

## D.4.3.2 PILOT MARITIME AND MULTIMODAL CONNECTION

<b>Working Package n:</b>	4. Analysing and piloting new sustainable mobility solutions
<b>Activity (n. and description):</b>	4.3. Piloting actions in connecting different transport nodes
<b>Deliverable (n. and description):</b>	D.4.3.2 N.1 PILOT MARITIME CONNECTION
<b>Responsible Partner:</b>	PP1 – Friuli Venezia Giulia Region
<b>Status:</b>	Final
<b>Deadline (as from the original AF):</b>	11/2022
<b>Finalized on:</b>	11/2022

## 1. Background, scope and description of the pilot action

Located in the coastal area of Friuli Venezia Giulia Region (FVG Region), the cities of Lignano and Grado are two of the most attractive points for both local and foreign tourists, especially during the warm season, as they represent a destination for holidays and other summer activities. In particular, the two cities constitute a cycle-tourists base: Grado is the arrival point in the Italian territory of “Ciclovía Alpe Adria” CAAR (FVG1), while Lignano corresponds to the ending stop of the “Ciclovía del Tagliamento” (FVG6). Together, Lignano and Grado are part of the “Ciclovía Adriatica” (FVG2), which corresponds to the “Rete Bici Italia”, it belongs to the “Eurovelo 8”, to the National Cycle-path Trieste-Venezia and to the Adria-bike.



In this area of high touristic demand, passengers coming to Lignano or Grado using other maritime service (e.g. Grado-Trieste line, Marano-Lignano line, Lignano-Bibione line) could not continue their trip to either one or the other city using the same mode of transport, due to the lack of links between the two. This represented an obstacle to mobility and attractiveness.

To face such a challenge and respond to the territory and passenger needs, while reducing the transport by road and **improving the use of multimodal way of transport by sea**, the FVG Region has launched a maritime pilot action aimed at connecting the cities of Lignano and Grado. Besides relating two crucial transport nodes and filling in the gap of a missing link which would have been stayed uncovered, the pilot improved the more general network of maritime services in Friuli Venezia Giulia, but also moved in synergies with the cross-border maritime connections along the route Trieste-Istrian coasts, as **Figure 1 and 2** shows.

Against this backdrop, the maritime pilot connection between Lignano and Grado intended to foster passenger mobility for both tourists, locals, who are traveling with bikes and/or want to move from one city to the other by the sea, while linking those spots with the already existing lines, hence offering a wider range of services and moving options.



Figure 1 Overview of the maritime connections in Friuli Venezia Giulia Region in summer 2021 and 2022. In light green the maritime line Lignano Grado, cofinanced by the MIMOSA project.



Figure 2 Overview of the cross-border maritime connections in Friuli Venezia Giulia Region.

## 2. Implementation of the pilot action (including a description of the externalized services/supplies/works)

Pursuant to a public procurement procedure carried out at EU level, since June 2020, the FVG Region has granted TPL FVG Scarl as the unique local public transport operator which offers and implements integrated and multimodal mobility services (by road/sea) within Friuli Venezia Giulia Region. Within this contractual framework, and following formal communication between the Regional Administration and TPL FVG Scarl, this latter launched an open call for tender in April 2021, so to sub-contract the maritime service between Lignano and Grado. The outcome of the selection process appointed as winner the consortium “**VIDALI Group**” which signed a two-years’ contract with TPL FVG Scarl.

The **Summer season 2021** of the pilot action was **active from 10/07/2021 to 03/10/2021** from Tuesday to Sunday (+ Monday 15/08/2021) with two round trips a day, according to a scheduled timetable approved by FVG Region. Transport of bicycles were allowed (max 10). In case of no service by boat, TPL FVG Scarl made available a substitute service by bus with bike-cart.

The **Summer season 2022** of the pilot action was active **from 01/06/2022 to 11/09/2022**, from Tuesday to Sunday (+Monday 15/08/2022) with the same boat and doing the same trip of 2021 with a couple of trips a day according to the scheduled timetable approved by FVG Region and harmonized with the service coming from Trieste on Grado.

motonave SCIRE					
dal		LINEA MARITTIMA		al	
10.07		LIGNANO - GRADO		03.10	
da martedì a domenica *					
partenza	arrivo	partenza	arrivo		
LIGNANO	GRADO	GRADO	LIGNANO		
Sbarco dei Pirati	Molo Torpediniere	Molo Torpediniere	Sbarco dei Pirati		
10.07.2021 - 02.08.2021		10.07.2021 - 02.08.2021			
08.30	10.00	10.15	11.45		
17.15	18.45	19.00	20.30		
03.08.2021 - 03.10.2021		03.08.2021 - 03.10.2021			
08.00	09.30	09.45	11.15		
17.45	19.15	19.30	21.00		
* 18 agosto (sabato) servizio attivo					

motonave Adriatica	TRIESTE	08.00	13.00	17.45
	GRADO	09.30	14.30	19.15
motonave Scire	GRADO	10.00		19.30
	LIGNANO	11.30		21.00
motonave Scire	LIGNANO	08.15		17.45
	GRADO	09.45		19.15
motonave Adriatica	GRADO	10.00	14.45	19.30
	TRIESTE	11.30	18.15	21.00

As far as the promotion is concerned, the Region organized a series of activities aimed at advertise the launch of the service. Most of the promotional activities were performed by TPL FVG Scarl, being the Regional Public Transport operator physically responsible for carrying out the service on behalf of the FVG Region. Besides a dedicated flyer (see **Figure 2**), the new connection was promoted in the TPL FVG website, through newspaper articles and with a radio-spot.



Figure 2 Promotional flyer, with timetables, costs and other infos.



*Figure 3 Boat Lignano-Grado (Vidali Group)*



*Figure 4 Boat Lignano-Grado (Vidali Group)*



Figure 5 Passengers arriving in Lignano



Figure 6 Bikes on-board (Lignano-Grado line)

### 3. Information about stakeholders role/involvement

To define and implement the service, the Region interfaced itself mainly with the transport operator, TPL FVG Scarl as the Regional Public Transport operator in charge of performing the maritime service. Its role was identified as crucial, since the definition of the service from the very beginning and so, the communication with the operator has been carried out and maintained throughout the whole duration of the pilot initiative, including its pre-launching phase and follow-up one. TPL FVG Scarl also provided monitoring data and the results of the pilot for the first and second season.

TPL FVG Scarl was also involved for the communication campaign, therefore supporting with the dissemination of the initiative.

The Region also met with FIAB representatives (Italian association of friends of the bicycle) to analyze and provide some useful feedback to TPL FVG Scarl company about the transport of bicycles.

At the launching of the second season FVG Region organized two events:

- 1- On the first day of the start of the service in Lignano, 1<sup>st</sup> June 2022, in the presence of TPL FVG and the Municipality of Lignano;





*Figure 7 Representatives of FVG Region, Vidali Group, TPL FVG and Municipality of Lignano at the peer of Lignano, 1st June 2022*

2- The 1<sup>st</sup> of July 2022 in Grado, in the presence of TPL FVG, Municipality of Grado and Lignano.



*Figure 8 Representatives of TPL FVG, Vidali Group, FVG Region, Municipality of Grado and Municipality of Lignano at the peer of Grado, 1<sup>st</sup> July 2022.*

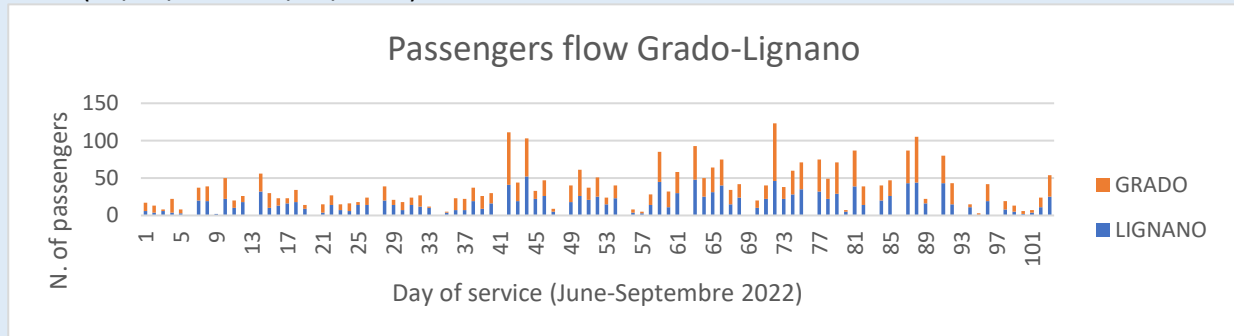


*Figure 9 FVG Region stand at the peer of Grado, 1st July 2022*

#### 4. Lessons learnt and conclusions

The maritime pilot Lignano-Grado has concluded its second season.

In terms of results, the following **Table 1** summarizes them for whole pilot duration of summer 2022 (01/06/2022-11/09/2022):



**Table 1 Results 1<sup>st</sup> June 2022 – 11 September 2022**

The second season of the maritime service saw better results than the previous one, also thanks to the fact that the promotion started earlier in Spring and there were other promotional campaigns related to the maritime service (for example: “Hop on Hop off the Collio” bus service linked to maritime service)



Total passengers	Total to Grado	Total to Lignano	Total bikes
<b>3.282</b>	<b>1.590</b>	<b>1.692</b>	<b>961</b>

To be aware that the results are positive, but they must be increased, having also assessed the interest that the initiative holds above all for those who travel by bicycle, FVG Region is already committed to trying to keep the connection also for the 2023 season with its own funds aiming at improving promotion, including it in the seasonal programming services of public transport company.

## 5. Problems found and adopted solutions

As already reported, the main hindrance faced in both defining and implementing the first season of the pilot Lignano-Grado is represented by the Covid-19 pandemic and its connected implications. Fortunately, the 2022 season was able to start and run without the Covid-19 restrictions and the results were better than the previous one.

Another negative effect is the lack of incisiveness and diffusion of the campaign to disseminate the service. Being a new service, it is normal that it is not widely known and this is also why it should be promoted more. In 2022, having linked the service to other initiatives to promote Bike+Bus intermodality with the ship, it was possible to notice an improvement and an increase in participation, but it is necessary to promote it more also outside the territory.

## 6. Expected follow up (after project closure)

At the current stage, it would be reasonable to conceive the following expected effects/outcomes:

Short/Medium- term:

- The maritime connection will continue to be active beyond the project duration, from 2023 onwards;
- The service will be better structured in order to be closer to users' needs and thus, it will become more attractive.
- The service will be integrated with the overall FVG transport system and with the cross-border service, hence improving intermodality;

Long term:

- With a well-structure and tested service, the maritime connection between Lignano and Grado could become an example of intermodality and a good practice for the use of sustainable and multimodal way of transport beyond the borders of FVG Region.