



**Improving  
Transport Services  
- the case of  
Razlog**

**Training Course  
“Good Practices for the  
service contract  
management”**

Razlog, 30.10.2013



# SUMMARY

This presentation would briefly outline the findings of the Pre-feasibility study conducted for the territory of Razlog municipality under the EPTA project. Further down it would touch upon the needs, requirements and the constrains concerning transport services in the region

# THE REGION



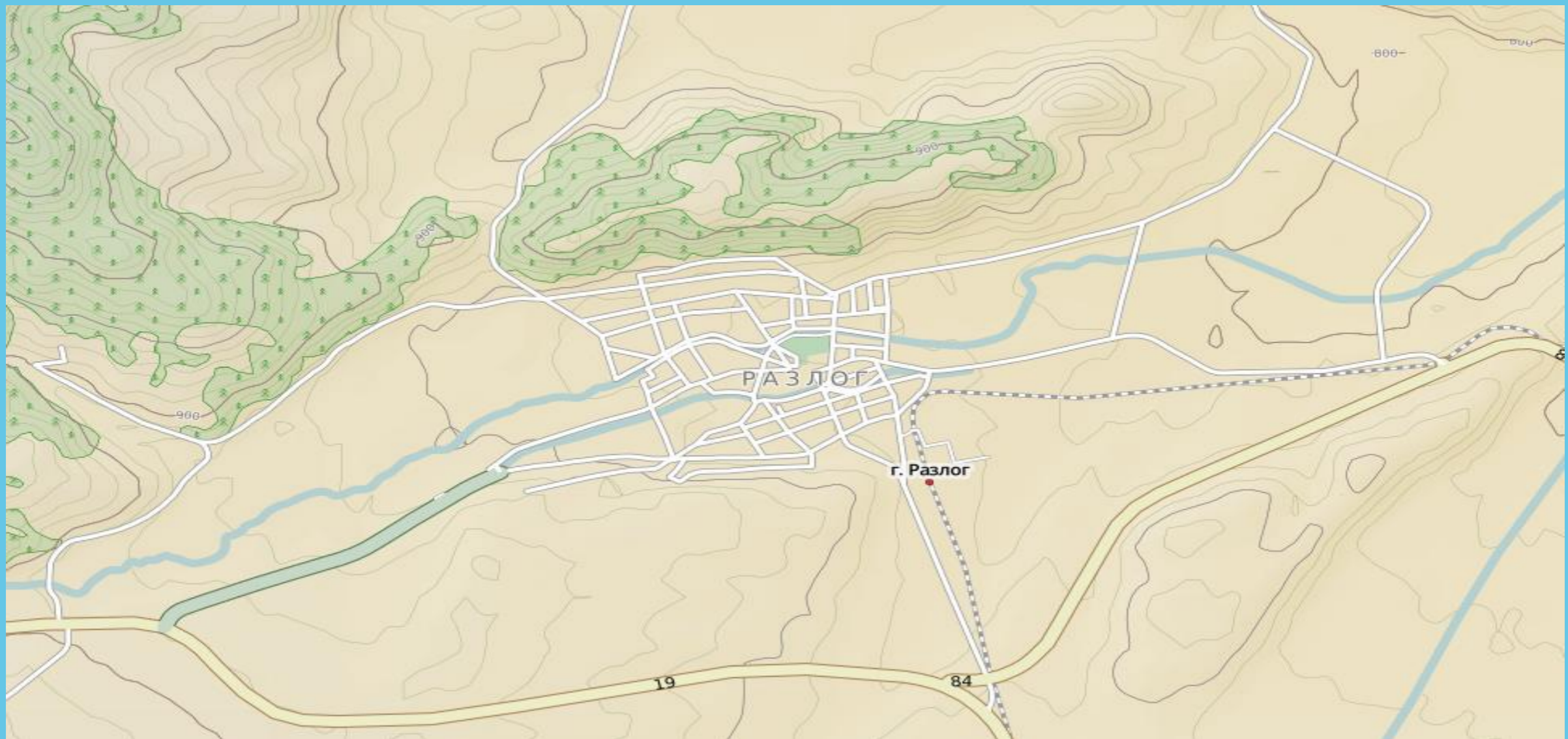
- Territorial Characteristics
- Demographic situation
- Population mobility
- Areas frequently visited
- Attitude towards bicycling and carpooling
- Intermodality (existing transport services)





# Territorial Characteristics

Razlog is located in the valey of the Mesta River surrounded by three of the biggest Bulgarian mountains





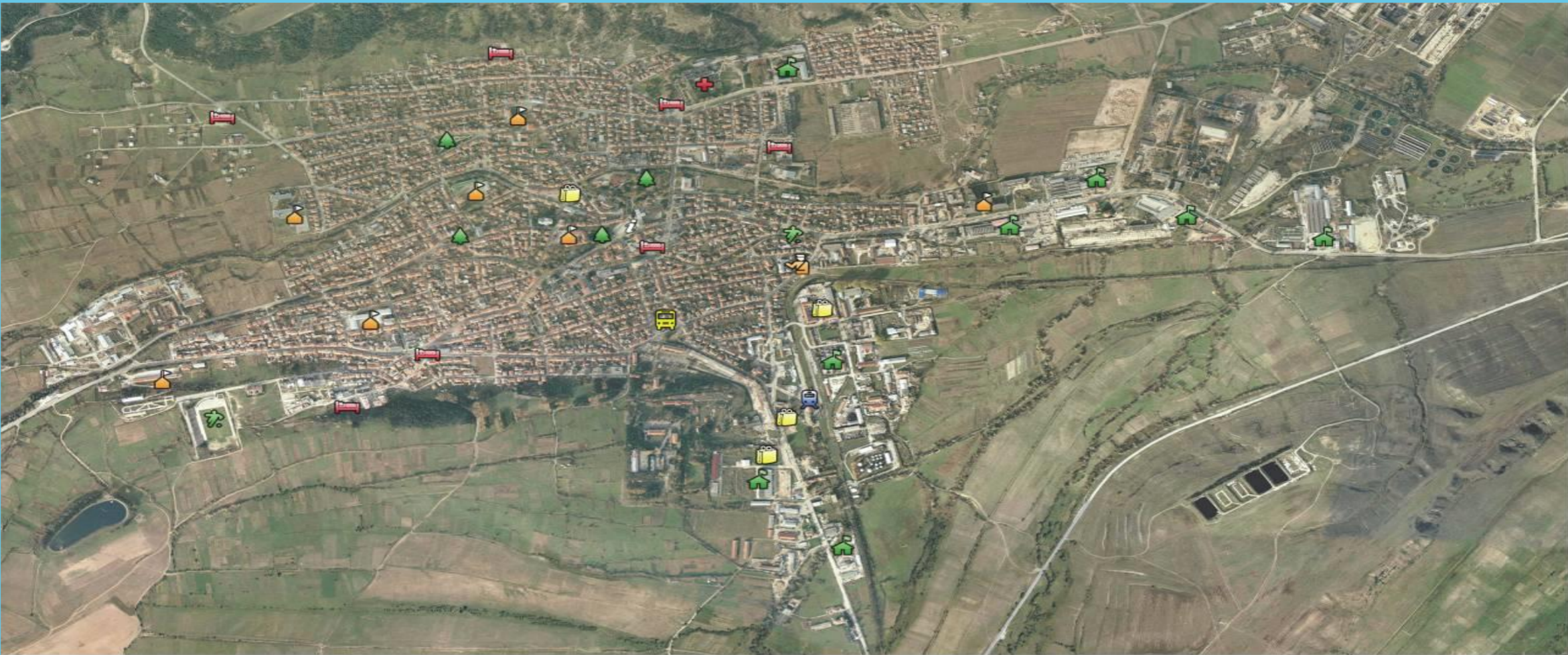
# Arreas of interest within the Town of Razlog (1/2)

- The city center - 55.9%
- Shpops, restaurants and cafes - 7.8 %
- The park(close to the city center) - 11.8%
- Department stores in the town outskirts - 3.9%
- Industrial area - 2 %
- Local market - 3.9%
- Train station - 2.9%
- Other - 11.8%





# Arreas of interest within the Town of Razlog (2/2)



**ЛЕГЕНДА**

- Централен площад
- МБАЛ Разлог
- Полиция
- Училища и гимназии
- ЖП Гара
- Хотели и къщи за гости
- Големи магазини, пазар
- Паркове и градини
- Спортни терени и игрища
- Автогара
- По-големи предприятия

**ПРИВЛЕКАТЕЛНИ МЕСТА В РАЗЛОГ**





# Attitudes towards bicycling and carpooling

- 2/3 of the population finds shared bicycles a good idea;
- Of the remaining 1/3:
  - 33% won't use the system because they own a bicycle;
  - 33% can't use a bicycle (elderly population)
  - 10 % won't like to pay for such service



# Intermodality (1/2)

## Bicycling and Rail

Narrow gauge rail line passes through the town of Razlog

Relatively small number of visitors comes to and leaves train station by bicycle (lack of infrastructure and shared bicycles)

The station is relatively remote from the city center where areas of interest to the local population are located

Proper integration between shared bicycles and rail requires the attention of an active transport management body





# Intermodality (2/2)

## Busses

1/3 of the town population and 1/3 of the population of the villages within the municipality use the bus to travel in and outside the region

Shared bicycle stand at the bus station would improve population mobility

# NEEDS



- Multiple scattered settlements
- All public services concentrated in the town of Razlog
- Developing tourism
- Need to travel outside the municipality
- Lack of reliable rail connection
- Need for active transport options



# Constrains

- Montaneous region with multiple small settlements not always covered by the municipal transport scheme
- Lack of funding
- Legal specifics related to public transport authority creation



# Solutions



- Introduction of an active transport system (shared bicycles) in the town of Razlog and later on in the villages of the municipality
- Building on existing culture in order to promote carpooling
- Resorting to public-private partnerships with the local industry and EU money in order to introduce shared bicycles and carpooling promotion tools
- Public transport discussing entity instead of public transport authority