Thessaloniki Sustainable Urban Mobility Plan

SUMP development in a period of crisis

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With support of ATTAC Project in SEE programme of EU
Thessaloniki Public Transport Authority

- Thessaloniki PTA (ThePTA) is a public body of the Metropolitan Area of Thessaloniki, under the Central Government Ministry of Infrastructure, Transport and Networks
- It was established in 2001 to operate as a Board for the Thessaloniki greater area (now called Metropolitan Unit of Thessaloniki)
- The Board of ThePTA consists of 11 members, representatives of various main Government Ministries, Regional and Local Authorities, Trade Unions Council, Traffic Police and Aristotle University of Thessaloniki
- The Board Chairman is appointed by the Minister of Infrastructure, Transport and Networks
- ThePTA’s main responsibilities include transport policy formulation for the Thessaloniki Metropolitan Area, strategic transport planning and
- Supervision and quality control of all Public Transport Operators at Thessaloniki Metropolitan Area (at present only Bus Company OASTh, but soon Metro, Seaborne transit and later Tram, DRT and taxis)
- Current plans for upgrading into an Integrated Transport & Mobility Authority
Situation in Thessaloniki
2010 start of deep crisis

- Outdated transportation study (10 years earlier)
- Lack of reliable data
- Delays in Metro construction
- Increasing traffic congestion
- No coordinated Sustainable Mobility planning
- Infrastructure Plan proposed by Ministry
- Need for new transportation study with surveys
- 5 M EUR new project planned inc. big data collection
- in April 2010 Greece enters the Memorandum era
- All public spending is cancelled
- Need to find practical low cost planning alternatives
ATTAC Project

- Transnational Cooperation programme
  South East Europe (SEE)
- Cofinancing 85% by ERDF
- Started in January 2011 – Completion in Dec. 2013
- Involving 8 partner urban areas, with 11 partners in 7 EU member states (HU, IT, GR, SK, SL, RO, BG)
- Total Budget of 2.45 M EUR, ThePTA Budget 260k EUR

Plotting a new course for public transport
Project Approach

‘Mobility Toolbox’

- Best Practices – Study Visits - Documentation
- European Mobility Week – Awareness Campaigns for PT, Cycling
- **Sustainable Urban Mobility Plans (SUMPs)**
  - Transnational Case Studies with small scale pilots on 3 themes:
    - Flexible Transport Systems - Demand Responsive Transit
    - Smart Card Fare Collection - Electronic Ticketing
    - Public Transport Information – on vehicle, stops, mobile applications
- Mobility Forum established every 6 months for stakeholders engagement
- ‘Mobi Labs’ held on the spot with participation of transnational partners and their service providers for technology transfer
- Knowledge Transfer Strategy in South East Europe
Thessaloniki SUMP

- First of its kind in Greece
- Strategic Plan with emphasis on Public Transport
- Adapted to the particularities of the metropolitan area, the nature of the planning framework and the characteristics of the stakeholders and users
- Elaborated in difficult times with limited budget
- Requires active participation of all stakeholders, particularly local authorities and policy makers
- Basic instrument of the SUMP process: The Mobility Forum of Thessaloniki, within the ATTAC MT, as ThePTA Board enlarged with Municipalities, Institutes and Citizen Associations for wide consultation
- Support from transnational partners
- Following ELTIS Plus Guidelines (version in Greek)
Thessaloniki Metropolitan Area

- Size: 1,455,62 km²
- Inhabitants: 1,006,730
- 10 Municipalities
- Serious traffic congestion
- Modal Split PT 23% (Buses)
- Metro under construction (9.5 km, 10 stations)
- Seaborne transit in preparation
- Tram system proposed
- Access control policy in preparation
SUMP SWOT Analysis
and Scenarios

**SWOT Analysis**

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<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tr>
<td>Availability of large scale plans</td>
<td>Strong position of road building and cars</td>
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<tr>
<td>Availability of human resources</td>
<td>Lack of knowledge management in larger scales</td>
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<td>Interdisciplinary approach (education)</td>
<td>Incomplete reporting of management interventions</td>
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<td>Maturity of viable projects (Metro)</td>
<td>Institutional framework of project developments (long periods)</td>
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<td>Fuel prices and development trends</td>
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<table>
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<tr>
<th>Opportunities</th>
<th>Threats</th>
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<td>□ Favorable social climate for sustainable mobility</td>
<td>Development (economic and social)</td>
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<tr>
<td>□ Create a metropolitan mobility body</td>
<td>Uncertain political developments</td>
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<tr>
<td>□ Increased private sector participation (in collaboration with the public sector)</td>
<td>Unemployment</td>
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<td>□ Favorable legal and institutional framework for the implementation</td>
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**Thessaloniki SUMP**

3+1 key scenarios developed

**Scenario 0. Do Nothing**

**Scenario 1. Business As Usual, Do Minimum**

**Scenario 2. Intermediate Development of Public Transport**

**Scenario 3. Intensive Development of Public Transport**

(UITP Target PTx2 until 2025)
The PTA identified, mobilized and committed all stakeholders involved in the design of the Metropolitan Area mobility and transport.

The SUMP elaborated by ThePTA team involves the 10 Municipalities of the Thessaloniki Metropolitan Area, the Region of Central Macedonia as well as the Ministry of Macedonia - Thrace.
The basic vision of the Plan and the subsequent main objectives are formulated by the Mobility Forum members as follows:

We the actors, of each level (government and local authorities) related to transport, traffic and mobility in general are committed to act collectively in the next decade and in constant consultation with the citizens and the economic and social partners who are active in Thessaloniki that mobility in the metropolitan area will:

(A) be satisfied in a manner friendly to the users and the environment

(B) contribute to the balanced development of the city and its suburbs in the best way possible,

(C) support local economy and employment with maximum economic efficiency,

(D) strengthen social cohesion, and

(E) enhance the competitiveness of the metropolitan area of Thessaloniki in the European and global environment.

To achieve the above objectives the Sustainable Urban Mobility Plan of Public Transport for the metropolitan area of Thessaloniki will be elaborated. The Sustainable Urban Mobility Plan for the metropolitan area of Thessaloniki is a commitment of all stakeholders.
Effective Measures

1. Smart and Integrated Ticketing and Integrated Payment System
2. Bus Rapid Transit, Bus priority at traffic lights
3. Awareness campaigns for discouraging the use of private car and promoting use of Sustainable Transport Modes (PT, Cycling, Walking)
4. Promotion of Tram system, complementary to the Metro with new ways of financing, restructuring bus routes and accompanying urban regeneration
5. Intermodality between Metro/Tram/Bus
6. Seaborne Transport System in the Thermaikos Gulf
7. Flexible Transit Systems including restructuring Taxis services
8. Integrated Parking Policy (Park and Ride, controlled on street parking system, Parking charges as deterrent to car use and to raise revenues)
9. Pedestrianization and public space regeneration
10. Cycle lanes and priorities
11. Bike Sharing System (communal city bikes)
12. Congestion Charging and Access Control
**SUMP**

*Sustainable Urban Mobility Plan for Thessaloniki Metropolitan Area*

**EFFECTIVE MEASURES:**

1. **Smart and Integrated Ticketing**
2. **Bus Rapid Transit**
3. **Information and Awareness**
4. **Introduction of a Tram System**
5. **Intermodality**
6. **Seaborne Transit**
7. **Flexible Transit Systems**
8. **Integrated Parking Policy**
9. **Pedestrianization-Regeneration**
10. **Cycle Routes**
11. **Bike Sharing**
12. **Congestion Charging**

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Enhancements to SUMP Methodology

- Inclusion of travel behaviour research and potential user response analyses for new systems and measures
- Integrating pricing & financing measures (inc. urban road pricing/congestion charging and hypothecation of revenues for sustainable mobility / PT investments)
- Planning for visitors / tourism destinations, for sustainable mobility of tourists, particularly at peak demand resorts, including accessibility to destinations by sustainable transport modes
Additional Recommendations

- Addition of institutional structure assessment and proposals for better coordination and integration of modes, avoidance of overlaps of responsibility, promotion of Integrated Transport Authority for all modes (PT and Road Traffic management/control)

- Addition of Campaigns for Marketing sustainable modes (PT, Cycling) including Awareness raising events and marketing research

- ICT Applications throughout for Sustainable Mobility and Intermodality
### SUMP Next Steps

- **Continuation of Mobility Forum**, meeting every 6 months as consultation with all stakeholders
- **SUMP Unit at ThePTA**, to monitor the progress of the strategic SUMP and advise on Municipal SUMPs and implementation
- **Surveys**, regarding the proposed packages of measures
- **PT Users Group** re-establish and strengthen

1. **9.1: Check the quality of the Plan**
2. **10.3: Check Progress towards achieving the objectives**
3. **11.2: Review achievements – understand success and failure**
Conclusions

- SUMP framework served as a very good basis to tackle the deep crisis, in terms of practical, low cost planning alternative to large scale transport study which was cancelled in 2010 leaving a major gap in the transport planning for Thessaloniki Metropolitan Area at a critical time.

- EU ERDF funding from ATTAC SEE project came at the right time to provide valid basis for SUMP preparation as a cost effective strategy when other options were limited.

- SUMP cost estimated at 125000 EUR over 2 years, a very modest investment with high benefits for affordable Sustainable Mobility.

- Acceptability of SUMP proposals enhanced given the EU Eltis Plus Guidelines and the Transnational Cooperation framework of ATTAC project; Enhancements to SUMP Methodology identified and proposed.

- Further needs for monitoring and evaluation of Strategic SUMP Implementation and assistance to local authorities for preparation of Municipal SUMPS at local level – ie ThePTA SUMP Unit.
Thank you!

SUMP Thessaloniki Metropolitan Area team expresses thanks to all ThePTA members, stakeholders, experts and citizens that have encouraged, contributed towards and showed interest in adopting the SUMP.

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Thessaloniki SUMP video clip
during European Mobility Week 2012

https://www.youtube.com/watch?v=t0t2OeZacuA

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