

Analysis of public transport demand and reorganisation of the network in Druzhiba

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- Public transport service tailored to demand
- Less car use, cleaner air
- Increased connectivity for outskirts

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

Location: Ruse, Bulgaria

Organisations involved: [Municipality of Ruse](#)
[Club "Sustainable Development of Civil Society"](#)

What is the solution?

The public transport service connecting the peripheral district Druzhba with the centre of Ruse and its industrial zones (around the city centre) is rather slow and unreliable. A large share of the people living in the peripheral districts, like Druzhba, use their own cars or taxi services to travel to the city centre or to work.

This measure will provide demand-oriented, fast, regular and reliable public transport services to and from the city centre to the district of Druzhba. Implementation of the measure will involve redefining and reorganising public transport lines (trolleybus and bus), in order to improve the balance between demand and supply of public transport services. The analysis of public transport demand will provide data for passenger flows and will enable local transport planners to establish a new transport scheme for the targeted area with appropriate timetables in order to meet the needs of more passengers. Finally, the new transport scheme will be promoted.

Druzhba is Ruse's 'living lab' (or demonstration/pilot area) in CIVITAS ECCENTRIC, and one of the entrances to the city centre with high volumes of traffic.

How does it work?

Activities carried out so far - mostly during the research and planning phase:

- Planning and research activities for the reorganising the public transport lines concerned.
- Meetings with experts in the field.
- Development of technical specifications.
- The result of the research and planning phase is the technical specifications developed for updating Ruse's Municipal Transport Scheme. The analysis made by the Ruse implementation team led to the decision of upscaling the measure to encompass the whole territory of the municipality. Only this way can the Druzhba district be better connected by public transport to the rest of the city. Thus, reorganisation of the public transport lines in Druzhba is financed by the CIVITAS ECCENTRIC project, while the Municipality is financing the work being carried out for the rest of the territory.
- Following a process of public procurement (launched in August 2017), Ruse contracted an external company to update the Municipal Transport Scheme. The contract has a maximum of 12 months to deliver the final results of the service, including:
 - Collection and analysis of baseline information on the current state of play
 - Preparation of an updated transport scheme for Ruse
 - Organising and conducting discussions with relevant stakeholders and public discussion of the proposal for updating the transport scheme
- Nine months are planned for the demonstration and monitoring phase of the measure.
- Information about the measure and its promotion to various stakeholders, and the general public, is being undertaken via the Information, Training and Awareness Raising measure Ruse is implementing in parallel to this one.

Expected results

This measure implemented by the City of Ruse aims at increasing the use of public transport by 20% in the outskirts of the city in the long term, to create a new transport system in order to provide demand-oriented, fast, regular and reliable public transport services in the medium term and to collect relevant data about Public Transport demand on short term. It also aims at decreasing the use of private cars by 20% and the associated emissions produced by these cars.

Business model

The measure is financed as follows:

- 121,975 euro from CIVITAS ECCENTRIC
- 115,000 euro from the Municipality of Ruse

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