



## APPLICATION FORM III

### CATEGORY III

“CIVITAS City of the Year”

Please send your entry via e-mail to the CIVITAS Forum secretariat: [civitas@fgm-amor.at](mailto:civitas@fgm-amor.at)  
This call closes on 17. August 2007.

### DETAILS OF APPLICANT

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<b>SIZE OF CITY/TOWN:</b> Please tick / insert an “X”.	<input type="checkbox"/> up to 50,000 inhabitants
	<input type="checkbox"/> 50,000 to 150,000 inhabitants
	<input checked="" type="checkbox"/> 150,000 to 500,000 inhabitants
	<input type="checkbox"/> more than 500,000 inhabitants

## DESCRIPTION

### Please explain why your city can be considered as a good “ambassador” of the CIVITAS Initiative?

Medium-sized cities can be considered as a living laboratory to prove how innovative measures in sustainable transport policies can achieve visible and successful results within a short period of time. With this idea in mind, right from the very beginning **CiViTAS Burgos** chose a set of demonstration areas where technology and citizens' behaviour have been submitted to intensive testing to find the right approach to three key points: the **Recovery of Public Space for citizens**, mainly in the city centre; the **Promotion of Cycling and Public Transport** as a efficient alternative to the use of private vehicles; and the **Introduction of Bio-fuels**, proving that a political commitment existed towards a public fleet within the context of a cleaner and healthier mobility strategy. These three sets of measures represent the flagship of the project over the first half of the CiViTAS Burgos Implementation Plan, thanks to a wide range of **marketing activities** addressed both to citizens in general as well as to the stakeholders involved in each particular measure. Not only has it sought their approval but also their cooperation as ambassadors of the project within the City, the country and abroad.

To explain the coherence and progress of the project three **local forums** were held in (Feb 05, May 06 and Sept 06), an **exhibition** with the first half-term results toured the main cities in the province (Oct 06 – March 07), great attention was paid to the **exchange of knowledge** with other cities through technical journeys to Stuttgart, Krakow, Genoa and Cologne within CiViTAS CARAVEL consortium, and an active presence was maintained on the **CIVITAS Political Committee** and at the **CiViTAS Summer University**. This latter event was organised by Caravel in Burgos, July 07. The management team jointly with some of the more active stakeholders have made presentations at various forums: the National Environment Ministry Meeting, Madrid, Sept 05; Nantes CiViTAS Forum, Oct 05; Krakow University Seminar, April 07; Atlantic Arc Cities Annual Assembly, Chester Jun 07, to name a few.

As a result of the interest shown by many cities, Burgos has also have received **delegations** from Chandigarh, India, Nov 05, Nagoya, Japan, March 07, and Trento (foreseen for Sept 07), as well as many Spanish cities such as Madrid, San Sebastian, Oviedo, Valencia and Seville.

However the main effort to promote CIVITAS was made during the **CIVITAS FORUM 06**, where the City of Burgos had the opportunity of showing to more than 300 congress participants the effort made to improve mobility and to learn from other cities.

All this work was recognised by **National Government** when Burgos received “*the 2007 Best City of the Year for Sustainable Transport and Mobility Award*” which was widely reported in the media and placed CiViTAS in Spain at the forefront as the most remarkable and innovative project for sustainable mobility.

### Please describe how your city has been able to implement its CIVITAS policies in a timely manner and to overcome barriers and/or respond to them?

From the beginning of the project, the project management team in Burgos understood that they would have to face the challenge of coordinating several City Council Departments as well as the cross-cutting interests of different stakeholders, with a limited budget and within a short time frame.

At the outset a Technical Coordination Committee was established under the supervision of the Environment Department and at the same time, the Mobility Forum called for greater cooperation, as previously agreed in the work plan. This approach proved to be highly efficient, although it could not guarantee that public policies were always coordinated correctly. In order to achieve even greater coherence and efficiency, measure leaders have played a key role in discussing action plans with stakeholders and City Departments. They have furthermore found opportunities that go beyond the initial objectives, detected budget shortfalls, time frame issues, unclear regulations and have called for cooperation with other administrative bodies. Throughout the project, measure

leaders have been in contact with their counterparts in the other CARAVEL Cities using virtual spaces and technical meetings, which has resulted in an intensive exchange of knowledge. To give an example of the job carried out during this first half of the Project, we will explain here how initial barriers were overcome and initial results were successfully achieved on time.

One of the most important difficulties encountered to carry out the access-restriction plan in the city centre (4 square kilometres 100% free of cars) was to coordinate the construction of four new underground car parks to relieve pressure on public spaces. After some time, it became apparent that 12,000 inhabitants and more than 1,000 shopkeepers affected by the new pedestrian zone were sceptical of the new 2,000 alternative underground parking promised by the Council and feared a decrease in commercial activity. To overcome these barriers a **strong political commitment** was shown by the Mayor of the City who acted to speed up the public works needed to set up the required infrastructure on time. To do so a follow-up **committee** was established with the primary **stakeholders**: shopkeepers and neighbourhood associations. By December 06 most of the work had been finished, a remarkable increase in commercial activity ensued and the measure won widespread acceptance among residents. The opening of the new pedestrian area (Oct 06, Dec 06, and March 07) was presented as a **popular festival** to celebrate the recovery of a significant part of the City's heritage for the enjoyment of both **citizens and visitors**.

Insufficient economic means in public transport is a recurrent topic in many cities. Over the last eight years public confidence in the Public Transport Department was waning, partly due to serious doubts over its status as a City Council Department and the possibility of it being run privately as a public concession. The resulting lack of investment and initiative had seriously damaged the service. In this scenario, CiViTAS efforts focused on **increasing the low emissions fleet** (8 new CNG buses), **improving information** by installing 23 information panels at bus shelters and bus stops, and **improving accessibility and information for the disabled and elderly people**, among various other commercial improvements. In less than 14 months the excellent work carried out by the Transport Department started to yield its fruits and it led to one of the most important political debates that concluded in the decision to **renew the whole fleet** of buses through a leasing contract for 27 new Euro IV-V Engine vehicles that entered into service in April 07. As a combination of both CiViTAS measures and political commitment, there has been an **increase of more than 6%** in the number of passengers and a great improvement in the management and the image of public transport, which led to the **National Recycling Award 2007 for the use of bio-fuels in 100% of the public fleet**.

Nonetheless, if CiViTAS has gained popularity in the City it is mainly due to its **cycling strategy**, which has renewed faith in cycling on the streets of Burgos. Cyclists were regarded more as a danger on the road rather than an efficient means of transport before the start of the project. Thus, security and promotion were foreseen as the main issues. To overcome these barriers it was essential that the project be done by the Youth Department in coordination with Infrastructure and Traffic, in order to link and condition **38 km of safe bike lanes**, putting Burgos at the forefront of Spanish cities in this field. The other activity that has contributed to increased confidence in cycling is "**Bicibur**", the **free bicycle loan service**, whose main challenge consisted in designing its own system independent of other commercial solutions already on the market, thanks to the support of the regional government. The scheme is now being introduced in other cities such as Logroño, Alicante, and Ponferrada, as well as various other towns. The tremendous success of such a mix of facilities in combination with original marketing campaigns organised in cooperation with cyclist associations led to new civic regulations on mobility in the spring of 2007, which are now also considered exemplary by many other cities in Spain.

**Please explain how your city has actively involved stakeholders throughout the development and implementation of its policies?**

The participation of stakeholders in CiViTAS has been carried forward in a double exercise; firstly by means of continuous consultation between the measure leaders, the management team and stakeholders, and secondly through the coordination of the project by an independent agency "Burgos City 21" constituted as a non profit association by more than 60 relevant institutions and companies: Professional Associations, Trade Unions, Chamber of Commerce, NGOs, and the most important industries of Burgos. To make citizens feel comfortable discussing mobility policies, an

**open forum has been held three times since Feb 05**, and several **information campaigns** have addressed the general public and related stakeholders on certain measures. One of the more original campaigns was the **postal-free suggestions** through which more than **300 letters were received**. In total, more than **83 meetings have been held to date as well as 23 workshops and seminars** dealing with road safety, mobility regulation, public transport improvement, and access restrictions. Nevertheless, in the spring of 06 the **Accessibility Office was created** to facilitate a better understanding of mobility policies, especially designed to guarantee the rights of all citizens to public services including public transport. The CiViTAS web site and the City Call Centre also gives information on how to participate in CIVITAS.

**Please explain how your city has engaged other CIVITAS cities and CIVITAS Forum Cities in an active process of information exchange?**

The round of frequent meetings in CiViTAS Caravel as well as the use of the Virtual Space have increased confidence among members of the consortium and opened the way to the exchange of knowledge and technical cooperation in many fields. Worthy of mention is the know-how supplied from Stuttgart that was made available through a visit to its emergency coordination centre and put into practice in the Burgos Traffic Control Room in Sept 06, as are the lessons on managing historical areas taken from Genoa to deal with goods distribution, which are at present at a design stage as part of the Traffic Restriction Management scheme in Burgos. Other cooperation that is "in progress" relates to the promotion of **cycling**: this time it is **our own experience provided to Krakow**. Moreover, the technical advisory committee and the **CiViTAS Summer University** has dealt with issues of general interest, some of which were also presented as examples of stakeholder involvement in Burgos, at last summer's CiViTAS Political Board.

As mentioned in the reply to the first question, the City of Burgos in its commitment to being a trustworthy ambassador of the CIVITAS initiative has received visits from other city delegations interested in collecting information or asking for technical advice on their own projects and mobility plans; the exchange of knowledge forthcoming from **meetings held with San Sebastian on Cycling** and **with Madrid on creating a Mobility Foundation** being of particular interest.

Through the **CiViTAS Forum**, especially since the last meeting held in Burgos, we are in touch with other cities and networks such as Eurocities and Polis with which we are discussing new approaches for future cooperation. Thanks to the efforts of Burgos in the CiViTAS Forum, other Spanish cities have taken a decision to join the CiViTAS family as Forum members.

**ATTACHED: Pictures of the CiViTAS Project in the city of Burgos**



Mrs. Ayala, Environment Councillor and CiViTAS PAC Member  
receiving *the 2007 Best City of the Year for Sustainable Transport and Mobility Award*  
from the Mr. Clos, Spanish Minister of Industry.



The inaugurations of the new pedestrian areas were public festivals with a high degree of participation.



Burgos has organized many meetings focusing on citizens and stakeholders to present and discuss the measures



Burgos has received many visits from Cities and Institutions interested in our measures. **Professor Toshiyuki Yamamoto from the University of Nagoya visited Burgos** to see all the measures in the field of sustainable urban mobility implemented and planned within CIVITAS CARAVEL. This picture appeared in the local newspaper.

**If your local authority is selected as winner by the CIVITAS demonstration cities, you will receive this CIVITAS Award at the CIVITAS Forum Conference in Kaunas, 03 - 05 October 2007.**