

# Park & Ride system in the peripheral district

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- Reduce traffic from peripheral district to city centre
- Less congestion and more public space
- Park&Ride system making access to the city centre easier

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**Location:** Ruse, Bulgaria

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

## What is the solution?

This measure describes the implementation of a Park&Ride strategy in the Druzhba district, in the City of Ruse. 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. This district is currently affected by high traffic volumes, and public space has deteriorated greatly due to the high number of cars parked on the streets occupying various public areas.

The ultimate goal of the measure is 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. The development of a Park&Ride facility will allow easy connection with public transport services and will relieve road congestion along the routes regularly taken from Druzhba to the city centre. The measure will also help reduce the number of cars parked on the streets and public spaces in the city centre.

## How does it work?

Implementation of this measure includes the following steps:

- Selection of a suitable location for the Park&Ride station.
- Design of the parking lot (41 parking spaces, including eight for disabled people).
- A connection of the parking area with public transport services (trolley bus and/or bus services).
- Development and implementation of the Park&Ride system.
- Promotion and dissemination of the new service to potential users.

During the research and planning phase, a survey was carried out to help map out the mobility habits in the three neighbourhoods forming the Druzhba district. After processing the results, the Municipality identified the potential sites for locating the Park&Ride facilities, and the technical specifications for the realisation of the Park&Ride system were developed. A contractor was chosen, following a selection procedure. In the beginning of May, the facility was built. Once all the instruction and information signs, indicating the location of the parking lot and the conditions for its use are placed, it will be put into operation.

The payment for using the P&R service is done through sending SMS with the registration number of the vehicle to a short code. The user receives a SMS in response including a code that should be entered in a special device on the entrance of the P&R facility. The device issues a paper ticket with two ticket-coupons, which allows the user for a period of 24 hours to park their car in the parking lot and use the trolleybus transport from/to the Park & Ride facility.

Being situated in Druzhba, the success of the Park&Ride scheme strongly relies on the successful realisation of the following CIVITAS ECCENTRIC measures Ruse is implementing:

- 'Providing Secure Pedestrian Crossings' and 'Safe pavements with cycle paths toward the city centre', two measures which envisage the construction of safe crossings and pavements leading to the city centre.
- 'Analysis of public transport demand and reorganisation of the network in Druzhba': Achieving the goals of the new facility is also strongly reliant on the realisation of the measure under which the public transport (bus) lines in Druzhba will be reorganised in order to better serve the needs of residents, commuters and visitors to the city.
- 'Introduction of 'Good Night' Line to Druzhba': Introduction of the new bus night line servicing Druzhba and the city centre will complement further the services of the Park&Ride facility.



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## Expected results

- Benefits for people living/accessing the living lab area in terms of improved safety due to less car traffic.
- Higher quality public spaces - decreased number of improperly parked cars.
- Improved air quality (from fewer emissions from cars) in the city centre and along the routes to the city centre.
- Reduced traffic (from private cars) from the peripheral district to the city centre, by reducing congestion impacting the district.

## Business model

The measure is funded by CIVITAS ECCENTRIC and has a total planned budget of €127,032 (€67,500 for the Municipality of Ruse and €21,814 for CSDCS).

### Timeplan:

Research and planning phase: from September 2016 to April 2018.

Procurement and implementation: from April 2018 to May 2019.

Demonstration & Monitoring: from June 2019 to May 2020.

Conclusions & Recommendations: from January 2020 - August 2020.

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Living lab area in Ruse: <http://civitas.eu/eccentric/ruse>