



Център за градска мобилност



# SOFIA REGIONAL ACTION PLAN





# SOFIA

Area – 1 194 sq.km.

Population – 1 300 000 inhabitants

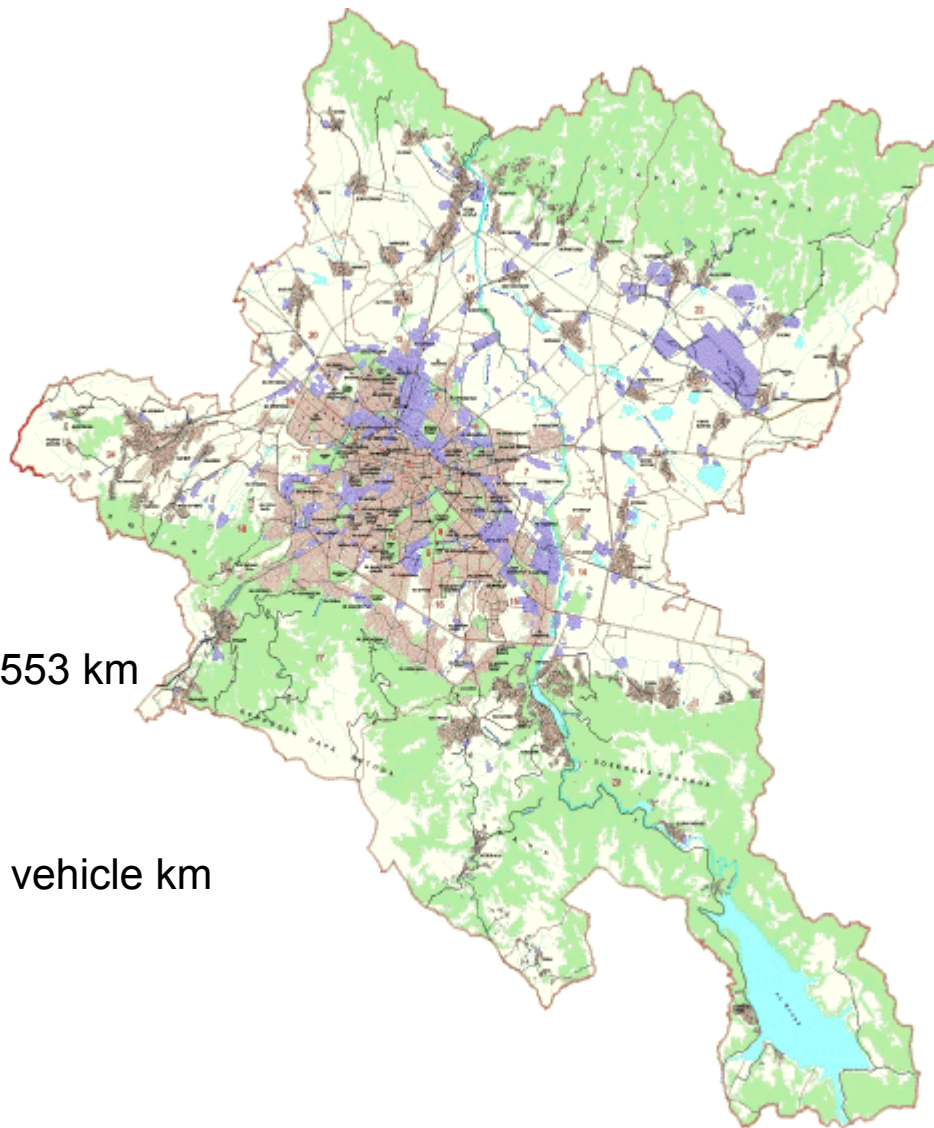
Number of public transport lines – 116

Length of the public transport network – 1 553 km

Number of public transport vehicles – 834

Public transport services (2011) – 60.7 mil vehicle km

Number of passengers in 2011 – 447 mil.



# Good practices selected by Sofia



**Good Practice 1:**  
**Promotion of Public Transport**



**Good Practice 2:**  
**Traffic and Mobility Planning**

**Good Practice 3:**  
**Mobility Management and  
Mobility Centres**

# Good practice 1: Promotion of Public Transport



“Take a photo” – photo contest for good public transport examples with prize – public transport season tickets.





# Good practice 1: Promotion of Public Transport



“Travel reasonably” – information campaign promoting advantages of public transport season tickets.

Пътувай за  
**50**  
СТОТИНКИ  
с градски транспорт  
в София\*



\* При закупуване на карта за 50 лв.  
и реализирани 100 пътувания

Повече информация на [www.sofiatraffic.bg](http://www.sofiatraffic.bg)

ЦЕНТЪР ЗА ГРАДСКА МОБИЛНОСТ  
СОФИЯ



Столична  
Община

# Good practice 1: Promotion of Public Transport

## Family package – 50% discount for pupils

СПЕСТЕТЕ **50%** ОТ ПЪТУВАНЕТО  
НА ВАШЕТО ДЕТЕ!  
**ВЗЕМЕТЕ СЕМЕЕН ПАКЕТ**  
НА СТОЙНОСТ **60** ЛЕВА.

ПОВЕЧЕ  
ИНФОРМАЦИЯ НА [WWW.SOFIATRAFFIC.BG](http://WWW.SOFIATRAFFIC.BG)

СОФИЯ ЦЕНТЪР ЗА  
ГРАДСКА МОБИЛНОСТ

СТОЛИЧНА  
ОБЩИНА

## Business package 10=12

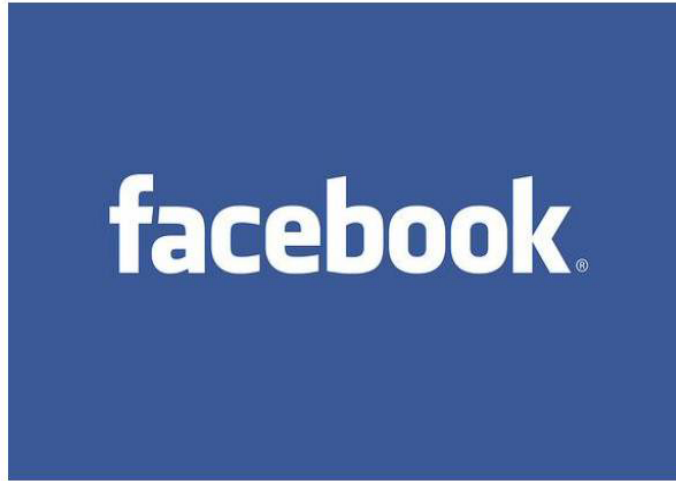
ПЪТУВАЙТЕ  
**БЕЗПЛАТНО 2** МЕСЕЦА  
С БИЗНЕС ПАКЕТА  
ЗА ГРАДСКИ ТРАНСПОРТ!

РАЗБЕРЕТЕ  
КАК НА [WWW.SOFIATRAFFIC.BG](http://WWW.SOFIATRAFFIC.BG)

СОФИЯ ЦЕНТЪР ЗА  
ГРАДСКА МОБИЛНОСТ

СТОЛИЧНА  
ОБЩИНА

# Good practice 1: Promotion of Public Transport



# Good practice 1: Promotion of Public Transport Information for passengers

## Public transport route

Маршрути

1   309   11 

2   6   11 

3   310   11 

4   7   11 

5   11   72 

1. Recommended route

2. Route with the least transfer

3. Route with the least walking



- ☐ Препоръчителен
- ☒ Най-малко прекачвания
- ☐ Най-малко вървене

Намери





Изчисти



Маршрути

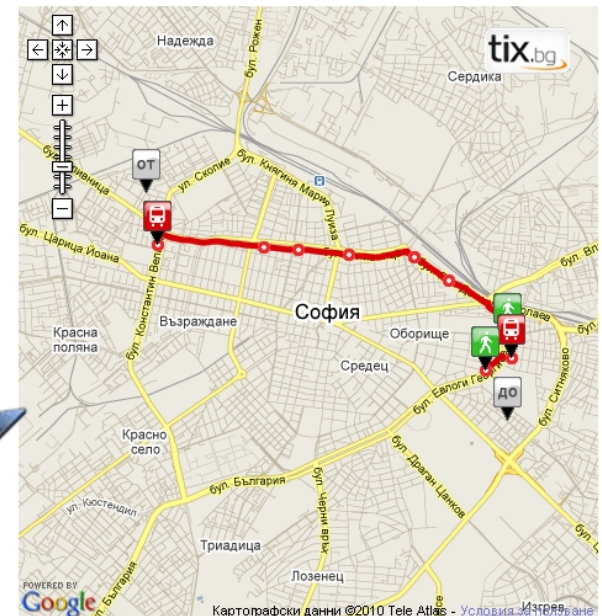
1   309   11 

2   6   11 

3   310   11 

4   7   11 

5   11   72 





# Good practice 1: Promotion of Public Transport Information for passengers

## Mobile platform



# Good practice 1: Promotion of Public Transport Information for passengers

## Tariff calculator

Моля, изберете обществен транспорт:

1. Обществ. транспорт.
2. Период с начална и крайна дата.
3. Брой пътувания, които ще реализирате за избрания период.

Обществен транспорт:

Моля, изберете линия



Начална дата:



Крайна дата:



Брой пътувания:

1

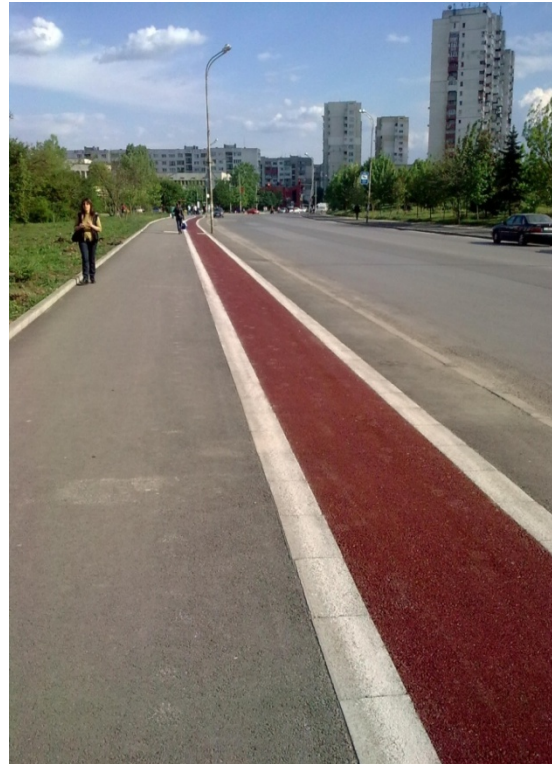


Добави

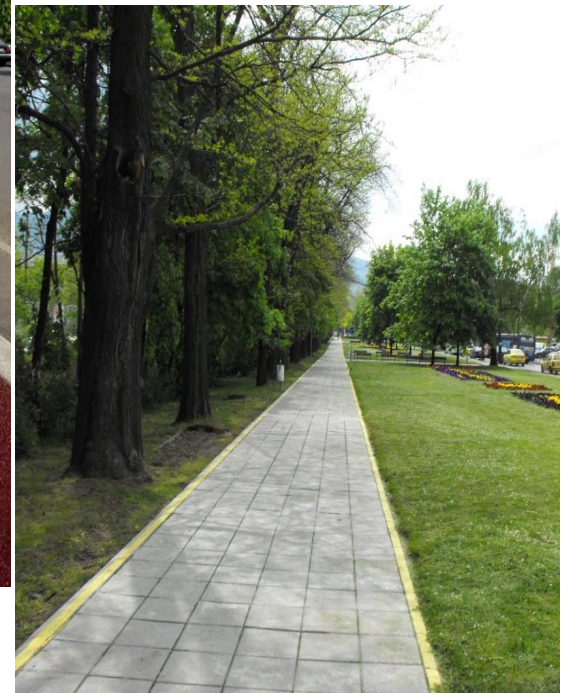


Откажи

# Good Practice 2: Traffic and Mobility Planning



- Transit routes
- Feeding routes
- Routes for recreation and leisure



35 km bicycle network

# Good Practice 2: Traffic and Mobility Planning Accessibility



600 new electronic information  
boards at public transport stops  
with audio announcement  
module

real time information  
about the movement of  
public transport vehicles





# Good Practice 2: Traffic and Mobility Planning

## Accessible platforms and stops

### Major reconstruction of tram line along Bulgaria Blvd.

- 3.7 km rail tracks
  - 13 new accessible stops with shelters

### Construction of new tram line

- 4.6 km rail tracks
  - 17 new accessible stops with shelters



# Good Practice 3: Mobility Management

before



after





**СХЕМА НА МЕСТОПОЛОЖЕНИЕТО  
И ОБХВАТА НА СИНИЯ И ЗЕЛЕНА ЗОНА  
НА ТЕРИТОРИЯТА НА  
ГР. СОФИЯ  
Приложение 9А към чл.45, ал.2**

1 CM. = 211 M.



— Синя зона  
— Зелена зона



3000 parking lots

park



&

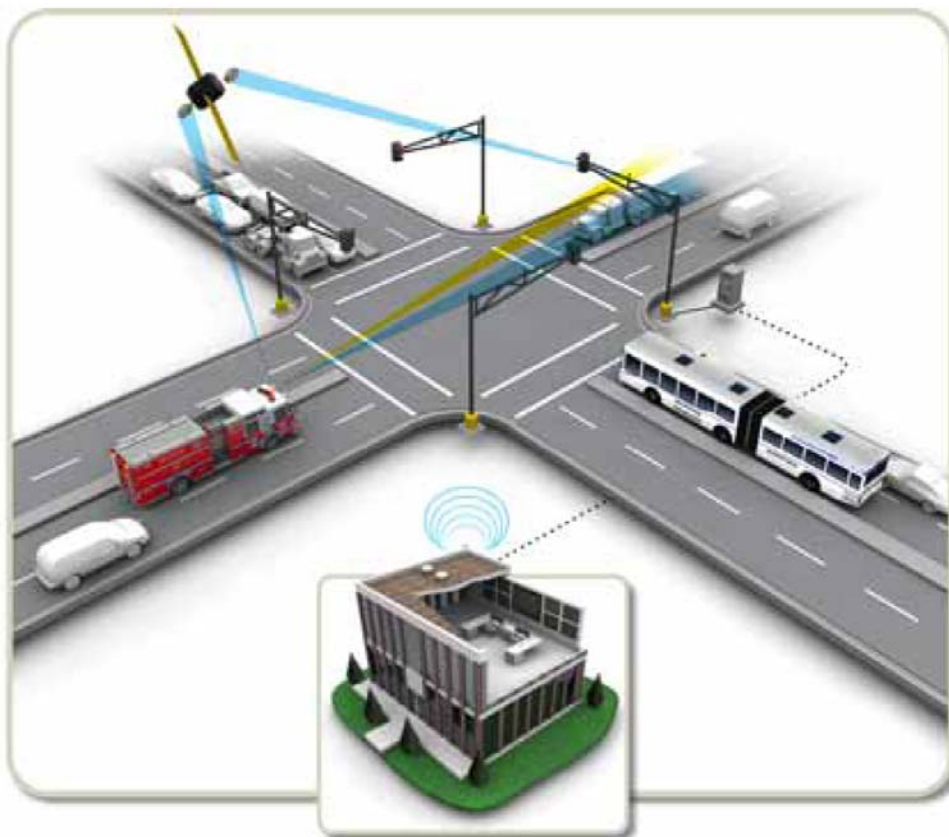
ride



# Good Practice 3: Mobility Management

Intelligent traffic management system will give priority to the public transport vehicles

- 20 intersections
- 750 public transport vehicles



# Thank you for the attention!

**Metodi Avramov**  
**SOFIA URBAN MOBILITY CENTRE**  
84, Kn. Maria Luiza Blvd.  
1202 Sofia, Bulgaria  
Mobile: (+359 88) 792 14 13  
e-mail: [mavramov@sofiatraffic.bg](mailto:mavramov@sofiatraffic.bg)

