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GreenMove Project

Sustainable Tourism and Mobility in Rural Areas: Environmentally-Friendly Transportation Options

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About Podstrana

The Municipality of Podstrana is one of the most developed municipalities in Croatia, situated in the Split-Dalmatia County with 6 km of marine coastal area and 10.403 inhabitants on 11,7 km² of the territory.



Projects

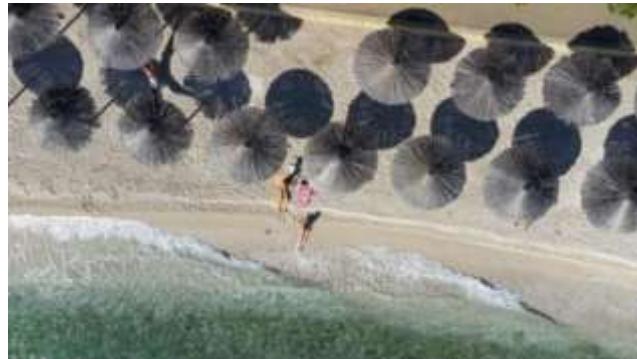
- Our staff has all the references and experience for successful management and participation in the implementation of projects in various areas: social, touristic, ecological, educational etc. (cca 40 million euros of approved funds in the last 4 years).



The unique rural identity of Podstrana

The EU's rural areas are valued, among other characteristics, for their natural landscapes, varied food production, as well as the possibilities that they provide for a range of recreational activities and tourism.

In accordance with the above, the **Podstrana Municipality is a dynamic space in which the synergy of traditional and urban features is visible.**



The unique rural identity of Podstrana

The economic development of Podstrana is based on the development of tourism. **The essential determinants of tourism development and the guarantee of success** are contained in the traditional hospitality of the inhabitants of the Municipality of Podstrana, cultural heritage, natural beauty, beneficial climate, a unique coastal line of indented beaches and the purity of the sea.



The tourism profile of Podstrana

The tourism profile of the area is characterized by a combination of natural and cultural attractions:

- long coastline with a coastal cycling and walking path,
- pebble beaches,
- Perun Hill with walking and hiking trails, climbing area with 30 routes, 4 thematic trails, as well as a Via Ferrata,
- cultural and historical heritage (ancient sites - the Church of St. Martin, the Cindro Summer House, Polača, Čitovnica in Gornja Podstrana, historical traces - Pičćenica, Fairy Town and Obloženica, pre-Slavic mythological heritage, the Legend of King Arthur), 8 sacral objects,
- rich gastronomic offer with an emphasis on local products.

Active tourism starts in April, and guests are mainly from Germany, the UK, the USA, Scandinavian countries, Poland, the Czech Republic, and France.

Podstrana has 10,500 beds in registered accommodation facilities (hotels, household and family farm facilities etc) and has more than 120,000 arrivals and 640,000 overnight stays per year.



Mobility challenges for tourists and locals

The last few years Podstrana has been facing huge bottle-necks in the traffic because of the expansion of the population and tourism (State road D8, on the section through Podstrana, has a daily flow of cca 50.000 cars, and in the tourist season more than 60.000 cars, and it is **classified as the busiest, and due to the inadequate condition of the road, also one of the most dangerous roads in the Republic of Croatia**).



Foto: Sasa Buric/Cropix



Foto: Nikola Brboleža/Cropix



Mobility challenges for tourists and locals

1. Car dependency – most tourists as well as locals rely on private cars, which leads to traffic jams and parking problems, especially during the summer season
2. Poor transport infrastructure – road congestion
3. Poor maritime connections with other cities due to the lack of a port for embarking and disembarking passengers.



Foto: Nikola Brboleža/Cropix



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

One of the main capital projects in Podstrana in the last few years: *The eco sustainable development of the coastal area in Podstrana* included a bicycle path constructions, energy-efficient lighting and a coastal promenade construction.

The construction of the bicycle paths contributes to the development of environmentally friendly transport systems while improving quality and safety.



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

- The project encourages cycling as an alternative mode of transport with **zero CO2 emissions**, which contributes to the overall reduction of negative environmental impact.
- **With the construction of bicycle paths, the share of cyclists increases and the number of passengers in cars decreases**, which contributes to relieving traffic congestion, parking costs, energy costs and improves the fitness and health of the population.
- All of the above affects the reduction of negative environmental impacts of traffic and makes municipalities and cities cleaner and healthier.



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

In the last few years we built around 5 km of bicycle-pedestrian paths and the plan is to entirely connect the coastal area of Podstrana with bicycles paths (cca 1 km left to finish). Alongside the promenade we planted 620 tamaris trees.

The project was divided in a couple of phases and the overall investment (cca 5 million euros) was financed from different sources, including EU, national, regional and local funds.





Sea-river promenade and cycling path "Podstrana walk & bike"

Total value of the project: 1.328.220,77 €

Co-financed by European Union, Cohesion fund

- Construction of a 363 m long bicycle path
- Equipping a 1610 m long bicycle path along the left bank of the Žrnovnica River
- Development of bicycle infrastructure within the Municipality of Podstrana





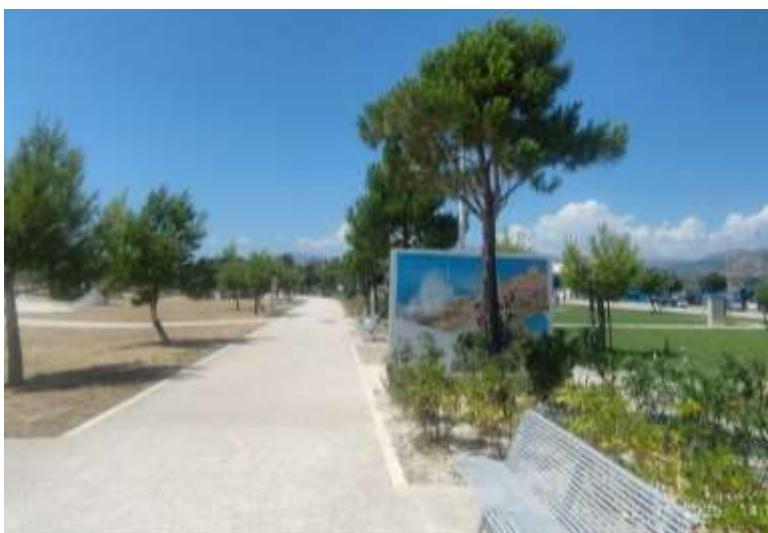
Sea-river promenade and cycling path "Podstrana walk & bike"

- 6,250 m² of the coastal area surface greened
- Mediterranean horticultural species ensure ease of maintenance and resistance
- Information boards about plants and birds placed along the river
- Smart benches that provide free wifi and charging for cell phones and laptops for cyclists and walkers
- Advertising display with marked cycling routes in the municipality
- Public facilities and equipment (sports facilities, themed beaches, cabins)
- Rest areas for pedestrian and bicycle traffic, urban accessories





Sea-river promenade and cycling path "Podstrana walk & bike"



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

The Municipality of Podstrana implemented the public bicycle system as part of the EU funded project: **“Biraj biciklu! (Choose a bike!)”**

Within this project, the City of Split and 7 partners – cities and municipalities from the Split Urban Agglomeration (Solin, Trogir, Kaštela, **Podstrana**, Klis, Dugopolje and Dicmo) placed 41 stations with a total of 242 bicycles.

The system allows for simple and quick bicycle rental, ideal for short trips or transportation to work. The available system Nextbike is available in more than 300 cities worldwide.



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

Two terminals have been set up with six electric and six classic bicycles each. One terminal is next to the seaside bike path and parking lot, and the other is near the popular playground. The total value of the project "Choose a bike!" is cca 1,8 milion euros. The project is co-financed by the European Union from the Cohesion Fund.



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

The Municipality of Podstrana implemented the project with the aim of better connectivity between cities and municipalities, in order to reduce the use of personal cars, the impact on the environment and encourage all our citizens to live a healthier lifestyle.

The Municipality of Podstrana was the first among the cities and municipalities involved in the project to secure the location and everything necessary for the installation of the system, because Podstrana has long recognized cycling as an alternative form of transport, with zero CO2 emissions.



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

How does the public bicycle system work?

The entire service is designed to be quite simple. First, you need to open a user account, either via the mobile application, by calling the support center, at one of the available terminals, or via the official website (one registration is valid for **all countries and cities**).

Once this is done and one of the available tariffs has been selected, you need to find a bike, enter the bike number in the application or scan the QR code, unlock the lock and just start riding.

The bike is returned by finding a Nextbike station (in some cities Nextbike is presented under a different market or public name) and simply pushing the bike into the lock.

The fee for using a bike can be paid in various ways, and in addition to the 30-minute ride costing cca 1 euros, it is also possible to pay a subscription of cca 30 euros for a year, and with the subscription you get an unlimited number of rides of up to 30 minutes for one bike (an additional 30 minutes is charged separately).



Successful initiatives and projects that promoted Environmentally-Friendly Transportation Options

Public bicycle system in Split Urban agglomeration expansions:

- July 2019.: 4 stations
- August 2019.: 8 stations
- December 2019. : 12 stations
- November 2020. – May 2021.: 51 stations
- December 2022.: 67 stations

Overall bicycles: 435

Registration: 87.735 users

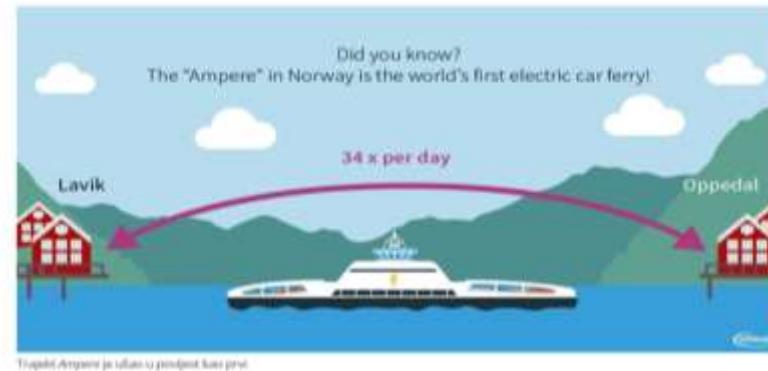
Rentals 2024.: 1.235.409 rentals

Driven: 5.655.835,61 km and 377.055,71 h



Ideas for the future sustainable mobility of the Podstrana area

- Guidelines that could be introduced in the future:
- **Integrated transport system** – development of a regional network connecting buses, ferries and trains with a single ticket system would encourage tourists and locals to more sustainable forms of mobility
- **Eco-shuttle services** – seasonal minibuses connecting the main beaches, cultural sites and hiking trails
- **Monitoring and evaluation** – regular measurement of traffic, air quality and CO2 emissions would enable a clear assessment of progress and adjustment of measures.
- To avoid the traffic jams on the roads, the investment in the coastal transport, e.g. by electric ferry, could be convenient for local citizens and tourists
- **Revitalization of the old coastal line Omiš - Split**
- The Norwegian example: electric ferry in ten years has saved ten million liters of diesel and \$15 million of dollars
- The eighty-meter-long and 21-meter-wide aluminum catamaran can accommodate 120 cars and 360 passengers, sailing 34 times a day on the 5.7-kilometer-long Lavik-Oppedal route.



Ideas for the future sustainable mobility of the Podstrana area

- Ultimately, seasonal trends in Podstrana clearly show how tourism and demographic changes shape local transport infrastructure and its sustainability. Balancing the needs of tourists and local residents requires a **strategic approach that includes planning, education and investment in sustainable transport models**. In this way, Podstrana can become an example of a destination that successfully manages seasonal mobility fluctuations and contributes to the sustainable development of the entire region.



Thank you for your attention!

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