

Mobility Management Plan for the Municipality of Elefsina



Elefsina goes mobile – A sustainable way to success!

WP 4; Activity 4.4

Mobility Management Plan for the Municipality of Elefsina

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1. Introduction

Willing to face the challenges of modernisation, economical growth and the increasing levels of congestion, the Municipality of Elefsina took part in the <SEE MMS – South East European Mobility Management Scheme> project.

Together with 11 partners from 9 European cities Elefsina participated in four trainings sessions and Site visits to Graz, Padua, Lecce and Athens in order to gain a deeper understanding and knowhow and to exchange experience on Mobility Management in South East European Cities.

One of the outputs of the SEE MMS project is the present Elefsina Mobility Management Plan 2010 - 2015, that was developed as a comprehensive and directive document describing how to implement Mobility Management measures in Elefsina in the next five years. It sets out the planned measures and responsibilities for implementation, how measures are to be implemented and a realistic implementation time schedule.

The Mobility Management Plan is considered as a dynamic process where a package of measures and campaigns are identified and planned on an on-going basis. The key principles of the Elefsina strategy include:

- the need to minimize traffic impacts in Elefsina
- the promotion of alternative modes of transport to the private car
- the need to provide information about sustainable mobility and thus offer support to change travel behaviour

The Elefsina Mobility Management Plan consists of a package of activities to encourage and support more sustainable travel patterns and includes measures to promote and improve the attractiveness of using public transport, cycling, walking as alternatives to drive-alone trips.

The fields of Implementation concern the areas of Biking & Walking, Public Transportation, Information & Advice and building of awareness.

In particular the following activities are foreseen:

- A Survey on bikers/pedestrians needs with the primary purpose to quantify current behaviour and needs in e.g. cycle parking and service facilities for cyclists and extension of bicycle lanes network.
- The extension of bike lanes network in Elefsina to encourage the public to leave their car and to use bicycles for short to medium distances and thus to travel in a safe and sustainable way.
- Awareness campaigns for biking and walking which are currently not very well accepted or recognised as daily means of transport, aiming to encourage people to get more active through walking and cycling.
- The Implementation of two minibusses to improve the accessibility and mobility of the citizens of Elefsina and to offer an easy access from all the city points to the suburban railway.

- The establishment of the Mobility Center in the Elefsina city hall, aiming to facilitate the use of public transport and to serve as a good integrated information service for all users, since information is one of the core pre-requisites for changing travel behaviour.

The planned activities in Elefsina will influence peoples' awareness, attitudes and travel behaviour - and encourage cycling, walking and the use of public transport.

he combination of “hard policies” like e.g. the building of new bicycle lanes and “soft” awareness campaigns will maximise the benefits of the investments and the citizens as well as visitors will benefit from improved accessibility, cost savings, more choice, flexibility and time, reduced stress and less pollution, thus enjoy a higher quality of life in Elefsina.

2. Feasibility and Framework Conditions

Elefsina has researched the Feasibility and Framework Conditions, the current mobility and transport situation and trends, the transport policies and strategies, the financial framework conditions and the roles and responsibilities of the stakeholders involved.

In particular 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 (NSRF).

The financial framework conditions provide the means of funding for Mobility Management measures and are therefore a crucial element in the planning 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. The state funds a number of activities through the Programme of Public Investments and at regional level the financing of Mobility Management interventions are undertaken by the Regional Authorities, that fund actions either directly or through Municipalities.

At local level the funding of a local Mobility Management actions can be made through the local authority budgets, special funding programmes from the Ministry of Interior and through the participation in NSRF interventions. The Local Authorities

implement Mobility Management within their jurisdictions. The implementation by a local authority can be done through co-operation with other Authorities or developing agencies.

3. Overall Goals of the Mobility Management plan for Elefsina

The Elefsina Mobility Management Plan serves as a guide for reducing vehicle miles travelled and the associated emissions, while also improving the conditions for the usage of bicycle, walking and public transport as sustainable modes of transport in every day mobility in order to achieve a high quality of life and improved mobility for the citizens and visitors of Elefsina. The key principles of the Mobility Management plan include:

- The need to minimize traffic impact in the municipality of Elefsina
- The promotion of alternative modes of transport to the private car
- The need to provide information on affordable and sustainable mobility for inhabitants and visitors

To address the increasing mobility problems, and reduce the consequent negative impacts on the environment, the Elefsina Mobility Management Plan includes the implementation of a combination of measures and activities in:

- Infrastructure
- Information & Education
- Awareness & Marketing

The municipality of Elefsina will ensure safe mobility for pedestrians and cyclists through an extension of bike lanes and pedestrian zones. The implementation of Minibuses will offer new possibilities to reduce the use of private cars and thus will mitigate the negative impacts of motorized traffic such as e.g. pollution and noise, and will lead to an increased share of people using sustainable modes of transport. A Mobility Center located in the central building of the Municipality will offer service and advice and serve as integrated information service for all users not using their private car.

A survey on bikers and pedestrians needs and demands will help to improve the bicycle/pedestrian infrastructure, several campaigns, competitions and events are foreseen and will raise awareness among the inhabitants and visitors of Elefsina as well as encourage them to change their mobility behaviour and make use of the new offers.

The Municipality aims to improve the mobility conditions for the residents and visitors of Elefsina and to achieve a measurable change in the Modal split towards more sustainable mobility within the next five years.

4. Fields of Implementation

4.1 Biking & Walking

In order to ease congestion, improve access, reduce carbon emissions, safeguard health and reduce the dependency on the private car a number of viable alternatives to motorized transport must be provided. An increased bicycle use has many advantages, both for the individual and the environment and is crucial to improve the liveability of Elefsina.

In a first step the Municipality will implement a survey on Bikers / pedestrian needs and demands that will help to improve the bicycle infrastructure in a long-term perspective. Elefsina will also extend the network of bicycle lanes and pedestrian roads and a number of awareness campaigns in schools, kindergardens, public services, private enterprises (e.g. events in pedestrian streets, organisation of events with bicycle race etc.) are planned to promote and support the investments in infrastructure.

Cycling policy is a permanent task and the Municipality of Elefsina will continuously improve in order to achieve a measurable shift from private car use towards more sustainable modes of transport and thus to reduce pollution and other traffic related problems within the Municipality of Elefsina.

The City of Elefsina like the surrounding municipalities is connected with urban buses. Three urban bus lines serve the urban transport, while seven more bus lines serve the transport connection of Elefsina with Athens. Moreover, two interurban bus lines of the Prefecture of Attica, serve the transport connection with Megara, Villia and the centre of Athens. It should be noted that the interurban bus line to Athens, is also used by residents to travel to downtown Elefsina, although the fare is almost double of that of the urban transport.

The old railway line of OSE (National Railways) passed through the city and up to its closure constituted the public transport solution for commuters from and to the region, and it connected Elefsina with the centre of Athens.

The old line, replaced by the suburban railway line, offered the possibility to reach the downtown area while the suburban's station is now located 2 km from the center of Elefsina. Actually the suburban railway line, has only partially replaced the old line and thus the closure has increased the car traffic volume, especially during peak hours and mainly towards the Thriasio area.

In order to reduce the use of private cars and to minimize the traffic impact, two new minibus lines will be implemented and then promoted through the Mobility Center (see below).

4.3 Information and advice

The main aim of the Elefsina Mobility Center is to facilitate the use of public transport for passengers and future passengers and to serve as a good integrated information service for all users not using their private car.

Apart from counselling (timetables, companies, locations, fares), the Mobility Centre will also promote other sustainable modes of transport e.g. walking and biking and build awareness in schools, companies and the public sector. The prime motivator for operating the Mobility Center is to get more potential users to actually try out new options and to eventually change habits and behaviour.

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The Center will be staffed with at least two persons with the suitable qualifications and will provide the right information to the right people in the right time, since this is one of the most important keys in getting more people to change travel behaviour.

Through its participation in the SEE Mobility Centre Network the Elefsina Mobility Center will spread the services offered across the SEE area and thus also serve to promote sustainable tourism.

4.4 Building awareness

Mobility starts off in the head. Everyday people have the chance to change their habits and to take a new decision on how to be mobile. But usually people do not question their habits and routines and this is where awareness building campaigns take place. The planned campaigns for Elefsina will influence peoples' awareness, attitudes and travel behaviour - and encourage cycling, walking and the use of public transport. Together with “hard policies” like e.g. the building of new bicycle lanes, the awareness campaigns will maximise the benefits of the investments.

4.5 List of activities

Field of Implementation	Action/Activity
1	Survey on bikers/pedestrians needs
1	Extension of the network of bicycle lanes in Elefsina
1	Awareness/ Marketing campaigns for biking/walking
2	Implementation of 2 Minibus lines
1,2, 3,4	Implementation and operation of a Mobility Center in Elefsina

5. Activities in Detail

5.1 Survey on bikers/pedestrians needs

A reliable baseline survey of habits, attitudes and needs will focus on pedestrian and cycling environment in the municipality of Elefsina. The primary purpose of the survey is to quantify current behaviour (including modal split) and needs in e.g. cycle parking and service facilities for cyclists and extension of bicycle lanes network.

Questions will also cover:

- demographic questions (gender, age, etc.)
- current modal choice, trip details, travel times, etc.
- reasons for the behaviour / habits
- openness to consider alternatives and factors that influence possible change

and will provide detailed knowledge about:

- basic travel behaviour
- reasons for current travel behaviour and factors that influence the choice of modes
- influence of infrastructure on travel behaviour
- and barriers to change and potential interventions

The survey results are the basis for further development of specific measures in the Municipality of Elefsina in a long-term perspective. They are essential to identify target groups that are receptive to change their travel behaviour and indicate how these audiences could be approached.

The survey will also raise awareness by informing people about options available and will stimulate to think and talk about habits and alternatives. It will be introduced through a poster and leaflet campaign two weeks before starting the survey. After collection of data and analysis, the results should be available in a summary data report 10 weeks after start.

Through future repeat surveys changes can be identified and are an important tool to prove the effect of the measures implemented.

5.2 Extension of the network of bicycle lanes in Elefsina

Cycling in Elefsina is recognized as very important in achieving a balanced transportation system and promoting an active and healthy lifestyle. Numerous studies have shown that bicycle lanes improve safety and promote proper riding behavior: Bicycle lanes define road space, decrease the stress level of bicyclists and signal motorists that cyclists have a right to the road. Well-designed facilities ensure proper behavior and decrease the likelihood of crashes.

So far there is a 900 m bicycle lane from Anastasiou Street to Afon Mouriki Street, a new bicycle lane of 1.500 m from Pindou Street to Velouhioti Street is close to completion.

The extension of the bike lanes network in Elefsina will encourage the public to leave their car and to use bicycles for short to medium distances and thus to travel in a safe and sustainable way in Elefsina.

5.3 Awareness campaign biking/walking

Besides infrastructural measures it is of utmost importance to build awareness for biking and walking which are currently not very well accepted or recognised as daily means of transport.

An event calendar will be developed, offering at least one event per month (organisation of regularly events like bicycle races, bicycle flea-markets, bikers breakfast, etc.) aiming to encourage people to get active through walking and cycling and to enjoy a way of keeping fit and healthy while also contribute to environmental improvement through small lifestyle changes. The foreseen events will take place in public services, schools and private enterprises but also in pedestrian streets and main squares and will aim:

- to provide the public with positive and motivational messages about the health and environmental benefits that can be obtained from becoming physically active
- to raise awareness of the health benefits of regular moderate physical activity
- to encourage a positive attitude towards physical activity and increase levels of participation in walking and cycling, among the target audience.

All activities will be supported by printed material like e.g a booklet entitled “10 good reasons for walking and cycling in Elefsina” and will be produced together with separate leaflets, posters and promotional items such as T - Shirts, certificates, badges, stickers, etc. following a Corporate Design developed for the campaign.

Articles and advertisement in newspapers and magazines will support the public relation activities. Close cooperation with e.g. health insurance, bicycle lobby groups, medical services and private enterprise is intended.

5.4 Implementation of 2 Minibus lines

During the last years the number of private cars in Elefsina has increased dramatically and has led to heavy roads congestion with all the negative consequences. Elefsina is crossed by the National Road and the railway line has been replaced out of the center. Heavy trucks traffic from the Elefsina commercial port worsens the situation.

The Implementation of two minibuses is crucial to improve the accessibility and mobility of the citizens of Elefsina and will accommodate an easy access from all the city points to the suburban railway. Thus it will also be possible to reach the public transport lines to the centre of Athens and the Athens Metro and offers a convenient way of being mobile without a car.

5.5 Information and advice – the Elefsina Mobility Center

Since information is one of the core pre-requisites for changing travel behaviour a Mobility Center will be established in the Elefsina city hall.

The main aim of the Elefsina Mobility Center is to facilitate the use of public transport for passengers and future passengers and to promote sustainable modes of transport e.g. walking and biking in e.g. schools, companies, local businesses and public services.

It will offer (personally, via phone and e-mail):

- Information on Public Transport, timetables and tariffs
 - Information on alternative modes of sustainable transport
 - Complaints and suggestions
-
- Ticket sale service and maps
 - Bicycle rental service
 - Mobility consulting for schools, companies

The Mobility Center will be situated in the Elefsina city hall and will be staffed at least with two persons (trained within the European project SEE MMS in the beginning of 2011). It will work in close cooperation with OASA, which will support with the provision of PT timetables and their online routing platform. Furthermore cooperation with tourism organisations is intended.

To make people aware of the new services a Corporate Identity will be developed – including logo, office utensils, leaflets, balloons, posters, etc. A big opening event is planned in Spring 2011 and will be accompanied by a publicity campaign involving posters on the street and in schools, at public transport stops, in all public transport vehicles and through advertising messages in two big electronic billboards that have been placed in central city areas. The new service will also be mentioned in all publications of the Municipality and through the public transport operators serving the Elefsina region.

Within the frame of the SEE MMS project the creation of a Network of Mobility Centers in South East Europe is foreseen. The Municipality IT department will be in charge of interconnecting the Mobility Center with the network of the SEE MMS project and to cooperate with the other partners in the development of the network characteristics.



Through its participation in the SEE Mobility Centre Network the Elefsina Mobility Center will be able to spread the services offered across the SEE area and thus also serve as a powerful tool to promote sustainable tourism to visitors of e.g. the annual cultural events organized in Elefsina.

Timeline:

The first planning steps and the setup of the location will take place until the end of 2010 and will become an ongoing process. The staff will be trained in the frame of SEE MMS project from January to March 2011. In order to start the PR – Campaign by the end of February 2011, the Corporate Design and promotional material has to be available in due time. Finally the opening event will take place in March 2011.

Budget:

In the pilot phase of running the Mobility Center a budget for staff costs and training is foreseen in the SEE MMS project. The Municipality of Elefsina will provide an appropriate Budget for the long –term sustainability.

Responsibility:

As a partner in the SEE MMS project the Municipal Council on the decision-making level is responsible for the development and setup of the Mobility Center.
