

Pilots in partner's cities

The Mobility Center in Athens, Greece



The Mobility Center of Athens, created under the SEE MMS Programme, opened its gates on 10 April 2012, with the aim to contribute to the improvement of accessibility as well as the quality of life in the city of Athens.

The structure has been designed to cover the main fields of activity, with the overall goal to support 'green mobility' in Athens, to improve air quality by promoting sustainable and environmental friendly forms of mobility and thus to foster a better quality of life in the capital of Greece.

The Center serves as a one-stop-shop providing residents and visitors sound information on mobility (offering PT timetables and tariffs information, information on alternative modes of transport: biking, walking etc.) and also consulting them on combinatorial transport (selection of the optimal path and the optimal combination of means of transport). Such information is delivered via personal consultancy, by phone and also by a range of electronic technologies, pre and during the trip.

The Center, via certain publicity and networking activities, raises awareness and encourages the use of alternatives to the car (bike, walking, etc.) that are already in place, with the aim to promote the greening of transport in Athens. Such promotional projects are carried out by the Mobility Center's personnel, but also supported by a network of volunteers coordinated and supervised by Mobility Center of Athens.

The basic objective of the Mobility Center of Athens is to become a strong structure that will serve not only as a service and information center for residents and tourists, but also as the operating and coordinating unit of Mobility Management in Athens.

The Center will offer, organize and coordinate various types of Mobility Management service across Athens, in order to provide an alternative to single car usage and will also focus on education in schools, kindergartens, companies etc. This may include also e.g. training of hotel or shopping center personnel to provide mobility information to customers. The aim of the provided information/advice/education is to encourage the adoption of an environmentally friendly and also human friendly transportation model.

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

The Mobility Center's personnel have been appropriately trained in order to meet the requirements for the best possible provision of the above services.

Mobility Center of Athens is located in Athens Tourism & Development Agency Info Point, in Athens International Airport *Eleftherios Venizelos* – Arrivals Level – Area A and is open Daily & Weekends 8.00 to 20.00.

Pilots in partner's cities

The Mobility Center in Elefsina, Greece



The Elefsina Mobility Center has been established in the Elefsina city hall main building since the beginning of December 2011. The criteria for selecting the location was that the city hall is located in the center of the town and also to keep the operational costs low

since the Mobility Center uses resources from the Municipality. Its operation until now shows a slow but steady acceptance from citizens to a change attitudes and travel behaviour.

The Elefsina Mobility Center is a key measure within the Elefsina Mobility Management Plan, which is considered a dynamic package of measures and campaigns, which also takes into account the difficulties that the current situation in Greece raises.

The key role of Elefsina Mobility Center is to contribute in minimizing the traffic impact in the Municipality of Elefsina, to promote alternative modes of transport to the private car and finally to provide information on affordable and sustainable mobility for inhabitants and visitors. On the other hand a major objective of the Elefsina Mobility Management Plan best practice will be to extend the network of bicycle lanes and pedestrian roads and to carry out a number of awareness campaigns in schools, kindergartens, public services, private enterprises.



The Mobility Center in Padua, Italy

The Mobility Center Padova is a service developed and provided by the Municipality of Padua, Mobility and Traffic Dept.

The M.C.PD has officially been inaugurated on December 19th 2011 in the presence of the main city authorities and stakeholder representatives.

The service is provided using two different modalities: the front office located in the train station building and the web portal available at: www.mobilitycenter.comune.padova.it. The M.C.PD front desk is situated in an office shared with local Tourist Information Service; it's open Monday to Saturday 9.00 to 14.00 and on some of the most relevant bank holiday (December 26th, Easter Monday, May 1st, City Patron).

The equipment available in the office is: one computer with two monitors (one for the operator and one for the user) a 'Totem' – touch screen device for the users to access the web portal – and two printers.

The Sustainable Mobility Advisor manages the office: the user can have information regarding Public Transportation, cycling routes, bike sharing, car-pooling and car sharing. All these information are provided using the M.C.PD web portal or flyers and brochure available in the office.

The M.C.PD web portal (www.mobilitycenter.comune.padova.it) is a dedicated web site that provides either interactive tools or information regarding the sustainable mobility in Padua.

It's divided into 6 main sections:

- **Get around:** a tool based on Google Traffic that provides directions using the Public Transportation (time table, exchanges point, lines);



- **Mobility advisor:** it's a tool that allows a tailor made advice on sustainable mobility for commuters;
- **Bikes, Shared cars and Public Transportation:** provides information about these transportation systems;
- **Sustainable mobility:** a space where to deepen the subject of sustainable transportation by sharing best practices, analyzing study cases or discussing innovative transport solutions.

The first version of the web site has been released December 19th 2011; the second version on April 16th 2012, together with a massive communication campaign. The daily average affluence to the Mobility Center is about 50 contacts (physical + phone + mail)

The Mobility Center in Lecce, Italy



Lecce Mobility Center was officially opened November 29th, 2011 and is located at the main entrance of the city in Viale Porta d'Europa (from Brindisi). The location was chosen by the Municipality (Traffic and Mobility Unit) for its strategic position (5 minutes walking from the University; 10 minutes walking from the city center both new and ancient hub; 15 minutes walking from the train station) and apart from its main venue, there are 2 stands located all over the city (more than one in each neighbourhood) that offer the same information and multiply the presence of the Mobility Center in the entire area of the city.

The Mobility Center offers a range of services for mobility that covers information (timetable, availability, news) ticket selling for parking areas, reservations, alternative mobility solutions, bike sharing points with multi-lingual personnel.

Services offered

Information on urban and suburban transports; parking areas management; bike and car sharing, car pooling; Ticket selling for urban and suburban transports (one day; weekly and monthly travel cards) ; parking areas; bike sharing.

Since its opening Lecce Mobility Center has increased its range of services for mobility As a matter of fact, Lecce Mobility Center is also working for being a real reference point for tourists.

Lecce Mobility Center can cover such needs thanks to its personnel and the presence of a cooperative called *Theutra* whose mission is helping tourists in problem solving and suggesting solutions suitable for tourists (tours, reservations, cultural offer, transfers, etc.).

Moreover, the parking area of the Mobility Center mainly addressed to tourists' buses that are not allowed to circulate in the city is now equipped with an area for local buses doing transfer from and to Brindisi airport and with the service called SALENTO IN BUS. A way to visit Salento area with a cheap and ecological approach with daily tours allowing tourists to visit both the Ionian and the Adriatic coasts.

At the Mobility Center, tourists and inhabitants can find information and pick up free material (maps, leaflets, free press with events etc.).

Lecce Mobility Center location at the main entrance of Lecce can be considered a good choice with a strategically view. Moreover SGM took the decision to improve the Mobility Center activities with additional small stands offering the same information and multiplying the presence of the Mobility Centers in Lecce.

SGM management is working on creating new services on the model of partners' good practices.

Mobility Shops in Ljubljana – a first step towards Mobility Centre in Slovenia's capital

Well-attended and successful the SEE MMS conference *MOBILITY MANAGEMENT AND MOBILITY CENTRES – European experiences and challenges in Slovenia*, that was organised in September 2011 in Ljubljana has triggered new actions in the field of sustainable mobility in the capital of Slovenia.

By changes of activities of CIVITAS Elan project that is lead by the City of Ljubljana, the city decided to open 3 Mobility Shops as the first step toward a Mobility Center. Representative of City of Ljubljana therefore in October 2011 joined in Graz the SEE MMS training for Mobility Center staff, organised by FMG AMOR.

Mobility Shops that are operated in partnership with Tourist Information Center Ljubljana are providing information on Public Transport in Ljubljana urban region, URBANA e-ticket that can be also used for Public Transport in Ljubljana and on recent and very successful Ljubljana city bike scheme.

Within its recent Transport Strategy the City of Ljubljana is planning to establish a mobility department that will be also in-charge for transformation of Mobility

Shops into a Mobility Center. In the meantime REC Slovenia will provide support to the Mobility Shops in understanding mobility management and gain both from SEE MMS Mobility Management Plan for the City of Ljubljana as well as from SEE MMS Mobility Center's network.



The Mobility Center in Iași, Romania

Iași Mobility Center was created by Iași Municipality and officially opened May 9, 2012, on Europe's Day, in the presence of the main city authorities, stakeholders, local and national televisions and radio and local newspapers.

Mobility Center Iași is located in the largest district of the city, called *Alexandru cel Bun* with more than 30,000 inhabitants. The location was chosen by the Municipality for its strategic position – main district of the city, in a area with a extended traffic and all means of Public Transport present nearby (trams, buses, trolleys), in the proximity of the Central Train station and a future major project of infrastructure development of the city (a bridge/passage over the railway linking the district with the city center).

The location has 2 main halls, one in front for public relations and one meeting room for various events (exhibitions of Public Transport, meetings, conferences, presentations etc) on sustainable mobility topic.

Services offered

The Mobility Center offers different types of services for mobility such as information (maps, timetable of buses, trains, local and national buses, airport flights, deviation of Public Transport) support for reservations for buses, trains and flights, alternative mobility solutions, bike renting points and bike ways, maps of biking ways, info about bike event, special demos for children and adult with mini trams and mini-trains (hand made), special events in partnership with local Associations and NGOs, meeting place for events dedicated to public information and promotion of Public Transport.

A digital info-kiosk available 24/24 at the entrance of the Mobility Center will have available by the end of project all the info on-line (timetables, maps etc).

In present, there are negotiations with the Local Transport Company RATP for a ticket selling point in the Mobility Center Iași. The personnel were trained in the project and is speaking Romanian, English, French,



Italian and is serving not only Iași inhabitants, but also tourists.

The operational hours are Monday to Friday 8.00–17.00, except Thursday – opened between 8.00–18.30 and Saturday 8.00–13.00. The pilot Mobility Center services will be extended in the future to other municipal premises in other 5 locations, covering all city districts.

The equipment available in the office is: in the front room: two computers from which one computer specially dedicated to information and on-line reservation only, one large screen LCD for information, one colour printer. In the meeting room there are one video projector, 2 displays, one large (3x5 m) screen for video projections, 30 chairs (with possibility to be extended to 50). Outside, in front of the Mobility Center Iași, there is an info-touch kiosk that will be adapted to display also mobility info available at the front desk.

At the Mobility Center Iași, both tourists and inhabitants can find information and pick up free material (maps with the city on one side and Public Transport lines on the other, timetables, leaflets, NGO events etc.) and get support for on-line reservation and buying of tickets.

The Mobility Centers in SEE

Pilots in partner's cities

The Mobility Center in Varna, Bulgaria



Varna Mobility Center was officially opened May 16th, 2012. The location was chosen by the Municipality (Traffic and Mobility Unit) for its strategically position (10 minutes walking from the University; 15 minutes walking from the city center both new and ancient hub; 20 minutes walking from the train station) and apart from its main venue, there are 2 stands located all over the city (more than one in each neigh-

bourhood) that offer the same information and multiply the presence of the Mobility Center in the entire area of the city.

The Mobility Center offers a range of services for mobility that covers information (timetable, availability, news) ticket selling for parking areas, reservations, alternative mobility solutions, bike sharing points with multi-lingual personnel.

Services offered

Information on urban and suburban transports; parking areas management; bike and car sharing, car pooling; Ticket selling for urban and suburban transports (one day; weekly and monthly travel cards) ; parking areas; bike sharing.

At the Mobility Center, tourists and inhabitants can find information and pick up free material (maps, leaflets, free press with events etc.).

Varna Mobility Center Location can be considered a good choice with a strategic view and Mobility Center Varna management is working on creating new services on the model of partners' good practices.

The Mobility Centers in SEE

Pilots in partner's cities

The Mobility Center Belgrade, Serbia

Mobility Center Belgrade was official opened on 24th of April 2012. It was opened by Mr. Igor Curlin, Deputy Director of the Department for Investments in the Council of Belgrade. The officials from the city's Traffic Department were present at the opening.

The Mobility Center is ideally positioned at the main Square of Belgrade and is operated by the Tourism Organization of Belgrade. The service is provided at the three info desks of the Tourism Organization equipped with computers, maps, and various free information leaflets. Moreover, very informative and continually updated site of Tourism Organization of Belgrade is available: www.travel-belgrade.com

Opening hours of the Mobility Center are Monday to Saturday 9.00 to 21.00. and Sunday 10.00 to 15.00.

Mobility Center Belgrade offers range of services such as general information on transport urban network that include information on urban transport lines, destination, timetables as well as ticket fares and travel passes, parking facilities, pedestrian routes and bike lanes and general tourist information. The average number of users in high season May to October is 200,



while in low season the average number is 100 users daily. Its location at the main Belgrade Square and distinct logo makes it easily accessible and its friendly interior and staff makes the visit to the Mobility Center pleasant experience both for tourists and inhabitants of Belgrade.

The Mobility Center Glamoč, Bosnia and Herzegovina



The Mobility Center of Glamoč is located at the small town Glamoč in the west part of Bosnia and Herzegovina.

The Mobility Center officially opened its doors on 14th of May 2012. It was opened by Mr. Sinisa Solak Deputy Director of the Department for Communal and Legal Issues at the Municipality of Glamoč.

It is operated by the Hiking organization Busija and for its purposes it is appropriately located at the very center of this small town. Premises are equipped with computer, maps and public operator timetables and opening hours of Glamoč Mobility Center are Monday to Friday form 7.00 to 15.00.

Services provided are general information on Public Transport lines, information on ticket fares and tourist information.

The Mobility Center Trogir, Croatia



The Mobility Center Trogir is situated in the historic Croatian city of Trogir on the Adriatic coast. Ms. Dajana Dulcic Ivic, Consultant for Environmental Issues at the Council of Trogir opened it on 4th of May.

The Mobility Center Trogir is operated by Organization for Public Services and Parking Facilities TG Holding. It is established in the core of the city's old town, which makes its position ideal for tourists since the old town of Trogir is museum in its own right.

The Mobility Center is opened from Monday to Saturday form 9.00 to 17.00.

It is equipped with computer, maps, brochures that are distributed to all interested users. Services provided in the Mobility Center Trogir are general information on transport urban network that include information on urban transport lines, destination, timetables as well as ticket fares and travel passes, information on parking facilities and general tourist information. Since its opening on 4th of May approximately 1200 users have visited Mobility Center of Trogir but much more are expected to benefit from it services in the peak season from June to October.

