

D4.3.6. Šibenik pilot site



Document Control Sheet

Application ID:	10042161
Project acronym	STEP-UP
Project Title	Sustainable Transport E-Planner to Upgrade the IT-HR mobility
Start of the project	01/2018
Duration	18 months

Related activity:	Task 4.3 – Info-mobility services' integration
Deliverable name:	Marche region pilot site
Type of deliverable	Technical documentation
Language	English
Work Package Title	Pilot the integration between different info-mobility services
Work Package number	WP4
Work Package Leader	Regione Emilia-Romagna

Status	Draft
Author (s)	Petar Mišura
Version	V01
Due date of deliverable	31.05.2019 (AF) – 31.08.2019 (from STEP-UP GANTT)
Delivery date	06.09.2019.

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1. Introduction

1.1 Purpose of this document

This document serves as a showcase of Šibenik STEP-UP pilot project, Connecting the city of Šibenik with airports of Zadar and Split by bus line. This pilot project was part of the package 4 where the City of Šibenik had to introduce new intermodal links to Zadar airport integrating the existing connections favouring their improvements for a better touristic flow management.

1.2 Pilot description D3.2.2. City of Šibenik

This pilot project of the City of Šibenik consisted of introducing a direct bus line connecting Šibenik with airports of Zadar and Split that started on the 26th of June and ended on the 27th of August 2019. The pilot project was aiming at improving citizens and tourist mobility between the city of Šibenik and airports of Zadar and Split, and at the same time increasing the standard of living.

The reason why we engaged ourselves in this pilot project was the fact that there wasn't any kind of public transportation from Zadar and Split airports to the city of Šibenik and vice versa.

To get from Zadar airport to Šibenik, passengers must take the bus at Zadar main bus station and get the intercity bus to Šibenik. A similar situation is at Split airport. To get to Šibenik, passengers must take the local bus to Split or Trogir and then catch the intercity bus to Šibenik from there.

1.2.1 How the pilot is accessible by the end-users

This project was a great opportunity for cities of Šibenik, Zadar and Split to connect with direct bus lines, providing residents and tourists better quality of transport services (accessibility, reliability, cleanliness, safety).

Residents and tourists as end-users were able to have an easy transfer to their destination. The reason for this was the timetable of the bus shuttle service which was well adapted to the departure of the airplanes. Also, the end-users arriving to the bus terminal of Šibenik could easily use another mean of transport like ferry, taxi, taxi boat, public bus transport of railway which are all located within a walking distance.

2. Connecting the city of Šibenik with airports of Zadar and Split by bus line

To carry out this pilot project we have contracted two carriers, one to carrier drive to the airport of Zadar and vice-versa and the other to the airport of Split and vice-versa.

The service providers were obliged to provide shuttle service for passengers on the route from the city of Šibenik to the airports in Zadar and Split and vice versa for a period of 2 months, from 26th of June and the 27th of August 2019. At the end of the implementation period they submitted a report on the performance of their service, precisely the number of passengers they transported.

During the implementation period 476 passengers were transported between Šibenik and Zadar airport and 831 passengers between Šibenik and Split airport, in total 1307 persons used this shuttle service.

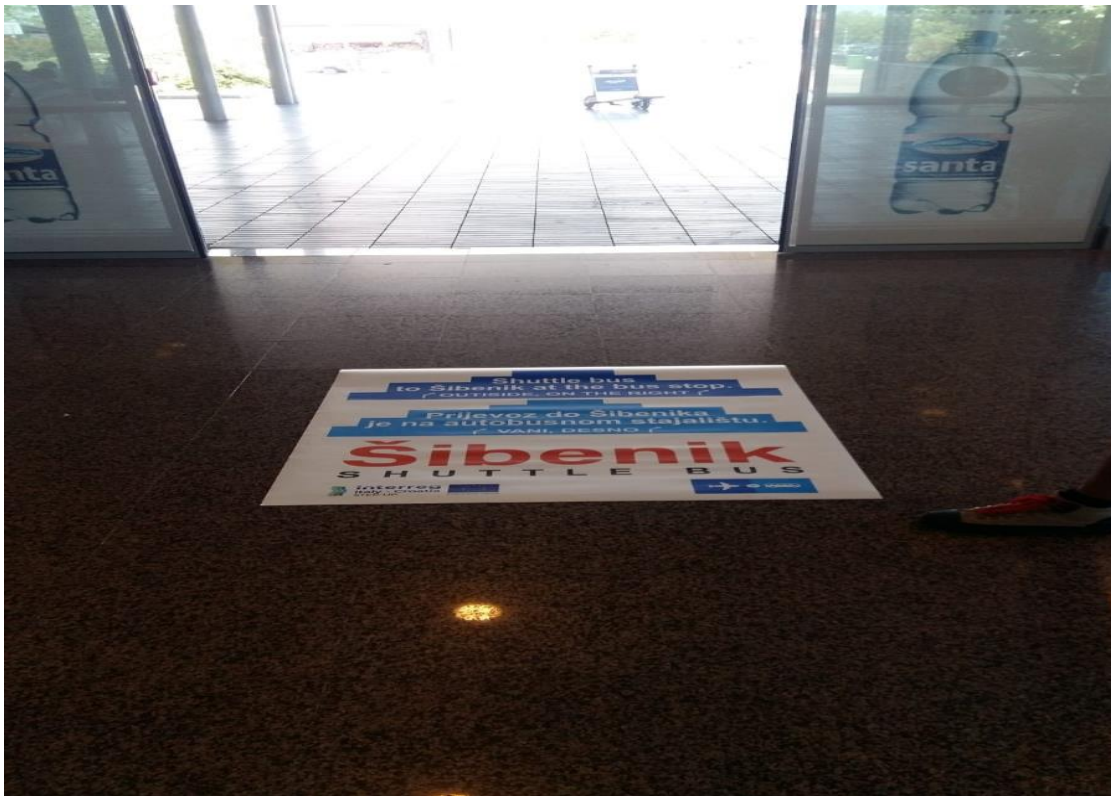
This pilot project provided better transport connections between the city of Šibenik and airports in Zadar and Split and had an impact on tourist mobility and increase the standard of living of local citizens. One of the reasons why we launched this pilot project was to facilitate and simplify the transport of passengers to Šibenik.

This project developed a marketing campaign consisting of the following activities: 10 000 flyers, City light advertising in 7 different locations in Šibenik, 3 banners on the front page of 3 local portals, 100 promotional messages and 2 promotional shows on local radio stations, Telop on local television, Facebook advertising that includes 15 sponsored posts, design and graphic preparation of all kinds of promotional materials.

Also, the specialized equipment was purchased within this pilot project such as TV 55", Intel NUC kit, Lenovo TAB 10", UPS device, etc. Equipment was assembled within the Bus Station in Šibenik and used to carry out the integration activities of the various services of info mobility within the work package no. 4.

2.1 Documentation





3. Results of the pilot project “Connecting the city of Šibenik with airports of Zadar and Split by bus line”

During the implementation period 476 passengers were transported between Šibenik and Zadar airport and 801 passengers between Šibenik and Split airport, in total 1277 persons used this shuttle service.

During this pilot project a marketing campaign was successfully conducted. It consisted of the following activities: 10 000 flyers, City light advertising in 7 different locations in Šibenik, 3 banners on the front page of 3 local portals, 100 promotional messages and 2 promotional shows on local radio stations, Telop on local television, Facebook advertising that includes 15 sponsored posts, design and graphic preparation of all kinds of promotional materials.

Also, the specialized equipment was purchased within this pilot project such as TV 55“, Intel NUC kit, Lenovo TAB 10“, UPS device, etc. Equipment was assembled within the Bus Station in Šibenik and used to carry out the integration activities of the various services of info mobility within the work package no. 4.

3.1 Pilot project reports

For the pilot project two carriers have been contacted, one to drive to the airport of Zadar and vice-versa and the other to the airport of Split and vice-versa. At the end of the pilot project they had to send a final report. Following the report with the number of sold tickets

Carrier "Pućo d.o.o." Report

mjesec SRPANJ					
PRIHODI					
	Jedinična cijena	Broj prodanih karata	Ukupno		
1. Karte	60,00 kn	226	13.560,00 kn		
2. Ostalo	- kn	- kn	- kn		
UKUPNO PRIHODI:			13.560,00 kn		
RASHODI					
1. DIREKTNI RASHODI					
1. Gorivo	Dnevna kilometraža	Broj dana vožnje	Ukupna kilometraža		
	802,73	30	24082		
2. Cestarina	Prosječna potrošnja goriva lit/100km	Ukupna potrošnja goriva u litrama - dnevno	Mjesečna potrošnja goriva u l	Cijena goriva	Ukupno gorivo:
	8,9l/100	70,8	2123,77	9,70 kn	20.600,57 kn
3. Plaće vozača	Cijena cestarine	Broj ulazaka/izlazaka na autoput	Ukupno cestarina		
	13	85	1105		
3. Plaće vozača	Broj vozača	Bruto iznos plaće Bruto 2	Ukupno plaće		
	5	4386,75	21933,75		
UKUPNO DIREKTNI RASHODI:			43.639,32 kn		
2. INDIREKTNI TROŠKOVI					
1. Amortizacija /Najam	Kombi ili bus	Mjesečni iznos amortizacije/najam	Broj mjeseci tijekom kojih se pružala usluga	Ukupno amortizacija	
	2 Kombija	3802	1	3802	
2. Osiguranje	Kombi ili bus	Mjesečni iznos osiguranja	Broj mjeseci tijekom kojih se pružala usluga	Ukupno osiguranje	
	2 Kombija	923,88	1	923,88	
3. Investicijsko održavanje - kvarovi	Kombi ili bus	Iznos računa			
4. Indirektne plaće	Kilometraža tijekom projekta	Ukupan broj kilometara svih vozila	Bruto plaće zaposlenika koji nisu vozači	Ukupno indirektne plaće	
				#DIV/0!	
UKUPNO INDIREKTNI TROŠKOVI			#DIV/0!		
UKUPNO RASHODI			#DIV/0!		

mjesec KOLOVOZ					
PRIHODI					
	Jedinična cijena	Broj prodanih karata	Ukupno		
1. Karte	60,00 kn	250	15.000,00 kn		
2. Ostalo	- kn	- kn	- kn		
UKUPNO PRIHODI:			15.000,00 kn		
RASHODI					
1. DIREKTNI RASHODI					
1. Gorivo	Dnevna kilometraža	Broj dana vožnje	Ukupna kilometraža		
	750,53	30	22516		
2. Cestarina	Prosječna potrošnja goriva lit/100km	Ukupna potrošnja goriva u litrama - dnevno	Mjesečna potrošnja goriva u l	Cijena goriva	Ukupno gorivo:
	8,6l/100	64,58	1937,67	9,70 kn	18.795,40 kn
3. Plaće vozača	Cijena cestarine	Broj ulazaka/izlazaka na autoput	Ukupno cestarina		
	13	82	1066		
3. Plaće vozača	Broj vozača	Bruto iznos plaće Bruto 2	Ukupno plaće		
	5	4386,75	21933,75		
UKUPNO DIREKTNI RASHODI:			41.795,15 kn		
2. INDIREKTNI TROŠKOVI					
1. Amortizacija /Najam	Kombi ili bus	Mjesečni iznos amortizacije/najam	Broj mjeseci tijekom kojih se pružala usluga	Ukupno amortizacija	
	2 Kombija	3802	1	3802	
2. Osiguranje	Kombi ili bus	Mjesečni iznos osiguranja	Broj mjeseci tijekom kojih se pružala usluga	Ukupno osiguranje	
	2 Kombija	923,88	1	923,88	
3. Investicijsko održavanje - kvarovi	Kombi ili bus	Iznos računa			
4. Indirektne plaće	Kombi	1.820,00			
	Kilometraža tijekom projekta	Ukupan broj kilometara svih vozila	Bruto plaće zaposlenika koji nisu vozači	Ukupno indirektne plaće	
UKUPNO INDIREKTNI TROŠKOVI			#DIV/0!		
UKUPNO RASHODI			#DIV/0!		

Carrier "Smodlaka obrt za prijevoz" Report

mjesec SRPANJ						
PRIHODI						
1. KARTE 30 DANA		Jedinična cijena Kn 60,00	Broj prodanih karata 359		Ukupno 21.540,00	
UKUPNO PRIHODI						21.540,00
RASHODI						
1. DIREKTNI RASHODI (30 dana) prvi dio						
1. Gorivo	Dnevna kilometraža	993	Broj dana vožnje	30	Ukupna kilometraža 29790	
	Prosječna potrošnja goriva lit/100 km		Ukupna potrošnja goriva u litrama - dnevno		Mjesečna potrošnja goriva u l	Cijena goriva
	11,6		115,19		3455,7	9,7
2. Cestarina	/		/		/	
3. Plaće vozača	Broj vozača 5		Bruto iznos plaće Bruto 2 5.930,00		Ukupno plaće 29.650,00	
2.INDIREKTNI TROŠKOVI						
1. Amortizacija / najam	Kombi ili bus		Mjesečni iznos amortizacije / najam	Broj mjeseci tijekom kojih se pružala usluga		Ukupno amortizacija
	Bus		7.434,55	1		7.434,55
	Kombi		10.000,00	1		10.000,00
2. Osiguranje	Kombi ili bus		Mjesečni iznos osiguranja	Broj mjeseci tijekom kojih se pružala usluga		Ukupno osiguranje
	Bus	539,66		1		539,66
	Kombi	Nema troška vozilo u najmu				Nema troška vozilo u najmu
3. Investicijsko održavanje - kvarov	Kombi ili bus		Iznos računa			
	/		/			
3.	Kilometraža tijekom projekta 30 dana	Ukupan broj kilometara svih vozila 30 dana		Bruto plaće zaposlenika koji nisu vozači		Ukupno indirektno plaće
In	59.580 km	59.580 km		/		/
UKUPNO RASHODI			81.144,50			

mjesec KOLOVOZ						
PRIHODI						
1. KARTE 30 DANA		Jedinična cijena Kn 60,00	Broj prodanih karata 472		Ukupno 28.320,00	
UKUPNO PRIHODI						28.320,00
RASHODI						
1. DIREKTNI RASHODI (30 dana) drugi dio						
1. Gorivo	Dnevna kilometraža	993	Broj dana vožnje	30	Ukupna kilometraža 29790	
	Prosječna potrošnja goriva lit/100 km		Ukupna potrošnja goriva u litrama - dnevno		Mjesečna potrošnja goriva u l	Cijena goriva
	11,6		115,19		3455,7	9,7
2. Cestarina	/		/		/	
3. Plaće vozača	Broj vozača 5		Bruto iznos plaće Bruto 2 5.930,00		Ukupno plaće 29.650,00	
2.INDIREKTNI TROŠKOVI						
1. Amortizacija / najam	Kombi ili bus		Mjesečni iznos amortizacije / najam	Broj mjeseci tijekom kojih se pružala usluga		Ukupno amortizacija
	Bus		7.434,55	1		7.434,55
	Kombi		10.000,00	1		10.000,00
2. Osiguranje	Kombi ili bus		Mjesečni iznos osiguranja	Broj mjeseci tijekom kojih se pružala usluga		Ukupno osiguranje
	Bus	539,66		1		539,66
	Kombi	Nema troška vozilo u najmu				Nema troška vozilo u najmu
3. Investicijsko održavanje - kvarov	Kombi ili bus		Iznos računa			
	/		/			
3.	Kilometraža tijekom projekta 30 dana	Ukupan broj kilometara svih vozila 30 dana		Bruto plaće zaposlenika koji nisu vozači		Ukupno indirektno plaće
In	59.580 km	59.580 km		/		/
UKUPNO RASHODI			81.144,50			

4. Considerations

The city of Šibenik pilot project responded for a real and immediate need to improve the capacity of public transport. The new shuttle bus line enabled citizens and visitors easy and high-quality travel between cities of Šibenik, Zadar and Split. The pilot project allowed better traffic flow of passengers in critical points such as airports, especially during the summer season when there is a high demand for transport services. The new shuttle bus line not only connected the city of Šibenik with two airports, but it also connected three different counties on the Adriatic coast, Zadar county, Šibenik-Knin county and Split-Dalmatia county.

It is important to emphasize that the use of public transport such as a shuttle bus is an environmentally friendly mode of getting around. It is reducing the use of rent-a-car and taxi cars thereby helping to reduce the CO2 emissions and directly impacts the environmental aspects.

However, given the current state, there is an aspiration to improve this service which will attract new users, and which will promote the use of sustainable urban mobility but also to increase the level of satisfaction of users.

Keeping in mind all the above-mentioned information, the City of Šibenik is going to work on reintroducing the same shuttle bus line for the upcoming season.