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DREAM_PACE

D2.4.3 Final report pilot 2.2: experimental DRT service model in a new regulatory framework

Final Version

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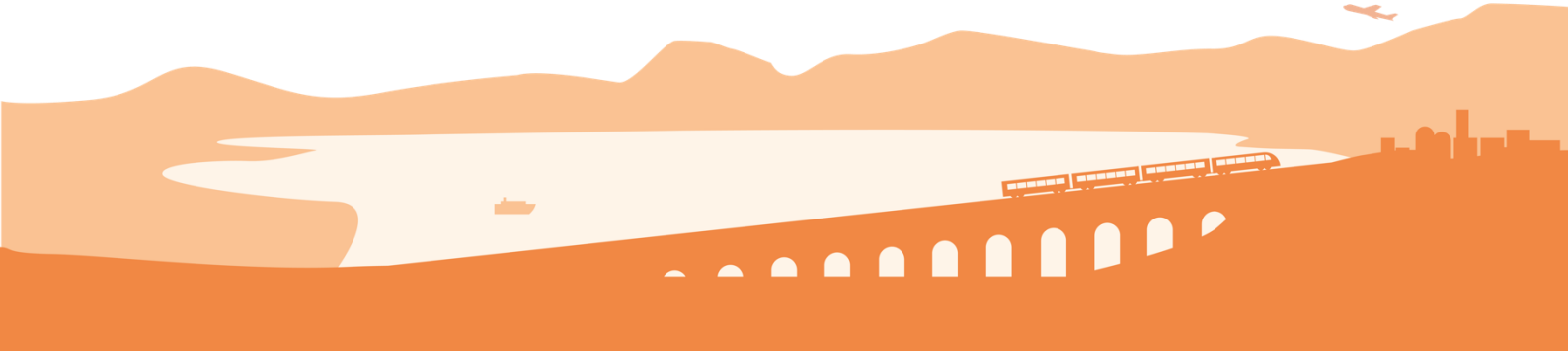

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Contents

1. Executive summary

The territory of central Europe is characterised by uneven transport connections and mobility opportunities, across and within regions, between urbanized contexts and rural and peripheral areas.

The project's common challenge is to improve accessibility and connectivity in CE peripheral and rural areas through better integration of public transport networks with Demand Responsive Transport (DRT) services, building on joint development and implementation of governance, planning, digital and operational innovations.

DREAM_PACE will develop innovative DRT concepts complementing regional mobility networks.

The project will improve DRT planning and delivery capacities of public authorities and operators.

A new generation of DRT services will become functional and integral part of regional mobility networks, enhancing accessibility for citizens, territorial cohesion and social inclusion. Integration is the key to the DREAM_PACE innovative approach, as DRT services are mostly developed as stand-alone solutions to specific needs, the potential of scalable strategies and solutions is widely underestimated.

Project Partners (thereafter PP) will jointly develop a strategy for DRT in Sustainable Urban Mobility Plans to be adopted at EU level, co-design, test and implement innovative DRT solutions enhancing mobility networks. Strategies and solutions will foster a better integration of DRT and public transport (Bologna, Pavia, Budapest areas), support a higher coordination among existing DT initiatives (Osttirol, Baden-Württemberg) and experiment new integrated approaches for DRT "green fields" (Split-Dalmatia County).

DREAM_PACE will exploit the potential of integrated planning and digital and operational innovations for a common strategy and develop innovative DRT modular solutions. The project implementation builds on transnational cooperation to guarantee an adequate responsiveness and adaptability of project results to specific characteristics of mobility ecosystems across CE rural and peripheral areas.

This deliverable is the final report on pilot 2.2 “Experimental DRT service in a new regulatory framework” activities until the end of the pilot action, implemented in the pilot area of Split-Dalmatia County (Croatia). It follows the structure of the workplans presented in D2.4.1 and of the intermediate reports presented in D2.4.2. It outlines the outcomes of the testing phase, the lessons learned and the fine tuning and joint finalization of the modular components of the governance and planning model.

Chapter 2 recalls the context, objectives, and scope of pilot 2.2.

Chapter 3 presents the pilot 2.2 final achievements in the pilot region.

Chapter 4 drafts the conclusions of the deliverable at project level, summarizing the key findings and results of pilot 2.2 achieved by the end of the pilot action, and highlighting their relevance for building up the DREAM_PACE solutions.

The Annex contains the local and project media releases that that have been used to communicate the results of the testing actions in the pilot regions, and the summary of the respective public presentations.

2. Introduction

The pilot 2.2 “Experimental DRT service in a new regulatory framework” tests an experimental DRT service within a new regulatory framework in the SDC area, specifically in the municipalities of Dugopolje and Dicmo and the city of Trilj. The goal is to improve mobility in areas without regular public transport services.

The testing components focused on the public procurement procedure for the DRT service and the testing of the service itself. The procurement procedure involved developing a structured tender for selecting the service provider, including needs analysis, criteria definition, document preparation, evaluation, and monitoring. The service testing included establishing the necessary infrastructure (software, applications, vehicles), usage simulation, and analysis of user experience and efficiency.

Stakeholders involved in the pilot project include local government representatives (municipalities of Dugopolje and Dicmo and city of Trilj), the future PTO and digital service provider, the regional authority (SDC), and the general public (Business Zone Podi, Dugopolje).

The procurement process emphasized the requirements for future DRT service providers (experience, resources) and technical capabilities (information systems, equipment). The contract lasted a total of six months, following a model with one month for testing and five months for operational service delivery (from 1 April to 30 September 2025). This experimental model served as a foundation for expanding the DRT service to rural areas of SDC and the Republic of Croatia.

3. Split-Dalmatia County area

3.1. The pilot testing elements

Pilot: 2.2 Experimental DRT service in a new regulatory framework

Pilot area: Split-Dalmatia County (SDC), Municipalities of Dugopolje and Dicmo and city of Trilj, Croatia

Peer reviewers: Redmint, Autoguidovie

3.1.1. The solution components to be tested

The Split-Dalmatia County (SDC) area includes 16 cities and 39 municipalities. DRT (Demand-Responsive Transport) was tested in the municipalities of Dugopolje and Dicmo and the city of Trilj. The key objectives included improving accessibility and mobility in areas where traditional public passenger transport services do not exist due to low or occasional demand. In the regulatory area, activities through pilot testing were focused on tasks encompassing the public tender process for the implementation of DRT solutions. The public procurement procedure has been completed, and the experimental DRT service ran until the end of September 2025.

Pilot 2.2 in the Split-Dalmatia County has one component, described below:

Component 1: **Implementation of the public tender procedure (ref. pilot 1.1) for introducing the first experimental DRT service in Croatia**. The goal of this activity was to carry out a structured tender procedure for selecting a DRT service provider in a part of the SDC area. The focus of the activity was on efficiency, sustainability, and adapting the tender to local needs. The comprehensive DREAM_PACE pilot activities in SDC included needs analysis and criteria definition, preparation of tender documentation, evaluation and selection of the service provider, as well as monitoring and evaluation after service implementation. These activities were tested during the public tender process for the SDC pilot area.

The selected areas for testing the DRT service were the municipalities of Dugopolje and Dicmo and the city of Trilj. The focus of the activity was on establishing the infrastructure for providing the DRT service (transport organization software, applications for users and drivers, and vehicle equipment). One of the activities involved testing functionalities and user experience through the simulation of real usage conditions and collecting data on user needs. Special emphasis was placed on researching key challenges during the implementation of the DRT service, monitoring operational indicators (response time, user satisfaction, cost efficiency) to evaluate the value of the DRT model compared to traditional forms of transport in the SDC area.

All these activities are used as an experimental model that will serve as a foundation for further development and implementation of the DRT service in other parts of Croatia, improving transport accessibility in less populated and rural areas. The area of interest is shown below in the images.

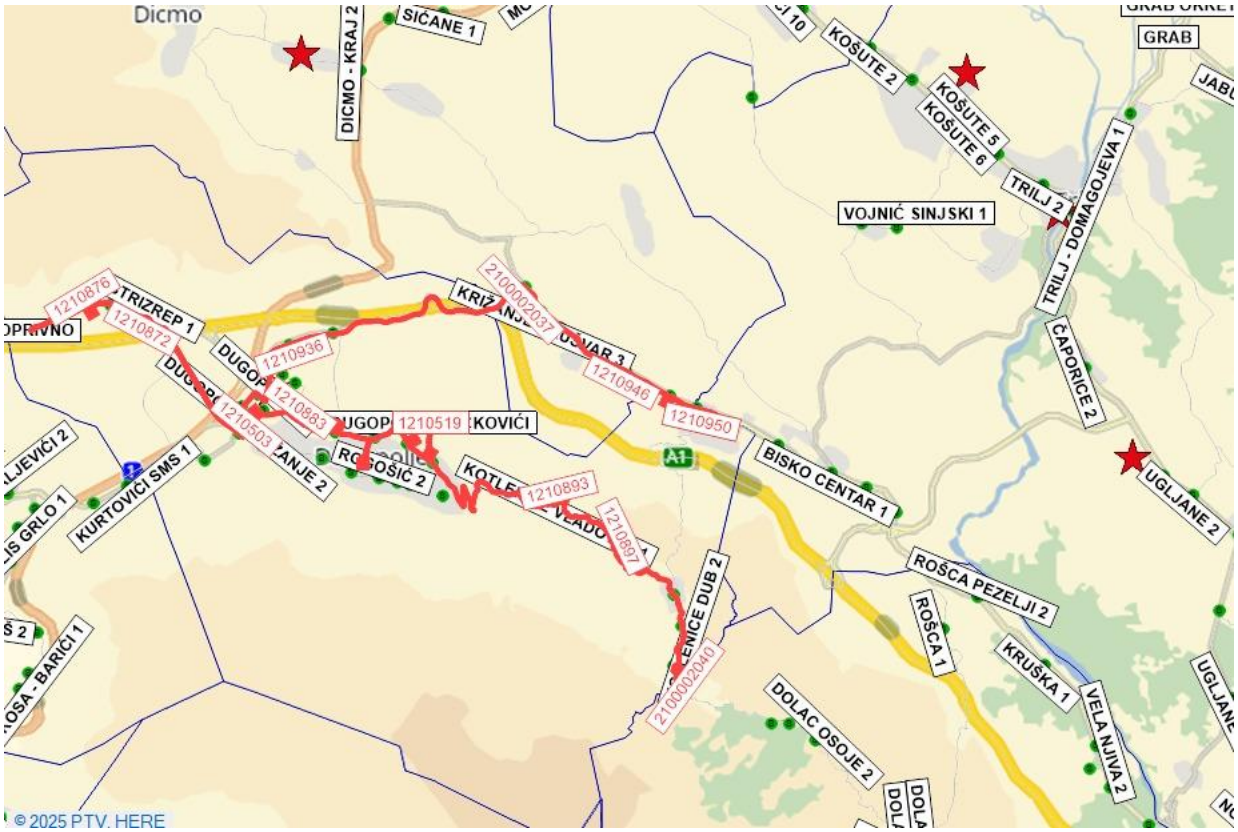


Figure 1. DRT on Dugopolje area

Figure 2. DRT on Trilj area (first route)

Figure 3. DRT on Trilj area (second route)

3.1.2. Stakeholders involvement, competences and role

The following table provides an overview of the stakeholders involved in the pilot between 1 July and the end of the pilot action, outlining their main competences, roles, and specific contributions to the activities carried out during this period.

Type of stakeholder*	Name and brief description	Competences, role and contribution to the pilot	Involvement between 1 July 2025 and the end of the pilot action
National Authority	Ministry of the Sea, Transport and Infrastructure	Defines the legal framework for the implementation of the DRT service	Not involved – as no changes related to the DRT area have been made within the existing regulatory framework, and for now, there is no need for any amendments.
Local Authority	Municipality of Dugopolje Local administrative unit situated in the Split-Dalmatia County, Croatia. It is known for its strategic location between the city of Split and the inland regions, making it an important hub for both urban and rural connectivity.	Competences: direct insight into the needs of the population, infrastructural capabilities and information gathering (identifying the needs of the population). Role: stakeholder collaboration and DRT service promotion. Contribution to the pilot: evaluation of the service and its impact. It is expected to collect basic information on areas requiring DRT services	Involved - participated in the 7th Living Lab workshop (the final one), held online, via the Google Meet platform, on 28 October 2025. Topic: the results of the pilot activities carried out in the SDC. Participants included Dyvolve and the SDC as partners of the DREAM_PACE project, as well as associations/citizens such as the Development Agency of the Municipality of Dugopolje, ODRAZ.

Type of stakeholder*	Name and brief description	Competences, role and contribution to the pilot	Involvement between 1 July 2025 and the end of the pilot action
		and identify potential new locations for future expansion.	
Local Authority	Municipality of Dicmo Local administrative unit situated in the Split-Dalmatia County, Croatia. It is known for its strategic location between the city of Split and the inland regions, making it an important hub for both urban and rural connectivity.	Competences: direct insight into the needs of the population and infrastructural capabilities and information gathering (identifying the needs of the population). Role: stakeholder collaboration and DRT promotion. Contribution to the pilot: evaluation of the service and its impact. It is expected to collect basic information on areas requiring DRT services and identify potential new locations for future expansion.	Not involved - they were invited to the final workshop (7th Living Lab), but they did not attend.
Local Authority	City of Trilj Local administrative unit situated in the Split-Dalmatia County, Croatia. It is known for its strategic location between the city of Split and the inland regions, making it an important hub for both urban and rural connectivity.	Competences: direct insight into the needs of the population and infrastructural capabilities and information gathering (identifying the needs of the population). Role: stakeholder collaboration and DRT promotion. Contribution to the pilot: evaluation of the service and its impact. It is expected to collect basic information on areas requiring DRT services and identify potential new locations for future expansion.	Not involved - they were invited to the final workshop (7th Living Lab), but they did not attend.
PTO	Joint venture FROM CITY TO CITY (Simple LLC) and LENDIĆ, DRT service provider in the Dugopolje and	Competences: ensuring vehicles and drivers, using digital platforms. Role: providing the service to users, adapting the service to users.	Involved - provided the DRT service in the SDC area and submitted monthly reports with results (number of kilometers, number of

Type of stakeholder*	Name and brief description	Competences, role and contribution to the pilot	Involvement between 1 July 2025 and the end of the pilot action
	Dicmo area. It will be selected through a public tender.	Contribution to the pilot: increasing transport availability in low-demand areas. It is expected to maintain a high level of professionalism in delivering the service and maintain continuous communication with the SDC on a monthly basis.	passengers transported, observations, and challenges).
Digital Service Provider	Digital service provider NEMI Provider of the technical solution in the DRT field. He is essential for the successful operation of the service as he provides the technical solution (receiving user requests, generating routes). He ensures the technical infrastructure for the transport operator and enables a successful service for users.	Competences: providing technical solutions and services. Role: bringing route planning, booking, and payment of different services into one app. Contribution to the pilot: improving usability for residents and tourists. It is expected to maintain a high level of professionalism in delivering the service and maintain continuous communication with the SDC on a monthly basis.	Involved – provided data from the Backoffice application (number of ride reservations made through the DRT service booking app)
Regional Authority	Split-Dalmatia County (SDC) Regional administrative unit in the Republic of Croatia. It is known for its coastal cities and tourism, as well as the rural area (Dalmatian hinterland), which is not connected by traditional transport methods.	Competences: representing the interests of citizens, bringing information of hotspots for activities and during tourists' season. Role: bringing information about hotspots for activities and tourist seasons. Contribution to the pilot: coordinating co-design/implementation, contributing to co-design/implementation, and implementing the service while enhancing its relevance based on the needs of citizens and tourists.	Involved - participated in the 7th Living Lab (the final one), held online, via the Google Meet platform, on 28 October 2025. Topic: the results of the pilot activities carried out in the SDC. Participants included Dyvolve and the SDC as partners of the DREAM_PACE project, as well as associations/citizens such as the Development Agency of the Municipality of Dugopolje, ODRAZ. Engagement of a company for promotional activities within the DREAM_PACE project.

Type of stakeholder*	Name and brief description	Competences, role and contribution to the pilot	Involvement between 1 July 2025 and the end of the pilot action
General Public	Business zone Podi, Dugopolje One of the largest business zones in the SDC area. The zone is home to companies offering manufacturing and service activities.	Competences: understanding of the working environment in the business zone. Role: represents interests of workers. Contribution to the pilot: potential users of new PT services.	Not involved - they were invited to the final workshop (7th Living Lab), but they did not attend.

***Stakeholder types: National/Regional/Local Authority; PTO/PTA; Digital service provider (specify if SME); Association; General public; Other (specify).**

3.2. Pilot management and testing implementation

3.2.1. Activities and responsibilities

The following table lists the different steps – in form of consequent activities - that are envisaged for the testing of the pilot solution components.

For each testing activity, the expected result to be achieved are reported, together with the relevant KPI / target for the validation of the testing activity itself.

The last column reports the status of the testing activity and the respective KPI / expected result by the end of the pilot action (Final report).

#	Activity	Description	KPI	Status of the KPI by the end of the pilot action
1	Publication of tender for the DRT	Publication of tender for the DRT using Croatian public procurement platform (EOJN).	Public tender published.	Result achieved. The tender was published on 17 February 2025.
2	Analysis of the collected offers received	Analysis of all collected offers across all defined criteria.	All collected offers analysed and evaluated.	Result achieved. The received offers were analysed on 17 March 2025.
3	Selection of the best offer and public informing of the parties involved	Selection of the best offer according to defined criteria and public informing of all vendors participating in the tender as well as public using Croatian public	Best offer selected and public informed.	Result achieved. The best offer was selected on 24 March 2025.

#	Activity	Description	KPI	Status of the KPI by the end of the pilot action
		procurement platform (EOJN).		
4	Contracting with the selected vendor	Signing the mutually reviewed and accepted contract for the DRT service according to the public procurement procedures.	Service provider contracted.	Result achieved. The contract was signed on 01 April 2025.
5	Public presentation of DRT service	Promotion of the service to all interested.	DRT service promoted. KPIs: - Number of media announcements / publications (at least 3); - Number of participants at the presentation (at least 10)	Result achieved. Press conference for the public and media on 25 April 2025. - A total of 9 articles about the launch of the DRT Zagora service were published on online news portals. - Number of participants at the press conference for media around 20 participants.
6	DRT service running / implementation	Implementation of a DRT service available from 6am to 10pm.	SDC pilot implemented KPIs (examples): – number of km per lines – No. of passengers (number of bookings, average travel time).	Result achieved. Number of kilometres: – **Line Dugopolje** 17.662 total km in the period from May to the end of September. – **Line Trilj** 17.091 total km in the period from May to the end of September. Total number of passengers **298**; number of reservations via the app **188**; average

#	Activity	Description	KPI	Status of the KPI by the end of the pilot action
				travel time **34 minutes.**
7	Final presentation of DRT pilot results	Final presentation of results delivered (including the DRT impact on the area) to the invited stakeholders.	Final results of the pilot presented.	Result achieved. The final workshop presenting the results was held on 28 October 2025.
8	Collection of user feedback	Collection of survey.	Survey conducted KPI: - At least 10% of collected surveys in relation to the total number of transported passengers.	Result achieved. The survey was conducted during September. A total of **298 passengers** was transported, and **57 survey questionnaires** were collected (around 19 %).
9	Final presentation of DRT user feedback (users using the DRT service during the pilot)	Final presentation of DRT user feedback delivered to the invited stakeholders.	Final DRT user feedback presented.	Result achieved. The final workshop presenting the results was held on 28 October 2025.

3.2.2. Focus on procurement

The tender documentation for the DRT service in SDC consists of the project task, selection criteria for bidders, and forms. The project task contains information for bidders, including the area where the DRT service should be provided, the frequency of the service, and the required features of the software supporting the DRT service. During the public procurement process, the emphasis was on:

- Conditions for economic entities;
- Conditions for technical capability;

Regarding the conditions for economic entities, the bidder was required to minimally meet the basic criteria prescribed by law for providing DRT services (a license allowing the operation of public transport in the Republic of Croatia, the necessary number of technical and human resources, and experience at an appropriate quality level).

In the area of technical capability, the bidder had to provide specific means of transport and characteristics of the information system for managing the DRT service. This includes software for organizing and managing the DRT service, applications for drivers and DRT service users, as well as vehicle equipment.

The contract was to last a total of 6 months according to the 1+5 model, where the first month was dedicated to establishing and testing the service itself. After that, the implementation phase of providing the DRT service followed, lasting a total of five months (until the end of September). The criteria for selecting the DRT service provider were the offer with the lowest price and the average age of the vehicle fleet. During the tender process, the following risks were possible:

- Delays in the public procurement process due to complaints;
- The possibility that no bidders would respond;
- Delays in contract negotiations.

The tender process was opened on 17 February 2025, and remained open until 7 March 2025, at 10:30 AM. After the tender process closed, the received offers were analysed on the same day. A total of one offer was received from the consortium of bidders FROM CITY TO CITY (Simple LLC) and LENDIĆ as the DRT transport service provider, and the company NEMI as the provider of the software solution for the DRT service. The contract was signed on 1 April 2025, and the trial operation of the DRT service began on 2 May 2025 (May 1 was a public holiday).

3.2.3. Timeline

The following table below refers to the activities described above (see Activities and Responsibilities table) and outlines the timeline for their implementation, as well as any deviations that occurred during the reporting period.

#*	Activity/ Milestone/other	Start	End/ Achievement	Deviations
PM	1st LL meeting: presentation of the main project objectives and receive general information about DRT	07/12/2023	07/12/2023	No deviations
PM	2nd LL meeting: analysis of the vision of DRT in the area of Dugopolje, Dicmo and Trilj	08/02/2024	08/02/2024	No deviations
PM	3rd LL online meeting: presenting software solutions from two providers	05/06/2024	05/06/2024	No deviations
PM	4th LL online meeting: presentation of scenarios for the DRT service	09/07/2024	09/07/2024	No deviations
1	Definition of Stakeholders	20/12/2024	31/01/2025	No deviations
2	Publication of tender for the DRT	17/02/2025	07/03/2025	No deviations
3	Analysis of the collected offers received	07/03/2025	24/03/2025	No deviations
4	Selection of the best offer and public informing of the parties involved	20/04/2025	20/04/2025	No deviations
5	Contracting with the selected vendor	21/04/2025	30/04/2025	No deviations
PM	5th LL online meeting: inputs for the software solution for providing the DRT service	07/04/2025	07/04/2025	No deviations

#*	Activity/ Milestone/other	Start	End/ Achievement	Deviations
PM	6th LL online meeting: presentation of the final application solution for providing the DRT service	23/04/2025	23/04/2025	No deviations
MR	Public presentation of DRT service (service introduction to the public)		25/04/2025	No deviations
MI	Start of the service - establishing and testing phase		01/06/2025	No deviations
6	DRT service running / implementation	01/06/2025	30/11/2025	Real start: 01/05/2025 Real end: 30/09/2025
PM	Meetings with pilot stakeholders for monitoring purposes	08/09/2025	08/09/2025	No deviations
PM	7th LL online meeting: final presentation of DRT pilot results	21/10/2025	31/10/2025	No deviations (28/10/2025)

***Milestones and other:**

MI: Milestone (only has and end/achievement date)

MR: Media Release (please plan one at the beginning and one at the end of the pilot tests, and if relevant in correspondence of the milestone achievements

PM: Periodic meeting (can be LL meetings with the stakeholders in order to launch/monitor/fine tune the tests

PR: Peer Review of the tested solution component (with one or more project/associate partners)

3.2.4. Analysis of deviations

The following table provides a detailed explanation of the deviations to the timeline as identified in the table above, specifying their severity level and the adaptation or mitigation measures implemented where applicable.

In accordance with the previous table, one activity experienced deviations from the initially planned dates. This concerns the pilot project duration, which, considering the available organizational and financial resources, was organized according to the 1+5 model, where the first month was dedicated to service testing and the following five months to service delivery. This deviation had minimal impact.

To ensure the smooth implementation of Living Lab activities, additional LL online workshops with stakeholders were held as needed to define inputs for the pilot project implementation. Activities related to the public procurement process were also carried out in a significantly shorter timeframe and without risks associated with delays or complaints.

Deviation	Severity*	Adaptation/Mitigation measure
6 – DRT service running/ implementation	2 - moderate	During the SDC LL meetings it was decided to operate in two service areas instead of one. The business model was defined on a cost-per-availability basis, rather than on a cost-per-km basis, reflecting the on-demand nature of the service. The final service design included 2 vehicles and 4 drivers (instead of 2), to cover longer service times through two shifts. As

Deviation	Severity*	Adaptation/Mitigation measure
		a result, the overall cost of the redesigned service is higher, and the available budget allows for a shorter run time. Nevertheless, the estimated cost per km is lower than in the original plan, demonstrating improved efficiency of the budget spent. The adaptation ensured that the service could still be implemented within the available budget, while maintaining higher efficiency and broader coverage.

*** 1 - low; 2 - moderate; 3 - high; 4 - very high**

3.3. Results of peer-review and alignment actions by the end of the pilot action

In the case of the SDC pilot, the feedback of the reviewers (Redmint, Autoguidovie) did not require to adjust the activities.

3.4. Conclusions of the testing phase

3.4.1. Outcomes of the testing phase

Outcome #1: Implementation of the public tender procedure (ref. pilot 1.1) for introducing the first experimental DRT service in Croatia. A public procurement procedure was launched for the introduction of the DRT service. Accordingly, guidelines have been issued that can serve as a tool for launching similar tenders in the field of DRT services across the wider SDC area, as well as within the territory of the Republic of Croatia.

3.4.2. Lessons learned

Lesson Learned #1: Users prefer making requests via phone call. It was observed that a larger number of users chose to book the service via phone call rather than through the mobile application (for example, in August alone, 87 bookings were made via phone call, compared to 30 via the mobile application). This indicates that establishing a call center as an integral part of the system could be beneficial.

Lesson Learned #2: Importance of promotional activities. The results show an increase in service requests following the implementation of promotional activities, which included social media posts and posters placed at public transport stops. The highest increase in passenger numbers was recorded in August after the promotional activities (87 bookings via phone call compared to 74 requests in July).

Lesson Learned #3: Potential for changes in the modal split in favour of sustainable modes. The results show a trend of growth in the average number of daily users. The average number of daily users in May was 1.44 passengers, while in August it was 4.58. This upward trend indicates the prerequisites for future changes in the modal split in the pilot area.

Lesson Learned #4: The DRT model improves multimodal travel. Observations in the field and some survey responses indicate that part of the passengers use the DRT service as part of the overall public transport network (transferring to other forms of public transport).

3.4.3. Fine tuning and joint finalization of the modular components

Component 1: Implementation of the public tender procedure (ref. pilot 1.1) for introducing the first experimental DRT service in Croatia.

Within the SDC pilot, the fine-tuning activities focused on the practical implementation and testing of a public tender procedure for introducing the first experimental DRT service in Croatia. The tender process was used to validate and refine selection criteria, operational requirements, and sustainability aspects in real conditions. Testing activities included the setup of digital and operational infrastructure, simulation of real service usage, and monitoring of key operational indicators. The outcomes supported the finalization of a replicable tendering model, providing a concrete basis for scaling up DRT services in other Croatian territories with similar characteristics.

4. Conclusions

The pilot project for the experimental DRT service in the Split-Dalmatia County (SDC) represents a significant step toward improving mobility in regions with low demand for public transportation. Key testing elements, including the public procurement process and the implementation of the DRT service, enabled an analysis of the effectiveness of flexible transport solutions in the municipalities of Dugopolje and Dicmo and the city of Trilj in SDC.

Activities carried out within the pilot project included defining relevant stakeholders, establishing a regulatory framework, testing digital solutions, and evaluating user experience and the operational feasibility of the DRT model. The results of the pilot testing provided valuable insights for adapting and further developing the DRT service, facilitating its broader implementation in Croatia, particularly in rural and less connected areas.

With the active participation of relevant stakeholders, including local and national authorities, future public transport operators, and digital service providers, the pilot ensures an interdisciplinary approach to addressing transport accessibility challenges. Special emphasis was placed on optimizing operational costs, improving transport accessibility, and increasing user satisfaction.

Through this initiative, SDC laid the groundwork for the development of sustainable and innovative transport solutions, contributing to the modernization of public transport and reducing the environmental impact of the transport sector.

After completing the public procurement process and signing the contract, all involved stakeholders actively participated in presenting the DRT service to end users. Local authorities and communities were engaged to ensure that all necessary information about service usage was clearly communicated to interested users.

Upon completion of the pilot project, it is important to analyse the results and define the next steps, including deciding whether to continue providing the service, identifying new areas where the service could be implemented, and other relevant considerations. Implementation was monitored through monthly reports during the pilot project in the areas of Dugopolje, Dicmo, and the city of Trilj. The monthly reports provided insights into the level of service activity, the number of requests, the need to improve service visibility, and the potential need for further involvement of the local community. Summaries of the monthly reports were shared with stakeholders to align expectations for the future retention of the service and possible expansion / introduction of DRT in new areas.

The deliverable, together with the other pilot final reports (D1.3.3, D1.4.3 and D2.3.3), represents a crucial reference point for the timeline of the DREAM_PACE project, as it describes the outcomes and lessons learned of the pilot activity, and provides the ground for the delivery of the corresponding solution that will be described in D2.2.4 “Blueprint of co-designed solutions for implementing the new DRT, implemented / tested in pilot activities”. D2.2.4 will describe the corresponding solution - a digital and service model for experimental DRT services in the new regulatory environment, composed of digital and operational innovative elements creating new services.

5. References

1) DREAM_PACE Application Form, Version 3.0. 2025.
2) DREAM_PACE D1.2.2 “Living labs meetings documentation on the co-design process for governance / planning in pilot areas”. 2025.
3) DREAM_PACE D1.2.3 “Co-designed solutions blueprint of integrated DRT implemented /tested through pilot activities”. 2025.
4) DRAM_PACE D1.2.4 “Co-designed solutions blueprint of coordinated DRT implemented /tested through pilot activities”. 2025.
5) DREAM_PACE D2.1.1 “Analysis report on DRT digital and operational innovations in CE Regions and engaged areas”. 2023.
6) DREAM_PACE D2.1.2 “State of the art report on digital and operational approaches for DRT in the pilot areas”. 2024.
7) DREAM_PACE D2.1.3 “Development scenarios for DRT innovative digital and operational approaches”. 2024.
8) DREAM_PACE D2.2.2 “Living labs meetings documentation on the co-design process for governance /planning in pilot areas”. 2025.
9) DREAM_PACE D2.3.1 “Detailed workplan for pilot 2.1 local testing actions”. 2025
10) DREAM_PACE D2.3.2 “Report on the progress of pilot 2.1 local testing activities”. 2025.
11) DREAM_PACE D2.3.3 “Final report pilot 2.1: DRT digital /operational model improving existing DRT networks responsiveness“. 2025.
12) DREAM_PACE D3.1.1 “Methodological background for the design of DRT integrated solutions”. 2023.
13) DREAM_PACE D3.1.2 “DRT strategy draft and setup of the consultation process”. 2025.
14) DREAM_PACE D3.2.1 “Action plan drafts in the six pilot regions”. 2025.
15) DREAM_PACE D3.2.2 “Report on strategy setting workshops for Action plans' implementation”. 2025.
16) DREAM_PACE D3.3.1 “Report on set up and development of community and measures to animate the debate on DRT trends”. 2025.
17) DREAM_PACE D3.3.3 “Report on actions accompanying the development of pilot activities”. 2025.

6. Annex: Pilot 2.2 local and project media releases communicating the results of testing actions, and public presentations summary (from 1 July 2025 ahead)

The Annex collects the local and project media releases that have been used to communicate the results of pilot 2.2 testing actions, and the public presentations summary.

6.1. Split-Dalmatia County

Communication activities within the DREAM_PACE project were focused on increasing the project's visibility, informing citizens and businesses, and encouraging the use of the free DRT system service through the Nemi application. The activities were carried out during the period July – September 2025.

Objectives of Communication Activities

The objectives of Communication Activities are:

- Increase the project's visibility in the targeted local communities in the areas of Dugopolje, Trilj, and part of Dicmo.
- Encourage citizens to download and use the Nemi application.
- Inform businesses about the opportunities and benefits of the project.
- Ensure media presence and continuous public information.

Activities

The campaign was conducted on the social media platforms Facebook and Instagram during the period from 8 August to 15 September, 2025. The activities included creating visuals and running paid advertisements aimed at informing and engaging citizens.

Campaign results

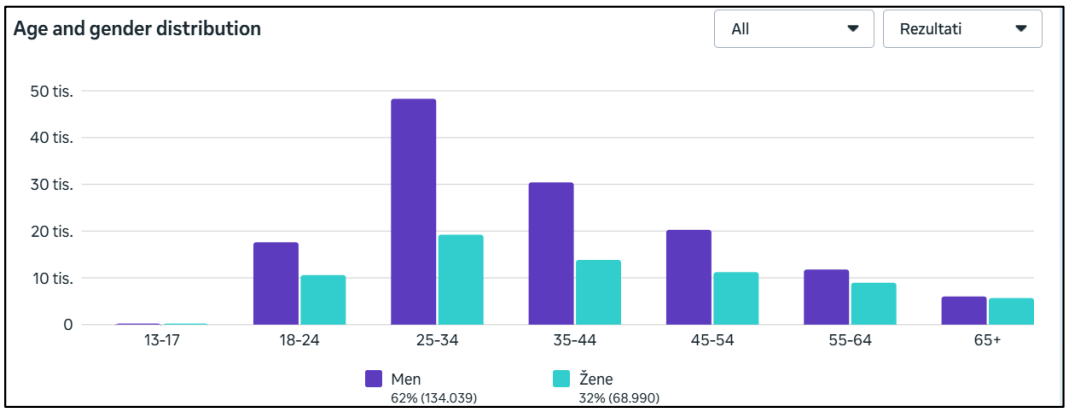
The campaign results are:

- Total reach: 216,334 users
- Number of ad impressions: 307,502
- Average frequency of impressions: 1.42
- Highest reach: age group 25–34 (predominantly men, 62%)
- Ad format: Facebook Stories

The results show that the most engaged age group was 25–34, which can be linked to the fact that the younger working-age population more frequently uses digital platforms, is open to new services, and is more inclined to try innovative transportation solutions. Men made up the majority of users (62%), but the female audience also showed significant interest. These data indicate that the digital campaign effectively reached the targeted group of active users.

#	Campaign name	Reach	Number of visits	Frequency	Results
1	SDŽ 2025-08-07	216.334	307.502	1,42	216.334 Reach
2	Total results 1/1 row displayed	216.334 Accounts Center accounts	307.502 Total	1,42 Per Accounts Center account	216.334 Reach

Facebook Ads Manager



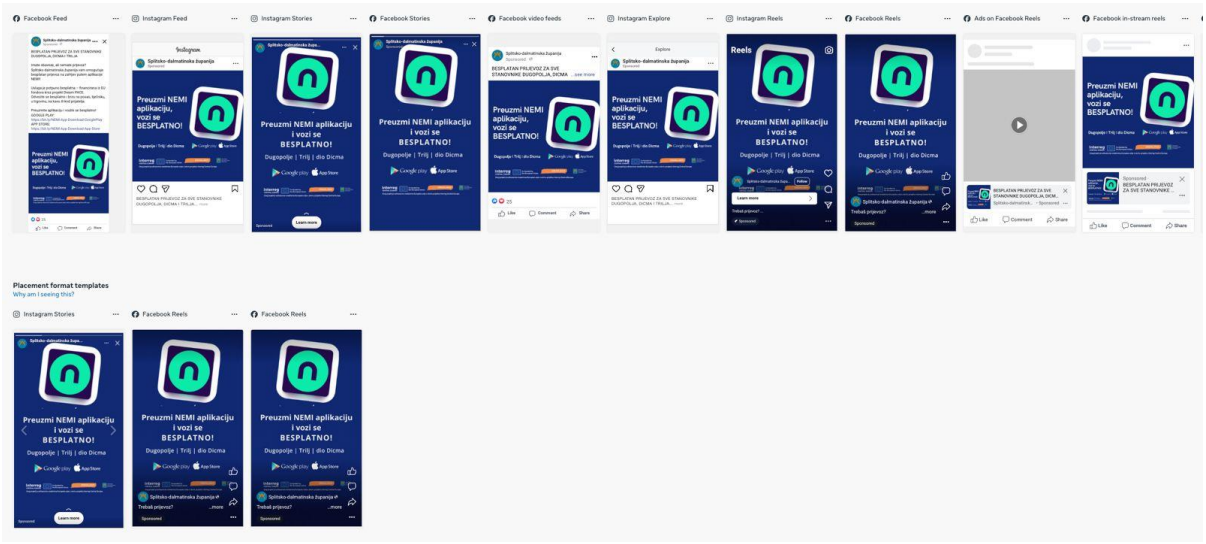
Distribution of users by gender and age

Examples of Visuals and Ads

The campaign utilized various ad formats and channels on the social media platforms Facebook and Instagram. Ads were adapted for:

- Feed (Facebook and Instagram) – standard posts in users' news feeds
- Stories (Facebook and Instagram) – vertical format for quick and visually engaging communication
- Reels (Facebook and Instagram) – short video format primarily targeting a younger audience
- Explore (Instagram) – ads in the space for discovering new content
- Video feed and in-stream ads (Facebook) – placement within video content

By combining multiple formats and channels, the campaign achieved broader coverage of the target audience and increased the likelihood of user interaction with the ads.



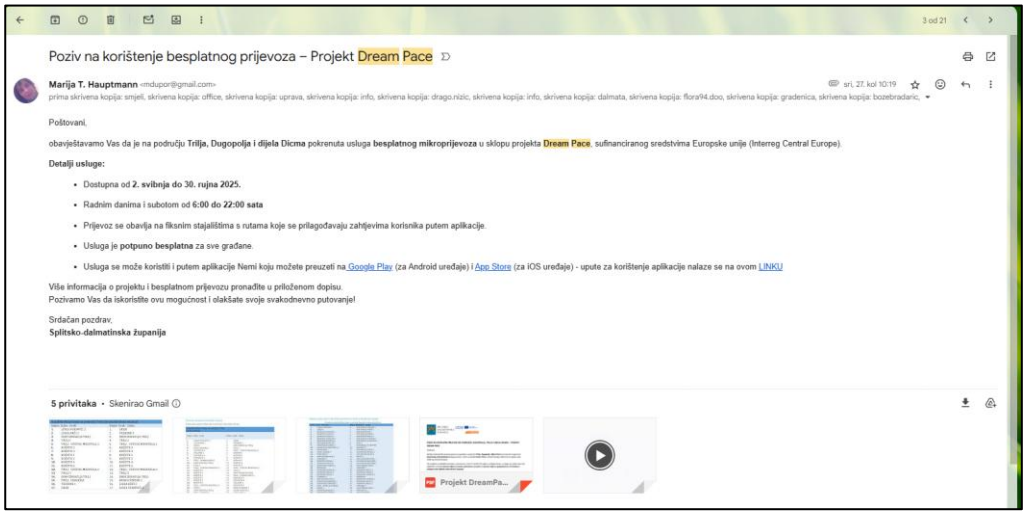
Examples ads on Facebook and Instagram

Database adaptation

For promoting the service to business users, a database from the Dugopolje area and surroundings containing 288 business entities was used. Addresses, contacts, and the status of the business entities were further verified through the Court Register. It was determined that some business entities had gone bankrupt, but all active businesses were contacted.

Communication with Business Users

Active business entities were contacted via an email campaign and official letters. In addition, video instructions for using the Nemi application were sent to facilitate understanding of the reservation process and the use of the free DRT service. Furthermore, business users were provided with a list of bus stops where the service can be used, enabling precise information for employees and clients about transport availability. This approach ensured targeted communication with local entrepreneurs and potential partners, accompanied by practical support in the form of educational materials and accurate operational information.



Proof of activity conducted: email campaign

SPLITSKO DALMATINSKA ŽUPANIJA

POZIV NA BESPLATNI PRIJEVOZ NA PODRUČJU DUGOPOLJA, TRILJA I DIJELA DICMA – PROJEKT DREAM PACE

Poštovani,

Splitsko-dalmatinska županija poziva sve građane s područja **Trilja, Dugopolja i dijela Dicma** da iskoriste mogućnost **besplatnog mikroprijevoza** kojeg provode u okviru projekta **Dream Pace**, sufinanciranog sredstvima Europske unije (Interreg Central Europe).

Cilj projekta je poboljšati prometnu povezanost ruralnih i perifernih regija u srednjoj Europi, a uslugu na našem području zajednički provode **Upravni odjel za turizam, pomorstvo i promet** te **Upravni odjel za gospodarstvo, EU fondove i poljoprivredu Splitsko-dalmatinske županije**.

Kako koristiti uslugu?

- Prijevoz se obavlja na **fiksnim autobusnim stajalištima**, s fiksnim rutama i varijabilnim voznim redom (ovisno o zahtjevima iz aplikacije).
- Usluga je dostupna **svakim radnim danom i subotom od 6:00 do 22:00 sata**.
- Trajanje usluge: **od 2. svibnja do 30. rujna 2025. godine**.
- **Rezervacija prijevoza** vrši se putem mobilne aplikacije **Nemi**, koju možete besplatno preuzeti na:
  - **Google Play** (za Android uređaje) - https://play.google.com/store/apps/details?id=mobi.nemi&hl=hr
  - **App Store** (za iOS uređaje) - https://apps.apple.com/hr/app/nemi/id1470386612?l=hr
- Za sve koji **ne koriste pametne telefone**, rezervaciju je moguće izvršiti i putem **broja mobitela: . +385 98 343 959**
- Usluga je za sve građane **potpuno besplatna**.

Pozivamo Vas da iskoristite ovu pogodnost, te besplatno putujete od kuće do posla, odnosno na bilo koju lokaciju na navedenom području.

Za dodatne informacije, obratite se Splitsko-dalmatinskoj županiji ili posjetite službene stranice projekta Dream Pace.

Popis fiksnih autobusnih stajališta, nalazi se u prilogu.

Za sve dodatne informacije, stojimo na raspolaganju.

Srdačan pozdrav,

SPLITSKO-DALMATINSKA ŽUPANIJA

Kontakt:
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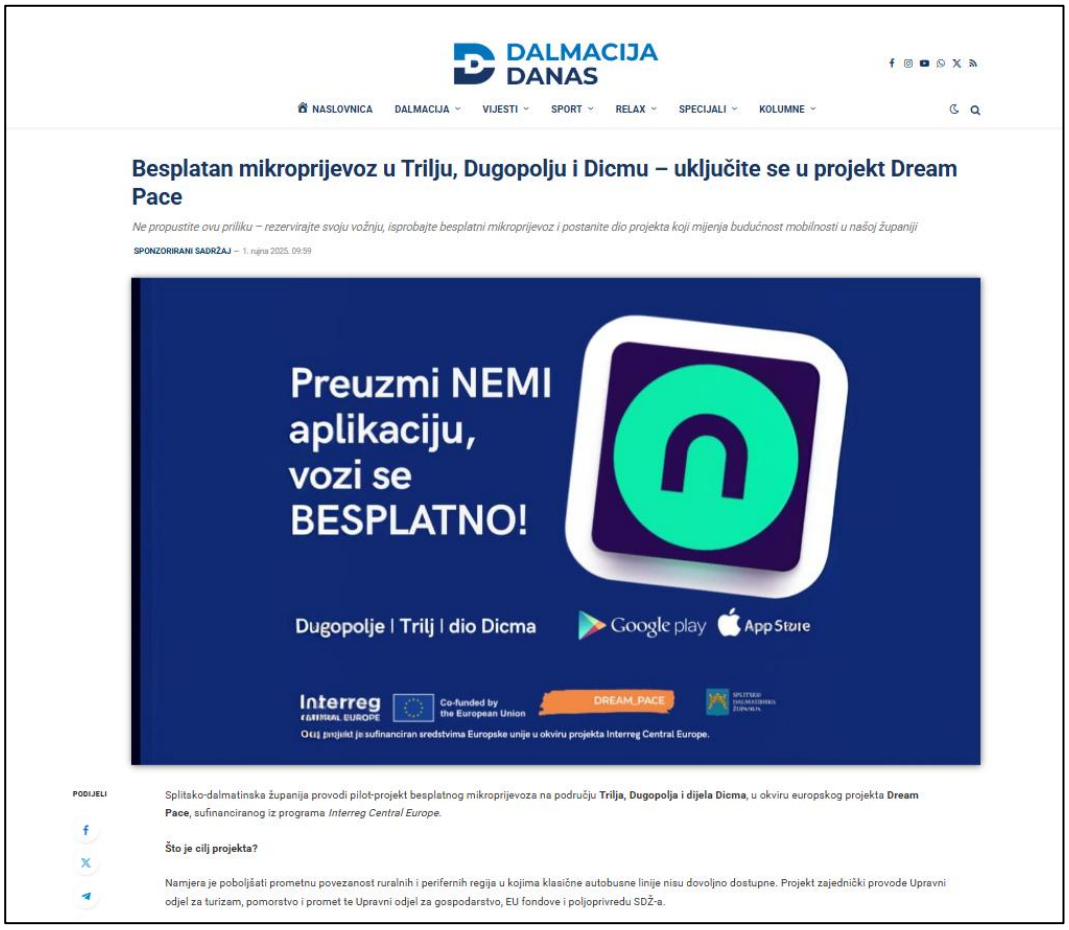
UO za gospodarstvo, EU fondove i poljoprivredu | Voditelj Odsjeka za poljoprivredu, ribarstvo, ruralni razvoj i EU
Tel: +38521400156 | e-mail: Martin.Bucan@dalmacija.hr

Proof of activity conducted: official letter

Increasing the overall visibility of the project

- Article on the Dalmacija Danas portal:



Proof of activity conducted: publication on the Dalmacija Danas Portal

Link: https://www.dalmacijadanas.hr/besplatan-mikroprijevoz-u-trilju-dugopolju-i-dicmu-ukljucite-se-u-projekt-dream-pace/

- Article on portal Dalmatinski portal:

The DREAM_PACE project was also presented on the Dalmatinski portal through the article Free DRT in Trilj, Dugopolje, and Dicmo – Join the Dream Pace Project. The publication on this portal ensured additional media presence and expanded the reach of public information about the free micro-transport service.

According to Gemius e-public data (September 2025), the Dalmatinski portal recorded:

- 102,374 real users
- 307,790 page views
- 165,229 visits
- Average user duration: 2 minutes and 54 seconds

The publication on the Dalmatinski portal, combined with articles on Dalmacija Danas and Dalmatinski, provided broad media coverage and a significant contribution to the project's visibility.

Proof of Activity Conducted: screenshot of the publication and portal traffic statistics

Conclusion

The digital campaign successfully reached over 216,000 users during five weeks of implementation. The highest engagement was recorded in the 25–34 age group, confirming the effectiveness of audience targeting. Promotion to business users was carried out on a sample of 288 entities, with all active businesses being contacted. Media publications on the Dalmacija Danas and Dalmatinski portals ensured broad public visibility.

#	Area	Activities	Results
1	Digital Campaign (Facebook, Instagram)	Posts, Visuals, Paid Ads, Video	• **Total reach:** 216,334 users • **Impressions:** 307,502 • **Highest engagement:** age group 25–34 (62% men)
2	Promotion to Business Users	Database (288 entities), verification in the Court Register, direct contact via email	All active business entities were contacted
3	Increasing Visibility - Media	Publication on the Dalmacija Danas and Dalmatinski Portal	Dalmacija danas – article published Dalmatinski portal - **102,374 real users, 307,790 page views, 165,229 visits**