

SUGAR

SWOT ANALYSIS FOR THE TRANSPORT SYSTEM IN THE MUNICIPALITY OF HERAKLION

Region of Crete

1st & 2nd of July, Heraklion

Strengths (1/11)

- **Successful implementation of interventions that have altered and improved the functioning of the city (1/3)**
 - The projects and measures implemented in the last seven years are milestones for the history of the city. Pedestrianisation of congested roads, reformation of the sea front area (till then the access to the sea front for walking and recreation activities were very limited), traffic regulations, urban distribution regulations (considering the problematic spatial development of the city) are some of the most important interventions.

Strengths (2/11)

- **Successful implementation of interventions that have altered and improved the functioning of the city (2/3)**
 - The measures implemented in the city centre have altered some type of activities (e.g. rental cars, supplies etc). Currently the city centre attracts shopping (mainly for clothes, shoes, jewelries) and amusement/recreation activities (café, bar, restaurants).

Strengths (3/11)

- **Successful implementation of interventions that have altered and improved the functioning of the city (3/3)**
 - Why is it a strength?
 - » The urban distribution practices have been regulated and upgraded the quality of life.
 - » A more attractive/interesting city for visitors.
 - » More people come to the city centre resulting to sales increase (considering the economic crisis)
 - » It shows that when there is political will and a sound planning approach there are benefits to the community
 - » It can be used as an example for application in other areas of the Municipality

Strengths (4/11)

- **Transfer of wholesaling activities outside the city centre: relief of traffic conditions**
 - Concentration of activities like Central Markets for perishable/fruits, big supermarkets etc. generates high traffic flows, noise and air pollution. Therefore, the Municipality has accomplished the transfer of Perishable Central Market from the city centre area to the east part of the city, in the vicinity of the Industrial Zone. A similar plan exists for the Fish Central Market. The transport network of the new area can support this type of activities.
 - The criteria for the establishment of big supermarkets and department stores in the city centre have become stricter.

Strengths (5/11)

- **Transfer of wholesaling activities outside the city centre: relief of traffic conditions**
 - Why is it a strength?
 - » Improvement of the area regarding traffic conditions from the operation of Perishable Central Market
 - » The former area has now be reformed to walk ways and a municipal parking station has been established.
 - » A larger area has been provided to the users of Perishable Central Market and better transport network, in a relatively small distance (5 Km).

Strengths (6/11)

- **Municipal parking stations**

- The Municipality of Herakleion through its development agency manages 10 parking stations (one underground) with 3.820 places. The parking stations are around the old city area.
- Why is it a strength?
 - » Easy to find a parking place
 - » Reduced need for on street parking
 - » The cost for the open space parking is 2 euros.
 - » The majority of the parking stations are in walking distance from the city centre
 - » Increased security

Strengths (7/11)

- **Municipal Parking Control**

- The project is at implementation phase. It foresees spaces for permanent residents (under progress), visitors and loading / unloading activities.
- Why is it a strength?
 - » The parking of private and even more for commercial vehicles in the Municipality is a major problem due to network limitations. The Municipal Parking Control is not expected to solve but improve the problem. It is a strength since it sets the framework, organises and regulates the parking activities.

Strengths (8/11)

- **Establishment of dedicated L/U areas outside the areas where complete restriction to vehicles is applied**
 - Why is it a strength?
 - » The pedestrian areas are vehicle free
 - » Better utilisation of (limited space) the area of L/U
 - » The final delivery is performed by trolleys

Strengths (9/11)

- **Procedures for measures introduction (1/2)**
 - Prioritisation of the measures based on sound justification (e.g. improvement on infrastructure prior to alter the services provision)
 - Call for studies (e.g. transparent selection procedures)
 - Long open consultation phase (in two phases –to collect and react)
 - The projects are supervised by the Technical Works Department of the Municipality
 - Daily communication with the user groups affected
 - The Municipality stands next to the citizens
 - Strong political will and capacity

Strengths (10/11)

- **Procedures for measures introduction (2/2)**
 - Why are they strengths ?
 - » The plans have been introduced without significant problems and modifications
 - » The city urban transport practices have been improved
 - » The quality of life has been improved
 - » A new city profile has been created
 - » The measures are not costly for the transport operators

Strengths (11/11)

- **The legal framework is in place !!**
 - The “Decision for Traffic Improvement” sets the regulations for access control, time windows for L/U operations.
 - Regulations for pedestrian areas
 - The pedestrianisation activities are regulated by the “Old City Office”
 - The noise control regulations follow the National legislation

Weaknesses (1/10)

- **Parking places for heavy vehicles and touristic coaches (1/2)**
 - Heraklion is a city port and there is a significant heavy vehicles traffic since all import and export activities performed via the port. For the cases (quite often) that the trucks are in the city long before the ship sailing, the trucks park in open areas opposite the port since the entry is not allowed. This is not an established procedure but since it serves the situation is “silently” accepted. As for touristic coaches, especially for the Archaeological Museum, the problem and unfortunately the solution is very similar.

Weaknesses (2/10)

- **Parking places for heavy vehicles and touristic coaches (2/2)**
 - Why is it a weakness?
 - » The answer is self evident.....
 - » There is a downgrading of the area (that is one of the main entrance points of the city)
 - » Increased noise level, pollution, anarchy in the area
 - » Additional trips for the touristic coaches (if it was an organised parking place the tourist could go easily back to the coaches)

Weaknesses (3/10)

- **Municipal parking stations**
 - Why is it a weakness?
 - » The municipal parking stations are not equally used by the citizens. (only the very central ones)
 - » There is a behavior of reduced compliance with the rules (and not only for parking regulations)
 - » Prices are envisaged high (for the closed/roofed parking stations)
 - » The citizens are not that used to park the car and walk till their destination.

Weaknesses (4/10)

- **Loading/Unloading areas are occupied by the private cars. (1/2)**
 - This is most common to the pedestrianised areas where there is a complete restriction to vehicles and the vans are parked outside in a dedicated area. Even though the area is not that extensive (enough space for simultaneous operation of 3 vans) the private cars park at the corners disturbing the operations

Weaknesses (5/10)

- **Loading/Unloading areas are occupied by the private cars. (2/2)**
 - Why is it a weakness?
 - » Delays in the loading/unloading operations
 - » The transport operators ask for changes and tolerance in the enforcement (in cases where they break the rules)

Weaknesses (6/10)

- The itineraries of the ships should be better considered for the formulation of time windows for L/U , especially in the summer period where there are increased needs.
- The narrow street roads does not allow the formulation of on street L/U bays
- Limited availability of L/U spaces in the peripheral roads of the pedestrianised area
- The L/U spaces are often occupied by the vehicles of the retailers or other private cars
- The design of the L/U areas/bays are mainly based on empiric methods
- Lack of a Transport Management Department in the Municipality

Weaknesses (7/10)

- **Existence of small shops with limited storage capacities and increased delivery requirements (1/2)**
 - Café and restaurants with limited storage capacities have increased needs for catering services especially in the high touristic period (almost for half of the year). Furthermore, the retailers in order to keep and satisfy their customers collaborate with “mother/affiliate companies” outside the area in order to fulfill the order in short notice.

Weaknesses (8/10)

- **Existence of small shops with limited storage capacities and increased delivery requirements (2/2)**
 - Why is it a weakness?
 - » Increased need for deliveries during the day.
 - » Violation of traffic regulations for customer satisfaction
 - » Storage of goods outside the shops

Weaknesses (9/10)

- **Mixture of activities**

- The city's activities include trade, administration, tourism, residence. Public Authorities, banks, offices, the Archaeological Museum, the Central Market, retailer shops, café and restaurants as well as a significant number of permanent residents are established in the city centre area.

Weaknesses (10/10)

- **Mixture of activities**

- Why is it a weakness?

- » Different urban mobility and distribution needs.
 - » Long consultation and awareness phase using different approaching strategies for each user group.
 - » Difficulties to formulate an integrated approach for measures implementation satisfying all user groups needs.

Opportunities (1/3)

- **Subsidies from NSRF and Regional Operational Programme**
 - The Municipality of Heraklion is well experienced in exploiting the cofinancing possibilities provided by European, National and Regional Programmes.
 - Why is it an opportunity?
 - » Tourism is the most developed sector in the Region of Crete. The development of urban mobility strategies that improve the city life can be an additional “tool” to attract more tourists (in the city) with many beneficial results to the municipal economy.
 - » The NSRF and Regional Operation Programme foresees actions and subsidies.

Opportunities (2/3)

- **Use of ITS for enhanced use of infrastructure, control and enforcement**
 - The use of infrastructure is important for the Municipality since the development and the spatial planning of the city provide limited potentials for intervention. On the other hand ICT applications have been used to control and enforce traffic and parking regulations.
 - Why is it an opportunity?
 - » Even though some of the well known and established applications are quite expensive for implementation of Local Authority, the Greek NSRF supports these types of actions, thus additional funds can be found
 - » EU programmes support similar pilot actions, thus it is a good chance to introduce and test the effectiveness and applicability in the local environment

Opportunities (3/3)

- **Measures to improve the Public Transport services as an alternative to private car use**
 - Even not directly related to urban distribution services, there are plans for better organisation of Public Transport that together with the awareness campaigns will reduce the use of private cars.
 - Why is it an opportunity? (as a secondary effect in urban freight transport)
 - » In the narrow streets of the city centre where the L/U operations are performed at the special designed grooves, the illegal parking of private cars might be reduced
 - » Less cars in the roads less need for parking, more places for L/U operations

Threats (1/3)

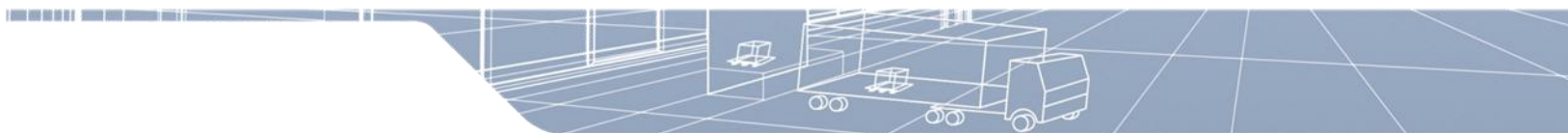
- **Changes in the land use (1/2)**
 - The big infrastructure projects in the municipality as well as the spatial development of the city (creation of suburban areas) have changed the land use with direct effects to the transport system and new issues (sometimes problems) have been generated.

Threats (2/3)

- **Changes in the land use (2/2)**
 - Why is it a threat?
 - » If there is not efficient coordination on transport and spatial planning, there is a high risk of losing the benefits of the measures.
 - » In the suburban areas the spatial development is not synchronized with the transport development. The focus should be gradually moved from the city centre to other areas too.

Threats (3/3)

- **Strict parking regulations might discourage the citizens to go shopping in the the city centre**
 - It sounds extreme (and there are not any signs from the experience so far) but attention must be paid.
 - Why is it a threat?
 - » The lively city centre might be lost.
 - » The transfer of commercial activities to other parts of the city will lead to the downgrading of the area



***Thank you for your
Kind Attention***