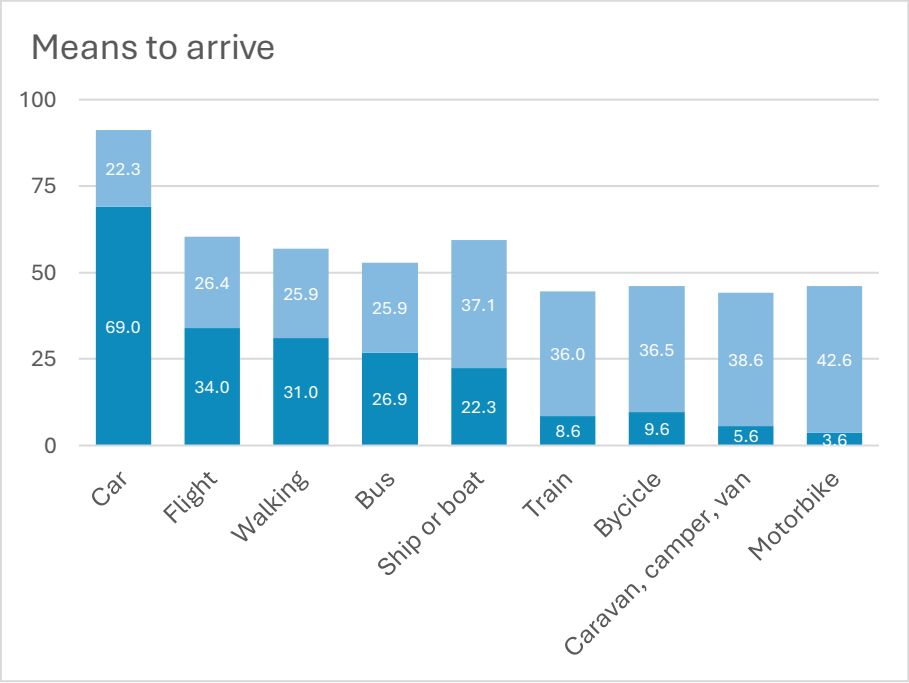


Figure 68: Croatia Southern Adriatic Tourists Survey - Means to arrive

In terms of car dependency, the Croatia Southern Adriatic sample shows a higher level of reliance when both principal and additional transport modes are considered together. However, when considering only the principal mode of transport, the Croatia Southern Adriatic

sample appears slightly less car-dependent than the general sample. Other transport modes are generally more strongly represented in the Croatia Southern Adriatic sample, most notably ship/boat use, which shows a marked overrepresentation (59.4% overall compared to 20.3% in the general sample).

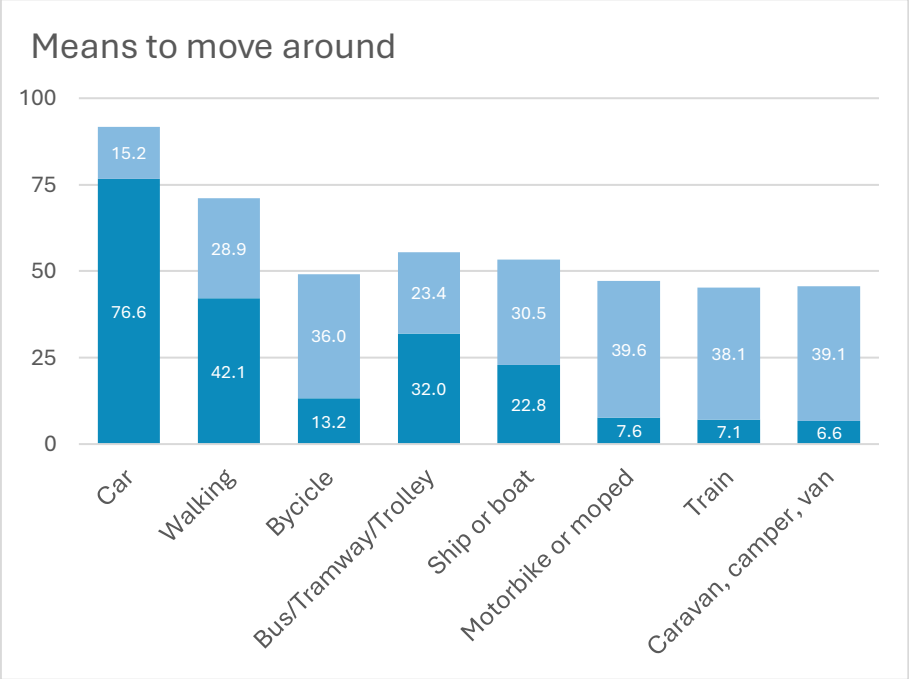


Figure 69: Croatia Southern Adriatic Tourists Survey - Means to move around

Differently from the previous analysis, when looking at mobility during the stay, Croatia Southern Adriatic tourists appear to be more car-dependent than the average sample (91.8% combined vs 69.1%). Cycling is used relatively more often in the Croatia Southern Adriatic as an additional mode of transport (13.2% + 36%, compared to 22.7% + 20% in the general sample), while walking also shows a stronger presence (42.1% + 28.9% vs 28.1% + 25.2%). Public transport modes (bus and ships) are likewise more represented among Croatia Southern Adriatic tourists.

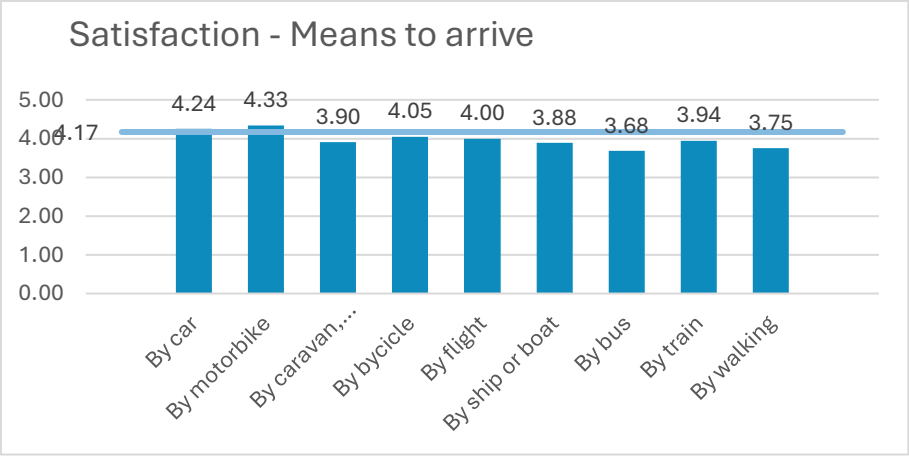


Figure 70: Croatia Southern Adriatic Tourists Survey - Satisfaction with means to arrive

The average level of satisfaction with the means used to reach the vacation area is slightly lower in the Croatia Southern Adriatic sample, when compared against the general one. The most notable differences concern travel by caravan, camper, or van (4.21 in the general sample vs 3.90 in the Croatia Southern Adriatic area), while train users report slightly higher satisfaction levels in the Croatia Southern Adriatic sample (3.94 vs 3.75).

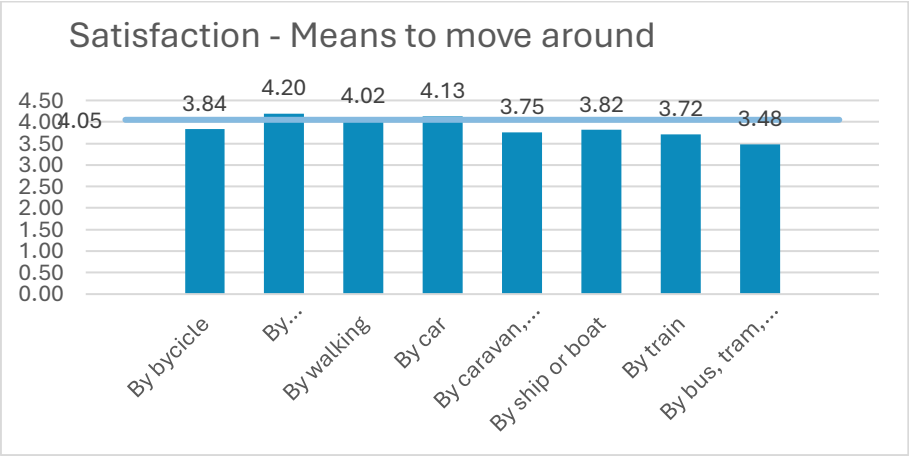


Figure 71: Croatia Southern Adriatic Tourists Survey - Satisfaction with means to move around

Differences become more accentuated when looking at satisfaction levels related to moving around within the destination area. The overall average level of satisfaction remains lower in the Croatia Southern Adriatic sample when compared with the general sample. More specifically, tourists travelling by bicycle in the Croatia Southern Adriatic report significantly lower satisfaction levels (3.84 vs 4.34 overall), as the ones moving on foot (4.02 vs 4.19).

SUMMA

Satisfaction levels among tourists travelling by car are almost identical (4.13 in the Croatia Southern Adriatic sample vs 4.14 overall). However, while car-related satisfaction in the general sample falls slightly below the overall average, in the Croatia Southern Adriatic it sits just above it.

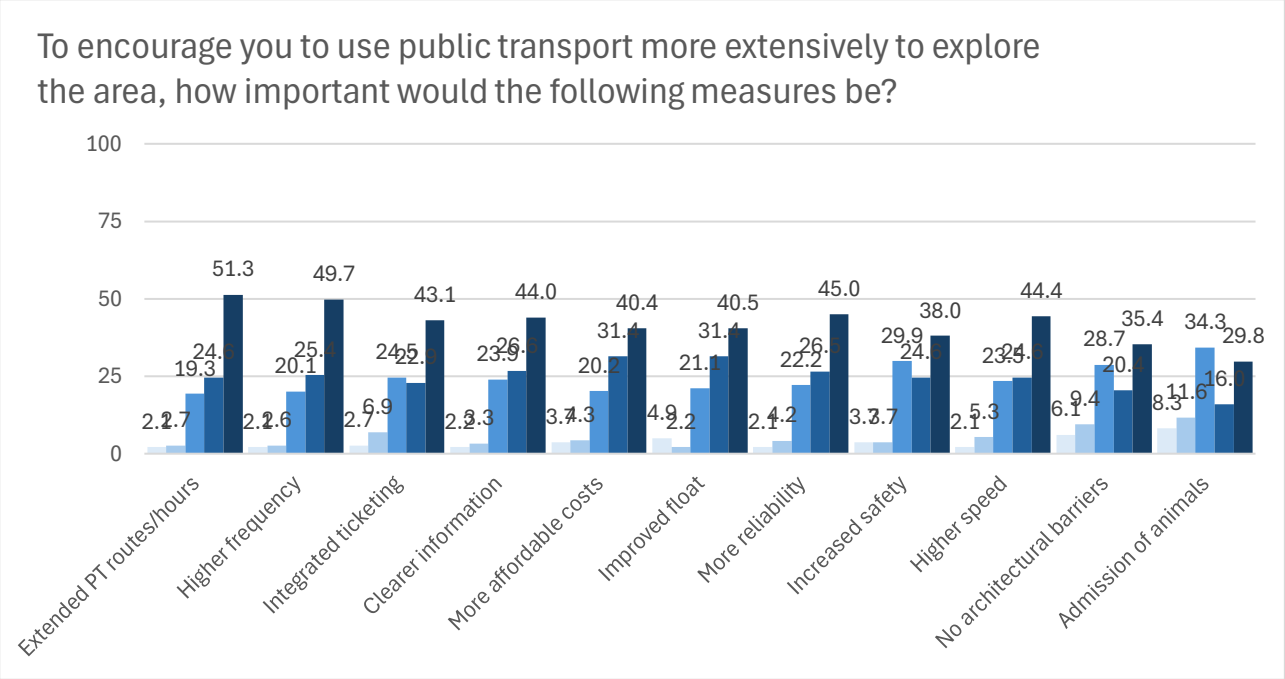


Figure 72: Croatia Southern Adriatic Tourists Survey - Assessment of measure to implement public transport

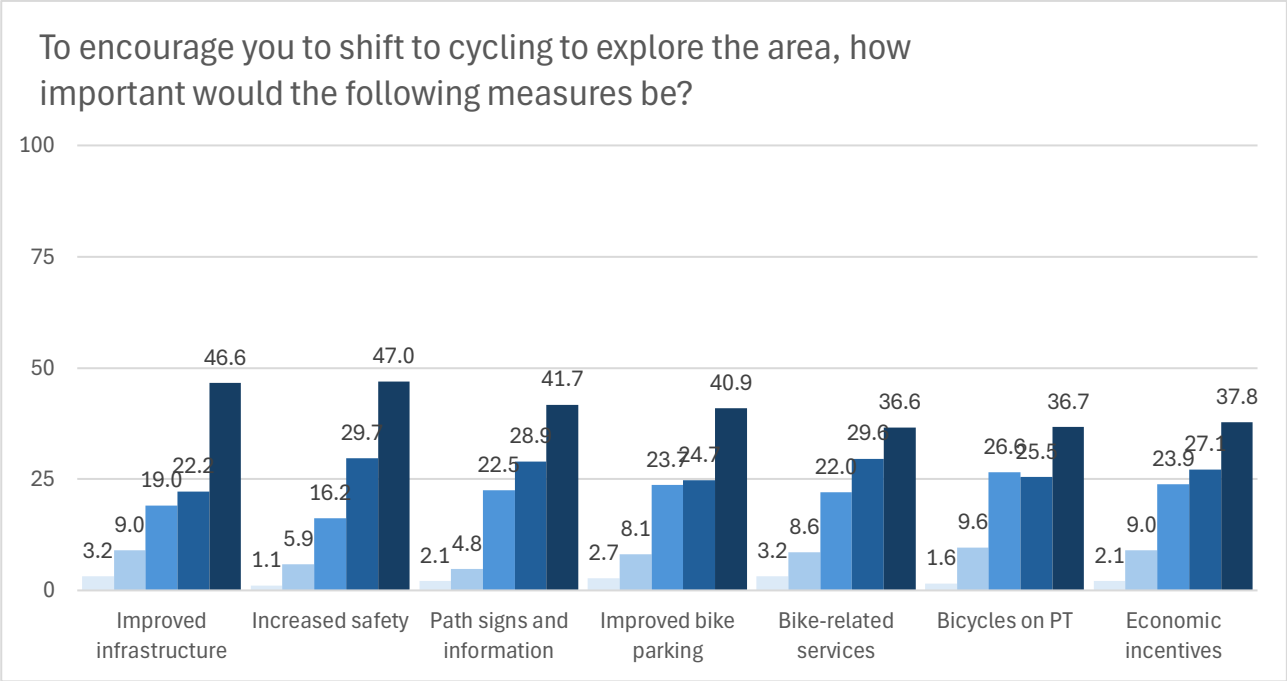


Figure 73: Croatia Southern Adriatic Tourists Survey - Assessment of measures to implement cycling

Overall, levels of agreement tend to be higher in the general sample than in the Croatia Southern Adriatic sample.

Notable exceptions emerge in the case of Local Public Transport (LPT): the removal of architectural barriers and the free admission of animals receive higher levels of agreement in the Croatia Southern Adriatic area, while the introduction of an integrated ticketing system is also viewed somewhat more positively. By contrast, LPT reliability improvements and higher travel speeds appear to be lower priorities.

In the field of cycling mobility, all proposed measures are generally considered less relevant by respondents in the Croatia Southern Adriatic area compared to the general sample.

3.5.3.3 Main takeaways

The PP7 resident survey presents a somewhat more multimodal picture than some of the other Pilot Areas, although the results are influenced by the young composition of the sample. Respondents report lower private-car use and higher public-transport use for work and study than the general sample, together with a high level of intermodality. Public transport use remains comparatively strong during leisure activities as well. Nevertheless, participants in the

subsequent Focus Groups (see next Paragraph) considered actual car use across the wider County likely to be higher than the survey alone suggests.

Residents strongly value public transport expansion, active-mobility infrastructure, road safety and affordability, with lower fares being the only measure receiving stronger maximum support in PP7 than in the overall sample. Communication campaigns receive comparatively weaker support, suggesting that respondents give priority to tangible improvements in the mobility offer.

Tourist mobility in the Croatia Southern Adriatic is particularly multimodal when reaching the area, with significant use of aviation, maritime transport, buses and other modes alongside the car. Once at destination, however, car use becomes very high. Walking, cycling and public transport remain important complementary modes, but satisfaction with cycling and walking is below the overall tourist sample. Tourist respondents also assign somewhat greater relevance to integrated ticketing and accessibility measures within public transport, while most cycling interventions receive lower priority than in the general sample.

Overall, the survey evidence supports a strategy centred on stronger integration between transport modes and hubs, rather than on one mode alone. This is directly relevant to the PP7 Pilot Activity: improving the interface between airport and maritime transport responds to a territorial mobility system characterised by substantial tourist flows, multiple transport modes and a continuing need to make transfers between them more efficient and attractive.

3.5.4 Participatory Analysis

3.5.4.1 General information on the initiative

Within the framework of SUMMA, on 26th May 2026 the PP7 – Split-Dalmatia County organised two parallel Focus Groups aimed at discussing current mobility patterns, validating evidence collected through the project, and developing a shared reflection on the future of sustainable and multimodal mobility in the County. The activities contributed directly to D112 – Pilot Site Sustainable Mobility Report and to the strategic development process leading to D121 – Strategy for Intermodal Mobility Solutions. Both Focus Groups followed the common participatory approach proposed within WP1, combining evidence validation, future-oriented scenario building and discussion of the strategic role of the ongoing Pilot Activity.



Figure 74: Participants' roundtable during PP7 D112 Focus Group, 26th May 2026

3.5.4.2 Overview of participants

The two Focus Groups involved a diversified set of stakeholders representing different components of the local Mobility Ecosystem. Participants included representatives of Split-Dalmatia County, Split Airport, Croatian Railways passenger transport, the Agency for Coastal Liner Shipping, the Port Authority of Split-Dalmatia County and the City of Kaštela, together with teachers and students from the Secondary Technical Traffic School in Split and a student from the University of Split. This composition ensured the presence of institutional, transport-service, educational and user perspectives, allowing the discussion to combine technical knowledge, governance experience and everyday mobility practices.

The following table details the composition of the two parallel groups:

Table 10: Composition of the two parallel groups during the PP7 D112 Focus Group

Focus Group 1		Focus Group 2	
Participants	**Institution**	**Participants**	**Institution**
Teacher	Secondary Technical Traffic School Split	Representative	Split-Dalmatia County
Student	Secondary Technical Traffic School Split	Representative	Agency for coastal liner shipping
Student	Secondary Technical Traffic School Split	Representative	Port Authority of Split-Dalmatia County
Student	Secondary Technical Traffic School Split	Teacher	Secondary Technical Traffic School Split

Representative	Split Airport	Student	Secondary Technical Traffic School Split
Representative	Croatian Railways - passenger traffic	Student	Secondary Technical Traffic School Split
Student	University of Split	Student	Secondary Technical Traffic School Split
Representative	Split-Dalmatia County	Representative	City of Kaštela
		Representative	Split-Dalmatia County
		Representative	Split-Dalmatia County

3.5.4.3 Goals of the activities

The activities pursued three interconnected objectives:

- First, they aimed to validate and interpret the results of the SUMMA surveys targeting residents and tourists, comparing the quantitative findings with stakeholders' local knowledge and direct experience.
- Second, participants were invited to think forward to 2035, identifying desired impacts, enabling factors, barriers and actions required to support a more sustainable mobility system.
- Third, the Focus Groups aimed to position the PP7 Pilot Activity within this broader long-term vision, assessing its relevance for strengthening multimodality and improving connections between major transport modes and hubs.

3.5.4.4 Structure of the activities

The Focus Groups were structured according to the common format developed within WP1.

The first phase, Understanding Mobility Patterns, focused on the participatory analysis of survey findings and modal split evidence. Participants discussed results concerning mobility choices for work, study and leisure, satisfaction with existing transport options, the main drivers of modal choice and possible future mobility preferences. The same approach was applied to the tourist survey, including travel to the area, mobility within the territory, satisfaction and future perspectives regarding public transport and cycling.

The second phase, Thinking Forward, consisted of a scenario-making exercise in which participants were asked to imagine the Split-Dalmatia County mobility system in 2035. The reflection was organised around desired impacts, drivers of change, challenges and the activities or initiatives required to achieve the envisioned scenario.

The final phase, Strategic Thinking, explicitly connected the results of the scenario-making exercise with the PP7 Pilot Activity. Participants discussed how the feasibility study developed within SUMMA could contribute to the longer-term transformation of the regional mobility system and what institutional, financial and strategic conditions would be required for its future implementation.

3.5.4.5 Results of the activities

3.5.4.5.1 End-user surveys validation

The participatory validation confirmed several findings emerging from the resident and tourist surveys, while also introducing important territorial qualifications. With regard to residents, participants in both Focus Groups considered private-car use to be higher in reality than suggested by the survey results. At the same time, they broadly confirmed the findings related to leisure mobility, satisfaction and the importance of transport speed as a driver of modal choice. Participants stressed, however, that the availability of multiple transport options is itself a crucial factor, and that such alternatives remain limited in many parts of the County.

The discussion also revealed significant differences within the Pilot Area. Participants noted that young people, particularly in the Kaštela area, make extensive use of public transport, which may partly explain the relatively high public-transport shares recorded in some survey results. At the same time, cycling conditions vary considerably across the territory: Split was described as lacking adequate conditions for safe and efficient cycling, while Kaštela already has some cycling infrastructure but suffers from weak connections with neighbouring municipalities. The absence of dedicated cycling links between areas such as Solin and Split was identified as a practical barrier, together with terrain configuration and the limited diffusion of cycling for commuting purposes.

For the tourist survey, participants generally agreed with the findings concerning mobility within the area and satisfaction with travel conditions, but provided a more nuanced interpretation of how tourists reach the County. One group considered private-car use less dominant than suggested by the survey, while the second highlighted the significant use of public transport by tourists arriving at Split Airport, particularly those travelling for short stays with limited luggage.

Across both groups, clear priorities emerged for improving local public transport: higher service frequency, new connections between surrounding areas and major urban centres, and more affordable fares. Cycling infrastructure was also repeatedly identified as insufficient, and

participants stressed the need to improve both cycling conditions and pedestrian corridors in order to encourage more sustainable forms of local mobility.

3.5.4.5.2 Scenario-making exercise

The scenario-making exercise produced a relatively coherent vision of the desired mobility system for 2035. Participants in the first Focus Group emphasised stronger promotion of non-motorised mobility, expansion of pedestrian areas and cycling infrastructure, development of radial transport systems capable of protecting the city centre from excessive road traffic, and improved public transport links between suburban or rural areas and urban centres. They also highlighted the need for an additional transport hub in the Split area, long-term continuity in public transport planning, inclusion of all relevant stakeholders and clearer public communication of mobility objectives.

The second Focus Group placed greater emphasis on faster and more efficient transport infrastructure, stronger integration between modes, improved railway services, relocation of the main transport terminal outside the city centre, electrification of vehicles and wider infrastructure upgrading. A major challenge identified by participants concerned property ownership and land-use issues, which were seen as significant obstacles to the implementation of new sustainable mobility infrastructure.

The outcome of such exercise suggests that stakeholders do not interpret the transition to sustainable mobility as the result of a single intervention. Rather, the desired 2035 scenario depends on a combination of infrastructure investment, public-transport enhancement, active mobility, intermodal integration, institutional coordination, long-term planning and effective communication.

3.5.4.5.3 Strategic framing of the ongoing Pilot Activity in the broader mobility context

Participants generally considered the PP7 Pilot Activity to be well aligned with the long-term mobility objectives identified during the scenario-making exercise. The feasibility and cost-benefit study for improving the connection between Split Airport and the maritime passenger terminal in Resnik Port was seen as contributing directly to stronger multimodality and to better integration between air and maritime transport. Participants also stressed that this type of intervention has relevance beyond the immediate local context because it strengthens connections between major transport gateways and can contribute to broader national mobility objectives.

At the same time, stakeholders underlined that the implementation of major sustainable mobility solutions depends heavily on financial resources, institutional support and involvement at national level, particularly when large infrastructure investments and electrification processes are concerned. The existing cooperation between PP7 and national-level actors was therefore considered an important enabling factor. Although the feasibility study itself has a local focus, participants viewed it as an important foundation for achieving the 2035 vision, especially by improving transfer opportunities and mobility solutions for international visitors and tourists.

3.5.4.6 Main takeaways

The participatory analysis highlights a mobility system in transition, but still characterised by strong private-car dependence, uneven availability of alternatives and significant territorial differences between Split and the wider County. Stakeholders consistently called for better public transport frequency and coverage, stronger links between surrounding settlements and urban centres, improved cycling and pedestrian infrastructure and greater integration between transport modes.

The 2035 vision emerging from the Focus Groups is therefore one of a more integrated, multimodal and spatially balanced mobility system, supported by long-term planning, stronger rail and public transport services, active mobility, new or improved transport hubs and closer coordination among institutions. Within this perspective, the PP7 Pilot Activity is considered strategically relevant because it addresses one of the key intermodal interfaces of the County and provides a concrete planning basis for improving the connection between air and maritime transport. Its future effectiveness, however, will depend on the capacity to mobilise adequate funding, institutional support and coordinated implementation across different levels of governance.

3.6 PP8 Sustainable Mobility Report

3.6.1 Context and Pilot Activity Description

PP8 – City of Zadar operates in a coastal and highly tourism-oriented urban context, where seasonal mobility pressures add to the daily transport demand generated by residents and commuters. The city has a relatively compact and flat urban structure that is potentially favourable to cycling, yet bicycle use remains limited and the cycling network is still fragmented. Mobility challenges are particularly visible along the east–west urban axis, in

access to the historic peninsula and northern beaches, and in connections with the wider regional and island system. The concentration of tourist flows and commuter traffic contributes to congestion, especially during the summer season, while the presence of remote islands introduces additional accessibility constraints in terms of travel time, service viability and transport integration.

Within WP2 – Activity 2.3 Sustainable Multimodal Transport Solutions, PP8 is implementing a Pilot Activity focused on the establishment of new cycling routes and bicycle storage facilities in Zadar. The intervention is designed to connect strategic and frequently used locations in the wider urban area, including the Gaženica ferry port, Zadar's main bus station and other key city locations, while also extending the cycling connection towards Preko on the island of Ugljan. The activity contributes to the EuroVelo 8 Mediterranean Route and is intended to strengthen bike-ferry-bus intermodality, allowing residents and tourists to combine cycling with public and maritime transport. In particular, tourists arriving at Gaženica are expected to be able to rent bicycles and use them as a primary means of local transport, helping to reduce private-car use during the tourist season.

The Pilot Activity also includes the installation of secure bicycle storage/garage facilities at relevant mobility nodes, complementing the existing public bicycle system and improving the practicality and attractiveness of cycling. By improving east-west connections, strengthening access to Gaženica and supporting safer and more convenient bicycle use, the intervention aims to contribute to a broader behavioural shift away from private motorised transport and towards more sustainable mobility choices for both residents and visitors.

3.6.2 Modal Split Analysis

According to data[4] from the household survey of Zadar County conducted as part of the Transport Master Plan of the functional region of Northern Dalmatia, the modal split indicates that around 57% of respondents who stay or reside in the City of Zadar use a car as their daily means of transport, either as drivers or passengers. Cars are followed by walking with 18% and public transport with 16%.

[4] See especially *Plan održive urbane mobilnosti Grada Zadra* [Sustainable Urban Mobility Plan of the City of Zadar]. Zadar, September 2021. Available at: https://krsevan.grad-zadar.hr/GradskoVijece/SAZIV%2025%20-%2029/GV%206%20-%2010.10.25/21%20-%20urbana%20mobilnost.pdf

However, a concerning fact is that nearly 90% of citizens aged 45-65 and as many as 76% of citizens aged 25-44 use a private car for their daily travel needs. Sustainable modes of transport-cycling, walking, and public transport are most commonly used by citizens who do not have access to a car, namely schoolchildren and retirees.

Analysis of the changes in the modal split distribution across different demographic cohorts demonstrates that as users get older, they rely more on private cars and less on sustainable modes of transport. This figure indicates the necessity of developing sustainable modes of transport that can serve as an alternative to private cars.

If we consider the average distance of commuting trips – i.e., travel from place of residence to workplace or educational institution – it has been determined that 71.6% of respondents in the City of Zadar travel distances of up to 5 kilometres. Such distances could easily be covered by bicycle, electric scooter, public transport, or even on foot.

3.6.3 Participatory Analysis

3.6.3.1 General information on the initiative

As part of European Mobility Week 2025, the City of Zadar organised a stakeholder panel discussion titled "Electric Scooters – Practical Urban Mobility Solution or Road Safety Risk?". The event was held under the 2025 yearly European Mobility Week theme, "Mobility for Everyone", which encourages cities to promote transport that is safe, accessible and inclusive.

3.6.3.2 Overview of participants

More than 150 participants attended the event, with primary and secondary school students making up the largest group. Since young people are among the most frequent users of electric scooters, their participation provided valuable insight into everyday mobility habits and safety concerns. Following the stakeholder categories defined in the D112 Focus Group Guidelines, the discussion brought together representatives from several sectors:

- Public authorities: Zadar Traffic Police.
- Mobility experts: Croatian Automobile Club (HAK).
- Healthcare sector: General Hospital Zadar.
- Education sector: teachers and representatives of local schools.
- Citizens and end-users: students and parents.
- Youth representatives: secondary school students who shared their personal experiences with electric scooter use.

The diversity of participants ensured that the discussion reflected a wide range of perspectives, combining professional expertise with practical everyday experiences.

3.6.3.3 Goals of the activity

The panel was organised by City of Zadar as one of the current topics important to open for discussion but also as one of the stakeholder engagement activities of the SUMMA project. The main objective of the panel was to encourage dialogue on the role of electric scooters in sustainable urban mobility while identifying practical measures that could improve road safety and support responsible use of micromobility.

More specifically, the activity aimed to:

- Gather stakeholder opinions on the advantages and challenges of electric scooter use.
- Raise awareness about safe and responsible riding.
- Identify the key safety issues affecting children and young people.
- Provide qualitative input for activities within the SUMMA project.
- Contribute to the implementation of the City of Zadar's sustainable mobility objectives.
- Strengthen cooperation between public institutions, schools, parents, mobility experts and healthcare professionals.

The event also contributed to the implementation of the City of Zadar Sustainable Urban Development Strategy, which recognises sustainable transport, road safety, active mobility and behavioural change as essential elements of improving the quality of life in the city. By encouraging dialogue among citizens and professionals, the activity supported the city's broader efforts to promote safer, more sustainable and people-oriented mobility.

3.6.3.4 Structure of the activity

The event was organised as an interactive panel discussion, allowing experts and participants to exchange views through an open Q&A format.

Representatives from the traffic police, healthcare sector, mobility organisations and education introduced the topic from their professional perspectives, while students and parents actively participated by sharing their own experiences, concerns and suggestions related to the everyday use of electric scooters.

This participatory approach reflects the stakeholder engagement principles promoted within the Interreg Programme, where expert knowledge is complemented by the experiences of end-

users. The discussion encouraged direct dialogue between institutions and citizens, helping to identify both practical challenges and opportunities for improving urban mobility.

3.6.3.5 Results of the activity

The discussion showed broad agreement that electric scooters have become an important option for short urban trips. Participants recognised their convenience, affordability and environmental benefits, particularly as a way of reducing dependence on private cars and improving first- and last-mile connections within the city.

At the same time, several challenges were repeatedly highlighted:

- The growing number of traffic accidents involving electric scooter users, especially minors.
- Limited knowledge of traffic rules among young riders.
- Inconsistent use of helmets and other protective equipment.
- The need for more continuous education on safe micromobility.
- The importance of adapting urban infrastructure to accommodate different transport modes more safely.

Healthcare professionals noted an increase in injuries related to electric scooter accidents, while representatives of the traffic police stressed that education and prevention remain the most effective long-term tools for improving road safety.

The panel generated valuable qualitative information that will support the implementation of the SUMMA project by improving understanding of user behaviour, mobility needs and the barriers to safe micromobility.

The discussion also reinforced several priorities already identified in the City of Zadar's strategic documents, including:

- Promoting sustainable and low-emission transport.
- Improving safety for vulnerable road users.
- Encouraging multimodal and active mobility.
- Strengthening mobility education across all age groups.
- Improving cooperation between local authorities, educational institutions, healthcare providers and citizens.

3.6.3.6 *Main takeaways*

One of the key messages emerging from the discussion was that successful implementation of sustainable mobility solutions depends not only on infrastructure investments but also on education, public awareness and continuous involvement of local stakeholders.

The stakeholder panel confirmed that electric scooters can make an important contribution to sustainable urban mobility when supported by appropriate safety measures, education and infrastructure improvements.

The discussion produced several important conclusions:

- Stakeholder engagement provided valuable insights that will support future activities within the SUMMA project.
- Young people see electric scooters as an attractive and practical means of transport but need better knowledge of traffic regulations and safe riding practices.
- Educational activities and awareness campaigns should complement regulatory measures and infrastructure improvements.
- Close cooperation between public authorities, schools, healthcare institutions and families is essential for improving road safety.

Overall, the panel demonstrated that creating safer and more sustainable urban mobility requires more than physical infrastructure. Long-term success depends on informed users, strong cooperation between institutions and continuous dialogue with the community. The knowledge and recommendations collected during the event will support both the implementation of the SUMMA project and the City of Zadar's ongoing efforts to develop a safer, more sustainable and inclusive urban mobility system.

4 Conclusions

Despite substantial differences among the Pilot Areas, a number of recurring patterns emerge from Chapter 3. Private-car dependency remains a major characteristic of most local mobility systems, although its intensity and causes differ considerably. In Pescara, private cars account for more than 60% of movements according to the cited planning evidence; in Riviera Friulana, dispersed settlements and limited public transport alternatives reinforce car use; in Labin, private vehicles account for approximately 70-80% of daily trips; and in Split-Dalmatia County car dependency remains particularly pronounced outside the City of Split. Zadar also shows substantial daily reliance on private cars, particularly among working-age residents.

The survey analyses reinforce the importance of viable alternatives rather than restrictions alone. Across the different territories, respondents consistently assign high importance to improvements in public transport networks, frequency, safety, affordability, cycling infrastructure and accessibility. However, the relative importance of these measures varies according to territorial conditions. In the Riviera Friulana, for instance, the lack of alternatives is the strongest reported driver of modal choice and stakeholders subsequently confirmed that public transport improvement should not be subordinated to cycling development. In Pescara, affordability, safety and accessibility receive particularly strong support, while in Split-Dalmatia County respondents prioritise core infrastructure and transport costs over communication measures.

The tourist analyses reveal a similarly differentiated picture. In the Italy Northern Adriatic area, tourists predominantly arrive by car but make extensive use of bicycles once at destination, highlighting the importance of cycling as part of the local tourism experience. In the Italy Central Adriatic, car use remains dominant both for arrival and local mobility, while respondents express strong demand for more frequent public transport and improved cycling facilities. In the Croatia Northern Adriatic, tourists show particularly high car dependency during their stay and comparatively low satisfaction with public transport, while clearer information emerges as an important condition for greater public transport use. In the Croatia Southern Adriatic area, mobility is more multimodal, with substantial use of maritime transport, walking and cycling alongside very high car use during the stay; respondents nevertheless report lower satisfaction with cycling and walking than the general tourist sample.

The participatory activities were essential in validating, qualifying and contextualising these quantitative findings. Rather than simply confirming survey results, stakeholders frequently introduced important territorial additions and nuances. In Caorle, discussions highlighted the need to transform fragmented cycling routes into continuous and legible networks serving tourists and residents alike. In Pescara, participants emphasised affordability, frequent connections and integration with the regional MaaS. In Riviera Friulana, public transport emerged as the backbone around which cycling and intermodality should be developed. In Labin, stakeholders supported a phased approach combining pilot public transport services with complementary mobility solutions. In Split-Dalmatia County, participants stressed differences between Split and its wider functional area and called for stronger connections between urban centres, suburban areas and major transport hubs.

The scenario-making exercises also point towards a common strategic direction: sustainable mobility requires integrated systems rather than isolated interventions. Across the Pilot Areas, desired future scenarios combine stronger public transport, safer and more continuous cycling and walking infrastructure, intermodal hubs, improved information, better connections between coastal and hinterland areas, and stronger institutional coordination. Cultural and behavioural change is repeatedly identified as necessary, but stakeholders also stress that it must be supported by credible services, infrastructure and clear mobility choices.

To conclude, the Pilot Site analyses show that SUMMA's local Pilot Activities respond to different manifestations of a common challenge: how to make sustainable and intermodal mobility sufficiently reliable, accessible and convenient to constitute a realistic alternative to private-car use. The Pilot Activities address this challenge through different entry points – cycling infrastructure, multimodal hubs, public transport planning, low-emission services, integrated ticketing, improved air-sea connections and cycling/micromobility measures – but the evidence collected through D112 indicates that their long-term effectiveness will depend on their integration within broader territorial mobility systems, coordinated governance arrangements and the everyday needs of residents and visitors.

5 References

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