

## **MOBILITY DEMAND AND OFFER PLANNING**

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Xanthi's old town region is the historical center of Xanthi city situated in the East Macedonia and Thrace prefecture. It is a multi cultural area characterized by serious accessibility and mobility problems. The PAGUS project main objective is recording mobility demand in the area and planning of mobility offer, aiming in the improvement of mobility. The first phase of the project is an urban planning analysis of the region including data about the legal status, land use, historical development, infrastructure and demographics. A complete traffic and transportation analysis, included a survey of characteristics such as road infrastructure public transport, road safety, parking, signing, area approaches and points of traffic conflicts. The second phase of the project is the actual recording of the origin destination matrix. Xanthi's city was divided in 14 different zones including 4 zones outside the city limits. The questionnaire of the survey included questions about origin and destination point, modal split, trip duration and purpose of travel as well as general data (age and sex). The total number of questionnaires gathered was 309 representing the 5 % of old city region inhabitants. This data was analyzed and the conclusions drawn from the statistical analysis were used for the third phase of the project – the mobility improvement proposals. The general principal for the proposals is sustainable mobility. The proposed actions included pedestrianisation of region roads, traffic calming measures, implementation of a PARATRANSIT system and an information campaign about the benefits of sustainable mobility. The last part of the project is a guide for the implementation of the proposed actions that includes an estimation of the cost and a timetable.

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