

REDUCING CAR DEPENDENCY FOR PORT WORKERS



Similar to all big port cities, the port dominates the employment profile in the area, both in terms of direct and indirect employment in the industry that is related to port activity.

The aim of this measure is to develop and agree on a mobility strategy for the port employees that will envisage alternative modes of travelling to and from work, with the general objective of decreasing time spent on commuting to and from job, air and noise pollution and traffic congestion in the city centre.

CONTEXT & CHALLENGES

Public transport in Constanta does not serve the Commercial Port area and, most of the transport infrastructure inside the port is suitable for vehicle use only, in terms of safety and accessibility.

Therefore, the employees have to generally use private cars that leads, among others, to traffic congestion in the city centre (vicinity

of the port) and at the port entrances during the peak hours, overburden of parking places and overall noise and air pollution.

In order to identify and correlate the measures that will define the mobility strategy for the port employees, the following activities have been carried out:

A. Analysis of transport patterns and volumes: The analysis of transport patterns for people accessing Constanta Port suggests that port workers are highly dependent on personal cars, partially due to the lack of other accessible options. In order to change behaviours new options must be introduced.

B. Strategy for port employee's mobility: The strategy presents new models of employees' mobility that promote a sustainable and environmentally friendly transport model, including options addressed to a large number of persons at the same time and that responds to criteria related to accessibility, time schedule and connectivity with the city.

C. Testing out activities: The measures proposed in the action plan are tested out and evaluated by short/medium/long term implementation.

The main challenge in defining the implementation of common actions have been the administrative barriers. Constanta city and the Commercial Port of Constanta are being governed by two different types of administration with different regulations and approach.



RESULTS - FINDINGS - LESSONS LEARNED



The analysis has successfully defined the current transport patterns and volumes for port employees, leading to a comprehensive strategy regarding new sustainable transport model for the port area.

Different measures have been identified and have been tested as pilot projects (to be replicated on long term) or implemented as part of the whole integrates strategy.

The measures approached refer to:

- expanding a city bus line inside the port (one-month pilot project between April – May 2019) is to be reinitiated, standing as the best practice type of PORTIS

- increase number of bus stations inside the port in order to make sure that the public transport line answers the exact needs of people commuting to port

- pilot project to promote use of bicycles as mean of transport

- improvement of bike infrastructure (and alternative modes of transport) within Port area

- introduce License Plate Recognition system (LRS) at port gate for faster and safer entrance

- promotional/raising awareness campaigns to support the integration of measure with public perception

- **Lesson learned 1:** Offering people viable options that they can choose between and providing at the same time useful information regarding mobility's role in global sustainable development will ultimately lead to a mentality shift for the population and the use of alternative transport modes will become a natural type of behaviour in the years to come

- **Lesson learned 2:** Constant, periodic and active involvement of citizens, public and private institution and decision-makers in designing the proper initiatives and actions that are going to be implemented with respect to sustainable mobility measures in the area are crucial.

- **Lesson learned 3:** Make as much promotion and raising awareness actions and campaigns as it takes. Close cooperation with the employers is important to have their long term support in the campaigns.



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