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**Εγκεκριμένο Έργο:
SEE MMS – South East Europe Mobility Management Scheme
SEE AF/A/744/3.1/X**



**«ΥΛΟΠΟΙΗΣΗ ΔΡΑΣΕΩΝ ΤΩΝ ΠΑΚΕΤΩΝ ΕΡΓΑΣΙΑΣ 2 & 4 ΤΟΥ
ΕΡΓΟΥ SEE/A/744/3.1/X- SEE MMS ».**

**Δράση 4.4 Δράση 4.4 Κατάρτιση Σχεδίων Διαχείρισης Κινητικότητας (MM
plans) στις πόλεις των εταίρων:**

Παραδοτέο: Σχέδιο Διαχείρισης Κινητικότητας

**ΑΘΗΝΑ
ΟΚΤΩΒΡΙΟΣ /2010**

Activity 4.4

Mobility Management Plan for the City of Athens 2010 - 2014



WP 4; Act. 4.4

Mobility Management Plan for the City of Athens 2010 - 2014

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1. Introduction

1.1 The Mobility Management Plan for the City of Athens

“The big problem that urban authorities will have to resolve, sooner than might be thought, is that of traffic management, and in particular the role of the private car in large urban centres. ... The lack of an integrated policy approach to town planning and transport is allowing the private car an almost total monopoly”.

White Paper on European Transport Policy: “European transport policy for 2010: time to decide” COM (2001) 370

“Transport is responsible for 26% of CO2 emission at global level and is one of the few sectors where emissions are still growing“ (Chapman 2007) and most European local authorities are confronted with increasing problems of congestion and pollution due to the steady growth of urban motorised traffic.

The Greek National Strategic Reference Framework (NSFR) in its operational programme for the Improvement of Accessibility has set five general objectives to face the challenge:

- I. Improving accessibility of the country through the development of Trans-European Road Network and other national and regional road network.
- II. The development and modernization of the railway network.
- III. The improvement of the maritime transport system
- IV. The development of air transport networks.
- V. The development of urban infrastructure and urban transport system in major urban centres, with emphasis on reduction of Travel Time and pollutants in order to support sustainable mobility in the urban fabric.

General Objective V in Priority axis 11: “Clean Urban Transport - Transport Means” set up the target to develop urban transport systems in metropolitan cities, for improving urban travel and the attractiveness and quality of public transport infrastructure with emphasis on the Metro and clean urban transport.

The specific sub - objectives that contribute to the above general objective of the priority axis are:

Specific Objective 3

Improving environmental conditions by reducing the negative impact of road traffic (traffic accidents, reduce pollution, noise, etc.) and strengthening the environmental dimension of Massive Means of Transport through the promotion of clean urban transport, especially in deprived urban areas.

Specific Objective 4

Improving the quality and comfort of travel by purchasing new buses, increasing frequency and improving conditions in transport means.

Specific Objective 6

Strengthening in the implementation of the measures necessary, for the safety of passengers, pedestrians and people with disabilities, and for the control and reduction of negative impacts of urban transport on the environment.

The overall objective, Priority Axis 11 and its specific objectives contribute to the promotion of the strategic direction of European transport policy (White Paper), Community's Strategic Guidelines for the EU cohesion, the objectives of Lisbon Strategy and the Integrated Guidelines for Growth and Employment and provided the basis for the present Mobility Management Plan for Athens.

1.1.1 Why sustainable transport and Mobility Management plans?

"Mobility Management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. At the core of Mobility Management are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new roads and new bike lanes). Mobility Management measures (in comparison to "hard" measures) do not necessarily require large financial investments and may have a high benefit-cost ratio."

(MAX Final Brochure: <http://www.epomm.eu/index.phtml?ID=2182&id=2185>)

Mobility Management meets the challenges of an increasing car mobility and car dependency and supports sustainable mobility attitudes and behaviours in a very economic way, thus:

- carrying out a noticeable modal shift from private motorised traffic towards more sustainable modes of transport like walking, cycling, public transport
- supporting the accessibility of our economic centres
- improving on the quality of life, health and safety
- reducing the environmental impact of mobility

1.1.2 Local/Regional issues

„Successful cities in the knowledge economy are places which provide economic growth, easy access and a good and healthy environment“ (van den Berg et al 2005).

In Athens, air pollution and other negative impacts of traffic are badly affecting quality of life and the improvement of air quality and environmental conditions has to be a priority for the next decades.

The challenge Athens has to deal with in the 21st Century is to maintain economic growth, stay accessible and improve quality of life at the same time. If Athens fails in dealing with this challenge it will have to face dramatic consequences for the city in terms of economic development and image as well.

1.1.3 Benefits for the community

(Source: http://www.e-atomium.org/IMG/pdf/mm_manual.pdf), following the MM Manual developed in the PORTAL project 2002)

„Mobility Management can help to secure the accessibility to the economic centres, optimise the use of expensive infrastructure and decrease the need for even more infrastructure investments.

Access:

Limited access is one of the main obstacles of growth some institutions, but also for finding jobs. Mobility Management measures will improve access to leisure sites, airports but also improve the mobility of persons without a car, thereby improving their chances for finding and keeping a job.

Better use of infrastructure:

Enormous amounts of money are spent every year on the construction, operation and maintenance of infrastructure, be it roads, rails or vehicles. Mobility Management aims at the better use of these infrastructures, by promoting the use of public transport and higher car occupancy. In this way, infrastructure investments become more economic and new investments, especially in roads, become less necessary.

New jobs:

Mobility Management will develop and test new jobs and new job profiles, thereby promoting economic growth. Mobility management develops new job markets. One example is door-to-door services. In many EU-research works and demonstrations these new services are mentioned. The strengthening of the transport services sector leads to a revival of the labour market as transport services - from car park surveillance to mobility information - need to be delivered on the spot and cannot be transferred to low-wage countries.

Health:

The more sustainable transport modes include bicycling and walking – and this contributes to health. The sustainable modes also cause much less accidents. So the most effective Mobility Management measures will in this way help to improve health and thereby decrease losses caused by health problems

Environment:

Mobility Management will lessen impacts on the environment in terms of land use, emissions, noise and effects on wildlife etc;

Freedom of Choice

Mobility Management decreases the dependence on the car, thereby opening up a wider choice on how to be mobile for each citizen. This is especially important for those groups of the population without a car – young people, old people, many women, poor people and jobless people.“

2. Feasibility and Framework Conditions

2.1 Current mobility/transport situation and trends

„Transport is of fundamental importance to human society, providing mobility and facilitating industry and trade. Nevertheless it has also many environmental impacts. Therefore, it is crucial that transportation planning is carried out in a sustainable manner in order to meet optimum travel needs, promote economic prosperity and environmental preservation.

The transport sector in Greece is responsible for the 39% of the total energy consumption while in EU-27 it is 31%, respectively. In parallel, the road transport sector is responsible for about 80% of transport energy consumption as well as for 40% of the emissions of CO₂ and 70% of the emissions of other pollutants.

Road transport is, also, responsible for serious accidents. In 2006, 370 people died in Greece, 26% of those were pedestrians and 74% drivers of cars and motorcycles. The mean mobility duration by car and public means of transportation is 15% more than the duration in other European cities while the mean mobility distance is 26% less than the average distance in other European cities.

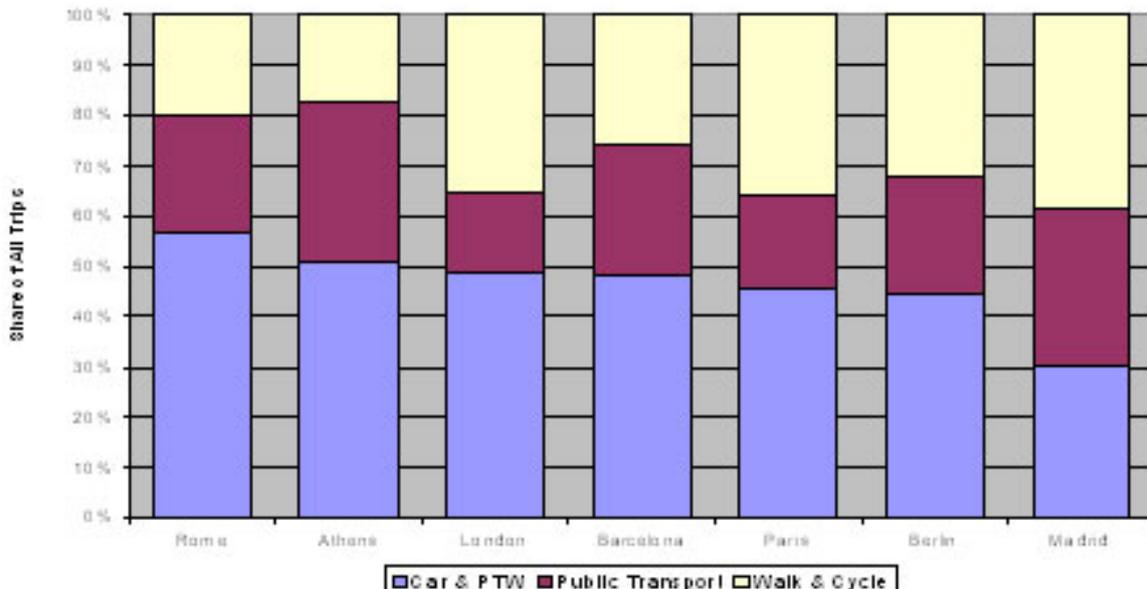
There is also a significant increase of the number of private cars. In 1990, the index of ownership was 170 cars/1000 inhabitants while in 2005 this index was raised to 393 cars/1000 inhabitants.

Nowadays, 35% of the population and 43% of the country’s vehicles are concentrated in Athens, the capital of Greece. The number of transportations is estimated to be in average 8.000.000 daily in Athens, of which 40-45% concerns transportations from and to work. This leads to increased traffic and to a reduction of the average mean speed. Increased traffic during the peak hours leads to a series of urban mobility problems such as increased cost for the maintenance of cars, high levels of stress for the drivers and increased levels of environmental pollution.

According to the Kyoto Protocol of the United Nations Framework Convention on Climate Change (UNFCCC) adopted in 1997, the EU and its Member States are committed to reducing the total emissions of six greenhouse gases by 8% comparing to the 1990 level, over the period 2008–2012. In this context the promotion of transport energy efficiency programs is of great significance.“

(Source: <http://newmobilityagenda.blogspot.com/2010/02/world-streets-annual-new-mobility.html> by E. Tritopoulou and M. Zarkadoula. CRES, Department of Environment and Transport, Feb. 2010)

The present Mobility Management plan is seen as a supportive step to face the challenges and also to meet the objectives of The White Paper “European Transport Policy 2010 – a time to decide” and the Green Paper “Towards a new culture for urban mobility” 2007 and to lead to a significant increase in the share of sustainable modes of transport (public transport, cycling, walking) of the modal split in Athens.



(Modal Split Athens compared to other european capitals. Table Source: Millennium Cities Citizen's Network: <http://cfit.independent.gov.uk/pubs/2001/ebp/ebp/stage1/07.htm>)

2.2 Current transport policies and strategies

The current transport policies and strategies are formulated and delivered through the Ministry of Infrastructure, Transport and Networks, the Ministry of Environment Energy and Climate Change and the Greek National Strategic Reference Framework.

The Ministry of Infrastructure, Transport and Networks in 2008 has established a commission for Green Transport in order to study, promote and implement actions to save energy in transport and environmental protection whose main actions in the transport sector are the renewal of the fleet of cars for phasing out old, polluting vehicles, the construction of two bicycle lanes and the promotion of environmentally friendly vehicles for public transport like natural gas buses, electric buses and the use of hydrogen and hybrid busses.

The Ministry of Environment Energy and Climate Change has set a basic goal of promoting green growth. One of the objectives pursued in the design of urban renewal is the improvement of urban mobility by promoting mild and environmentally friendly forms of travel (walking and cycling), taking special care for persons with disabilities. The main directions of the proposed strategy in sustainable mobility are included in a uniform spatial / urban planning and a transportation plan in order to harmonize the land use by type of transport infrastructure, a traffic management policy framework giving priority to the public transport, and the provision of technologies and environmental measures such as environmental car pricing based on the principle that the polluter should pay.

In the National Strategic Reference Framework (NSFR) the Operational Programme „Accessibility Improvement“ has five general objectives for improving accessibility through the development of Trans-European Road Network and other national and regional road network, the development and modernization of the railway network and the development of urban infrastructure and urban transport system in major urban centres, with emphasis on reduction of travel time and pollutants in order to support sustainable mobility in the urban agglomerations. Under the Operational Programme of Environmental and Sustainable Development, the main developmental aspiration of the programme concerns the protection, upgrading and sustainable management of the environment, so that it may constitute the foundation for the protection of public health, the improvement of citizens' quality of life, as well as contribute to the enhancement of the competitiveness of the Economy

2.3 Financial Framework Conditions

The financial framework conditions provide the means of funding for Mobility Management measures and are therefore a crucial element in the Mobility Management planning and implementation process.

At national level the financing of Mobility Management interventions are undertaken by the Greek Treasury that awards funds to each Ministry in the yearly state budget and distributes the European funds to local recipients. Also the State funds a number of activities through the Programme of Public Investments. At regional level the financing of Mobility Management interventions are undertaken by the regional authorities that fund actions and measures either directly or through Municipalities policy.

At local level the funding of a local Mobility Management policy can be made through the local authority budget, special funding programmes from the Ministry of Interior and through the participation in National Strategic Reference Framework.

Through the National Strategic Reference Framework (NSFR) Operational Programme Accessibility Improvement the following programmes are funded:

- Upgrade and development of public rail transportation network. Implementation of projects for the development of rail network as well as of operation and support infrastructures of the same, in the metropolitan centers. Budget: € 89,000,000
- Upgrade and development of railway network. Implementation of projects for the development and operation of rail network and support infrastructures in the metropolitan areas. Budget: € 107,000,000
- Actions improving the management of the means of public transport as well as the safety and environmental management of transportation. Implementation of projects for improving the management of the means of public transport and implementation of projects improving safety and environmental management of transportation. Budget: 10,000,000€
- Promotion of Clean Urban Transport. Development of the network of fixed rail means and its operating and support infrastructures in the metropolitan areas of Greece. Increase of the share of urban public transport and coverage of the future needs of the transportation system. Improvement of environmental conditions by reducing the negative effects of road traffic. Budget: € 500,000,000

- The Programme for Municipalities "Saving" actions includes actions for the transport sector for municipalities across the country. The third priority axis of the program concerns Pilot Interventions in the Urban Transport Sector across the country.
- Particularly actions related in improving the energy efficiency of municipal fleet vehicles, to develop urban mobility plans and the implementation of transportation projects. The total budget that concerns Pilot interventions in the urban transport sector is 6.000.000€.

2.4 Roles and responsibilities

2.4.1 Policy level

At local level the policy making is undertaken by the local authorities that can only propose measures that are in line with the Mobility Management policy of the ministry. The Local Authorities implement Mobility Management measures within their jurisdiction and implementation by a local authority can be done through a co-operation with other Authorities or Development Agencies.

At regional level, regional authorities do not draw Mobility Management policy. In the two major cities, Athens & Thessaloniki, Master Plan Organizations can voice their opinion but without being legally binding.

Regional highway authorities are responsible for implementing part of policy related to the road network under their responsibilities.

At national level the Policy making Responsible Ministries for Mobility Management are the Ministry of Infrastructure, Transport and Networks and the Ministry of Environment, Energy and Climatic Change. The Policy delivery is effected through the Athens Urban Transport Organization and the Thessaloniki Public Transport Council.

The Prefectures, Municipalities and Regions can implement transport related measures at the area of their responsibility.

In particular the mission of the Ministry of Infrastructure, Transport and Networks is to plan and implement national policy and create the appropriate institutional framework at European and international level for the development of top quality transport, mass-transit, telecom and postal services under conditions of healthy competition.

In 2008 the Ministry has established a commission for Green Transport that aims to study, promote and implement actions to save energy in transport and to protect the environment. Their work is based on innovative ideas and solutions proven in other European countries. More specifically, the Commission's work will be initiated in three areas:

The first pillar involves the research and coordinate action to achieve "green mobility" in cities to reduce pollutants and greenhouse gas emissions. The second group includes Energy upgrading of buildings, both in the same Ministry of Transport and Communications and the utilities that are supervised by it. The third area concerns the promotion of actions to properly informing the public on issues concerning environment and transport.

The Ministry of Environment Energy and Climate Change has set a basic goal of promoting green growth. Consequently, the Ministry has set up key priorities towards the adoption of policies, implementation of measures and actions aimed at sustainable urban mobility along the lines of the Action Plan on Urban Mobility. One of the objectives pursued in the design of urban renewal is the improvement of urban mobility by promoting mild and environmentally friendly forms of travel (walking and cycling), taking special care for persons with disabilities.

2.4.2 Public Transport

OASA

„In December 1998, a new law (Law 2669/98) was passed, which assigned to OASA the authority to design, plan, organize, coordinate, control and provide the transport work of all surface and underground means of public transport.

The main transport goals of OASA, Public Transport Operators and other supervised companies, within the framework of a wider planning in the period in question, were:

- The improvement of the quality and quantity of transport services provided.
- The reorganization of bus and trolley networks in order to facilitate interchange and use of guided-track transport, taking into account the new one-and-a-half-hour integrated fare.
- The implementation of accompanying measures aimed at facilitating and encouraging Athenians to use public transport more often.

Thus the transport activities of OASA in 2008 focused on three main directions:

The first direction pertained to the implementation of a short-term plan relating directly to the everyday life of passengers and including measures for adapting the existing network to the changes in demand, feeding guided-track stations with the use of bus lines, taking measures to ensure priority for buses-trolleys, etc.

The second direction pertained to the development of mid-term actions, such as line reorganization studies in accordance with the program for the construction of new metro stations, the development of interchange areas, the master plan for dedicated bus lanes, etc.

The third direction pertained to actions and activities relating to the preparation of the Athens Urban Transport Strategic Plan, namely a plan for the development of studies required for drawing up the mid-term Attica Transport Development Master Plan. The study plan in question (which is co-funded by the “Railways– Airports – Public Transport” Operational Program implemented by the Ministry of Transport and Communications) started in 2006 and is expected to be completed in 2009.

In accordance with the provisions laid down in paragraph 4 of article 1 of Law 2175/1993, OASA may assign the provision and exploitation of Transport work to soci.t.s anonymes incorporated by OASA. OASA is the shareholder in the Public Transport Operators that are members of the OASA Group:

- ETHEL S.A.(Thermal Buses)
- ILPAP S.A.(Electric Buses) and
- ISAP S.A. (Athens - Piraeus Electric Railways)

In December 2004, Law 3297 was passed, which stipulated that the execution of transport work would be provided by the Public Transport Operators and other transportation companies [Attiko Metro Operation Company (AMEL), TRAM and TRAINOSE – General Division of Suburban Transport] based on contracts entered into between such operators and OASA. The above amendment of relative legislation created the actual conditions for the establishment and operation of an Integrated Body of transport operators in the greater Athens area.“

(Source: http://www.oasa.gr/pdf/PEPRAGMENA_2008_english.pdf)

THE OASA COMPANIES:

„OASA has established three affiliated companies to operate urban transport in Athens. ETHEL S.A. (operates thermal buses), ILPAP S.A. (operates trolley buses) and ISAP S.A. (operates the metro line 1). The companies are Public Corporations acting in the Public Interest, in accordance with the rules of a Private Economy in the form of Soci.t.s Anonymes.“

(Source: <http://www.oasa.gr/index.asp?tml=1&pageid=64&menu=1&pg=1>)

ETHEL S.A. (Company of thermal busses)

ETHEL S.A. was founded in 1994 by Athens Urban Transport Organisation (OASA S.A.). The company is a Legal Entity of Private Law and belongs to the public sector. The mission of ETHEL is the implementation of urban transport services with thermal buses in the Metropolitan area of Athens.

ETHEL operates the buses that serve the capital. Its transport network comprises 310 bus lines that cover the capital in its entirety. The bus line network is composed of the following lines:

- 40 core lines that connect the Athens and Piraeus city centers with the centers of the peripheral municipalities and radial lines that connect the Athens and Piraeus city centers with the centers of the neighboring municipalities.
- 20 inter-municipal lines that connect the municipalities of the Attica basin without crossing the Athens and Piraeus city centers.
- 123 local lines that operate within the limits of one or a group of neighboring municipalities and act as suppliers to the core lines.
- 19 express lines
- 7 school lines

The company serves 310 bus routes and operates 16.000 routes daily, which represents 98.6 of all scheduled routes. This percentage is considered very high, given the constant deterioration of traffic conditions, as well as the continued decrease of the buses' average speed. ETHEL has 7 bus depots and a total staff of 7,027 employees.

ETHEL owns and operates a fleet of 2,099 buses. Currently, there are 1,822 buses in operation during peak hours, against 1,490 buses in peak hour circulation in 1997.

Within the ETHEL fleet:

- 416 buses run on natural gas
- 656 buses are of average age
- 1,443 utilize modern environmentally - friendly technology

Currently, 100% of the ETHEL fleet is air-conditioned.

ISAP S.A. (Athens - Piraeus Electric Railways)

ISAP S.A. was established by the 10-12/2.1976 Legislative Act. The company operates the Electric Railway line that runs between Piraeus and Kifissia (metro line 1), serving 24 stations. ISAP is 133 years old and is the oldest public transport mode in the city and one of the oldest in Europe. The total length of the network is 25.6 km, while the total journey time is 51 minutes. ISAP has a staff of 1,311 employees and operates 607 routes daily. The max speed of the ISAP trains is 70 km/h. The daily total number of ISAP passenger journeys is currently c. 450,000. ISAP currently has 44 trains, which amount to 243 wagons. 40 new tri-wagon trains were recently introduced in circulation.

ILPAP S.A. (Electric Buses)

ILPAP S.A. was founded by the Law 768/1970. The company belongs to the public sector and OASA is the only shareholder of it.

ILPAP operates an electric bus network (electric buses are also called "trolley buses") of 22 lines that serve primarily the Athens and Piraeus city centers. Ten of these lines are being monitored by a telematic system. The ILPAP Investment Program is devoted to the modernization of the trolley bus network and depots

ILPAP has a total staff of 1.609 employees. The company owns and operates a fleet of 315 single trolley buses 12m long and 51 articulated trolley buses 18m long. All trolley buses are air-conditioned (142 trolley buses are also equipped with heating system) and they are also self-powered (by diesel engine as well as electric generator), for continuity in cases of power failure or physical obstacles.

91 trolley buses are equipped with special ramps for disabled people.

190 trolley buses are equipped with telematic systems.

The number of operated trolley bus routes per day is 1,943 (first semester 2005 average). The total number of trolley bus passenger journeys in 2004 was 77 million.“

(Source: <http://www.oasa.gr/index.asp?tml=1&pageid=91&menu=1&pg=1>)

OASA SUPERVISED ORGANISATIONS

Public transportation is also provided by Public Transport Operators [Attiko Metro Operation Company (AMEL), TRAM and TRAINOSE – General Division of Suburban Transport] based on contracts entered into between these operators and OASA.

- AMEL (<http://www.amel.gr>),
- TRAM (<http://www.tramsa.gr>) and
- Suburban Railway (<http://www.proastiakos.gr>).

Attiko Metro Operation Company (AMEL) S.A.

The Societe Anonyme styled “ATTIKO METPO OPERATION COMPANY S.A.” (AMEL) was registered in the Register of Limited Companies of Athens Prefecture on 15.02.2001 (Government’s Gazette No. 1092/19.02.2001). The company name "ATTIKO METRO OPERATION COMPANY S.A." is used in its relations with various foreign agencies. The Company operates based on the rules of private economy, is a Public Utility Company and is supervised by the Minister of Transport and Communications. The head offices of the Company are located in the Athens Municipality, 92 Kifissou Avenue, at Sepolia.

AMEL is a subsidiary company of ATTIKO METRO S.A., as per article 7, paragraph 2, of Law 2669/98 – Organization and Operation of Urban Transportation Modes in the area of Athens, Piraeus and the Suburbs (Government’s Gazette No. 283/18.12.1998).

The scope of AMEL is as follows:

- the organization, administration, operation and utilization of the underground railway network of Lines 2 and 3 and all their extensions in Attica Prefecture, as well as of the facilities, vehicles and, in general, of materials and resource, as well as the co-operation with other Organizations and Mass Transit Agencies in Attica Prefecture, and
- the operation, utilization or co-utilization of any network of fixed route transportation modes. Concurrently, the scope of the Company includes, inter alia, the promotion and communication of goods and services (advertisement), the preparation of designs and the provision of Consultancy services, as well as technical services of any nature related to the aforementioned issues.

(Source: AMEL (<http://www.amel.gr>))

TRAM S.A.

The tram network has 48 stops of which three, the ones in «SYNTAGMA», «SEF» and «ASKLIPIO VOULAS» are terminal stations. In 16 of those that passenger platforms are located in the center, in 30 of those the platforms are on the side while at «SEF» and in «ASKLIPIO VOULAS» there are two central ones.

The modern tram of Athens is a bi-directional rail type vehicle and has the capacity to run two vehicles connected. The track way is 1435 mm (normal), with line voltage of 750 Vdc (-33% +20%) and maximum speed capacity of 70km/h and modern electrical generators of 4 x 106 KW output power capacity. The length of the vehicles is 31,9 meters, and 32,31 meters with the connecting trusses, and the width is 2,4 meters. The height of the flooring in the passengers’ cabin is only 350 mm, so their boarding is possible without the need of a platform.

The vehicles of the Athenian tram were designed by AnsladoBreda in collaboration

with famous Ferrari designer, Sergio Pininfarina, who in recent history has been monopolizing the design of luxury vehicles. The vehicles are of the SIRIO type, a design established since the end of 1997, as an outcome of the decisions taken by the Italian companies ANSALDO TRASPORTI and BREDA COSTRUZIONI FERROVIARIE to develop a product which would correspond to the requirements of a modern and economical rail vehicle.

The capacity is of 56 seated passengers, including special seating for the Physically Challenged and 200 standing passengers. There is heating, air conditioning both in the passenger area and in the operator cabin, all of which is set and controlled on a seasonal basis. Today there are 35 tram vehicles. The number of vehicles assigned to the various routes (Platon, Aristotelis, Thucydides) vary according to the days, hours and seasons. The vehicles are equipped with a visual and announcement type system in order to inform the passengers, as well as with multimedia info/advertisement screens.

Each tram stop is equipped with seats and overhead covers for the waiting areas, a visual and speaker type of information system, ticket issuance and validation machines, housing for the electronic equipment, announcement boards with informative material (i.e. maps), a clock, waste disposal containers, lighting and closed circuit tv. An electronic system for informing the passengers is installed which generates electronic announcements from the speakers in addition to digital screens which indicate the exact time of arrival of the tram, delays or changes in the routes as well as other information. There is also an emergency telephone which is used to communicate with the Control Center in the case of emergencies or when works are performed on the network. A closed circuit TV system is installed at all stops and at most junction points in order to assure the safety of the passengers, to prevent ill mannered actions, to protect the equipment and to monitor the operation of the tram in the intersection areas with the normal automobile traffic.

All operational and administrative functions of TRAM SA are located at Elliniko in the one-time premises of the old Airport. This is the location of all company facilities (offices, equipment etc), the Control center, the vehicle maintenance area where the cleaning and maintenance of the tram vehicles takes place as well as the vehicle parking area.

(Source: TRAM (<http://www.tramsa.gr>))

TRAI NOSE S.A.-General Division of Suburban Transportation

TRAI NOSE S.A. was established in 2005, as a subsidiary of OSE S.A. but became independent of the OSE Group in 2009.

As the sole rail operator in Greece today, TRAI NOSE, a state owned company operates the national rail network, the greater Athens suburban trains, international routes, as well as a Cargo service. Its fleet runs over 500 services daily, covering a nationwide route of over 2,500 kilometres. With a 2,000 person workforce, TRAI NOSE transports in excess of 15 million passengers and 4.2 million tones of freight per year.

TRAI NOSE's immediate priority is to change the map not only in transportation in Athens, but in neighbouring areas as well. The first steps towards meeting this goal were taken with the operation and the continuing expansions of the Suburban Railway. The start of its operation coincided with the Athens Olympic Games and the first line given to circulation served transportation needs to and from the "Eleftherios Venizelos" International Airport of Athens.

A study was started to lay down the master plan for ensuring priority for public transport vehicles in the years to come, which will include proposals for new dedicated bus lanes in various streets, with the emphasis placed on lanes operating opposite to normal traffic. The specifications were prepared for a study pertaining to the development of a dedicated bus lane planning, monitoring and evaluation mechanism.“

(Source: Suburban Railway (<http://www.proastiakos.gr>))

2.5 Other stakeholders

There is a critical mass of bicycle associations in Athens that fight for their rights and their space in metropolitan cities pushing governments to adopt policies that encourage the use of bicycles instead of car usage. They organise awareness raising campaigns and bicycle rides to celebrate cycling and to assert cyclists' rights to the road, they try to have a direct communication with all stakeholders that manage and implement mobility policy. The most important demands of Bike associations are to allow the transport of bicycles on the Metro, to implement a network of bicycle routes, to review the old-fashioned driving regulations that do not face bicycles with positive terms and to provide financial incentives for the supply of bicycle. A detailed description of them can be found at: www.podilates.gr, www.filoi-podilatou.gr and www.criticalmass.gr

Another group is the Greek Public Transport Users & Pedestrians Association E.P.I.V.A.TI.S (see: **Error! Hyperlink reference not valid.**), a network for public transportation and sustainable mobility and a member of European Passengers' Federation. The fundamental objectives of the E.P.I.V.A.TI.S network are to improve the mobility of urban and rural areas as a key element of quality of life, to defend the rights of passengers on public transport, pedestrians and cyclists and to promote and develop the environmental friendly public transport and especially those with stable track as the most functional and reliable.

Other organisations affecting policies for sustainable mobility and public transportation are:

- www.disabled.gr
- www.streetpanthers.gr
- www.pezh.gr
- www.medsos.gr
- www.ecocity.gr

3. Overall Goals of the MM plan for Athens

The overall goal of the present Mobility Management Plan is to support “green mobility” in Athens and to reduce pollutants and greenhouse gas emissions by improvement of urban mobility through promoting mild and environmentally friendly forms of mobility and thus foster a better quality of life in Athens.

For this purpose Athens will implement a Mobility Centre in order to cover the main fields of activity of Mobility Management (Information, Promotion, Organisation and Education) in a sustainable way.

The Mobility Center will serve as a service and information center for citizens and tourists but also form the operating and coordinating unit of Mobility Management in a broader scale. Thus the MC will deal with a number of sub-projects:

Informational projects

The Center will serve as a one stop shop for all questions about sustainable mobility, offering PT timetables and tariffs information as well as information on alternative modes of transport (biking, walking etc.) delivered via personal consultancy, by phone and by a range of electronical technologies, pre- and during the trip.

Promotional projects

The Mobility Center will encourage voluntary behaviour change through awareness raising, promotion of alternatives to the car, and information provision and will become active to raise awareness and encourage the use of the alternatives that are already in place.

Organisation and coordination projects

Here the Center will offer, organise and coordinate various types of Mobility Management service across Athens to provide an alternative to single car usage.

Education and training projects

The Mobility Center will also focus on education in e.g. schools, kindergarden and companies. This may include also e.g. training of hotel or shopping centre personnel to provide mobility information to customers.

Site-based projects

The Mobility Center will support and offer advice for the implementation of new services to traffic generating sites such as a company, a school, concerts, sports matches, fairs, hospitals. Here the Mobility Center seeks to support and influence the way in which people travel to the site.

(from: http://www.max-success.eu/downloads/MAX_CRP_AnnexE_MM_DefinitinonAndMeasures.pdf)

4. Fields of Implementation

The 5 most important milestones on the way to greener mobility within the next 4 years in Athens are:

1. Implementation of a Mobility Center

The first aim of the Mobility Center is to help people, institutions, organizations and companies to make their mobility more sustainable by offering information on sustainable modes of transport. Information about timetables and tariffs, special offers in public transport as well as the management of complaints, information about bikelanes or walking routes will be available via personal consultancy, phone and e-mail.

On the other hand the Mobility Centre will be the operating and coordinating unit of Mobility Management, dealing with various sub-projects in order to support the implementation of activities foreseen in the field of biking, walking, public transport and „green vehicles“ (see below).

The Mobility Centre will work in close cooperation with the urban planning and traffic departments, lobby groups and also transport operators in order to get the best benefit through the combination of “hard” (infrastructural) and “soft” measures.

In priority a close cooperation with OASA S.A. - "Athens Urban Transport Organisation"- is aimed. OASA is in charge of planning, implementation, marketing, exploitation and control of transport work for all the means of mass transport in the region of Athens - Piraeus and Outskirts and covers ETHEL S.A. (Thermal Buses), ISAP S.A. (Athens - Piraeus Electric Railways), ILPAP S.A. (Electric Buses), Attiko Metro Operation Company (AMEL) S.A., TRAM S.A. and TRAINOSE S.A.-General Division of Suburban Transportation (national rail network).

OASA also operates an information kiosk in the arrivals hall of the International Airport and together with the Tram Info-kiosk in Syntagma Square, where specialized staff provides information on the Tram, the Mobility Center will join forces to promote public transportation in Athens at its best.

The establishment of the Athens Mobility Centre is an important starting point for the coordinated future development in order to reach the goal of “green mobility” in Athens.

2. Biking – improvement of bicycle conditions

So far Biking is not very popular in Athens. There is a lack of infrastructure and safety and still – in citizens perception - cycling is considered as the transport mode of the 'poor', the rightless traffic participant who can not afford a car. But the truth is: every car replaced by a bicycle means less exhaust fumes and less noise, fewer traffic jams and less need for parking spaces in inner city area - thus improving the quality of life.

Currently two new bike lanes are under study and will be constructed with funds of the Special Account of the MTC (Ministry for Infrastructure, Transport and Networks) until 2013.

The first bike lane to be carried constitutes a large arc of length roughly 13 km, connecting two parks, the Gendarmerie School in Mediterranean and Ilision Avenue, through the Metropolitan Goudi Park, the Technical University campus and the

University campus. The length of the second bike lane is 8.4 km. It connects the Panathenaico Stadium with Faliro following foot walks and streets of soft circulation. There, it will meet with future coastal bike lane between Tourkolomano and Varkiza.

Public Transport operators have also started to improve the conditions for bicyclists, mainly in offering bicycle racks at stations and building ramps to ease entering the stations:

ISAP (Athens Piraeus Electric Railways) as part of the Metro network has already started pilot construction of racks in Heraklion station and it is scheduled to cover all stations by the end of 2010. The construction of special bicycle ramps to ease the entrance already started at Heraklion station and will be extended at all stations along the line, apart from Omonia Square, Monastiraki and Attiki stations.

Within the next years the Attiko Metro Operation Company (AMEL) S.A. will also offer bicycle racks at all stations and has committed to proceed to a feasibility study for cyclists entry in trains, thus breaking new ground towards improved conditions for bicyclists and combined transport.

The Municipality of Athens will announce a competition to find an impressive Corporate Design of bicycle parking facilities, showing Athens as a city where bicyclists are welcomed and respected. Awareness campaigns, motivating events and the introduction of a bike sharing system in combination with the further extension of the bicycle lane network will pave the ground to increase the share of bicyclists in Athens cityscape.

3. Walking – Improvement of Conditions for pedestrians

With gasoline prices high, the pedestrian friendliness of Athens is an important issue when talking about quality of life. Besides that, everyone is a pedestrian for at least part of every trip and walking is also the last option when e.g. cars break down, busses are missed or other transportation choices have failed.

But the conditions for pedestrians in Athens are quite hard. There are a number of obvious problems that Athens has to face: Walkways are narrow with uneven or slippery pavement, street furniture and utilities as well as refuse or dog droppings on the pavement and parked cars or road works clutter or partially block the path. Moreover too much and too fast traffic and drivers that do not slow or stop at pedestrian crossings and a lack of lightening at night or green zones make walking quite inconvenient or in worst case dangerous.

So far a few measures regarding better pavement and easy access at several places in Athens are already implemented. About 40 km of new pavements have been constructed in several neighbourhoods and 12 thematic walking routes are planned, which will allow visitors sightseeing important cultural monuments and areas in Athens.

A huge number of projects and measures to improve and promote „green areas“ are under development or implementation, e.g. in:

PROMPONAS AREA:

Since 2007, the “Oxygen” project has been approved and the total budget of its activities is 63,6 million euros. It involves technical infrastructures projects, upgrade and protection of green zones, configuration of sport centres, broadband infrastructures, configuration of places supporting the unemployed and new businessmen, along with innovative actions regarding energy and environment.

ELEONAS AREA:

In the 1.844 acres of the Olive grove area (not including 256 acres of Double Reformation in the area of Botanicos) the projects regarding streets, water supplies, sewages, green zones, with a total budget of 40 million Euros (Funded by the European Investment Bank) are about to begin. Furthermore some extra sewage projects at the Marconi area are about to begin.

REFORMATIONS AT THE AREA OF VOTANIKOS AND ALEXANDRAS AVENUE:

With the forthcoming legislative regulation one of the greatest reformation projects is about to start in the so-called slum areas. This is about 7% of the total area, which belongs to the Municipality of Athens. This initiative does not only concern 256 acres of the Votanicos area and 21 acres of green zone in the Alexandras Avenue but it also incorporates 1844 acres at the Eleonas area.

THE AREA OF KOUNTOURIOTIKA:

The Municipality of Athens takes back its trespassed areas, namely the "Ampelokipi Plough" and refurbishes new green zone areas, while in collaboration with the Ktimatjki Public Company and some residents draws proposals for the exploitation of the Prosfygika area in Alexandras Avenue.

IMITOS AVENUE and PAGRATI PARK :

The lighting of the Pagrati park has been completed and projects for green areas are under construction. The municipality also plans to reform public places in order to enable a better access to pedestrians in sidewalks and foot walks.

RAIL ZONE:

After the validation of the memorandum between the Municipality of Athens and the National Rail Service, the main objective is to make the suburban rail network underground. The memorandum also aims to promote safe conditions for pedestrians and vehicles, in combination with the creation of green zones above the underground constructions as well as a general reformation of the wider train station area.

WIDER OMONIA AREA AND „THEATRE SQUARE“:

Under the National Strategic Framework, a study will be conducted in order to upgrade the areas of Omonia Square and 'Theatre Square'. This reformation includes bioclimatic interventions, pedestrian and green zones.

REFORMATION OF THE PSIRI AREA:

The first phase of bioclimatic interventions along with the upgrade of the microclimate has been completed. The existing roads will be transformed in low circulation roads along with a simultaneous transformation of the asphalt pavement to blocks of stones. Also the municipal services planted 70 trees in the Psiri area.

The Municipality of Athens wants to further improve the involvement of those who are affected. Thus a public participation process will be started and the Municipality will launch district competitions, involving all groups of stakeholders, including local residents and businesses, children and elderly, to identify improvements which will create safe, attractive and enjoyable walking - environments for all citizens.

The decision for an environmentally friendly mobility starts from school and therefore schools are a crucial target group for awareness campaigns. Since pedestrians, especially children are the most unprotected roadway users and represent an very high percentage of traffic fatalities the Municipality of Athens wants to reduce the car use around the schools and in the neighborhoods where the pupils live and will support teachers in implementing walking campaigns in order to increase traffic safety of children and cultivate sustainable mobility behavior.

4. Public Transport - Improvement of usage and image of PT

The transport system in Athens has been continuously modernized the last 7 years. New roads, bridges, a brand new rail network and new modern means of transport like the Athens Metro, the suburban railway and the Athens tram have reduced a lot the transportation problems of Athens, as well as they have started to play a main role in the reduction of the atmosphere pollution of the Attica basin.

So far various PR activities took place. OASA S.A. - "Athens Urban Transport Organisation" informs the public mainly through printed material (leaflets, maps, posters) but also through press and radio. Event-orientated marketing takes place regularly, like e.g.:

- Provison of information on new ticket and travelcard prices
- Updating and republishing the series of seven urban transport maps or large maps of interchanges
- Information leaflets concerning the creation of new lines and extension or closure of existing ones
- Preparation of a study on the Design of Training Material for high school students.

Additionally each transport operator has an own marketing budget and especially TRAM S.A. is very active in promoting its services. A lot of successful projects have been carried out and promoted through radio and print commercials, as well as the Company's in-house promotional tools such as the Infotainment screens in the tram vehicles:

- "Evdomades tram" (Weeks of tram)
- "Pame paralia" (Let's go to the beach)
- "Pame teatro me tram" (Let's go to the theatre by tram)
- "Kopse to aftokinito pare to tram" (Cut the car, take the tram)
- "Tram of toys"
- Cooperation with Electric Railway for the World Environment Day
- Cooperation with the National Book Centre of Greece
- Cooperation with Purina for the World Animal Day

Moreover the TRAM S.A. "Educational program for pupils aged from 6-16 years old" focusing on children in order to "nurture" a responsible traffic behavior within the future generations was developed in order to enhance the systematic approach to achieve a smooth integration of the tram in the city, to communicate traffic rules, to familiarize drivers and pedestrians with the tram and thus to minimize the number of accidents.

The Mobility Center intends to bundle forces to promote all different operators as one single „mobility product“ and thus strengthen the awareness and a positive image of public transport. To provide intermodal information and to promote Public Transport in Athens an information package for new citizens and a foto competition will be realized in close cooperation with the transport operators.

Further cooperational activities, especially with OASA S.A will be developed from the beginning and will become an ongoing process.

5. Green vehicles – Improvement of airquality and quality of life

Increased concern with the environmental impact of the petroleum-based transportation infrastructure has led to a high interest in electric vehicles.

A boom in electric scooters, electric bicycles and pedelecs is obvious, especially in cities, where congestion is heavy. Although the new technology is spreading all over Europe, the level of information among citizens in Athens is still low and ignorance as well as prejudices are great barriers for a broader implementation in everyday mobility.

The Municipality of Athens will offer independant information and consultance and will host informative, fun and festive events to showcase various types of electrically-assisted vehicles in order to pave the ground for an innovative, environmental friendly, cost-effective and noiseless mode of transport.

4.1 Summary of activities

Field of Implementation	Action/Activity
1, 2, 3,4, 5	Implementation and operation Mobility Center
2	Bicycle parking facilities competition
2	Biking awareness/image campaigns
2, 3	Introduction of bike sharing system

2	Urban district competitions, “free walkways for free citizens”
3	Awareness for walking in schools
3,4	PT - Foto Competition
4	Infopackages for new citizens and temporary sites
2, 3, 5	E-vehicle information and consultancy
2, 3, 5	E-vehicle promotional events in Athens

4.2. Activities in Detail

4.2.1 Implementation of a Mobility Center

In the frame of the European project <SEE MMS – South East Mobility Management Schemes> a detailed action plan for the implementation of a Mobility Center will be developed.

In Workpackage 5 of the SEE MMS project it is foreseen to establish a Mobility Centre shaped after a model of a service point of information on all questions of mobility and transport, to initiate, organize and provide mobility services for individuals as well as for organizations and Institutions.

The main aims are to offer information and consultancy, to increase the usage of buses, trains and bicycles and thus to mitigate traffic-related impacts on the environment and to create a positive awareness of sustainable transportation methods and Mobility Management.

Since the MC consultants are the key to success and a successful Mobility Centre can function only with qualified well-trained personnel, a specific training programme will be developed and implemented in the frame of the SEE MMS project.

The Athens Mobility Centre will serve as a platform for communication and exchange of integrated transport information, by offering services to all users of public and private transport, sustainable and environmentally friendly mobility alternatives and serve as a crystallization point for Mobility Management.

It will be located at Amalias and Dion Aeropagitou Str. In Syntagma Square. In order to meet the high expectations in giving support to reach the goal of “green mobility “ in Athens, the Mobility Center has to develop close cooperation with the urban planning and traffic departments as well as with public transport providers, tourist organisations and lobby groups.

Timeline:

The Mobility Centre opening is scheduled in the beginning of 2012 pending institutional and regulatory arrangements with the responsible departments of the Athens Municipality.

Budget:

A budget to cover staff costs in the pilot phase is foreseen in the SEE MMS project. Additionally a budget has to be specified and included in the Athens Municipality budget for the next fiscal year.

Responsibility:

AEDA, the Athens development Agency, as the coordinator of the SEE MMS project is in charge of the planning and implementation of the Mobility Centre and will work in close Cooperation with the Municipality of Athens.

The Mobility Centre will be in charge of the coordination / organisation / implementation of the following measures:

4.2.2 Improvement of bicycle conditions

4.2.2.1 Bicycle parking facilities competition

Currently two new bike lanes are under study and will be constructed with funds of the Special Account of the Ministry for Infrastructure, Transport and Networks until 2013. The further extension of the bikelane network is foreseen. But although bicycle lanes are the most noticeable element of the City’s cycling infrastructure, access to parking is also essential.

In order to utilize the creative energy of the inhabitants, Athens will announce a design competition for bicycle parking infrastructure as one part of the municipalities efforts to promote cycling as a sustainable, mainstream transportation

The purpose of the competition is to develop functional, unique -styled bicycle racks and to find new concepts for bicycle parking in Athens and thus to improve infrastructural conditions and raise awareness for using the bicycle in everyday mobility.

The Municipality wants to send a clear message to all inhabitants and visitors of Athens that cycling is highly recognized and respected. Thus the winner of this competition will be awarded in a public event and the new bicycle racks will be used as an icon for Athens City cycling and in a first step will be implemented in front of the town hall and other city-owned buildings, in a next step cover the main Points of Interest in Athens.

The competition will be announced, promoted and supported by a consequent publicity work. Therefore close cooperation with the Media and the newspapers has to be developed. Furthermore this activity will need cooperation with bicycle producers, media/marketing professionals and media academy as well as bicycle lobby groups in order to get best support and professional judgement.

Timeline

Preparational work has to start in Spring 2011 with building up co-operations and media alliances to promote the competition. Promotional material as well as selection criteria and a selection committee has to be created by the end of Summer 2011. The competition will take place in Autumn 2011. The final award event should take place in late autumn 2011 and the implementation of the first bicycle racks is foreseen in early Spring 2012.

Budget:

A budget has to be specified and included in the Athens Municipality budget for the next fiscal year.

Responsibility

The Athens Municipality and AEDA will develop and prepare the competition in close cooperation with the Mobility Centre as the implementing unit.

4.2.2.2 Biking awareness/image campaigns

In order to improve the image of biking and to send a clear message to all inhabitants and visitors of Athens that cycling is highly recognized and respected a number of awareness events and activities are planned.

Starting with an opening event on a main square in the beginning of bicycle season. 2011 a selection of public events (bicycle maintenance and repair courses, training, safety checks, bikers' breakfasts, bicycle flea markets, bicycle trainings, guided bicycle tours) will take place regularly once per month during the summer/autumn periods. The events will take place on public squares and in main roads in order to raise public awareness, especially among car drivers.

All actions will be realised in close cooperation with press and media. Each week, articles will be published about different issues, promoting what the new mayor plans to realize in order to enhance the conditions for biking in Athens (e.g. new bike lanes, parking and service facilities etc.), showing the advantages of biking and giving positive role models (e.g. politicians /celebrities on bike) to promote the use of bicycle in everyday mobility.

Timeline:

Preparational work has to start in the beginning of 2011. Since it is foreseen to implement events on a monthly basis, the preparation is an on-going process.

Budget

A budget has to be specified and included in the Athens Municipality budget for the next fiscal year.

Responsibility

The Athens Municipality and AEDA are in charge of creating the event calendar and also finding potential sponsors and media-cooperation. All events will be implemented through the Mobility Center.

4.2.2.3 Introduction bike sharing system

Following the results of a best practice research in the frame of the SEE MMS project the Municipality of Athens will implement a bike sharing system through a public-private partnership offering access to bicycles for short trips inside the city. The system allows users to shift easily from other forms of transport to bicycle and back again and thus bridging the gap in PT services for citizens and tourist as well.

(see also: <http://www.velib.paris.fr/>)

A call for tender will lead to contracting a private advertising agency who will supply the city with bicycles free of charge. In return, the agency is allowed to use the bicycles but also public locations and channels to advertise and will thus minimize the costs for the Municipality of Athens.

In order to make the system work a high density of hubs and bicycles is needed. The hubs will be located every 300-400 meters and will cover the most important point of interest as well as e.g. metro stations or tram stops. All bikes will appear in an eye-catching corporate design and thus the fleet will attract attention and will help to promote the new service.

Timeline

A public tender will be launched in the beginning of 2012. Implementation is foreseen by the end of 2012.

Budget

A budget for investments and promotional activities has to be specified and included in the Athens Municipality budget for the next fiscal year. The model of a public-private partnership will minimize the running costs for the Municipality of Athens and depends on the contracts.

Responsibility

The Athens Municipality and AEDA are responsible for the tender procedure and the contracting. The Mobility Center will support the implementation.

4.2.3 Improvement of conditions for pedestrians

4.2.3.1 Urban district Competition “Free walkways for free citizens”

Environment has a big impact on when and where people want to walk. Badly placed signs, bins or garbage itself, advertising boards and promotional displays can create an obstacle course for pedestrians and hinder them to use their feet in everyday mobility. In order to encourage people to walk it is of utmost importance to create more attractive streets where safe and pleasant walking is possible. Since many of the barriers can be tackled by the community itself and local people know best what works and doesn't work on their streets the local population will be activated to come up with ideas to re-energise their specific area, and make it a place to enjoy walking in.

Local district competitions will bring people together to look at the quality of their streets and to analyse and improve the conditions for walking. Districts will compete in creating an attractive space where it is pleasant and safe to get around and where people want to spend time and enjoy mobility without using a car. The final award event (e.g. a street-party) for all participants will be accompanied by press conferences and media work in order to achieve high recognition in public and also to motivate followers.

Timeline

Preparation has to start in Spring 2012, the launch of the competition is scheduled in the beginning of summer 2012 and the final events should take place in autumn 2012.

Budget

The activity will be covered by the district councilors budgets.

Responsibility

Athens Municipality and AEDA in cooperation with the Mobility center are responsible for contacting the district councilors and will support the implementation. District councilors in cooperation with the Mobility center are in charge of the Implementation.

4.2.3.2 Awareness for walking in schools

“Two out of three parents bring their children to school with their car despite the fact that most children live closeby. Many parents find the routes to school often too dangerous for walking or cycling or they find it more convenient to ‘quickly’ drive the children with their car. The well-known consequence is that an increasing number of children are driven to school by car every day.

Since 2000-2001, Mobiel 21 has organised the campaign 'Safe and Environment Friendly to School' with the support of private partners. The campaign covers the Traffic-Snake Game ©, a nice eye-catcher that stimulates children to use safe and sustainable modes of transport to school.

Through the game, schools stimulate children and their parents in a playful way to more walking and cycling. Walking, stepping, cycling, taking the bus or using carpool are healthy and sustainable alternatives for parking chaos and turned on engines at the school gate. As a direct outcome there will be less car traffic at the school gate and the discussion on traffic safety is opened. Often the traffic snake game is just a first step to a bigger, more organized transport and mobility project for the whole school.

Each time a pupil comes to school with a sustainable mode of transport (walking, cycling, using the bus or carpool), during the campaign week, they receive a little red dot. Pupils that use a bike and who are using their bicycle helmets receive two dots as this behaviour increases their safety.

In 2008 no less than 15.854 children of 76 primary schools in 9 European countries participated in the project's Traffic Snake Game campaign and realized an increase of 16% more sustainable trips, good for a saving of 150.000 car kilometres and approximately 25.000 kg less CO₂. This is only taking into account the action week, after this week they still had a maintenance of 11% more use of sustainable transport modes compared to before the action week!

The international Traffic Snake campaign was implemented for the first time within the project CONNECT in the school year 2007-2008 in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK. In 2009 CONNECT was awarded the Sustainable Energy Europe Award in the category 'Promotional, Communication and Educational Actions'.

(Source: http://www.eltis.org/study_sheet.phtml?study_id=2123&lang1=en "The traffic snake international")

The municipality of Athens will follow the successful approach and will support parents and teachers initially in a number of primary schools that will be used as a pilot group in order to implement the Traffic-Snake Game ©, and to set up further educational projects on sustainable mobility.

Timeline

With start of the school year 2011/2012 teacher will be contacted, informed and motivated to implement the Traffic-Snake Game © campaign into the curriculums.

Budget

There is only a small budget needed to produce the Traffic-Snake Game © transparent and stickers. This can be covered by the schools budgets.

Responsibility

The Municipality of Athens will contact schools and teachers through the Mobility center to give information and support. The teachers will be responsible for the implementation.

4.2.4 Improvement of image and usage of Public Transport

4.2.4.1 PT, - Foto-Competition

The Municipality of Athens in close cooperation with Tram S.A. and AMEL S.A. will conduct a photo competition aiming at highlighting positive emotions and good experience with public transport. The competition will be accompanied by professional, well-known photographers (also to get aboard the jury) and media and a „mobile“ exhibition in Metro and Tram will be used to gain public attention. Finally the best pictures will be used in future PT campaigns to promote the positive aspects of sustainable transport.

Timeline

Preparation has to start in Autumn 2011, the launch of the competition is scheduled in the beginning of 2012, the award –event should take place in summer 2012.

Budget

Public Transport operators have to specify and include a budget for the next fiscal year.

Responsibility

AEDA and the Mobility center are responsible to build up good cooperations with public transport operators and will support the implementation.

4.2.4.2 Info - packages for new citizens and visitors of temporary sites

One main reason for not using Public Transport is a lack of information. This is especially true for new citizens in Athens and visitors of big events e.g. soccer, fair-trades etc.

When people just changed their place of residence and moved to a new flat or also if they want to visit a crowded event they usually have to rethink their daily mobility routines. Here the Municipality of Athens will take the chance to inform and to encourage new citizens and visitors to use alternative modes of transport when travelling in/to Athens or to/from temporary sites and wants to encourage a noticeable modal shift towards sustainable transport.

The idea is to give most relevant information on mobility offers in and around the new living area or venue. The level of detail depends on the specific area and will usually not cover the entire municipality.

The Package will basically consist of:

- Map with the most important PT connections and bicycle routes to town centre
- Map how to get to the closest PT stop also indicating walking (or cycling) times
- Timetable of the closest PT stop
- Information leaflet on public transport in Athens (e.g. timetables, tariffs and prices)
- a detailed map for the respective city district showing shops, schools and other points of interest in the direct proximity also indicating time needed to walk there
- Map of the bicycle lane network and more bicycle related information
- List of most relevant phone number e.g. the Athens mobility centre, taxis, etc.
- a free ticket to try out PT

Additionally, the info package can include:

- Special information on public transport (e.g. night busses, event shuttles etc.)
- Ideas for leisure time trips with PT and bicycle
- Information on bicycle courier services and bike sharing hubs
- a booklet with tailor-made comparison on health, CO2 consumption and costs by using the different alternatives on transport
- a voucher to obtain more information on transport offers, individualised trip planning and/ or personal mobility advice

Timeline

The creation and implementation of Info-Packages will start with the implementation of the Mobility center, since this activity is covered by the main/daily work of the MC.

Budget

A budget especially for printing costs, etc has to be specified and included in the

Responsibility

The Mobility center is in charge of creating and distributing the info-packages in close cooperation with AEDA and the Municipality of Athens.

4.2.5 Green vehicles

4.2.5.1 Electric Vehicle information and consultancy

Electric vehicles, propelled by an electric motor powered by rechargeable battery packs, are energy-efficient and environmental friendly, fast and a great fun experience and thus are a suitable and cost efficient way of being mobile within the city.

A high amount of different information and various studies are available, leaving potential customers helpless in finding the adequate information about electrically assisted mobility in a rather short time. Through the Mobility Centre the Municipality of Athens will offer a central information point for electric vehicles and alternative propulsion with the goal of providing excellent information and creating opportunities for the citizens to get involved with this new development. The Mobility Centre will gather all information available and offer independent purchase advisory in order to support the decision on an electric vehicle that will meet the customers needs.

Timeline

The Activity will start directly with the implementation of the Mobility center, since this is part of the daily work of the Mobility Center.

Budget

A budget for printing costs, etc has to be specified and included in the Mobility Centers budget.

Responsibility

The Mobility center is in charge of collecting and offering information and advice in close cooperation with AEDA and the Municipality of Athens.

4.2.5.2 Promotional events in Athens

While information on electric vehicles can be gained through the Mobility Centre, and also through Internet and other means, the hands-on experience is the best form of promotion since it is a relatively new development and people are much less likely to buy without having tried out first.

In cooperation and partnership with suppliers from all over Greece as well as local cycling organisations and Lobby groups the public will be welcomed to try out the newest technology on the city centre's steepest climbs by test-rides so they can feel the difference the electric support makes. Visitors will get information on how to operate, costs, etc., but also about related products, such as trailers, child bike seats.

Local celebrities (e.g. a politician, athletes etc.) will be involved in order to draw media attention and raise awareness of the events. The testing events will be connected to popular festivals with a high number of visitors or other activities that draw a large crowd.

Timeline

The first of a series of events will take place during the European Mobility Week Sept. 2011, an initiative led by the European Commission to promote sustainable modes of travel and improvement of the urban environment.

Budget

A budget has to be specified and included in the Athens Municipality budget for the next fiscal year.

Responsibility

The Municipality of Athens and AEDA are responsible for the planning, cooperation with suppliers and media as well as finding sponsors, the Mobility center is in charge of the implementation.