

CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALSBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAŞI • MONZA • ÚSTÍ NAD LABEM

Donostia – San Sebastian

T 34.1 Personalised Travel Plans in Donostia – San Sebastian

Donostia – San Sebastian

February 2011



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Author	Iñaki Baro
Quality Control	Alan Lewis
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1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by:

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Donostia – San Sebastian

The city of Donostia -San Sebastián overlooks the sea and, with a bit more than 180,000 inhabitants, keeps a human scale. Some people consider the balanced combination of small mountains, manor buildings, and sea as the setting for one of the most beautiful cities in the world. We have a tradition in favouring pedestrians, cyclists and public transport.

For about twenty years, the city has been enforcing a strong integrated policy in favour of pedestrians, bicycles and public transport. Considering walking and cycling as modes of transport has led to the building of a non-motorised transport network for promoting this type of mobility around the city.

Likewise, the city has extended its network of bus lanes. The city holds one of the higher bus -riding rates, with around 150 trips per person per year.

2.1 Objectives in CIVITAS

The CIVITAS project is a perfect opportunity to expand our Sustainable Urban Transport Strategy. With the package of CIVITAS measures Donostia-San Sebastián wants to:

- Increase the number of public transport users
- Decrease the number of cars entering in the city centre
- Increase the use of the bicycle as a normal mode of transport
- Maintain the high modal share of walking
- Reduce the number of fatal accidents and accidents with heavy injuries
- Reduce the use of fossil fuels in public transport.

3. Background to the Deliverable

This deliverable concerns Measure 34, Travel Plans in Donostia – San Sebastián.

One of the ways to develop an increasing sustainable society is to ensure that citizens are equipped with information to help them make sustainable travel choices. In this measure we have sought to provide residents of the city of Donostia-San Sebastian comprehensive information in terms of sustainable travel.

Traditionally these measures are also known as “soft” measures or, more recently, “smarter choices”. They often represent the starting point for people to be informed about how to use different modes of transport that are more sustainable. Often car users have inaccurate perception about public transport, how services operate and how faster they can be compared with the private car. People are often unaware of the realities of current public transport provision and the benefits that sustainable modes of transport can offer. In that sense, in Donostia – San Sebastian several advertising campaigns are being run constantly to promote walking and cycling as modes of transport together with public transport .

One of those measures which helps to a increase knowledge about a city’s sustainable transport options are personalised travel plans as introduced in ARCHIMEDES Deliverable

R34.1. These plans offer an alternative to a person's usual transport mode taking advantage of what alternatives the City has to offer. This kind of personalised travel planning requires a prior in-depth study about citizen's mobility habits with the objective to offer them a competitive and attractive alternative in terms of cost, time and environment. Due to the long duration of the project (it started in October 2010 and will finish in September 2011), it is very important to motivate participants through the whole project, so that they are offered different types of incentives (for example bus or cycle free-cards, gifts etc.) to test the proposed transport modes.

One of the main objectives of Personalised Travel Plans is to raise awareness among citizens, about a city's transport resources and comparing them with their usual modes of transport. In doing so, providing accurate data about the benefits of their use. Personalised Travel Plans not only provide information about public transport, but can present social and health benefits for an entire community such as, reduced congestion, less pollutant emissions leading to better health and a reduction in personal stress (for example, less pollution, less noise).

3.1 Summary Description of the Task

Within measure 34, task 4.9 covers the implementation of Personalised Travel Plans (PTP's) in Donostia – San Sebastián. The first stages of the implementation of a PTP involve initial data collection. A study of alternative modes and the provision of alternative modes will be presented and analysed. Details of the promotion and communication of the PTP's and the impact that this has will also be presented. Monitoring and evaluation plans that shows progress and the effectiveness of the plan will be included too..

4. Personalised Travel Plans in Donostia – San Sebastian

4.1 Description of the Work Done

The first steps of the project were taken in early September 2010. Based on the previous research presented in Deliverable R34.1, the process to be followed in a 'traditional' PTP programme was:

- Confirmation of the data collection and analysis methodology and the action plan for the first stages of data collection with the subcontractor firm (September 2010)
- Background publicity commences (September 2010)
- Perform doorstep data collection activities and distribute personalised travel information (October 2010)
- Baseline data analysis and reporting
- Follow-up with participants to establish reaction of participants, impact on travel behaviour and feedback on the approach taken.

Following the defined PTP implementation plan, included in deliverable R34.1 (section 4.6), data collection would be the key stage of the project. The next graph shows in detail the schedule for the data collection stage. According to the subcontractor it was agreed to

organize a 4 member travel advisor team, 2 for each corridor for the data collection stage. This team would not only collect the questionnaires, but also establish the first contact between potential participants and the project.

DATA COLLECTION STAGE	OCTOBER 2010				
	W1	W2	W3	W4	W5
Mailing campaign					
Door to Door visits by travel advisor team					

To coincide with ‘mobility week’ held, a press conference was held in San Sebastian on 16th September 2010 to promote the project and to publicise it to the wider media. Television and local newspapers reported the news through usual distribution channels, such as, television, news or print editions of papers. The following screenshots show the media coverage that the press conference generated.



Fig. 1: PTP in digital edition of Diario Vasco newspaper



Fig. 2: PTP in digital edition of Noticias de Gipuzkoa newspaper



Fig. 3: PTP in San Sebastian digital

4.2 Summary of Activities Undertaken

Mailing Campaign

A initial mailing campaign to promote the project was scheduled during October in the Amara and Antiguo districts. This mailing was targeted to potential contenders with the main objective to present the project through a promotional leaflet. This mailing campaign also served to strengthen the media coverage of the project mentioned earlier, guiding the marketing campaign more directly to each resident of the study corridors.

In the same mailing the main survey was sent to be filled in by anyone who wanted to take part in the project, advising them that after a short period of time a travel advisors team would go door to door to collect the surveys or in any case, to help people to fill them in.

The information was supplemented by a letter signed by the Mayor inviting local residents to participate in the initiative so that together the city can lead towards a more sustainable and healthy environment.

In Annex I, the documentation used in this initial mailing campaign is shown.

This initial mailing was delivered to a total of 3,000 residents equally divided between the districts of Amara and Antiguo. It was made an initial estimation that 300 participants would be needed to ensure compliance with the 200 PTP required at the end of the project.

To establish a mailing distribution criteria, we started with those doorways with closer access to sustainable transport modes, as public transport (DBus) or public cycling (DBizi) services.

In that sense, we took as reference the two main streets of both districts, where several bus lines go through them, and starting from those two streets we went gradually away. The following figures show the scope of the mailing distribution in each district.



Fig 4. Mailing distribution scope at Amara district

Stronger red zones show the closest streets to the main street which is supposed to have the best connections to several bus lines, while the weaker red zones show the street with lower influence. The same reasoning was carried out in Antigua district and the closest streets to public bicycle stations.

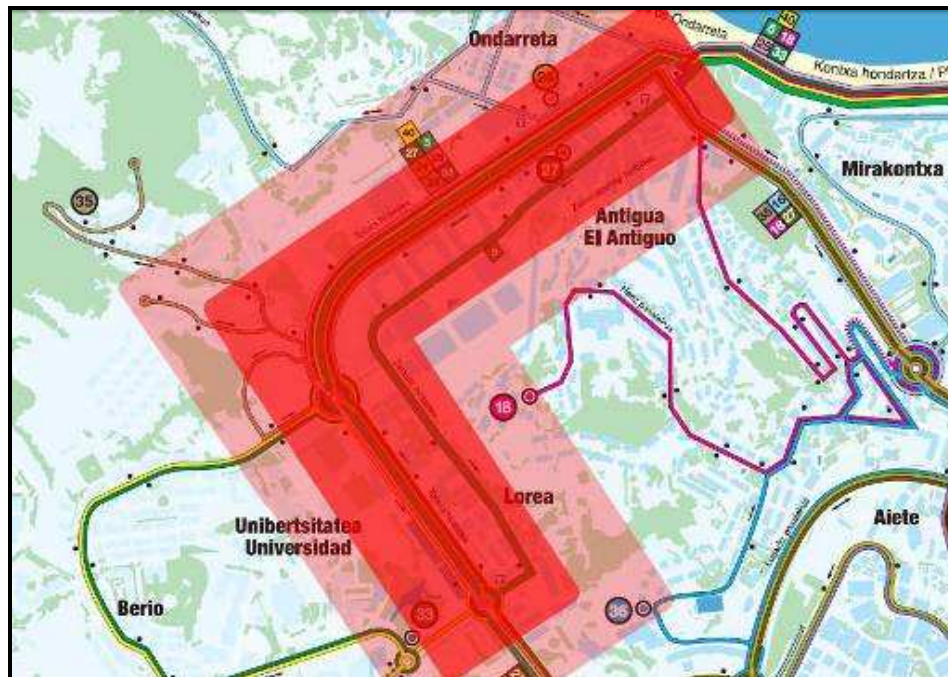


Fig.5: Scope of mailing distribution at Antigua district.

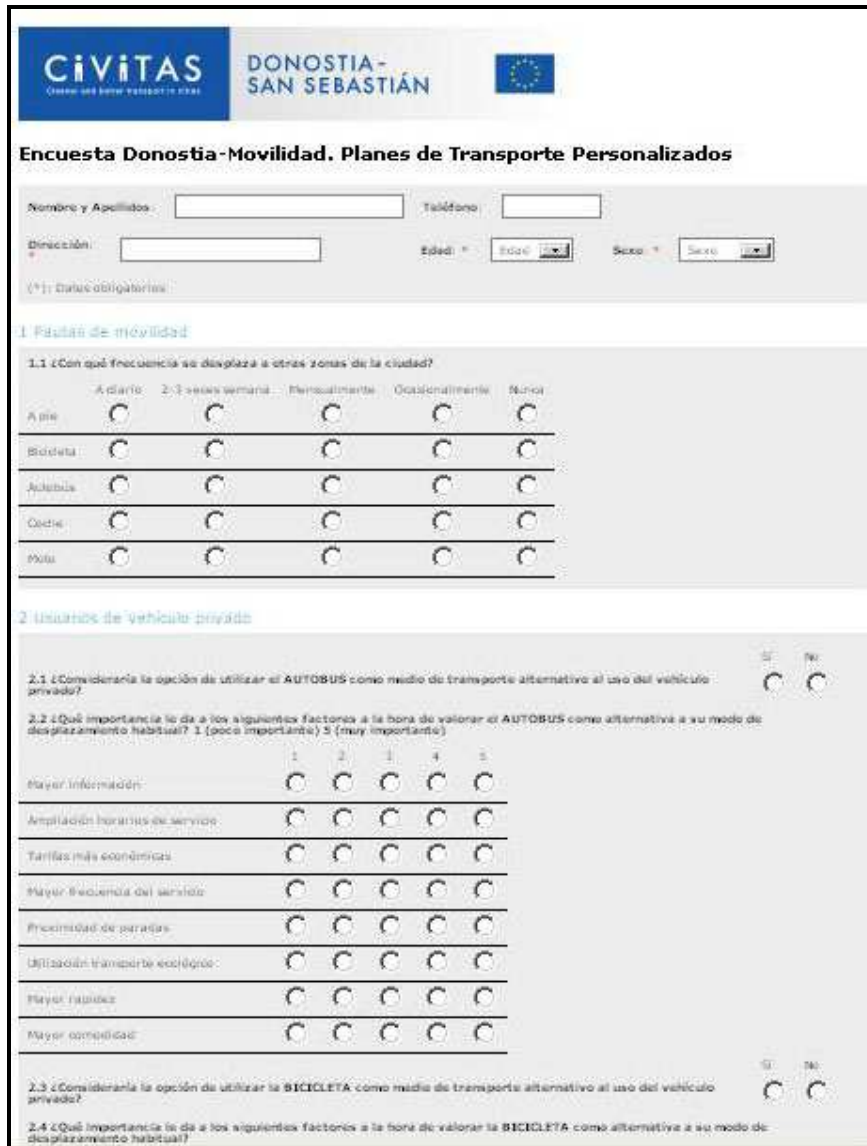
As we have seen after the mailing to the 3,000 residents, it was not enough to achieve those 300 participants, so with the aim to reinforce the field work, 2,000 phone calls were made to conduct the survey by phone or request an appointment to do it at a resident's home.

Apart from the mailing process and phone support, we offered the option to complete the survey through our website. It serves as an introductory survey with the aim of attracting people to whole project. Please see Figure 6 for a screenshot showing the website survey

From the start of the project a free phone number was provided for any inquiries regarding the project and its development.

After providing a reasonable amount of days for completing and sending back surveys, a four member travel advisor team started to visit each household and had conversations about the mobility habits of each, according to the answers they have provided in the survey.

According to travel advisors experience, in most cases they had to help people filling the survey in due to lack of interest in some cases or because they found the survey too technical for them to complete themselves.



Encuesta Donostia-Movilidad. Planes de Transporte Personalizados

Nombre y Apellidos: Teléfono:

Dirección: Edad: Sexo:

(*) Datos obligatorios

1. Frecuencia de movilidad

1.1 ¿Con qué frecuencia se desplaza a otras zonas de la ciudad?

	A diario	2-3 veces semana	Mensualmente	Ocasionalmente	Nunca
A pie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicicleta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coche	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Usuarios de vehículo privado

2.1 ¿Consideraría la opción de utilizar el **AUTOBUS** como medio de transporte alternativo al uso del vehículo privado? Sí No

2.2 ¿Qué importancia le da a los siguientes factores a la hora de valorar el **AUTOBUS** como alternativa a su modo de desplazamiento habitual? 1 (poco importante) 5 (muy importante)

	1	2	3	4	5
Mayor información	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ampliación horarios de servicio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifas más económicas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mayor frecuencia del servicio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximidad de paradas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilización transporte ecológico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mayor rapidez	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mayor comodidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.3 ¿Consideraría la opción de utilizar la **BICICLETA** como medio de transporte alternativo al uso del vehículo privado? Sí No

2.4 ¿Qué importancia le da a los siguientes factores a la hora de valorar la **BICICLETA** como alternativa a su modo de desplazamiento habitual?

Fig. 6. Project survey at www.donostiamovilidad.com

4.2.1 Data Mining

Once gathered, all completed surveys were analysed. Once analysed it was possible to assess the take up of a mode of transport ,other factors such as age of the resident, travelled distance, frequency, willingness to use one mean of transport or other (as provided in the survey responses) and geographical difficulties of the journey, among others.

Each proposal was submitted by a personal tab, which was presented by a map of their route and was made a comparison between their usual travel mode (usually made by private car) with the proposed mode of transport.

At this point, we must clarify that the personal tab layout differs depending on the proposed transport mode and thus the information provided. Annex II show specific tabs proposed for bus, bicycle and walking modes.

4.2.2 Tab Content

Regardless of the previously mentioned Tab type, its layout is divided in three parts:

- Personal profile
- Graphical area, map of proposed route
- Comparison table

At the end of the tab, a list of observations regarding the comparisom table are made.

Personal profile provides general information about resident and his journey. Specifically, these are the baseline data:

- Origin of journey
- Destination
- Frequency of the journey
- Vehicle registration year
- Fuel type
- Parking mode
- Travel purpose

Both origin and destination are useful to calculate the actual distance travelled even though the participant was allowed to provide their estimation about distance and time.

Vehicle registration year and fuel type was also collected to establsih their emissions levels according to EURO european regulations and to calculate the pollution emitted by his vehicle during the analysed journey.

Finally, Parking mode and Travel purpose in order to provide an idea of parking payment (parking mode) and the parking time (travel purpose) to assess the costs relating to parking.

Comparison table provides figures comparing the data obtained from the usual mode of transport and the proposed one. These results will be referred mainly to the difference in costs, emissions, travel times and distances.

Referring to the concept of cost there are two aspects that we wanted to reflect separately:

- direct costs of the trip, referring to the fuel consumption and parking costs of the journey.
- On the other hand, total costs, including indirect costs of the vehicle, which are shown in the table below. In this sense, we wanted to show to each participant two points of view: The first one, the diary costs of the vehicle, and the second one the hidden costs as a result of having a car (maintenance costs, vehicle insurance, council taxes etc....) and its importance in the overall costs of running a private vehicle.

Investment Cost	
Vehicle purchase	€
Amortization period	Years
Vehicle mileage / year	Km/year
Investment cost / year	€/year
Attributable cost per kilometer	€/km
Maintenance Cost	
Service frequency	km
Average service cost	€
Attributable cost per kilometer	€/km
Repairing Cost	
Repairs are estimated to account for 20% of the total investment cost in the life of the vehicle	€
Repairing cost / year	€/year
Attributable cost per kilometer	€/km
Tires replacement cost	
Tire replacement frequency	km
Tire average price	€
Attributable cost per kilometer	€/km
Insurance cost	
Annual insurance cost	€
Attributable cost per kilometer	€/km
Vehicle Council tax	
Annual Tax cost	€
Attributable cost per kilometer	€/km
Total cost per kilometer	€/km

Table 1. List of considered indirect costs of private car

As the table shows, from each subject we get its corresponding “attributable cost per kilometer” whose sum gives the “total cost per kilometer” that allows us to obtain the total cost for the journey (round trip).

Regarding the emissions, the table compares the emissions of CO₂, NO_x and PM₁₀ that private car emit to atmosphere during the journey and gives an approach of the annual emissions of each pollutant component.

Depending on car's fuel type (petrol or diesel) it is used a different EURO chart to get the corresponding factors for each pollutant component, together with COPERT IV software.

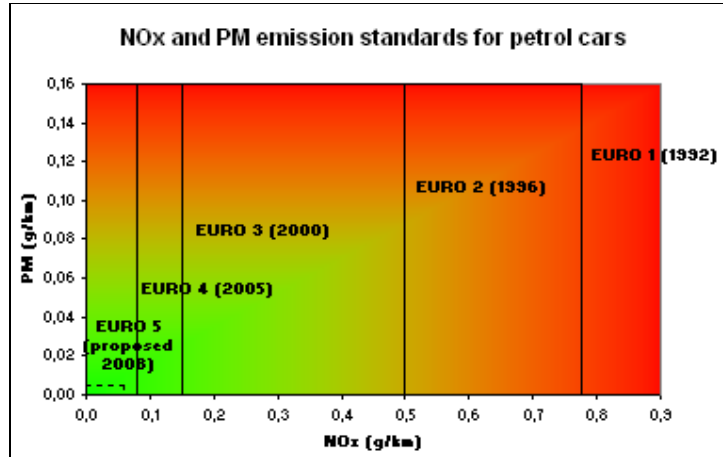


Fig.7. NOx and PM emission standards for petrol cars

Apart from PM and NO_x factors the chart also differentiates the value of the factors according to vehicle age, hence the need to know vehicle age as previously mentioned.

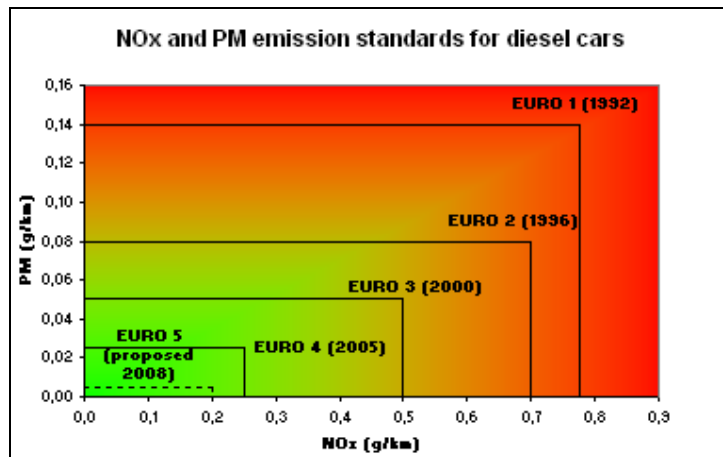


Fig.8. Nox and PM emission standards for diesel cars

Finally, the graphical area of the tab show the aerial view of the itinerary. In a bus proposal, it is showed the whole journey with its bus-stops, the origin with starting point, and the destination with last bus-stop.

In a bicycle proposal, we can distinguish two cases: A private bicycle proposal or a public bicycle one. In this second case, apart from the itinerary the closest bicycle stations to origin and destination are showed.

4.2.3 Proposals Distribution Visits

Once all the proposals are ready for delivery, we started calling participants to visit them and explain their personal proposal to each of them.

Initially we started contacting bus proposals in order to have enough time to arrange their bus cards, as they represent the largest percentage of proposals. For bus and bicycle cards issuing, a photo and identity card number of the future user is required, so the collection process was extended because some participants did not have the requested information at the time of the visit despite being previously warned during the appointment phone call.

In addition to the proposal, the participant information leaflets on the proposed transport are provided to the participant and other services leaflets that the council offers. In Annex III we show the leaflets offered.

4.3 Problems Identified

During the above stages, we have identified several issues that are described below. In general, the feeling is a lack of interest by citizens to engage in a long project like this.

- During the mailing campaign, we noticed that most people had not even opened the project-envelope. None of them have completed the survey of its own, only if the travel advisor helped them and after explaining the project.
- Those who had tried to do the survey on their own, found it too technical and complex but thanks to the intervention of travel advisors were able to complete it. In this sense, we have had to tell travel advisors to do extra work not only to gather surveys but also to assist people filling it in and explaining the survey and its objectives.
- The limited success of the survey was the need to ask personal data (address, phone, etc.). In this sense, travel advisors informed people about the use to which this information was addressed and the Data Protection Act that protects them.
- During the last visits for distributing travel proposals travel advisors had to call repeatedly to contact the survey participants. The need to collect photos delayed the collection process, because some did not have that information or they either sent it by mail or they delivered it directly to the project offices.

4.4 Risks and Mitigating Actions

The main concern is the risk of people leaving the project before completion. At this point, participants are regularly kept informed about project developments and the next steps from the city council and them.

We realised that the lack of contact from the project office increases the lack of interest by participants and for that reason we saw it as very important to stay in regular contact periodically publishing news on our website about the development of the project during periods when there is no personal contact from travel advisors.


4.5 Next Steps

Once all personal proposals have been spread, a three-month period will start where participants will be offered to use a free-card transport depending on the proposed transport mode. During this period, they should test the proposed transport instead of using their usual mode of transport, and after that period a new survey will be carried out to find out participants feedback and establish any change in travel behaviour.

The project will follow with another three-month period stage (from June 2011 to August 2011) but in this case without any kind of incentive to assess the ongoing success of the proposed transport mode in meeting the participants' transport needs, which will be followed by a corresponding survey and finally, one year after of this survey, a last survey will be carried out to test the continued use of the proposed transport mode (June-July 2012).

ANNEX I

Initial mailing documentation


Donostiako Alkatea El Alcalde de San Sebastián

Estimado/a ciudadano/a,

Me complace presentarle la iniciativa «Planes de transporte personales» (PTP) que desde el Ayuntamiento de San Sebastián estamos impulsando en nuestra ciudad con el objetivo de conseguir unos hábitos de movilidad sostenibles y mucho más saludables, colaborando así a crear una ciudad con un mayor nivel de calidad urbana.

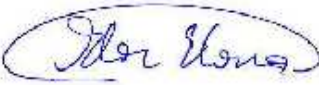
Esta actuación, desarrollada en el marco del proyecto europeo CIVITAS – Archimedes financiado con fondos de la Unión Europea, resulta completamente innovadora en España, y se centra en la comunicación directa e individual entre la Administración Municipal y la ciudadanía para lograr los cambios de hábitos necesarios.


En este sentido, vamos a realizar una prueba piloto en su barrio, y nos gustaría contar con su participación en este proyecto europeo, que pretende evaluar la efectividad de ofrecer información individualizada y ayudas directas para la utilización de los medios de transporte que permiten conseguir una movilidad sostenible y segura en nuestra ciudad.

Así, le hago saber que si Ud. utiliza habitualmente el coche y acepta participar en este proyecto, se le realizará un estudio totalmente individualizado en el que se le ofrecerán diversas medidas para que pruebe desplazarse en otro modo de transporte alternativo. A cambio, tendrá que colaborar con los auditores del proyecto en varias encuestas durante el tiempo de desarrollo de la experiencia.

Para participar en el proyecto, no tiene más que seguir las instrucciones que le indicamos en el folleto adjunto, y una persona se pondrá en contacto con Ud. con el fin de concretar el inicio de su programa personalizado.

Si no desea participar en este proyecto, le animo a utilizar siempre el modo de transporte más adecuado, y en caso de ser imprescindible usar el coche, utilice las técnicas de conducción eficiente, que puede aprender en cualquiera de los cursos que ofrecen las asociaciones de automovilistas. A su vez, si ya es usuario habitual del transporte público o de la bicicleta, agradecerle su aportación y animarle a continuar utilizándolo para que entre todos logremos que San Sebastián sea cada día más sostenible.


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Fig. 1. Project introduction letter from Mayor

¿Qué puedes hacer por la movilidad de tu ciudad?

Siempre que puedas, camina. Hacer ejercicio físico es necesario para mantenerse con buena salud, y caminar como mínimo 30 minutos al día es una buena opción. Te sentirás mejor y no hay modo de transporte más sostenible.



Plaméate el uso de la bicicleta en distancias medias. La ciudad dispone de carriles bici, y esta se adapta muy bien a la circulación por calzadas con velocidad máxima de 30 km/h.



Utiliza el transporte público si la bicicleta no es para ti una opción.



Si tu situación te fuerza a usar el coche, intenta llevar a alguien. Un coche lleno es un transporte sostenible.



No aparques ilegalmente, siempre encontrarás sitio un poco más lejos. Así evitas perjudicar al resto de ciudadanos.



Conduce de forma eficiente. Interésate por la realización de cursos específicos que ofrecen asociaciones de automovilistas y otras entidades.





Antecedentes

Aunque cada vez es mayor el uso la bicicleta o el transporte público para moverse en Donostia, aún en algunas ocasiones, bien por comodidad o por desconocimiento de alternativas, utilizamos el coche para nuestros desplazamientos con lo que ello implica de mayor consumo energético, congestión y contaminación. Por ello, nuestra ciudad se acoge a un proyecto europeo, CIVITAS – ARCHIMEDES, con objeto de conseguir una movilidad aún más sostenible en la ciudad.




El proyecto CIVITAS – ARCHIMEDES, es un ambicioso Plan financiado por la Unión Europea, que engloba una serie de actividades con el objetivo de incrementar la utilización de los modos de transporte sostenibles y aportar servicios de viaje más seguros en áreas urbanas de mediano tamaño. La legislación europea y incrementar la eficiencia energética.

¿En qué consiste el proyecto?

El proyecto pretende realizar un total de 200 Planes de transporte personales.

Los planes de movilidad normalmente realizan un análisis general de las necesidades de movilidad actuales y proponen infraestructuras y medidas de gestión para facilitar una movilidad sostenible y solucionar los problemas detectados.

En los Planes de transporte personales, se analiza caso por caso las necesidades de movilidad de los participantes. A cada uno de ellos se les propone una forma alternativa de realizar los desplazamientos: que actualmente hacen en vehículo privado, y se les proporcionan los medios para que puedan llevar a cabo este cambio modal durante 3 meses.

Finalmente se comprueba el nivel de satisfacción con la nueva forma de desplazarse, y después de un periodo de 3 meses, se analiza cuantas personas siguen realizando sus desplazamientos de la forma propuesta.

Esta metodología innovadora, permite ver la eficacia real de cada uno de los sistemas propuestos, y analizar de una forma detallada en qué casos los ciudadanos encuentran más dificultades para seguir pautas de movilidad sostenibles.

Planes de transporte personalizados

Colaborar es muy sencillo, tienes que seguir estas pautas.

- 1º Rellena la encuesta que viene adjunta en el presente sobre o bien la puede cumplimentar en la página web www.donostiamovilidad.com, o puedes ponerte en contacto telefónico al nº 900 80 92 49
- 2º Cuando la tengas cumplimentada puedes llamar a este nº de teléfono gratuito para que el colaborador pase
- 3º Cuando recibas tu propuesta de desplazamiento alternativo, analiza las ventajas e inconvenientes con el colaborador que te visite.
- 4º Utiliza el itinerario propuesto para que lo compares con tu modo de desplazamiento habitual.
- 5º Una vez transcurridos los tres primeros meses, recibirás de nuevo la visita del colaborador para que le hagas llegar tu experiencia mediante una segunda encuesta.
- 6º Transcurridos otros tres meses, el colaborador volverá a visitarte con el fin de conocer el grado de efectividad que ha tenido tu plan personalizado.

Fig.2. Project promotion leaflet (original above and translation on the next page)

What can you do for the mobility of your city?

Whenever possible, go by walking. Physical activity is necessary to maintain good health and walk at least 30 minutes a day is a good choice. You'll feel better and there is no more sustainable mode of transport

Ask yourself about the use of bicycle for medium-distances. The city has bike paths and this is very well suited to driving on roads with maximum speed of 30km / h.

Use public transport if the bike is not an option for you

If your situation forces you to use your car, try to travel with someone making the same journey. A full car is a form of sustainable transport.

Do not park illegally, you will always find room a little farther away. This way, you will not penalize other citizens,

Drive efficiently, take an interest in carrying out specific courses offered by automobile clubs and other entities.

Background

Although there is increasing use of the bicycle and public transport to move through Donostia, even in some cases, either by convenience or for lack of alternatives, we use the car for our trips with its implications of higher energy consumption, congestion and pollution. Therefore, our town hosts a European project, CIVITAS-ARCHIMEDES, in order to achieve more sustainable mobility in the city.

The project CIVITAS-ARCHIMEDES is an ambitious plan funded by the European Union, which includes a series of activities aimed to increase the use of sustainable transport modes and provide safer travel services in medium-sized urban areas.

What is the Project?

The project aims to perform a total of 200 personal transport plans.

Mobility schemes typically perform a comprehensive analysis of current mobility needs and propose infrastructures and management measures to facilitate sustainable mobility and solve the identified problems.

In personal transport plans, we analyze in each case, the mobility needs of participants. To each of them an alternative way is proposed according to the current trip made by private car and they are provided with means to carry out this change over 3 months.

Finally, the satisfaction levels will be checked with the new travel mode, and after a period of 3 months, we analyze how many people continue to make their trips as proposed.

This innovative methodology allows to see the real effectiveness of each of the proposed systems, and a detailed analysis of cases in which citizens find difficulties to follow sustainable mobility guidelines.

Personalised Travel Plans

Participation is very simple, you just need to follow these guidelines:

1st. Fill in the attached survey in the envelope or you can fill it in the web page www.donostiamovilidad.com, or you can contact telephone number.

2nd. When you have completed you can call this free phone number for the travel advisor visit you.

3rd. When you receive your alternative travel propose, analyse the advantages and disadvantages with the travel advisor.

4th. Test the proposed itinerary to compare it with your usual travel mode.

5th. Once after the first three months, you will receive the visit of the travel advisor to transmit him your experience with a second survey.

6th. After a further three months, the travel advisor will visit you again to know how effective your personalised travel plan has been.

T 34.1 PERSONALIZED TRAVEL PLANS IN DONOSTIA-SAN SEBASTIAN



PLANES DE TRANSPORTE PERSONALIZADOS

5. SÓLO SI ES USUARIO DE LA BICICLETA

6.1. ¿Utiliza usted los aparcabicis para aparcar (si) o aparca en mobiliario urbano (no)?
 SI NO
 Si es que no, ¿por qué?
 ¿Dónde?

6.2. ¿Utiliza el servicio de préstamo de bicicletas público?
 SI NO
 ¿Cuántas veces a la semana?

6. SÓLO SI ES USUARIO DEL TRANSPORTE PÚBLICO

6.1. Cuando utiliza el transporte público, ¿realiza usted transbordos entre diferentes medios de transporte?
 SI NO
 Si es que sí, ¿Cuántas veces a la semana y en que medios?

Bus-bus	Bus-bici
---------	----------

6.2. ¿Cuántas veces utiliza los siguientes títulos de transporte a a la semana?

Individual	Bonobus	Mensual	Otros (especificar...)

4

PLANES DE TRANSPORTE PERSONALIZADOS

Estimado vecino, con motivo del proyecto europeo CIVITAS que está desarrollando el Ayuntamiento de San Sebastián estamos realizando una encuesta para conocer la situación de la movilidad y el transporte en su barrio. Esta encuesta está dirigida a cualquier miembro de la familia mayor de 16 años. Si alguno quiere colaborar por favor conteste las siguientes preguntas y si existen otros miembros también interesados en contestarla no duden en llamar al teléfono gratuito 900 80 92 49

Nombre y Apellidos..... Edad..... Sexo.....
 Dirección Postal..... Teléfono..... Dirección electrónica.....

1. HÁBITOS DE MOVILIDAD

1.1. ¿Con qué frecuencia utiliza los siguientes medios de transporte para desplazarse a otras zonas de la ciudad?

	A diario	2-3 veces semana	Mensualmente	Ocasionalmente	Nunca
Pie					
Bici					
Autobús					
Moto					
Coche					

2. SÓLO SI HA REALIZADO UN DESPLAZAMIENTO EN COCHE

2.1. ¿Consideraría la opción de utilizar el AUTOBÚS como medio de transporte para alguno de los desplazamientos que ha hecho en coche si mejoraran las condiciones actuales?
 SI NO (pasar a la 2.3.)

2.2. En ese caso, valore que factores influirían en que ud. utilizara el autobús: de 1 (influiría poco) a 5 (influiría mucho)
 Mayor información Más frecuencia autobuses Ampliación horarios Mayor rapidez
 Proximidad de paradas Tarifas más económicas Transporte ecológico Mayor comodidad

2.3. ¿Consideraría la opción de utilizar la BICICLETA como medio de transporte para algunos de los desplazamientos que ha hecho en coche si mejoraran las condiciones actuales?
 SI NO (pasar a la 2.5.)

2.4. En ese caso, valore que factores influirían en que ud. utilizara la bicicleta: de 1 (influiría poco) a 5 (influiría mucho)
 Poseer una bicicleta Más seguridad vial Más carriles bici Incentivos
 Bici de préstamo Ducha en el trabajo Información sobre seguridad o rutas

2.5. ¿Consideraría la opción de utilizar la MARCHA A PIE como medio de transporte para algunos de los desplazamientos que ha hecho en coche si mejoraran las condiciones actuales?
 SI NO (pasar a la 2.7.)

2.6. En ese caso, valore que factores influirían en que ud. fuera a pie: de 1 (influiría poco) a 5 (influiría mucho)
 Mejora mobiliario urbano (árboles, bancos...) Ampliación aceras Creación de calles peatonales
 Mayor atractivo comercial y paisajístico Seguridad del recorrido (semáforos, pasos de peatones...)

2.7. ¿Tendría interés en participar en el proyecto de Planes de Transporte Personalizados con el fin de colaborar en la consecución de una ciudad más sostenible? Para que probara las alternativas al vehículo privado le facilitamos un pase gratuito durante tres meses de autobús o de bicicleta pública
 SI NO

FIN DE LA ENTREVISTA SI NO QUIERE PARTICIPAR EN EL PROYECTO O NO UTILIZA EL COCHE DE FORMA HABITUAL EN EL CASO DE SEGUIR CON EL PROCESO CONTESTE LAS PÁGINAS 2, 3 Y 4. MUCHAS GRACIAS

1

Fig. 3 Project Survey. Pages 1 & 4

T 34.1 PERSONALIZED TRAVEL PLANS IN DONOSTIA-SAN SEBASTIAN



PLANES DE TRANSPORTE PERSONALIZADOS

3. MATRIZ DE DESPLAZAMIENTOS

Para conocer si alguno de los desplazamiento que ud. ha hecho en coche podría ser realizado en otros modos de transporte le planteamos que rellene una tabla en que cada columna corresponde a cada uno de los desplazamientos que hizo ayer. Si ayer no utilizó el vehículo indique los desplazamientos del último día en que lo cogió. Entendemos por desplazamiento el viaje entre dos lugares determinados (ej: ir de casa al trabajo, ir de casa a dejar el niño, del trabajo al gimnasio,...). En la tabla siguiente se indica la forma de cumplimentarla.

Nº DESPLAZAMIENTO	1
ORIGEN	Se indica la calle, el número y la población de donde viene y a donde va
DESTINO	
MEDIO TRANSPORTE	Poner el número correspondiente de acuerdo a esta codificación: 1.- Automóvil conductor 2.- Automóvil acompañante 3.- Motocicleta 4.- Transporte Público 5.- A pie 6.- Bicicleta
TIEMPO RECORRIDO	Minutos de puerta a puerta
MOTIVO DEL VIAJE	Poner el número correspondiente de acuerdo a esta codificación: 1. Trabajo 2. Estudios 3. Compras 4. Gestiones 5. Ocio 6. Domicilio. 7. Dejar/recoger a alguien
LUGAR DONDE APARCA	Poner el número correspondiente de acuerdo a esta codificación: 1. Parking propio 2. Parking de empresa 3. Parking Público de pago 4. OTA 5. En la calle gratuito 6. En ilegal
DISTANCIA ALTERNATIVA EN TRANSPORTE PÚBLICO	Si Ud. ha hecho el viaje en coche indicar cuanto tiempo cree que tardaría si lo hubiera hecho en transporte público.
OCCUPACIÓN DEL COCHE	Personas que van en el vehículo incluido el conductor.

Nº DESPLAZAMIENTO	1	2	3	4	5	6
ORIGEN - Calle y nº - Población						
DESTINO - Calle y nº - Población						
MEDIO TRANSPORTE						
DISTANCIA (km)						
HORA SALIDA						
TIEMPO RECORRIDO						
MOTIVO VIAJE						
TIEMPO BUSCANDO APARCAMIENTO						
LUGAR DONDE APARCA						
DISTANCIA ALTERNATIVA EN TRANSPORTE PÚBLICO						
OCCUPACIÓN DEL COCHE						

PLANES DE TRANSPORTE PERSONALIZADOS **2**

PLANES DE TRANSPORTE PERSONALIZADOS

4. VALORACIÓN DE LOS MEDIOS DE DESPLAZAMIENTO

4.1. Valore de 1 (nada satisfactorio) a 10 (muy satisfactorio) cada uno de estos modos de transporte en la ciudad de San Sebastián de forma global y para cada uno de estos aspectos, independientemente de que los use?

	Pie	Bici	Autobús	Moto	Coche
Rapidez					
Comodidad					
Seguridad					
Economía					
Beneficio medio ambiente					
Global					

4.2. Valore de 1 (nada satisfactorio) a 10 (muy satisfactorio) el grado de cumplimiento de las normas y el respeto al resto de ciudadanos de cada uno de estos grupos?

Pedestros	
Ciclistas	
Conductores bus	
Motoristas	

4.3. ¿Cuál es el gasto mensual destinado a cada uno de estos modos de transporte?

Bicicleta	
Transporte público	
Moto	
Coche	

4.4. Valore de 1 (poco satisfactorio) a 10 (muy satisfactorio) la situación actual de cada uno de los siguientes aspectos

Amplitud de aceras	
Número de calles peatonales	
Tiempo de verde para los peatones en los semáforos	
Seguridad del peatón para cruzar las calles	
Carriles-bici	
Señalización vías ciclistas	
Ascensores/rampas y escaleras mecánicas	
Información paradas de autobús	
Información web del autobús	
Rapidez itinerario bus	
Señalización de las calles	
Sincronización semafórica	

4.5. Indíquenos si ha observado alguna mejora en los siguientes aspectos durante el último año

Los itinerarios peatonales	¿Cuál?
Facilidades para circular en bicicleta	
Aumento de frecuencia del autobús (indicar la línea)	
Otro aspecto relacionado con la movilidad	

5. OTROS ASPECTOS

5.1. ¿Conoce usted el servicio de préstamo de bicicletas público?
 SI NO

5.2. Podría especificar las características del vehículo que utiliza normalmente?
 Año de matriculación:.....
 Tipo de combustible:.....
 Cilindrada:.....

5.3. ¿Cuál suele ser la ocupación de su vehículo cuando se desplaza en él? Personas/ Vehículo

Trabajo	
Ocio:	
Compras	
Otros:	

5.4. ¿Utiliza o ha utilizado usted los ascensores, rampas o escaleras mecánicas?
 SI ¿Cuántas veces a la semana?.....
 NO

5.5. ¿Conoce usted algún ascensor, rampa o escalera mecánica que esté en ejecución o se vaya a ejecutar?
 SI ¿Cuál?... NO

5.6. ¿Considera que la implantación de los Planes de Transporte Personalizados planteada desde el Ayuntamiento puede ser positiva para usted?
 SI NO ¿Por qué?.....

5.7. ¿Considera que la implantación de PTP desde el Ayuntamiento puede ser positiva para la sociedad?
 SI NO ¿Por qué?.....

PLANES DE TRANSPORTE PERSONALIZADOS **3**

Fig. 4. Project Survey. Pages 2 & 3

ANNEX II

Proposed Transport Modes Tabs

T 34.1 PERSONALIZED TRAVEL PLANS IN DONOSTIA-SAN SEBASTIAN



Fig.1 Bus Proposal Tab

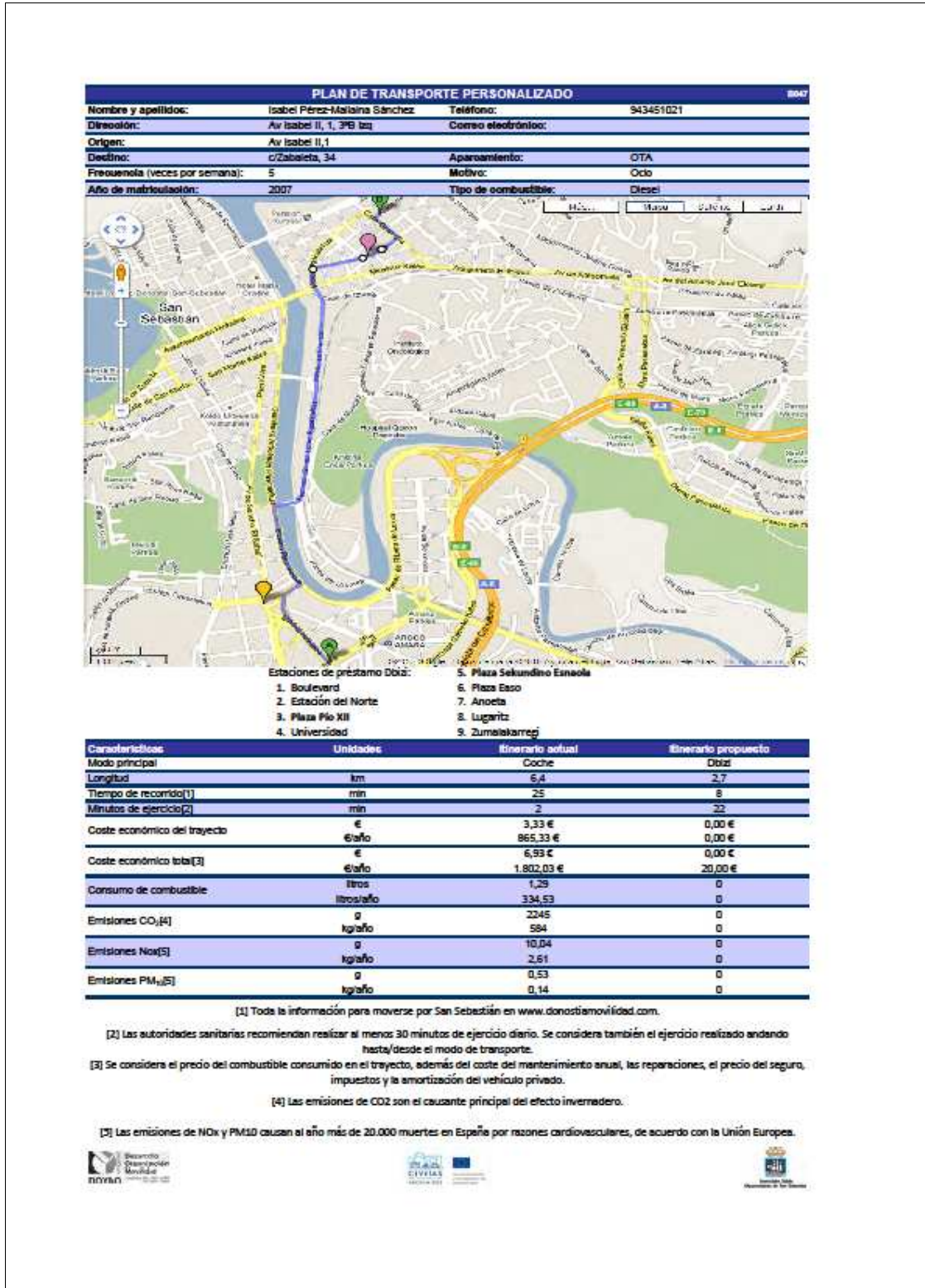


Fig.2. Public Bicycle Proposal Tab

PLAN DE TRANSPORTE PERSONALIZADO				A468
Nombre y apellidos:	Ignacio Azplazu Tolosa	Teléfono:	943311112	
Dirección:	Paseo Ondarreta 2, 39A	Código electrónico:		
Origen:	Paseo Ondarreta 2			
Destino:	Calle Federico García Lorca 4	Aparcamiento:	Parking empresa	
Frecuencia (veces por semana):	5	Motivo:	Trabajo	
Año de matriculación:	2000	Tipo de combustible:	Gasolina	



Características	Unidades	Itinerario actual	Itinerario propuesto
Modo principal		Coche	Bici
Longitud	km	3,1	3,1
Tiempo de recorrido[1]	min	10	9
Minutos de ejercicio[2]	min	2	9
Coste económico del trayecto	€	0,69 €	0,00 €
	€/año	178,53 €	0,00 €
Coste económico total[3]	€	2,42 €	0,00 €
	€/año	630,29 €	0,00 €
Consumo de combustible	litros	0,62	0
	litros/año	161,20	0
Emissiones CO ₂ [4]	g	1254	0
	kg/año	326	0
Emissiones NOx[5]	g	2,69	0
	kg/año	0,70	0
Emissiones PM ₁₀ [5]	g	0,15	0
	kg/año	0,04	0

[1] Toda la información para moverse por San Sebastián en www.donostiamovilidad.com.

[2] Las autoridades sanitarias recomiendan realizar al menos 30 minutos de ejercicio diario. Se considera también el ejercicio realizado andando hasta/desde el modo de transporte.

[3] Se considera el precio del combustible consumido en el trayecto, además del coste del mantenimiento anual, las reparaciones, el precio del seguro, impuestos y la amortización del vehículo privado.

[4] Las emisiones de CO₂ son el causante principal del efecto invernadero.

[5] Las emisiones de NOx y PM₁₀ causan al año más de 20.000 muertes en España por razones cardiovasculares, de acuerdo con la Unión Europea.



Fig.3. Private Bicycle Proposal Tab

PLAN DE TRANSPORTE PERSONALIZADO				A674
Nombre y apellidos:	Tomas Olazabal Martínez	Teléfono:	943310302	
Dirección:	Av. Tolosa 35, 4ºIzq	Código electrónico:		
Origen:	Av. Tolosa 35			
Destino:	Camino de los Pinos 123	Aparcamiento:	Parking subterráneo	
Frecuencia (veces por semana):	5	Motivo:	Trabajo	
Año de matriculación:	2010	Tipo de combustible:	Diesel	



Características	Unidades	Itinerario actual	Itinerario propuesto
Modo principal		Coche	Pie
Longitud	km	2,5	1,4
Tiempo de recorrido[1]	min	15	21
Minutos de ejercicio[2]	min	2	21
Coste económico del trayecto	€	3,56 €	0,00 €
	€/año	924,30 €	0,00 €
Coste económico total[3]	€	4,96 €	0,00 €
	€/año	1.288,30 €	0,00 €
Consumo de combustible	litros	0,50	0
	litros/año	130,00	0
Emissiones CO ₂ [4]	g	768	0
	kg/año	200	0
Emissiones NOx[5]	g	3,01	0
	kg/año	0,78	0
Emissiones PM ₁₀ [5]	g	0,17	0
	kg/año	0,04	0

[1] Toda la información para moverse por San Sebastián en www.donostiamovilidad.com.

[2] Las autoridades sanitarias recomiendan realizar al menos 30 minutos de ejercicio diario. Se considera también el ejercicio realizado andando hasta/desde el modo de transporte.

[3] Se considera el precio del combustible consumido en el trayecto, además del coste del mantenimiento anual, las reparaciones, el precio del seguro, impuestos y la amortización del vehículo privado.

[4] Las emisiones de CO₂ son el causante principal del efecto invernadero.

[5] Las emisiones de NOx y PM₁₀ causan al año más de 20.000 muertes en España por razones cardiovasculares, de acuerdo con la Unión Europea.



Fig.4. Walking Proposal Tab

ANNEX III

Distributed Leaflets and Maps

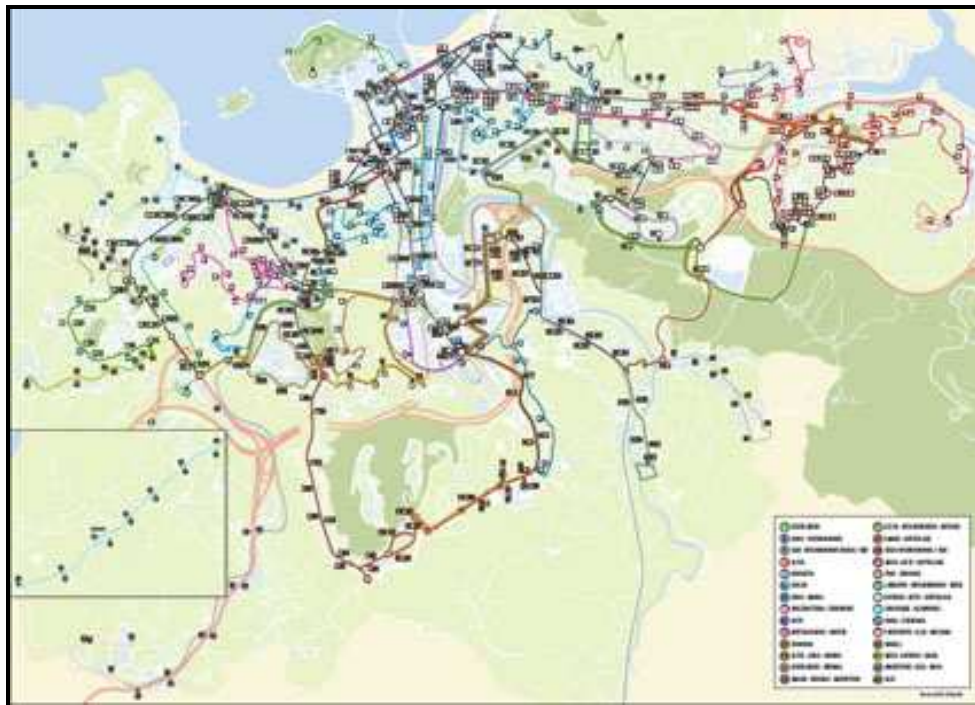


Fig.1 Bus route map



Fig. 2 Pedestrian route map



Fig. 5. Leaflet about benefits of using sustainable transport

Fig.6 30 Zones leaflet

