



Title of the action	Workplan/Pilot Action Plan (as based on traffic flow management scheme)
Proposer(s)	Nature Park Medvednica
Partner	City of Zagreb - Traffic Office, Police service, ZET (Zagreb Electric Tram), Croatian forests Ltd, local structures, tourist boards and tourist agencies
Specific Objective	Development of a participation process to define a mobility management plan for the peak area of Medvednica.
Brief Description	<p>In order to manage the strong presence of visitors who reach the ski area during the winter period, it is required a revision of the system of reception and management of traffic flows. The goal is, therefore, to define - involving all the stakeholders - a mobility management plan to improve the experience and safety of guests.</p> <p>During CEETO project, Medvednica Park will try to improve the existing traffic problem through:</p> <ul style="list-style-type: none"> • conduction of two visitor surveys in the ski area during winter months in order to have a qualitative data on the behaviour, opinion and type of visitors; also constant monitoring of tourism flows as project progresses • installation of car counters on the major roads and of live-stream cameras for parking areas in order to collect quantitative data and to develop a communication system from cameras to traffic order officer about availability of parking spaces in parking zones; • involvement of all the stakeholder interested in the ski area in order to develop a mobility management plan. <p>It will be tested through regulated access to Sljeme, when the available parking lots will be almost completely occupied. In discussion with other stakeholders a shuttle bus service between the base of the mountain and the ski area might be organised, with a frequency of 15 minutes. Must be in cooperation with other stakeholders since Public Institution does not have money to fund shuttle bus. Access to the ski area and information for visitors, both on-line (Public Institution website and facebook page, ...) and along the access road will be enhanced.</p> <p style="text-align: right;">Collection of data</p> <ul style="list-style-type: none"> • Data collected with the visitor surveys and the live stream cameras; • Local structures can provide information on overnight stays and number of skiers. <p style="text-align: right;">Use of data</p> <ul style="list-style-type: none"> • Re-scheduling the timetable of the ZET's buses according to the congestion periods, i.e. increase number or frequency when the parking spots are full (will be based on data from monitoring the tourist flow, and also in arrangement with ZET stakeholders) • Evaluation of the option of transportation by mini bus to the peak zone.



	<ul style="list-style-type: none"> • Medvednica Park as collector of data, it then communicates the information to the authorities responsible for traffic and transport management to activate the mobility plan when congestion reaches a predefined level. <p style="text-align: right;">Communication</p> <ul style="list-style-type: none"> • Establishment of a central information point, managed by the Park, in constant communication with institution and stakeholders • Visitors should receive timely and accurate information from the peak about the weather and in cases of closure of the road due to uncleaned snow, natural disaster, accidents, park zones already full, ... (media promotion via radio and TV, information through the Croatian Mountain Rescue Service, FB pages of the structures). It could be used the mobile application ZGPARK where people can see parking zones in Zagreb as well as their occupancy by adding a special zone of Medvednica (Ski resort parking); • Local structures can propose promotion for reducing vehicles number (discount if you share your car to reach the peak).
<p>Implementation Period Timeline</p>	<p>October-December 2018 - Working Tables with the local stakeholder to define the draft of the mobility management plan</p> <p>December 2018-April 2019 - Monitoring activity, distribution of questionnaires</p> <p>January-March 2019 - Test of the first draft of the mobility management plan</p> <p>April 2019 - Working Table with the local stakeholder in order to adjust the mobility management plan and approve the final version</p> <p>December 2019-April 2020 - Monitoring activity, distribution of questionnaires</p>
<p>Expected Results</p>	<p>Development of a mobility management plan</p>

