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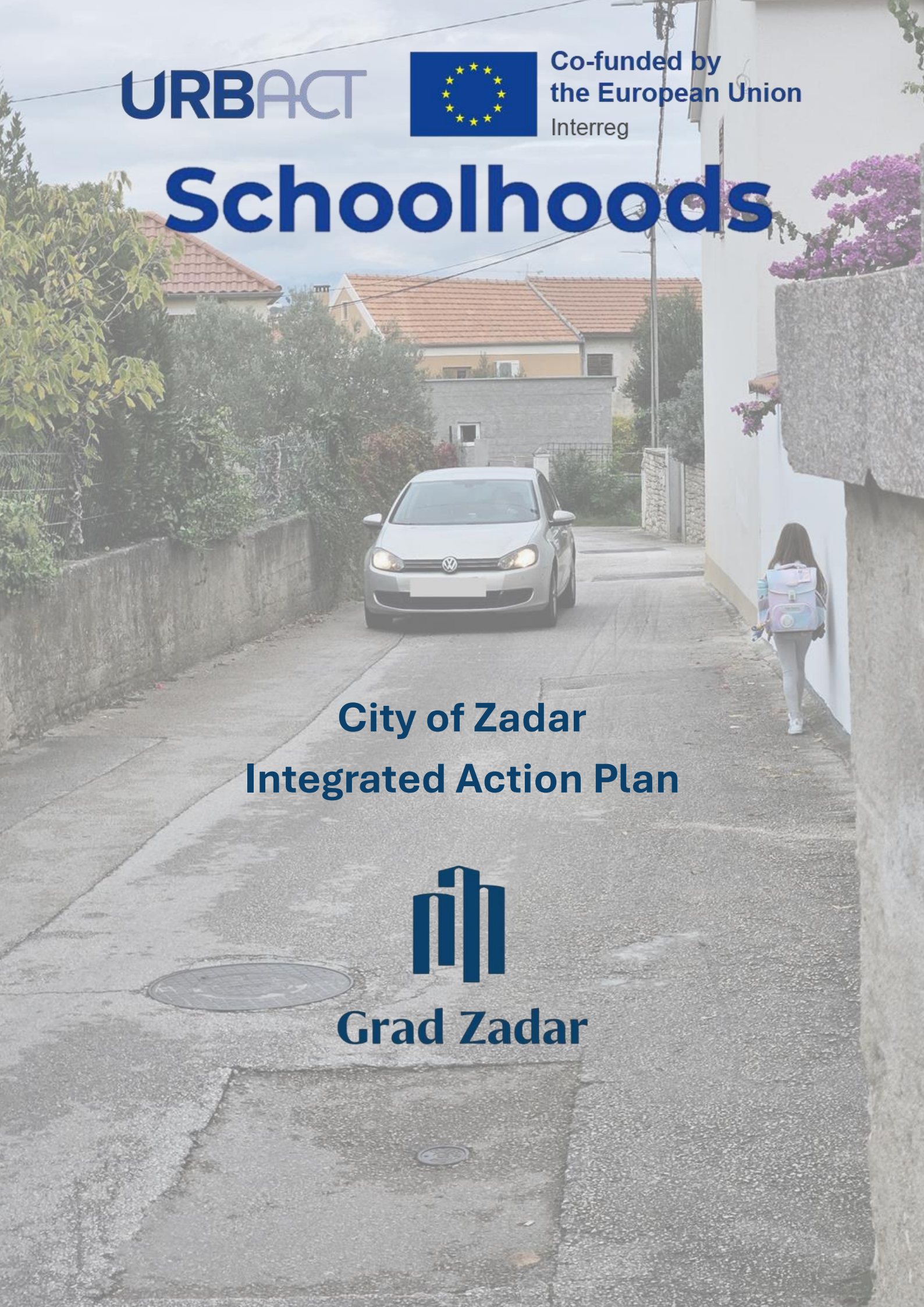

City of Zadar
Integrated Action Plan

Grad Zadar

SCHOOLHOODS

Safe, green and happy ways to school

2025

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Section 1: Context, needs and vision

1.1. Overall introduction

With increasing car ownership levels and the increasing modal share of cars in the total modal split, cars are still taking a central role for coming up to our daily needs within the city fabric. Cities themselves developed to provide roads and parking spaces for cars that connect to the spatial segregated functions of daily life, like work, education, housing, purchases, and leisure. With this centric role, the car became a matter of status perceived as necessary to demonstrate social status influencing the rise of the "car culture". Urban sprawl, increased motorization rate and rise of "car culture" (promotion of cars in media and movies) in EU had consequently increased share of parents driving their children to school to drop them off as close to the entrance as possible, acting as a "parent taxi services".[1]

The above-mentioned developments determine a factor of direct relevance to why school trips today see more cars than in the past - **social convenience**, expressing that taking the car makes trip management of children and parents alike easier and simpler. Interviews with parents in the SCHOOLHOODs cities but as well scientific studies see social convenience as a factor that makes parents drive their children to school by car. In other words: it is more comfortable.

The consequences of children getting driven to school – and to other appointments – by car are manifold: **air and noise pollution**; school trips by car, as they have been growing over the last decades, contribute to the increase of greenhouse gas and noise emissions of the transport sector), **reduced physical activity levels of children** causing negative effects such as increased risk of being overweight or obese, increased risk of diabetes, increased risk to children`s mental development, etc., and **lack social and environmental interaction of children** (traffic competence to move on their own).

Integrated Action Plans address the main challenges:

- The increasing share of children being driven to school by car,
- The design of cities and school neighborhoods for moving by car,

and emphasize investments needed in behavior change on modal choices of parents alongside fitting actions to support this change, transport, and public space infrastructures to accommodate children as independent traffic users in integrated approach merging the responsible actor's different governance levels and further public space users in the planning process.[2]

Although a high percentage (62.68%) of elementary school students in Zadar walk to elementary school, 25.64% still travel accompanied by a parent or family member. This is largely because parents — including those whose children walk independently — perceive the routes as unsafe due to high traffic volumes, excessive vehicle speeds, and reckless driving in and around school zones. These issues are a consequence of a prevailing "car culture," which persists despite Zadar's favorable urban layout, topography, and climate for active mobility (e.g., walking, cycling).

The Integrated Action Plan (IAP) aims to address this issue by leveraging the city's spatial advantages to reduce car dependency in school zones. The goal is to create a safer and more welcoming environment for elementary school students who walk or cycle, encouraging active travel and ensuring that neither existing nor future elementary school students are discouraged by current negative traffic conditions on their way to school.

[1]SCHOOLHOODS Baseline Study and Network Roadmap
[2] SCHOOLHOODS Baseline Study and Network Roadmap

1.2. Local situation in the city of Zadar

Geographical and socio-economic conditions

Zadar is located on the coast of the Adriatic Sea with a favorable position out of the series of Zadar islands protecting the city from the influence of the sea. The main economic sectors are tourism, food-processing industry, construction, mariculture, and shipping. Vast flat areas and Mediterranean climate conditions with dry hot summers (average temperatures are between -3°C to 22 °C) are in favor of active mobility, such as walking and cycling.

There are 70.779 inhabitants (2021) living in Zadar located on a total surface of 194 km^2 which makes Zadar 5th largest city in Croatia.

Local strengths and challenges

Pupil`s share in the population is 18 % (12.864 elementary school students). There are 15 secondary schools and 13 elementary schools in the administrative area of Zadar. 9 out of 13 elementary schools are founded and managed by the City of Zadar (with 4 new schools being planned), while secondary schools are under responsibility of regional unit.

Elementary schools are overcrowded with elementary school students running on 2-shifts models except for one elementary school running on 3-shift model, resulting in traffic peaks, especially during the end of one shift and the start of another at the same short period of time. Although city layout and climate conditions are in favor of active mobility there is a lack of sufficient and consistent infrastructure for active modes of travel and public transport (lack of safe pedestrian crossings and traffic calming infrastructure in school zones, illegal parking, etc.). The transport infrastructure, on the other hand, is easy for using the car, influencing parents to drive their children to school. Zadar's Modal Split shows that 57% of all the trips inside the city are done by car. Looking at the trip length, more than 70% are shorter or max. 5 km long, which substantiates good conditions for cycling.[3] One of the challenges is also lack of data about school mobility, which is addressed in chapters about objectives and measures of the IAP.

While perceptions on infrastructure deficits are well arguable from the lack of consistent pedestrian and cycling networks, the low trust in children's competences as traffic users derives from a growing overprotectiveness of parents to their children over the last decades.[4] One of the identified challenges is also the freedom of school choice which increases distances and car usage for school trips (parents tend to choose schools accessible by cars).

Project partner schools (pilot areas)

Out of 9 elementary schools founded by the City of Zadar, two specific schools were chosen as project partner schools (pilot areas):

1. **Elementary School Šimuna Kožičića Benje** (956 elementary school students)
   Main challenges: Because of the high number of elementary school students the school has a 3-shift model which causes traffic peaks and there is no direct public transport connection / bus station near the school. Walking and cycling access to the school is poor due to the lack of safe cycling and walking infrastructure – lack of pedestrian sidewalks, existing sidewalks are too narrow, and at certain points occupied by illegally parked cars, causing elementary school students to walk on the roadside too close to the traffic.

[3] Draft of Sustainable Urban Mobility Plan of the City of Zadar, 2021
[4] SCHOOLHOODS Baseline Study and Network Roadmap

2. **Elementary School Petra Preradovića** (492 elementary school students)
   Main challenges: School is located in the historic center (a touristic hotspot) of the peninsula with public space limitations and lack of safety infrastructure for pedestrians with different traffic conditions (deliveries, visitors, etc.) causing congestion in school area. Access to the school by public transport is difficult due to the lack of space and insufficient infrastructure.

In November and December 2024, the city received the data about pupil`s streets of residence from two project partner schools. The data was analyzed and main school trip corridors have been estimated for two project partner schools based on the number of elementary school students and their streets of residence:

- **Elementary school Petra Preradovića**

Estimated main travel corridors/streets: Obala kralja Tomislava, ulica Zrinsko Frankopanska, Liburnijska obala, Istarska obala, Ulica Mihovila Pavlinovića, Obala kneza Branimira.

Figure 1: Heatmap of main travel corridors to project partner Elementary school Petra Preradovića located in Zadar peninsula

Most of the elementary school students travel from locations that are either in the Zadar peninsula where OŠ Petra Preradovića is located or in the inner city near the peninsula which is less than 3 km from the school (main school travel relations are listed below). Improving the safety infrastructure, as well as continuous pedestrian and cycling network, would make active travel modes more attractive and their travel to school safer.

Main school trip relations (origin – destinations) for the project partner school Petra Preradovića:[5]

Ulica Zrinsko-Frankopanska – El. school P. Preradovića 10,8%

[5] Data about elementary school students` streets of residence received from Elementary school Petra Preradovića, Nov. 2024

Obala Kneza Branimira – El. school P. Preradovića	3,7%
Ulica Miroslava Krleže – El. school P. Preradovića	3,5%
Knezova Šubića Bribirskih – El. school P. Preradovića	2,2%
Put Murvice – El. school P. Preradovića	2,2%
…	…

- **Elementary school Šimuna Kožičića Benje**

Estimated main travel corridors/streets: Ulica Bruna Bušića, Ulica Ivana Zajca, Put Petri, Put Nina, Ulica Vatroslava Jagića, Lovre Matačića.

Figure 2: Heatmap of main travel corridors to project partner Elementary school Šimuna Kožičića Benje in Zadar

Many elementary school students travel from the streets that are in less than 2 km distance from the elementary school Šimuna Kožičića Benje (main school travel relations are listed below). Since the school operates in 3-shift model, due to overcrowding (more than 900 elementary school students), with no direct bus line, congestion on the streets near the school area often occurs, as well as illegal parking of private cars, making walking and cycling less desirable and unsafe, especially for the elementary school students that live near the school.

Main school trip relations (origin – destinations) to the project partner school Šimuna Kožičića Benje:[6]

Put Petrića – El. school Š. K. Benje	6,1%
Ulica Ivana Gundulića – El. school Š. K. Benje	3.5%

[6] Data about elementary school students` streets of residence received from Elementary school Š. K. Benje, Nov. 2024

Put Nina – El. school Š. K. Benje	3.2%
Ulica Lovre Matačića - El. school Š. K. Benje	2.5%
Put Dikla - El. school Š. K. Benje	2.2%

…

The main travel corridors experience high traffic volumes at the beginning and end of the school day, along with excessive vehicle speeds and instances of reckless driving. As a result, it is essential to ensure the highest possible level of safety for all users in these areas.

High-traffic zones require consistently high safety standards. Therefore, within the safety intervention area, measures should include a pedestrian infrastructure audit and necessary repairs, increased presence of traffic police, implementation of traffic calming measures, and the deployment of mobile speed control radars in school zones. This applies in particular to corridors such as Ulica Asje Petričić and Put Petrića (near elementary school Šimuna Kožičića Benje), as well as Liburnska obala (near elementary school Petra Preradovića).

1.3. Relevant existing strategies and policies

The local government of Zadar has recognized the importance of sustainable transport development by issuing **the Sustainable Urban Mobility Plan (SUMP)** in 2021[7] which tackles challenges mentioned in previous chapter. SUMP includes measures aimed at promoting sustainable modes of transportation for school trips. These measures include:

- connecting all schools to the cycling network,
- cater for bicycle parking spaces at schools,
- place bike-sharing stations in the areas of all schools,
- improve existing pedestrian infrastructure at school areas,
- implement safe pedestrian routes to schools, and
- map and visualize safe walking routes in school areas.

On a wider scope, the top ranked measure of the plan is the creation of traffic calming zones and streets, which is of direct relevance for schools. Main local problems include underdeveloped infrastructure for pedestrians and cyclists, high level of motorization and high level of use of private cars, high traffic speeds, and large number of parking facilities outside the payment system, while main local strengths include positive demographic trends, suitable size and topography of the City for cycling, and recognition of the importance of sustainable transport development by the local government. Other local strengths and weaknesses, along with threats and opportunities are described on page 11 in SWOT table.

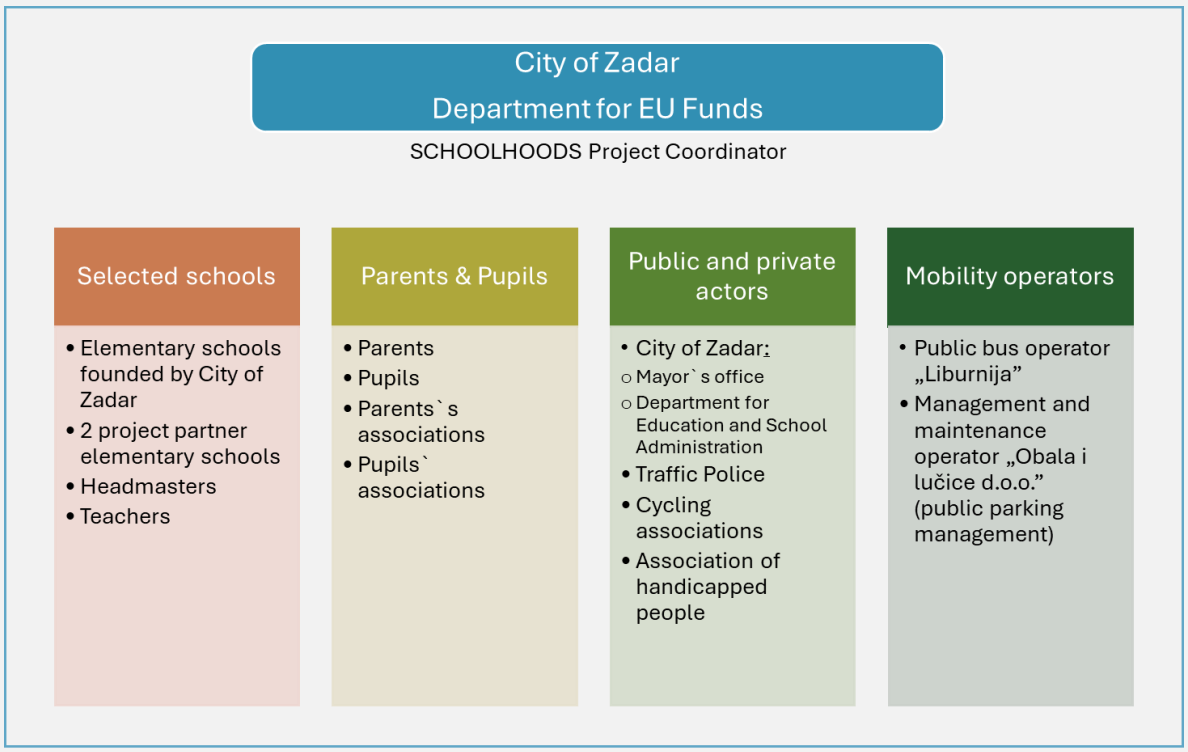
Zadar also elaborated **Study of Sustainable Urban Logistics at Zadar Peninsula** in 2018, and a **Parking Action Plan** in the frame of the H2020 project Park4SUMP. One of the most important anticipated results of the Parking Action Plan is to remove parking options from the historic walls in the city center peninsula by reducing car traffic consequently heading to the area. Furthermore, reducing car traffic in the peninsula could improve accessibility of the project partner school Elementary School Petra Preradovića (492 elementary school students traveling to the main school location) and provide more space and opportunities for safer and more sustainable trips to the school.

[7] Draft of Sustainable Urban Mobility Plan of the City of Zadar, 2021

Urban Local Group (ULG)

Zadar provides high experience in working in local groups settings due to experience of working in previous URBACT network as well as for its SUMP. The Department for EU funding plays a central role since it is highly experienced in coordinating work with different administrative units (e.g. managing the construction of the new schools in cooperation with urban planning, education and utility services departments. The URBACT Local Group includes most key stakeholders coming from the administration of the municipality, teachers at primary schools and parents. Structure of the ULG is illustrated in the Figure below.

Figure 3: Structure of SCHOOLHOODS Urban Local Group (ULG) in Zadar



Urban Local Group Meeting and Workshop

Besides, the URBACT Local Group had an initial in November 2024 the City of Zadar organized a new workshop with the main ULG members focusing on two project school partners as main supporters in data collection. The members at the workshop included City of Zadar representatives, representatives of project partner elementary schools Petra Preradovića and Šimuna Kožičića Benje), Zadar Police Department representative, and public bus transport operator representatives.

The purpose of the ULG workshop was to introduce data collection methodology, define stakeholder's role in data collection process, discuss main local challenges of elementary school students` trips to school, and to discuss recommendations for infrastructure and organizational improvements as an input for SWOT analysis.

Data collection in collaboration with ULG

With the cooperation and support from ULG stakeholders, the City conducted data collection process which included:

- Web survey for parents in 9 elementary schools that are founded by the City of Zadar **– 192 participants (parents)**

- Web survey for elementary school students in 9 elementary schools that are founded by the City of Zadar **– 745 participants (elementary school students fro 5th to 8th grade)**
- WebGIS for mapping the pupil`s travel routes and spatial identification of challenges - for parents in 2 project partner schools – **206 participantsWeb survey**
- Web survey for representatives of 9 elementary schools that are founded by the City of Zadar **– 8 participants (school representatives)**
- Web survey for stakeholders (parents and representatives of schools, representatives of Zadar Police Department and public transport operator)
  – 12 participants

Figure 4: Developed web survey for parents

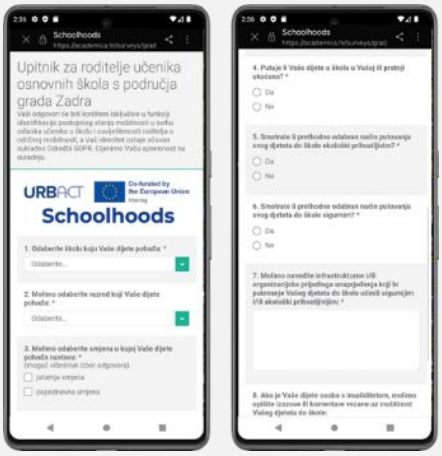


Figure 5: Developed WebGIS platform for parents – for mapping school trip routes and challenges

In May and April 2025, the city conducted survey activities for defining main mobility indicators which include defining main modes of transport to school (modal split of elementary school students), main school trip corridors, and spatial, infrastructural, and organizational challenges of travelling to school, identifying, and comparing parents` and elementary school students` awareness and perception about sustainable mobility, and defining improvement potentials.

Examples of challenges discussed at ULG workshop include the following quotes from stakeholders:

- *"Our school is overcrowded, yet it is not connected via public transport. There is no bus station near school area."*
- *"Illegally parked cars and e-scooters in front of schools are making pedestrians feel unsafe and frustrated."*
- *"Our school areas lack safety infrastructure. Existing traffic calming infrastructure and pedestrian crosswalks need to be improved. Some crosswalks are barely visible."*
- *"E-scooter drivers drive with high-speed making pedestrians feel unsafe."*
- *"There is a lack of parking infrastructure for bicycles and e-scooters in school areas."*

Figure 6: Photos of ULG workshop and consortium meeting in Zadar - 01

Figure 7: Photos of ULG workshop and consortium meeting in Zadar - 02

Figure 8: Photos of ULG workshop and consortium meeting in Zadar - 03

Figure 9: Photos of ULG workshop and consortium meeting in Zadar - 04

Based on the surveys conducted in 2025., main results are:

- **How do you travel to school? (n = 745 elementary school students)**
  - ***walking: 62,68 % (467/745)***
  - ***by car: 16,24 % (121/745)***
  - ***by bus: 9,40 % (70/745)***
  - ***cycling: 7,65 % (57/745)***
  - ***by kick/electric scooter: 3,76 % (28/745)***
  - ***other: 0,27 % (2/745)***

- **Does your child travel to school in your presence / accompanied by a family member? (n = 398 parents)**
  - ***Yes (in presence of a parent or a family member): 25,63 % (102/398)***
  - ***No (independently): 74,37 % (296/398)***

- **Categorized parental feedback on specific infrastructural and organizational issues affecting the safety of school trips (n = 323 comments):**
  - ***Poor Pedestrian Infrastructure & Signage*** *(e.g.damaged sidewalks, pedestrian crossings not visible enough, etc.):* ***45,82% (148/323)***
  - ***High Motorised Traffic Speeds: 12,07% (39/323)***
  - ***Poor Road Infrastructure & Signage*** *(damaged driving lanes, lack of signage, etc.):* ***10,53% (34/323)***
  - ***High Motorised Traffic Intensity & Congestions: 9,29% (30/323)***
  - ***Unsafe Driver Behaviour*** *(e.g. not stopping at pedestrian crossings or red light):* ***6,19% (20/323)***
  - ***Lack of Parking Management & Monitoring*** *(mostly illegal parking):* ***5,88% (19/323)***
  - ***Poor Street Lighting: 5,26% (17/323)***
  - ***Other*** *(vandalism, construction sites, etc****.): 3,41% (11/323)***
  - ***Poor Cycling Infrastructure*** *(mostly lack of dedicated cycle lanes):* ***1,55% (5/323)***

"How would you improve traffic in your city, Zadar, to make it better for the environment and people's health? " **-** Web survey for elementary school students in elementary schools founded by the City of Zadar

Examples of pupil`s answers:

- *"Cars and motorcycles should be banned in certain areas. On some days, driving should be restricted to reduce pollution."*
- *"I think more bicycle lanes should be built so that children who cycle to school are safer, and perhaps other students would also be encouraged to go by bike instead of using other means of transport (better traffic connections for cycling or walking to school)."*
- *"We should use bicycles more or walk to work so that the air is cleaner."*
- *"More green spaces and pedestrian zones."*

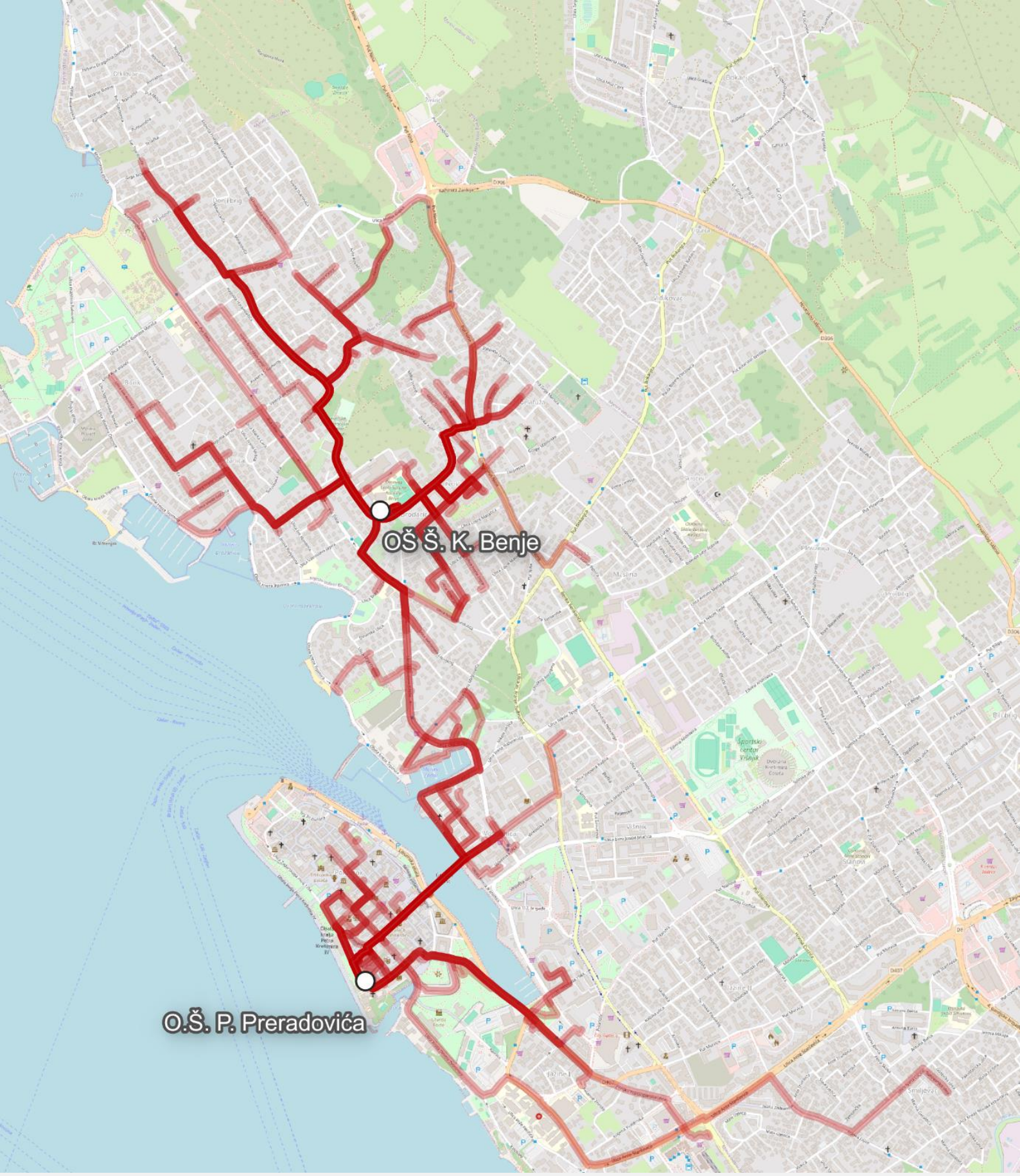


Figure 10: Main walking trip routes to elementary schools Petra Preradovića and Šimuna Kožičića Benje based on survey data

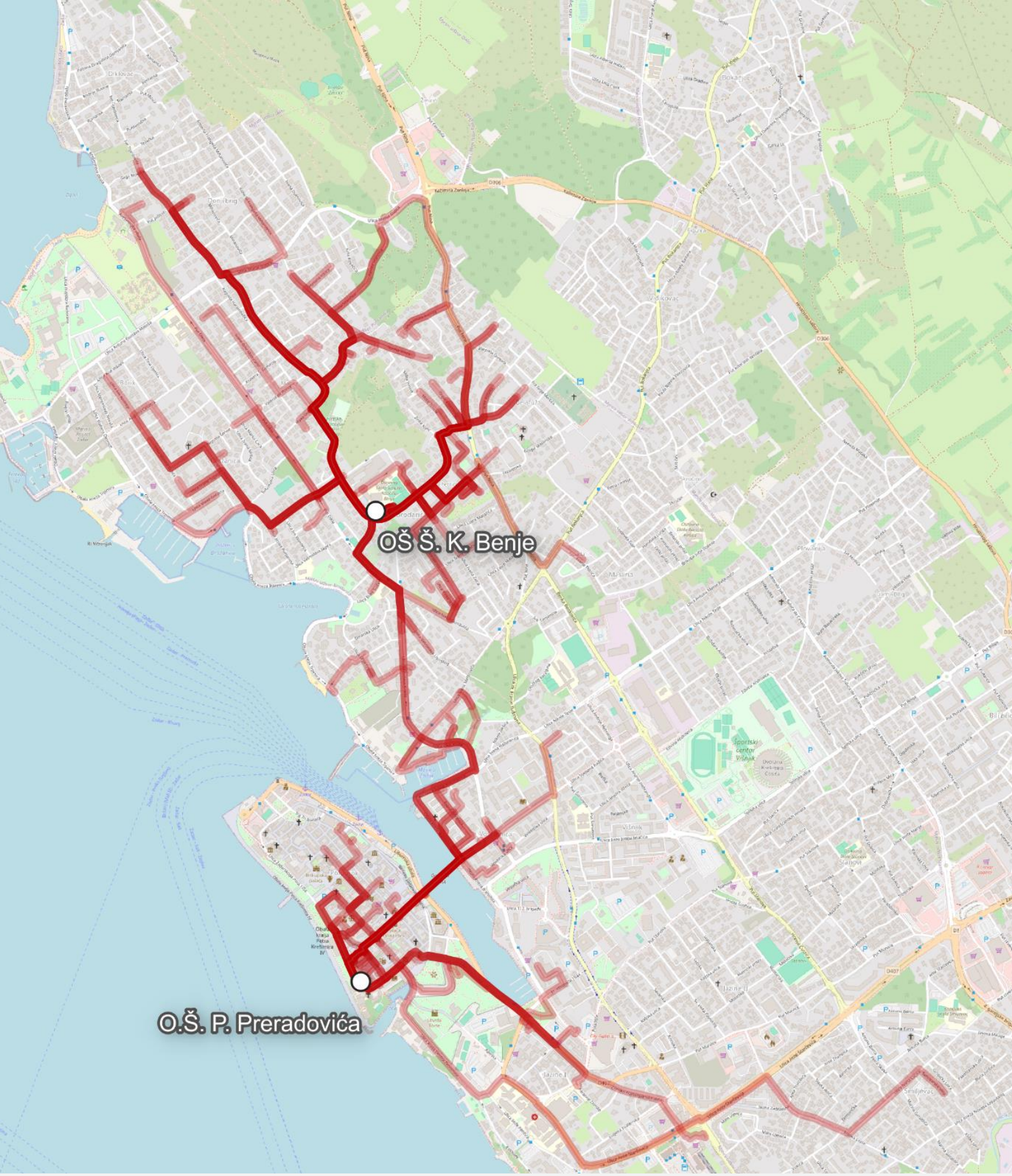


Figure 11: Main walking trip routes to elementary schools Petra Preradovića and Šimuna Kožičića Benje based on survey data - independent (not accompanied by a family member)

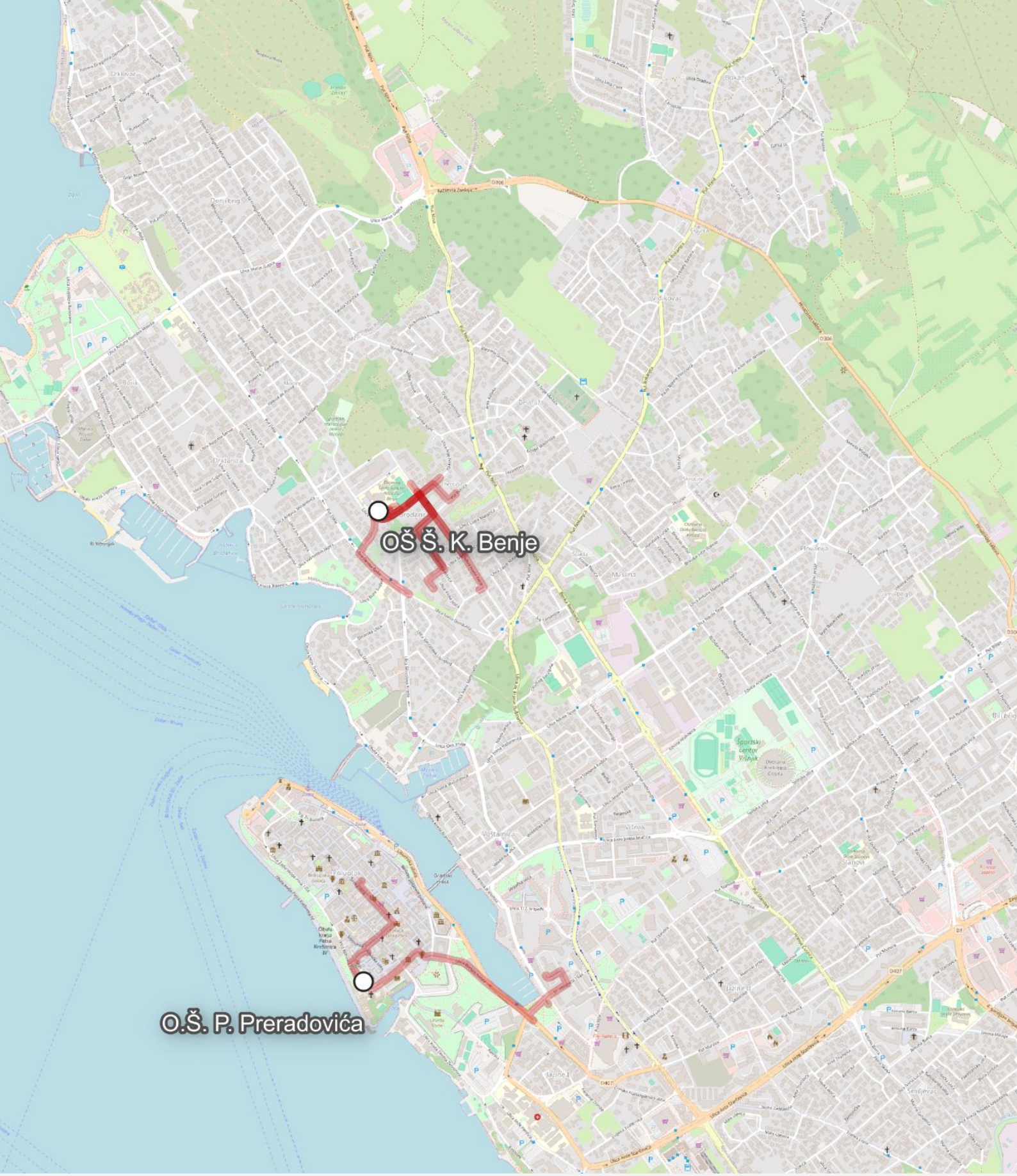


Figure 12: Main walking trip routes to elementary schools Petra Preradovića and Šimuna Kožičića Benje based on survey data - accompanied by a family member

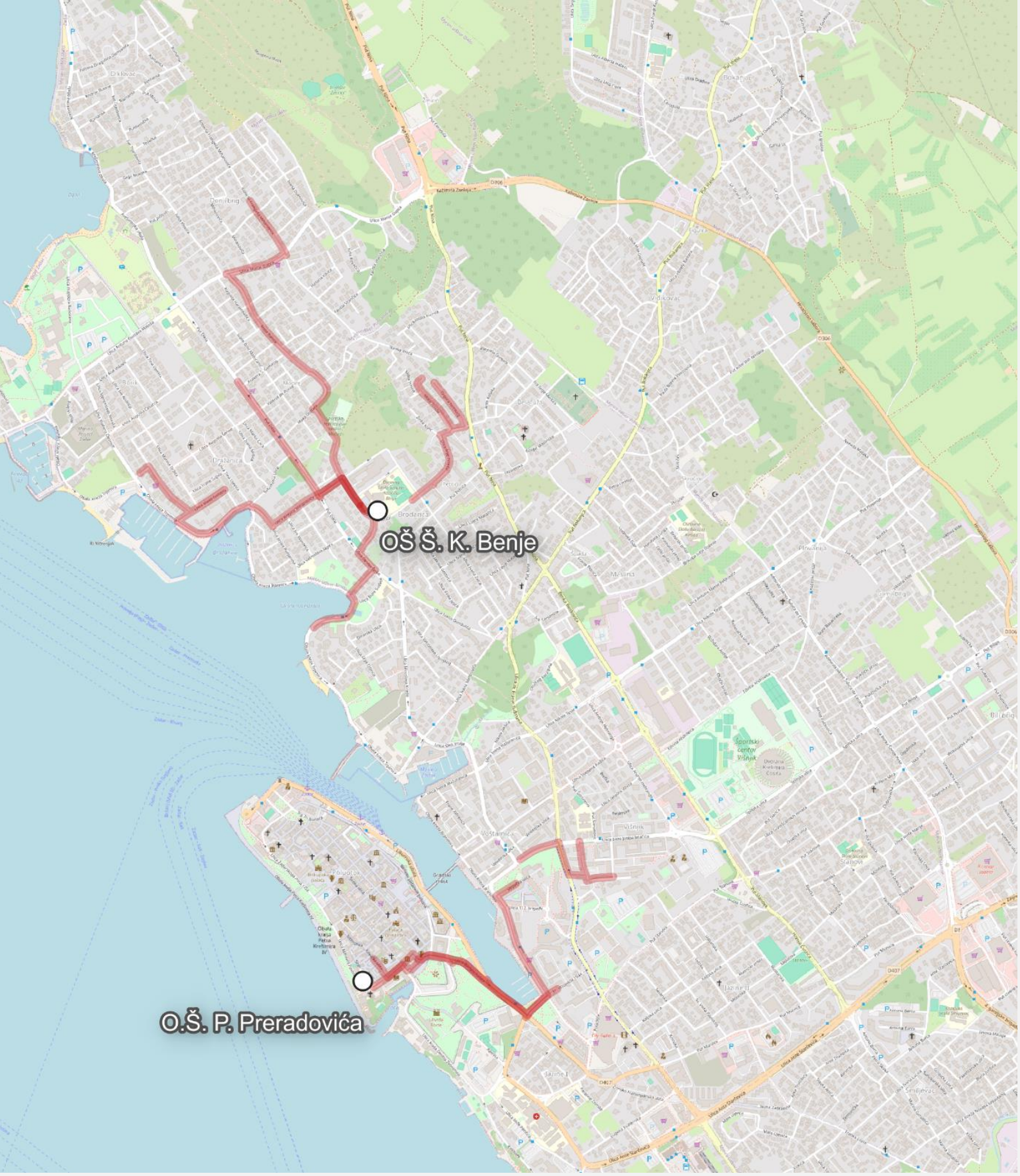


Figure 13: Main cycling trip routes to elementary schools Petra Preradovića and Šimuna Kožičića Benje based on survey data

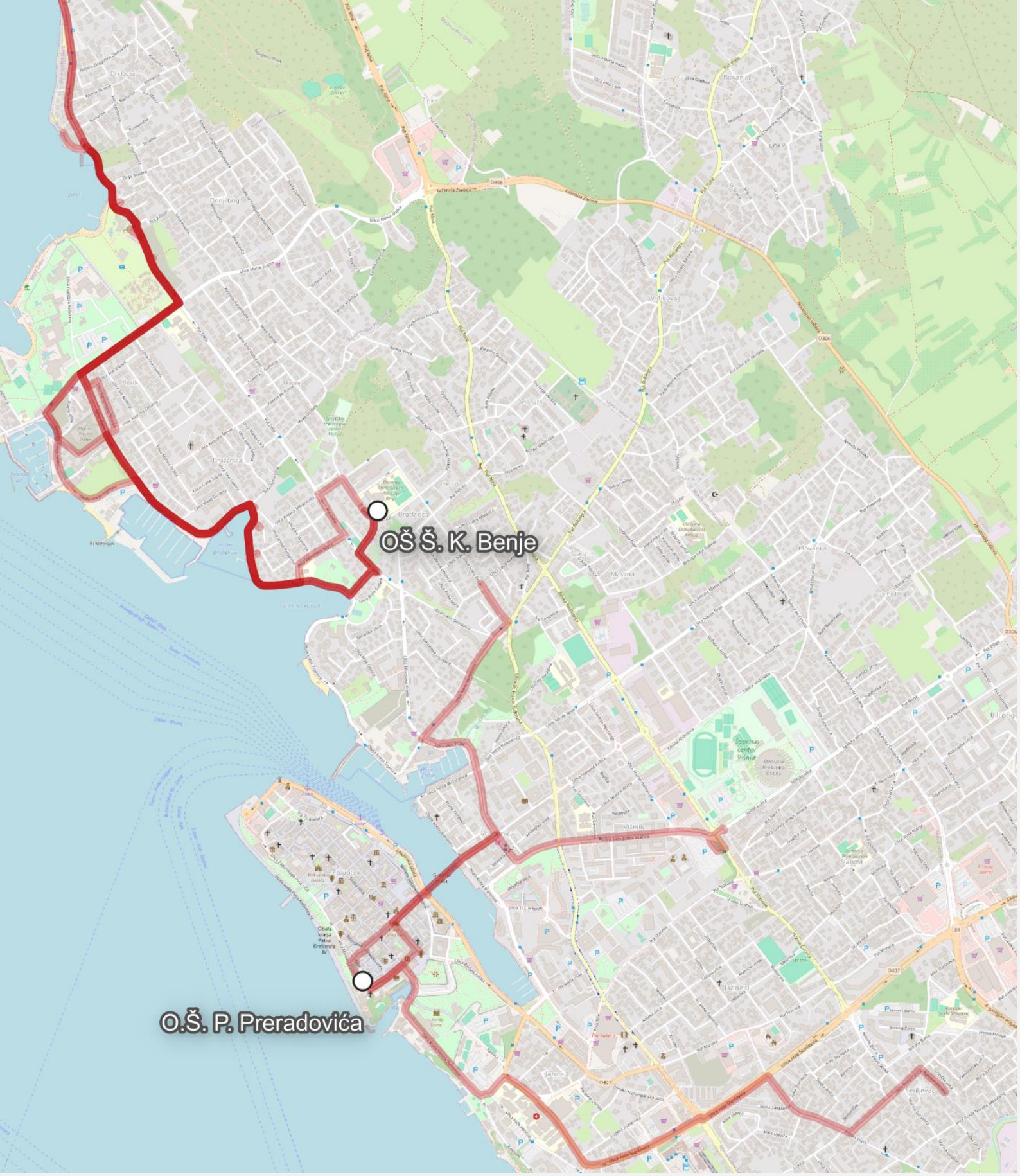


Figure 14: Main bus trip routes to elementary schools Petra Preradovića and Šimuna Kožičića Benje based on survey data- (including walking to and from bus stations from home or school)

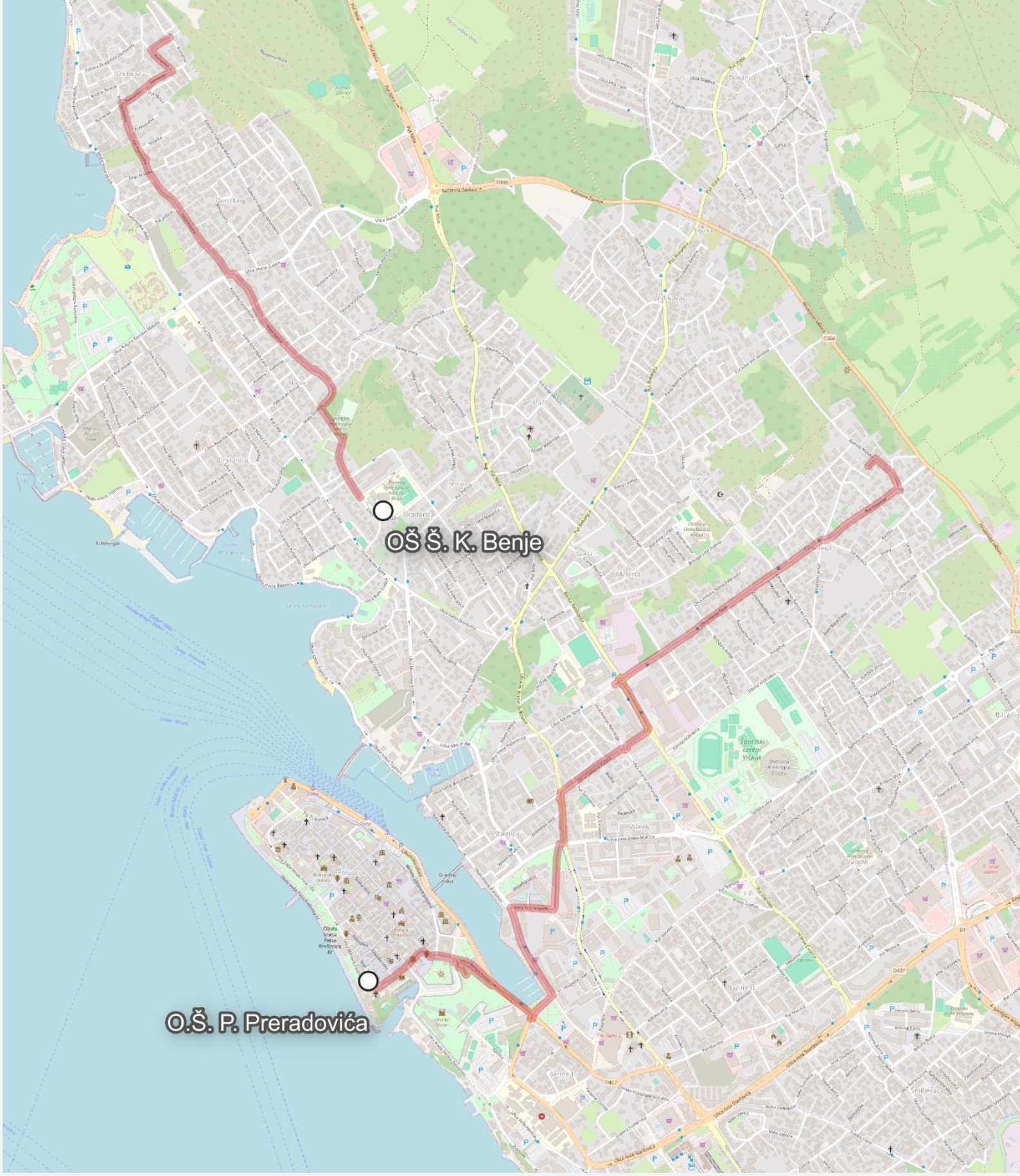


Figure 15: Main e-scooter/kick scooter trip routes to elementary schools Petra Preradovića and Šimuna Kožičića Benje based on survey data

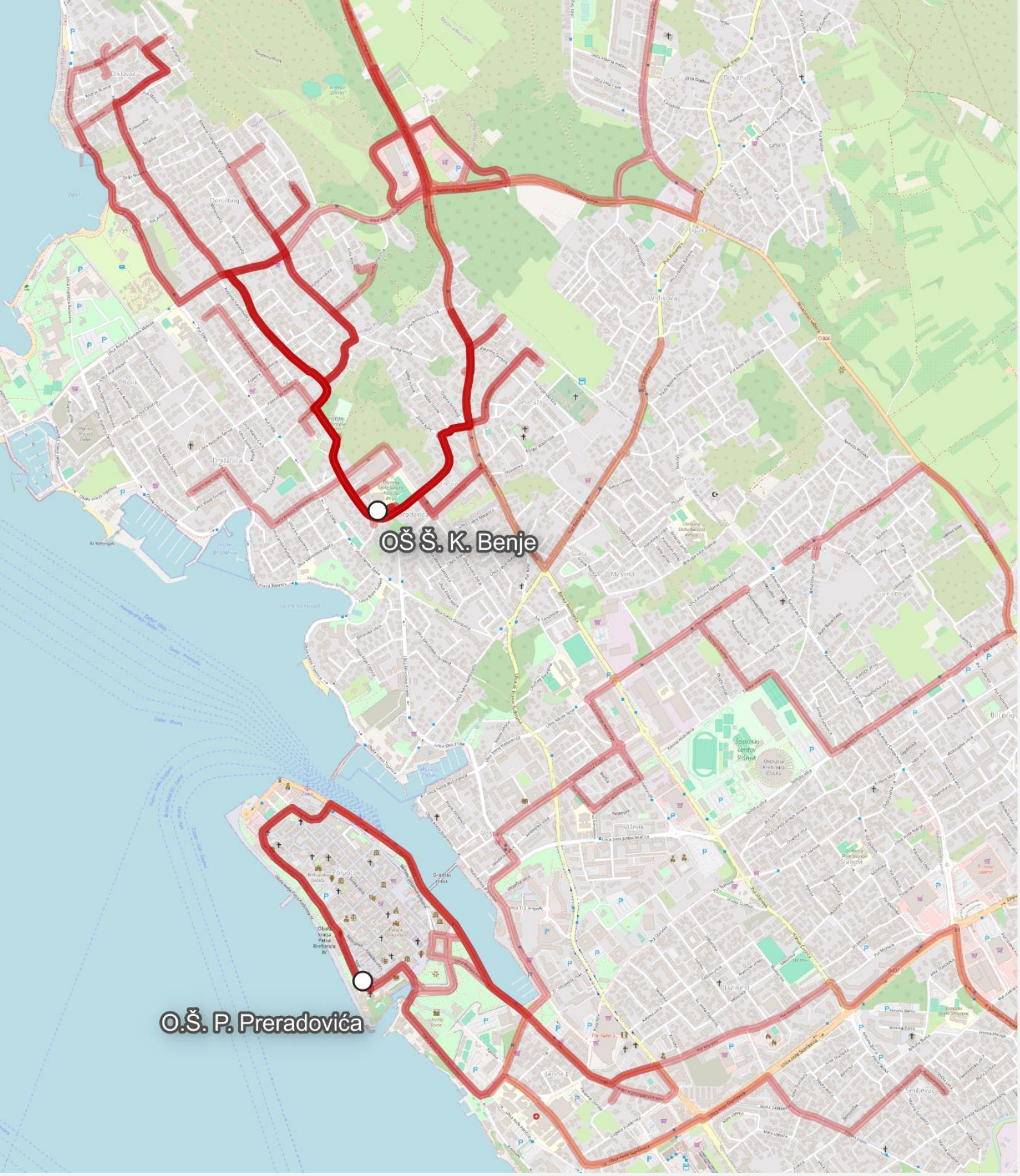


Figure 16: Main car trip routes to elementary schools Petra Preradovića and Šimuna Kožičića Benje based on survey data

*Figure 17: Routes and locations (points) with identified challenges regarding **poor pedestrian infrastructure & signage** based on survey data*

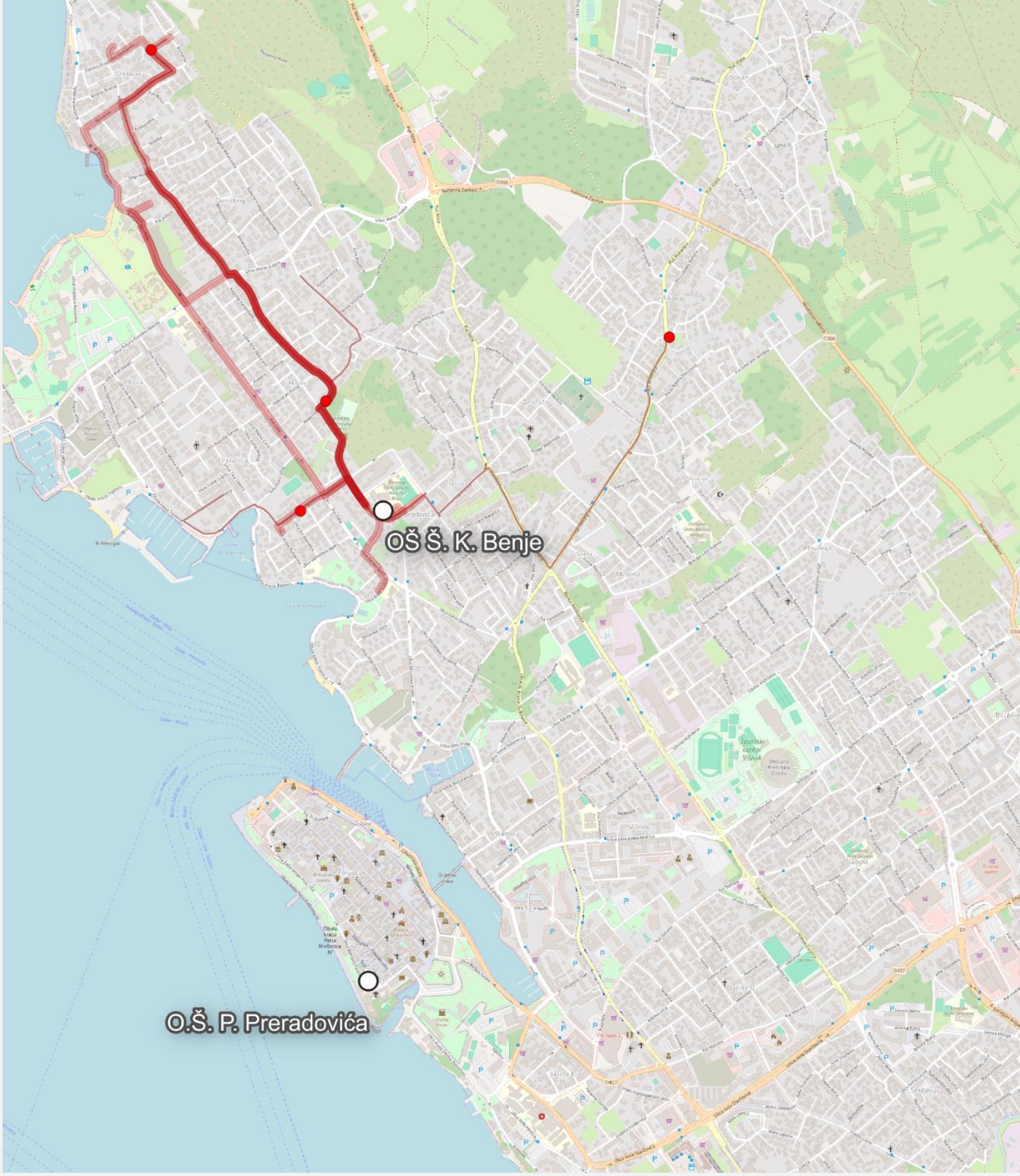


*Figure 18: Routes and locations (points) with identified challenges regarding **poor street lighting** based on survey data*

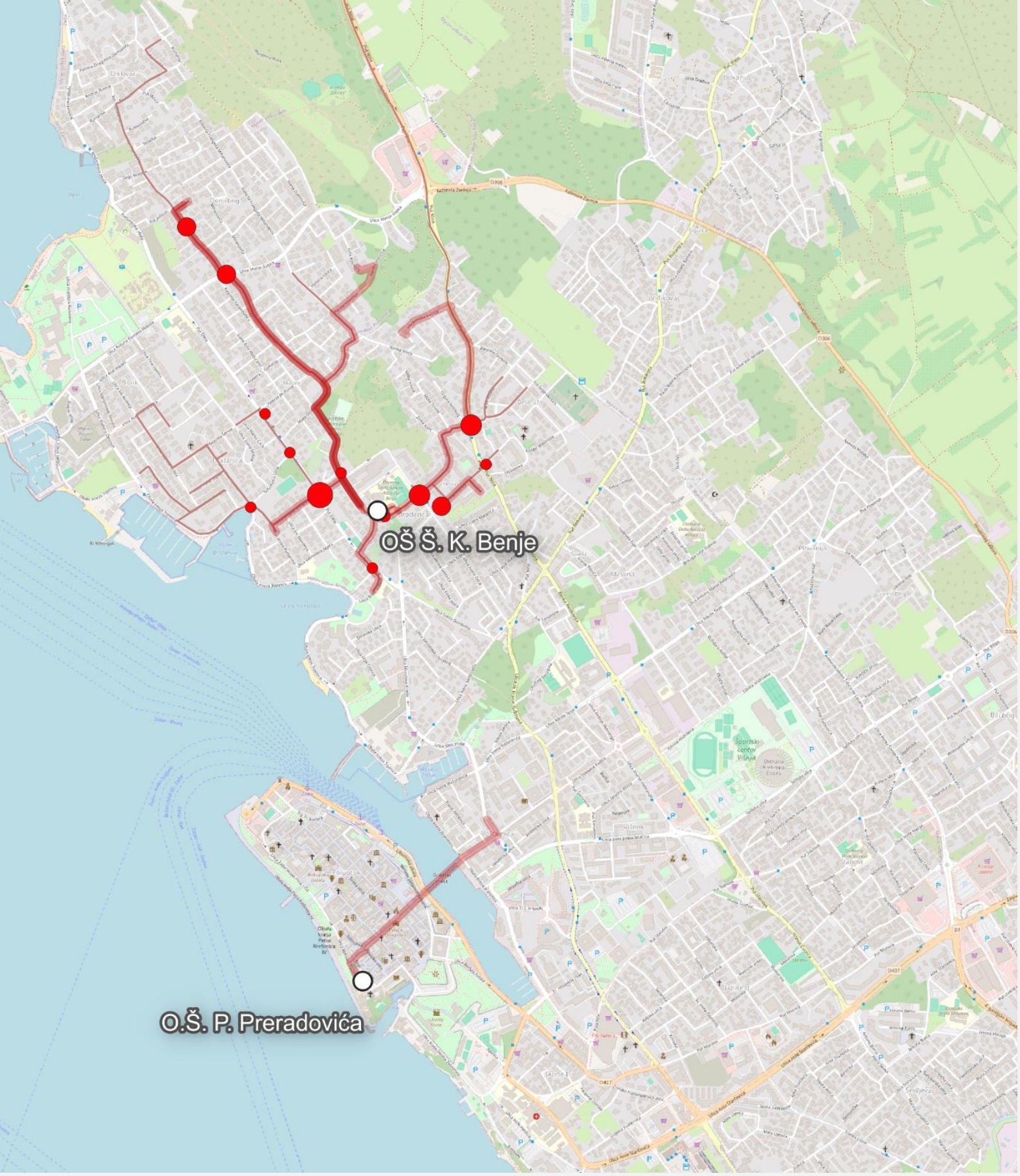


*Figure 19: Routes and locations (points) with identified challenges regarding **high traffic speeds** based on survey data*

*Figure 20: Routes and locations (points) with identified challenges regarding **poor road Infrastructure & signage** based on survey data*

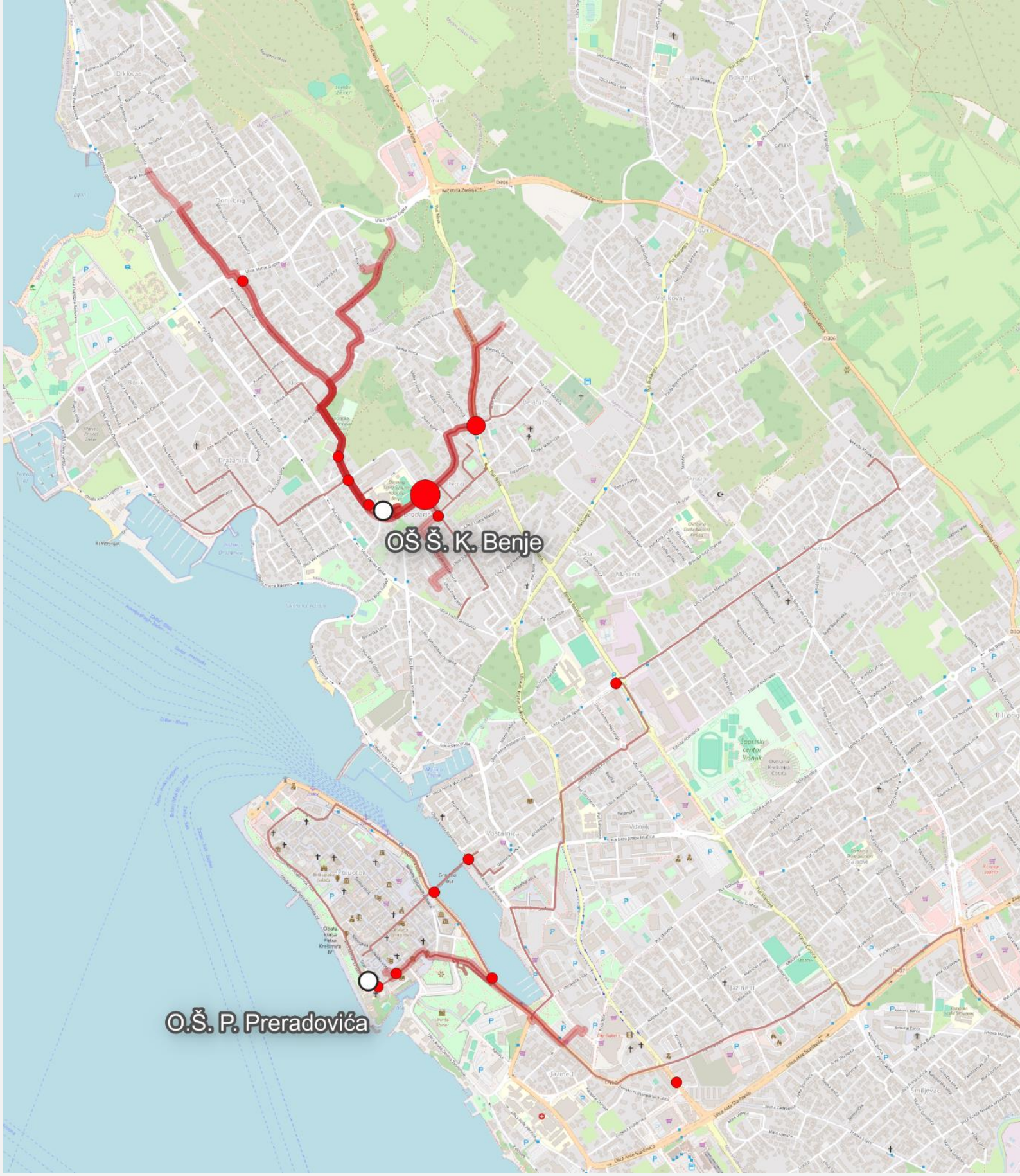


*Figure 21: Routes and locations (points) with identified challenges regarding **high motorised traffic intensity & congestions** based on survey data*

*Figure 22: Routes and locations (points) with identified challenges regarding **unsafe driver behaviour (breaking traffic rules, e.g. not stopping at pedestrian crossing/during red light, etc.)** based on survey data*

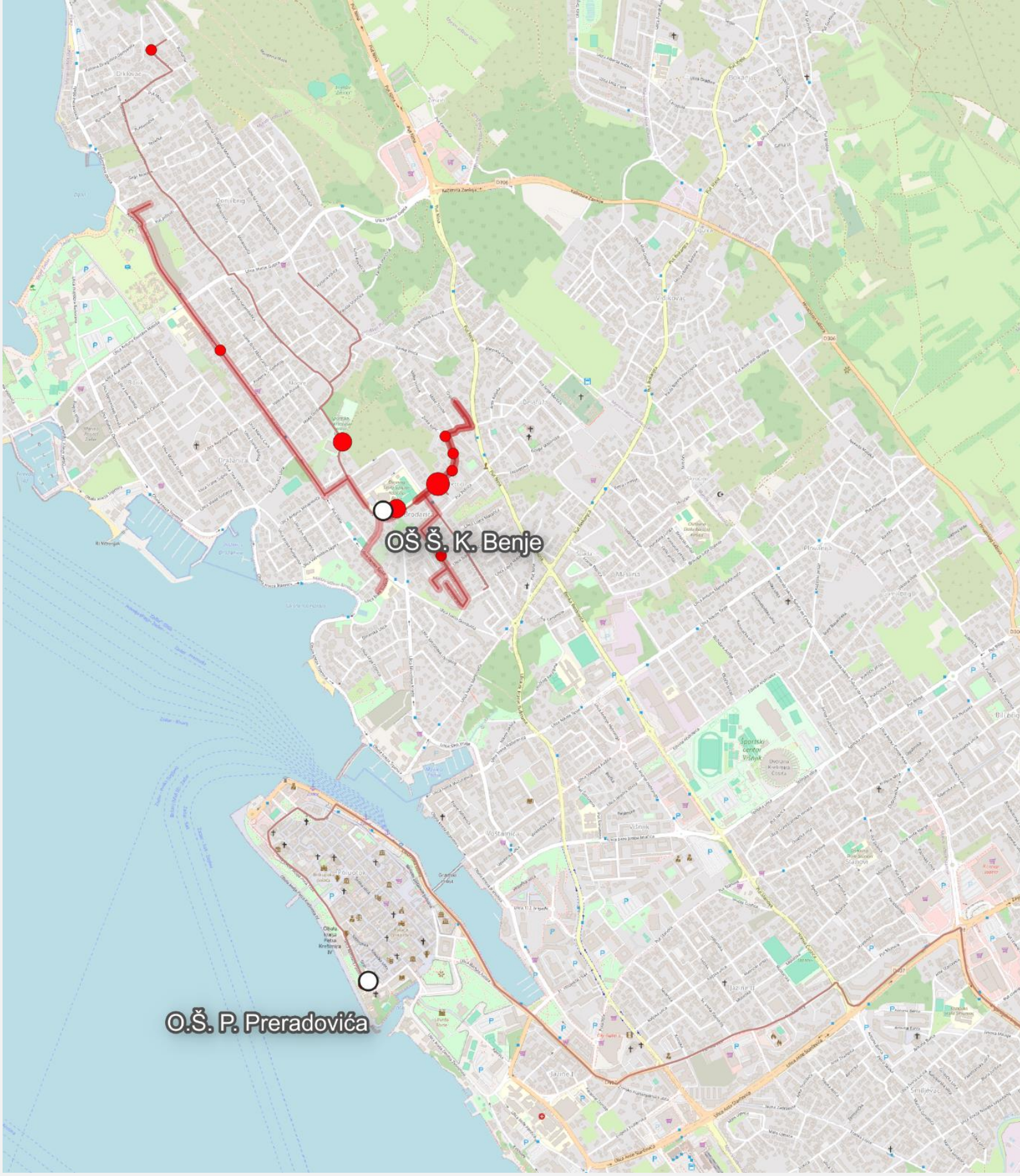


*Figure 23: Routes and locations (points) with identified challenges regarding **lack of parking management & monitoring (mostly illlegal parking at sidewalks)** based on survey data*

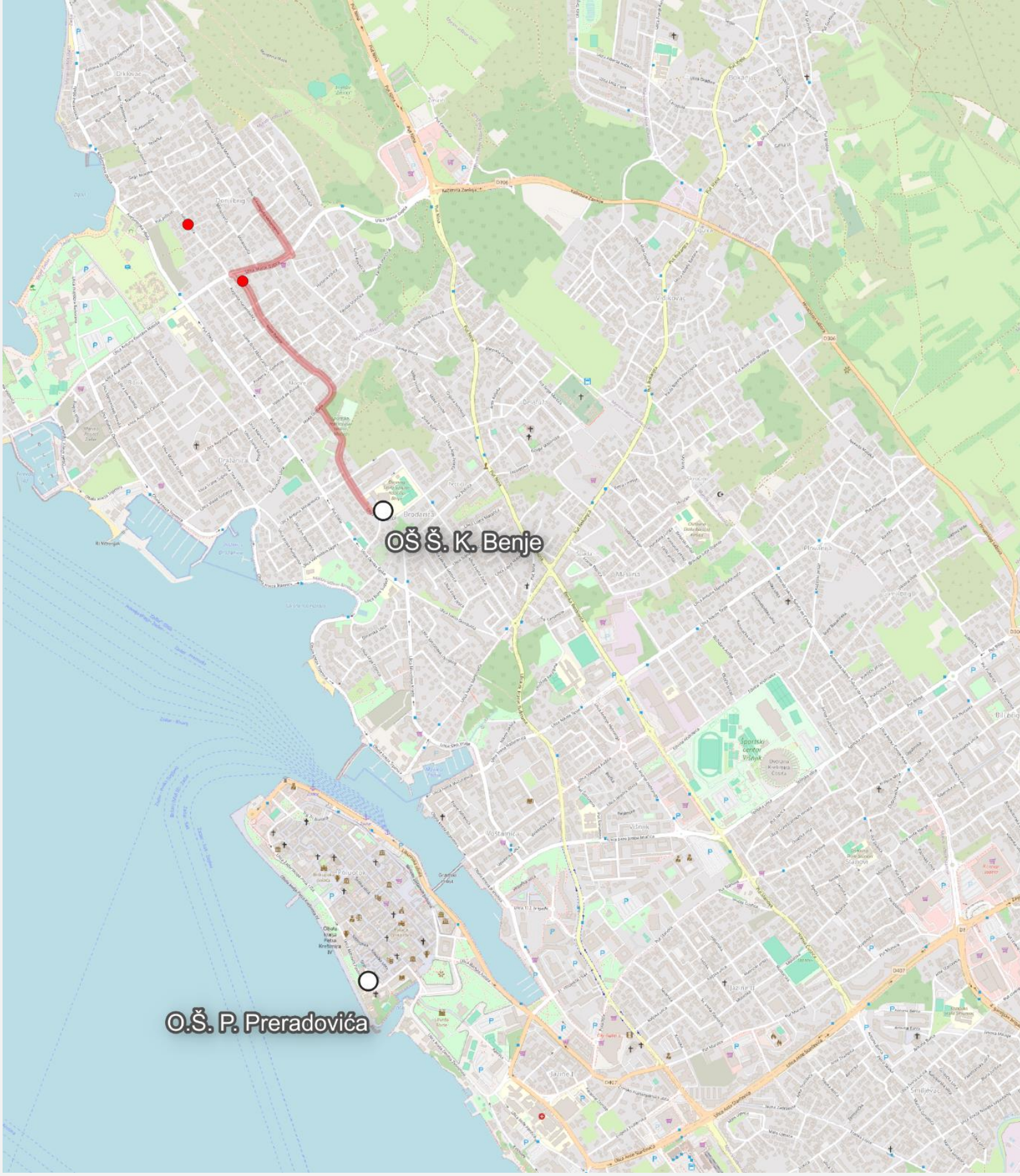


*Figure 24: Routes and locations (points) with identified challenges regarding **poor cycling infrastructure (mostly lack of cycle lanes)** based on survey data*

Main results from school representatives survey:

- *Does the elementary school that you represent implement infrastructural and/or organizational activities that improve the transport system and directly affect the quality of travel/movement of students and staff to the selected school? (n=8 educational institution)*
    - *Yes: 25% (2/8)*
    - *No: 75% (6/8)*
- *Does the educational institution that you represent educate students about the importance of sustainable mobility?*
    - *Yes: 75% (2/8)*
    - *No: 25% (6/8)*

Key infrastructural and organizational advantages and disadvantages of the existing traffic system in the city of Zadar and their impact on the safety and sustainable mobility of elementary school students and school staff traveling to elementary schools (survey results):

Key Positive Comments	Key Negative Comments
Safety – Positive: *"Safe traffic infrastructure: In the vicinity of the school, there are marked pedestrian crossings, traffic lights, and speed bumps, which increase the safety of children in traffic."* (Elementary school Voštarnica)	**Safety – Negative:** *"Traffic congestion – During the morning and afternoon hours, traffic jams occur, which endanger the safety of elementary school students when arriving at and leaving the school."; "Lack of traffic signage – At some locations, pedestrian crossings are not clearly marked, making it difficult for students to cross the streets safely."* (Elementary school Šimuna Kožičića Benje)
Sustainability – Positive: *"As a city school located close to the town center, we benefit from a larger number of bus lines."* (Elementary school Šime Budinića)	**Sustainability – Negative:** *"(Mostly) lack of marked lanes for cyclists or e-/kick-scooters on roads/sidewalks on the way from home to school."* (Elementary school Petra Preradovića)

Stakeholder survey main results:

<u>Representatives of public transport operator - necessary solutions/actions:</u>

"Construction and maintenance of safe traffic infrastructure (sidewalks, pedestrian crossings, street lighting, etc.) adapted to pedestrians is neccessary, as well as reduction of vehicle speeds near schools, and enforcement actions to change bad driver behaviour."

<u>Representative of the Zadar Police Department – necessary solutions/actions:</u>

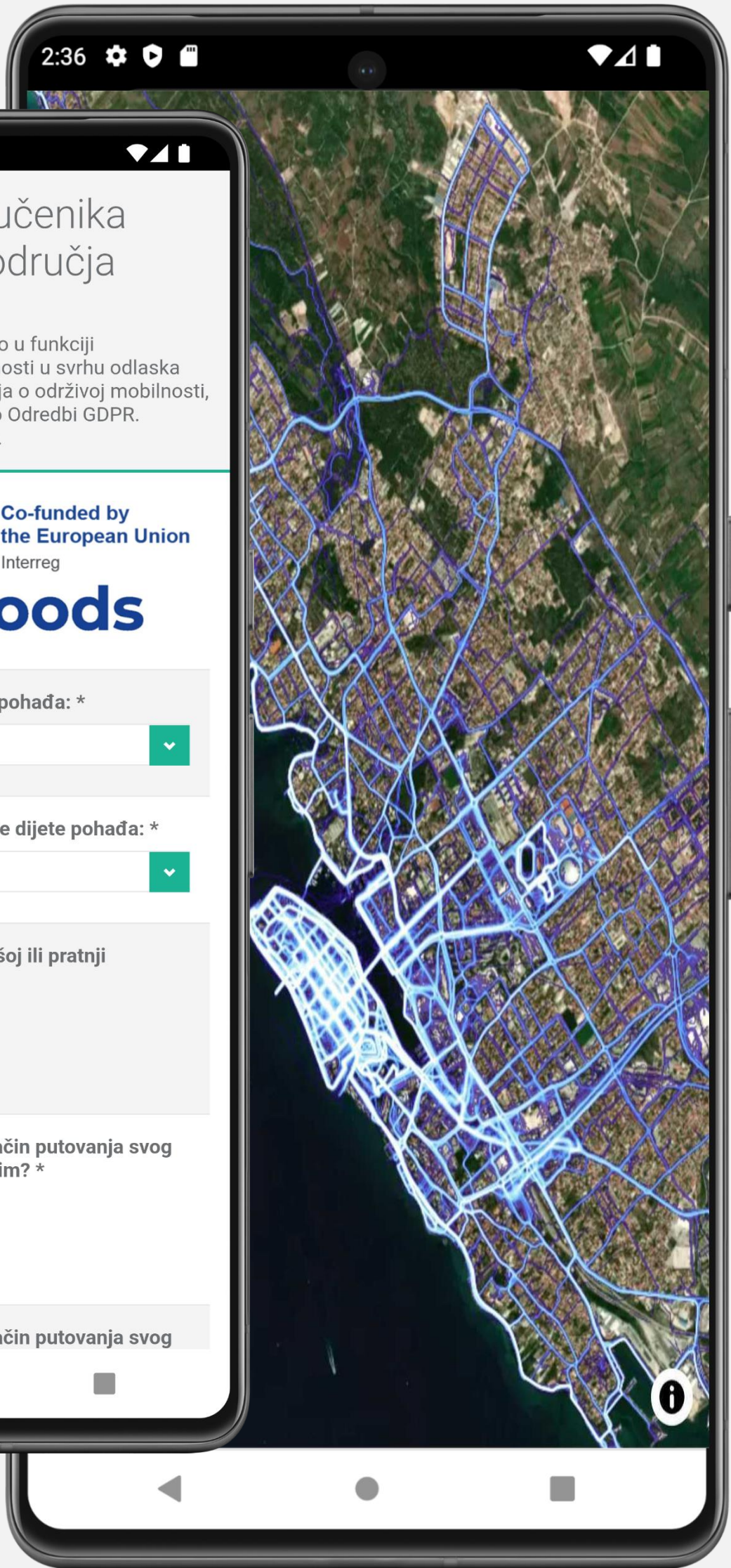
- *"Construction or renovation of sidewalks along the routes most frequently used by children.*
- *"Improvement and widening of existing sidewalks that are damaged or too narrow."*
- *"Introduction of additional pedestrian crossings at critical points."*
- *"Installation of additional traffic lights, especially where students cross roads with high motorised traffic density."*
- *"Mandatory illumination of pedestrian crossings and installation of additional flashers or light signals at the crossings."*
- *"Better regulation of parents` parking near schools."*
- *"Regular education of elementary school students on safety in traffic."*

Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

Based on the discussions and data collected during ULG workshop, consortium meetings and site visit, and strategic level overview, City of Zadar conducted strengths, weaknesses, opportunities, and threats analysis (SWOT) with a focus on key challenges and opportunities identified during the discussion with stakeholders and consortium city partners.

Table 1: Table of local strengths, opportunities, weaknesses, and threats in the context of school mobility in Zadar

Strenghts	Weaknesses (Challenges)
• Positive demographic trend • City layout/topography and climate conditions are suitable for active mobility (walking, cycling, etc.) • Proximity to bus and railway station from different points in the main Zadar area • Citizens' desire to create a sustainable transport system • Experience of the Department for EU funding of the City of Zadar in managing sustainable mobility projects	• Lack of school mobility data collection • Elementary schools are overcrowded with elementary school students, consequently working in a 2-shift model causing traffic congestion and safety challenges for cyclists and pedestrians • Free school choice increases travel distance and car usage for school trips (parents tend to choose schools accessible by cars) • Lack of public transport infrastructure - Some elementary schools are not connected to public transport networks. • Lack of safety infrastructure and inadequate safety infrastructure (e.g., traffic calming infrastructure, pedestrian crosswalks, safe zones, poor visibility of traffic signs, etc.) in school areas • Illegal parking causes safety concerns and less attractiveness for walking to school • Lack of electric scooter regulations and infrastructural accessibility – e-scooters are a status symbol by elementary school students, there is no proper parking infrastructure near schools, high speeds cause safety issues, fear of accidents causes negative public perception about e-scooters • The police do not statistically record e-scooter accidents the same way as other (car) accidents • Lack of functional railway transport • Parents are overprotective safety-wise • Spatial limitation is some school areas cause safety issues and challenges • Lack of traffic “culture” (high speeds of driving, illegal parking, etc.)
Opportunities	**Threats**
• National legislation demands that all schools work in a 1-shift model (morning lessons) by 2027 • Recognition of the importance of sustainable transport development by the local government • SUMP (2021) proposes measures of connecting schools to the existing network of pedestrian and cycling routes, improvement of pedestrian, cycling and safety infrastructure • New cycling lane was built which connects Elementary School Petra Preradovića with the rest of the peninsula • Modernization of the public transport ticket system and app development improved user experience and attractiveness of public transport in the city	• High tourism, especially in Zadar`s peninsula causes traffic congestions and longer city trips (in summer periods, up to 20.000 vehicles in the city center area) • Lack of planning - new school locations) due to national legislation demands) are decided without involvement of stakeholders from different sectors and without considering/modelling school mobility • Rapid urban development without social or mobility infrastructure and service provision.



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Upitnik za roditelje učenika osnovnih škola s područja grada Zadra

Vaši odgovori će biti korišteni isključivo u funkciji identifikacije postojećeg stanja mobilnosti u svrhu odlaska učenika u školu i osviještenosti roditelja o održivoj mobilnosti, a Vaš identitet ostaje očuvan sukladno Odredbi GDPR. Cijenimo Vašu spremnost na suradnju.

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1. Odaberite školu koju Vaše dijete pohađa: *

Odaberite...

2. Molimo odaberite razred koji Vaše dijete pohađa: *

Odaberite...

3. Putuje li Vaše dijete u školu u Vašoj ili pratnji ukućana? *

- ◯ Da
- ◯ Ne

4. Smatrate li prethodno odabran način putovanja svog djeteta do škole ekološki prihvatljivim? *

- ◯ Da
- ◯ Ne

5. Smatrate li prethodno odabran način putovanja svog

1.4. Vision/overarching objective

The current state analysis, survey results and discussion with ULG members during the workshop have shown that the City of Zadar and the stakeholders would like to create school mobility that is based on the application of the principles of safety, sustainability, integrity, directness, innovation, and attractiveness.

School trips should be safer and more attractive for pedestrians, cyclists, and public transport users in Zadar.

Vision: ***"School mobility in Zadar is safe, sustainable, inclusive, direct, driven by innovation and attractive for all pupils."***

1. CITY OF ZADAR

CURRENT STATE & CHALLENGES:

BACKGROUND INFORMATION

There are 13 elementary schools (1 – 8 grades) in the administrative area of Zadar, out of which 9 are founded by the City of Zadar with 4 new schools being planned.

Schools are running on 2-shifts models (because of the overload of pupils) except for one school running on 3-shift model.

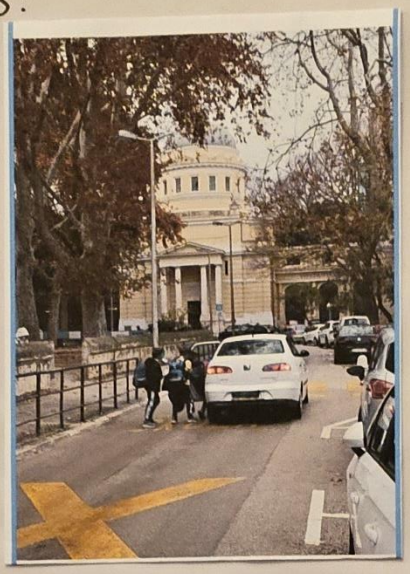
Two specific case schools were chosen as "project partner schools" (potential pilot areas):

1. Elementary School Šimuna Kožičića Benje (956 pupils) – 3-shift model causes traffic peaks and there is no direct public transport connection / bus station near the school
2. Elementary School Petra Preradovića (492 pupils) – located on historic centre (a touristic hotspot) of the peninsula with different traffic conditions (deliveries, visitors, etc.) and public space limitations

Although city layout and climate conditions are in favour of active mobility there is a lack of sufficient active modes and public transport infrastructure (lack of safe pedestrian crossings and traffic calming infrastructure in school zones, illegal parking, etc.) causing parents to use cars for school trips. This will be further examined by collecting data on the current state of mobility, habits, challenges, and potentials.

OPPORTUNITY BACKGROUND:

The Sustainable Urban Mobility Plan (2021) tackles above mentioned challenges. It includes measures aimed at promoting sustainable modes of transportation for school trips. These measures include implementation of new bike-sharing terminals in school areas, mapping safe walking routes, walking, and cycling infrastructure improvement, connection of schools to cycling and pedestrian infrastructure, etc.



STRATEGIC LEVEL:

QUOTES FROM EXISTING STRATEGIES YOU CAN BUILD YOUR IAP WORK ON

Methodological guidelines for developing the Sustainable Urban Mobility Plan (2021):

- Planning a transport system focused on the needs of people, not motor vehicles
- Ensuring the accessibility of space to all citizens and visitors by establishing a sustainable and energy-efficient transport system
- Designing transport infrastructure in an optimal way, considering existing and future transport demand, all in accordance with modern principles of public space design
- Existing plans and projects for the development of the City of Zadar and its tourism, transport, and economic potential
- Preserving the beauty and uniqueness of the City of Zadar
- Incorporating the views of the public and managers of transport systems and subsystems (stakeholders) in the process of developing the Plan

LOCAL PROBLEMS AND STRENGHTS

LOCAL LEVEL:

According to the Sustainable Urban Mobility Plan (2021), main local problems are:

- High level of motorization and high level of use of private cars for everyday travel
- Underdeveloped infrastructure for pedestrian and bicycle traffic
- Inadequate connectivity of surrounding areas with Zadar settlement, especially the islands
- In summer periods, up to 20,000 vehicles in the city centre area
- Large number of parking capacities outside the payment system
- Lack of integration of bus and maritime transport
- Lack of functional rail transport

According to the Sustainable Urban Mobility Plan (2021), main local strengths are:

- Positive demographic trends
- The size of the city and the topography are suitable for cycling
- Proximity to the bus and railway stations
- Development potential of the Port of Gaženica
- Spatial development potential of the urban area
- Recognition of the importance of sustainable transport development by the local government
- Citizens' desire to create a sustainable transport system

ULG → STAKEHOLDERS PARTICIPATION

Innovative approach of the City of Zadar in the process of spatial identification of existing challenges and improvement potential:

WORKSHOP & DATA COLLECTION

The data collection process was explained to stakeholders during the workshop. With their cooperation, data collection is starting, after which challenges will be defined, along with a vision that includes elements of potential improvements, based on which a specific draft of actions will be outlined.

Need the App!

DATA COLLECTION

INOVATIVE WEB DEVELOPMEN

App

2. VISION

YOUR VISION STATEMENT

The vision for the action plan is based o… sustainability, integrity, directness, and attrac…

Thinking about a high level of inclusiveness, the pr… approach to involving as many key stakeholders … technology to collect data on the current state … potentials.

WHAT IS THE ACTUAL VISION (& LINK TO GOV.)

OBJECTIVES ↓ WHAT WE WANT TO ACHIEVE?

YOUR SPECIFIC OBJECTIVE 1 (draft example - optimistic)

Increase the Percentage of Pupils Using Active and Sustainable Modes of Transport:

- *Specific:* Boost the proportion of pupils who travel to school by bus, walk or bike
- *Measurable:* Achieve a 15% increase in pupils using active/sustainable transport modes.
- *Achievable:* Imp… g programs, and safety workshops.
- *Relevant:* Align… ainable mobility.
- *Time-bound:* At… mic years.

Love "SMART" Description

YOUR SPECIFIC OB…

Enhance Safety Infras…

- *Specific:* Impro… nds and bus stops, eliminate stre… school zones.
- *Measurable:* C… improvements at least at "project partner schools" in the network.
- *Achievable:* Collaborate with local authorities and secure necessary funding.
- *Relevant:* Directly improves safety, encouraging active travel.
- *Time-bound:* Finalize enhancements within 2 years.

YOUR SPECIFIC OBJECTIVE 3 (draft example)

Educate and Engage the School Community:

- *Specific:* Conduct workshops and campaigns to raise awareness about the benefits of active school commutes.
- *Measurable:* Host at least one workshop per school per term, with 70% parent participation.
- *Achievable:* Utilize existing school events and communication channels.
- *Relevant:* Empowers the community to support and sustain active travel initiatives.
- *Time-bound:* Implement over the next academic year.

YOUR SPECIFIC OBJECTIVE 4 (draft example - optimistic)

Monitor and Evaluate Progress:

- *Specific:* Establish a system to track travel modes, safety incidents, and community feedback.
- *Measurable:* Collect and analyse data quarterly, aiming for a 10% reduction in traffic-related incidents involving pupils.
- *Achievable:* Develop simple reporting tools and assign responsibilities.
- *Relevant:* Ensures objectives are met and identifies areas for improvement.
- *Time-bound:* Initiate monitoring at the start of the next academic term and continue for… years.

SMART SETTING THE MONITORING AS OBJECTIVE, WE NEED THAT

Good description

Maybe add some targets?

3. HOW DO WE REACH OBJECTIVES?

ACTIONS / MEASURES

YOUR TABLE OF ACTIONS

1. Implement public bus lines to connect Elementary School Šimuna Kožičića Benje with via public transport
2. Relocate and repurpose existing parking space for public transport and Kiss & Ride zone at Elementary School Petra Preradovića
3. Improve safety infrastructure in school areas

4. DETAILED ACTIONS / MEASURES AND INTERVENTION AREAS

? Areas of IAP

…E OF ACTIONS, if you want to use it

		Short Description
		…rrently there is no direct bus line to the …mentary School Šimuna Kožičića Benje from …er city areas and no close bus station in the …ool area (closes bus station is in the …lement Diklo). …lementing public bus lines (or extending …ting ones) to connect Elementary School …una Kožičića Benje with main residential …s and points of interest in Zadar will make …c transport more attractive for school trips.
2.	repurpose existing parking space for public transport and Kiss & Ride Zone at Elementary School Petra Preradovića	Due to public space limitation in Elementary School Petra Preradovića (located in historical peninsula) and high traffic congestions in peak hours, "Push & Pull"- based measure of relocating existing parking places and replacing it with public bus station (for a smaller bus) and "Kiss & Ride" zone will make school travel safer and more sustainable.
3.	Improve safety infrastructure in school areas	Implementing new and improving/extending existing crossings where needed (some are currently barely visible), and implementing better traffic calming infrastructure near schools should raise safety and attractiveness of walking and cycling to schools while lowering traffic speed in school areas.
…		

& PILOT ACTIVITIES

1.5. Main integration challenges

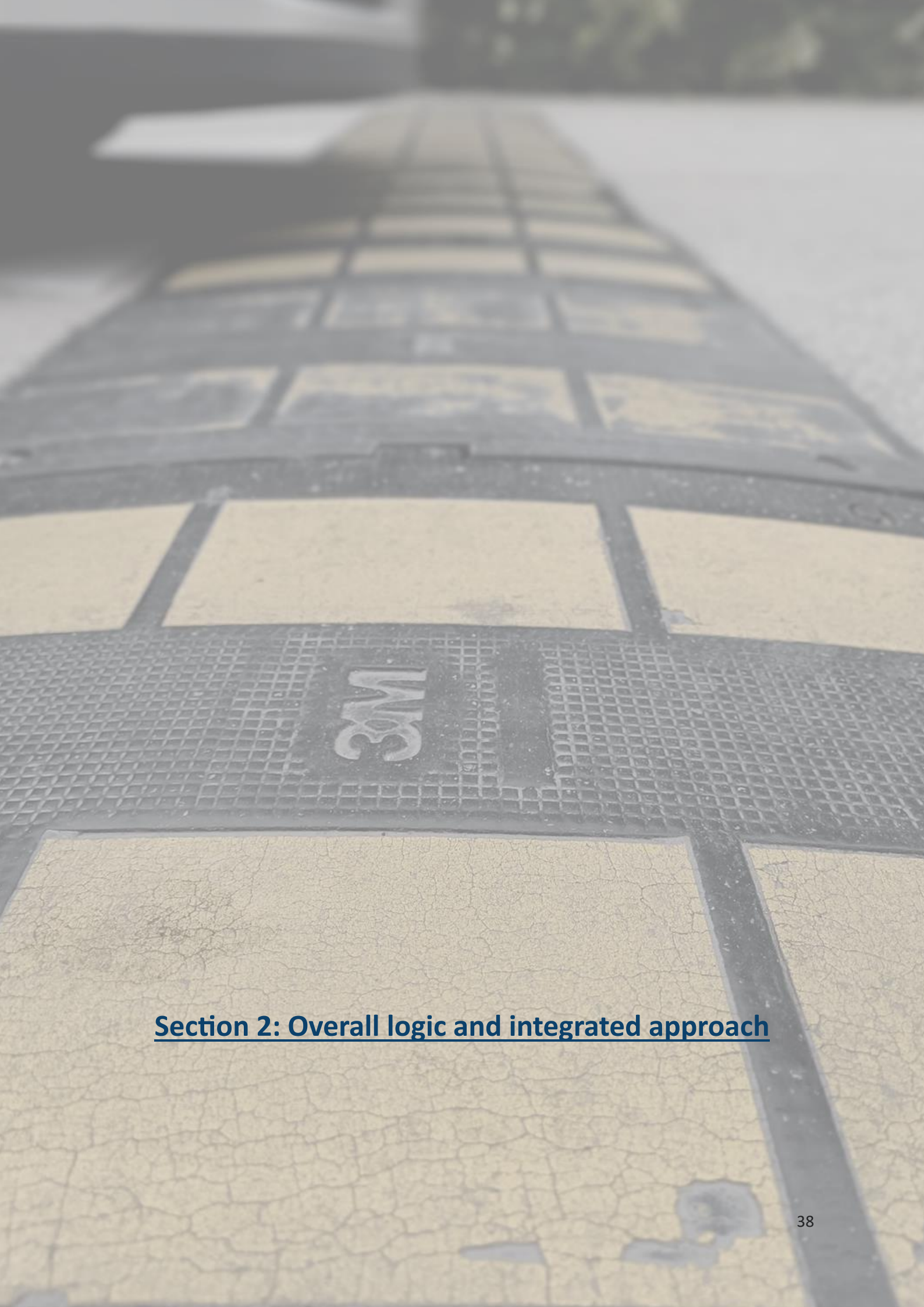
The city has identified where the most effort is needed strategically to improve the integrated approach in the city of Zadar to make needed improvements that were identified during the ULG workshop and current state analysis. Main integration challenges play out in following ways:

- Lack of coordination between the City Department for Urbanism and Environmental Protection, the Department for Education and School Administration, the Department for Municipal Services and Environmental Protection, and the City Traffic Control Center → **Result: Poorly planned locations for new schools without prior traffic impact assessments.**
- Lack of collaboration between the City Department for Municipal Services and Environmental Protection, the City Traffic Control Center, and the Zadar Police Department → **Result: Absence of integrated traffic and spatial planning data (e.g. traffic accident locations and statistics related to school mobility). This leads to a lack of monitoring key mobility indicators and failure to implement appropriate measures. Additionally, inadequate law enforcement in school zones results in excessive vehicle speeds, reckless driving, and illegal parking on pedestrian sidewalks near schools, all of which discourage walking and compromise the safety of school commutes.**
- Lack of cooperation between the City Department for Municipal Services and Environmental Protection, the Department for EU Funds, elementary school administrations, parent councils, and local city boards → **Result: Insufficient maintenance of safety infrastructure and signage, along with damaged or missing safety infrastructure in school zones. This creates unsafe conditions for pedestrians, cyclists, and even parents driving their children to school. The Department for EU Funds`s should identify alternative funding sources for implementation and reparation of safety infrastructure and signage.**

Based on the abovementioned challenges and improvements that were identified during ULG workshop, main integration efforts are described in the Figure below.

Figure 25: List of main integration efforts based on integration types

Territorial integration	Policy / Sector integration	Horizontal and vertical integration	Investments integration
• Cooperation between local boards in the City of Zadar and between neighbouring municipalities	• Cooperation to integrate solutions related to safety, transport, economic, social and environmental topics. Key bodies: • Ministry of Science and Education • Ministry of the Sea, Transport, and Infrastructure • Mayors Office • City of Zadar Administration • Department for Education and School Administration • Department for Urbanism and Environmental Protection	• Develop partnerships at local levels between city administration units, Zadar Police Department, schools, cycling associations, and public transport operators to align policies, interventions and funding • Transport planning, urban planning and new school location planning activities need to be integrated to create safe, accessible and sustainable areas for new schools based on learned lessons.	• Establish cooperative investment policy between the Ministry of Science and Education, City of Zadar and elementary schools • Focus on two major EU funding instruments: ERDF and ESF



Section 2: Overall logic and integrated approach

Referring to the identified main local challenges and opportunities identified through different sources and meetings described in Section 1, in collaboration with ULG the City of Zadar identified and drafted specific strategic objectives that are aligned with the vision of school mobility in the city of Zadar based on the principles of safety, sustainability, integrity, directness, innovation, and attractiveness. Although high percentage of elementary school students walk to their school (more than 60,00%) there is still need to increase active traveling and usage of sustainable modes of transport (riding city bus and cycling which is less than 8,00%)

Specific objectives (SO) are SMART – specific, measurable, achievable, relevant, and time-bound.

Table 2: Summary table of specific SMART objectives for the city of Zadar

Specific objective (SO)	SMART description
SO1: **Increase the percentage of elementary school students using active and sustainable modes of transport**	*Specific:* Boost the proportion of elementary school students who travel to school by bus, walk or bike *Measurable:* Achieve a 7% increase in elementary school students using active/sustainable transport modes at the expense of individual car use *Achievable:* Implement new bus lines, walking buses, cycling programs, and safety workshops. *Relevant:* Aligns with the goal of promoting health and sustainable mobility. *Time-bound:* Attain this increase until 2030.
SO2: **Improve traffic safety conditions and urban design quality around schools**	*Specific:* Improve pedestrian crossings, install bike lanes, stands and bus stops, eliminate street parking spaces and reduce traffic speeds in school zones. *Measurable:* Complete infrastructure improvements at relevant elementary schools zones. 10% reduction in traffic-related incidents involving elementary school students. More than 80% of parents consider that the way to school for their elementary school students is safe (by 2027). *Achievable:* Collaborate with local authorities (police, local boards, road infrastructure authorities) and secure necessary funding. *Relevant:* Directly improves safety, encouraging active travel. *Time-bound:* Finalize enhancements within until 2027.
SO3: **Increase awareness of the importance of independent and healthy mobility**	*Specific:* Conduct workshops and campaigns to raise awareness about the benefits of active school commutes. *Measurable:* Host at least one workshop per school per term, with 70% parent participation / 75% of parents rating the importance of active school trips of their children as high / very high. *Achievable:* Utilize existing school events and communication channels. *Relevant:* Empowers the community to support and sustain active travel initiatives. *Time-bound:* Implement until 2027
SO4: **Enhance institutional capacity for data-informed planning and monitoring of school mobility**	*Specific:* Establish a system to track travel modes, safety incidents, and community feedback. *Measurable:* Established platform for data collection. Collect and analyse data quarterly. *Achievable:* Develop simple reporting tools and assign responsibilities. *Relevant:* Ensures objectives are met and identifies areas for improvement. *Time-bound:* Initiate monitoring at the start of the 2026 term and continue for until 2030.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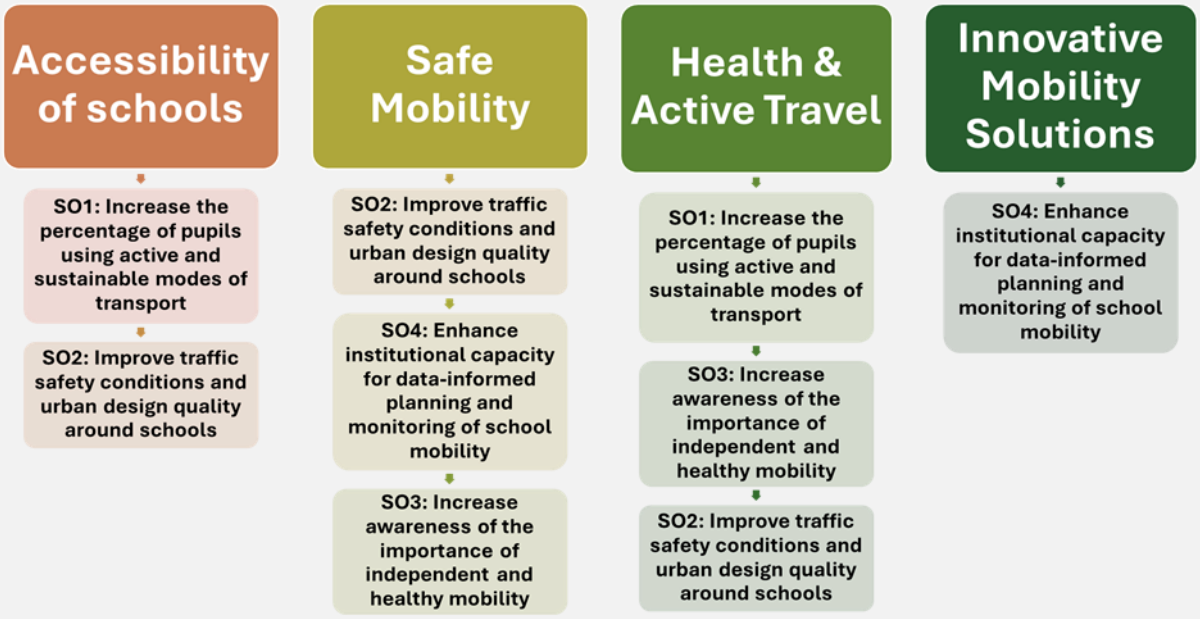
2.1. Areas of intervention

Specific strategic objectives and actions are grouped in four main topics: accessibility of schools, safe mobility, health & active travel, and innovative mobility solutions, which represent the areas of intervention needed to fulfil the vision of safe, sustainable, attractive and direct school mobility most effectively. Since there is a need for continuous data collection about school mobility it is useful to establish innovative ways to effectively tackle and track improvements in other areas of intervention – safe mobility, accessibility of schools and healthy, active travel. Related actions to reach specific goals/targets are described in Section 3.

Figure 26: Areas of intervention and related specific objectives



Specific actions and their correlation to the areas of intervention are described in the chapter *"Action planning details".*


Nikon

2.2. Piloting & lessons learnt

Based on survey results, high traffic speeds were identified as one of the key school mobility challenges in the city of Zadar (12,07% of comments received from parents) making parents feel unsafe for their children on their way to school. Based on these results, and also on ULG feedback, the City conducted a field study which included measurement of vehicle speeds in defined elementary school zones. The city installed radar speed measurement devices and traffic counters exclusively for research purposes at a total of 6 locations within the zones of 5 elementary schools in the city of Zadar, namely:

- elementary school (OŠ) Krune Krstića zone (2 locations),
- elementary school (OŠ) Stanovi zone (1 location),
- elementary school (OŠ) Šimun Kožičić Benje (1 location),
- elementary school (OŠ) Zadarski Otoci (1 location), and
- elementary school (OŠ) Petar Preradović (1 location).

The study, included three different types of measuring vehicle speeds:

- speed measurement over a 24-hour period without drivers being aware of the installed speed-measurement equipment,
- speed measurement over a 24-hour period with a posted “speed measurement” sign in order to assess the influence of the sign’s presence on driving speeds and compare it to the situation whene there is no sign present, and
- speed measurement during the presence of persons wearing reflective vests at selected locations during specific time intervals to assess the influence of personel presence on driving speeds and compare it to other two above stated situations.

Vehicle speeds were recorded using automatic traffic counters, which were calibrated primarily to measure speed for the purpose of identifying the categories of the vehicles observed. The recorded speeds and subsequent analyses do not represent the absolute speeds of vehicles at the observed roadway sections, but rather serve as representative indicators used to identify elements of potential improvement to the existing traffic system as defined by the project methodology.

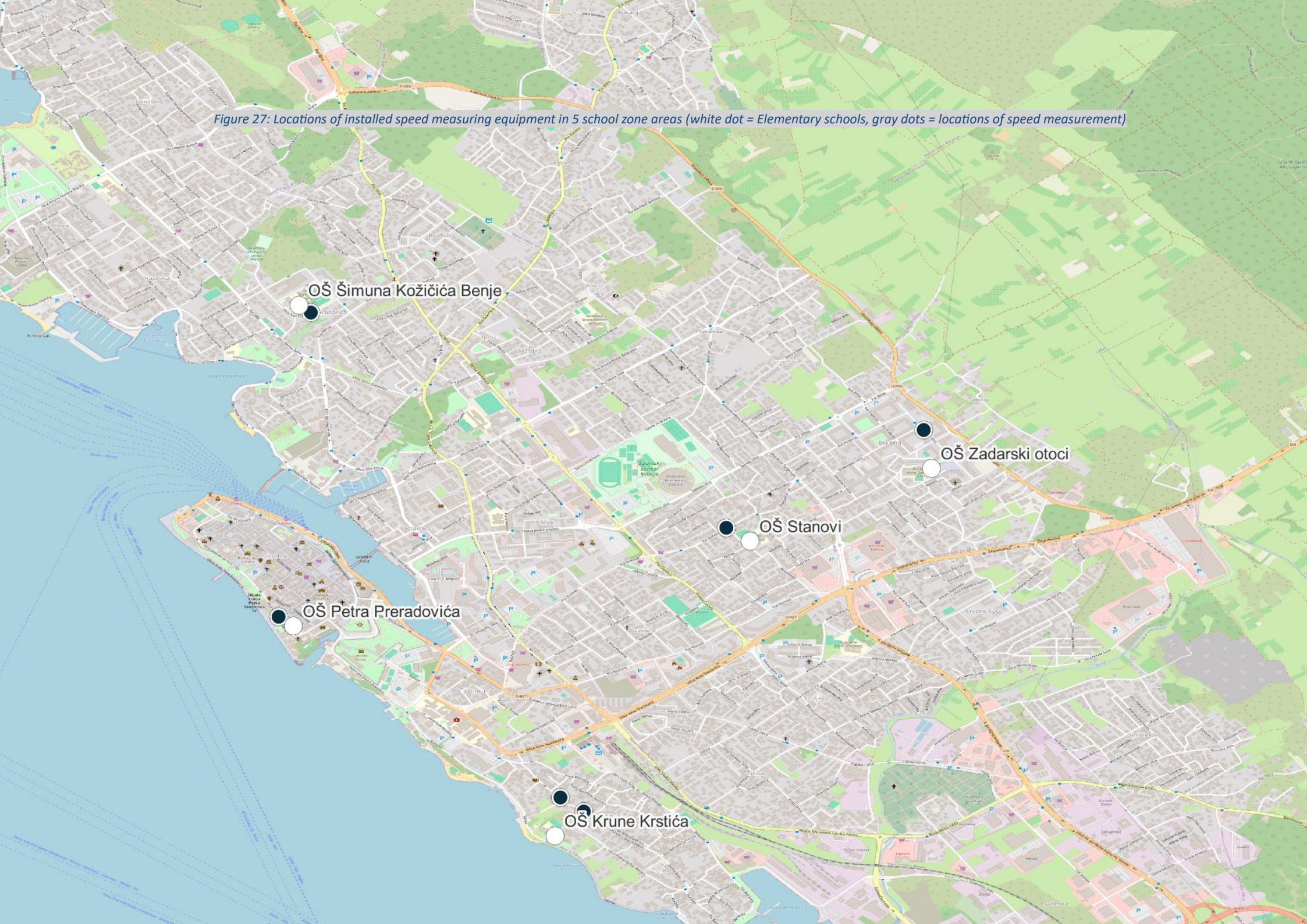


Figure 27: Locations of installed speed measuring equipment in 5 school zone areas (white dot = Elementary schools, gray dots = locations of speed measurement)

Pilot testing results:

Table 3: Pilot testing results

Speed measurement location	Indicator	Drivers not aware of speed measurement (24 hours)	Posted sign „Speed measurement“ (drivers aware of speed measurement) (24 hours)	Speed measurement during the presence of personel wearing reflective vests (specific time intervals) - examples
OŠ Stanovi zone– Ulica Put Stanova 53/55A Speed limit: 20 km/h	Highest recorded vehicle speed:	95,00 km/h	84,00 km/h	-
	Average vehicle speed:	41,47 km/h	40,12 km/h	-
OŠ Šimuna Kožičića Benje zone – Ulica Asje Petričić 7 Speed limit: 30 km/h	Highest recorded vehicle speed:	94,50 km/h	65,52 km/h	61,74 km/h
	Average vehicle speed:	41,26 km/h	33,88 km/h	32,02 km/h
OŠ Petra Preradovića zone - Ulica Mihovila Pavlinovića 4 Speed limit: 30 km/h	Highest recorded vehicle speed:	76,00 km/h	69,00 km/h	42,00 km/h
	Average vehicle speed:	28,24 km/h	27,17 km/h	24,09 km/h
OŠ Zadarski otoci zone- Vukovarska ulica 4H Speed limit: 30 km/h	Highest recorded vehicle speed:	97,00 km/h	79,00 km/h	-
	Average vehicle speed:	35,96 km/h	34,96 km/h	-
OŠ Krune Krstića zone - Ulica Nadbiskupa Vicka Zmajevića 46 Speed limit: 30 km/h	Highest recorded vehicle speed:	59,22 km/h	60,48 km/h	-
	Average vehicle speed:	32,33 km/h	30,81 km/h	-
OŠ Krune Krstića zone - Ulica Nadbiskupa Vicka Zmajevića 35 Speed limit: 30 km/h	Highest recorded vehicle speed:	59,22 km/h	65,52 km/h	-
	Average vehicle speed:	34,12 km/h	33,35 km/h	-

Elementary school Stanovi zone– Put Stanova Street 53/55A:

- **speed limit - 20 km/h**
- **average vehicle speed - 41,47 km/h**
- **highest recorded vehicle speed- 95,00 km/h**
- percentage of vehicles with recorded speed above 60 km/h (40 km/h over the speed limit) - 2,63% (87 vehicles)
- percentage of vehicles with recorded speed above 40 km/h (20 km/h over the speed limit) - 61,52% (2038 vehicles)
- **percentage of vehicles recorded with recorded speed above the speed limit of 20 km/h - 98,61% (3.267 vehicles)**

Elementary school Šimuna Kožičića Benje zone – Ulica Asje Petričić 7:

- **speed limit - 30 km/h**
- **average vehicle speed - 41,26 km/h**
- **highest recorded vehicle speed- 94,50 km/h**
- percentage of vehicles with recorded speed above 70 km/h (40 km/h over the speed limit)- 1,89% (94 vehicles)
- percentage of vehicles with recorded speed above 50 km/h (20 km/h over the speed limit) - 25,75% (1283 vehicles)
- **percentage of vehicles with recorded speed above the speed limit of 30 km/h - 85,53% (4.262 vehicles)**

Elementary school Petra Preradovića zone - Ulica Mihovila Pavlinovića 4

- **speed limit - 30 km/h**
- **average vehicle speed - 28,24 km/h**
- **highest recorded vehicle speed- 76,00 km/h**
- percentage of vehicles with recorded speed above 60 km/h (30 km/h over the speed limit) - 0,16% (6 vehicles)
- percentage of vehicles with recorded speed above 50 km/h (20 km/h over the speed limit) - 0,70% (27 vehicles)
- **percentage of vehicles with recorded speed above the speed limit of 30 km/h - 41,35% (1.589 vehicles)**

Elementary school Zona Zadarski otoci zone - Vukovarska ulica 4H

- **speed limit - 30 km/h**
- **average vehicle speed - 35,96 km/h**
- **highest recorded vehicle speed- 97,00 km/h**
- percentage of vehicles with recorded speed above 70 km/h (40 km/h over the speed limit) - 0,21% (8 vehicles)
- percentage of vehicles with recorded speed above 50 km/h (20 km/h over the speed limit) - 4,19% (158 vehicles)
- **percentage of vehicles recorded with recorded speed above the speed limit of 30 km/h - 81,45% (3.073 vehicles)**

Elementary school Krune Krstića zone - Ulica Nadbiskupa Vicka Zmajevića 35

- **speed limit - 30 km/h**
- **average vehicle speed - 34,12 km/h**
- **highest recorded vehicle speed- 59,22 km/h**
- percentage of vehicles with recorded speed above 60 km/h (30 km/h over the speed limit) - 0,11% (2 vehicles)
- percentage of vehicles with recorded speed above 50 km/h (20 km/h over the speed limit) - 2,69% (48 vehicles)
- **percentage of vehicles with recorded speed above the speed limit of 30 km/h - 75,36% (1.343 vehicles)**

Elementary school OŠ Krune Krstića - Ulica Nadbiskupa Vicka Zmajevića 46

- **speed limit - 30 km/h**
- **average vehicle speed - 32,33 km/h**

- **highest recorded vehicle speed- 59,22 km/h**
- percentage of vehicles with recorded speed above 60 km/h (30 km/h iznad ograničenja) - 0,11% (2 vehicles)
- percentage of vehicles with recorded speed above 50 km/h (20 km/h over the speed limit) - 1,00% (18 vehicles)
- **percentage of vehicles with recorded speed above the speed limit of 30 km/h - 68,79% (1.241 vehicles)**

Lessons learnt:

- In all 5 school zones where speed measurement and traffic counting was conducted (5 locations with zone 30 km/h signage, and 1 location with zone 20 km/h signage) high percentage of drivers drive above permitted speeds with max. speeds exceeding 90 km/h at some locations (e.g. zone 20 km/h).

Conclusion: Permited maximum speed signage in school zones is not enough for drivers to be cautious and follow traffic rules near elementary schools making elementary school students feel unsafe

- Posting "speed measurement" sign positively influenced driver behaviour – lower average and maximum speeds were recorded in almost all school zone with an example of highest recorded speed down to 30,67% lower that the highest recorded speed during the period without the posted "speed measurement" sign.
- Presence of persons wearing reflective vests at selected locations in school zones positively influenced driver behaviour – lower average and maximum speeds during specific time intervals were recorded at some locations with recorded maximum being lower that the speeds recorded during the period withour present personel.
- During the field study many inhabitants approached to the personel conducting the research and complained about high vehicle speeds and fear for their children (e.g. "Our children cannot play on street because of mad drivers driving too fast and not respecting the speed limits").

Conclusion: Stricter traffic speed monitorning and regulation is needed in elementary school zones to influence drivers to comply to speed limit rules, and be more aware and cautious in order to make school trips safer primarily for elementary school students, as well as for their parents and school employees – short-term actions should include fixed and mobile speed radar equipement installation at specific locations, stricter fines for breaking traffic rules, installation of high quality, anti-vandalism, and "smart" traffic calming infrastructure, better pedestrian and cycling signage, and long-term establishment of an integrated speed management and traffic calming system in Primary School Zones

Section 3: Action planning details

To achieve the objectives and fulfil the vision of sustainable and safe school mobility that is data-driven the City has proposed a set of above defined actions. The actions are mainly based on the needs of the citizens identified in current state analysis (web surveys of elementary school students, parents, school representatives and other ULG members), during meetings, site visits and discussion with ULG members during the workshop.

Action Plan measures[8] to ensure safe, sustainable, and child-friendly access to primary schools of the City of Zadar:

- **Short-Term (2025–2027) - urgent safety fixes: pedestrian sidewalks and crossings, challenging parking removal, lighting, bicycle racks, speed zones, police presence, adapting public transport schedules to students:**
    - 5 key actions
    - 6 actions
- **Long-Term (2027–2030) - infrastructure expansion: full cycling routes, permanent traffic calming, integrated planning, tech-based enforcement**
    - 5 key actions
    - 5 actions

3.1. Short-Term (2025–2027) Actions

KA – Key Action

A –Action

Table 4: Short-term (2025 – 2027) actions list

Short-term (2025 – 2027) actions list	Area of intervention
KA1: Establish School Safety Zones (30 km/h or 20 km/h) – **Specific:** Define 30 km/h zones around schools with signage – **Measurable:** Implemented in 100% school areas – **Achievable:** Legal tool already exists – **Relevant:** Critical speed management response Prioritisation rank by stakeholders: 1 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
KA2: Pedestrian Infrastructure Audit & Repair – **Specific:** Conduct audits and fix unsafe sidewalks within 500m of schools and on “the main way to school corridors” – **Measurable:** 100% schools audited; ≥80% required repairs completed – **Achievable:** Utilize city maintenance & EU co-funding	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**

[8] *Actions are drafted in relevance to SUMP Zadar and in accordance to identified challenges, and stakeholders suggestions collected during research and web survey phase.*

– **Relevant:** Addresses top issue, aligns with SUMP goals Prioritisation rank by stakeholders: 2 (1. = most important)	
KA3: Install Bollards in School Zones – **Specific:** Place physical barriers to protect sidewalks from cars – **Measurable:** Bollards installed at ≥80% of vulnerable sidewalks – **Achievable:** Cost-effective urban equipment – **Relevant:** Stops illegal parking (one of the main student/parents concern) Prioritisation rank by stakeholders: 3 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
KA4: Deployment of Mobile Speed Control Radars in School Zones – **Specific:** Deploy mobile speed control radars (with traffic counting module) (periodically) – **Measurable:** Use in 100% of school zones – **Achievable:** Rental or shared equipment viable – **Relevant:** Raises driver awareness Prioritisation rank by stakeholders: 5 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel** **4. Innovative Mobility Solutions**
KA5: Install Covered Bicycle Racks – **Specific:** Provide 10+ (20+ capacity) secure and adequate bicycle parking racks per school – **Measurable:** All schools equipped – **Achievable:** Low-cost, high-impact action – **Relevant:** Promotes cycling culture Prioritisation rank by stakeholders: 9 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
A1: Presence of Traffic Police Officers – **Specific:** Assign officers or volunteers at school entries during rush hours – **Measurable:** ≥50% schools covered in pilot phase, later 100% of school zones – **Achievable:** Use local police + city wardens – **Relevant:** Deterrence of reckless driving Prioritisation rank by stakeholders: 4 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
A2: Removal of Parking Near School Entrances – **Specific:** Eliminate parking within 100m of school gates – **Measurable:** ≥80% of schools cleared of close parking – **Achievable:** Adjust local regulations & signs	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**

– **Relevant**: Improves visibility and safety for children Prioritisation rank by stakeholders: 6 (1. = most important)	
A3: Improve Street Lighting – **Specific:** Upgrade lighting on school routes to defined standards – **Measurable:** ≥100% of school routes lit properly – **Achievable:** Use LED retrofitting funds – **Relevant:** Direct link to stakeholder complaints Prioritisation rank by stakeholders: 10 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
A4: Adjust Public Transport Routes and Timetables – **Specific:** Synchronize bus routes and arrivals with school bell times – **Measurable:** 80% of schools matched to PT – **Achievable:** Easy coordination with city public transport company “Liburnija d.o.o.” – **Relevant:** Helps reduce car reliance Prioritisation rank by stakeholders: 11 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility**
A5: Public Campaign "Drive Like a Parent" – **Specific:** Conduct seasonal campaigns (radio, signs, school flyers) – **Measurable:** Reach ≥70% of adult residents – **Achievable:** Partner with local media & schools – **Relevant:** Builds awareness and social pressure Prioritisation rank by stakeholders: 12 (1. = most important)	**2. Safe Mobility** **3. Health & Active Travel**
A6: Require School Mobility Assessments in Urban Plans – **Specific:** Include child mobility reports in new area plans – **Measurable:** All new developments comply – **Achievable:** Simple addition to planning process – **Relevant:** Long-term preventive strategy Prioritisation rank by stakeholders: 13 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel** **4. Innovative Mobility Solutions**

3.2. Long-Term (2027–2030+) Actions

KA – Key Action

A –Action

Table 5: Long-term (2027 – 2030+) actions list

Long-term (2027 – 2030+) actions list	Area of intervention
KA6: Expand & Connect Sidewalk Networks – **Specific:** Extend pedestrian routes to underserved school areas – **Measurable:** ≥5km of new or linked paths – **Achievable:** Phased funding & city works – **Relevant:** Critical gap in accessibility Prioritisation rank by stakeholders: 1 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
KA7: Safe School Cycling Corridors – **Specific:** Build 5 protected bike routes to schools – **Measurable:** ≥5 corridors in place – **Achievable:** Reallocate low-traffic roads – **Relevant:** Encourages active commuting Prioritisation rank by stakeholders: 2 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
KA8: Establishment of an Integrated Speed Management and Traffic Calming System in Primary School Zones – **Specific:** Install fixed speed cameras near dangerous school zones / Add raised crossings, speed bump and curb extensions near schools – **Measurable:** ≥10 fixed radar points, ≥50% of schools with at least 1 calming device/equipment – **Achievable:** EU safety funds and grants, Combine with road resurfacing plans – **Relevant:** Ensures speed law compliance, Matches stakeholder priority Prioritisation rank by stakeholders: 3 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel** **4. Innovative Mobility Solutions**
KA9: Implement or Expand Public Bike System – **Specific:** Install stations near schools & subsidize student access – **Measurable:** 100% schools within 300m of station – **Achievable:** Extend existing contracts	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**

– **Relevant:** Equity in bike access Prioritisation rank by stakeholders: 5 (1. = most important)	
KA10: Pick-Up & Drop-Off Management Zones (Kiss & GO) – **Specific:** Regulated zones with staff, signs, and time limits – **Measurable:** ≥70% of schools covered – **Achievable:** Simple paint & staff resource (on existing parking spaces) – **Relevant:** Reduces chaos and double parking Prioritisation rank by stakeholders: 7 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility**
A7: Driver Behavior Monitoring & Fines – **Specific:** Increase fines and controls in school areas – **Measurable:** 50% increase in enforcement actions – **Achievable:** Adjust local policy & tech – **Relevant:** Responds to existing challenge Prioritisation rank by stakeholders: 4 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
A8: Green School Mobility Programs – **Specific:** Start “Walking Bus” and “Bike Train” programs – **Measurable:** Active in ≥80% of schools – **Achievable:** Involve parents & volunteers – **Relevant:** Encourages social walking norms Prioritisation rank by stakeholders: 8 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel**
A9: GIS-Based School Planning Tool – **Specific:** Digital map layers to inform safe school planning – **Measurable:** Tool used in all future spatial decisions – **Achievable:** Partner with planning office, startups or universities – **Relevant:** Innovative and replicable tool Prioritisation rank by stakeholders: 10 (1. = most important)	**4. Innovative Mobility Solutions**
A10: Annual School Mobility Audit – **Specific:** Conduct participatory audits each year – **Measurable:** 1 report per school per year – **Achievable:** School staff-led with guidance **Relevant:** Continuous monitoring mechanism Prioritisation rank by stakeholders: 11 (1. = most important)	**1. Accessibility of Schools** **2. Safe Mobility** **3. Health & Active Travel** **4. Innovative Mobility Solutions**

3.3. Detailed key actions

Action title	KA1: Establish School Safety (30 km/h) Zones
Short description / Implementation steps	Define and establish 30 km/h speed zones around all 9 elementary schools in Zadar by installing appropriate signage and road markings to enhance safety for elementary school students and pedestrians, and motivate them to use active modes of travel to school. Result: school zones by reducing vehicle speeds to 30 km/h, reducing accident risks, and enhancing pedestrian safety around all 9 schools resulting in higher percentage of elementary school students and employees using active modes of travel • Site Assessment: Identify the specific areas around each school that require speed limit enforcement • Design and Planning: Develop standardized signage and road marking plans in accordance with Croatian traffic regulations • Procurement: Acquire necessary materials, including signs and road marking equipment • Installation: Implement the signage and road markings in the designated areas • Awareness Campaign: Launch educational initiatives to inform the community about the new speed zones
Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport • Aligns with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools
Timeline	Type: Type: Short-term action, Period: 2026 – 2027 • Planning, stakeholder consultations, and procurement: 01/2026 – 03/2026 • Installation of signage and road markings: 03/2026 – 12/2026 • Launch of awareness campaigns and monitoring of compliance: continuous after each deployment
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Procurement and budget handling • Overseeing planning, coordination, and implementation City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation • Coordinates funding procedures, budget alignment, and financial compliance with EU rules • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Zadar Police Department (Policijska uprava zadarska) – enforcement of the new speed limits and monitoring compliance, data collections (incidents, fines,…) • Inovativni Zadar, City Traffic Control Center in Zadar (ICT and traffic control service provider) – support in data collection (traffic volumes and speeds) and system integration, coordination support

	• Elementary school administrations - collaboration on awareness campaigns and provide feedback on implementation, elementary school students`s satisfaction report • NGOs: Support educational initiatives and community engagement • Local Media – public relations support
Costs	• Vertical signage: approx. 200 - 400 EUR per school sign (incl. installation) (sign panel 50 – 100 EUR, post/mounting: 50 – 100 EUR sign, installation: 100 – 200 EUR per sign) • Road markings: approx. 5 - 8 EUR/m (linear), 10 - 15 EUR/m^2 per school (300 – 600 EUR per school) for painting speed limits and other markings • Awareness campaigns: 1.500 – 4.000 EUR for materials and events
Funding	• Co-funding through EU Mobility Safety Initiatives (programs like ELENA, LIFE, or Interreg for sustainable mobility projects) • Co-funding opportunities through national programs under Croatia's National Road Safety Plan • Municipal Budget: Allocate funds from the city's traffic safety or education and mobility budget
Monitoring indicators	• Coverage: Percentage of schools with implemented 30 km/h zones • Speed reduction: Percentage of reduced average vehicle speed in school zones • Compliance and incident reports: Percentage of reduced high speed violations in school zones (before/after deployment) • Community satisfaction level: Percentage of increased community satisfaction level - parent`s and pupil`s perception of safety around schools (collect surveys from parents, elementary school students, and school staff on perceived safety improvements).
Risk mitigation	• Find funding sources on time to reduce risk of delay • Establish a schedule for regular inspection and maintenance, and upkeep of signage and road markings to avoid risks of poor signage visibility and non-compliance on a long-term level • Engage local organizations and volunteers to support ongoing education and enforcement efforts, and implement awareness campaigns to educate drivers and the community to avoid non-compliance risks

Action title	**KA2: Pedestrian Infrastructure Audit & Repair**
Short description & Implementation steps	Conduct a systematic, citywide pedestrian infrastructure audit across all school zones—identifying defects, safety hazards and missing pedestrian facilities—and implement targeted repairs and upgrades to ensure continuous, safe and accessible walking routes for elementary school students. Result: Improved pedestrian safety, removal of physical barriers, higher quality school routes, and increased attractiveness of walking for school trips. Implementation steps: • Validate and prioritize identified issues • Prepare a consolidated School Zone Repair Plan • Organize procurement and contracting

	• Implement repairs and upgrades • Update GIS database with completed works • Establish a recurring annual maintenance cycle
Link to objectives / strategy	• Aligns with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools • Aligns with specific objective 4 (SO4): Enhance institutional capacity for data-informed planning and monitoring of school mobility
Timeline	**Type: Short-term action, Period: 2026 – 2027** • Validation of GIS findings & prioritization: 01/2026 – 03/2026 • Preparation of repair plan & budgeting: 03/2026 – 05/2026 • Procurement and contracting: 05/2026 – 08/2026 • Implementation of priority repairs (A-level): 08/2026 – 12/2026 • Implementation of functional improvements (B-level): 01/2027 – 07/2027 • Larger structural upgrades (C-level): 03/2027 – 12/2027 • Annual inspection and updates: continuous after 2027
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Coordinates implementation, procurement and supervision • Ensures all updates are reflected in the GIS pedestrian infrastructure platform • Coordinates municipal services and private contractors City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure. • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation. • Coordinates funding procedures, budget alignment, and financial compliance with EU rules. • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities. • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Traffic planners and specialised mobility engineering firms – technical design support, assessment of proposed interventions, ensuring compliance with safety and accessibility standards, optimisation of pedestrian route layouts • Elementary school administrations and parent councils – feedback on local needs, confirmation of priorities, communication with families • Zadar Police Department (Policijska uprava zadarska) – ensuring traffic safety compliance and emergency vehicle accessibility • NGOs / consultants – accessibility expertise, facilitation of community engagement and awareness-raising activities • Municipal utility companies – execution of smaller repair works • Construction contractors – delivery of larger structural interventions • Local media – communication of progress and public information campaigns

Costs	• Minor repairs: 5,000 – 25,000 EUR per school zone • Functional upgrades: 20,000 – 80,000 EUR • Larger structural works: 80,000 – 150,000+ EUR • Annual maintenance cycle: 5–10% of initial investment
Funding	• National road safety and accessibility programmes • Co-funding through EU mobility safety initiatives/programs (ELENA, LIFE, Interreg) and national road safety programs • City budget (traffic safety and infrastructure funds, education and mobility budget)
Monitoring indicators	• Share (%) of identified infrastructure defects resolved • Number of improved pedestrian crossings • Meters of sidewalk upgraded • Reduction of high-risk pedestrian points (GIS-based) • Community satisfaction with school route improvements • Change in walking rates among elementary school students (modal share)
Risk mitigation	• Ensure stable funding over both years to prevent delays • Resolve high-risk issues first to maintain credibility • Maintain transparent progress tracking in GIS • Coordinate works with school schedules and traffic management plans • Integrate repairs with other infrastructure projects to optimize costs

Action title	**KA3: Install Bollards in School Zones**
Short description & Implementation steps	This action implements the installation of bollards in school zones to physically protect pedestrian routes from illegal parking, prevent vehicle encroachment on sidewalks and crossings, and enhance safety around school entrances. Result: Clear separation of pedestrian and vehicular space, reduced illegal parking, improved visibility and safety for elementary school students on school routes. Implementation steps: • Confirm bollard installation locations • Define technical specifications and bollard standards • Prepare a Bollard Installation Plan • Installation of bollards • Update GIS system and inventory • Monitor effects and adjust if needed

Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport • Aligns with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools
Timeline	**Type: Short-term action, Period: 2026 – 2027** • Location validation and technical specification: 01/2026 – 03/2026 • Preparation of Bollard Installation Plan: 03/2026 – 05/2026 • Procurement of materials and contractors: 05/2026 – 08/2026 • Installation of high-priority bollards (A): 08/2026 – 12/2026 • Installation of crossing-related bollards (B): 01/2027 – 06/2027 • Installation in general protection areas (C): 06/2027 – 12/2027 • Monitoring and adjustments: continuous after 12/2027
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Leads planning, procurement and supervision • Approves technical solutions and coordinates placement with schools and police • Maintains bollard inventory and GIS updates City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation • Coordinates funding procedures, budget alignment, and financial compliance with EU rules • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Traffic planners and specialised mobility engineering firms – technical validation of placement, accessibility compliance, emergency access considerations • Elementary school administrations and parent councils – communication with users, local feedback on installation impacts • Zadar Police Department (Policijska uprava zadarska) – ensuring traffic safety compliance and emergency vehicle accessibility • NGOs / consultants – community engagement and safety promotion • Municipal utility companies – execution of basic bollard installations • Construction contractors – delivery of larger structural interventions • Local media – awareness and information dissemination
Costs	• Bollard purchase: 100 – 300 EUR per unit • Installation costs: 50 – 150 EUR per unit (depending on substrate and complexity) • Average location cost: 500 – 5,000 EUR (varies by number and configuration) • Maintenance and replacement: annual cost approx. 5–10% of inventory value

Funding	• City infrastructure and mobility budget • National road safety programmes • EU co-funding options: Interreg, LIFE, CEF Safer Mobility • Private sector partnerships (CSR) for school-zone safety improvements
Monitoring indicators	• Number of installed bollards (total and per school zone) • Reduction in illegal parking events in protected areas • Number of school entrances/crossings secured (%) • User satisfaction (surveys: elementary school students/students, parents, staff) • Reduction in near-miss incidents or traffic conflicts at school entrances
Risk mitigation	• Ensure clear communication with residents to avoid resistance to installations • Coordinate with emergency services to maintain access routes • Select vandal-resistant bollards to reduce maintenance costs • Monitor installation quality to avoid improper spacing or accessibility barriers • Integrate bollard installations with other pedestrian safety interventions for highest impact

Action title	**KA4: Deployment of Mobile Speed Control Radars in School Zones**
Short description & Implementation steps	Periodically deploy mobile speed control radars with traffic counting module in certain streets to track traffic volumes and reduce driving speeds (reckless driving) in school zones, and to raise driver`s awareness in school areas. Result: higher driver`s awareness, safer and more attractive school trips for all school mobility participants Implementation steps: • Conduct a risk assessment to prioritize locations based on traffic volume, speeds and past incidents • Procure, rent or share mobile speed control radars (with display boards) between school zones based on risk assessment • Develop a rotation schedule (relocate equipment) to ensure all school zones are covered regularly • Monitor speed acompliance and traffic volumes, and adjust deployment strategy as needed
Link to objectives / strategy	• Alings with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools
Timeline	Type: Short-term action, Period: 2025 – 2027 • Pilot procurement and deployment: 07/2025 – 10/2025 • Preparation and procurement: 12/2025 – 02/2026 • Initial deployment and rotation planning: 02/2026 – 04/2026 • Full implementation: 04/2026 – 12/2026

	• Ogoing monitoring and adjustment: Continuous after deployment
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • City rents mobile speed control radars for general traffic calming and raising driver`s awareness in school zones • Budget and equipment handling and monitoring in coordination with City Traffic Control Center in Zadar City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation • Coordinates funding procedures, budget alignment, and financial compliance with EU rules • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Inovativni Zadar, City Traffic Control Center in Zadar (ICT and traffic control service provider) – support Roads & Traffic Section in equipment handling and operation, data collection about traffic volumes and average speed, system integration and coordination support • Zadar Police Department (Policijska uprava zadarska) – enforcement support if needed (access/control of the enforcement-grade radars) • Elementary school administrations and parent councils – coordination and awareness raising support • NGOs or consultants – supporting risk assessment and awareness campaigns • Local Media – public relations support
Costs	Rental model: 400– 1.000 EUR per unit/month, Additional costs
Funding	• Co-funding through EU mobility safety initiatives/programs (ELENA, LIFE, Interreg) and national road safety programs • City budget (traffic safety and infrastructure funds, education and mobility budget)
Monitoring indicators	• Number of school zones covered (% of total) • Number of speed violations recorded before/after deployment • Change in average vehicle speeds in monitored zones • Number of traffic incidents in affected zones (year-on-year comparison) • Community satisfaction or awareness level (survey-based)
Risk mitigation	• Establish stakeholder partnership, communicate clear set of responsibilities to each stakeholder and find funding sources on time to reduce risk of delay • Establish financing model on time (use rental or shared models) and review pilots to avoid high upfront investment • Install surveillance or position radars in visible, supervised areas to reduce risks of higher operational costs, vandalism and misuse

Action title	KA5: Install Covered Bicycle Racks in elementary schools
Short description / Implementation steps	Install covered bicycle racks with a capacity of 10+ stands/20+ bicycles at each of Zadar's elementary school. This initiative aims to provide secure and weather-protected parking facilities, encouraging elementary school students and school employees to cycle to school. Result: higher percentage of elementary school students and employees using bikes to go to school due to encouragement to travel by bike to all 9 schools • Site Assessment: Evaluate each school's premises to identify optimal locations for rack installation, ensuring safety and accessibility • Design and Procurement: Select durable, weather-resistant rack designs that comply with national standards • Installation: Coordinate with contractors for the installation of racks and protective coverings • Awareness Campaign: Launch educational programs to promote cycling among elementary school students and parents • Maintenance Plan: Establish a routine maintenance schedule to ensure longevity and usability of the racks
Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport
Timeline	Type: Type: Short-term action, Period: 2026 – 2027 • Planning and stakeholder consultations: (Q1) 01/2026 – 03/2026 • Procurement and installation of racks: (Q2) 03/2026 – 06/2026 • Launch of awareness campaigns and monitoring: (Q3) 06/2026 – 09/2026
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection • Procurement and budget handling • Cross-department coordination • Standardization and cross-school oversight City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation • Coordinates funding procedures, budget alignment, and financial compliance with EU rules • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Elementary school administrations – site access and coordination during installation, providing input on location suitability, management, surveillance and monitoring daily use, giving feedback on rack effectiveness and capacity needs, usage education and promotion • Contractors/providers – installation and maintenance, usage data collection • NGOs / Cycling Advocates – campaign support, education programs • Local Media (Zadarski list, Radio Zadar) – public relations support
Costs	• Bicycle racks installation: 100 EUR per bike stand (2 parking places)/cca. 1.000 EUR per one covered rack with capacity of 10 bike stands (20 bikes)

	• Protective covering: 1.000 – 2.500 EUR per unit (covered rack)
Funding	• Co-funding through EU Mobility Safety Initiatives (programs like ELENA, LIFE, or Interreg for sustainable mobility projects) • Co-funding opportunities through national programs under Ministry of sea, transport and infrastructure • Municipal Budget: Allocate funds from the city's traffic safety or education and mobility budget
Monitoring indicators	• Coverage: Monitor percentage of schools equipped with covered bicycle racks • Coverage: Monitor bicycle parking capacity per school (number) • Usage rates: Monitor the number of bicycles parked daily (% utilization capacity rate of covered bicycle racks (daily) • Maintenance records: Keep logs of maintenance activities and issues reported • Feedback Surveys: Collect feedback from elementary school students, parents, and school staff on the effectiveness of the racks
Risk mitigation	• Install racks in well-lit, monitored areas and consider surveillance systems to mitigate risk of vandalism and theft • Implement engaging awareness campaigns and cycling programs to encourage use to reduce low usage risks • Establish a clear and regular maintenance schedule and assign responsibilities to ensure timely repairs to avoid additional costs

Action title	**KA6: Expand & Connect Sidewalk Networks**
Short description & Implementation steps	This long-term action focuses on expanding, upgrading and connecting fragmented sidewalk networks to ensure safe, continuous and accessible pedestrian routes in school neighbourhoods. Based on the existing GIS database of pedestrian gaps and missing links, the action delivers large-scale infrastructure improvements that address structural discontinuities, unsafe walking segments and insufficient sidewalk capacity. Result: A continuous, well-connected, accessible sidewalk network enabling safe, independent walking for for elementary school students, reducing dependency on cars and strengthening multimodal school mobility. Implementation steps: • Identify priority corridors for expansion and connectivity • Develop conceptual and technical design solutions • Prepare detailed design documentation and permitting • Secure long-term funding and program budgeting • Construction and implementation • Update GIS system and mapping layers • Long-term monitoring and evaluation
Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport • Aligns with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools • Aligns with specific objective 4 (SO4): Enhance institutional capacity for data-informed planning and monitoring of school mobility

Timeline	**Type: Long-term action, Period: 2027 – 2030** • Corridor prioritisation using GIS: 01/2027 – 06/2027 • Conceptual and technical design: 06/2027 – 12/2027 • Permitting and detailed project documentation: 01/2028 – 12/2028 • Securing multi-year funding: 2028 – 2029 • Construction Phase 1 (priority corridors): 01/2029 – 12/2029 • Construction Phase 2 (remaining corridors): 01/2030 – 12/2030 • Monitoring and evaluation: continuous from 2029 onward
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Leads long-term planning, design, budgeting and implementation • Coordinates permitting and capital investment processes • Oversees construction and infrastructure integration with other mobility projects City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure. • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation. • Coordinates funding procedures, budget alignment, and financial compliance with EU rules. • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities. • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Traffic planners and specialised engineering firms – corridor design, pedestrian modelling, feasibility studies, accessibility compliance • Elementary school administrations and parent councils – validation of priority corridors and communication with local communities • Zadar Police Department (Policijska uprava zadarska) – input on safety and traffic management during construction • NGOs / consultants – accessibility audits, community involvement, support for design workshops • Municipal utility companies – coordination of underground works and infrastructure adjustments • Construction contractors - delivery of major construction works • Local media – public communication of construction phases and expected impacts
Costs	• Sidewalk construction: 150 – 400 EUR per linear meter • Sidewalk widening: 100 – 250 EUR per meter • Associated works (lighting, drainage, tactile paving): 20,000 – 80,000 EUR per corridor • Full corridor reconstruction (road diet + pedestrian upgrades): 150,000 – 500,000+ EUR
Funding	• Municipal capital infrastructure budget (multi-year investment) • EU funding opportunities: Interreg, LIFE, CEF Transport, Cohesion Policy funds • National infrastructure and accessibility programmes • Potential private-sector co-funding for school mobility improvements

Monitoring indicators	• Kilometres of new or upgraded sidewalks constructed • Share (%) of school neighbourhoods connected to continuous pedestrian routes • Increase in pedestrian volumes and walking-to-school rates • Reduction in pedestrian exposure to traffic conflicts • User satisfaction (parents, elementary school students/students, school staff) • Accessibility compliance indicators (width, slope, tactile guidance coverage)
Risk mitigation	• Secure multi-year funding to avoid interruptions in construction phases • Coordinate early with utility companies to prevent delays • Communicate construction phases clearly to affected residents • Ensure accessibility compliance from the design phase onward • Monitor and manage construction impacts on school mobility and safety • Phase construction to minimise disruption to neighbourhood traffic and school operations

Action title	**KA7: Safe School Cycling Corridors**
Short description & Implementation steps	This action establishes a connected, safe, and attractive cycling network linking school neighbourhoods with key residential areas, public transport nodes and major mobility corridors. Building on existing GIS data and identified barriers to safe cycling, the city will develop a series of dedicated or protected routes that support independent and safe cycling to school. Result: A coherent network of protected cycling corridors designed to reduce traffic stress, increase safety, and encourage more elementary school students to cycle to school. Implementation steps: • Identify priority cycling corridors using GIS and SchoolHoods data • Develop conceptual designs for protected cycling corridors • Prepare technical project documentation • Securing funding and multi-year investment planning • Implementation and construction • Connectivity enhancements and removal of barriers • Update GIS database and monitor impacts
Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport • Aligns with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools • Aligns with specific objective 3 (SO3): Increase awareness of the importance of independent and healthy mobility • Aligns with specific objective 4 (SO4): Enhance institutional capacity for data-informed planning and monitoring of school mobility

Timeline	**Type: Long-term action, Period: 2027 – 2030** • Corridor prioritisation using GIS: 01/2027 – 06/2027 • Conceptual corridor design: 06/2027 – 12/2027 • Technical documentation & permitting: 01/2028 – 12/2028 • Funding acquisition and coordination with city capital works: 2028 – 2029 • Construction Phase 1 (priority school corridors): 01/2029 – 12/2029 • Construction Phase 2 (remaining corridors & complex nodes): 01/2030 – 12/2030 • Monitoring of corridor use and impact: from 2029 onward
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Leads planning and design of cycling corridors • Oversees permitting, procurement and construction • Coordinates with traffic management and municipal infrastructure departments City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure. • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation. • Coordinates funding procedures, budget alignment, and financial compliance with EU rules. • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities. • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Inovativni Zadar / City Traffic Control Center – GIS updates, digital monitoring and data integration • Traffic planners and specialised engineering firms – corridor design, pedestrian modelling, feasibility studies, accessibility compliance • Elementary school administrations and parent councils – identification of critical access routes, promotion of cycling • Zadar Police Department (Policijska uprava zadarska) – safety input and guidance for traffic management changes • Cycling associations and NGOs – community input, testing of corridor feasibility, promotional activities • Municipal utility companies – coordination on underground infrastructure and adjustments • Construction contractors - implementation of protected bike lanes and intersection upgrades • Local media – communication campaigns to promote safe cycling
Costs	• Protected cycling lanes: 150–400 EUR per meter • Shared-use path upgrades: 100–250 EUR per meter • Intersection redesign for cycling safety: 20,000 – 150,000 EUR per intersection • Cycling streets (signage + traffic-calming): 10,000 – 50,000 EUR per street • Bicycle parking / hubs at schools: 2,000 – 20,000 EUR per location
Funding	• Municipal capital infrastructure budget • EU funds: Interreg, LIFE, CEF Transport, Cohesion Policy (ERDF)

	• National cycling and road safety programmes • Partnerships with private sector (CSR mobility initiatives)
Monitoring indicators	• Kilometres of connected cycling corridors built • Number of unsafe cycling segments eliminated • Increase in cycling-to-school mode share • Number of intersections upgraded for cycling safety • Reduction in cycling-related conflicts or near-miss incidents • User satisfaction (elementary school students, parents, teachers)
Risk mitigation	• Early coordination with traffic engineers and utility companies to prevent redesigns • Detailed communication with residents to avoid resistance to reallocation of road space • Careful phasing of construction to minimise disruption to school access • Application of high-quality materials to reduce long-term maintenance needs • Prioritisation of protected infrastructure in high-traffic areas to ensure safety impact • Use of temporary pilot corridors (paint + bollards) before full reconstruction where useful

Action title	**KA8: Establishment of an Integrated Speed Management and Traffic Calming System in Primary School Zones**
Short description & Implementation steps	This action delivers a coordinated, long-term system of **physical traffic calming infrastructure** and **permanent digital speed monitoring technologies** across primary school zones. The system integrates raised crossings, speed tables, road narrowings and gateway treatments with permanent speed cameras, smart radars and automated “intelligent speed bumps.” Together, these actions reduce speeding, improve driver behaviour, and create safe environments for walking and cycling. Result: A consistent, predictable and enforceable low-speed environment around all primary schools, combining physical deterrence with automated monitoring to maximise safety outcomes. Implementation steps: • Define priority streets and school safety zones • Develop a unified design and enforcement concept • Prepare technical documentation and permitting • Securing funding and establishing a multi-year investment plan • Implementation and construction/integration • Integration into the city’s smart mobility system • Post-installation monitoring and calibration • Update GIS system and maintain digital & physical assetsConnectivity enhancements and removal of barriers

Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport • Aligns with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools • Aligns with specific objective 4 (SO4): Enhance institutional capacity for data-informed planning and monitoring of school mobility
Timeline	**Type: Long-term action, Period: 2027 – 2030** • School-zone prioritisation: 01/2027 – 06/2027 • Concept & design development: 06/2027 – 12/2027 • Technical documentation & permitting: 01/2028 – 12/2028 • Funding acquisition & investment planning: 2028 – 2029 • Construction Phase 1 (high-risk school zones): 01/2029 – 12/2029 • Construction Phase 2 + digital enforcement rollout: 01/2030 – 12/2030 • Monitoring & optimisation: from 2029 onwards
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Leads planning, budgeting, design approval, procurement and supervision • Coordinates infrastructure installation and ITS system integration City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure. • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation. • Coordinates funding procedures, budget alignment, and financial compliance with EU rules. • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities. • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Inovativni Zadar / City Traffic Control Center – integration of radars, smart sensors, real-time monitoring • Traffic planners and specialised engineering firms – technical design, safety modelling, zone optimisation • Elementary school administrations and parent councils – identifying critical areas, awareness campaigns • Zadar Police Department (Policijska uprava zadarska) – enforcement coordination, legal procedures, safety assessments feedback on corridor safety, support for education campaigns • Municipal utility companies – support for construction and underground infrastructure alignment • Construction contractors - build speed tables, raised crossings, curb extensions • Local media – communication campaigns to promote safe cycling public communication on safety system roll-out
Costs	**Physical calming infrastructure:** • Raised crossings: 10,000 – 25,000 EUR • Speed tables / raised intersections: 25,000 – 60,000 EUR • Curb extensions / narrowings: 5,000 – 40,000 EUR

	• Intelligent speed bumps: 8,000 – 20,000 EUR **Digital monitoring technologies:** • Permanent speed radar unit: 15,000 – 40,000 EUR • Camera enforcement point: 20,000 – 50,000 EUR • Smart radar-feedback sign: 3,000 – 10,000 EUR • Data integration / platform upgrades: 10,000 – 30,000 EUR
Funding	• City infrastructure + ITS budgets • National road safety and mobility programmes • EU funding: CEF Transport, Interreg, LIFE, Cohesion Policy (ERDF), Digital Europe • Private sector (CSR road-safety sponsorship)
Monitoring indicators	• Reduction in average speed (before/after) • Reduction in % of vehicles exceeding 30 km/h or 20 km/h in school zones • Number of installed physical calming elements • Number of permanent radars and cameras installed • Reduction in speeding-related conflicts and near-miss incidents • Increased walking/cycling trips to school • Community satisfaction and perceived safety improvements
Risk mitigation	• Early coordination with police and legal departments for enforcement compliance • Clear communication with residents to avoid resistance to cameras and redesigns • Ensuring emergency access despite physical calming infrastructure • Use of pilot installations before permanent construction in sensitive areas • Regular calibration and maintenance of technological equipment • Integrated scheduling with other roadworks to minimise disruptions

Action title	**KA9: Implement or Expand Public Bike System**
Short description & Implementation steps	This action focuses on implementing or expanding the public bike-sharing system to better support school mobility needs and enable elementary school students, parents and staff to use bicycles for short daily trips. The measure improves multimodal connectivity by placing stations strategically near schools, residential zones and key mobility hubs. The system expansion may include standard bikes, e-bikes, and potentially cargo bikes for school-related activities. Result: Improved accessibility of cycling for school communities, reduced car dependency, and increased use of bicycles for first/last-mile school travel. Implementation steps: • Assess public bike demand and define expansion priorities

	• Develop a system expansion concept • Prepare technical and operational documentation • Secure funding and establish multi-year budget framework • Procurement and contracting • Installation of new bike stations • Integration with digital mobility systems • Awareness campaigns and school outreach • Monitoring, evaluation and adjustment
Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport • Aligns with specific objective 3 (SO3): Increase awareness of the importance of independent and healthy mobility • Aligns with specific objective 4 (SO4): Enhance institutional capacity for data-informed planning and monitoring of school mobility
Timeline	**Type: Long-term action, Period: 2027 – 2030** • Demand assessment and location planning: 01/2027 – 06/2027 • Concept development and system design: 06/2027 – 12/2027 • Technical documentation & permitting: 01/2028 – 12/2028 • Funding acquisition and procurement: 2028 – 2029 • Station installation and system deployment (Phase 1): 01/2029 – 12/2029 • System expansion and optimisation (Phase 2): 01/2030 – 12/2030 • Monitoring & adjustments: from 2029 onward
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Leads planning, procurement, budget coordination and integration with mobility policies • Oversees installation, network design and long-term system monitoring City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure. • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation. • Coordinates funding procedures, budget alignment, and financial compliance with EU rules. • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities. • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Inovativni Zadar / City Traffic Control Center – GIS data, digital integration, real-time monitoring • Traffic planners and specialised mobility/ITS firms – station placement optimisation, indicators monitoring, integration with MaaS platforms • Public bike system operator – installation, maintenance, fleet redistribution • Elementary school administrations and parent councils – promotion and feedback on station use

	• Municipal utility companies – groundwork for stations • NGOs / cycling associations – cycling education, promotional events • Local media – awareness campaigns and communication of system updates
Costs	Indicative costs (depend on technology and fleet size): • Bike-sharing station (10–15 docks): 10,000 – 35,000 EUR • Mechanical bike: 800 – 1,500 EUR per unit • E-bike: 1,500 – 3,000 EUR per unit • Cargo bike (optional): 4,000 – 7,000 EUR per unit • Software & digital integration: 20,000 – 80,000 EUR • Annual operations (maintenance, redistribution): 300 – 500 EUR per bike per year
Funding	• Municipal mobility and sustainability budgets • EU funding: Interreg, LIFE, CEF Transport, European Regional Development Fund (ERDF) • National sustainable mobility programmes • Public-private partnerships or sponsorship programmes
Monitoring indicators	• Number of installed or upgraded bike-sharing stations • Number of bikes available citywide and in school zones • Daily/seasonal usage rates (total and per station) • Cycling-to-school mode share increase • Reduction in car drop-offs around schools • Customer satisfaction and system reliability metrics
Risk mitigation	• Select vandal-resistant and weather-resistant equipment • Provide adequate lighting and visibility for stations near schools • Ensure reliable maintenance to avoid low user trust • Consider gradual rollout to test demand before scaling • Mitigate risk of bike overflow by improving redistribution algorithms

Action title	**KA10: Pick-Up & Drop-Off Management Zones (Kiss & GO)**
Short description & Implementation steps	This action establishes well-organised Pick-Up & Drop-Off (Kiss & Go) management zones near primary schools to reduce congestion, conflicts and unsafe stopping behaviours during peak school hours. The measure introduces clear road markings, signage, time-limited stopping rules, and designated waiting areas, ensuring smooth traffic flow and safer school entrances. Result: Reduced traffic chaos at school gates, safer pedestrian conditions, improved parent compliance, and overall better organisation of school arrival and departure periods.

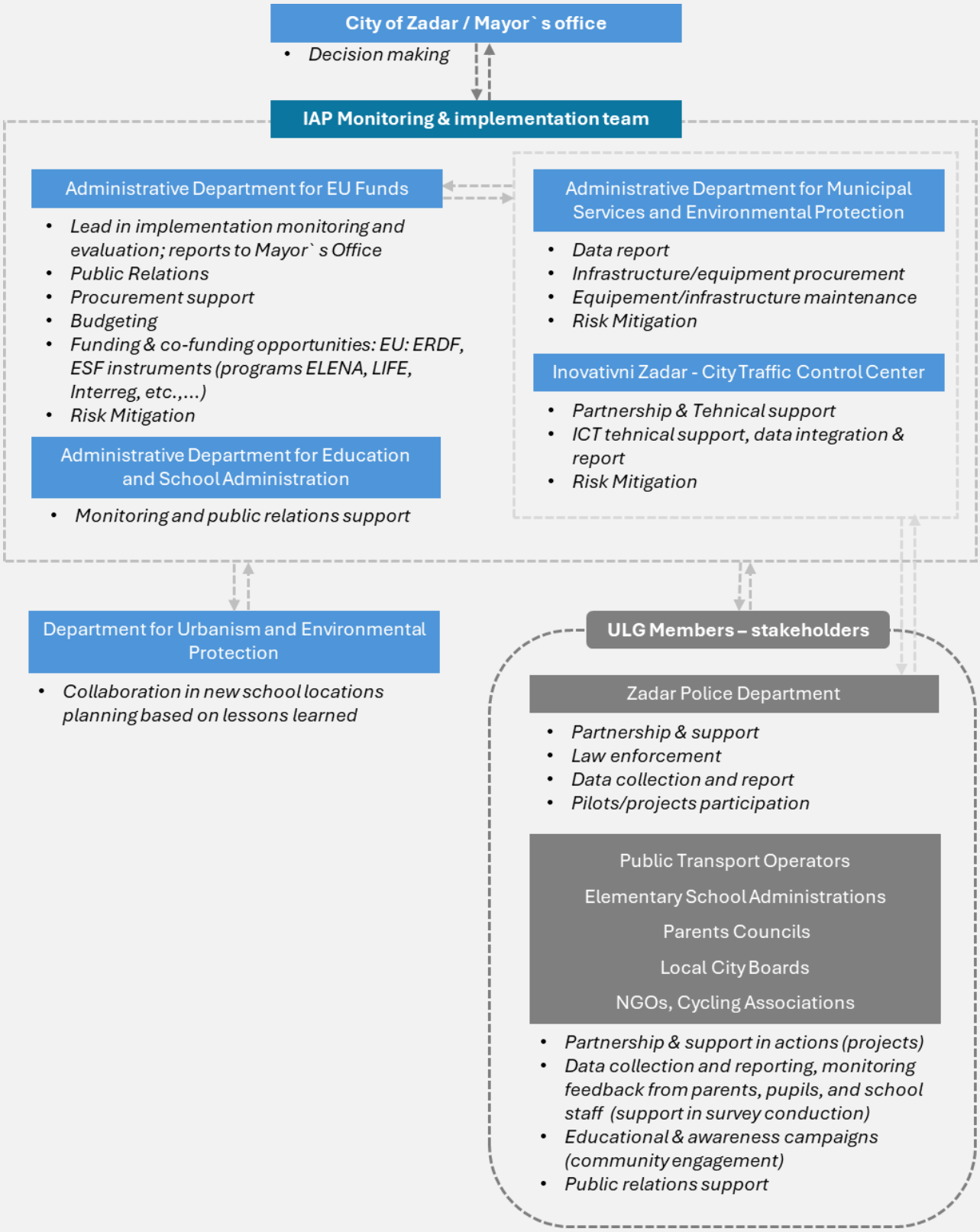
	Implementation steps: • Identify suitable Kiss & Go locations • Develop the operational Kiss & Go model • Prepare design and signage plan • Procurement and installation • Develop a management and supervision protocol • Communication & outreach campaign • Monitoring, evaluation and adjustment
Link to objectives / strategy	• Aligns with specific objective 1 (SO1): Increase the percentage of elementary school students using active and sustainable modes of transport • Aligns with specific objective 2 (SO2): Improve traffic safety conditions and urban design quality around schools • Aligns with specific objective 3 (SO3): Educate and engage the school community • Aligns with specific objective 4 (SO4): Enhance institutional capacity for data-informed planning and monitoring of school mobility
Timeline	Type: Long-term action, Period: 2027 – 2030 • Location identification & planning: 01/2026 – 04/2026 • Operational model & design development: 04/2026 – 06/2026 • Technical documentation & procurement: 06/2026 – 09/2026 • Installation of Kiss & Go zones (Phase 1): 09/2026 – 12/2026 • Operational rollout & monitoring: 01/2027 – 06/2027 • Adjustments & long-term integration: from 06/2027 onward
Main responsible partner	City of Zadar - Administrative Department for Municipal Services and Environmental Protection (Roads & Traffic Section) • Leads planning, approval, installation coordination and monitoring • Ensures alignment with road safety standards City of Zadar – Administrative Department for EU Funds • Supports identification of relevant EU funding opportunities for each measure. • Prepares or co-prepares EU project applications related to school mobility, infrastructure, safety, and digitalisation. • Coordinates funding procedures, budget alignment, and financial compliance with EU rules. • Provides administrative support for monitoring, reporting and evaluation of EU-funded activities. • Ensures the alignment of measures with strategic EU frameworks (e.g., Green Deal, Urban Mobility Framework, Cohesion Policy, Mission Cities).
Responsible stakeholders	• Inovativni Zadar / City Traffic Control Center – GIS integration, digital monitoring, mobility data support • Traffic planners and specialised mobility consultants – design of Kiss & Go layouts, traffic flow optimisation • Municipal utility companies – installation of signage and markings • Elementary school administrations and parent councils – communication with families, on-site assistance, compliance support

	• Municipal utility companies – installation of signage and markings • Zadar Police Department – enforcement and on-site supervision during rollout • NGOs / community groups – awareness campaigns promoting safe arrival and departure behaviour • Local media – communication and public outreach
Costs	• Road markings and signage: 1,000 – 5,000 EUR • Bollards / delineators / planters: 2,000 – 10,000 EUR • Accessibility improvements (lighting, tactile elements): 5,000 – 20,000 EUR • Operational management & communication: 1,000 – 5,000 EUR
Funding	• Municipal mobility and sustainability budgets • National mobility management programmes • EU funding (Interreg, LIFE, Cohesion Policy, urban mobility programmes) • Potential sponsorship by private partners (CSR)
Monitoring indicators	• Number of established Kiss & Go zones • Reduction in congestion during peak hours • Reduction in unsafe stopping/parking behaviours • Improved traffic flow around school entrances • User satisfaction (parents, elementary school students, staff) • Reduction in conflicts or near-miss incidents
Risk mitigation	• Provide early and clear communication to avoid resistance from parents • Implement soft measures (cones, signage) before permanent installation if needed • Coordinate with police to ensure compliance in early phases • Regularly review operations and adjust rules or layouts • Ensure proper lighting and visibility for safe use of the zone • Avoid placing Kiss & Go zones too close to pedestrian crossings or bus stops

Section 4: Implementation Framework

Ilustration below describes key stakeholders and their roles in the implementation of the IAP, with the City of Zadar being the main decision maker and coordinator. Administrative Department for EU Funds plays a key role in finding and using available EU funding sources for specific key actions.

Figure 28: IAP implementation framework



Monitoring and evaluation plan table include specific indicators (e.g. XX%) that will be evaluated during implementation process, since there was no available initial data during the IAP drafting process. Indicators are also defined in each key action table in previous chapter.

Table 6: Monitoring & Evaluation Plan

Monitoring IAP implementation progress* (detailed indicators are described in Key Action tables in previous section)					
Spefic objective	**Correlating actions**	**Indicator*** ***(*schools = elementary schools)***	**Baseline value (date)**	**Target value (date)**	**Monitoring mechanism**
SO1: **Increase the percentage of elementary school students using active and sustainable modes of transport**	**KA2: Pedestrian Infrastructure Audit & Repair** **KA5: Install Covered Bicycle Racks in elementary schools** **KA6: Expand & Connect Sidewalk Networks** **KA7: Safe School Cycling Corridors** **KA9: Implement or Expand Public Bike System**	**Result (objective) indicator:** 7% increase in elementary school students using active/sustainable transport modes at the expense of individual car use **Output (action) indicator:** • % schools equipped with covered bicycle racks • bicycle parking capacity per school (number) • % utilization capacity rate of covered bicycle racks (daily)	**Result (objective) indicator:** 83,50% of elementary school students using active/sustainable transport modes at the expense of individual car use (2025) **Output (action) indicator:** 0-20% schools equipped with covered bicycle racks (2025) 0-10 bicycle parking places per each school (2025) 0-20% utilization rate of bicycle parking capacity per school (daily) (2026)	**Result (objective) indicator:** 90,50% of elementary school students using active/sustainable transport modes at the expense of individual car use (2030) **Output (action) indicator:** 100% (9/9) schools equipped with covered bicycle racks (2027) At least 20 bicycle parking places (10 stands) per each school (2027) At least 80 % utilization rate of bicycle racks per school (daily) (2027)	Annual school mobility survey (modal split) (schools in collaboration with the City) Quarterly report on procurement number Elementary school half-year report on bicycle parking capacity, daily usage, number of incidents/vandalism cases, etc.
SO2: **Improve traffic safety conditions and urban design quality around schools**	**KA1: Establish School Safety (30 km/h) Zones** **KA2: Pedestrian Infrastructure Audit & Repair** **KA3: Install Bollards in School Zones** **KA4: Deployment of Mobile Speed Control**	**Result (objective) indicator:** • Complete infrastructure improvements at relevant elementary school zones. • 10% reduction in traffic-related incidents involving elementary school students. • More than 80% of parents consider that the way to school for their elementary school students is safe **Output (action) indicator** • % school zones equipped with speed radars • % schools with implemented 30 km/h zones	**Result (objective) indicator:** • 0 infrastructure improvements at elementary school zones. • XX% traffic-related incidents involving elementary school students • More than 80% of parents consider that the way to school for their elementary school students is safe. **Output (action) indicator:**	**Result (objective) indicator:** • Infrastructure improvements at 9 elementary school zones. • XX% reduction in traffic-related incidents involving elementary school students. • More than 80% of parents consider that the way to school for their elementary school students is safe. **Output (action) indicator:** • 100% (9/9) school zones equipped with radar speed radars (2027)	Quarterly report on procurement number (City) Inovativni Zadar, City Traffic Control Center in Zadar – half-year average speed report Zadar Police Department (Policijska uprava zadarska) – half-year reports on high speed violations in school zones Annual surveys about pupil`s, parents and school staff`s safety perception and satisfaction levels

	Radars in School Zones **KA7: Safe School Cycling Corridors** **KA8: Establishment of an Integrated Speed Management and Traffic Calming System in Primary School Zones** **KA10: Pick-Up & Drop-Off Management Zones (Kiss & GO)**	• % reduced average vehicle speed in school zones • % reduced high speed violations in school zones • % increase in community satisfaction level (parent`s and pupil`s perception of safety around schools)	• 0-20% school zones equipped with radar speed radars (2025) • 0-20% schools with implemented 30 km/h zones (2025) • 0% reduced average speed in school zones (2025) • 0% reduction of high speed violations in school zones (2025) • <50% parents satisfied (perceiving school areas/routes safe) before implementation (2025)	• 100% (9/9) schools with implemented 30 km/h zones • 20% reduced average speed in school zones (2027) • 60% reduction of high speed violations in school zones (2027) • >80% parents satisfied (perceiving school areas/routes safe) after implementation (2027)	(schools in collaboration with the City)
SO3: **Increase awareness of the importance of independent and healthy mobility**	**A5: Public Campaign "Drive Like a Parent"** **A8: Green School Mobility Programs ("Pedestrian Bus", "Bicycle Train")**	*Indicators described in Section 2*	*Indicators described in Section 2* • XX% traffic-related incidents involving elementary school students	*Indicators described in Section 2* • XX% reduction in traffic-related incidents involving elementary school students.	Annual surveys about awareness, Zadar Police Department (Policijska uprava zadarska) – half-year reports on high speed violations in school zones
SO4: **Enhance institutional capacity for data-informed planning and monitoring of school mobility**	**KA8: Establishment of an Integrated Speed Management and Traffic Calming System in Primary School Zones** **A9: GIS-Based School Planning Tool** **A10: Annual School Mobility Audit**	*Indicators described in Section 2 and key action table in previous chapter*	*Indicators described in Section 2 and key action table in previous chapter*	*Indicators described in Section 2 and key action table in previous chapter*	*Quarterly data analysis*

4.1. Financial Planning

City of Zadar is the leading decision maker responsible for monitoring and coordination of stakeholders involved in action planning and implementation, and for overview and budget planning as part of consolidated funding strategy to make implementation possible.

- **Main EU Programs:** LIFE, Interreg, ERDF (ROP), CEF2 Transport, ELENA (EIB technical assistance), Erasmus+, Horizon Europe (for innovation and pilot web GIS tools)
- **Main National Programs:** National Road Safety Plan, Croatian Ministry of Transport grants, National Green Mobility Strategy, National Plan for the Development of Bicycle Transport
- **Main Local & Blended sources:** City budget for smaller equipment or co-financing

Strategic Funding Clusters, Included Actions & Potencital Funding Sources

Cluster	Key Actions	Other Actions	Main Potential Funds
Safe & Smart School Zones	KA1, KA7, KA8	A1, A7	ERDF, LIFE, Croatia National Road Safety Program, ELENA
Active Travel Infrastructure	KA2, KA3, KA5, KA6, KA1	A3	ERDF, Interreg, CEF2, RRP Croatia
School Mobility Culture	KA4	A5, A8	Erasmus+, National Awareness Programs, Local budget
Digital & Innovation Tools	KA8	A9	Horizon Europe, Digital Europe, Smart Cities Mission, Interreg
Access & Public Transport	KA10	A2, A4, A6, A10	Cohesion Fund, ERDF, city budget, green city grants

Cost Overview and funding Sources

Following IAP actions are to be included the funding strategy:

Key short-term actions (2025 – 2027):

KA2: Pedestrian Infrastructure Audit & Repair

KA3: Install Bollards in School Zones

KA5: Install Covered Bicycle Racks

KA1: Establish School Safety Zones (30 km/h or 20 km/h)

KA4: Deployment of Mobile Speed Control Radars in School Zones

Key long-term actions (2027 – 2030+)

KA6: Expand & Connect Sidewalk Networks

KA7: Safe School Cycling Corridors

KA8: Establishment of an Integrated Speed Management and Traffic Calming System in Primary School Zones

KA9: Implement or Expand Public Bike System

KA10: Pick-Up & Drop-Off Management Zones (Kiss & GO)

Available funding sources abbreviations represented by each measure in the table of costs overview:

- CEF2 - Connecting Europe Facility - Transport
- EIB - European Investment Bank
- ELENA - European Local Energy Assistance
- ERDF / CCP- European Regional Development Fund / Competitiveness and Cohesion Programme 2021 - 2027
- ITU (ITI) - "Integrirana teritorijalna ulaganja" – ITU mechanism (ITP - Integrated territorial programme) 2021 – 2027
- LIFE - LIFE EU Programme 2021 - 2027
- NPDBT - National Plan for the Development of Bicycle Transport 2023 - 2027 (MMPI)
- NRSP - National Road Safety Plan 2021 - 2030 (MUP)
- RRP – Croatia`s Recovery and Resilience Plan (Nacionalni plan oporavka i otpornosti (NPOO) 2021.–2026.)

Table 7: Table of costs and available funding sources to (co-)finance specific IAP key action

Action	Type	Estimated Cost	Recommended Sources
KA1: Establish School Safety (30 km/h) Zones	Short-term	~€2,000/school zone	ITU, ERDF/CCP, RRP, EIB, NRSP, Local Budget
KA2: Pedestrian Infrastructure Audit & Repair	Short-term	Minor repairs: ~€5.000 –25.000/school zone Functional upgrades: ~€20.000 – 80.000/school zone Larger structural works: ~€80.000 – 150.000+/school zone **Scenario:** Minor repairs for 4 school zones: ~€20.000 – 100.000 Functional upgrades for 3 school zones: ~€60.000 – 240.000 Structural changes (works) for 2 project defined school zones: ~€160.000 – 300.000+ Annual maintenance cycle: ~5–10% of initial investment	ITU, ERDF/CF, RRP, EIB, NRSP, Local Budget
KA3: Install Bollards in School Zones	Short-term	~€2,500/location Annual maintenance and replacement cost: approx. 5–10% of inventory value (~€250/location/year) Scenario: 9 locations near 9 schools ~€22.500 + maintenance~€2.250/year	ITU, ERDF/CCP, RRP, EIB, NRSP, Local Budget
KA4 Deployment of Mobile Speed Control Radars in School Zones	Short-term	~€12,000 (rental-based)	LIFE, NRSP, Local, Budget

Action	Type	Estimated Cost	Recommended Sources
KA5: Install Covered Bicycle Racks	Short-term	€2,000–3,000/school area/yard	LIFE, ELENA, ERDF/CCP, Interreg, MMPI – NCDS, Local Budget
KA6: Expand & Connect Sidewalk Networks	Long-term	~€150 – 400 per linear meter of sidewalk construction: ~€100 – 250 per meter of sidewalk widening ~€20,000 – 80,000 per corridor of associated works (lighting, drainage, tactile paving) ~€150,000 – 500,000+for full corridor reconstruction (road + pedestrian upgrades): Scenario: 2 school pedestrian corridor recontructrions: ~€600.000	ITU, ERDF/CCP, RRP, EIB, NRSP, Local Budget
KA7: Safe School Cycling Corridors	Long-term	~€150–400/meter of protected cycling lanes ~€100–250/per meter of shared-use path upgrades ~€20,000 – 150,000 EUR per intersection redesign for cycling safety ~€10,000 – 50,000 per street for cycling streets (signage + traffic-calming) ~€2,000 – 20,000 EUR per location of bicycle parking / hubs at schools ~€33.000 – 88.000/200m of protected cycle lane with signage	ERDF/CCP, CEF2, ITU, Urban Mobility Package, MMPI – NPDBT
KA8: Establishment of an Integrated Speed Management and Traffic Calming System in Primary School Zones	Long-term	~€75.000/school zone for physical calming infrastructure ~€50.000/school zone for digital monitoring technologies ~€15.000 for data integration/platform upgrades	ITU, RRP, NRSF, Local Budget Budget for physical calming actions Digital Europe, LIFE, Horizon Europe, ITU, Local budget

Action	Type	Estimated Cost	Recommended Sources
KA9: Implement or Expand Public Bike System	Long-term	~€10,000/school Scenario: 8 schools (1 school already has one station nearby) ~€80.000	ERDF/CCP, CEF2, Urban Mobility Package, ITU, MMPI – NPDBT
KA10: Pick-Up & Drop-Off Management Zones (Kiss & GO)	Long-term	~€1.500 – 6.000/school area (replacing existing parking up to 4 places)	ERDF/CCP, ITU, Urban Mobility Package, Local Budget

Expected costs of other (non-key) actions should be defined during the IAP implementation process. All the cost in the table above are estimated based on unit prices, final price will be determined during the planning and implementation process of each action.

4.2. Action Timeline & Readiness

Key Action	2026	2027	2028	2030+
KA1: Establish School Safety Zones (30 km/h or 20 km/h)	Plan/Study, Approve & Implement (I. phase)	Approve & Expand (II. phase)	-	-
KA2: Pedestrian Infrastructure Audit & Repair	Plan, Approve & Implement (I. phase)	Approve & Expand (II. phase)	-	-
KA3: Install Bollards in School Zones	Plan, Implement (I. phase)	Expand (II. phase)	-	-
KA4: Deployment of Mobile Speed Control Radars in School Zones	Plan, Approve & Implement (I. phase)	Expand (II. phase)	-	-
KA5: Install Covered Bicycle Racks	Plan, Approve & Implement (I. phase)	Expand (II. phase)	-	-
KA6: Expand & Connect Sidewalk Networks	-	-	Plan/Study/Design, Approve & Implement (I. phase)	Design/Expand (II. phase)
KA7: Safe School Cycling Corridors	-	-	Plan/Study/Design, Approve & Implement (I. phase)	Design/Expand (II. phase)
KA8: Establishment of an Integrated Speed Management and Traffic Calming System in Primary School Zones	-	-	Plan, Approve & Implement (I. phase)	Expand (II. phase)
KA9: Implement or Expand Public Bike System	-	-	Plan, Approve & Implement (I. phase)	Expand (II. phase)
KA10: Pick-Up & Drop-Off Management Zones (Kiss & GO)	-	-	Plan/Design Approve & Implement (I. phase)	Expand (II. phase)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