PUBLIC EVENT REPORT

WP5 Developing tools and harmonizing services for a sustainable intermodal mobility

D.5.1.11 No.1 Set of devices for digital information (No. 1 mobile app)

PP15 – LIRA
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Event summary

In front of more than 20 stakeholders, an event was held in the Development center of Lika-Senj County in Gospić on June 30th 2023. This was an opportunity to present the pilot action - the Lika Drive application. The event was conceived as a conference, where relevant information about the MIMOSA project, but also about the state of public transport in Lika-Senj County, was presented.

Therefore, the introductory lecture was given by Ana Rukavina – Stilinović, head of the Administrative Department for Economy, Maritime Affairs and Transport of the Lika-Senj County, who focused on public transport as a prerequisite for regional development. The audience was presented with the proposal for a new network of public transport lines, which is currently being discussed publicly with the institutions that would be helped by this public transport system. The proposal is to introduce eight new bus lines in the area of Lika-Senj County, which would meet four times a day at three main junctions, this would result in the possibility to get from any county center to another county center four times a day. This transportation would be subsidized, and the schedule of rides would suit the majority of the target groups, which are ultimately included in the MIMOSA project. The focus was on the combination of transport within the Lika-Drive application and the new network of public transport lines contributing to multimodality, which is the main goal of the MIMOSA project.

In order to get a detailed insight into the MIMOSA project, all information and project activities were presented at the conference by the director of the Public Institution Development Agency of Lika-Senj County - LIRA, Andrija Brkljačić, who explained that this cross-border project defined the demand for transport services on regional and cross-border cooperation, precisely in addition to designing a better-quality service and improving public passenger transportation. The emphasis was on finding a specific solution for this area since Lika-Senj County is the largest in terms of area and the smallest in terms of population in Croatia, explained Mr. Brkljačić. The conclusion was to create an on-demand service with the help of technology, as a complement to public transport, and this resulted in a mobile application for Android and iOS systems. Brkljačić also presented all the figures of the project (value, co-financing and duration), and mentioned the pilot actions of other partners.

The Lika-Drive application was presented in detail by ACT Printlab, in an interactive and interesting way, and conveyed the advantages of using the application, as well as the target group for whom this technological tool can make life easier. Therefore, after the introductory words about the specifications of the application, a short promotional video was shown, which shows the entire process of booking and transportation, all with a focus on the elderly population. After the promotional video, the application was presented – it consists of two interfaces - for the service providers offering transportation and for users requesting transportation. Service providers and users easily register in the application and enter their data, and then become active. Reservations for the ride are made 24 hours in advance, by choosing the time of arrival and departure, as well as the desired location, and after the price is calculated (with a subsidy from Lika-Senj County), the reservation becomes active and the first available driver accepts it. It was also pointed out that a test was conducted with the target groups, high school students and pensioners, of which approximately 25 percent expressed interest in using the application, while the majority pointed out that the price of driving is high even with the subsidy. For this reason, the opportunity for potential improvement of the application and the

entire transport system in the coming period lies in supplementing public transport, in such a way that with the Lika Drive application users are transported to new public transport lines, was the conclusion.

Audience

25 participants out of which 3 regional public authority representatives, representatives of LIRA and 6 representatives of entrepreneurs.

Press involvement

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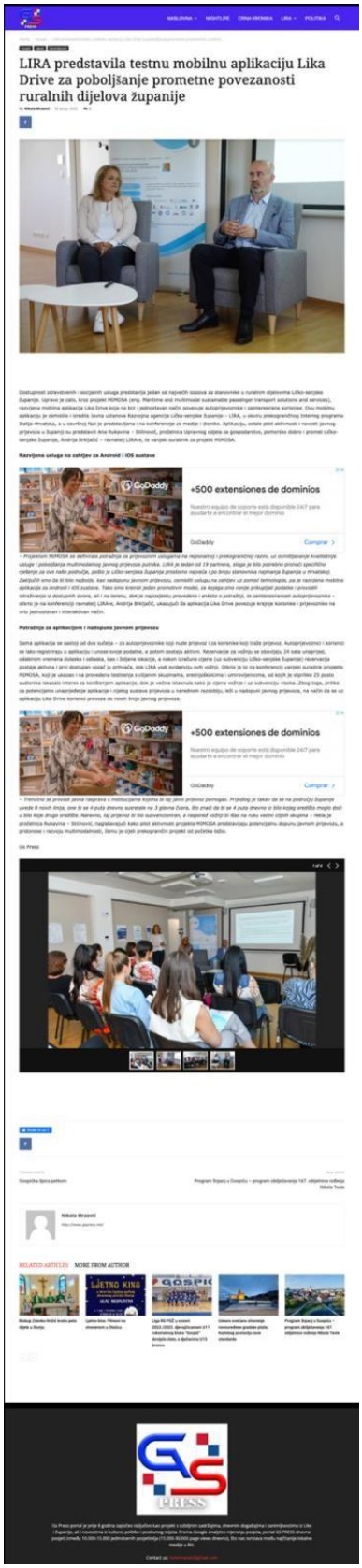

LIRA predstavila testnu mobilnu aplikaciju Lika Drive za poboljšanje prometne povezanosti ruralnih dijelova županije

+500 extensiones de dominios

+500 extensiones de dominios

LIKA ONLINE
NASLOVNICA
GRADOVI
CRNA KRONIKA
POLITIKA
SPORT
LIFESTYLE
LIRA predstavila testnu mobilnu aplikaciju Lika Drive za poboljšanje prometne povezanosti ruralnih dijelova županije
Dostupnost zdravstvenih i socijalnih usluga predstavlja jedan od najvećih izazova za stanovnike u ruralnim dijelovima Ličko-senjske Županije. Uprave je zato, kroz projekt MIMOSA (eng. Maritime and multimodal sustainable passenger transport solutions and services), razvijena mobilna aplikacija Lika Drive koja na brz i jednostavan način povezuje autoprijevoznike i zainteresirane korisnike. Ovu mobilnu aplikaciju je osmislila i izradila Javna ustanova Razvojna agencija Ličko-senjske županije – LIRA, u okviru prekograničnog Interreg programa Italija-Hrvatska, a u završnoj fazi je predstavljena i na konferenciji za medije i domaće. Aplikaciju, ostale pilot aktivnosti i novosti javnog prijevoza u Županiji su predstavili Ana Rukavina - Stilinović, pročelnica Upravnog odjela za gospodarstvo, pomorsko dobro i promet Ličko-senjske županije, Andrija Brkljačić – ravnatelj LIRA-e, te vanjski suradnik za projekt MIMOSA.
Razvijena usluga na zahtjev za Android i IOS sustave
+500 extensiones de dominios
- Projektom MIMOSA se definirala potražnja za prijevoznim uslugama na regionalnoj i prekograničnoj razini, uz osmišljavanje kvalitetnije usluge i poboljšanje multimodalnog javnog prijevoza putnika. LIRA je jedan od 19 partnera, sloga je bilo potrebno provesti specifično rješenje za ovo naše područje, pošto je Ličko-senjska županija prostorno najveća i po broju stanovnika najmanja županija u Hrvatskoj. Zaključili smo da bi bilo najbolje, kao nadopunu javnom prijevozu, osmisliti uslugu na zahtjev uz pomoć tehnologije, za je razvijena mobilna aplikacija za Android i IOS sustave. Tako smo kreirali jedan promotivni model, za kojega smo ranije prikupljali podatke i provodili istraživanja iz dostupnih izvora, ali i na terenu, dok je napostjetku provedena i anketa o potražnji, te zainteresiranosti autoprijevoznika – otkrio je na konferenciji ravnatelj LIRA-e, Andrija Brkljačić, ukazujući da aplikacija Lika Drive povezuje krajnje korisnike i prijevoznike na vrlo jednostavan i interaktivan način.
Potražnja za aplikacijom i nadopuna javnom prijevozu
Sama aplikacija se sastoji od dva sučelja – za autoprijevoznike koji nude prijevoz i za korisnike koji traže prijevoz. Autoprijevoznici i korisnici se lako registriraju u aplikaciju i unose svoje podatke, a potom postaju aktivni. Rezervacije za vožnju se obavljaju 24 sata unaprijed, odabirom vremena dolaska i odlaska, kao i željene lokacije, a nakon izračuna cijene (uz subvenciju Ličko-senjske Županije) rezervacija postaje aktivna i prvi dostupan vozač ju prihvaća, dok LIRA vodi evidenciju svih vožnji. Otkrio je to na konferenciji vanjski suradnik projekta MIMOSA, koji je ukazao i na provedena testiranja s otiscima skupnama, srednjoškolcima i umirovljenicima, od kojih je otprilike 25 posto sudionika iskazalo interes za korištenjem aplikacije, dok je većina istaknula kako je cijena vožnje i uz subvenciju visoka. Zbog toga, prilika za potencijalnu unaprjeđenje aplikacije i cijelog sustava prijevoza u narednom razdoblju, leži u nadopuni javnog prijevoza, na način da se uz aplikaciju Lika Drive koristnici prevoze do novih linija javnog prijevoza.
- Trenutno se provodi javna rasprava s institucijama kojima bi taj javni prijevoz pomogao. Prijedlog je takav da se na području Županije uvede 8 novih linija, one bi se 4 puta dnevno susretale na 3 glavna čvora. Bio znači da bi se 4 puta dnevno iz bilo kojeg središta mogu doći u bilo koje drugo središte. Naravno, taj prijevoz bi bio subvencioniran, a raspored vožnji bi išao na ruku većini ljudi koji žive u ruralnim područjima, a koji nemaju svoj prijevoz, kazao je Brkljačić, naglasivši kako pilot aktivnosti projekta MIMOSA predstavljaju potencijalnu dopunu javnom prijevozu, a prilikom i razvoju multimodalnosti, čemu je cijeli prekogranični projekt od početka težio.
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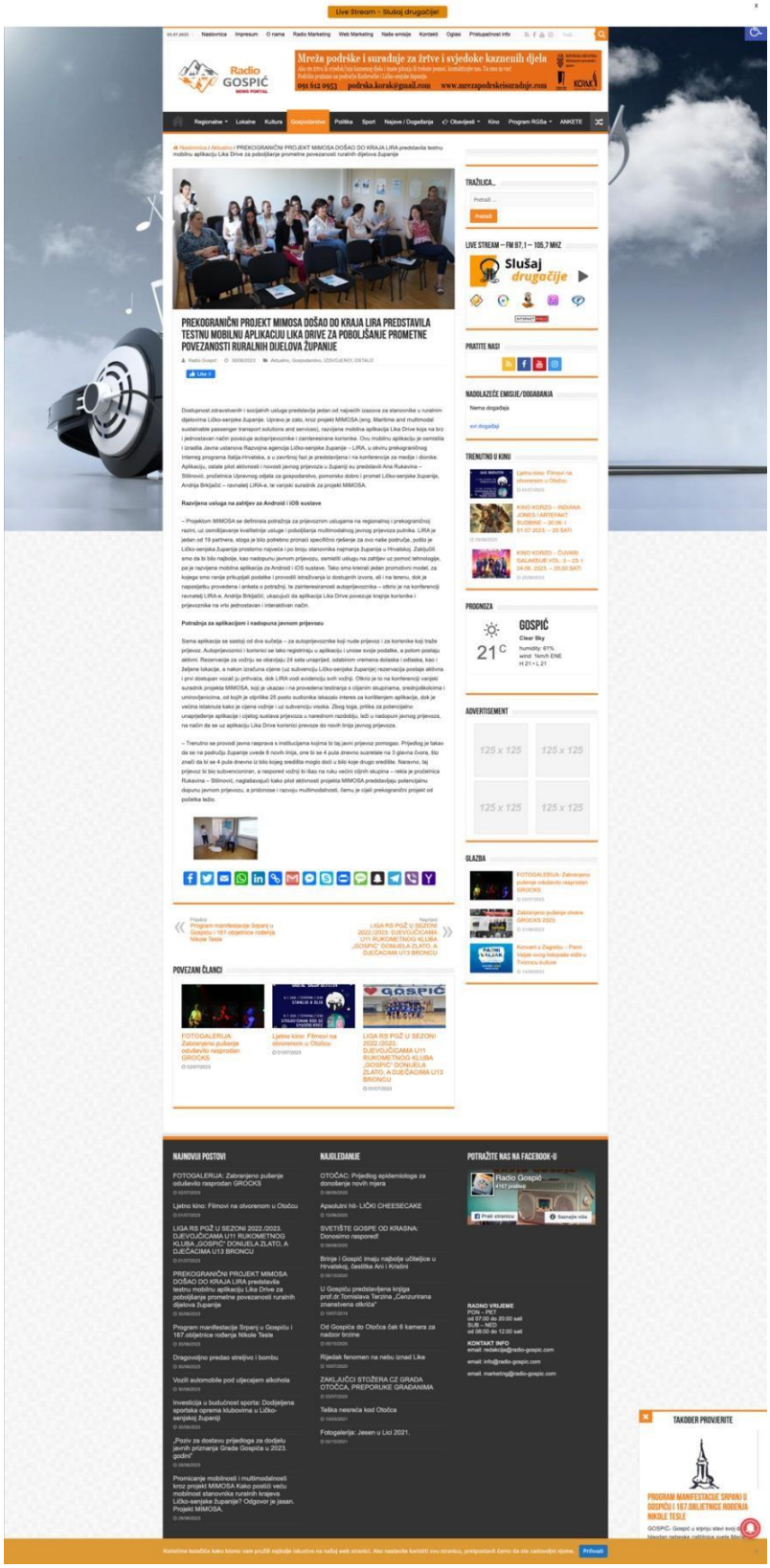
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PREKOGRANIČNI PROJEKT MIMOSA DOŠAO DO KRAJA LIRA PREDSTAVILA TESTNU MOBILNU APLIKACIJU LIKA DRIVE ZA POBOLJŠANJE PROMETNE POVEZANOSTI RURALNIH DIJELOVA ŽUPANIJE
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od 08:00 do 12:00 sati
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4m •
Development agency of Lika Senj County (LIRA) presented a test #mobileapp - LIKA DRIVE, that aims to #improve #connectivity and #access to different #publicservices for people in rural areas https://lnkd.in/dBW8cieH
#publictransport #sustainablemobility #interreg #results
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LIKA DRIVE APP PRESENTED TO PUBLIC
BACK TO ALL NEWS
LIRA presented a test mobile app Lika Drive to improve traffic connectivity in rural parts of the Lika-Senj County
Developed on-demand service for Android and iOS systems
Demand for the application and supplement to public transport

Event outcomes

ACT Printlab presented the Lika-Drive application in full, in an interactive and interesting manner, and explained the benefits of utilizing the program, as well as the target demographic for whom this technical tool may make life easier. As a result, following the introduction remarks regarding the application's specifications, a brief promotional movie was shown, which depicted the full booking and transportation process, with a focus on the older demographic. Following the promotional film, the application was shown, which has two interfaces: one for service providers offering transportation and one for individuals seeking transportation.

Users and service providers can quickly register in the application, enter their information, and then become active. Reservations for the journey are made 24 hours in advance by specifying the time of arrival and departure as well as the desired location, and once the fee is computed (with a subsidy from Lika-Senj County), the reservation becomes active and the first available driver accepts it. It was also stated that a test was carried out with the target groups, high school students and pensioners, of whom around 25% expressed interest in using the program, while the majority stated that the cost of driving is significant even with the subsidy.

As a result, the conclusion was that the prospect for potential enhancement of the application and the overall transportation system in the coming time resides in augmenting public transportation, such that with the Lika Drive application users are brought to new public transportation lines.

Problem
Prometna povezanost
ruralnih dijelova
županije sa
županijskim
središtem
(Potencijalno) rješenje
Povećati dostupnost
zdravstvenih i socijalnih
usluga u Ličko-senjskoj
županiji poboljšanjem
prometne povezanosti
(korištenjem tehnologije)
MIMOSA

INTERREG V A CBC Programme Italy – Croatia 2014. – 2020.
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