



Operating a new motorway section - The challenge of changing established traffic habits

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The motorway at a glance



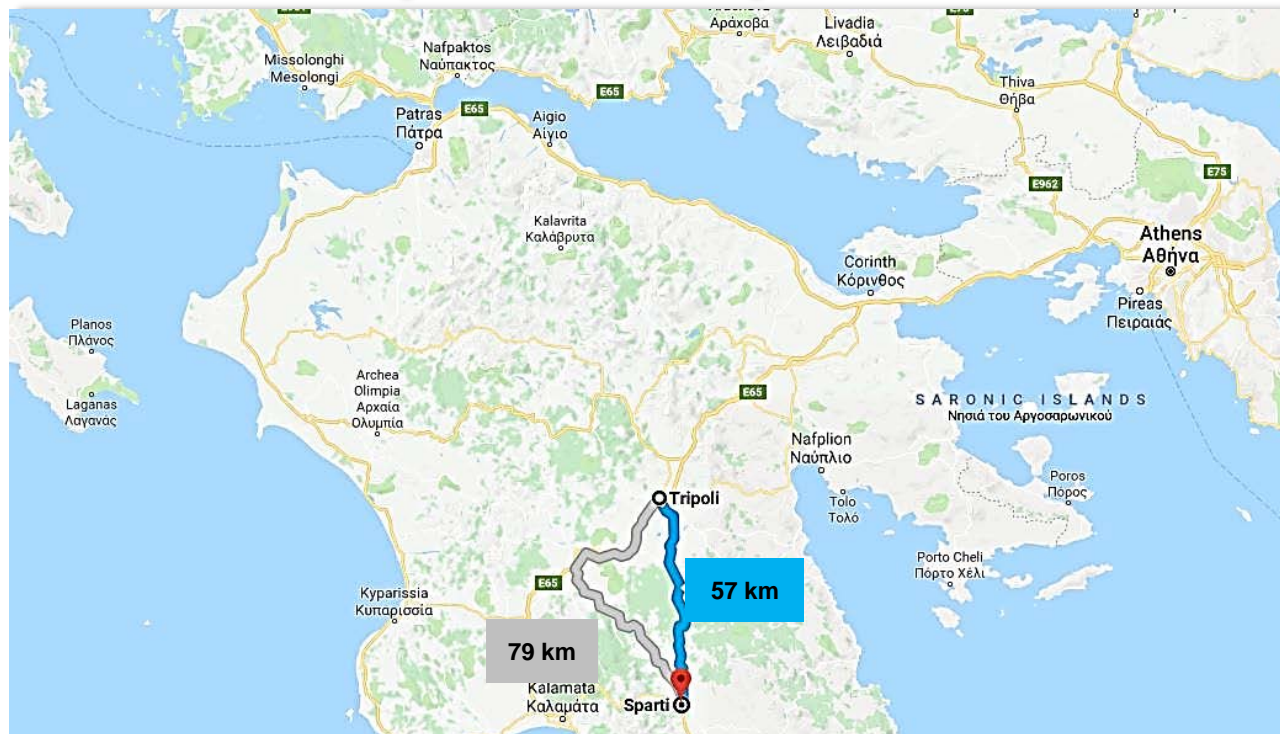
The motorway at a glance

- Moreas Motorway (Korinthos – Tripoli – Kalamata and Lefktro - Sparti branch) is a **Public project** (Ministry of Infrastructure), tendered under a **concession scheme**
- Concession and operation commencement in March 2008; **contractual duration of 30 years**
- Construction begun at the end of 2007. On April 2016, **the Lefktro – Sparti branch was completed and delivered to traffic.**
- The **new Lefktro-Sparto branch** is designed to link Laconia and Sparti with Athens and Kalamata, **setting high standards in terms of road safety, convenience and customer service.**

Laconia Prefecture today

- Population: Approximately 100,000 inhabitants
- Larger town is Sparti (~ 16,000 inhabitants).
- Important tourist destinations: Monemvasia, Gythio, Mani, Areopolis, Mystras, Elafonisos etc.
- Till recently, the area was characterized by limited hotel availability and a lack of high quality services, which deprives the potential of growth.
- In recent years, individual efforts have been made to provide high quality services, but they are not yet able to reverse the overall picture.

Routes to Sparti comparison



-  Tripoli-Sparti Old National Road
-  New motorway section (Lefktro-Sparti Branch)

Facts	Via Lefktro-Sparti branch	Via Old National Road
Length	79 km	57km
Lanes	2/direction, with median barrier	One/direction w/o median barrier
Interchanges	4	-
Service Areas	1 pair	1 (towards Tripoli)

Routes to Sparti comparison (cont.)

THE LEFKTRO-SPARTI BRANCH

Average users have trouble understanding its benefits

PROS

- **Road safety:** Median barrier, access only through Interchanges, Traffic Management Center and patrolling (24/7), programmed maintenance
- **Services:** Rest Areas, Emergency Phone Number (24/7), light/heavy vehicle assistance
- **Travel time:** ~10 mins faster on the route to Athens/Tripoli
- **Best option on the Sparti-Kalamata route**

CONS

- **Travel cost**
 - **Fuel:** ~3.00€ more, due to the 22km longer route
 - **Tolling:** €4,80 (passenger car/one way)

Routes to Sparti comparison (cont.)

OLD NATIONAL ROAD

Long time dangerous habit

PROS

- **Cost:** Free of charge
- **Distance:** 22km shorter than the motorway trip

CONS

- **Road safety:** One lane/direction, no median barrier, no interchanges, slippery in dry/wet conditions
- **Reliability**
- **Maintenance**
- **Dangerous in adverse weather conditions**

CONCLUSION

Old habits die hard (at least when the benefits are hardly visible)

Routes to Sparti comparison (cont.)



Lefktro-Sparti (Loganikos I/C)



Old National Road



Lefktro-Sparti (Evrotas bridge)



Old National Road

Users' perception

- During October 2017 a Roadside Survey incl. an Origin-Destination Survey took place in the Motorway and in the Old National Road.
- A fixed set of questions was asked to a sample of 3.000 users.
- Focusing on the Old National Road, road users were asked their opinion about road safety, their travel preferences and travel cost.



Users' perception (cont.)

THE RESULTS

- 66% of the drivers asked, feel very safe (44%) or quite safe (22%) driving on the Old National Road
- 34% feel not so safe or not safe at all (mostly because of the road characteristics)



Users' perception (cont.)

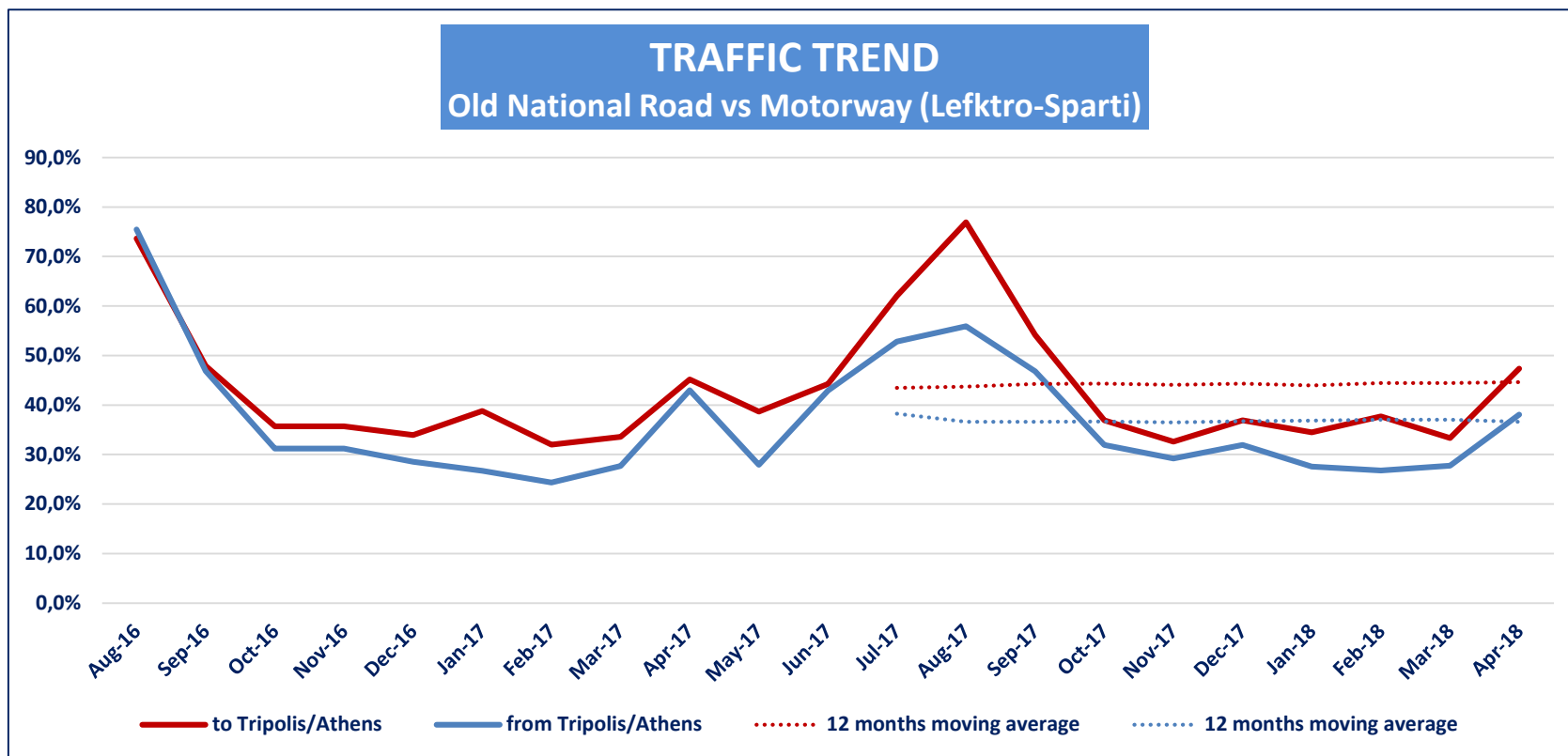
THE RESULTS

- 46% of the drivers prefer the Old National Road because it is shorter
- 36% of the drivers prefer the Old National Road because of the motorways' toll prices or the mere existence of tolls
- (However), 50% of the drivers do not know the toll price for the motorway trip

- 72% of the drivers do not think that they gain time by using the motorway
- 76% of the drivers will use the motorway on bad weather (and 16% when they are in a hurry)

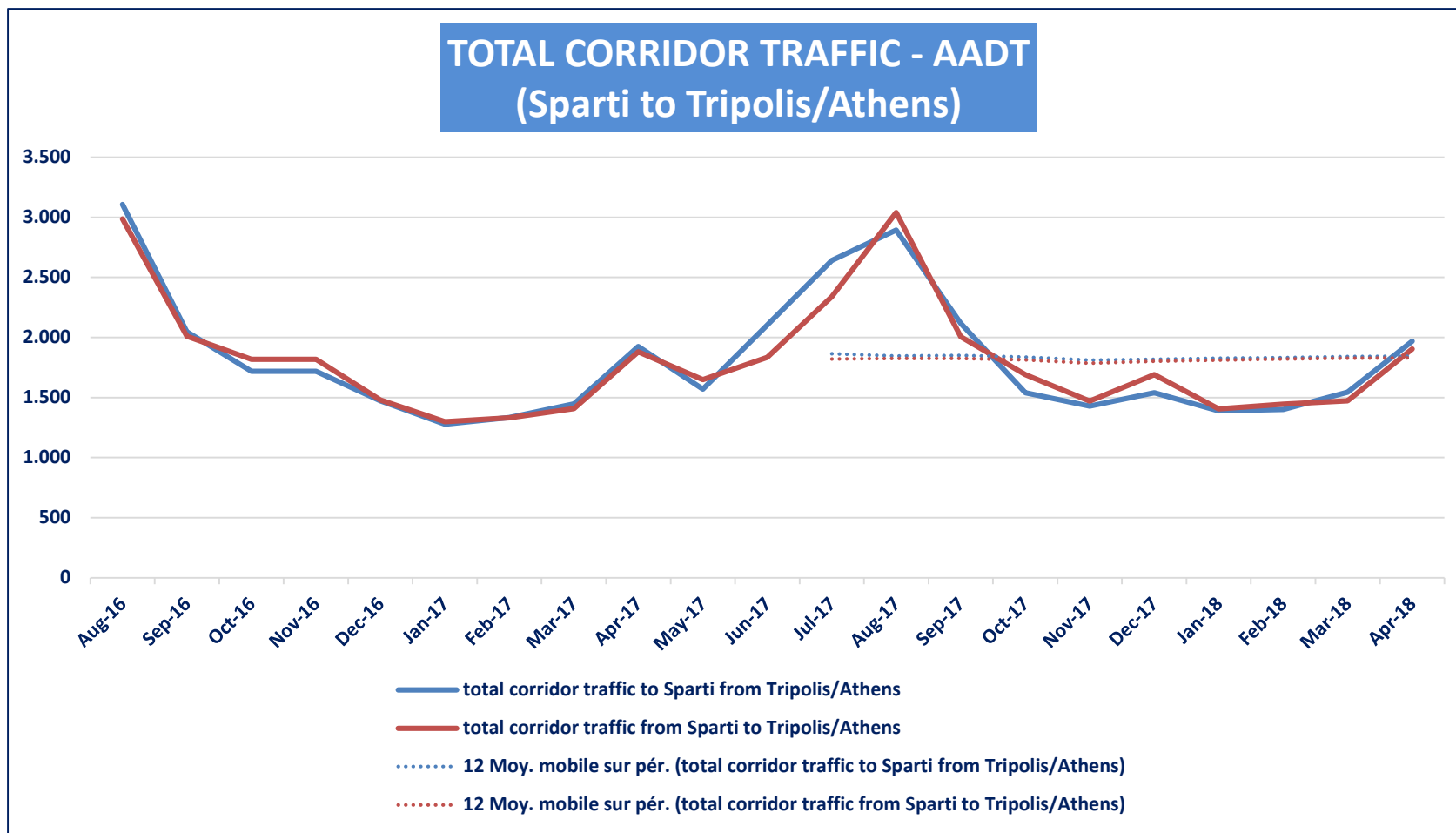
Traffic data

- The traffic on the motorway is generally in line with the most recent traffic projections (after the economic crisis)
- The motorway is currently serving around 30% of the total Tripolis to Sparti corridor.
- In the two years of the Motorways' operation this trend is practically stable.



Traffic data (cont.)

- The total corridor traffic is stable (lack of substantial regional economic growth)



The challenges we face

**THE BIGGEST CHALLENGE WE HAVE TO DEAL WITH IS
THE ADDITIONAL 22KM OF THE NEW LEFKTRO-SPARTI
SECTION, COMBINED WITH THE TOLLS' ADDED COST**

