

New Mobility in Ruse as an Opportunity for Urban Regeneration

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CIVITAS ECCENTRIC Project

CIVITAS ECCENTRIC is a project funded by the European Union's **Horizon 2020 research and innovation programme**.

CIVITAS ECCENTRIC focuses on sustainable mobility in suburban districts and innovative urban freight logistics, two important areas that have previously received less attention in urban mobility policies.

30 partner organisations from 5 European cities:

- Madrid (Spain) – leading partner
- Munich (Germany)
- Stockholm (Sweden)
- Turku (Finland)
- Ruse (Bulgaria)

Total budget: 19,3 M Euro, EC grant: 17,4 M Euro

Project duration: September 2016 – September 2020



Brief description of the city



- Largest Bulgarian city on the Danube River and the fifth largest city in the country;
- Located in the northeastern part of Bulgaria, approx. 75 km south of the capital of Romania – Bucharest;
- Population of the whole city (2015): 145 765 inhabitants;
- Surface (km²): 127.12 sq. km;
- Density: 1 147 inhabitants per sq. km;
- Population living in the city centre: approx. 35 000 inhabitants.

Modal split of Ruse :

- Walking: 44%;
- Cycling: 2%;
- Public transport: 21%;
- Cars: 33%.



CIVITAS ECCENTRIC Laboratory area

Peripheral district “Druzhba”

- Population living in area: approx. 27 000 (20% of the Ruse population);
- Surface: 2.12 sq. km;
- Density: 12 264 inhabitants per sq. Km (10 times more than in city centre).



CHALLENGES in the Laboratory area (expert evaluation)

- PT in the neighbourhood is slow and unreliable;
- Citizens don't have any information and are not able to plan well their time and schedule when using public transport;
- A large share of citizens living in Druzhba use personal cars and taxi services to travel to the city centre or go to work in the industrial zones;
- There is no opportunity to use PT after 9 p.m. and citizens prefer to use personal cars and taxi services instead of PT in the late hours of the day;
- Lack of pedestrian areas, pavements, crosswalks and high level of accidents. All pedestrian crosswalks in the district are not secure enough and present high risk for accidents leading to injuries and fatalities;
- Unattractive appearance of the peripheral district because of streets and public spaces packed with cars;
- Insufficient parking spaces in the residential area of the peripheral district;
- Most people with disabilities don't go on the streets or travel around the city due to the lack of convenient infrastructure, specialized public transport vehicles and services; High risk of road accidents involving people with disabilities.

Measure 2.6

Park & Ride system in the peripheral district

Goal: To promote a modal shift towards public transport and other active modes of mobility by reducing the needs of commuters and other users to individually occupy cars for their regular trips to the city centre.

Solution: Design and implementation of a Park&Ride Strategy in the Druzhba district.

Steps:

1. Selection of a suitable location for the Park&Ride station;
2. Design and construction of the parking lot (41 parking spaces, including four for disabled people);
3. Design and installation of a ticketing device;
4. Connecting the parking facility with public transport services;
5. Information, communication and promotion activities.



Measure 3.6

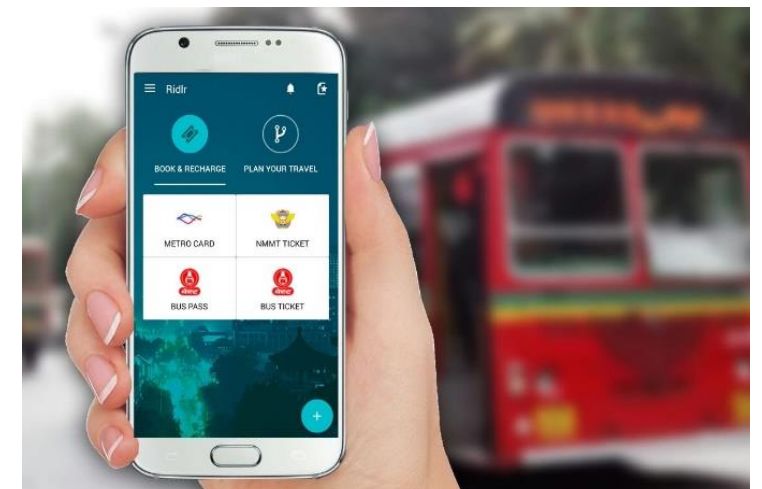
Mobile app and internet portal for public transport

Goal: To make public transport one of the preferred modes of transport for the citizens of Ruse and its visitors.

Solution: Introduction of a unified system to enable the purchase and validation of transport tickets via mobile devices (smartphone/tablet).

Steps:

1. Study of the attitudes of the population regarding the possibility of buying tickets for public transport through mobile devices;
2. Research on best practices for buying and validating transport tickets via mobile devices;
3. Compliance of the new system with the requirements of the Law on e-Governance and the requirements of the State Agency for Electronic Governance;
4. Introduction of the new payment method and carrying out Information, communication and promotion activities.



Measure 4.3

Providing secure pedestrian crosswalks

Goal: To reduce the number of road accidents involving pedestrians and to make walking a safer and more desirable way of travelling in the district and the city.

Solution: Design and construction of innovative pedestrian crosswalks secured with LED lights and infrared sensors and introduction of video surveillance.

Steps:

1. Analysis of the crosswalks in the Druzhba district and research on best practices for improved designs in terms of safety and security of pedestrians;
2. Identifying the best locations for implementation of the new pedestrian crosswalks – close to focal points of pedestrian traffic – shopping areas, schools, main roads and streets;
3. Design and construction of two pilot crosswalks on the territory of the District.



Measure 4.4

Safe sidewalks with cycling facilities towards the city center

Goal: To increase the share of walking and cycling in the modal split by making walking and cycling a safer and more desirable way of travelling in the district.

Solution: Design and construction of safe new sidewalks with LED lighting and tactile paving between the pedestrian and cycling lanes.

Steps:

1. Analysis of the sidewalks in the Druzhba district and research on best practices for improved designs in terms of safety and security of pedestrians and cyclists;
2. Identifying the sections of the main roads where the new sidewalks and cycling lanes would be built;
3. Design and construction of a pilot section of sidewalks along the main boulevard in the district.



Measure 5.3

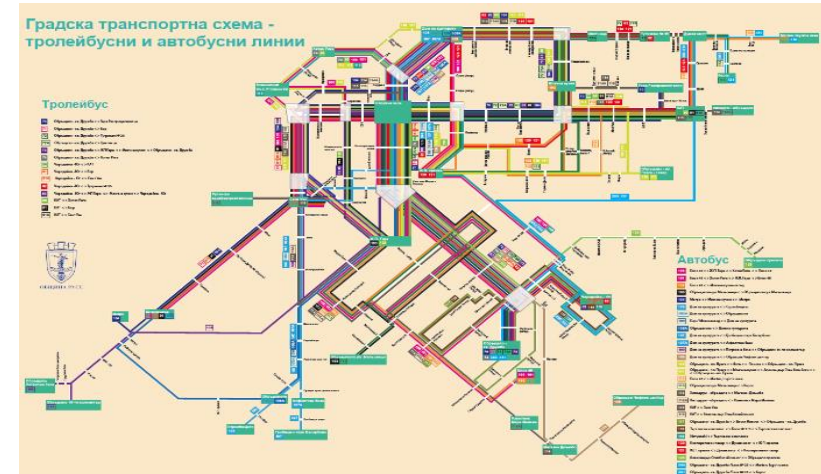
Analysis of public transport demand and reorganization of PT lines in Druzhiba

Goal: To provide demand-oriented, fast, regular and reliable public transport services in the Druzhiba district and in the municipality as a whole, thus increasing the use of public transport by the citizens and visitors of Ruse.

Solution: Elaboration and introduction of a new transport scheme of the Municipality of Ruse.

Steps:

1. Analysis of the service (network, schedules, system for information to the passengers), transport modelling, planning of the new transport network;
2. Discussions with relevant stakeholders and public discussion of the proposal for updating the transport scheme;
3. Acceptance of the new transport scheme by the Municipal Council;
4. Introduction of the new transport scheme in the next years.



Measure 5.4

Introduction of “Good Night” Line to Druzhiba

Goal: To provide public transport service during the nights in Druzhiba and to make PT the preferred mode of transport

Solution: Introduction of a pilot “Good Night” line public transport service providing connection between the peripheral Druzhiba district and the city centre.

Steps:

1. Carrying out a research to identify the most convenient itinerary of the new public transport line;
2. Synchronising the schedule of the “Good Night” line with the schedules of the Central Railway Station and the Central Bust Station in the city;
3. Dissemination of promotional materials and media campaign for raising awareness for the new service;
4. Pilot testing of the route and schedule of the “Good Night” line.



РАЗПИСАНИЕ НА НОЩНАТА ЛИНИЯ

МАРШРУТ - НАЧАЛО БОР - ДРУЖБА 3		МАРШРУТ - КРАЙ ДРУЖБА 3 - БОР	
Млекозавод	21:30	Дружба 3 - обръщало	03:00
Пожарна	21:32	Блок №10	03:02
Оргахим	21:34	Блок №6	03:04
Фазан	21:36	Печатни платки	03:06
Гимназия по корабостроене	21:38	СУ "Йордан Йовков"	03:09
Чайка - Изток	21:39	СБА	03:11
МГ "Баба Тонка" - юг	21:40	МГ "Баба Тонка" - север	03:13
Скобелев	21:43	Мариева Сони	03:15
Оборище	21:45	Сент Уан	03:17
Афродита	21:47	Жети	03:19
Технополис	21:51	Юта	03:21
ЦБА	21:54	Винзавод	03:24
Блок №33	21:57	Бор	03:30
Блок №28	22:00		

Measure 2.11

Information, training and awareness raising

Goal: This measure aims at introducing and promoting the above mentioned mobility measures among the local population. The main goal was to encourage the various actors, stakeholders and users of public transport and mobility offers/services to embrace sustainable mobility habits, to make walking and cycling safer and more desirable way of travelling in the peripheral district and in the city.

Solution: Well conceived and targeted training activities (having in mind that mobility is mostly unknown for professionals and citizens because of lack of national policy, legal frame and curricula in the high schools and universities in Bulgaria).

Information, training and awareness raising activities included:

Permanent information via CSDCS site, Ruse municipal site, and social media

Specific training for transport professionals;
6 seminars for different target groups in Ruse
4 National Mobility Conferences

Participation in transport and mobility events, dissemination of promotion materials and exchange of experience

Main results achieved

- Participants in trainings and conferences - 400 people;
- 100% aware of the project measures and with increased knowledge of urban mobility;
- 87% accept unreservedly the new measures introduced under the project;
- 91% are completely satisfied with the events they attended;
- 90% support the Sustainable Urban Mobility Plan (SUMP) of Ruse;
- The use of public transport in Druzhba increased by 2%;
- Walking increased by 1%.

Measures related to Covid-19



- PARKING POLICY – FREE PARKING EVERYWHERE DURING THE EMERGENCY PERIOD
- PUBLIC TRANSPORT (50% DECREASE OF USE OF PT REGISTERED):
 - € 130 000 LOAN TO THE PT COMPANY FROM THE MUNICIPAL BUDGET
 - LOWER PRICE OF THE TRAVEL CARDS FOR STUDENTS AND SCHOOL CHILDREN
 - DESINFECTION OF PT-VEHICLES
 - DESINFECTION MATERIALS AND HAND WASHING FACILITIES AVAILABLE AT EACH PT STOP
 - AGREEMENT WITH ROMANIA FOR DIRECT BUS LINE RUSE-GURGIU
- WALKING AND CYCLING:
 - NEW TRAFFIC ORGANISATION INTRODUCED FACILITATING THE WALKING AND CYCLING
 - SOME CENTRAL BULEVARDS CLOSED FOR CARS AND ADAPTED FOR PEDESTRIAN AND CYCLISTS
 - NEW SAFE CROSSWALKS CONSTRUCTED ALONG THE “LIPNIK” BLD

Measures related to Covid-19



- **CONNECTING THE GREEN SYSTEM OF RUSE WITH THE MOBILITY SYSTEM FOR WALKING AND CYCLING:**
 - THE THREE CITY PARKS OPENED FOR PEDESTRIAN AND CYCLISTS
 - USE OF SPORT FACILITIES IN THE MAIN STADIUM OPENED FOR CITIZENS
 - PLANTING NEW TREES ON THE STREETS
 - OPENING OF LIPNIK PARK FOR VISITORS
- **PUBLIC PARTICIPATION (IMPLEMENTATION OF GOOD PRACTICES LEARNED IN MEXICO):**
 - MEETINGS OF THE CITY COUNCIL OPENED FOR CITIZENS (REAL TIME VISIBILITY VIA TV CHANNEL – TVN.BG AND THE MUNICIPAL SITE)
 - POSSIBILITY FOR SHARING PUBLIC OPINION, ASKING QUESTIONS, ETC.









An aerial photograph of a coastal city, likely San Diego, showing a harbor with a large shipyard, a sandy beach, and a dense urban area with many buildings. The ocean is visible in the background.

Thank you for your attention!

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