

SPACE4PEOPLE

INTEGRATED ACTION PLAN (IAP) FOR THE CITY OF SERRES

Serres: walkable, sustainable,
inclusive and accessible city for all



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URBACT
Driving change for
better cities



Municipality of Serres

Integrated Action Plan (IAP) for the City of Serres
in the context of the project Space4People

JULY 2022



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INTRODUCTION

The URBACT established network “Space4People”, where the city of Serres participates together with eight other European cities, aims to improve the quantity and quality of attractive public spaces in urban areas.

Space4People deals with public space use in cities working with its main use function - transport. The network’s focus is on walkability, quality of stay, mix of functions and interchanges and parking management to achieve attractive public space for diverse user groups and a sustainable urban mobility scheme supporting such public spaces. Space4People takes a user-centric approach assessing qualities and deficiencies, developing future visions, and testing possible solutions to public space in our cities.

Following this approach, city of Serres established an Urbact - Local Support Group (ULG) of stakeholders, the subject of which is to meet, to take account of information and expertise to be collected from the on- going processes, both locally and on the network level, to discuss and to co-decide on issues relating to the city’s “space4people” vision and objectives, but also to the planning, realization and application of Serres’ Small Scale Actions.

The result of this participatory procedure includes the preparation of the Serres’ Integrated Action Plan that has been developed with respect to the space4people network concept both with the city’s local policy approaches.

The overall Serres IAP vision, the co-design procedure and the detailed local action planning methodology is presented in this report.

PART ONE:
PRESENTATION OF THE CONTEXT AND PROCESS

1. CITY CONTEXT, DEFINITION OF THE ORIGINAL CHALLENGE AND POLICY ISSUES

1.1 SERRES CITY LOCATION AND TERRITORIAL CONTEXT

The city of Serres is a typical medium-sized city of Greece, the second biggest city in the region of Central Macedonia and the capital of the regional unit of Serres. The Regional Unit of Serres is one of the seven (7) regional units of the Region of Central Greece. Its capital is the city of Serres, with a population of 58,287 people (2011 census), namely 79.34% of the Municipality's total population or 34.28% of the total population of the Regional Unit of Serres. More specifically, the Municipality of Serres has a permanent population of 76,817 people (2011 census).

The City's geographical location is very important for the surrounding area as it is located in one of the main vertical axes of the Egnatia Motorway, the "Thessaloniki – Serres – Promachonas" that connects Greece with Bulgaria and the Pan-European Corridor IV. To the south-east of the city, at Mesorachi, a branch of the main Serres-Drama Road leads to the highway connecting Thessaloniki with the Turkish border (Figure 1). The map represents the changes in accessibility patterns of urban centres after the operating of Egnatia Motorway. The evaluation revealed is that for all the urban centers and in absolute values, the degree of accessibility is substantially enhanced as a result of the operation of the Egnatia Motorway, although to a different extent for each town. The accessibility of the cities and towns situated towards the centre of the motorway axis, such as Thessaloniki, Serres and the majority of urban centres in the region of Central Macedonia, the enhancement is much less significant in comparison to the rest cities situated in the West and East side of the axis. This means that the location of cities such as Serres was already under a significant transportation importance for Northern Greece and Greece in General.

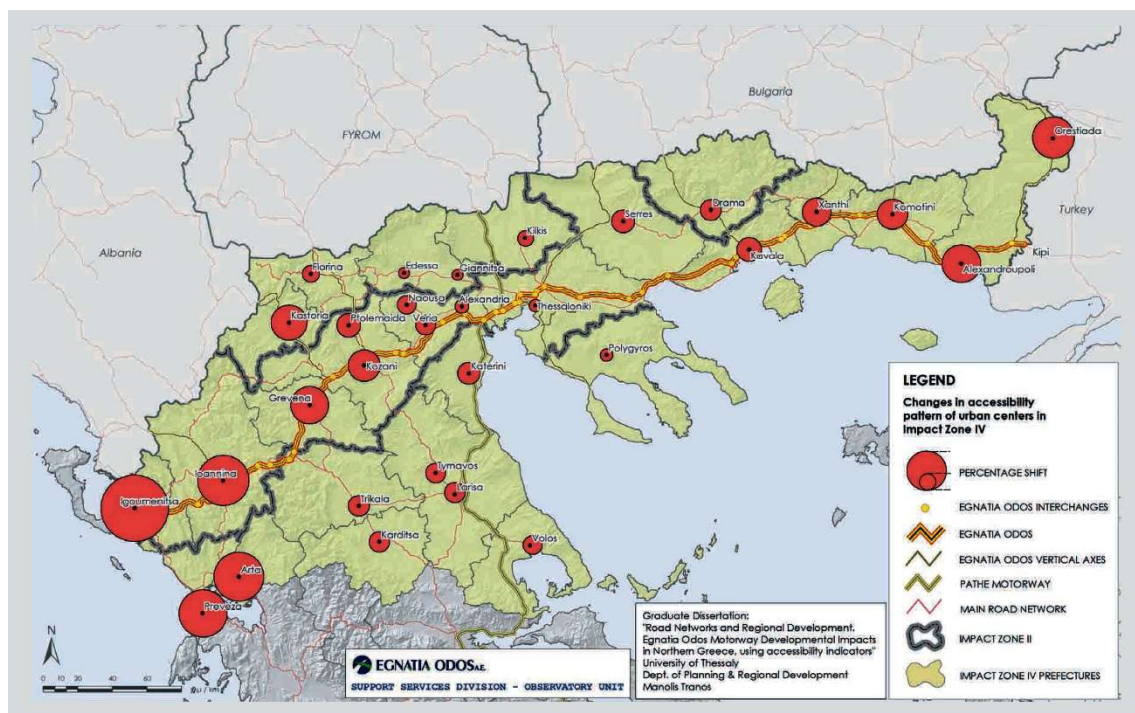


Figure 1: Location of Serres city within the pattern of urban centres in Egnatia Motorway Impact Zone IV. The operating of the Egnatia Motorway and of its vertical axes improved the connection between the cities and towns of Zone IV, with a definite effect on spatial structure. **Source:** Egnatia Odos S.A. Observatory Unit

Regarding the city's spatial structure, the central and peri-central areas comprise mixed land use areas where residential, commercial, and institutional uses co-exist with specific poles of cultural and recreational activity. The International Hellenic University (IHU) – University Campus of Serres, which is located at the south edge of the city, is the main pole of educational activity, attracting and generating a total of approximately 10,000 daily trips.

Serres expands among three physical and one artificial border. The physical borders are: to the west, the St. Varvara stream, to the east the St. Georgios stream and to the north the hills of Koulas and Kallithea. To the south the artificial border is the railway line. Apart from the northern part, the terrain is flat (figure 2).

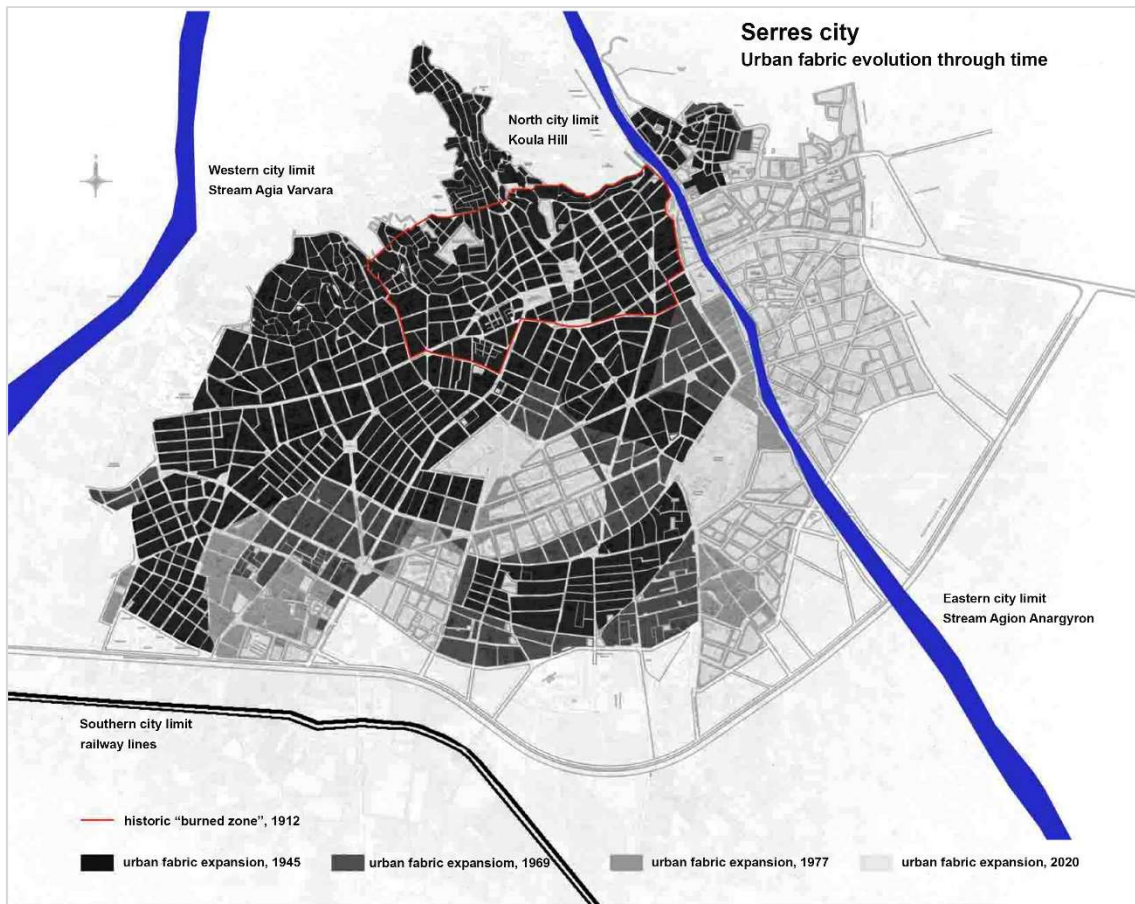


Figure 2: Serres city, urban form structure and expansion of the urban fabric through time

The General Urban Plan of 2013 designates an extended area as the administrative, commercial, and social center of the city, its key reference points being the squares of Eleftheria (Liberty) and Emporiou (Commerce), the City Hall and the listed building now housing the Vice-Region of Serres. The urban agglomeration of Serres is served by arterial and collector roads, which surround it and allow crosstown traffic. The Municipality has converted some of the central roads to pedestrian streets and mild traffic roads.

A series of projects and integrated urban reshaping interventions have been provided for and are currently implemented in the city of Serres, including multiple objectives, such as the improvement of accessibility, the promotion of non-motorized transportation, the upgrading of urban environment, the adoption of new, smart solutions and technologies, shaping a very favourable environment to bring the objectives and initiatives of the project "Space4People" to the forefront.

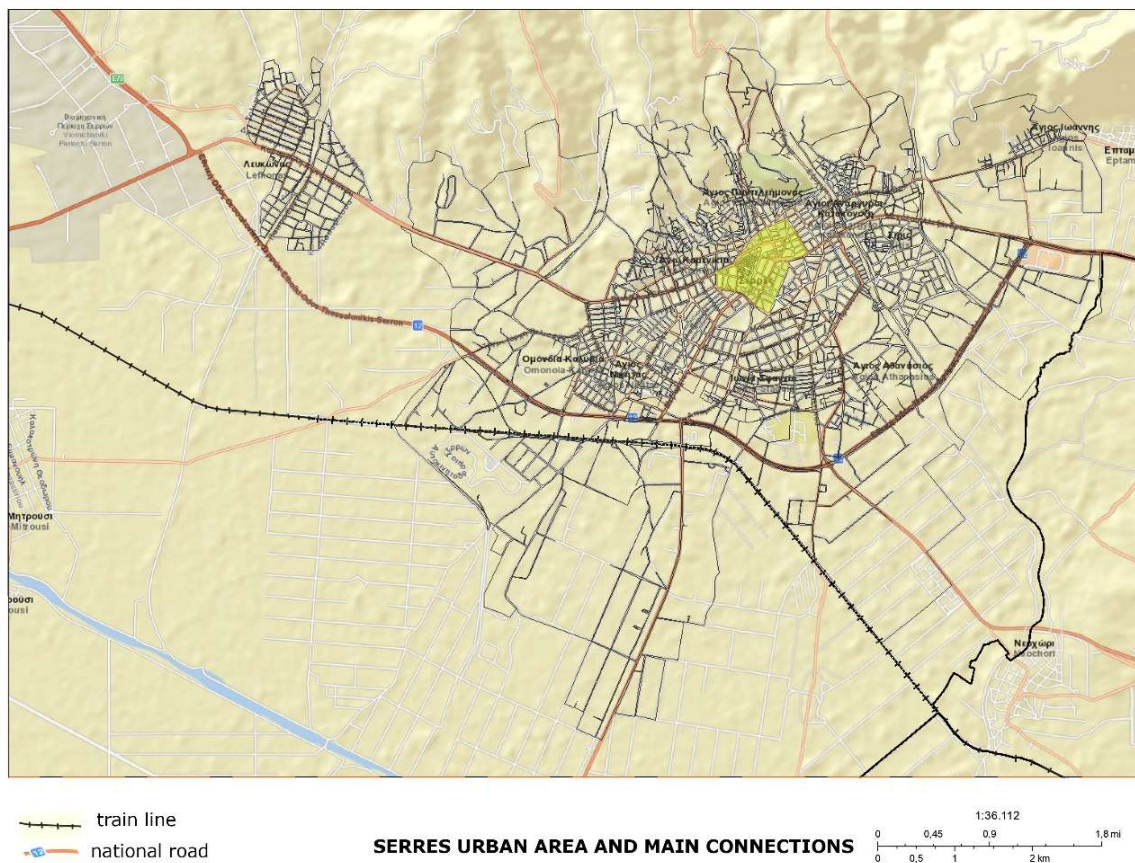


Figure 3: Serres urban area and main city entrances / exits



Figure 4: Serres overview photo

Economic composition, employment statistics, air quality, emissions

The economically active population accounted for 39.2% of the permanent residents, while the inactive (students of all levels, pensioners, housewives) 60.8%. The employed constituted 80% of the economically active population, while the unemployed account for 20%.

The differentiated needs of these categories must be taken into account during the planning of municipal policies. With respect to the economically active citizens, 73.1% of them works in services, 15.5% in the secondary sector (processing), while 11.4% works in the primary sector.

This employment rate is deemed satisfactory and while most of them works in the service sector, employment in other sectors is also satisfactory. The total number of the employed and pensioners is 41,489 people, namely 54% of the permanent residents. Also noteworthy is the fact that 86% of the aforementioned works in the city of Serres, while the remaining 14% in other municipalities in the Regional Unit of Serres.

There are stations installed by the national network of air pollution measurement, in order to measure air pollution. These are three (3) systems of analyzers fitted with sensors measuring the ozone, nitrogen oxide, hydrogen sulphide, floating particles TSP, PM1, PM2.5, PM10, as well as meteorological parameters, while the sensors measure and record data in real time, which they wirelessly them via an integrated transmitter (telemetry unit) to the measurements center.

Summary of relevant Operational Programmes covering the city

The Municipality of Serres successfully participated in the funding opportunities for period 2014-2020. It mainly utilized the Regional Operational Programme for Central Macedonia, the Green Fund, Programmes FILODIMOS I & II and Programme “Antonis Tritsis”, as well as Operational Territorial Cooperation Programmes (INTERREG). Its Sustainable Urban Development Strategy created a tool for innovative interventions in the structure and functions of the city. The Municipality of Serres has shown operational and administrative preparedness in responding with proposals to almost all challenges concerning the city. The new NSRF 2021-2027 and the Recovery Fund constitute the two main opportunities for the Municipality in order to fund its development goals. Parallel and in the same period, various national programmes, such as “Antonis Tritsis” and the Green Fund will be available. The priorities until 2027 will be for projects and actions relating to:

- ✓ Digital governance (smart cities), green transition and cyclical economy, as well as the organization-operation of the Municipality and the exercise of its duties.
- ✓ Dealing with climate change by means of projects and the organization of civil protection.
- ✓ Urban planning.
- ✓ The promotion of social policies and actions, especially for social groups experiencing poverty and social exclusion.
- ✓ The upgrading of pre-school education services and the increase of relevant intake.
- ✓ The promotion of the Municipality’s productive, cultural and tourism profile.

1.2 CURRENT STATE OF PLAY

Summary of statutory environment – roles and responsibilities of various bodies

In Greece, the municipalities are tier one Local Governments and are distinguished into departments called Municipal Units. Regions are the second Local Government tier and are distinguished into Regional Unit. The Region of Central Macedonia includes seven (7) Regional Units and Serres belongs to the “Regional Unit of Serres”.

Every municipality is supervised by the City Council and the Local Councils which comprise of elected members. The City Council includes the elected members of the City Council, which vote on all issues relating to the Municipality (decision-making body). Another institution affecting the operation of the two levels of Local Governments is the “Decentralized Administration”, where the central administration – the state – audits the legality of the decisions taken by the first and second degree of Local Governments.

There are also bodies in which social partners of the city participate in order to ensure that their views will be taken into account, by means of specific processes (Committees). A characteristic example of this is the Municipal Deliberation Committee, a body with consulting competences, comprising of the representatives from collective and social bodies in the city.

Summary of the strategies and policies relating to the project’s goals (local, regional and national)

The Municipality is obliged to prepare a four-year Strategic Operational Plan for period 2020-2023 aimed to introduce permanent planning procedures and methods. This is an Integrated Plan for local and organizational – functional development, in line with the directions for development planning on the regional, national and European level. One of its key objectives is the protection and upgrading of the natural and built environment and to ensure the quality of life for its citizens.

At the same time and along with the implementation of project “Space4People”, the Municipality successfully completed the design of a national programme of sustainable urban mobility (SUMP), an integrated plan describing the strategy, measures, and action plan for the coming period. The joint vision formulated by the Municipality’s working group, complemented by the network of contributing organizations and bodies, following the mandates of participatory planning, describes Serres as a “sustainable, accessible and smart city”!

One can understand that the objectives of the main local and national strategies and policies that the city will implement in the coming period are in close proximity to those of “Space4People” and URBACT.

1.3 PROBLEM ANALYSIS AND MAIN POLICIES AND STRATEGIES

Description and analysis of problems and alternatives

Regarding the existing motorized traffic in the city area, the following emerging issues have been raised according to the analysis of the existing situation delivered by the Serres SUMP study:

- ✓ The city of Serres has two main entrances / exits, one to Thessaloniki in the West side of the city (Venizelou Street) and one to Drama in the East (extension of Megalou Alexandrou Street), while there are also three other important entrances / exits along the new suburban road of Serres that connect the city with the rest area road network of the prefecture.

- ✓ According to the functional road hierarchy, it seems that there is a balanced distribution of the length of the network results. The length of the main road network (expressways, main and secondary arteries, main and secondary collector roads) amounts to 33.4% of the total length of the road network, while the length of the local network is up to 66.6%. In addition, there is a percentage of 0.5% of the total road network concerning to mild traffic roads in the wider area of the bioclimatic regeneration projects delivered by the Municipality within the recent years.
- ✓ The highest daily traffic load occurs on Venizelou and Megalou Alexandrou streets, which are the main entry-exit points of the city from the west and the east respectively.
- ✓ The origin-destination analysis showed the need to ensure, but also to regulate the movement to and from the central area in the direction of reducing the use of the car by ensuring accessibility using alternative means of transport.

In conclusion, the city's road network consists of arterials, collector and local roads and its structure is a combination of a radial and a grid pattern. The city centre is the origin or/and destination of the vast majority of daily trips while the main trip purpose is commuting to work. The concentration of population and activity in the city centre in combination with the dominant role of the private car in daily mobility and the inefficient control of illegal parking impose significant pressures on the city's transport system and result to traffic congestion mainly during morning and evening peak-hours.

Furthermore, some other general problems have been identified such as the failure of public transportation to attract travellers away from their privately owned vehicles, the small coverage of the alternative transportation network, the parking problems, and the minimal use of public car parking stations

Despite the above-mentioned problems, the city, as a small-sized one, keeps the characteristics of a compact city with densified occupation and consequent overlapping of urban uses (residential, services, shopping, and recreation). The Serres SUMP study defines that almost half of the total commuting in Serres city center is on foot. This constitutes a major challenge for the space4people Serres IAP vision and objectives.

On the other hand, there is a great challenge to integrate the results of recent municipal projects such as expansion of pedestrian streets and bike-lane network, parking stations for communal bikes, improvement of the bus stops' shelters etc.

Brief outline of the evolution of the problem since the commencement of the project

A survey for the SUMP of Serres was completed in 2020, which found that:

- ✓ Almost half of the total commuting in Serres is on foot.
- ✓ Car traffic represents more than 38% of the total traffic, while motorbikes and bikes account for a further 5%.
- ✓ Public transportation accounts for an extremely low percentage of 1.7%.

Problems relating to the attractiveness of public transportation relate to the unsafe equipment of bus stops (shelters, lighting, etc.), the fact that there is no real-time information on routes, but also the low frequency of buses.

Moreover, there is a shortage of parking in the center of Serres, while there is no parking monitoring system. The SUMP of Serres concluded that the improvement of the urban infrastructure and public spaces, the management of parking and accessibility, as well as the public and urban commercial transportations constitute the main challenges for Serres, calling for immediate action.

Serres employs a paradigm to its pedestrian space development putting vulnerable road users (like elderly, children, mobility impaired persons) at the centre and consequently applying their needs to any infrastructural works. Today, 42,4% of sidewalks are accessible to mobility impaired persons, but only 12,7% meet the needs of visually impaired persons. The pedestrian network comprises different levels of quality, consequently comprising a) separated paths alongside roads as sidewalks with blinds' guides, b) separated paths alongside roads as sidewalks without blinds' guides, c) roads without separated paths alongside roads, d) pure pedestrian road, without urban design and furniture, e) pure pedestrian road with urban design and furniture interventions and f) mixed-use road allowing coexistence of cars moving with slow speed and pedestrians. Concerning the pedestrianised roads, Serres has implemented different surface solutions and still aims today working to improve the walkability of pedestrian surfaces. The mixed-use roads have been tested in different concepts among which the transfer of the Dutch Woonerf principle is the most outstanding one. Sidewalks on Serres are "fenced-in" against motorised traffic in the most loaded roads.

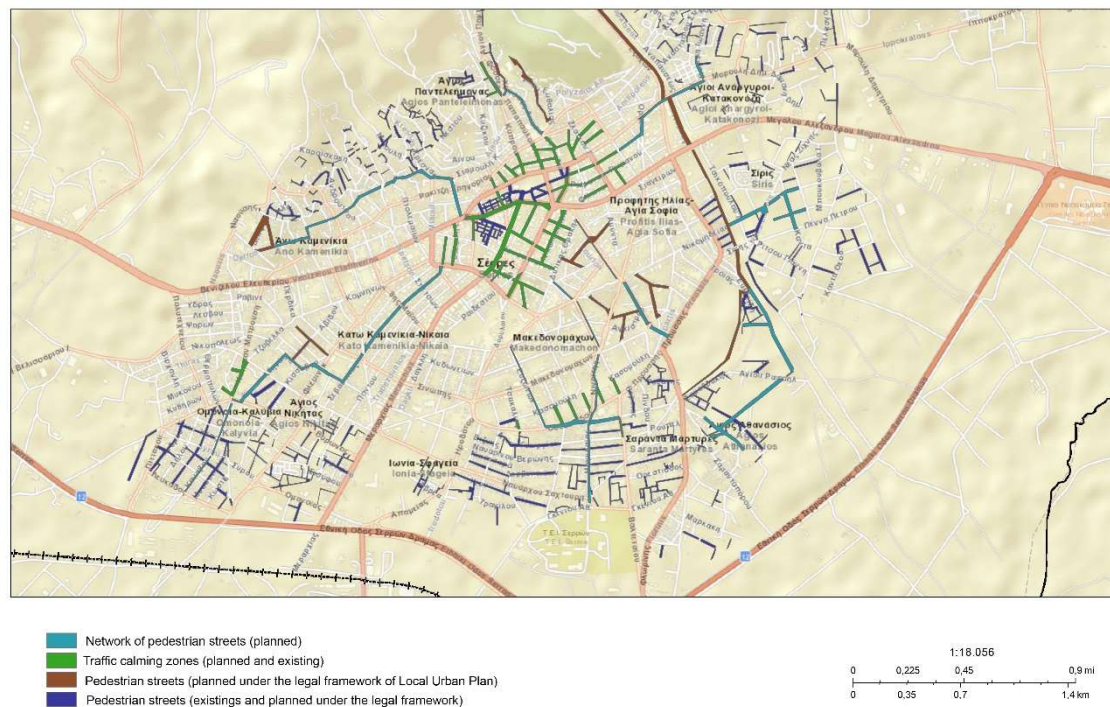


Figure 5: Pedestrian areas network in the city



Figure 6: Pedestrianization projects

2. SERRES IAP FOCUS

2.1 SERRES IAP FOCUS AREA

The Serres IAP site has been defined, in close collaboration with the ULG members, after having discussed the problem analysis, the definition of the emerging topics and the development of the logical framework. It is the wider central area of the city that concentrates central urban functions and uses, such as administration, services, trade, and recreation referred to a supra-local level.

In specific, the commercial zone extends along the streets Venizelou, Merarchias, Ermou, D. Solomou, Tsalopoulou, P. Kostopoulou, G. Papandreou and M. Alexandrou while the recreational activities are concentrated mainly in the footpaths of the central area and along Eth. Anstistasis street. Moreover, a number of offices and services are located in the city centre as well as along certain streets such as Venizelou, Merarchias, M. Alexandrou and Eth. Antistasis.

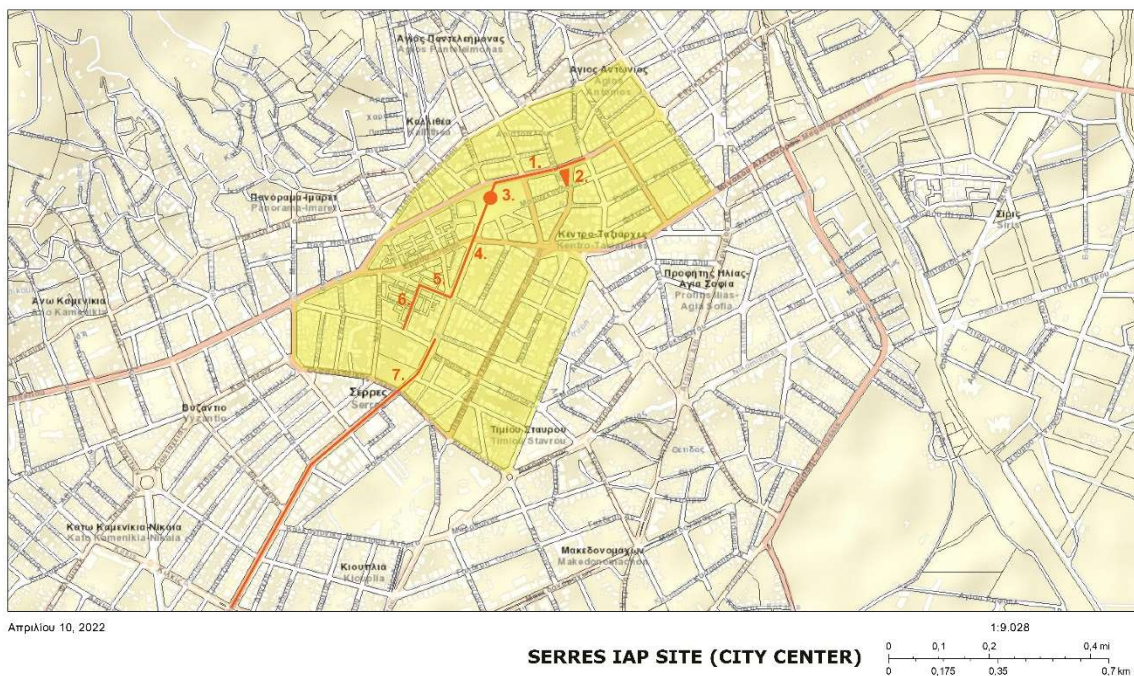


Figure 7: Serres IAP area – city center and focus areas (1) Ethnikis Antistasis str., (2) Small green space (Misyrlis memorial park), (3) Liberty Square, (4) K. Karamanli pedestrian street, (5) Tsaldari pedestrian street, (6) Chadziakovou pedestrian street, (7) Merarchias Street.

Considering the challenges and the impact of the consistent approach of upgrading the public space in favor of the pedestrians which was followed throughout the last 25 years by the local authority, especially for the central city area, the Serres Space4People IAP aims to improve and upgrade this planning approach by focusing to the users' opinions and promoting engagement methods to change the audits and create new movement cultures.

Experts consider walking as one of the fastest and most time-reliable transport modes for short-distance trips, especially within central areas in small and medium size cities. Despite the indisputable advantages of walking, people are often discouraged due to the poor condition of the provided infrastructure for pedestrians and of the surrounding environment. Hence, major

precondition in the contemporary planning comprises the systematic assessment of the walking environment and the comprehensive evaluation of pedestrian infrastructure.

In order to proceed with the IAP vision, goals and action planning, the project team organised and carried out a mapping survey in the focus area. The mapping survey carried out for the IAP area aimed to map the social activity that takes place in specific public spaces and streets in the area and measure certain aspects of public life to better understand what's already happening in the focus area and what changes might provide.

The street mapping survey was a successful interdisciplinary collaboration among the ULG members with the specific support of the International Hellenic University's ULG representatives that provided scientific consulting and the students volunteers surveyors.

Based on the knowledge transfer from the space4people city network and the research question, the survey used the Public Life Tools and methodology provided by the Jan Ghel Architects. More specific, 3 survey tools have been used as following:

- ✓ the **Twelve Quality Criteria** worksheet that is structured around three main themes: Protection, Comfort, and Enjoyment,
- ✓ the **Moving People Count**, a tool that records people moving through an area and
- ✓ the **Stationary Activity Mapping**, a tool that maps people spending time in the focus area

The focus sub-areas inside the IAP area selected for delivering the surveys are (1) Ethnikis Antistasis str., (2) Small green space (Misyrlis memorial park), (3) Liberty Square, (4) K. Karamanli pedestrian street, (5) Tsaldaris pedestrian street, (6) Chadiakou pedestrian street, (7) Merarchias Street (Figure 7). The mapping surveys have been focused on that sub-areas because:

- ✓ They are axes having differentiated qualities and characteristics (pedestrian paths, axes with heavier or lower traffic, axes having connection with points of supra-local importance, etc). This is important for the "public life survey" to draw comparable and useful conclusions.
- ✓ They are part of the route that was further studied for the application of the Small Scale Action

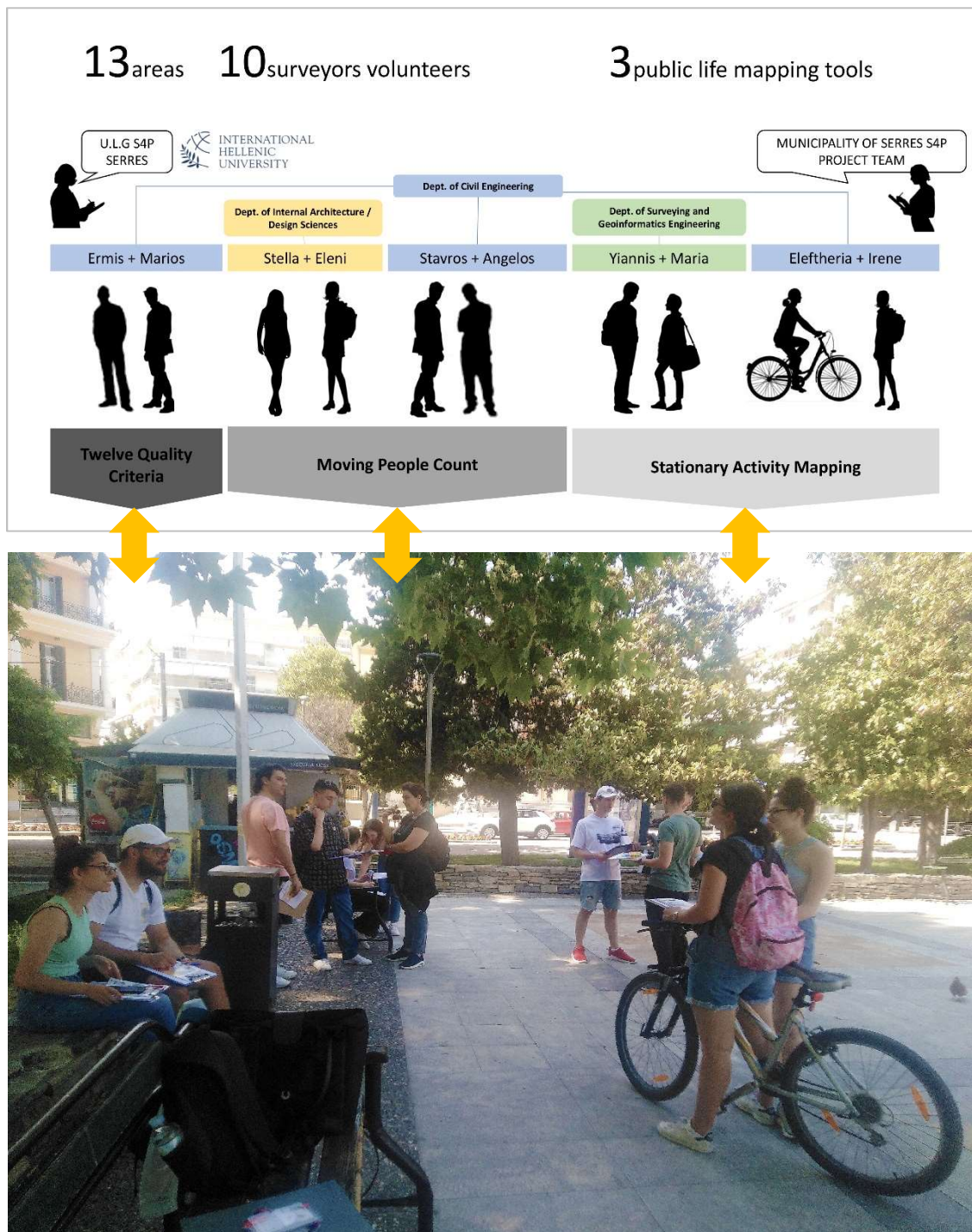


Figure 8: Survey execution methodology and surveyors training the in situ

The right place for the training of volunteers and the survey as a LCA

For most surveys, it's ideal to host a training event a day or two in advance with all the volunteers. This works especially well for surveys with many volunteers, since training a lot of people on-site can be very time-consuming. For smaller groups, it may be preferable to do the training on-site prior to surveying. This is less formal and allows one-on-one questions.

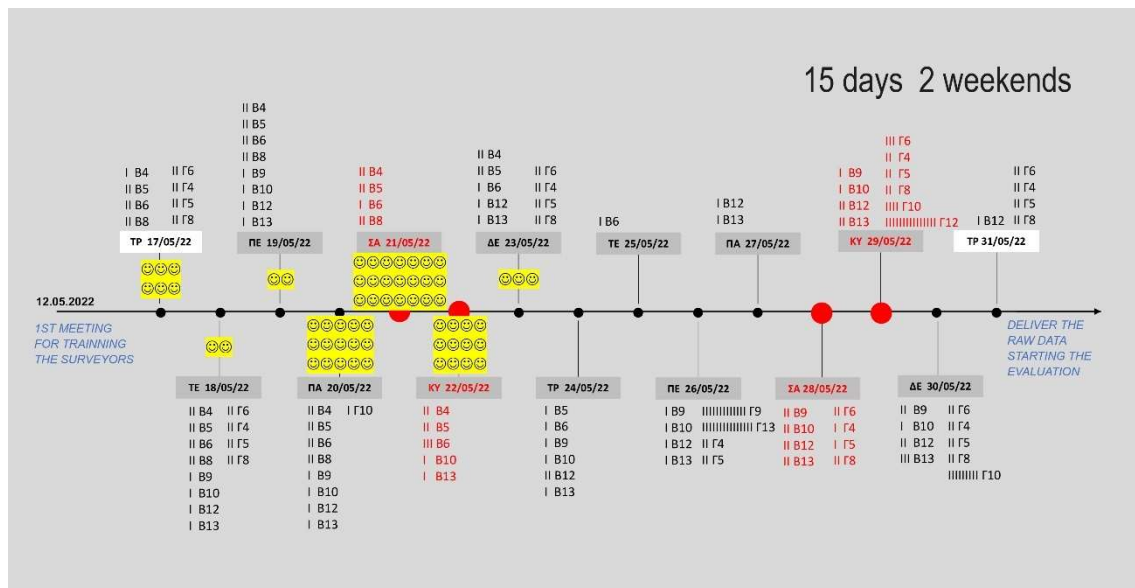


Figure 9: Survey timeline and data collection



Figure 10: public life survey images

2.3 MAIN ASPIRATIONS OF SERRES IAP & CONNECTIONS TO THE URBACT NETWORK CONCEPT

The key objective is to improve space for pedestrians and public areas, by evaluating the surface of pedestrian streets and experimenting with innovative paving and signaling solutions, aiming to the improvement of accessibility and the overall experience of the user.

The need to create a more attractive, accessible and without exclusions public space for the benefit of a city worth living in, focuses in the spaces for the movement of pedestrians, is a key priority for Serres IAP.

The Serres IAP is following the strategic planning aim for the city with respect to the development of mobility, which covers all modes and means of transportation, choosing to follow the scenario citing the “improvement of accessibility by rendering public space to environmentally friendly means of transportation and the partial exclusion of car traffic in the city’s center”.

The elaboration of a new parking policy is also a challenge for the city, which must prepare an integrated parking strategy to reduce the traffic load in its central area.

Summary of the connection of the focus of IAP with URBACT Network

The interaction between ULG members and the enrichment of ideas and proposals by means of deliberation on the local level with the city’s public, empowers our efforts and reinforces their effectiveness. The implementation of participatory planning processes by the ULG on the assessment, appraisal and improvement of the use of public space is instilled in its recommendations on the activities/projects to be developed in the IAP.

On the other hand, the trans-national exchange and learning, the sharing of experiences between partner-cities in order to find solutions to their common problems, as well as the identification of “good practices for planning & implementation” with respect to integrated urban policies, constitute key objectives for URBACT. Most of these focus on the creation of a more attractive, safer and accessible public space with the use of non-motorized transportation, since the city’s morphology favours pedestrian traffic, and the commercial and economic life of the city revolves around its center.

At the same time and by attending the trans-national thematic seminars – webinars, the ability of the Municipal executives and of the members of the ULG concerning the development of integrated approaches to urban development is reinforced.

Other information contributing to the selection of the IAP’s focus

The daily experience of users/citizens with respect to the pedestrian ways and bicycle lanes in Serres has shown us that half of daily movements are on foot. We also observe an increasing trend in the use of bicycles, which, combined with the installation of three new communal bikes parking stations by the Municipality, creates a new condition for the use of public space in the city. Moreover, through the SUMP deliberation processes, it ensued that the residents of Serres agree with the promotion of mild forms of transportation.

Due to its morphology, the city favours movement on foot or bike. Access to its center, where the economic activity is concentrated, is easy from most parts of the city.

“Space4People” project and its interventions contribute to the promotion of the need for us to have more, safer and accessible pedestrian and bicycle spaces. Thus, the actions which will constitute the focus of the IAP must serve this basic principle, which is also the greater objective

of urban and mobility planning. The city favours movement on foot and with unobstructed access to its center, where its economic activity is concentrated.

2.4 SERRES IAP VISION AND STRATEGIC GOALS

The overall vision of the Serres Space4People IAP is to support the creation of a city sustainable, resilient, inclusive, and accessible for all. Based on the major challenge of a city that is walkable, both with the various recent and planned municipal projects which will improve the public space and the active mobility within the city center, the Space4People Serres aims to support an integrated territorial planning approach closely connected with the complex nature of the city and the necessity of succeed both vertical, horizontal integration at local governmental and policy making level.

To succeed with this approach, the Serres IAP is constructed under five (5) main actions of interventions as follows:

- ✓ Action A: The street as a common place for all
- ✓ Action B: Parking management. From Park-and-Ride to Park-and-Walk
- ✓ Action C: Functional and aesthetic improvement of the pedestrian walking routes and stationary activities
- ✓ Action D: Regain small and remaining public spaces
- ✓ Action E: Information, promotion, and inclusion

3. DESCRIPTION OF THE PROCESS

3.1 OVERALL METHODOLOGICAL PROCESS

Problem analysis: Urban problems are problems of organization complexity. Thus, as a first step to tackle a challenge, it is important to make the right diagnosis by analysing the local context. For the IAP are problem analysis, the team utilised the URBACT toolbox especially the “problem tree” and defined the emerging topics regarding the space4people theme topics. The tools helped us to have a clear problem statement, to better understand the problem itself and have a proper diagnosis of the situation

Stakeholders’ ecosystem mapping and setting up Serres ULG: The positive experience of participatory planning during the initial phase for the preparation and analysis for SUMP, as well as the two public deliberations which took place, have shown that this is the way for bodies and citizens to express their views and to contribute to the shaping of the vision and recommendations.

The planning of eight (8) ULG meetings, given the experience of most bodies from having participated in the SUMP process, constitutes a new, great challenge and a continuous field for deliberation and the promotion of ideas and recommendations for the improvement of accessibility and the reinforcement of safe movement on foot in the center of the city. The composition of the ULG rested on the existing stakeholder group for the Sustainable Urban Mobility Planning process and most of its members are acquainted with local, national and European policies on sustainable mobility, having participated in this process.

IAP site and IAP planning process: The Serres IAP site has been defined after the problem analysis, the definition of the emerging topics and the development of the logical framework. It

is the wider central area of the city that concentrate central urban uses such administration, services, trade and recreation referred to a supra-local level.

The need to create a more attractive, accessible and without exclusions public space for the benefit of a city worth living in, focuses on the spaces for the movement of pedestrians, as our key priority. During the same period, the strategic planning for the city of Serres with respect to the development of mobility, which covers all modes and means of transportation, chose to follow the scenario citing the “improvement of accessibility by rendering public space to environmentally friendly means of transportation and the partial exclusion of car traffic in the city’s center”.

The low dynamic of public transportation catering for citizens living in neighbouring areas and visiting the center of the city, augmented by the lack of alternative means of transportation do not allow us, at this phase, to be engaged in the development of intermodal hubs.

The key objective is to improve space for pedestrians and public space, by evaluating the surface of pedestrian ways and experimenting with innovative paving and signaling solutions, aiming for the improvement of accessibility and the overall experience of the user.

The project team had always in mind to keep the IAP connected with higher level strategies (European, national and regional). Urban development leads to an increase in mobility needs, while the capacity to develop new transportation infrastructure is limited by the availability of free urban space. The European strategy on mobility promotes a new planning tool in order to manage the challenges and problems in traffic planning in urban regions in an effective, efficient and sustainable manner. This assumption originated from the planning of Serres SUMP and states the need for the redesign of our movement in cities, with the emphasis on people. This experience greatly helped in the design of actions and interventions aimed to bolster and encourage foot traffic and make the public space in Serres safer and more accessible.

Furthermore, Serres IAP is connected with detailed local strategies. The General Urban Plan adopted the recommendations put forth by the Municipality and has implemented an extensive programme of interventions to the road network of the central area, in the form of pedestrian and low traffic streets, aiming at the overall functional and aesthetic upgrading of the city center. The principle of pedestrianization and low traffic streets is also adopted for local centers. Moreover, a radial system of pedestrian – low traffic streets is proposed, connecting local centers with the city center, but also with the most important communal spaces which are located in the center or along the city’s perimeter.

IAP takes into account of these local strategies, as such appear in the new Operational Planning for the Municipality of Serres and for period 2020-2023 and more specifically those falling under Axis 1: “Environment and Quality of Life”. The critical issues for local development are cited there and include the “technical infrastructure and network management” and “spatial development”. The proposed interventions aim at upgrading the living standard and the urban environment while the indicative measures include the promotion of actions on the upgrading of technical infrastructure, smart city applications, sustainable mobility and spatial planning (source: 2020-2023 Strategic Plan).

Connecting the IAP with funding sources: The main sources of financing for the proposals to be articulated in the IAP shall be regional, national and European sources of the relevant period. The analytical inventory mapping of all Serres IAP actions and activities help us to define various funding sources per action and per project.

3.2 STAKEHOLDERS' MAPPING AND THE COMPOSITION OF SERRES ULG

The composition and role of the ULG and its function in the process of co-creation and co-implementation

The positive experience of participatory planning during the initial phase for the preparation and analysis for SUMP, as well as the two public deliberations which took place, have shown that this is the way for bodies and citizens to express their views and to contribute to the shaping of the vision and recommendations.

The planning of eight (8) meeting for the ULG of Serres, given the experience of most bodies from having participated in the SUMP process, constitutes a new, great challenge and a continuous field for deliberation and the promotion of ideas and recommendations for the improvement of accessibility and the reinforcement of safe movement on foot in the center of the city.

The composition of the ULG rested on the existing stakeholder group for the Sustainable Urban Mobility Planning process and most of its members are acquainted with local, national and European policies on sustainable mobility, having participated in this process.

ULG members (45 members for the entire period, 21 women)

1. **Project coordinator:** Mikiki Fotini / Kokkinidou Athina
2. **ULG coordinator:** Mademli Eleni / Papakonstantinou Maria
3. **Representative of the municipal authority:** Chrisafis Alexandros Mayor of Serres / Palazi Chrisanthy
4. **Responsible Deputy Mayor:** Nyhtopatis George vice mayor of Serres / Misirlis Spyridon
5. **Representative of the municipal major opposition party:** Mitliaga Varvara / Karipidis Pavlos
6. **Representative of the Serres Local Community:** Drondsas Konstantinos / Kougiumtzi-Tsohatzidou Aikaterini
7. **Representative of technical services department of Serres:** Pallas Christos / Marinaki Aikaterini
8. **Representative of Technical Projects Office** (Part of Technical Services Departement): Rantou Evdokia / Zdoumba Dora
9. **Representative of the Urban planning department of Serres:** Nassou Anastasia / Efthimia Vlahopoulou
10. **Region central Macedonia Subdivision of technical projects:** Melliou Dimitra / Bakali Chrisoula
11. **International Hellenic University Serres Campus:** Theodoridou Lila / Daniil Maria
12. **Aristotle University of Thessaloniki (dep. of Serres):** Salonikidis Konstantinos / Kondou Maria
13. **Traffic police department of Serres:** Ipirotis Panagiotis / Vritkas Ioannis
14. **Direction of Primary Education of Serres Prefecture:** Karavasilis Ioannis / Samoladas Ioannis / Theodoseli Aikaterini
15. **Direction of secondary education of Serres Prefecture:** Rizos Stelios / Kokolios Fotis
16. **Suburban transport operator:** Papageorgiou Elias / Venetis Michael

17. **Urban transport operator:** Kourtis Panagiotis / Safouris Fotis / Patsis Eleftherios
18. **TAXI Association:** Dandikas Vasileios / Psathas Athinodoros
19. **Technical Chamber Department of Serres:** Mirtsopoulou Maria / Poustourli Aikaterini
20. **Chamber of commerce and industry:** Tairis Georgios / Teneketzi Thomas
21. **Serres Trade (Merchants) Association:** Kyriaki Milinga / Kapetanis Angelos
22. **Association of People with Physical Disabilities:** Damaskos Thophanis

3.3 ENGAGEMENT OF THE GENERAL PUBLIC

All the Local Communication Actions which followed from the works of each ULG were addressed to the general public, as well as the members of the ULG. By filling out a physical or digital questionnaire, citizens participate and support the actions. All the executives and employees of the Municipality of Serres also participated in the communication activities and local online media promote the actions of "Space4People". Moreover, in the context of the European Mobility Week a major street event was organized on the Pedestrian Street in September 2021, at the heart of the area of intervention, where the network, its objectives and activities were presented to the people of Serres, while informational material was handed out and the work done by the ULG was showcased. The actions and activities are also promoted from our Facebook page, as well as in local media and online newspapers.

PART TWO:
SERRES IAP ACTION PLANNING

4. OBJECTIVES, ACTIONS AND SCHEDULE

5. SMALL SCALE ACTIONS

The project team followed a high participatory approach to define and implement the Small Scale Action in Serres. In close collaboration with the ULG members and open surveys delivered to the citizens, the intervention site and the type of the pilot action have been decided. The SSA site selection, as part of the IAP site, was based both on the questionnaires, as well as the Baseline Study which was prepared during the initial phase of the project and the data drawn from the Urban Mobility Survey and Viable Urban Mobility Plan, which addressed and examined issues relating to mobility in the Municipality of Serres.

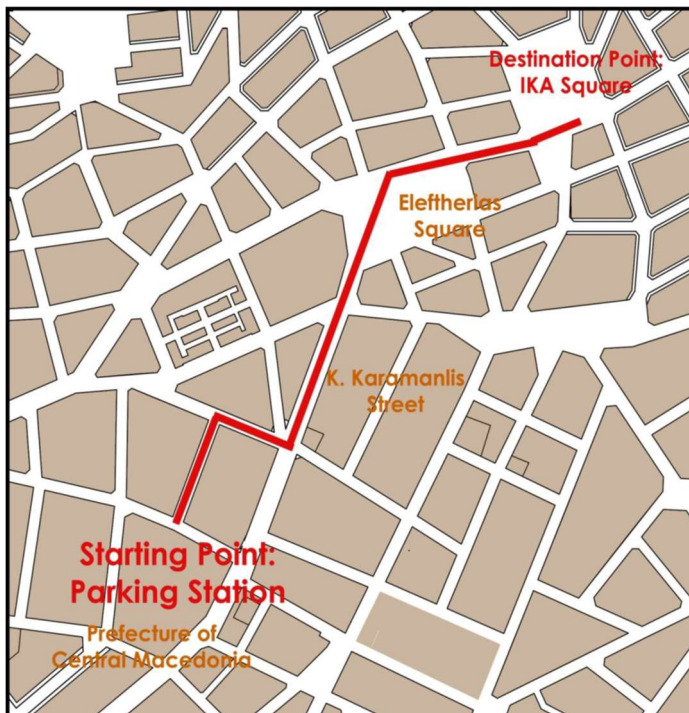


Figure 11: Route further analysed and examined as IAP sub-area for the SSA application

The people of Serres were called upon to rank their priorities with respect to the proposed action by ranking the following propositions:

- ✓ Group of pilots A: Proposals for the upgrading of the surrounding environment (eg green spaces, shading and material quality).
- ✓ Group of pilots b: Proposals for the improvement of road safety by improving signaling and the marking of routes.
- ✓ Group of pilots C: Proposals for the digital upgrade of the informing of citizens in the area of intervention – use of website for pre-trip and on-trip real time information.

The implementation of SSA includes the provision of two smart solar benches that will be placed in Eleftherias Square. Public benches today are a lot more than just a place to sit. Smart solar benches provide a valuable public service to people. With access to internet and device charging, they could raise a level of convenience and connectivity in central urban neighborhoods, as well as a sense of safety. Furthermore, this smart urban equipment provides a marketing and information platform that delivers useful content to citizens, visitors, or passengers.

6. FRAMEWORK OF DELIVERY- INVENTORY MAPPING

Action A: The street as a common place for all									
PLANNING ACTIVITY SHORT DESCRIPTION		COST RELATED STRATEGY	LEAD OF ACTIVITY	CITY PARTNERSHIP	IMPLEMENTATION TIMELINE			FUNDING SOURCE (Relation with planned or existing projects)	OUTCOME INDICATORS
					2023	2025	2030		STARTING VALUE TARGET VALUE
1	Measures for a 30 km/h speed regulation zone	100.000 €	Municipality of Serres	City partnership				Municipality Funds Regional funds	Klm of measures
		SERRES SUMP							
2	Redesign of an urban axis for sustainable coexistence of all movements – extension of cycling path (Merarchias Street)	1.200.000 €		City partnership				Municipality Funds Regional funds EU Funds – EIT Mobility UIA	Regeneration projects (no)
		SERRES SUMP							
3	Conversion of Solomou Street. Solomos in low-traffic street	700.000€	Municipality of Serres	City partnership				Municipality Funds Regional funds EU Funds – EIT Mobility	Klm of calming zones
		SERRES SUMP							

Action B: Provide micro mobility and active mobility									
PLANNING ACTIVITY SHORT DESCRIPTION		COST RELATED STRATEGY	LEAD OF ACTIVITY	CITY PARTNERSHIP	IMPLEMENTATION TIMELINE			FUNDING SOURCE (Relation with planned or existing projects)	OUTCOME INDICATORS
					2023	2025	2030		STARTING VALUE TARGET VALUE
1	Directional signage to strengthen the network of cycle paths	10.000 € SERRES SUMP	Municipality of Serres	City partnership				Municipality Funds	New signs
2	Bicycle parking spaces at attraction poles of the central area + area school units + University Campus	SERRES SUMP	Municipality of Serres	City partnership				Municipality Funds	New stations
3	Investigating the extension of a bicycle rental scheme	372.000 € Existing municipal project	Municipality of Serres	City partnership				"Supply, installation, of an integrated bicycle rental system"	No of new bicycles 45 new bicycles
4	Actions to promote walking/cycling to schools in the area (pilot actions)	20.000 €	Municipality of Serres	City partnership				Municipal funds Other funding	No of pilot actions
5	Education of children in matters of safe movement with specialization in the safety of bicycle use and pedestrian movement	30.000 € ΣBAK	Municipality of Serres	City partnership				Municipality Funds Regional funds Erasmus + OTHER funds	No of trainings

Action B: Parking management. From Park-and-Ride to Park-and-Walk									
PLANNING ACTIVITY SHORT DESCRIPTION		COST RELATED STRATEGY	LEAD OF ACTIVITY	CITY PARTNERSHIP	IMPLEMENTATION TIMELINE			FUNDING SOURCE (Relation with planned or existing projects)	OUTCOME INDICATORS
					2023	2025	2030		STARTING VALUE TARGET VALUE
1	Control and arrangement of the operation of public use private car parks	50.000€ SERRES SUMP	Municipality of Serres	City partnership				Municipality Funds Regional funds EU Funds	No of measures
2	Bike-and-ride infrastructure in the underground parking lot in the Prefecture, the Intercity Bus Station and the OSE	12.000 € SERRES SUMP	Municipality of Serres	City partnership				Municipality Funds Regional funds	No of stations
3	Parking system despite the street	173.600 € OPEN MALL	Municipality of Serres	City partnership				OPEN MALL	No of parking lots
4	Allocating disabled parking spaces with the aim of 2% of legal on-street and off-street parking spaces to be made available for general use by disabled people	47.000 € SERRES SUMP	Municipality of Serres	City partnership				Municipality Funds Regional funds	No of parking lots

Action C: Functional and aesthetic improvement of the pedestrian walking routes and stationary activities

PLANNING ACTIVITY SHORT DESCRIPTION		COST RELATED STRATEGY	LEAD OF ACTIVITY	CITY PARTNERSHIP	IMPLEMENTATION TIMELINE			FUNDING SOURCE (Relation with planned or existing projects)	OUTCOME INDICATORS
					2023	2025	2030		STARTING VALUE TARGET VALUE
1	Development of safe pedestrian routes Route 1 – Serres SSA	10.000 €	Municipality of Serres	City partnership				Municipality Funds Regional funds EU Funds: New European Bauhaus	No of routes
		SSA / space4people							
2	Placement of "smart" pedestrian crossings at central intersections of the study area	150.000 €	Municipality of Serres					SMART CITY PROJECT	
		SERRES SUMP / SMART CITY PROJECT							
3	Design of pedestrian crossings with 3D relief at points of the road network	2.000 €	Municipality of Serres	City partnership				Municipality Funds Regional funds OTHER funds	
		SERRES SUMP							

Action E: Regain small and remaining public spaces

PLANNING ACTIVITY SHORT DESCRIPTION		COST OF ACTION RELATED STRATEGY	LEAD OF ACTIVITY	CITY PARTNERSHIP	IMPLEMENTATION TIMELINE			FUNDING SOURCE (Relation with planned or existing projects)	OUTCOME INDICATORS
					2023	2025	2030		STARTING VALUE TARGET VALUE
1	Identification and mapping of remaining empty lots in the intervention area / pilot implementations	30.000 €	Municipality of Serres	City partnership				Municipality Funds EU Funds: New European Bauhaus Εναλλακτικές χρηματοδοτήσεις – συνέργειες	No of spaces <div></div>
2	Redesign of a small park at Ethikis Antistasis str. – redesign as a pocket park	80.000 €	Municipality of Serres	City partnership				Municipality Funds	No of regeneration projects <div></div>

Action F: Information, promotion, and inclusion									
PLANNING ACTIVITY SHORT DESCRIPTION		COST OF ACTION RELATED STRATEGY	LEAD OF ACTIVITY	CITY PARTNERSHIP	IMPLEMENTATION TIMELINE			FUNDING SOURCE (Relation with planned or existing projects)	OUTCOME INDICATORS
					2023	2025	2030		STARTING VALUE TARGET VALUE
1	Development of a digital platform – accessibility and information signs	100.000 €	Municipality of Serres	City partnership				Municipality / regional funds Smart City Project	No of digital apps
2	Design and signage of themed walking routes (Serres Walkable City tourism development)	30.000 €	Municipality of Serres	City partnership				EU Funds (New European Bauhaus) Other funds	No of thematic routes
3	Map (digital – physical) - Serres Walkable City with route view	50.000 €	Municipality of Serres	City partnership				EU Funds (New European Bauhaus) Other funds	No of digital platforms

7. RESOURCING

Action A: The street as a common place for all	
Key measures	Municipal / Regional / National Funds Green Fund of Greece / Program Life <u>EU Funds :</u> ERDF (UIA – Urban Innovative Actions) EIT Urban Mobility (European Institute of Innovation and Technology) Innovation Fund (1/2) / Small and Large Scale Projects Call launch (expected) March 2022 Call closure (expected) August 2022 Call results (expected) Q1 2023
Infrastructures Mobility Green regenerations Climate change adaptation and mitigation	
Action B: Provide micro mobility and active mobility	
Mobility Light infrastructures Pilot actions Training Participatory actions	Ίδιοι πόροι / Περιφέρεια / Εθνικοί πόροι <u>EU Funds:</u> New European Bauhaus (+ EIT Urban Mobility) Call for proposals for Co-Creation of public space through citizen engagement EIT Urban Mobility (European Institute of Innovation and Technology) Erasmus plus <u>Alternative funding</u> Local Institutions Local sponsors + crowdfunding
Action C: Parking management. From Park-and-Ride to Park-and-Walk	
Infrastructures Sustainable mobility Serres Walkabale City concept	Municipal / Regional / National Funds <u>EU Funds:</u> EIT Urban Mobility (European Institute of Innovation and Technology) Interreg Programs (EU MED / Interreg MED) Innovation Fund (1/2) / Small and Large Scale Projects
Action D: Functional and aesthetic improvement of the pedestrian walking routes and stationary activities	
Infrastructures Mobility / Serres Walkabale City Urban resilience	<u>EU Funds:</u> EIT Urban Mobility (European Institute of Innovation and Technology) / Climate KIC Interreg Programs (EU MED / Interreg MED) New European Bauhaus

Climate change adaptation and mitigation Inclusion Participation Participatory planning	EU Funds / social inclusion (ESF) Alternative funding / micro-funding
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Action E: Regain small and remaining public spaces

Green Infrastructures Urban resilience Climate change adaptation and mitigation Inclusion Participation Participatory planning	<u>EU Funds:</u> EIT Urban Mobility (European Institute of Innovation and Technology) / Climate KIC New European Bauhaus Urban Europe / Joint Program Initiative (urban mobility, accessibility, and connectivity) –
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Action F: Information, promotion, and inclusion

Digital applications SMART CITY Inclusiveness Participation Promotion and publicity actions Tourism Cultural heritage	Municipal / Regional / National Funds <u>EU Funds:</u> New European Bauhaus EIT Urban Mobility (European Institute of Innovation and Technology) Interreg Programs Horizon Program
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8. RISC ANALYSIS

The main risk factor for the implementation of the Serres IAP is the funding process, the availability of local, national and regional funds and also the ability of a continuous process to obtain additional funding by EU resources.

There is also a group of risks connected with the political will, the organizational aspects and bureaucratic issues that may delay the implementation process.