



ARCHIMEDES

Donostia - San Sebastian

T 33.2 Commuter Travel Plans in Donostia – San Sebastian

Donostia - San Sebastian

September 2011



THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION



Project no.	TREN/FP7TR/218940 ARCHIMEDES									
Project Name	ARCHIMEDES (Achieving Real Change with									
	Innovative Transport Measure Demonstrating									
	Energy Savings)									
Start date of the	15/09/2008									
Project										
Duration:	48 months									
Measure:	No. 33: Travel Plans in Donostia – San Sebastian									
Task:	4.7 Commuter Travel Plans									
Deliverable:	T33.2: Commuter Travel Plans in Donostia-San									
	Sebastian, M24, Task 4.7									
Due date of	14 th September 2010									
Deliverable:										
Actual	26 th September 2011									
submission date:										
Dissemination	Public									
Level										
Organisation	ADS									
Responsible										
Author	Iñaki Baro									
Quality Control	Alan Lewis									
Version	1.0									
Date last updated	26 th September 2011									



Contents

1. INTRODUCTION	4
1.1 BACKGROUND CIVITAS 1.2 BACKGROUND ARCHIMEDES 1.3 PARTICIPANT CITIES 1.3.1 Leading City Innovation Areas.	5 5
2. DONOSTIA – SAN SEBASTIAN	5
2.1 OBJECTIVES IN CIVITAS	6
3. BACKGROUND TO THE DELIVERABLE	6
3.1 SUMMARY DESCRIPTION OF THE TASK	6
4. COMMUTER TRAVEL PLANS	7
4.1 Prediagnostic Phase	7
4.2 DIAGNOSTIC PHASE	8
4.2.1 Information sources	8
4.2.2 Data Gathering	
4.3 ACTION PLANS	
4.3.1 Igara Business Area	
4.3.2 Belartza Business Area	
4.3.3 Zuatzu Business Area	22
4.3.4 Miramon Business Area	
4.3.5 Poligono 27 Industrial State	24
4.4 MITIGATING ACTIVITIES	25
4.5 FUTURE PLANS	25

ANNEX I – List of interviewees in Prediagnostic phase

ANNEX II - Summary of Diagnosis and Action Plan for Igara business area

ANNEX III - Summary of Diagnosis and Action Plan for Belartza business area

ANNEX IV - Summary of Diagnosis and Action Plan for Zuatzu business area

ANNEX V - Summary of Diagnosis and Action Plan for Poligono 27 industrial state

ANNEX VI - Summary of Diagnosis and Action Plan for Miramon business area



1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for Clty-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
- lasi (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 33, Travel Plans in Donostia – San Sebastián.

Continuing with the measure plan as already shown in the preparatory deliverable (R33.2), this report will attempt to detail the measures undertaken in each of analysed business areas.

As discussed in the deliverable R33.2, employee travel to the business areas involves a very high use of private vehicles; higher than the overall average use in the city, which added to the particular location of each business area, is an influential factor on the road traffic of the city.

This is the reason why there is a need to address othis issue at this group of selected locations in order to rationalise the use of private vehicles, although it is acknowledged the dependence we have towards it, which will represent a significant barrier to our objectives in this measure.

The business areas included in this study are Igara, Belartza, Zuatzu, Miramon and Poligono 27. (Please see Annex for further details of these areas). As explained in the previous deliverable both Miramon and Poligono 27 business areas have been previously analysed in 2008 and 2006, and some of the data obtained from those analysis will be considered during this project.

3.1 Summary Description of the Task

It is task 4.7 (Commuter travel plans) that this deliverable develops. This report presents the collection of measures which are to be implemented in each business area. These areas ave been agreed with the different agents who have taken part in various working group meetings throughout the project.

Before the presentation of these action plans an introduction to the diagnosis stage will be made. This was conducted prior to the establishment of action plans in order to have the



current situation of each business area in terms of mobility (parking offer, public transport, non-motorised paths...etc.). These results are relevant to assist in understanding the action plans in each business area.

Action plans will be presented individually according to each business area, although, as it will be seen, some measures will be aligned in various business areas.

4. Commuter Travel Plans

Analysis of commuters' mobility patterns in Donostia – San Sebastian has been operationally structured around two working phases which are well differentiated:

- 1. Prediagnostic phase
- 2. Diagnostic phase

The methodological process and techniques used for the comprehensive execution of tasks relating to each of the phases mentioned are outlined in the following sections.

4.1 Prediagnostic Phase

This is the initial stage of planning, launching and presentation of the study, during which all the agents of the institutional, social and business deemed relevant for the purposes of the project were contacted and interviewed. Groups represented in this process prior to diagnosis were:

- Institutions and public entities
- Government and representative agencies of business areas
- Private companies
- Trade unions
- Transport operators

The results of the interviews served to deepen the general issue of labour mobility and the perception of the problems specific to each business area. It also helped in the design of the questionnaires that would be used in the process of surveying businesses and workers.

Table 1 shows the list of interviewees acording to the previous group. A more detailed list of interviewees and schedule interviews are detailed in ANNEX I:



Represented Group	Organisation
Institution and public entities	Diputación foral de Gipuzkoa Ayuntamiento de Donostia – San Sebastian Autoridad territorial del Transporte de Gipuzkoa
Government and representative agencies of business areas	Parque Tecnológico de San Sebastian Parque empresarial de Zuatzu Asociación de propietarios y usuarios de P27
rivate companies	Fundación Emaus DHL express Tecnalia Arista interactiva Gara
Trade unions	UGT CCOO ELA LAB
Transport operators	Diputación foral de Gipuzkoa DBus

Table 1. List of interviewees on prediagnostic phase

4.2 Diagnostic Phase

This is the key step in the analysis. It includes a data collection campaign (research and field work), from which it will be possible to gain a picture of the mobility situation in each of the business areas we have studied.

The fieldwork is divided into two groups of activities:

- qualitative, which help to structure preferences, understand behaviours and guide actions to implement,
- and quantitative, that enables the quantification and interaction among parameters and the objectification of the findings.

Table 2 provides details of the data collection activities with an indication of whether the task was qualitative or quantitative in nature.

Information sources	Character
Statistical and documentary research	Qualitative / Quantitative
Telematics and onsite surveying	Qualitative / Quantitative
Public transport counting	Quantitative
Private transport counting	Quantitative
Inventory and parking demand	Quantitative
Daily experiences (interviews with users)	Qualitative

Table 2. Data collection activities list

4.2.1 INFORMATION SOURCES

Statistical and documentary research

Preliminary work was carried out to review previous studies and projects that sought to establish labour mobility in each of the business areas.



Telematics and onsite surveying

This is the fundamental task in the campaign of data collection. The quality and reliability of the results obtained and the accuracy of the conclusions depend on its optimum performance.

The survey process involves the distribution and collection of surveys on the characteristics, patterns and preferences of mobility of both companies and employees in each business area under study, namely in the areas of Igara, Zuatzu, Belartza and Poligono 27.

Public and Private transport counting

This work consists of different types of counting tasks. This establishes the volume of public and private transport users in different locations of interest to the project (bus stops, railway stations, access and exit points etc).

Public Transport

The activity performs an uploaded and downloaded traveller counting in public transport nodes (bus stops, stations), for urban and interurban services, which serve functionally considered business areas.

The public transport counts were carried out on 8th ,9th and 10th of February 2011 from the start of service until 8:00 p.m. during periods of demand linked to the work activity.

To verify the reliability of data from these counts in the different public transport lines, the results were compared with SAE statistics (System operating aid) of Bus Company of Donostia - San Sebastian.

Private Transport

The activity is to conduct counts (comings and goings) of vehicles in the various access roads in each of the activity areas.

To this end, all entrances and exits of the business park are covered by staff, even those considered as secondary or less-used.

The information collected is:

- Counting point location
- Entrance/Exit time
- Vehicle occupancy rate
- Vehicle type: Car, Van/Truck, Bus, Motorbike, bicycle

Private transport counts were carried out on 1st and 3rd of February 2011 for Igara and Polígono 27 areas, and on 8th and 10th February 2011 for Zuatzu and Belartza, in observation periods of 14 hours, from 06:00 to 20:00h.

Inventory and parking demand

The goal is to define and quantify the parking spaces for each business park, and check regularly their occupancy and rotation level.



On this, a previously inventoried area, periodic counting rounds were made in three different time periods:

• In the morning: From 07:00 to 10.00h

In the midday: From 13:00 to 15:00h

• In the afternoon: From 16:00 to 19:00h

Data collected were:

- Definition of available parking places: Parallel / Head-in parking, load and unload, spaces reserved for disabled people.
- Occupancy rates.
- "Illegal" parking (on yellow lines, double-parking, parking access, etc.).

During the counting rounds, in a closed parking area for about 100 vehicles, present and absent vehicles plates are periodically monitored, which verifies the degree of rotation of the vehicles and the service level of the parking lots.

Daily experiences (interviews with users)

This activity consists of qualitative face to face interviews, open to all users of the business areas.

Given that mobility is conditioned by a series of social aspects (and cultural), this approach is essential because a persons ethnography provides details about the lifestyles, the constraints derived from the organisation of space and structure of family life.

This level of detail is very valuable in the design of public transport, which can identify data of interest related to timetables and frequencies, conditions of vehicles, quality of information, convenience of routes and bus stops etc

4.2.2 DATA GATHERING

All the information from the fieldwork campaign has been recorded, coded and cleaned, and placed in a database. The data were then analysed using spatial statistical analysis techniques. These kinds of analyses allow the processed data to be presented in a graphical way, using maps of the area to reflect the results.

Spatial Analysis of labour mobility

As a complement to statistical exploitation process a geographic information system (GIS) has been implemented, which includes mobility information from the fieldwork campaign (baseline scenario), and performing spatial analysis from the exploitation of the different variables.

It has worked in two areas or scales of analysis; the urban one, on the city of Donostia - San Sebastian, which applies spatial disaggregation to district level, and the province, on the territory of Gipuzkoa, implementing spatial disaggregation at municipal level.

Therefore, each spatial analysis of mobility can be circumscribed both urban and the provincial scope



In this context, the geolocation of the origins of workers (population centres) and the integration of public transport systems highlights issues with respect to accessibility and other dysfunctions in the system of collective transport.

The labour mobility GIS, provides a representative tool that allows all generated information on mobility in both the baseline scenario and in the future.

Public v's Private Competitive Analysis, in relation to origin-destination

An interesting exercise for the purposes of the project is a comparative analysis of travel times on public and private transport, to some origin (residence) - destination (business area) in relation to both urban and provincial scopes.

The objective is to evaluate the competitiveness of public transport provision in relation to the study, so that for each business area, it is possible to determine the percentage of functionally "disconnected" working people to urban and interurban public transport network.

For that purpose, a number of representative points are defined, called *centroids*, for each of the two spatial areas of analysis (urban/provincial). These centroids are within locations that can be considered as reference points of origin and destination of journeys.

For the urban area (Donostia - San Sebastian) the following list of neighbourhoods and their corresponding centroids are considered:



URBANO DONOSTIA										
BARRIOS	Centroides	BBDD								
Aiete (Bajo)	Ps. Aiete, 2 (La Cumbre)	001-Aiete								
Aiete (Alto)	Ps. Aiete, 93 (Palacio)	001-Aiete								
Altza	Ps. Larratxo, 70	002-Altza								
Amara berri	Plaza Pio XII	003-Amara berri								
Riberas de Loiola	Plaza Irun	003-Amara berri								
Antiguo	Zumalakarregi, 1	004-Antiguo-Ondarreta								
Antiguo_Lorea	Plaza José Mª Sert	010-Ibaeta								
Añorga-Errekalde	Avda. de Añorga	005-Añorga								
Ategorrieta-Ulia	Travesía de Rodil,1	006-Ategorrieta-Ulia								
Miracruz-Bidebieta	José Elosegui, 80	015-Miracruz-Bidebieta								
Centro	Plaza Buen Pastor	007-Centro								
Centro-Viejo	Plaza Gipuzkoa 1	007-Centro								
Egia Bajo	Plaza Hirutxulo (Atotxa)	008-Egia								
Egia Alto	Plaza Luis Martín Santos	008-Egia								
Gros	Plaza Cataluña	009-Gros								
Berio-Ibaeta	Ps. Berio, 20	010-Ibaeta								
Intxaurrondo Sur	Zarategi, 100 (Txara)	012-Intxaurrondo								
Intxaurrondo Norte	Los Luises, 1	012-Intxaurrondo								
Loiola	Iglesia, 6	013-Loiola								
Martutene	Tranvía, 1	014-Martutene								

Table 3. Centroids considered in Donostia - San Sebastian

For the provincial level five municipalities are chosen, considered as representing their respective districts or regional areas. In particular the following ones:

- Donostialdea
- Territorial axis of AP-8 motorway
- Oarsoaldea- Bidasoa corridor
- Territorial axis of N-I road
- Territorial axis of AP-1 motorway

The table below shows the list of municipalities selected, which are referenced in each of the territorial areas considered, distributed according to their distance from the center of Donostia – San Sebastian

ZONAS	CORONAS DE DISTANCIA									
ZUNAS	5-10 Km.	10-20 Km.	> 20 Km.							
Donostialdea	Lasarte Oria									
Eje AP-8		Zarautz								
Bidasoa – Oarsoaldea			Irún							
Eje N-I		Andoain								
Eje AP-1			Arrasate-Mondragón							

Table 4. Municipalities considered to provincial level

The representative centroid of each municipality will always be located in the most favorable position for analysis, ie, in the center of the considered municipality.



SUBURBANO PROVINCIAL								
MUNICIPIOS Centroides								
Lasarte Oria	Mayor, 1							
Zarautz	Gipuzkoa (estación)							
Andoain	Rikardo Arregi							
Irun	Paseo Colón							
Arrasate	Licenciado Otalora							

Table 5. Centroids considered in Gipuzkoa

Centroids of origin for urban and provincial areas are shown in the following maps.

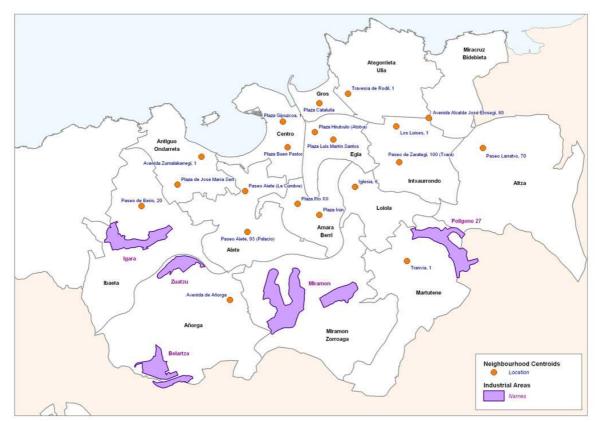


Figure 1 Centroids for Donostia - San Sebastian area

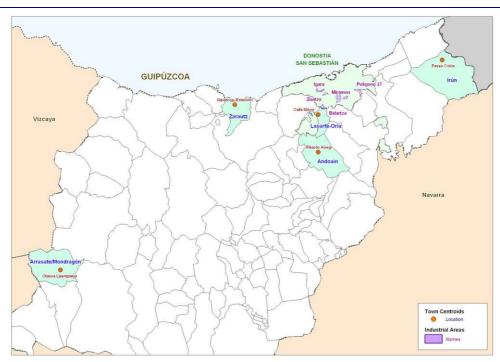


Figure 2 Centroids for Gipuzkoa area

In order to evaluate the effectiveness of public transport service, a travel time comparison has been made between public and private transport. Due to the flexibility that private transport provides in terms of time (no need to stop during the way), it is necessary to introduce a time-factor which public transport user would accept as a consequence of the rigidity inherent to the use of public transport (bus or train stops during the way).

This theoretical time, which has been called for this study as TAD¹ (Allowed Travel Time), is calculated by applying a given percentage increase in the estimated travel time by private car.

On the premise that the "admissible extra time" will be greater the further the distance from origin to destination, it is established as a methodological guideline for the application the following list of time increments (in %) depending on the distance and considered space domain.

ZONAS	DISTANCIA	$\Delta_{ ext{ tiempo}}$		
	< 5 Km.	15 %		
Urbano	5-10 Km.	25 %		
	> 10 Km.	30 %		
	< 5 Km.	15 %		
Suburbano	5-10 Km.	30 %		
Suburbano	10-20 Km.	40 %		
	> 20 Km.	50 %		

Table 6. Admissible extra times depending on the distance

¹ From the Spanish Tiempo Admitido de Desplazamiento



Calculation of estimated travel times by private car

With the aim of performing a comparative analysis that is as realistic and objective as possible, calculating travel time by private car should be considered not only as the travel time from origin to destination, but also the access times from home to the car, finding parking room on destination, and access to own workplace.

These times, both in origin and destination, can vary depending on each user (some people have parking space at home, others in the workplace, etc.) but it has tried to project an objective estimate, taking into account the conflict areas of origin and destination and possible daily parking problems (e.g. some days you park on the doorstep, but on other days two blocks away).

Travel by private car = Origin time + Travel time + Destination time

 Origin time: Vehicle access time. It is considered that varies with the conflict of parking in the area of residence.

CONFLICTIVIDAD EN ORIGEN									
ALTA	ALTA MEDIA BAJA								
6 min.	4 min.	2 min.							

Table 7. Origin conflict time in vehicle accessing

- Travel time: Actual travel time calculated according to the distance between the centroid of origin and destination, and used type of road.
- Destination time: This time is conditioned by the supply of parking spaces in destination, and the difficult to find a place.

CONFLICTIVIDAD EN DESTINO								
ALTA	MEDIA	BAJA						
7 min.	5 min.	3 min.						

Table 8. Destination conflict time finding a parking room

Calculation of estimated travel times by public transport

As for private transport, public transport travel time should include all times of the move chain; the access time to the primary mode of transportation, travel time in the chosen mode (transfers including), waiting times and access time from the destination stop to the workplace.

Public transport travel = Origin time+Travel time (transfers)+Destination time+Waiting time

Walking movements are considered to be at a speed type of 5 km/h.

In the same way, it has taken the bus as the main mode of transportation in urban area, while for interurban-provincial rail services have also been considered, provided there is a transport offer in this mode.



In all cases, calculations are based on the supply of transport at peak times of the day.

Therefore, the estimated public transport travel time will result from the sum of the following split times:

- Origin time: Time spent in walking distance from the centroid of the neighbourhood to the nearest bus stop.
- Origin waiting time: It has tried to minimise the waiting time at home, as it is
 understood that public transport users will have an occasional basis and be
 adequately informed about the schedules of services of interest. It is
 considered a 4 minutes origin waiting time as a reference time.
- Travel time: Mainly depends on the number of stops, although bus traffic conditions can also affect this.
- Transfers between services: It includes a transfer time as the sum of walking access time and waiting time at the new stop. This last time was calculated as 50% of service intervals at peak times.
- **Destination time:** Time taken to access on foot from the bus stop to the workplace.

Competitiveness matrix: Public transport vs. Private vehicle

All the information resulting from the estimation of travel times in public and private, as well as TAD calculation, for each origin-destination relations considered, has moved to a comparative matrix of time to complete the analysis of competitiveness.

The overlap of the actual public transport travel times, compared to considered TAD for each specific relation, determines the degree of competitiveness and functionality of the public transport supply in the considered area.

Four different situations are considered depending on the degree of competitiveness of each relationship analysed. Each of them is shaded in a different color pattern, as detailed in the table below.

COMPETITIVENESS SCENARIO											
Competitive relations in public transport											
"Acceptable" relations in public transport	Travel t. ≈ TAD + 5 min.										
Dysfunctional relations in public transport	Travel t. > TAD + 5 min.										
Disconnected relationships in public transport	Travel t. >> TAD + 5 min.										

Table 9. Competitiveness situations depending on travel times

Following, a formalised model of competitiveness time matrix is attached:



_			Destinat	ion: Igara	Centroid:	Portuetxe, 9	9						De	stination	conflict	3	
				Privat	e transport						Public trans	port				TAI	D
Conflict	Districts	Centroids	Origin t.	Travel t.	Destinat ion t.	Total t.	Origin t.	Waiting t.	Travel t1	Service 1	link t.	Travel t2	Service 2	Destina tion t.	Total t.	Δ	TAD
1	Aiete (Bajo)	Ps. Aiete, 2 (La Cumbre)	2	2 6	7	15	3	4	8	L40				1	16	0,15	17
1	Aiete (Alto)	Ps. Aiete, 93 (Palacio)	2	2 6	7	15	1	4	9	L35 `	15	6	L40	1	36	0,15	17
2	Altza	Ps. Larratxo, 70	4	14	7	25	5	4	38	L33				2	49	0,3	33
2	Amara berri	Plaza Pio XII	4	. 6	7	17	1	4	19	L40				1	25	0,15	20
2	Riberas de Loio	Plaza Irun	4	. 8	7	19	4	4	19	L40				1	28	0,25	24
2	Antiguo	Zumalakarregi, 1	4	4	7	15	1	4	8	L40				1	14	0,15	17
2	Antiguo_Lorea	Plaza José Mª Sert	4	1 3	7	14	. 2	4	5	L40				1	12	0,15	16
1	Añorga-Erreka	l Avda. de Añorga	2	2 4	7	13	4	4	7	L25				6	21	0,15	15
1	Ategorrieta-Uli	i Travesía de Rodil,1	2	2 12	7	21	. 4	4	20	L40				1	29	0,25	26
1	Miracruz-Bidel	José Elosegui, 80	2	2 11	7	20	4	4			15	13	L40 (Londres)	1	48	0,3	26
3	Centro	Plaza Buen Pastor	ϵ		7	22	. 5	4	13	L40				1	23	0,15	25
3	Centro-Viejo	Plaza Gipuzkoa 1	ϵ		7	21	. 5	4						1	23	0,15	24
2	Egia Bajo	Plaza Hirutxulo (Atotxa)	4	, ,	7	20		4						1	29	0,15	23
2	Egia Alto	Plaza Luis Martín Santos	4		7	22		4	~-					6	44	0,25	28
3	Gros	Plaza Cataluña	ϵ		7	25	2	4	20	//				1	27	0,25	31
2	Berio-Ibaeta	Ps. Berio, 20	4	1 3	7	14	- 6	4	5					1	16	0,15	16
1		Zarategi, 100 (Txara)	2	2 14	7	23		4						2	42	0,3	30
1	Intxaurrondo N	· · · · · · · · · · · · · · · · · · ·	2	15	7	24		4			7	18	L33 (Gros)	2	41	0,3	31
1	Loiola	Iglesia, 6	2	13	7	22		4	20	,,				6	32	0,25	28
1	Martutene	Tranvía, 1	2	2 14	7	23	3	4	19	L26	20	13	L40 (Londres)	1	60	0,25	29

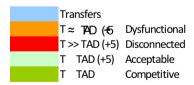


Table 10. Competitiveness time matrix model

In Annex I, a summary of the diagnosis made in each business area with the most relevant indicators is shown.



4.3 Action Plans

Prior to establishing action plans in each business area, the following assumptions have been made:

- Start a tendency in the business areas of the city towards implementing improvements in all mobility issues
- Reinforce the message that another model of labour mobility is possible.
- Bet on collective transport systems and sustainability.
- Rationalise journeys by private, motorised means of transport.
- Balancing management actions with incentive ones.
- Align stakeholders in a joint commitment to a medium-long term plan.
- Create conditions to ensure a planned and permanent investment effort.

To respond to claims and cover all aspects that have been detected in the diagnostic phase in each business area, four main strategic lines are defined:

- 1. Promoting collective public transport
- 2. Motorised transport demand management
- 3. Promote non-motorised mobility
- 4. Interaction, information and awareness

A1. Collective public transport promotion Barriers A3. Impulse non-motorized mobility A4. Interaction, information and awareness Drivers A2. . Motorized

Figure 3. Strategic lines for action plans together with their influence factors

Intensity in each axis = f (dyagnostic results)

Consequently, the proposed package of measures for each work area is based on the development of indicated program strategy.

transport demand management



Actions are prioritised in its execution (sequence), trying to promote the generation of synergies between business areas.

Each action is introduced in a descriptive technical sheet with the following fields:

Measure Description	Execution time
Justification (Arguments)	Fundings
Objectives	Impacts (+/-)
Features / Complementary actions	Monitoring indicators
Involved stakeholders	Comments



4.3.1 IGARA BUSINESS AREA

Basic principles of the strategy

- Activate the necessary steps to create a representative body at the site.
- Improving public transport accessibility (geographical coverage, frequency, competitiveness etc.)
- Proceed to order and regulate the use of parking spaces
- Analyse functionality of Igara way as an alternative road.
- Encourage non-motorized mobility inside the site.
- Promote dissemination and public recognition and positive awareness programs on sustainable transport.

Table of proposed activities by established strategic lines

Strategic line	Activity
Promoting collective public transport	I.1.Reconfiguration / Modification of current regular lines.I.2. Creation of a bus circular line ("sweeper").T.5. Strategies for effective coordination of public transport services ("bus meets train").
Motorised transport demand management	I.3. Management and Regulation of public parking. I.4.Traffic and Parking Study (reorganization).
Promote non-motorised mobility	I.5.Measures to improve pedestrian and bicycle accessibility.
Interaction, information and awareness	I.6. Establishment of a governing body or representation. I.7. Personalized transport to the job plans. T.1. Preparation of a guide or tutorial for the successful implementation of GDM measures in business. T.2. Brochures. T.3. Workshops to disseminate the Workplace travel plans. T.4. Annual award to companies

Note: I refers to actions specific to the Igara business area; T refers to generic actions that should be applied to any business area.

Further details of the actions specific to this site are available in Annex II



4.3.2 BELARTZA BUSINESS AREA

Basic principles of the strategy

- Activate the necessary steps to create a representative body at the site.
- Improved accessibility by public transport from the immediate urban environment (services, coordination etc.)
- Conditioning of the pedestrian route of access from Añorga-Errekalde area.
- Develop rational management of the mobility demand (GRDM) pilot experiences with businesses and individual users.
- Information on transportation alternatives and positive awareness (stimuli)...
- Traffic study (impact of Belartza II access).
- Study of non-motorised access from the nearby nuclei.

Table of proposed activities by established strategic lines

Strategic line	Activity
Promoting collective public transport	B.1. Reconfiguration of the existing regular bus lines.B.1.1. Reconfiguration of the existing regular bus lines.T.5. Strategies for effective coordination of public transport services ("bus meets train").
Motorised transport demand management	B.2. Analysis of traffic into Belartza access (the weight of Belartza II).
Promote non-motorised mobility	B.3. Conditioning of the pedestrian route from node transport of Rekalde.
Interaction, information and awareness	B.4. Establishment of a governing body or representation. T.1. Preparation of a guide or tutorial for the successful implementation of GDM measures in business. T.2. Brochures. T.3. Workshops to disseminate the PTT. T.4. Annual award to companies

Further details of the actions specific to this site are available in Annex III



4.3.3 ZUATZU BUSINESS AREA

Basic principles of the strategy

- Improving public transport accessibility to the park (services, coordination, geographic coverage etc).
- Articulate ways to reduce motorised travel in key areas
- Develop GRDM pilot experiences with businesses and individual users.
- Provide comprehensive information on travel and transport alternatives and associated costs. Positive awareness (stimuli).
- Reduce illegal parking. Encourage greater use of places in public and private
- Facilitate, as far as possible, more sustainable transportation habits.

Table of proposed activities by established strategic lines

Strategic line	Activity
Promoting collective public transport	 Z.1. Reconfiguring the services of Lines 24 and 27. Z.2. Changing the current operating conditions of the L5. Z.3. Reconfiguration of interurban bus lines to provide direct services. Z.4. Creation of a bus circular line ("sweeper"). T.5. Strategies for effective coordination of public transport services ("bus meets train").
Motorised transport demand management	 Z.5. Management and Regulation of public parking. Z.5.1. Regulated parking for HOV (High Occupancy Vehicle). Z.6. Car-Sharing (Multi-user public car fleet). Z.7. Collective use public services Z.8. Nominal public parking Cards
Promote non-motorised mobility	Z.9. Actions on the promotion of non-motorized mobility.
Interaction, information and awareness	T.1. Preparation of a guide or tutorial for the successful implementation of GDM measures in business. T.2. Brochures. T.3. Workshops to disseminate the PTT. T.4. Annual award to companies

Further details of the actions specific to this site are available in Annex IV



4.3.4 MIRAMON BUSINESS AREA

Basic principles of the strategy

- Improving public transport accessibility to the park, particularly from the interurban area.
- Ensuring fast and efficient internal traffic to the workplace.
- Regulating the supply of parking for public use:
 - Promoting a more rational use of private vehicles.
 - Encourage the increased use of private parking spaces.
 - Ensure parking lots to visitors, customers etc
- Articulate ways to reduce motorised travel in key individual.
- Develop GRDM pilot experiences with businesses and individual users.
- Comprehensive information on transportation alternatives and positive awareness (stimuli).

Table of proposed activities by established strategic lines

Strategic line	Activity	
Promoting collective public transport	,	
Motorised transport demand management	Mn.4. Regulation of public parking.	
Promote non-motorised mobility	Mn.8. Internal Cycling route and measures to strengthen	
Interaction, information and awareness	Mn.9. Pilot for the promotion of sustainable transport. T.2. Brochures. T.3. Workshops to disseminate the PTT. T.4. Annual award to companies	

Further details of the actions specific to this site are available in Annex V



4.3.5 POLIGONO 27 INDUSTRIAL STATE

Basic principles of the strategy

- Creation of interinstitutional committee to define an action protocol and associated investment program.
- Drafting and implementing the Plan of Management and integral Integral Accessibility of the area.
- Improving public transport accessibility to the workplace, urban and interurban.
- Conditioning of external pedestrian and bicycle routes.
- Articulate diffusion formulas of measures and awareness programs to companies and users.
 - Control the use of parking spaces to encourage certain behaviours.
 - Conditioning of internal spaces to promote uptake of cycling and walking.

Table of proposed activities by established strategic lines

Strategic line	Activity					
Promoting collective public transport	 M.2. Circular shuttle service within the industrial state. M.3. Creation of new urban and provincial lines. M.3.1. Creation of new urban and provincial lines. T.5. Strategies for effective coordination of public transport services ("bus meets train"). 					
Motorised transport demand management						
Promote non-motorised mobility	M.4. Creating a bicycle lane until the Ubarburu roundabout.					
Interaction, information and awareness	M.1. Preparation of Management Plan of public space and improved accessibility (POA). T.2. Brochures. T.3. Workshops to disseminate the PTT. T.4. Annual award to companies					

Further details of the actions specific to this site are available in Annex VI



4.4 Mitigating Activities

The first step after the development of the action plans is their presentation to the working group for discussion and study the feasibility of each proposed activity from the point of view of each entity represented especially those actions whose intervention is directly related to them.

In parallel, and as an initial step in the process of raising awareness and passing information to the staff of all business areas, we have started the definition of the brochures that will serve to inform the provision of public transport available to access to each business area.

4.5 Future Plans

The following table shows the schedule of the action plan for each business area. Some of them are already started (as brochures preparation or PT improvement), because they are just at the beginning of each plan.

Following actions would be implemented following the sequence showed in each graph, taking into account the considerations that affected entities would highlight and that would alter the established order of execution.

Evaluation of each activity will be done according to the sequence of execution of each and indicators provided on the technical sheet of each activity showed in the annexes of each respective business area.

> Table 11. Sequential development of strategy for business areas **IMPLEMENTATION TERM**

Business	IN	IMPLEMENTATION TERM								
Area	SHORT (0-2) years	MEDIUM (2-3) years	LONG (3-5) years							
Igara	 PT Improvement Coordination strategies Non-motorised mobility Governing body creation Interaction, Information, Awareness 	Parking management and regulation Itineraries adaptation Personalised plans project	- Traffic analysis - Igara road functionality							
Belartza	External Itinerary conditioning Coordination strategies Governing body creation Interaction, Information, Awareness	- PT Improvement - Non-motorised accesibility analysis	- Belartza II traffic study - Public parking management							
Zuatzu	- PT Improvement - Coordination strategies - Interaction, Information, Awareness	- Parking management and regulation - Non-motorised mobility - Collective services - Car-Sharing	- Nominal public parking cards - Motorised guide rail							
Polígono 27	- PT Improvement - Interaction, Information, Awareness - Interinstitutional comission - Coordination strategies	New transport lines Investment program protocol External itineraries conditioning Management and accesibility comprehensive plan	- Internal non-motorised mobility - Regulation of public spaces							
Miramon	- PT Improvement - Interaction, Information, Awareness - Parking Regulation - Coordination strategies	New transport lines Internal Shuttle Non-motorised mobility Sustainable transport program	- Car Sharing - Collective services - Nominal public parking cards							



ANNEX I

List of interviewees in Prediagnostic phase



DATE	ORGANIZATION	INTERVIEWED PERSON
27.01.11	Gipuzkoako Foru Aldundia Diputación Foral de Gipuzkoa LURRALDE Diputación foral de Gipuzkoa / Lurraldebus	Xabier Lertxundi Transports service boss
14.01.11	Donostiako Udala Ayuntamiento de San Sebastián Ayuntamiento de Donostia - San Sebastián / D-bus	Javier Vallejo Planification and Traffic Responsible
11.01.11	Donostiako Udala Ayuntamiento de San Sebastián Ayuntamiento de Donostia - San Sebastián / Fomento de San Sebastián	Iñigo Olaizola / Irene Murillo Projects Department
10.01.11	PARQUE TECNOLÓGICO DE SAN SEBASTIÁN Parque tecnológico de Miramon	Josetxo Peña Mobility Coordinator
11.01.11	Parque empresarial de Zuatzu	Ruth Morcillo / Santi Berasain Governing body
27.12.10	Gipuzkoako Garraioak Transportes de Gipuzkoa Autoridad Territorial del Transporte de Gipuzkoa	Arantxa Arocena Gómez General Director
20.12.10	Aecciadón de Propietarios y Unuarios POLIGOMO INDUSTRIAL 27 APEMI - Asociación de propietarios y usuarios del P27-	Ainhoa Arregui Coordinator
21.01.11	UGT	Beatriz Sánchez Union representative of D-bus
10.02.11	confederación sindical de comisiones obreras CCOO – Labour Union	Jesús Uzkudun Labor health and environment secretary
15.02.11	ELA Labour Union	Jone Olariaga Responsible for local transport
21.02.11	LAB Labour Union	Germán Setién Transport officer of Donostialdea zone
17.01.11	Emais FUNDACIÓN EMAUS (BELARTZA)	Communication Director
31.01.11	EXPRESS	Txema Arrue Delegation Director



DATE	ORGANIZATION	INTERVIEWED PERSON
	DHL EXPRESS (BELARTZA)	
19.01.11	tecnalia) Inspiring Business CORPORACIÓN TECNALIA (MIRAMON)	Eli Alastruey Environment Responsible
12.01.11	arista Interactiva ARISTA INTERACTIVA (IGARA)	Juana Roldán Account executive
20.01.11	GARA GARA (IGARA)	HR Director



ANNEX II

Summary of Diagnosis and Action Plan for Igara business area



Igara Business Area Diagnosis Summary

1. Business area characterisation

IGARA TECHNICAL SHEET							
Surface Company quantity Workers		175.000 m ² 150-200 2000-2500					
Main activity	Variety of sectors o	of economic activity					
Road access Pedestrian access Cycle lanes	Portuetxe axis (main road) / Secondary roads Portuetxe axis Portuetxe axis Segregated until the roundabout of Citroen and then on the road						
Parking places	Públic use – Surface Públic use – Underground Private use	730 No Yes					
Public Transport	Direct services:						
	L40 (Gros-Antiguo-Igara) Anoeta – Igara line L33 (Larratxo-Intxaurrondo-Berio)	30' 20-30' 20'					
	Non-direct services (Bus-stop in Av. Tolosa) D-bus/Lurraldebus/Euskotren (Lugaritz)						
Governing body	Governing body No						
Main issues	Main issues High traffic density on Portuetxe axis High demand for parking						

2. Spatial Analysis of labour mobility

45% of commuting to the business area have their origin in Donostia - San Sebastian, while 49% comes from other municipalities in Gipuzkoa. Following maps show the origins in the urban areas, disaggregated by districts, and provincial levels, broken down by municipalities and territories.



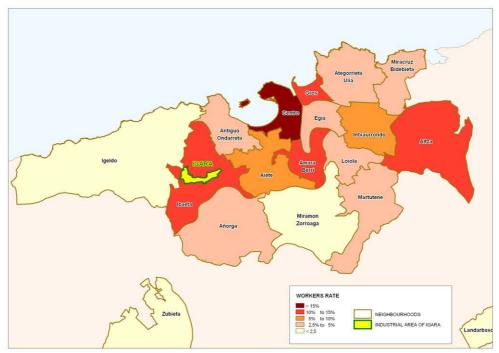


Fig.1 Igara workers origin in Donostia - San Sebastian

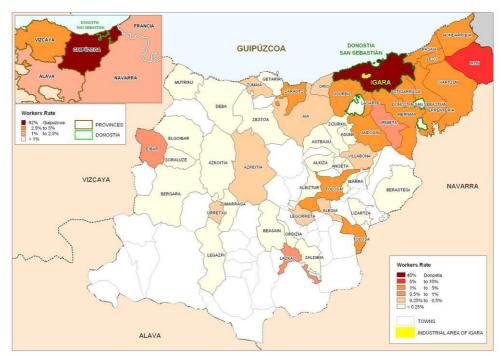


Fig.2 Igara workers origin in Gipuzkoa



3. Competitiveness Analysis PT vs. Private Transport

Attached, then the competitiveness matrix of times of public and private transport for the urban and interurban areas, with its resulting graphs.

				Transpo	rte Privado					Tran	sporte Pú	blico			TA	D
Conflictividad	l BARRIOS	Centroides	T origen	T viaje	T destino	T total	T origen	T espera	T1 viaje	Servicio 1	T enlace	T2 viaje Servicio 2	T destino	T total	Δ	TAD
1	Aiete (Bajo)	Ps. Aiete, 2 (La Cumbre)	2	6	7	15	3	4	8	L40			1	16	0,15	17
1	Aiete (Alto)	Ps. Aiete, 93 (Palacio)	2	6	7	15		4	9	L35	15	6 L40	1	36	0,15	17
2	Altza	Ps. Larratxo, 70	4	14	7	25	5	4	38	L33			2	49	0,3	33
2	Amara berri	Plaza Pio XII	4	6	7	17	1	4	19	L40			1	25	0,15	20
2	Riberas de Loiola	Plaza Irun	4	8	7	19	4	4	19	L40			1	28	0,25	24
2	Antiguo	Zumalakarregi, 1	4	4	7	15	1	4	8	L40			1	14	0,15	17
2	Antiguo_Lorea	Plaza José Mª Sert	4	3	7	14	2	4	5	L40			1	12	0,15	16
1	Añorga-Errekalde	Avda. de Añorga	2	4	7	13	4	4	7	L25			6	21	0,15	15
1	Ategorrieta-Ulia	Travesía de Rodil,1	2	12	7	21	. 4	4	20	L40			1	29	0,25	26
1	Miracruz-Bidebieta	José Elosegui, 80	2	11	7	20	4	4	11	L13	15	13) (Londres)	1	48	0,3	26
3	Centro	Plaza Buen Pastor	6	9	7	22	. 5	4	13	L40			1	23	0,15	25
3	Centro-Viejo	Plaza Gipuzkoa 1	6	8	7	21	. 5	4	13	L40			1	23	0,15	24
2	Egia Bajo	Plaza Hirutxulo (Atotxa)	4	9	7	20	4	4	20	L40			1	29	0,15	23
2	Egia Alto	Plaza Luis Martín Santos	4	11	7	22	2	4	32	L27			6	44	0,25	28
3	Gros	Plaza Cataluña	6	12	7	25	2	4	20	L40			1	27	0,25	31
2	Berio-Ibaeta	Ps. Berio, 20	4	3	7	14	6	4	5	L40			1	16	0,15	16
1	Intxaurrondo Sur	Zarategi, 100 (Txara)	2	14	7	23	2	4	34	L33			2	42	0,3	30
1	Intxaurrondo Norte	Los Luises, 1	2	15	7	24	4	4	6	L29	7	18 L33 (Gros)	2	41	0,3	31
1	Loiola	Iglesia, 6	2	13	7	22	. 2	4	20	L27			6	32	0,25	28
1	Martutene	Tranvía, 1	2	14	7	23	3	4	19	L26	20	13) (Londres)	1	60	0,25	29

Fig 3. Competitiveness matrix for urban area of Igara BA



Destino Igara	Centroide Portuetxe, 50	Conflictividad Destino 3
---------------	-------------------------	--------------------------

			Tra	anspor	te Privado						Transporte	Público					T/	AD
Conflictividad	MUNICIPIOS	Centroides	T origen T	viaje	T destino	T total	Operador	T origen	T espera	T1 viaje	Destino 1	T enlace	T2 viaje	Servicio	T destino	T total	Δ	TAD
2	Lasarte Oria	Mayor, 1	4	11	7	22	EuskoTren	1	4	9	Lugaritz				20	34	0,3	29
2		Gipuzkoa (estación)	4	15	7	26	EuskoTren	1	4	28	Lugaritz				20	53	0,4	36
2		Gipuzkoa (estación)	4	15	7	26	Lurraldebus	2	4	18	Avda. Tolosa				13	37	0,4	36
2	Andoain	Rikardo Arregi	4	15	7	26	Lurraldebus	2	4	26	Avda. Tolosa				13	45	0,4	36
2	Irun	Paseo Colón	4	23	7	34	EuskoTren	1	4	40	Lugaritz				20	65	0,4	48
2		Paseo Colón	4	23	7	34	Renfe	4	4	20	Estación Norte	25	5 141	_40 (Londres)	1	68	0,4	48
2		Paseo Colón	4	23	7	34	Lurraldebus	1	4	25	Avda. Tolosa				13	43	0,4	48
2	Arrasate-Mon	Licenciado Otalora	4	45	7	56	Lurraldebus	2	4	60	Pío XII	15	5 20	L40 (Amara)	1	102	0,5	84

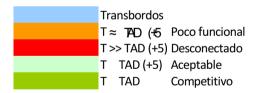


Fig 4. Competitiveness matrix for interurban area of Igara BA



4. Mobility Demand: Private, public and non-motorised

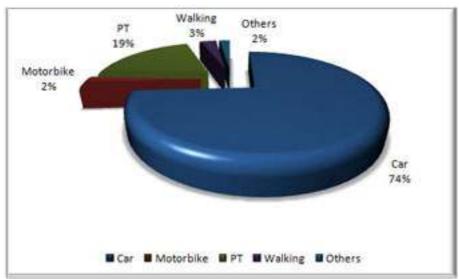


Fig.5 Igara BA modal shift

5. Traffic evolution in a workday

This section gives a graphic representation of the private transport counting process in the entrance and exit of the business area. The graphic shows traffic intensity (vehicles/hour) in each hour of the day.

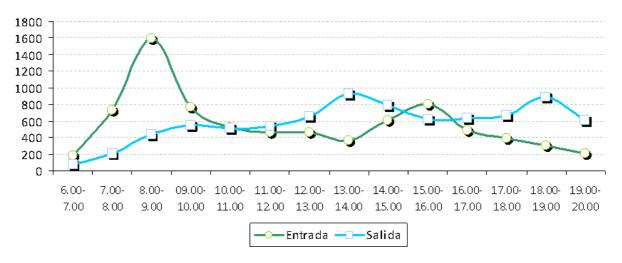
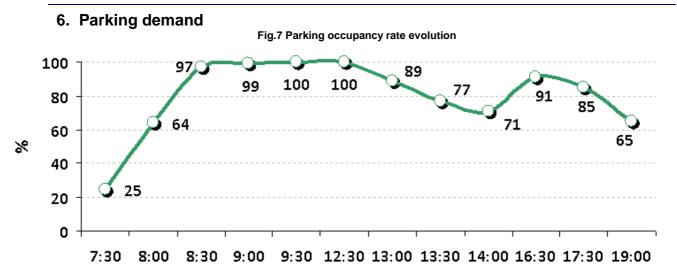
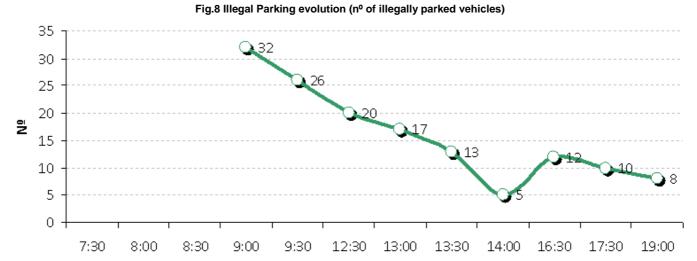
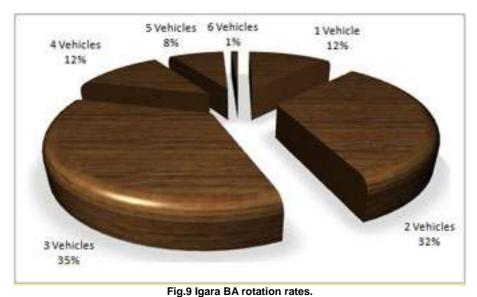


Fig.6. Traffic intensity in the entrance and exit of Igara









7. Public Transport. Spatial analysis of competitiveness



The following table shows the proportion of users of public transport in Igara, according to their place of residence

IGARA BUSINESS AREA	2500 Workers				
Areas	Urban	People	Provincial	People	
Resident population	45%	1125	49%	1225	
In areas with direct public transport service	64%	720	0%	0	
In areas requiring transfer or journey on foot	36%	405	100%	1225	
"Connected" areas (well served by PT supply)	66%	743	43%	527	
"Dissconnected " areas (without competitive PT supply)	34%	383	57%	698	

Stated use share of public transport in the city	IGAR	A
In areas with direct public transport service	28,7%	207
In areas requiring transfer or journey on foot	20,8%	84
"Connected" areas (well served by PT supply)	28,7%	213
"Dissconnected " areas (without competitive PT supply)	20,8%	80

The following map show distribution of public transport demand in Donostia – San Sebastian.

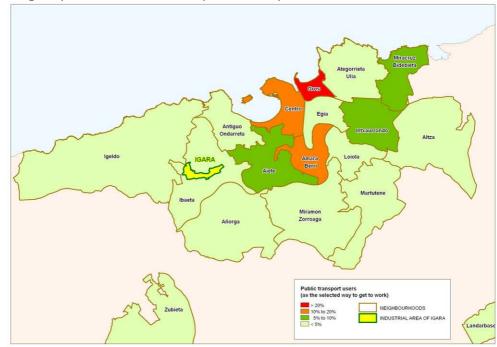


Fig.10 PT demand of Igara BA

Finally, the following maps show the spatial analysis of competitiveness of PT in urban and provincial areas.



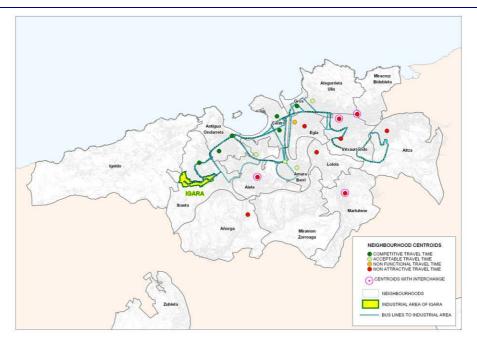


Fig.11 PT cometitiveness in Donostia - San Sebatian for Igara BA

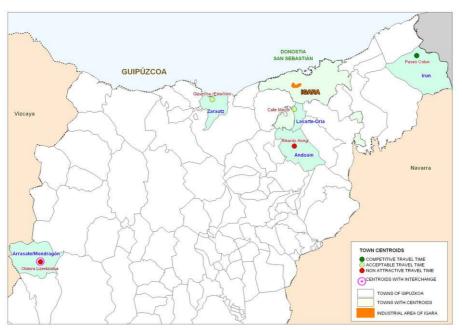


Fig.12 PT cometitiveness in Gipuzkoa for Igara BA



ACTION PLANS TECHNICAL SHEETS



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE I.1.Reconfiguration / Modification of current regular lines.



Description: Expanding bus service line 40 with 1 extra-bus for a service every 20 minutes..

Expanding bus service line 33 with 1 extra-bus for a service every 20 minutes from Altza to Igara.

Lines 33-40 mix of services to provide a service in Igara every 10 minutes.

Justification: This action is justified by the fact that a substantial improvement in the frequency of accessing services within the workplace would favor the execution of transfers

between urban and interurban lines more quickly and efficiently and, consequently, the capture of a target public that currently has to make an additional movement

on foot to his workplace, or opt for a direct displacement by private car.

Objectives: Improve the provision of direct bus services within Igara.

Ensuring efficient transfers between services, urban and interurban. Start a way of improving the functionality of the transport services.

Features: Necessary to explore effective coordination strategies to provide flexible transfers without penalty fare (free / subsidized).

Stakeholders: Ayuntamiento de Donostia ; D-bus ; TGG ; DFG.

Execution time: Short-term

Financing:

Impacts (+): The frequency of services within Igara is substantially improved.

Conditions are improved to promote the implementation of flexible and efficient transfers between different services.

It allows to incorporate key issues as effective coordination, the integrated fare ... that allow functional integration of the transport network.

Barriers: Costs linked to the expansion of services in the area.

Dissent in the implementation of coordination strategies.

Indicators: User demand / Coverage Ratio /% of journeys with transfer.

ADT(Average Daily Traffic) reduction in access / Image of mobility demand.

Comments:



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE I.1.Reconfiguration / Modification of current regular lines.



Description: Expanding bus service line 40 with 1 extra-bus for a service every 20 minutes..

Expanding bus service line 33 with 1 extra-bus for a service every 20 minutes from Altza to Igara.

Lines 33-40 mix of services to provide a service in Igara every 10 minutes.

Justification: This action is justified by the fact that a substantial improvement in the frequency of accessing services within the workplace would favor the execution of transfers

between urban and interurban lines more quickly and efficiently and, consequently, the capture of a target public that currently has to make an additional movement

on foot to his workplace, or opt for a direct displacement by private car.

Objectives: Improve the provision of direct bus services within Igara.

Ensuring efficient transfers between services, urban and interurban. Start a way of improving the functionality of the transport services.

Features: Necessary to explore effective coordination strategies to provide flexible transfers without penalty fare (free / subsidized).

Stakeholders: Ayuntamiento de Donostia ; D-bus ; TGG ; DFG.

Execution time: Short-term

Financing:

Impacts (+): The frequency of services within Igara is substantially improved.

Conditions are improved to promote the implementation of flexible and efficient transfers between different services.

It allows to incorporate key issues as effective coordination, the integrated fare ... that allow functional integration of the transport network.

Barriers: Costs linked to the expansion of services in the area.

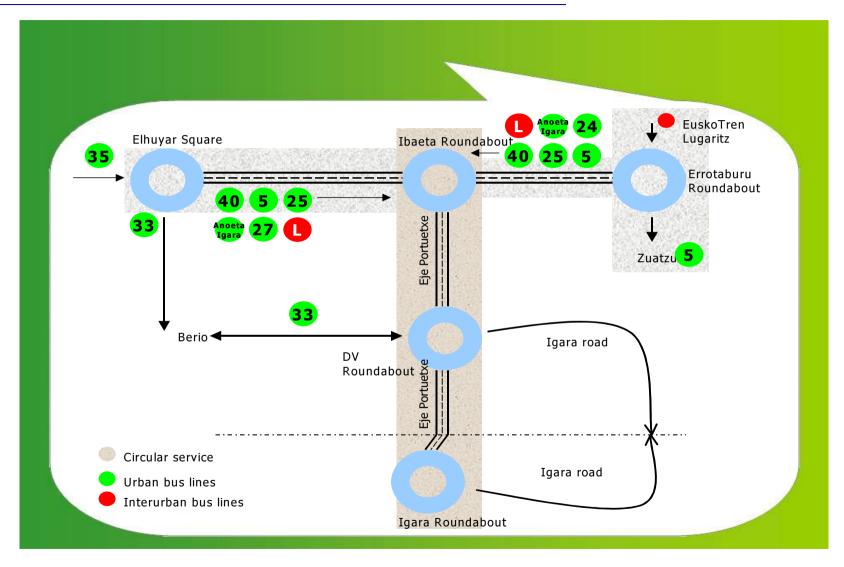
Dissent in the implementation of coordination strategies.

Indicators: User demand / Coverage Ratio /% of journeys with transfer.

ADT(Average Daily Traffic) reduction in access / Image of mobility demand.

Comments:







PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE T.5. Strategies for effective coordination of public transport services ("bus meets train").



Description: Creation of a interinstitutional working Commission, led by the Territorial Authority Transportation Gipuzkoa (TGG) that works in favor of developing the operating conditions timetables, frequencies ...), technology (information and communication systems) and pricing (single ticket) to allow users to provide transfers between modes and services without economical penalty or temporary (effective coordination).

It would be mainly implement shuttle services from train stations, either through the regular routes that currently serve each workplace or through new services that

may be raised / implement.

Justification: Although all work areas in Donostia are characterized by a lack of direct interurban services, they all have in the adjacent area a commuter rail station, which can be

functional for certain shifts, mainly at the provincial level.

However, at present, it does not not apply the necessary operational schemes that allow, through effective coordination between transport services, to provide competitive travel times from origin to destination. Today, the need for an operation of transfer between the routes operated by different operators continues to

represent a barrier from a functional point of view (time, integrated information) and economic (prices), which has a deterrent effect on the user.

Objectives: From a Supramunicipal point of view, explore the real possibilities of applying new models of coordination service between different operators.

Moving towards a network model that guarantees the fare integration and effective coordination of public transport services.

Ensure a comprehensive and multi-operator information in those intermodal nodes or multiservice.

Features: Shuttle services in railway stations through the current regular lines: Zuatzu (L24/Lugaritz), Igara (Anoeta-Igara/Lugaritz), P27 Martutene (L26/Loiola-Martutene),

Belartza (L25/Rekalde), Miramon (L28/Anoeta).

Shuttle services through the new services suppose to implement.

Stakeholders: TGG; Donostia - San Sebastian Town Council (mobility department); D-bus; DFG; Lurraldebus operators; RENFE; Eusko Tren.

Execution time: Short-medium term

Fundings: ----

Impacts (+): Very positive perception in the user who checks the real possibility of making a journey without a break and without being subjected to a penalty tariff for transfer

operation

Progress towards a model of transport network, where the transfer nodes (points of connectivity between modes and services) to acquire all the relevance and

functionality with potentially have.

Barriers:

Commercial interests "shortsighted" or political disagreements between the competent authorities eventually have a role in achieving an integrated network model.

Indicators:

% Of journeys with transfer.

Comments:

The interinstitutional committee should create the necessary operational conditions for fostering at an early stage, the integration of services and functional network scheme. The tech support at bus stops, vehicles and mobile communication systems, and completion of fare integration processes already initiated, should suppose the final breaking point with a territorial model based on a unimodal vision of transport system.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA

STRATEGIC LINE A 2. M otorized transport demand management

PROPOSED MEASURE I.3. Management and Regulation of public parking.



Description:Action that consists in order and properly signposted (horizontal and vertical) parking spaces for public use in the business park, mainly with regard to public spaces in Igara and Portuetxe roads from the called roundabout Citroen. This would be clearly delineate parking spaces, and regulate their use: Parallel/diagonal, HOV, L / D...

and monitor their proper use.

Justification: Currently the provision of parking spaces for public use within Igara does not show any sorting, signaling or regulation necessary to prevent infringements by users and,

where appropriate, to facilitate the monitoring and sanctions if applicable .

Objectives: Igara users be aware of the parking spaces and the system enabled to the use of public places.

Reduce the number of illegal parking.

Promote the execution of distribution and commercial activities, as well as visits and arrangements in the business park.

Promote the implementation of surveillance activities, putting a deterrent to infringements.

Features: Delimit, mark and make provision for parking, parallel or diagonal

Delimitation, mark and regulate the allocation of places with HOV use. Requires prior registration and monitoring (control) of users sharing the vehicle.

Delimit, mark and regulate of regular blue places to ensure rotation and parking of short-medium term visits.

Surveillance and punishment of illegal parking, once this set of actions are implemented.

Stakeholders: Donostia - San Sebastián Town Council(traffic and mobility departments)

Execution time: Short term

Impacts (+): Improving road safety throughout the business area. Orderly and well-marked spaces.

Reduction in illegal parking. Improving the overall aesthetics of the area.

Provides flexibility in delivery operations and ensures the professional relationship.

Im pacts (-): Regulation of a percentage of parking spaces at key points, which can lead to social protest.

Indicators: Number of illegal parking. Rotation of vehicles in non-regulated areas.

Average occupancy rate of vehicles. Overall picture of mobility demand.

Comments: HOV zones and L/D must occupy central spaces in the work area and they should be highly visible and well marked.

About 5-10% of places for public use will be regulated in HOV system, eg on connecting roads of Igara and Portuetxe. Asses the conversion of Ibaeta parking to a free

HOV parking use (connectivity place/shuttle).

Refering to L / D Zones of goods and commercial vehicles (<3.5 tons.) 4-6 spaces will be reserved from the central areas of the business area.

In the case of the regulated parking area is recommended soft rate regime, while for the HOV area a free parking regime is recommended. The anual proceeds of the

regulation of parking should be destined entirely to the financing of public transport.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA

STRATEGIC LINE A2.Motorized transport demand management

PROPOSED MEASURE I.4.Traffic and Parking Study (reorganization).



Description: Action which consists in analyzing the feasibility of providing more functionality to the path of Igara road, enabling it as the guiding of business area traffic (alternative

road) and generating, in turn, a reguled and free parking offer. Consider vehicles entering by Portuetxe, which would earn one lane road, and exit the area from the

path of Igara, making the turn at the roundabout of Igara.

Justification: Currently, the Igara road is more used as a parking area for public use than as a service road of the area. The action of proposed reorganization, subject to a traffic study

confirmation, would solve this issue.

Objectives: Improve circulation and parking agility on Portuetxe road.

Encourage the use of Igara road as alternative service road (underutilized to date).

Generate new free parking offer to compensate, not in full, the regulation of planned places in Portuetxe.

Encourage acts of prioritizing public transport (rapid transit) and non-motorized mobility in the area.

Features: Requires a more detailed traffic and parking study (Micro-simulation).

Stakeholders: Donostia - San Sebastián Town Council(traffic and mobility departments)

Execution time: Medium term

Impacts (+): Provides greater functionality to Igara road and traffic agility to Portuetxe path.

Provides beter traffic conditions at rush hours and parking in the morning period.

It allows to incorporate measures to prioritize the public transport and bicycle routes.

Impacts (-): Potential reduction of parking spaces on public land.

It will needed to check the traffic capacity of Igara road to absorb the output at peak times.

Indicators: Traffic congestion at peak times (ADT in access).

Vial agility (transit times inside the area).

Comments:

Check with the reorganization proposal, the way Igara could "absorb" the outflow and ifsuch action would affect the provision of parking for public use in the area.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA

STRATEGIC LINE A3.Impulse non-motorized mobility

PROPOSED MEASURE I.5. Measures to improve pedestrian and bicycle accessibility.



Description: Actions aimed at the design of pedestrian routes and cycle access to the site. The initiatives are aimed at removing barriers and physical barriers in the path

(accessibility), towards improving road safety (lighting, pedestrian crossings, traffic calming actions ...) and to a possible segregation of traffic inside the functional field.

Justification: The location in the urban area and the morphological characteristics of Igara business area offer an excellent opportunity to enhance the walking and cycling to / from

the workplace, provided that a series of measures to improve accessibility and road safety are undertaken.

Objectives: Enhance walking and cycling.

Overall improvement of accessibility and road safety along the routes of access to the site (workplaces).

Separation of pedestrian path from traffic from the roundabout of Citroen.

Complementary act. Enable a public bicycle rental station (D-bizi) inside the site. Highly visible central area.

Install more bicycle parking places and changing rooms in municipal buildings (eg CEMEI).

Stakeholders: Donostia - San Sebastián Town Council(foment, traffic and mobility departments)

Execution time: Short-Medium term

Impacts (+): Reaching terms of accessibility and road safety for the greater use of non-motorized modes.

Impacts (-): Possible reduction of parking spaces in certain areas.

Indicators: Overall picture of mobility demand.

Use of non-motorized modes.

Comments: Check the possibility of developing a segregated bike lane from traffic into the vial of Portuetxe or Igara Road.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA, BELARTZA

STRATEGIC LINE E4.Interaction, information and awareness

PROPOSED MEASURE I.6. Establishment of a governing body or representation.



Description: This action is intended to begin the process necessary for the creation of a governing body or collective representation of all users of the Igara business area.

Justification: The absence of a party agent that transfers to institutions, society, and interested parties the needs of businesses, workers and other users of the workplace has a

determining effect on the effective implementation of policies and actions for mobility improvement. Therefore, this initiative is considered essential, in order to ensure

success in the dissemination and successful implementation of mobility measures contemplated in Igara.

Objectives: Position to manage the demands of businesses, workers and the set of users, through a common spokesman agent.

To have a valid interlocutor with adequate representation, to disseminate and canalize all the actions to perform.

Complementary act. Creating a first internal meeting withkey actors. Definition of a protocol and the legal form of the entity.

Meetings for the definition of rules. Registration and Constitution.

Stakeholders: Companies and labor-unions represented in the workplace.

Execution time: Short-medium term

Impacts (+): Promotes effective channeling and attention of the users requests.

It promotes the provision of community services to the Community.

Promotes the dissemination, analysis and coordination of the various actions to develop in the workplace.

Barriers: There may be disagreement among users with respect to the attention of certain requests.

Indicators: Participation and interest of businesses and workers in the constitution of the governing body / Meetings made.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE I.7. Personalized transport to the job plans.



Description: Development of a pilot experiment with a number of regular users of private vehicles, both at urban and territorial. The aim is to experience and to know in a practical

and comparative way, characteristics, divers and barriers of different commuting options

Justification: Through the research work done it has confirmed the high level of ignorance between users of private vehicle (car / motorcycle) on the characteristics of public

transport supply. This measure is proposed in order to overcome this deficit and generate general knowledge through practical experience, that emphasizes the good

performance of public transport services compared with the same journey made by car.

Justification: To present travel options by public transport and the characteristics of the offer.

To present the costs associated with each modal choice.

To promote, through practical awareness, a change in user habits, or at least a climate of opinion conducive to sustainable transport, public or private.

Complementary act. To encourage the retention of new habits once the pilot is finished to create a voucher system (points) that can be exchanged for recharge cards in public transport,

discount coupons ... To do this, a minimum of 20-25 trips / month in sustainable ways should be demonstrated.

It must articulate a system of registration, control and validation of these trips, to reclaim the users.

Stakeholders: Donostia - San Sebastian Town Council (mobility department).

Execution time: Medium term

Impacts (+): Positive awareness of the collective means of transport, public and private.

Generating a current of favorable opinion to the use of public transport for work.

Improving the collective knowledge of existing transport provision.

Impacts (-): Possible defections after completion of the pilot experience.

Costs linked to the implementation of an incentive program to ensure the permanence in the new habits.

Indicators: Degree of permanence (rating%) after the completion of the Pilot.

Degree of permanence (rating%) after the completion of the incentives

Comments: Articulate the ability to monitor the pilot process, and to know the views and results through a Web platform.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.1. Preparation of a guide or tutorial for the successful implementation of GDM measures in business.



Description: It is about developing a joint project with companies representing the business areas of San Sebastian, which involves the implementation and internal adaptation of recommendations and best practices for rational management of the demand for mobility to workplaces. Issues such as life concilación, plans for flexible time, telecommuting, incentives for the use of sustainable transport ... they will be part of the package of measures to assess. The ultimate goal is to develop a guide to good

practice in mobility that may be transferable to other organizations.

Justification: There is no doubt that significantly impact the current patterns of job mobility requires companies to involve the target. The regulation of parking on public land, more

flexible work schedules, conciliation of work and social life ... are questions that only can be undertaken from a job "stuck" to the real business and integrated in

environmental policies or RSC.

Objectives: Inform and involve businesses in the rational management of the demand for labor mobility. New organizational models of work.

Establish a permanent working group with representative companies to analyze, discuss and implement measures internally GDM ("co-working").

Monitor the activities and evaluate the results obtained in a given time period.

Development of a guide or tutorial, which guidelines and benefits may be transferable to other organizations such as measures to support other policies.

Features: Project one year ahead.

It is necessary the selection of at least three companies regarding the business areas of Donostia.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); Governing bodies; ADEGI; Labor unions; participating companies.

Execution time: Short term

Fundings: Search for institutional support (Basque government / Euskalit).

Impacts (+): It involves companies in managing the demand for labor mobility and the development of new organizational models ("part of the solution").

Creates new opportunities for coordinated and cooperative work between the administration and economic and social agents.

It develops a methodological tool potentially transferable to other companies.

Barriers: In an economic crisis like the current the approach of these issues within the company may not be a priority action.

Indicators: Monitoring participating companies. "The before and after" in matters such as: people in telework, volume of commuting, use of sustainable transport among

employees ...

Comments: It is interesting that the participating companies represent different activity profiles with heterogeneous template structures, but with concerns or well-defined

strategies in their environmental policy or RSC.

Align the development of the pilot with the process of processing of the LVM (Basque Mobility Act), which contents will have a role in GDM strategy at institutional and

enterprise levels.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.2. Brochures.



Description: Preparation of information leaflets which detail not only the characteristics of public transport provision in each of the areas of business, but provide information on

travel time, connectivity-from different residential areas of the city (districts) and territory (municipalities) and the direct costs associated with each of these relationships. The leaflets provide a true picture about the capabilities, advantages and disadvantages of different transportation alternatives (public vs. Private).

Justification: There is, through the research conducted, that the users of private vehicle (car / motorcycle) usually do not know the characteristics of the public transport supply to

their workplace and the potential of private transportation systems ("car pooling" / "car sharing"). Similarly, they are often not aware of the costs they incur when they

choose one mean of transport or another.

Objectives: To offer objective information on the characteristics, advantages and disadvantages of different means of transport in the labor movements.

Demonstrate the competitiveness in terms of economic and time of public transport routes, compared with the same route in car / bike.

Raise awareness throughout public about the consequences of the dominant model of mobility.

Features: Applicable to all business areas of Donostia-San Sebastian.

Measure of positive reinforcement after implementing any of the actions proposed.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Indicators:

Objectifies the discussion of the reality of the public transport supply Impacts (+):

> It Incorporates evidences as the comparative costs and travel times from different residential areas. It faces a series of arguments, often unrealistic, which have penetrated to the whole society.

Effect on the mobility pattern of each of the areas of business: modal shift, use of sustainable transport ...

Comments:

It can expand its publishing and distribution as a result of the need to implement other improvement measures previously proposed.

The website donostiamovilidad.com can receive the information concerning the leaflets, and incorporate any changes promptly that may occur (regularly updated).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.3. Workshops to disseminate the PTT.



Description: Disclose, by organizing a public event in each of the business areas under study, results and conclusions from the diagnosis of mobility and the catalog of measures to

apply. In short, to make public the contents of the PTT.

Justification: The public conference will attempt to bring enterprises and the working community the reality of the workplace, so that incite debate and reflection on the dominant

model of mobility and the consequences that implies for the overall park / estate and society.

Objectives: Provide the current picture of mobility in each business field.

Bringing to users the set of improvement measures to apply.

Discuss and reflect on the mobility model we want.

Features: A public event in each of the business areas of Donostia - San Sebastian will be held.

This event will be held prior to the implementation of measures contained in the PTT.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Dissemination of the reality of mobility in business.

Revaluation of certain proceedings in the results of the diagnostic report.

Interaction "in situ" with the business community and workers.

Barriers: The involvement of business and community working in this type of initiative is generally poor, so it is an intense prior exercise of communication to ensure significant

assistance.

Indicators: Degree of receptivity to the proposed measures. Assessment survey.

Comments: It must reflect on the location, calendar, timetables, and organizational model (speakers, content, duration ...) of the public acts, that is, on conditions to ensure

relevant assistance. Similarly, it is important to feed this diffusion by performing additional promotional activities, from the governing bodies to companies and from

these to workers.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.4. Annual award to companies



Description: Establishment of an annual award that recognizes the successful implementation of measures to manage demand for mobility in enterprises located in the city. It will

constitute a jury which will have the responsibility to settle and choose among the different nominations, that whose performances have been more crucial to promote

a change of habits in mobility within the organization.

Justification: The awarding of a periodic award to business is not more than an stimulus exercise to facilitate the mainstreaming of mobility in the strategic agenda of business

organizations. The establishment of the prize has to happen in parallel to the creation of a commission for the elaboration of a protocol or technical guide of rational

management of transport demand.

Objectives: Recognition for companies that incorporate the mobility management in their environmental policy or RSC.

Raise awareness to society about the importance of undertaking these actions at company level.

Transfer of a new organizational framework to other companies.

Features: It will be a public recognition and symbolic.

It will be awarded on a regular basis, annually.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); ADEGI; Labor unions; Governing bodies

Execution time: Medium term

Impacts (+): The mere act of public recognition serve as a traction element for other companies which share business size or productive activity.

Public awareness about the importance of such initiatives.

Barriers: In an economic crisis like the present, raising these issues within the company may not be considered as an aspect of priority action.

Indicators: List of companies who choose to send their application for the award.



ANNEX III

Summary of Diagnosis and Action Plan for Belartza business area



Belartza Business Area

1. Business area characterisation

	BELARTZA TECHNICAL SHEET	
Surface Company quantity Workers	Distribution and	40.000 m ² 50-70 800-1000
Main activity	Distribution and c	commercial sectors
Road access Pedestrian access Cycle lanes	Belartza roundabout from N-I/AP-8/N-634 and 2 nd o Errotazar	communication belt path from Rekalde No
Parking places	Públic use – Surface Públic use – Underground Private use	360 No Yes
Public Transport	Direct services: L25 (Benta Berri-Añorga)	20'
	Non-direct services: Lurraldebus (Roundabout of Urbil) Lurraldebus/Euskotren (Rekalde)	
Governing body		No
A		1
Main issues	Lack of interurban pub Poor non	lic transit coverage n-motorized access

2. Spatial Analysis of labour mobility

43% of commuting to the business area have their origin in Donostia - San Sebastian, while 55% comes from other municipalities in Gipuzkoa. Following maps show the origins in the urban areas and provincial levels.



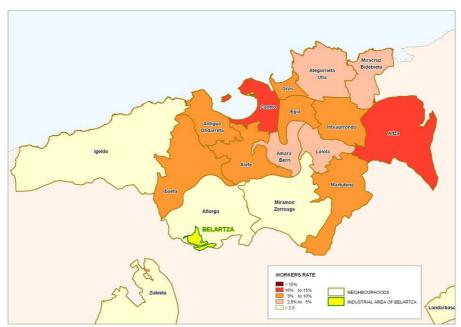


Fig.13 Belartza workers origin in Donostia – San Sebastian

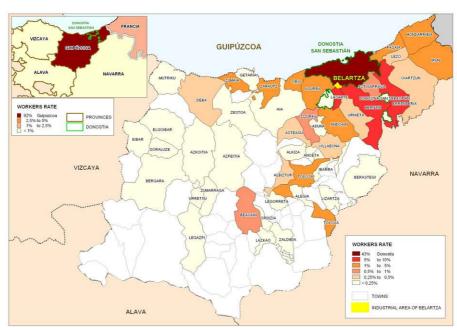


Fig.14 Belartza workers origin in Gipuzkoa



3. Competitiveness Analysis PT vs. Private Transport

Attached, then the competitiveness matrix of times of public and private transport for the urban and interurban areas, with its resulting graphs.

			Transporte Privado				Transporte Público							TAD			
Conflictividad	l BARRIOS	Centroides	T origen	T viaje 1	T destino T	total	T origen	T espera	T1 viaje	Servicio 1	T enlace	T2 viaje	Servicio 2	T destino	T total	Δ	TAD
1	Aiete (Bajo)	Ps. Aiete, 2 (La Cumbre)	2	11	2	15	3	4	6	L40	10	13	L25	1	37	0,25	19
1	Aiete (Alto)	Ps. Aiete, 93 (Palacio)	2	11	2	15	1	4	9	L35	10	13	L25		38	0,25	19
2	Altza	Ps. Larratxo, 70	4	16	2	22	5	4	20	L13	10	23	L25	1	63	0,3	29
2	Amara berri	Plaza Pio XII	4	8	2	14	1	4	14	L27	10	10	L25	1	40	0,25	18
2	Riberas de Loiola	Plaza Irun	4	10	2	16	2	4	14	L27	10	10	L25	1	41	0,25	20
2	Antiguo	Zumalakarregi, 1	4	10	2	16	1	4	16	L25				1	22	0,25	20
2	Antiguo_Lorea	Plaza José Mª Sert	4	9	2	15	2	4	13	L25				1	20	0,15	17
1	Añorga-Errekalde	Avda. de Añorga	2	6	2	10	4	4	5	L25				1	14	0,15	12
1	Ategorrieta-Ulia	Travesía de Rodil,1	2	18	2	22	2	4	6	L13	10	23	L25	1	46	0,3	29
1	Miracruz-Bidebieta	José Elosegui, 80	2	13	2	17	4	4	11	L31	10	21	L25	1	51	0,3	22
3	Centro	Plaza Buen Pastor	6	12	2	20	5	4	21	L25				1	31	0,25	25
3	Centro-Viejo	Plaza Gipuzkoa 1	6	15	2	23	2	4	23	L25				1	30	0,25	29
2	Egia Bajo	Plaza Hirutxulo (Atotxa)	4	14	2	20	12	4	23	L25				1	40	0,25	25
2	Egia Alto	Plaza Luis Martín Santos	4	16	2	22	2	4	11	L9	10	23	L25	1	51	0,25	28
3	Gros	Plaza Cataluña	6	18	2	26	8	4	23	L25				1	36	0,25	33
2	Berio-Ibaeta	Ps. Berio, 20	4	8	2	14	6	4	13	L25				1	24	0,15	16
1	Intxaurrondo Sur	Zarategi, 100 (Txara)	2	15	2	19	2	4	17	L29		23	L25	1	57	0,3	25
1	Intxaurrondo Norte	Los Luises, 1	2	16	2	20	4	4	8	L13	10	23	L25	1	50	0,3	26
1	Loiola	Iglesia, 6	2	15	2	19	2	4	19	L27	10	16	L25	1	52	0,3	25
1	Martutene	Tranvía, 1	2	16	2	20	3	4	19	L26	15	21	L25	1	63	0,3	26

Fig.15 Competitiveness matrix for urban area of Belartza BA



				Fransport	e Privado						Transport	te Público					T/	AD
nflictividad	MUNICIPIOS	Centroides	T origen	T viaje	T destino	T total	Operador	T origen	T espera	T1 viaje	Destino	T enlace	T2 viaje	Servicio	T destino	T total	Δ	TAL
2	Lasarte Oria	Mayor, 1	4	7	2	13	EuskoTren	1	4	3	Rekalde				8	16	0,3	1
2	Zarautz	Gipuzkoa (estación)	4	14	2	20	EuskoTren	1	4	22	Rekalde				8	35	0,4	2
2		Gipuzkoa (estación)	4	14	2	20	Lurraldebus											
2	Andoain	Rikardo Arregi	4	11	2	17	Lurraldebus	2	4	20	Rekalde				10	36	0,4	2
2	Irun	Paseo Colón	4	24	2	30	EuskoTren	1	4	48	Rekalde				8	61	0,4	4
2		Paseo Colón	4	24	2	30	Renfe	4	4	20	Norte	12	2 23	L25	1	64	0,4	42
2		Paseo Colón	4	24	2	30	Lurraldebus	1	4	25	Avda. Tolosa	10	12	L25	1	53	0,4	42
2	Arrasate-Mon	Licenciado Otalora	4	43	2	49	Lurraldebus	2	4	60	Pío XII	VIAJE > [OOS ETAPA	AS (3 auto	buses)	>100	0,5	7



Fig.16 Competitiveness matrix for interurban area of Belartza BA



4. Mobility Demand: Private, public and non-motorised

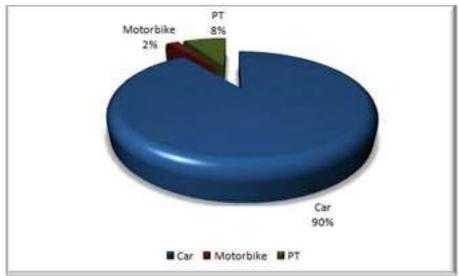


Fig.17 Belartza BA modal shift

5. Traffic evolution in a workday

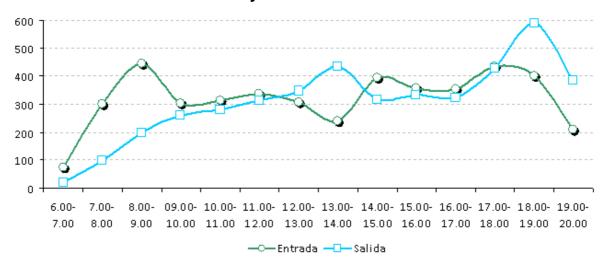
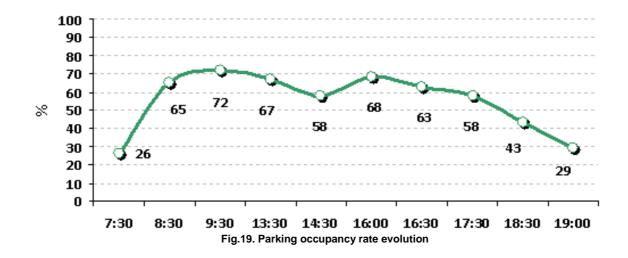


Fig.18 Traffic intensity in the entrance and exit of Belartza



6. Parking demand



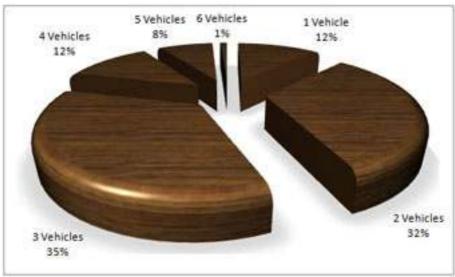


Fig.20 Belartza BA rotation rates.



7. Public Transport. Spatial analysis of competitiveness

The following table shows the proportion of users of public transport in Belartza, according to their place of residence

BELARTZA BUSINESS AREA	800 Workers				
Areas	Urban	People	Provincial	People	
Resident population	43%	344	55%	440	
In areas with direct public transport service	29%	100	0%	0	
In areas requiring transfer or journey on foot	71%	244	100%	440	
"Connected" areas (well served by PT supply)	39%	134	23%	101	
"Dissconnected " areas (without competitive PT supply)	61%	210	77%	339	

Stated use share of public transport in the city	BELAR	TZA
In areas with direct public transport service	20,0%	20
In areas requiring transfer or journey on foot	13.3%	32
"Connected" areas (well served by PT supply)	24.2%	32
"Dissconnected " areas (without competitive PT supply)	9.6%	20

The following map show distribution of public transport demand in Donostia – San Sebastian.

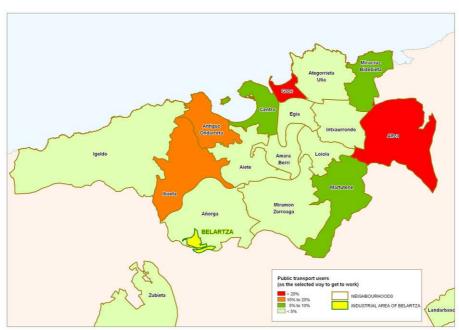


Fig.21 PT demand of Belartza BA

Finally, the following maps show the spatial analysis of competitiveness of PT in urban and provincial areas.

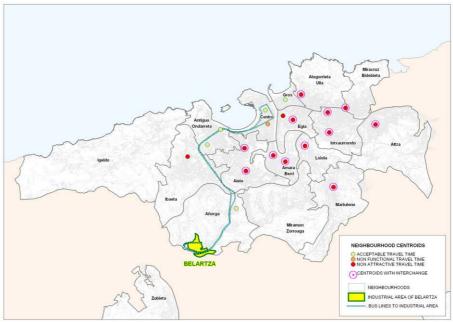


Fig.22 PT cometitiveness in Donostia - San Sebatian for Belartza BA

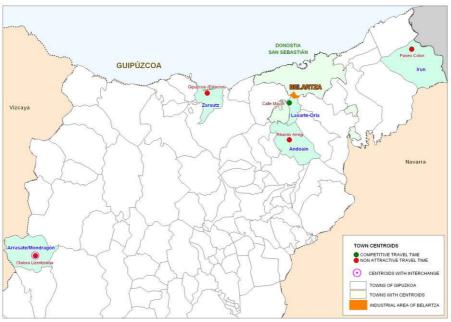


Fig.23 PT cometitiveness in Gipuzkoa for Igara BA



ACTION PLANS TECHNICAL SHEETS



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA BELARTZA

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE B.1. Reconfiguration of the existing regular bus lines.



Description: It is proposed to analyze the feasibility of changing the current path of the L25, so that before reaching Rekalde, enter to the vial Belartza through Errotazar.

Justification: The action would ensure the intermodality at Rekalde node and efficient execution of transfers and, incidentally, it would avoid potential congestion at Urbil

roundabout at peak times, and in particular, once the business development of Belartza II.

Objectives: Offer an alternative route to the urban line that can be more functional than today.

Ensure a higher level of service to the resident population and the working community Belartza.

Stakeholders: Donostia - San Sebastian Town Council / D-bus

Execution time: Short term

Impacts (+): Avoid congestion at the roundabout Urbil.

Encourage the preparation of vial Errotazar to public transport use and more sustainable modes.

Impacts (-):

Indicators: Demand at Belartza L25 bus stops.

Displacement with transfer (%)

Comments:

To support the initiative with the effective coordination of transport services at Rekalde node, thereby offering competitive displacement from other residential areas.

Belartza II business development and the new METRO will force to rethink the configuration of existing public transport services into the workplace.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA BELARTZA

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE B.1.1. Reconfiguration of the existing regular bus lines.



Description: Action that consist in providing interurban public transport to Belartza. The interurban line that connects the towns of Lasarte-Usurbil-Astigarraga, and passing through

the Urbil roundabout, enter the business area.

Justification: The disposition of the business environment influences the connectivity between Belartza and city, in fact, its proximity to major interurban road networks makes it

more possible to promote public transport routes linking the province with Belartza

In this sense, the proposed measure would provide an alternative journey to a significant percentage of the working community.

Objectives: Provide direct access by public transport from the urban environment of the area.

Analyze and assess the degree of responsiveness of the service among users, and the applicant profile (business / commercial).

Features: It might consider extending the route length within Belartza only at peak times (in and out of work) or on a permanent basis to ensure accessibility to users with a

different profile to work.

Stakeholders: DFG / Lurraldebus operators

Execution time: Short term

Fundings: Integrated into current regular operation.

Impacts (+): Improved accessibility by public transport from surrounding towns.

Attracting users with different purposes other than employment (commercial).

Impacts (-): It can generate incidents in the current operation (travel times).

Indicators: User demand at every bus stop inside the polygon.

Comments: To support the initiative with the effective coordination of transportation services at Rekalde node, thereby offering competitive displacement from other residential

areas.

Belartza II business development and the new METRO will force to rethink the configuration of existing public transport services into the workplace.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE T.5. Strategies for effective coordination of public transport services ("bus meets train").



Description: Creation of a interinstitutional working Commission, led by the Territorial Authority Transportation Gipuzkoa (TGG) that works in favor of developing the operating conditions timetables, frequencies ...), technology (information and communication systems) and pricing (single ticket) to allow users to provide transfers between modes and services without economical penalty or temporary (effective coordination).

It would be mainly implement shuttle services from train stations, either through the regular routes that currently serve each workplace or through new services that

may be raised / implement.

Justification: Although all work areas in Donostia are characterized by a lack of direct interurban services, they all have in the adjacent area a commuter rail station, which can be

functional for certain shifts, mainly at the provincial level.

However, at present, it does not not apply the necessary operational schemes that allow, through effective coordination between transport services, to provide competitive travel times from origin to destination. Today, the need for an operation of transfer between the routes operated by different operators continues to

represent a barrier from a functional point of view (time, integrated information) and economic (prices), which has a deterrent effect on the user.

Objectives: From a Supramunicipal point of view, explore the real possibilities of applying new models of coordination service between different operators.

Moving towards a network model that guarantees the fare integration and effective coordination of public transport services.

Ensure a comprehensive and multi-operator information in those intermodal nodes or multiservice.

Features: Shuttle services in railway stations through the current regular lines: Zuatzu (L24/Lugaritz), Igara (Anoeta-Igara/Lugaritz), P27 Martutene (L26/Loiola-Martutene),

Belartza (L25/Rekalde), Miramon (L28/Anoeta).

Shuttle services through the new services suppose to implement.

Stakeholders: TGG; Donostia - San Sebastian Town Council (mobility department); D-bus; DFG; Lurraldebus operators; RENFE; EuskoTren.

Execution time: Short-medium term

Impacts (+): Very positive perception in the user who checks the real possibility of making a journey without a break and without being subjected to a penalty tariff for transfer

operation

Progress towards a model of transport network, where the transfer nodes (points of connectivity between modes and services) to acquire all the relevance and

functionality with potentially have.

Barriers:

Commercial interests "shortsighted" or political disagreements between the competent authorities eventually have a role in achieving an integrated network model.

Indicators: % Of journeys with transfer.

Comments:

The interinstitutional committee should create the necessary operational conditions for fostering at an early stage, the integration of services and functional network

scheme. The tech support at bus stops, vehicles and mobile communication systems, and completion of fare integration processes already initiated, should suppose the

 $final\ breaking\ point\ with\ a\ territorial\ m\ odel\ based\ on\ a\ unim\ odal\ vision\ of\ transport\ system\ .$



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA BELARTZA

STRATEGIC LINE A2. Motorized transport demand management

PROPOSED MEASURE B.2. Analysis of traffic into Belartza access (the weight of Belartza II).



Description: The business park of Belartza II will supose to double the current industrial park of Belartza I. In accordance with the General Plan, the access to the new polygon is

made from a new roundabout to be located in Belartza I, facing Decathlon, through a road of 750 meters. The intervention of Belartza II will also improve the access to Belartza I from the roundabout Arrizeta (Urbil). In this sense, it proposes the creation of a traffic micro-simulation that allows to implement the necessary actions to

ensure the agility of movement related to both sites and the implementation of measures for rational management of transport demand.

Justification: Currently, Belartza is a very good communicated area that do not show any congestion or parking issues. In this context, the efficacy of potential measures to manage

demand for motorized mobility would be limited by the absence of conflict. The new pressure, the future business development will have on access roads, can lead to

greater conflict scenario for motorized traffic. It is pertinent therefore the proposal to conduct a traffic study.

Objectives: Analysis of impact of traffic on the access roundabout as a result of the entry into service of Belartza II.

Develop a proposal for actions to expedite the motorized traffic to both work environments, and incorporate measures for rational management of the demand for

mobility.

Stakeholders: DFG; Donostia - San Sebastian Town Council

Execution time: Medium term

Impacts (+): It promotes the implementation of measures for rational management of transport demand.

Impacts (-): That actions relate exclusively to give agility to private motorized traffic without proposing or incorporate deterrence or without generating new alternatives in public

transport travel.

Comments: Assess the implementation of limited parking areas, once in service the new land provision or economic activities in Belartza II.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA BELARTZA

STRATEGIC LINE A3. Impulse non-motorized mobility

PROPOSED MEASURE B.3. Conditioning of the pedestrian route from node transport of Rekalde.



Description: Conditioning on accessibility and road safety to Road Errotazar, to ensure to Belartza users the pedestrian access from Añorga-Rekalde crossing

Justification: Excellent road communications network of Belartza has a barrier effect for non-motorized travel. In this context, the Errotazar ways stands as the only pedestrian way

that allows functional transit to the polygon. In addition, the connection to the node of Rekalde raises functionality as a connection point with road transport services

by road and rail serving the environment of the business area.

Objectives: Improving road safety and accessibility of pedestrian route to Belartza.

Stakeholders: Donostia - San Sebastian Town Council / ETS-RFV (Basque Government).

Short-medium term

Impacts (+): Potentiation of movement in a sustainable manner to Belartza (bus / train + walking).

Indicators: Displacement with transfer (%) Use of public transport.

Comments: Consider connecting the nuclei of Lasarte and Usurbil with Belartza by pedestrians and cyclists routes.

The actions of doubling the railway track in the functional area of Añorga-Recalde, the remodeling of Rekalde station and construction of new commuter stations on the

Metro Red are an excellent opportunity to generate synergies (effective coordination) between the different modes of transport, and thus to improve the accessibility

to Belartza by sustainable means.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA BELARTZA, IGARA

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE B.4. Establishment of a governing body or representation.



Description: This action is intended to begin the process necessary for the creation of a governing body or collective representation of all users of the Igara business area.

Justification: The absence of a party agent that transfers to institutions, society, and interested parties the needs of businesses, workers and other users of the workplace has a

determining effect on the effective implementation of policies and actions for mobility improvement. Therefore, this initiative is considered essential, in order to ensure

success in the dissemination and successful implementation of mobility measures contemplated in Belartza.

Objectives: Position to manage the demands of businesses, workers and the set of users, through a common spokesman agent.

To have a valid interlocutor with adequate representation, to disseminate and canalize all the actions to perform.

Complementary acts. Creating a first internal meeting withkey actors. Definition of a protocol and the legal form of the entity.

Meetings for the definition of rules. Registration and Constitution.

Stakeholders: Companies and labor-unions represented in the workplace.

Execution time: Short-medium term

Impacts (+): Promotes effective channeling and attention of the users requests.

It promotes the provision of community services to the Community.

Promotes the dissemination, analysis and coordination of the various actions to develop in the workplace.

Barriers: There may be disagreement among users with respect to the attention of certain requests.

Indicators: Participation and interest of businesses and workers in the constitution of the governing body / Meetings made.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.1. Preparation of a guide or tutorial for the successful implementation of GDM measures in business.



Description: It is about developing a joint project with companies representing the business areas of San Sebastian, which involves the implementation and internal adaptation of recommendations and best practices for rational management of the demand for mobility to workplaces. Issues such as life concilación, plans for flexible time, telecommuting, incentives for the use of sustainable transport ... they will be part of the package of measures to assess. The ultimate goal is to develop a guide to good

practice in mobility that may be transferable to other organizations.

Justification: There is no doubt that significantly impact the current patterns of job mobility requires companies to involve the target. The regulation of parking on public land, more

flexible work schedules, conciliation of work and social life ... are questions that only can be undertaken from a job "stuck" to the real business and integrated in

environmental policies or RSC.

Objectives: Inform and involve businesses in the rational management of the demand for labor mobility. New organizational models of work.

Establish a permanent working group with representative companies to analyze, discuss and implement measures internally GDM ("co-working").

Monitor the activities and evaluate the results obtained in a given time period.

Development of a guide or tutorial, which guidelines and benefits may be transferable to other organizations such as measures to support other policies.

Features: Project one year ahead.

It is necessary the selection of at least three companies regarding the business areas of Donostia.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); Governing bodies; ADEGI; Labor unions; participating companies.

Execution time: Short term

Fundings: Search for institutional support (Basque government / Euskalit).

Impacts (+): It involves companies in managing the demand for labor mobility and the development of new organizational models ("part of the solution").

Creates new opportunities for coordinated and cooperative work between the administration and economic and social agents.

It develops a methodological tool potentially transferable to other companies.

Barriers: In an economic crisis like the current the approach of these issues within the company may not be a priority action.

Indicators: Monitoring participating companies. "The before and after" in matters such as: people in telework, volume of commuting, use of sustainable transport among

employees ...

Comments: It is interesting that the participating companies represent different activity profiles with heterogeneous template structures, but with concerns or well-defined

strategies in their environmental policy or RSC.

Align the development of the pilot with the process of processing of the LVM (Basque Mobility Act), which contents will have a role in GDM strategy at institutional and

enterprise levels.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.2. Brochures.



Description: Preparation of information leaflets which detail not only the characteristics of public transport provision in each of the areas of business, but provide information on

travel time, connectivity-from different residential areas of the city (districts) and territory (municipalities) and the direct costs associated with each of these relationships. The leaflets provide a true picture about the capabilities, advantages and disadvantages of different transportation alternatives (public vs. Private).

Justification: There is, through the research conducted, that the users of private vehicle (car / motorcycle) usually do not know the characteristics of the public transport supply to

their workplace and the potential of private transportation systems ("car pooling" / "car sharing"). Similarly, they are often not aware of the costs they incur when they

choose one mean of transport or another.

Objectives: To offer objective information on the characteristics, advantages and disadvantages of different means of transport in the labor movements.

Demonstrate the competitiveness in terms of economic and time of public transport routes, compared with the same route in car / bike.

Raise awareness throughout public about the consequences of the dominant model of mobility.

Features: Applicable to all business areas of Donostia-San Sebastian.

Measure of positive reinforcement after implementing any of the actions proposed.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Objectifies the discussion of the reality of the public transport supply

It incorporates evidences as the comparative costs and travel times from different residential areas. It faces a series of arguments, often unrealistic, which have penetrated to the whole society.

Indicators: Effect on the mobility pattern of each of the areas of business: modal shift, use of sustainable transport ...

Comments: It can expand its publishing and distribution as a result of the need to implement other improvement measures previously proposed.

The website donostiamovilidad.com can receive the information concerning the leaflets, and incorporate any changes promptly that may occur (regularly updated).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.3. Workshops to disseminate the PTT.



Description: Disclose, by organizing a public event in each of the business areas under study, results and conclusions from the diagnosis of mobility and the catalog of measures to

apply. In short, to make public the contents of the PTT.

Justification: The public conference will attempt to bring enterprises and the working community the reality of the workplace, so that incite debate and reflection on the dominant

model of mobility and the consequences that implies for the overall park / estate and society.

Objectives: Provide the current picture of mobility in each business field.

Bringing to users the set of improvement measures to apply.

Discuss and reflect on the mobility model we want.

Features: A public event in each of the business areas of Donostia - San Sebastian will be held.

This event will be held prior to the implementation of measures contained in the PTT.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Dissemination of the reality of mobility in business.

Revaluation of certain proceedings in the results of the diagnostic report.

Interaction "in situ" with the business community and workers.

Barriers: The involvement of business and community working in this type of initiative is generally poor, so it is an intense prior exercise of communication to ensure significant

assistance.

Indicators: Degree of receptivity to the proposed measures. Assessment survey .

Comments: It must reflect on the location, calendar, timetables, and organizational model (speakers, content, duration ...) of the public acts, that is, on conditions to ensure

relevant assistance. Similarly, it is important to feed this diffusion by performing additional promotional activities, from the governing bodies to companies and from

these to workers.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.4. Annual award to companies



Description: Establishment of an annual award that recognizes the successful implementation of measures to manage demand for mobility in enterprises located in the city. It will

constitute a jury which will have the responsibility to settle and choose among the different nominations, that whose performances have been more crucial to promote

a change of habits in mobility within the organization.

Justification: The awarding of a periodic award to business is not more than an stimulus exercise to facilitate the mainstreaming of mobility in the strategic agenda of business

organizations. The establishment of the prize has to happen in parallel to the creation of a commission for the elaboration of a protocol or technical guide of rational

management of transport demand.

Objectives: Recognition for companies that incorporate the mobility management in their environmental policy or RSC.

Raise awareness to society about the importance of undertaking these actions at company level.

Transfer of a new organizational framework to other companies.

Features: It will be a public recognition and symbolic.

It will be awarded on a regular basis, annually.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); ADEGI; Labor unions; Governing bodies

Execution time: Medium term

Impacts (+): The mere act of public recognition serve as a traction element for other companies which share business size or productive activity.

Public awareness about the importance of such initiatives.

Barriers: In an economic crisis like the present, raising these issues within the company may not be considered as an aspect of priority action.

Indicators: List of companies who choose to send their application for the award.



ANNEX IV

Summary of Diagnosis and Action Plan for Zuatzu business area



Zuatzu Business Area

1. Business area characterisation

	ZUATZU TECHNICAL SHEET								
Surface Company quantity Workers Main activity	155.000 m ² 115 2.200 High added value and knowledge companies								
Road access Pedestrian access Cycle lanes	Errotaburu / Link fror Urban crossi	n AP-8 / EI infierno ng from Errotaburu No							
Parking places	Públic use – Surface Públic use – Underground	570 420							
	Private use	1130							
Public Transport	Direct services: L5 (Benta Berri)	20'							
	Non-direct services: (Bus-stop in Av. Tolosa) Dbus / Lurraldebus / Euskotren (Lugaritz)								
Governing body	Sociedad Zuatzu P	arque Empresarial zuatzuparkea.com							
		·							
Main issues		of private vehicles demand for parking							

2. Spatial Analysis of labour mobility

50% of commuting to the business area have their origin in Donostia - San Sebastian, while 45% comes from other municipalities in Gipuzkoa. Following maps show the origins in the urban areas and provincial levels.

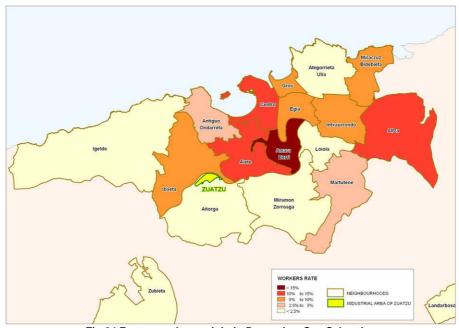


Fig.24 Zuatzu workers origin in Donostia - San Sebastian

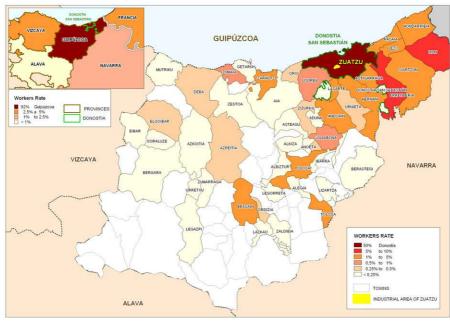


Fig.25 Zuatzu workers origin in Gipuzkoa



3. Competitiveness Analysis PT vs. Private Transport

Attached, then the competitiveness matrix of times of public and private transport for the urban and interurban areas, with its resulting graphs.

			Destino	Zuatzu	Centroide	Zuatzu, 1								Conflictividad	Destino	3	l
				Transpo	rte Privado					Tra	ansporte l	Público				TA	.D
Conflictividad	BARRIOS	Centroides	T origen	T viaje	T destino	T total	T origen	T espera	T1 viaje	Servicio 1	T enlace	T2 viaje	Servicio 2	T destino	T total	Δ	TAD
1	Aiete (Bajo)	Ps. Aiete, 2 (La Cumbre)	2	9	7	18	3	4	6	L40				12	25	0,15	21
1	Aiete (Alto)	Ps. Aiete, 93 (Palacio)	2	8	7	17	1	4	9	L35	3	8		1	26	0,15	20
2	Altza	Ps. Larratxo, 70	4	18	7	29	5	4	20	L27	3	18	L5	1	51	0,3	38
2	Amara berri	Plaza Pio XII	4	10	7	21	1	4	14	L27	3	3	L5	1	26	0,15	24
2	Riberas de Loiola	Plaza Irun	4	11	7	22	2	4	14	L27	3	3	L5	1	27	0,25	28
2	Antiguo	Zumalakarregi, 1	4	6	7	17	1	4	11	L5				1	17	0,15	20
2	Antiguo_Lorea	Plaza José Mª Sert	4	6	7	17	2	4	8	L5				1	15	0,15	20
1	Añorga-Errekalde	Avda. de Añorga	2	6	7	15	4	4	6	L25				12	26	0,15	17
1	Ategorrieta-Ulia	Travesía de Rodil,1	2	18	7	27	2	4	6	L13	3	18	L5	1	34	0,25	34
1	Miracruz-Bidebieta	José Elosegui, 80	2	15	7	24	4	4	11	L31	3	15	L5	1	38	0,3	31
3	Centro	Plaza Buen Pastor	6	13	7	26		4	16	L5				1	23	0,15	30
3	Centro-Viejo	Plaza Gipuzkoa 1	6	15	7	28	2	4	16	L5				1	23	0,15	32
2	Egia Bajo	Plaza Hirutxulo (Atotxa)	4	16	7	27		4	7	L9	3	18	L5	1	35	0,15	31
2	Egia Alto	Plaza Luis Martín Santos	4	16	7	27	2	4	11	L9	3	18	L5	1	39	0,25	34
3	Gros	Plaza Cataluña	6	15	7	28	10	4	18	L5				1	33	0,15	32
2	Berio-Ibaeta	Ps. Berio, 20	4	6	7	17	6	4	6	L5				1	17	0,15	20
1	Intxaurrondo Sur	Zarategi, 100 (Txara)	2	16	7	25	2	4	24	L33	3	8	L5	1	42	0,3	33
1	Intxaurrondo Norte	Los Luises, 1	2	17	7	26	4	4	10	L29	3	15	L5	1	37	0,3	34
1	Loiola	Iglesia, 6	2	15	7	24	2	4	20	L27	3	18	L5	1	48	0,25	30
1	Martutene	Tranvía, 1	2	17	7	26	3	4	26	L26	3	18	L5	1	55	0,25	33

Fig.26 Competitiveness matrix for urban area of Zuatzu BA



Destino Zuatzu Centroide Zuatzu, 1	Conflictividad Destino 3

			1	ranspor	te Privado		Transporte Público							T/	AD			
Conflictividad	MUNICIPIOS	Centroides	T origen	T viaje	T destino	T total	Operador	T origen T	espera	T1 viaje	Destino 1	T enlace	T2 viaje	Servicio	T destino	T total	Δ	TAD
2	Lasarte Oria	Mayor, 1	4	6	7	17	EuskoTren	1	4	9	Lugaritz				13	27	0,3	22
2	Zarautz	Gipuzkoa (estación)	4	11	7	22	EuskoTren	1	4	28	Lugaritz				13	46	0,4	31
2		Gipuzkoa (estación)	4	11	7	22	Lurraldebus	2	4	18	Avda. Tolosa				15	39	0,4	31
2	Andoain	Rikardo Arregi	4	14	7	25	Lurraldebus	2	4	26	Avda. Tolosa				10	42	0,4	35
2	Irun	Paseo Colón	4	24	7	35	EuskoTren	1	4	40	Lugaritz				13	58	0,4	49
2		Paseo Colón	4	24	7	35	Renfe / D-bus	4	4	20	Estación Norte	12	! 18	L5	1	59	0,4	49
2		Paseo Colón	4	24	7	35	Lurraldebus	1	4	25	Avda. Tolosa				10	40	0,4	49
2	Arrasate-Mor	Licenciado Otalora	4	35	7	46	Lurraldebus	2	4	60	Pío XII	10	14	L27_L24	10	100	0,5	69

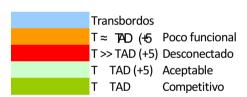


Fig.27 Competitiveness matrix for urban area of Zuatzu BA



4. Mobility Demand: Private, public and non-motorised

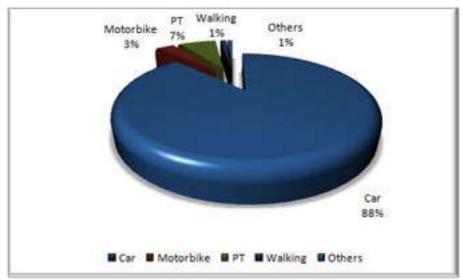


Fig.28 Zuatzu BA modal shift

5. Traffic evolution in a workday

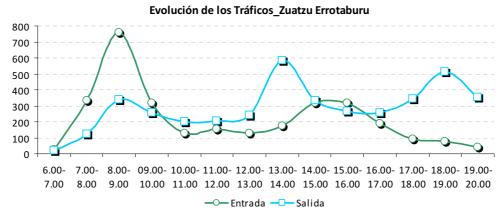


Fig.29 Traffic intensity in the main entrance and exit of Zuatzu



6. Parking demand

Evolución del Grado de ocupación

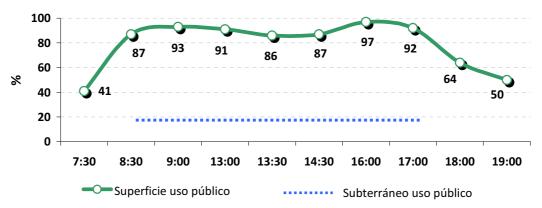


Fig.30 Parking occupancy rate evolution

Evolución de los estacionamientos no permitidos

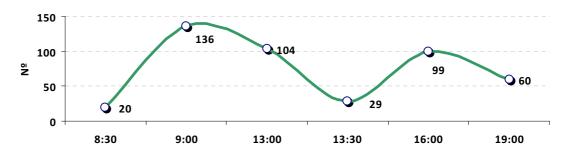


Fig.31 Illegal Parking evolution (nº of illegally parked vehicles)

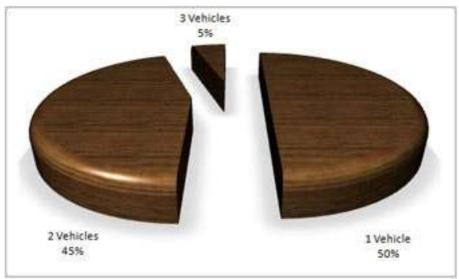


Fig.32 Zuatzu BA rotation rates.

7. Public Transport. Spatial analysis of competitiveness



The following table shows the proportion of users of public transport in Zuatzu, according to their place of residence

ZUATZU BUSINESS AREA			2200 Workers	
Areas	Urban	People	Provincial	People
Resident population	50%	1100	45%	990
In areas with direct public transport service	23%	253	0%	0
In areas requiring transfer or journey on foot	77%	847	100%	990
"Connected" areas (well served by PT supply)	69%	759	25%	248
"Dissconnected " areas (without competitive PT supply)	31%	341	75%	743

Stated use share of public transport in the city	ZUATZ	ZU
In areas with direct public transport service In areas requiring transfer or journey on foot	16.3% 8.9%	41 75
"Connected" areas (well served by PT supply)	12.4%	94
"Dissconnected " areas (without competitive PT supply)	6.8%	23

The following map show distribution of public transport demand in Donostia – San Sebastian.

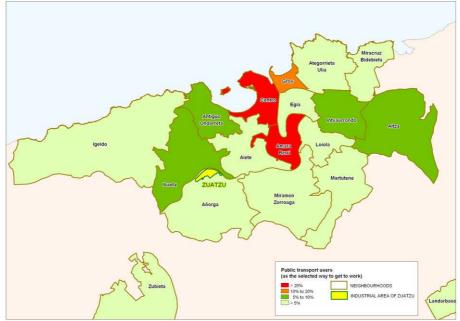


Fig.33 PT demand of Zuatzu BA

Finally, the following maps show the spatial analysis of competitiveness of PT in urban and provincial areas.



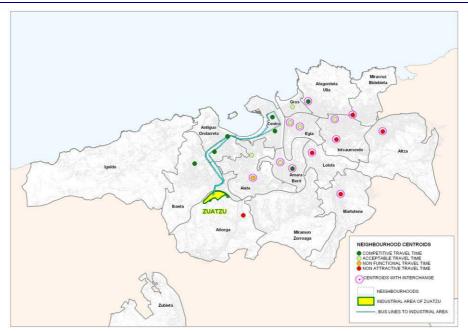


Fig.34 PT cometitiveness in Donostia - San Sebatian for Zuatzu BA

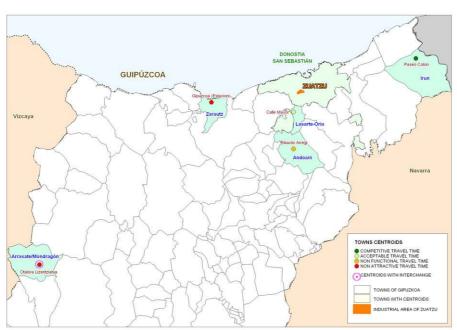


Fig.35 PT cometitiveness in Gipuzkoa for Zuatzu BA



ACTION PLANS TECHNICAL SHEETS



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Z.1. Reconfiguring the services of Lines 24 and 27.



Description: This action would extend the urban bus lines 27 and 24, so they can access and make stops within the Business Park. This action would connect Zuatzu with Altza,

Intxaurrondo, Egia, Loyola, Gros, Amara and Aiete neighborhoods, favoring intermodality with RENFE and EUSKOTREN at three different points of the route (Herrera,

Northern station and Lugaritz).

Justification: 50% of workers in the city has its origins in Amara, Altza, City-Center and Aiete distrits. Currently, the express service of the L5 offers high competitive travel times, but

with limited geographical coverage if transfer operations are not made. The proposed action would provide a competitive service to 75% of the working community

residing in the city

Objectives: provide to the working community of Zuatzu new direct services.

Improving the competitiveness of public transport travel from other residential areas of the city.

Promoting intermodality with rail commuter services up to three different rail nodes.

Features: It is proposed to enable an additional bus service bus to access Zuatzu every hour. Thus, the frequency of lines 27 and 24 go from 30 'to 20'. One of each 3 services

woould arrive to the Business Park.

It should decide whether the offered 3 services would work only during rush hour or permanently.

Stakeholders: Donostia - San Sebastian Town Council; D-bus.

Execution time: Short term

Fundings: It would be integrated in the scheme of the current operation.

Impacts (+): It offers an alternative of direct services to many users of Zuatzu who currently do not have such offer.

It enables to connect urban residential areas currently disconnected (very high travel times).

It promotes practical issues such as effective modal coordination, fare integration, information sharing ...

Impacts (-): It can have consequences for the exploitation of existing services. Necessary operational adjustments.

Indicators: User demand at bus-stop / service coverage ratio (pas. / offered places).

ADT reduction in the access / Image of the mobility demand.

Comments: Consider the possibility of providing express services at the entrance to work (with fewer stops).

Study of potential improvements in transit Lines (prioritization, reserved platform ...).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Z.2. Changing the current operating conditions of the L5.



Description: It aims to improve the frequency of services of the L5 and match with Errotaburu services during lunch time. Services between 13.00 and 15.30 h. To Zuatzu would

access with the same frequency as the line offers in normal operation (6-8 minutes).

Justification: One of the issues that users attribute to the L5 is outside of the period of entry to work, accessing services to Zuatzu do it every 20 minutes. This circumstance

determines the movements during lunch-times as many users consider that due to the cadence between services is not easy to go home and return to work on time.

Objectives: Provide to the working community service Zuatzu such a frequency that allows going home and travel back in time.

Promoting the working conciliation life with the social one.

Features: Line 5, during the lunch-time period would access every 6-8 to Zuatzu instead of every 20, as is currently does.

Stakeholders: Donostia - San Sebastian Town Council; D-bus.

Execution time: Short term

Fundings: It would be integrated into the current regular operation.

Impacts (+): Improved frequencies to business area at rush hours. Increased coverage of services.

It calls into question one of the main arguments of the workers for not using public transport in commuting.

Impacts (-): Effects on the current operation.

Indicators: User demand at bus stop / Coverage of services rate.

Comments: Consider the possibility of recovering the express service during the midday.





PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Z.3. Reconfiguration of interurban bus lines to provide direct services.



Description: It is proposed to change the routes of certain lines of Lurraldebus to access Zuatzu at peak times. The new direct access from the AP-8 can offer direct routes to Zuatzu

from municipalities located in the road corridors of the AP-8 and N-I. Some of the lines capable of reconfiguration could be: Andoain-Lasarte-Zuatzu-Donostia (TSST) /

Zumaia Zarautz, Donostia-Zuatzu (EuskoTren).

Justification: The current shortfall in interurban service functionality to Zuatzu influences significantly the user modal choice. In this sense, the provision of direct services from

municipalities of Gipuzkoa-residential areas of many workers-, would improve the competitiveness of the displacement of these cores and would offer a new transport

alternartive for many users.

Objectives: Improving accessibility by public transport from the province to Zuatzu.

Provide to worker community new direct services to their workplaces.

Harnessing the benefits of functionally of new road connection.

Reversing the prevailing model of mobility, offering competitive travel times from different population centers.

Features:

During the period of entry to work, the mentioned lines could change their usual route to enter the Park from the direct access of the AP-8 motorway, while in the

valley hours they would maintain their usual route. On leaving the work it could choose to keep the current stop in Errotaburu or access again Zuatzu from this area.

Stakeholders: DFG (Lurraldebus Operators).

Execution time: Short-medium term

Fundings: Integrated into the regular operation of interurban lines.

Impacts (+): A new direct services are offered for many provincial users of Zuatzu.

It enables to connect (travel time) territorial residential areas currently disconnected.

Impacts (-): Changes in actual operation, though minimal in principle.

Indicators: User demand at bus-stop / Coverage of services rate.

ADT reduction in the access / Image of the mobility demand.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA IGARA, ZUATZU

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE I.2. Creation of a bus circular line ("sweeper").



Description: High frequency circular bus service for Ibaeta(Errotaburu)-Igara corridor, that can "sweep", with business area destination, the group of workers and users who downloaded the urban and interurban lines that circulate ("serve") the avenue of Tolosa and the adjacent road network.

Justification: The great demand for transport in the economic-residential area of Igara favors the implementation of a high frequency shuttle service to improve accessibility by public transport within the business area (greater geographical coverage) ensuring competitive travel times from major residential areas.

Objectives: Improving accessibility by public transport (urban and interurban) into the economic field of Igara.

Offering the entire working community a direct and high frequency service, to their workplaces.

Ensuring quick and efficient transfers, without fare or temporary penalties.

Provide effective coordination between transport services. Information Sharing and intermodality.

Reversing the prevailing model of mobility, offering competitive travel times from different population centers.

Features: It proposes the development of a pilot experience, one year ahead.

High frequency service (4-5'). Ensures intermodality in Lugaritz node.

Lines 40 and Anoeta-Igara could be reconverted to BRT service from Gros and Amara to the universities area.

Requires fast transfers without fare penalties

Assess whether it should be a regular service or only as peak hours service

Stakeholders: Donostia - San Sebastian Town Council; D-bus / DFG; Lurraldebus / TGG (Management service and Coordination Agent).

Execution time: Medium-Long term

Financing: Pilot experience Year 1: Search for partial funding (European / National programs). The remaining 50% DFG and 50% City Council.

Impacts (+): It provides a direct, high frequency, to a large volume of the working community in Igara.

It allows to "connect" residential areas (urban and territorial) which are currently disconnected.

It can improve the operating times and frequencies from the existing lines 40 and Anoeta-Igara, eliminating the provision of reinforcement services.

It allows to integrate and promote key issues such as effective coordination, fare integration, information sharing ...

Impacts (-): Continuity service subject to obtaining critical mass in "feeder" lines.

A transfer must be done an urban scale. Can potentially produce a deterrent effect among those with direct services.

It requires a previous powerful information campaign.

The reorganization of services may result in complaints and confusion among users.

Indicators: Demanda de usuarios / Índice de cobertura del servicio / % de desplazamientos con Transbordo. User demand / service

ADT(Average Daily Traffic) reduction in access / Image of mobility demand.

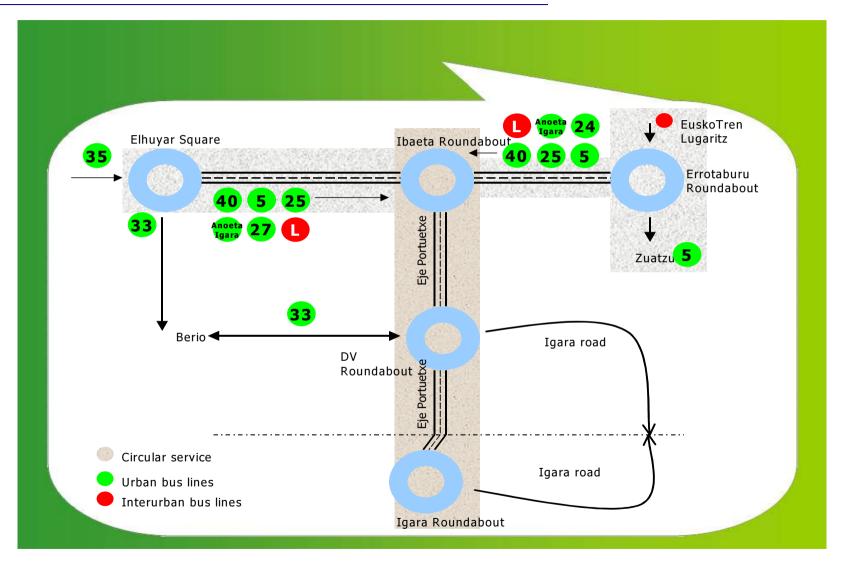
Explore improvements in the transit lines, both the circular as the "feeder", traffic light priority, reserved

Comments: platform ...

Rearrange "feeder" lines (urban and interurban) to power the circular service. Pay special attention to the travel times from major residential areas.

The full functionality of the proposed solution can reach from the full commissioning of the high frequency suburban rail system which acts as the backbone Corridor-connector in provincial urban travels.







PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE T.5. Strategies for effective coordination of public transport services ("bus meets train").



Description: Creation of a interinstitutional working Commission, led by the Territorial Authority Transportation Gipuzkoa (TGG) that works in favor of developing the operating conditions timetables, frequencies ...), technology (information and communication systems) and pricing (single ticket) to allow users to provide transfers between

 $\ m\ odes\ and\ services\ without\ economical\ penalty\ or\ temporary\ (effective\ coordination).$

It would be mainly implement shuttle services from train stations, either through the regular routes that currently serve each workplace or through new services that

may be raised / implement.

Justification: Although all work areas in Donostia are characterized by a lack of direct interurban services, they all have in the adjacent area a commuter rail station, which can be

functional for certain shifts, mainly at the provincial level.

However, at present, it does not not apply the necessary operational schemes that allow, through effective coordination between transport services, to provide competitive travel times from origin to destination. Today, the need for an operation of transfer between the routes operated by different operators continues to

represent a barrier from a functional point of view (time, integrated information) and economic (prices), which has a deterrent effect on the user.

Objectives: From a Supramunicipal point of view, explore the real possibilities of applying new models of coordination service between different operators.

Moving towards a network model that guarantees the fare integration and effective coordination of public transport services.

Ensure a comprehensive and multi-operator information in those intermodal nodes or multiservice.

Features: Shuttle services in railway stations through the current regular lines: Zuatzu (L24/Lugaritz), Igara (Anoeta-Igara/Lugaritz), P27 Martutene (L26/Loiola-Martutene),

Belartza (L25/Rekalde), Miramon (L28/Anoeta).

Shuttle services through the new services suppose to implement.

Stakeholders: TGG; Donostia - San Sebastian Town Council (mobility department); D-bus; DFG; Lurraldebus operators; RENFE; EuskoTren.

Execution time: Short-medium term

Impacts (+): Very positive perception in the user who checks the real possibility of making a journey without a break and without being subjected to a penalty tariff for transfer

operation.

Progress towards a model of transport network, where the transfer nodes (points of connectivity between modes and services) to acquire all the relevance and

functionality with potentially have.

Barriers:

Commercial interests "shortsighted" or political disagreements between the competent authorities eventually have a role in achieving an integrated network model.

Indicators: % Of journeys with transfer.

Comments: The interinstitutional committee should create the necessary operational conditions for fostering at an early stage, the integration of services and functional network

scheme. The tech support at bus stops, vehicles and mobile communication systems, and completion of fare integration processes already initiated, should suppose the

final breaking point with a territorial model based on a unimodal vision of transport system.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU

STRATEGIC LINE A2.Motorized transport demand management

PROPOSED MEASURE Z.5. Management and Regulation of public parking.



Description: The action consist in order and signpost properly parking spaces for public use in the park business. It consists limiting parking spaces, regulating it and monitor its use.

Justification: The number of illegal parking in Zuatzu reaches unprecedented figures. In the same way, deficiencies in management and marking certain areas of public use, leads to a

"habitual" and undue occupation of these areas by private vehicles.

Objectives: Zuatzu users to know the authorized parking places and the regime for the use of public places

Reduce the number of illegal parking.

To favor the activities of distribution and commercial, as well as visits and arrangements in the site.

To favor the use of underground parking, currently with very low demand.

Features: Narrow and regulated parking spaces for HOV use ,(See Z.5.1.) For distribution and commercial activities (L / d, 15 ' zones) and motorcycles.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing body of Zuatzu.

Execution time: Short term

Improving road safety. Orderly and well-marked spaces.

Reduction in illegal parking. Improving the overall aesthetics of the business park.

Improved occupancy levels of underground parking.

Provides flexibility in delivery operations and ensures the professional relationship.

Promotes other types of behavior and habits of transport.

Impacts (-): The regulation (elimination) of parking spaces at key points can generate social response at an early stage.

Indicators: Number of illegal parking. Rotation of vehicles in unregulated areas.

Underground parking demand.

Comments: At short term, the extension of regulated parking into Zuatzu is not proposed. The underground garage has to act as the parking area for short to medium term for

exogenous flows.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU; MIRAMON; IGARA

STRATEGIC LINE A2.Motorized transport demand management

PROPOSED MEASURE Z.5.1. Regulated parking for HOV (High Occupancy Vehicle).



Description: Action that is to reserve parking spaces in highly visible areas of the business park and regulate its use only for high occupancy vehicles (HOV). It is a measure of

reinforcement to promote car-pooling system.

Justification: The regulation of parking on destination is one of the fundamental pillars to promote a more rational management of the demand for motorized mobility to the

workplace. In this sense, the promotion of car pooling through the reserve preferential parking lot is one of the best actions that can produce synergies in the overall

mobility system.

Objectives: Prioritize the HOV in destination parking. Rational use of private vehicles.

Encourage car pooling system, through the regulation of parking in central areas of the site.

Encourage a reduction in the number of journeys by private car.

Release parking spaces for uses of short-medium duration (visits, arrangements ...).

Features: System is required to user registration and control via Web platform. It should incorporate, in turn, a system of control and surveillance of parked vehicles. The places

reservation (5-10%) will be held in the central areas of the site in highly visible locations.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing body of Zuatzu.

Execution time: Short term

Impacts (+): Reduced number of circulating vehicles. Environmental improvement.

More fluid in road access to the park / business park.

Impacts (-): Regulation of parking spaces at key points in the workplace, which may generate some social response.

Indicators: Registered users on the platform. Average occupancy rate of vehicles.

ADT reduction in the access / Image of the mobility demand.

Comments: It is recommended that the HOV parking is free.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU; MIRAMON

STRATEGIC LINE A2.Motorized transport demand management

PROPOSED MEASURE Z.6. Car-Sharing (Multi-user public car fleet).



Description: Pilot action which consists of enable a public car fleet (electrical - hybrids) at a central point of business area, for users after registration and pre-booking may be used in

their outlets for work during the workday.

Justification: One of the standard arguments that respondents refer to the private car use in their daily trips to work, is the need for outputs (management, customer visits ...) during

the workday. The car-sharing system allows the public and collective use of a fleet of vehicles, eliminating the need to use your own vehicle for this purpose.

Objectives: To publicize and implement a new system of collective motorized mobility.

Enhance electromobility through the development of a pilot experience of car-sharing.

Reducing the need for use of own vehicle for working purposes.

The awareness of the possibility of not having a car in possession (rationality).

Features: It should implement a Web platform pre-registration and pre-booking of vehicles. It may require to entrust the management of pilot to a specialized company. It should

enable a fleet of vehicles in a central area of??the business park.

En el caso de optar por la electromovilidad, habría que instalar la infraestructura de recarga de vehículos (poste eléctrico).

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing body of Zuatzu, Basque Government (promoter?)

Execution time: Medium term

Fundings: ¿Basque Government?

Impacts (+): Awareness of new forms of motorized private transport

Integration of the advantages of electric mobility with the rational and collective use of private vehicles.

Environmental improvements throughout the park. Reducing emissions related to displacement.

Reduced demand for parking spaces.

Barriers: To make the system highly functional it needs other points / public car stations in the city and the territory.

The promotion of electromobility requires the extension of the charging infrastructure throughout the territory. Incipient development.

Indicators: Number of registered users.

Distance traveled (total - half-unit). Average travel - km. / Person.

Comments: Consider the possibility of granting benefits to car-sharing vehicles, such as free parking or parking in preferential areas ...



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU; MIRAMON

STRATEGIC LINE A2.Motorized transport demand management

PROPOSED MEASURE Z.7. Collective use public services



Description: Action consistent to provide to the business parks a range of public services for collective use, individual or joint, to promote the conciliation of work and family life (e.g.

public nursery) and reduce the need for travel during the workday (eg public dining room, gym ...).

Justification: The actions are justified by the need for give decisive steps for an effective reconciliation of family life and reduce the volume of motorized travel that occur during the

workday. In this regard, for instance, many respondents said that, they while go home for lunch while it will be cheaper than remaining at work.

Objectives: Support the entry of pooled services of common interest and public use facilities Business Park.

Promote strategies for effective conciliation of social, family and work life.

Avoid unnecessary car/bike travel during the workday.

Features: These are public services, collective use, not free. Management and operation of the service can be entrusted by the concession contract to a specialized firm (demand

studies).

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing body of Zuatzu; Private companies

Execution time: Medium term

Fundings: Public for the facilities and equipment, and private (*) for contracts to provide services of interest.

Private (*): the pooling of companies would keep the public dinning room, the gym ... and private users the nursery service.

Impacts (+): It facilitates the compatibility of the performance of work activities with family care (conciliation).

Avoid making unnecessary trips. Reducing emissions and improving road traffic.

Impacts (-): It involves a financial outlay by the companies and private users. ¿Deterrence?.

Similar initiatives in other business areas are not generating sufficient demand (eg P27).

Indicators: Demand from users. % Of companies participating in the financing of services.

Comments: Investigate previous conditions, barriers and the acceptance of similar initiatives in other business areas of the city.

In case of being able to ensure sufficient critical mass, such actions can also be developed at individual company level.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU, MIRAMON

STRATEGIC LINE A2.Motorized transport demand management

PROPOSED MEASURE Z.8. Nominal public parking Cards



Description: Establishment of preferential parking areas for employees "functionally disconnected" from the public transport network " subsidized parking cards for employees who

prove their need."

Justification: The measure seeks to provide facilities and parking priority to those workers coming from municipalities or urban locations "disconnected" from the public transport

network, compared to other workers who have a competitive supply of public transport to go to their workplaces.

Objectives: Prioritize the use of public parking, depending on the origins of the users and the competitiveness of public transport supply (PTS).

Establish a methodology of consensus among the agents to assess periodically disconnected areas of Gipuzkoa.

Identify workers from municipalities or urban functionally "disconnected."

Changing patterns of mobility, through the regulation of parking spaces for public use.

Features: The system is characterized by booking a% of public parking spaces for the exclusive use of those workers residing in disconnected areas from the transport network.

Under a particular methodology, identify the disconnected areas (classification should be reviewed every certain period); workers who wish to obtain the identification

of "preferred" must present documentation proving their residence and the need to travel by private vehicle.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing body of Zuatzu

Execution time: Long term. It Requires a significantly prior expand of the competitiveness of the PTS to work areas.

Impacts (+): Creating a tool to provide factual information about the% of disconnected users .

Public parking space will be occupied mainly by workers with a real need of the car.

Changing habits of users who have a competitive supply of public transport.

Reducing congestion at the entrances to work areas. Environmental improvement.

Barriers: Violations caused by the misuse of those preferential use parking places.

Conflicts caused by different sensitivities-discrimination of users.

Infringements at preferential use spaces. Evolution of the rates of connection / disconnection of the PTS

Number of cards issued / requested; Preferential use parking demand (%).

Comments: The measure must take into account the parking spaces available for private use of each company (granting disconected users).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA ZUATZU

STRATEGIC LINE A3. Impulse non-motorized mobility

PROPOSED MEASURE Z.9. Actions on the promotion of non-motorized mobility.



Description: Although Zuatzu Park is located in a high location that does not favor, in principle, walking and cycling, implementation of certain accessibility and safety improvements

can increase the proportion of use of more sustainable modes of transport. The performances will include the refurbishment of pedestrian paths and improving

conditions for cycling.

Justification: Increase the proportion of bicycle users or people moving on foot generates a multiplier effect immediately and the sustainability of the overall transport system.

Objectives: Improving the conditions of infrastructure and equipment for the use of non-motorized modes.

Improved pedestrian and bicycle accessibility and road safety.

Raising the proportion of workers who travel by foot or bike to their workplace.

Features: It is proposed to enable new parking spaces for bicycles. 20 to 30 "racks" in central areas of the park.

It is proposed to enable changing rooms in municipal buildings (eg PIA) or governing-based society.

It is proposed regulate cruise of Errotaburu as Zone 30 (traffic calming).

It is recommended to consider installing on the left side of the road (way up) a bicycle guideway that allows to overcome the existing slope more easily.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); Governing body of Zuatzu

Execution time: Short-medium term

Impacts (+): Improving road safety and pedestrian and bicycle accessibility.

Promoting the use of the bicycle.

Barriers: Despite improvements, the high provision of the park remains highly dissuasive. Hence, the proposition of a guideway system that can help users to overcome the

existing slope.

Indicators: Proportion of users of non-motorized transport in the scheme of modal shift.

Comments: Trend continues to disuse of the limited parking zone at the crossing of Errotaburu. It is proposed to extend and condition for pedestrian sidewalk on the right side of

the road (direction upgoing).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.1. Preparation of a guide or tutorial for the successful implementation of GDM measures in business.



Description:It is about developing a joint project with companies representing the business areas of San Sebastian, which involves the implementation and internal adaptation of recommendations and best practices for rational management of the demand for mobility to workplaces. Issues such as life concilación, plans for flexible time, telecommuting, incentives for the use of sustainable transport ... they will be part of the package of measures to assess. The ultimate goal is to develop a guide to good

practice in mobility that may be transferable to other organizations.

Justification: There is no doubt that significantly impact the current patterns of job mobility requires companies to involve the target. The regulation of parking on public land, more

flexible work schedules, conciliation of work and social life ... are questions that only can be undertaken from a job "stuck" to the real business and integrated in

environmental policies or RSC.

Objectives: Inform and involve businesses in the rational management of the demand for labor mobility. New organizational models of work.

Establish a permanent working group with representative companies to analyze, discuss and implement measures internally GDM ("co-working").

Monitor the activities and evaluate the results obtained in a given time period.

Development of a guide or tutorial, which guidelines and benefits may be transferable to other organizations such as measures to support other policies.

Features: Project one year ahead.

It is necessary the selection of at least three companies regarding the business areas of Donostia.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); Governing bodies; ADEGI; Labor unions; participating companies.

Execution time: Short term

Fundings: Search for institutional support (Basque government / Euskalit).

Impacts (+): It involves companies in managing the demand for labor mobility and the development of new organizational models ("part of the solution").

Creates new opportunities for coordinated and cooperative work between the administration and economic and social agents.

It develops a methodological tool potentially transferable to other companies.

Barriers: In an economic crisis like the current the approach of these issues within the company may not be a priority action.

Indicators: Monitoring participating companies. "The before and after" in matters such as: people in telework, volume of commuting, use of sustainable transport among

employees ...

Comments: It is interesting that the participating companies represent different activity profiles with heterogeneous template structures, but with concerns or well-defined

strategies in their environmental policy or RSC.

Align the development of the pilot with the process of processing of the LVM (Basque Mobility Act), which contents will have a role in GDM strategy at institutional and

enterprise levels.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.2. Brochures.



Description: Preparation of information leaflets which detail not only the characteristics of public transport provision in each of the areas of business, but provide information on travel time, connectivity-from different residential areas of the city (districts) and territory (municipalities) and the direct costs associated with each of these

relationships. The leaflets provide a true picture about the capabilities, advantages and disadvantages of different transportation alternatives (public vs. Private).

Justification: There is, through the research conducted, that the users of private vehicle (car / motorcycle) usually do not know the characteristics of the public transport supply to

their workplace and the potential of private transportation systems ("car pooling" / "car sharing"). Similarly, they are often not aware of the costs they incur when they

choose one mean of transport or another.

Objectives: To offer objective information on the characteristics, advantages and disadvantages of different means of transport in the labor movements.

Demonstrate the competitiveness in terms of economic and time of public transport routes, compared with the same route in car / bike.

Raise awareness throughout public about the consequences of the dominant model of mobility.

Features: Applicable to all business areas of Donostia-San Sebastian.

Measure of positive reinforcement after implementing any of the actions proposed.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Objectifies the discussion of the reality of the public transport supply

It Incorporates evidences as the comparative costs and travel times from different residential areas.

It faces a series of arguments, often unrealistic, which have penetrated to the whole society.

Indicators: Effect on the mobility pattern of each of the areas of business: modal shift, use of sustainable transport ...

Comments: It can expand its publishing and distribution as a result of the need to implement other improvement measures previously proposed.

The website donostiamovilidad.com can receive the information concerning the leaflets, and incorporate any changes promptly that may occur (regularly updated).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.3. Workshops to disseminate the PTT.



Description: Disclose, by organizing a public event in each of the business areas under study, results and conclusions from the diagnosis of mobility and the catalog of measures to

apply. In short, to make public the contents of the PTT.

Justification: The public conference will attempt to bring enterprises and the working community the reality of the workplace, so that incite debate and reflection on the dominant

model of mobility and the consequences that implies for the overall park / estate and society.

Objectives: Provide the current picture of mobility in each business field.

Bringing to users the set of improvement measures to apply.

Discuss and reflect on the mobility model we want.

Features: A public event in each of the business areas of Donostia - San Sebastian will be held.

This event will be held prior to the implementation of measures contained in the PTT.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Dissemination of the reality of mobility in business.

Revaluation of certain proceedings in the results of the diagnostic report.

Interaction "in situ" with the business community and workers.

Barriers: The involvement of business and community working in this type of initiative is generally poor, so it is an intense prior exercise of communication to ensure significant

assistance.

Indicators: Degree of receptivity to the proposed measures. Assessment survey.

Comments: It must reflect on the location, calendar, timetables, and organizational model (speakers, content, duration ...) of the public acts, that is, on conditions to ensure

relevant assistance. Similarly, it is important to feed this diffusion by performing additional promotional activities, from the governing bodies to companies and from

these to workers.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.4. Annual award to companies



Description: Establishment of an annual award that recognizes the successful implementation of measures to manage demand for mobility in enterprises located in the city. It will

constitute a jury which will have the responsibility to settle and choose among the different nominations, that whose performances have been more crucial to promote

a change of habits in mobility within the organization.

Justification: The awarding of a periodic award to business is not more than an stimulus exercise to facilitate the mainstreaming of mobility in the strategic agenda of business

organizations. The establishment of the prize has to happen in parallel to the creation of a commission for the elaboration of a protocol or technical guide of rational

management of transport demand.

Objectives: Recognition for companies that incorporate the mobility management in their environmental policy or RSC.

Raise awareness to society about the importance of undertaking these actions at company level.

Transfer of a new organizational framework to other companies.

Features: It will be a public recognition and symbolic.

It will be awarded on a regular basis, annually.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); ADEGI; Labor unions; Governing bodies

Execution time: Medium term

Impacts (+): The mere act of public recognition serve as a traction element for other companies which share business size or productive activity.

Public awareness about the importance of such initiatives.

Barriers: In an economic crisis like the present, raising these issues within the company may not be considered as an aspect of priority action.

Indicators: List of companies who choose to send their application for the award.



ANNEX V

Summary of Diagnosis and Action Plan for Poligono 27 Industrial State



Poligono 27 Industrial State

1. Business area characterisation

	POLIGONO 27 TECHNICAL SHEET	
Surface Company quantity Workers		325.000 m ² 350 2.200
Main activity	Industry	and services
Road access Pedestrian access Cycle lanes	Ubarburu ride from GI-131 / GI-3401 / L	Urumea road Jbarburu ride No
Parking places	Públic use – Surface Públic use – Underground Private use	Yes No Yes
Public Transport	Direct services: L26 (Amara-Martutene) L31 (Intxaurrondo-Altza) in the main roundabout Non-direct services:(Bus-stop in Astigarraga road) Dbus / Lurraldebus Fuel attack (Leisle) / Page (Martutene vel siele)	Rush hours 30'
	Euskotren (Loiola) / Renfe (Martutene y Loiola)	
Governing body	APEMI (Asociación de Propietario www.po	s y Usuarios) oligono27.net
Main issues	Urban and Managemen Lack of operational	
Previous studies	previously diagnosed by Gizloga (I	DEG) in 2006
		75 THE 2 THE 2 THE PARTY OF THE 2

2. Spatial Analysis of labour mobility

64% of commuting to the business area have their origin in Donostia - San Sebastian, while 33% comes from other municipalities in Gipuzkoa. Following maps show the origins in the urban areas and provincial levels.

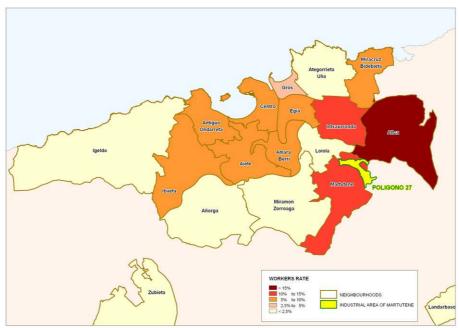


Fig.36 Poligono 27 workers origin in Donostia - San Sebastian

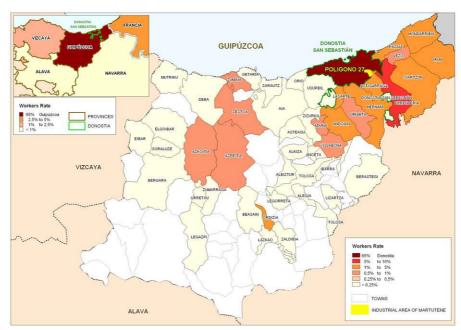


Fig.37 Poligono 27 workers origin in Gipuzkoa



3. Competitiveness Analysis PT vs. Private Transport

Attached, then the competitiveness matrix of times of public and private transport for the urban and interurban areas, with its resulting graphs.

			Ī	Transport	te Privado					Transport	e Público					TAI	D
Conflictividad	BARRIOS	Centroides	T origen	T viaje	T destino	Γ total	T origen	T espera	T1 viaje		T enlace	T2 viaje		T destino	T total	Δ	TAD
	In	In		4.0	•	40	4		10		_	4.0	100				2.1
1	Aiete (Bajo)	Ps. Aiete, 2 (La Cumbre)	2	13	4	19		4	10	L23	/		L26		41	0,25	24
1	Aiete (Alto)	Ps. Aiete, 93 (Palacio)	2	13	4	19		4	10	L23	7	18	L26	3	41	0,25	24
2	Altza	Ps. Larratxo, 70	4	8	4	16		4		L31(rotonda)				11		0,15	18
2		Plaza Pio XII	4	8	4	16	1	4	18	L26				1	24	0,15	18
2	Riberas de Loiola	Plaza Irun	4	8	4	16	2	4	14	L26				1	21		20
2	Antiguo	Zumalakarregi, 1	4	15	4	23	1	4	6	L24	7	18	L26	1	37	0,3	30
2	Antiguo_Lorea	Plaza José Mª Sert	4	15	4	23	2	4	6	L24	7	18	L26	1	38	0,3	30
1	Añorga-Errekalde	Avda. de Añorga	2	12	4	18	4	4	23	L25	7	25	L26	1	64	0,3	23
1	Ategorrieta-Ulia	Travesía de Rodil,1	2	12	4	18	2	4	6	L13	7	25	L26	1	45	0,25	23
1	Miracruz-Bidebieta	José Elosegui, 80	2	9	4	15	4	4	9	L13	7	25	L26	1	50	0,15	17
3	Centro	Plaza Buen Pastor	6	12	4	22	4	4	22	L26				1	31	0,25	28
3	Centro-Viejo	Plaza Gipuzkoa 1	6	13	4	23	1	4	25	L26				1	31	0,25	29
2	Egia Bajo	Plaza Hirutxulo (Atotxa)	4	10	4	18	2	4	11	L41				21	38	0,25	23
2	Egia Alto	Plaza Luis Martín Santos	4	10	4	18	5	4	12	L41				21	42	0,25	23
3	Gros	Plaza Cataluña	6	14	4	24	8	4	25	L26				1	38	0,25	30
2	Berio-Ibaeta	Ps. Berio, 20	4	15	4	23	6	4	8	L27	7	14	L26	1	40	0,3	30
1	Intxaurrondo Sur	Zarategi, 100 (Txara)	2	7	4	13	7	4	10	L41				21	42	0,15	15
1	Intxaurrondo Norte	Los Luises, 1	2	10	4	16	9	4	16	L41	7	5	L26	1	42	0,15	18
1	Loiola	Iglesia, 6	2	7	4	13	2	4	8	L26				1	15	0,15	15
1	Martutene	Tranvía, 1	2	4	4	10			21	_					21	0,15	12

Fig.38 Competitiveness matrix for urban area of Poligono 27 IS



Destino P2	7 Centroide Paseo de Ubarburu, 55	Conflictividad Destino 2

			Т	ranspor	te Privado		Transporte Público								TA	AD		
Conflictividad	MUNICIPIOS	Centroides	T origen	T viaje	T destino	T total	Operador	T origen	T espera	T1 viaje	Destino 1	T enlace	T2 viaje	Servicio	T destino	T total	Δ	TAD
2	Lasarte Oria	Mayor, 1	4	16	4	24	EuskoTren	1	4	19	Loiola	11	. 8	L26	1	44	0,3	31
2	Zarautz	Gipuzkoa (estación)	4	21	4	29	EuskoTren	1	4	42	Loiola	11	. 8	L26	1	67	0,4	41
2		Gipuzkoa (estación)	4	21	4	29	Lurraldebus	2	4	30	Pío XII	7	18	L26	1	62	0,4	41
2	Andoain	Rikardo Arregi	4	13	4	21	Renfe	2	4	14	Loiola	7	8	L26	1	36	0,4	29
2	Irun	Paseo Colón	4	20	4	28	EuskoTren										0,4	39
2		Paseo Colón	4	20	4	28	Renfe	4	4	24	Loiola	7	8	L26	1	48	0,4	39
2		Paseo Colón	4	20	4	28	Lurraldebus										0,4	39
2	Arrasate-Mor	Licenciado Otalora	4	50	4	58	Lurraldebus	2	4	60	Pío XII	7	18	L26	1	92	0,5	87

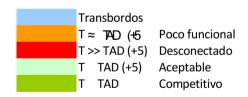


Fig.39 Competitiveness matrix for urban area of Poligono 27 IS



4. Mobility Demand: Private, public and non-motorised

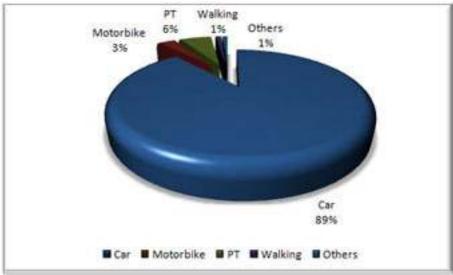


Fig.40 Poligono 27 BA modal shift

5. Traffic evolution in a workday

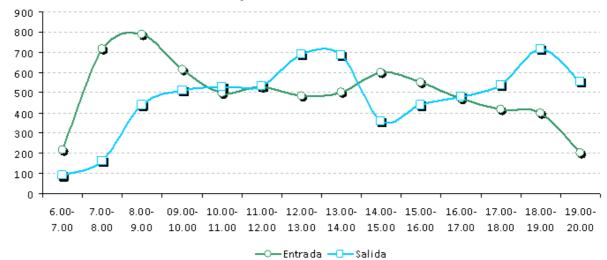


Fig.41 Traffic intensity in the main entrance and exit of Poligono 27



6. Parking Demand

Evolución del Grado de ocupación en el P27

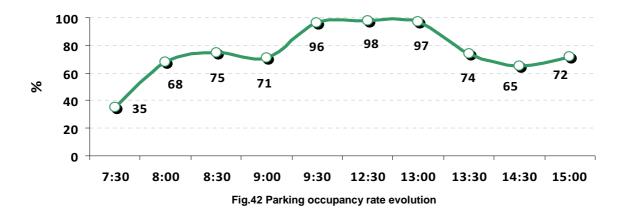
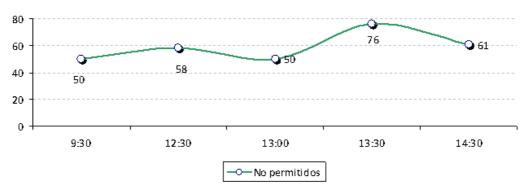


Fig.43 Illegal Parking evolution (nº of illegally parked vehicles)



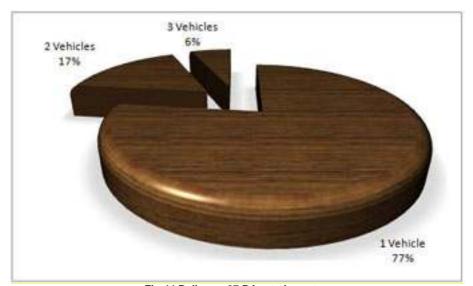


Fig.44 Poligono 27 BA rotation rates.



7. Public Transport. Spatial analysis of competitiveness

The following table shows the proportion of users of public transport in Poligono 27, according to their place of residence

POLIGONO 27 INDUSTRIAL STATE		2500 Workers					
Areas	Urban	People	Provincial	People			
Resident population	64%	1600	33%	825			
In areas with direct public transport service	14%	224	0%	0			
In areas requiring transfer or journey on foot	86%	1376	100%	825			
"Connected" areas (well served by PT supply)	14%	224	0%	0			
"Dissconnected " areas (without competitive PT supply)	86%	1376	100%	825			

The following map show distribution of public transport demand in Donostia – San Sebastian.

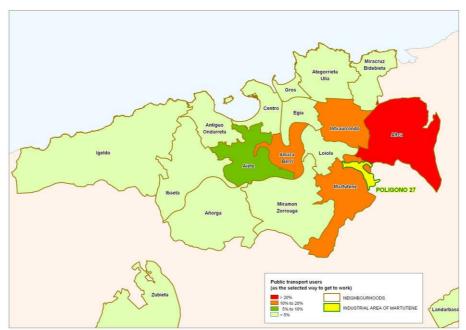


Fig.45 PT demand of Poligono 27 BA

Finally, the following maps show the spatial analysis of competitiveness of PT in urban and provincial areas.

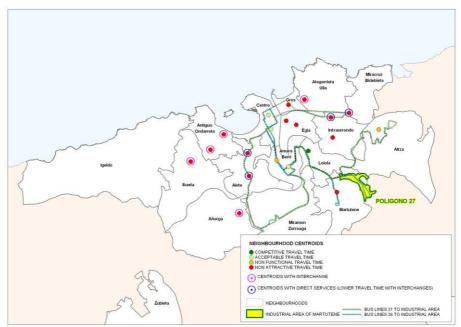


Fig.46 PT cometitiveness in Donostia - San Sebatian for Poligono 27 BA

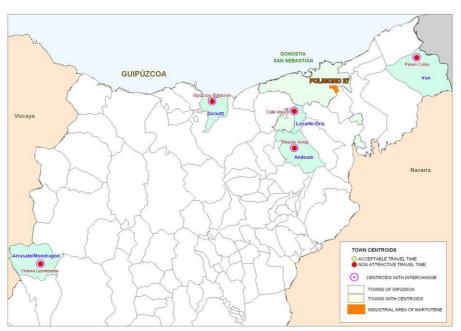


Fig.47 PT cometitiveness in Gipuzkoa for Poligono 27 BA



ACTION PLANS TECHNICAL SHEETS



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Poligono 27

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE M.2. Circular shuttle service within the industrial state.



Description: Action that would prevent regular lines and prospects, had to go through the internal site of the workplace so that they can act as "feeder" services exclusively.

Justification: The entry into the interior of the poligono 27, but as end of line, is a bottleneck for any operation on a regular basis. Therefore, it should analyze the economic

feasibility of a circular shuttle service to reach the interior and browse the intermodal nodes of the adjacent environment.

Objectives: Improving the competitiveness of the travel-time rom the main residential areas of theworking community.

Offer an express service, high frequency, ensuring intermodality in railway axis Martutene-Loyola.

Strengthen key areas such as effective coordination of services, fare integration, and information sharing.

Features: it will need to be evaluate the conditions of operation of the service circular route, timetables, frequencies, priority measures ...

it will also need to evaluate the possibility of offering as a discretional service with private fundings.

It makes a proposal of route in the attached image.

Stakeholders: Donostia - San Sebastian Town Council (mobility department) ; APEMI ; private business

Execution time: Medium term

Fundings: Potentially mixed (public-private).

Impacts (+): The worker community of the Poligono 27 would have a high frequency shuttle service that would link effectively with urban and interurban lines passing through the

industrial state. This would significantly improve the connectivity of urban and provincial and the workplace.

Barriers: Circular service funding. Ensuring that companies can engage in it.

Indicators: User demand in the circuilar service bus-stops

Displacement with transfer (%).

Comments: Incorporate strategies for effective coordination of transport services.

Integrate measures to prioritize both public transport services circular and "feeder".

Conditioning of road Sarroeta as a preferred road for public transport and more sustainable modes (walking, bike).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Polígono 27 - Miramon Business area

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE M.3. Creation of new urban and provincial lines.



Description: Proposal for the creation of a new urban bus line, mainly for work, performing the following route:

City Center / Gros? - Egia - Intxaurrondo - Miracruz / Bidebieta - Altza - P27 - Hospitales- Miramon.

Due to the service would not have to enter the interior of the industrial state, after making stop at the roundabout of Ubarburu, It could go to the Hospital and

Miramon, through the new road.

Justification: According to research conducted, it should be noted that > 50% of workers live in the neighborhood of Altza, Intxaurrondo, Egia and Martutene. It is therefore proposed,

to analyze the economic feasibility of introducing a new regular line service that provides to a significant number of employees in workplaces of P27.

Objectives: Encourage a change in mobility behavior of employees who go to work by private car.

Offer a competitive alternative of public transport.

To promote synergies with other non-business users who can benefit from new service, thus increasing the "critical mass".

Adapt the supply of urban public transport to the working community needs.

Check the degree of responsiveness and the use of transport lines exclusively for work travels.

Features: Labour purposes. This line would act as "feeder" for circular shuttle service.

It might be make a more micro detailing analysis of bus-stops, the timing of services, the format (continuous / discontinuous)

Stakeholders: Donostia - San Sebastian Town Council / D-bus.

Execution time: Medium term

Fundings: Municipal public resources.

Partial funding through the parking regulation, and municipal taxing IVTM based emissions.

Improving connectivity of Poligono 27 with residential areas of its working community.

Generating positive synergies with other businesses (potential increase in demand).

Impacts (-): The launch of the new urban line may involve the need to restructure other lines.

Indicators: Service coverage ratio (pas. / places offered).

Demand for bus-stops.

Comments: It requires a deeper analysis of the route (degree of coverage of the working population), the potential demand and operating conditions of the service.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Poligono 27

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE M.3.1. Creation of new urban and provincial lines.



Description: Commissioning of a new interurban express line that connects the municipalities members of Urumea corridor with the P27 and the city, through the new highway. The

proposed route includes the passage through Andoain, Hernani - P27 (roundabout)-Donostia (Hospitals). Similarly, the line could extend its route to serve the Miramón

BA.

Justification: > 70% of workers of P27 comes from Donostia or Donostialdea. The huge investments in improving the road network in Gipuzkoa (eg Urumea highway, 2nd version ...)

have contributed to streamline communications in major regional corridors. As for private motor traffic these improvements should serve to raise the competitiveness

of certain routes by public transport (urban and interurban).

Objectives: Leveraging the capabilities of the new road network to increase the competitiveness of interurban travel by public transport.

Offer a competitive alternative transport to a significant amount of working population in the industrial state.

Features: Labour purpose. The express service directly would connect the municipalities of Urumea corridor with the P27 and the city hospital. It would also act as a feeder line

for the shuttle service..

Stakeholders: DFG / Lurraldebus operator

Execution time: Metium term

Fundings: Regional fundings

Impacts (+) Offers an interurban service, fast and direct.

Improves connectivity and competitiveness of the move from the nuclei populations (municipalities).

It allow you to generate positive synergies with other work areas (Miramon BA).

Impacts (-): The profitability and efficiency of service depends on the significant use of it and implementing efficient transfers.

The new line could involve the need to rethink some interurban line that currently operates the city hospital destination (G.3).

Indicators: Service coverage ratio (pas. / places offered).

Demand for bus-stops.

Comments: It requires a deeper analysis of the route (degree of coverage of the working population), the potential demand and operating conditions of the service.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE T.5. Strategies for effective coordination of public transport services ("bus meets train").



Description: Creation of a interinstitutional working Commission, led by the Territorial Authority Transportation Gipuzkoa (TGG) that works in favor of developing the operating conditions timetables, frequencies ...), technology (information and communication systems) and pricing (single ticket) to allow users to provide transfers between

 $\ m\ odes\ and\ services\ without\ economical\ penalty\ or\ temporary\ (effective\ coordination).$

It would be mainly implement shuttle services from train stations, either through the regular routes that currently serve each workplace or through new services that

may be raised / implement.

Justification: Although all work areas in Donostia are characterized by a lack of direct interurban services, they all have in the adjacent area a commuter rail station, which can be

functional for certain shifts, mainly at the provincial level.

However, at present, it does not not apply the necessary operational schemes that allow, through effective coordination between transport services, to provide competitive travel times from origin to destination. Today, the need for an operation of transfer between the routes operated by different operators continues to

represent a barrier from a functional point of view (time, integrated information) and economic (prices), which has a deterrent effect on the user.

Objectives: From a Supramunicipal point of view, explore the real possibilities of applying new models of coordination service between different operators.

Moving towards a network model that guarantees the fare integration and effective coordination of public transport services.

Ensure a comprehensive and multi-operator information in those intermodal nodes or multiservice.

Features: Shuttle services in railway stations through the current regular lines: Zuatzu (L24/Lugaritz), Igara (Anoeta-Igara/Lugaritz), P27 Martutene (L26/Loiola-Martutene),

Belartza (L25/Rekalde), Miramon (L28/Anoeta).

Shuttle services through the new services suppose to implement.

Stakeholders: TGG; Donostia - San Sebastian Town Council (mobility department); D-bus; DFG; Lurraldebus operators; RENFE; EuskoTren.

Execution time: Short-medium term

Impacts (+): Very positive perception in the user who checks the real possibility of making a journey without a break and without being subjected to a penalty tariff for transfer

operation.

Progress towards a model of transport network, where the transfer nodes (points of connectivity between modes and services) to acquire all the relevance and

functionality with potentially have.

Barriers:

Commercial interests "shortsighted" or political disagreements between the competent authorities eventually have a role in achieving an integrated network model.

Indicators: % Of journeys with transfer.

Comments: The interinstitutional committee should create the necessary operational conditions for fostering at an early stage, the integration of services and functional network

scheme. The tech support at bus stops, vehicles and mobile communication systems, and completion of fare integration processes already initiated, should suppose the

final breaking point with a territorial model based on a unimodal vision of transport system.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Poligono 27

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE M.1. Preparation of Management Plan of public space and improved accessibility (POA).



Description: It proposes the creation of an interinstitutional committee with representatives from the concerned authorities in the field of urban planning, zoning, traffic and mobility, in order to promote an agreement between key stakeholders and developing a protocol to "accelerate" the initiatives already planned and collected in the

PEO de Torrua Zahar - P27 - Astigarraga and in the proposed land subdivision of the industrial state and, in turn, allows to write and implement a comprehensive

Management Plan of public space and improved accessibility (POA).

Justification: Structural weaknesses at the planning, management and accessibility of the Poligono 27 require ongoing dialogue between the competent institutions and the adoption

of agreements leading to the definition and specification of a protocol with an annual investment program in the functional area. This set of internal constraints linked

to road congestion at the entrances increase pressure on the daily operational and business productivity.

Objectives: Improve access to the industrial state with the opening of new service road that links to Astigarraga and Urumea motorway.

Undertake management of the plots and spaces for public use.

Proceed to the regulation of public parking spaces (use HOV zones, I / d ...).

Undertake actions to improve the internal accessibility: extension of pavements, removal of Barriers, improving road safety, lighting ...

To study the possible addition of measures to regulate by traffic lights at the roundabout of Ubarburu.

Features: The Management and accessibility Plan will provide space in the industrial state for areas for the parking of vehicles, heavy and light, spaces for I / d of goods in the

street, access to loading docks, measures to calm traffic and road safety improvements to the internal accessibility.

Stakeholders: DFG; Donostia - San Sebastian Town Council (2/3 of the IS); Astigarraga Town Council (1/3 of the IS); APEMI.

Execution time: Medium term

Fundings: Interinstitutional. Investment program plan.

Impacts (+): Articulate the formula to "unblock" the spatial and overall improvement of the accessibility of P27.

Barriers: The possible disagreement between the authorities concerned in the matter.

Indicators: Definition of the protocol. Actions envisaged and investment program.

Comments: While the current conditions related to spatial planning and urban development are not exceed, it is recommended not to implement actions of a regulatory or

coercive, beyond the proper regulations.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.2. Brochures.



Description: Preparation of information leaflets which detail not only the characteristics of public transport provision in each of the areas of business, but provide information on travel time, connectivity-from different residential areas of the city (districts) and territory (municipalities) and the direct costs associated with each of these

relationships. The leaflets provide a true picture about the capabilities, advantages and disadvantages of different transportation alternatives (public vs. Private).

Justification: There is, through the research conducted, that the users of private vehicle (car / motorcycle) usually do not know the characteristics of the public transport supply to

their workplace and the potential of private transportation systems ("car pooling" / "car sharing"). Similarly, they are often not aware of the costs they incur when they

choose one mean of transport or another.

Objectives: To offer objective information on the characteristics, advantages and disadvantages of different means of transport in the labor movements.

Demonstrate the competitiveness in terms of economic and time of public transport routes, compared with the same route in car / bike.

Raise awareness throughout public about the consequences of the dominant model of mobility.

Features: Applicable to all business areas of Donostia-San Sebastian.

Measure of positive reinforcement after implementing any of the actions proposed.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Objectifies the discussion of the reality of the public transport supply

 $It\ Incorporates\ evidences\ as\ the\ comparative\ costs\ and\ travel\ times\ from\ different\ residential\ areas.$

It faces a series of arguments, often unrealistic, which have penetrated to the whole society.

Indicators: Effect on the mobility pattern of each of the areas of business: modal shift, use of sustainable transport ...

Comments: It can expand its publishing and distribution as a result of the need to implement other improvement measures previously proposed.

The website donostiamovilidad.com can receive the information concerning the leaflets, and incorporate any changes promptly that may occur (regularly updated).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.3. Workshops to disseminate the PTT.



Description: Disclose, by organizing a public event in each of the business areas under study, results and conclusions from the diagnosis of mobility and the catalog of measures to

apply. In short, to make public the contents of the PTT.

Justification: The public conference will attempt to bring enterprises and the working community the reality of the workplace, so that incite debate and reflection on the dominant

model of mobility and the consequences that implies for the overall park / estate and society.

Objectives: Provide the current picture of mobility in each business field.

Bringing to users the set of improvement measures to apply.

Discuss and reflect on the mobility model we want.

Features: A public event in each of the business areas of Donostia - San Sebastian will be held.

This event will be held prior to the implementation of measures contained in the PTT.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Dissemination of the reality of mobility in business.

Revaluation of certain proceedings in the results of the diagnostic report.

Interaction "in situ" with the business community and workers.

Barriers: The involvement of business and community working in this type of initiative is generally poor, so it is an intense prior exercise of communication to ensure significant

assistance.

Indicators: Degree of receptivity to the proposed measures. Assessment survey.

Comments: It must reflect on the location, calendar, timetables, and organizational model (speakers, content, duration ...) of the public acts, that is, on conditions to ensure

relevant assistance. Similarly, it is important to feed this diffusion by performing additional promotional activities, from the governing bodies to companies and from

these to workers.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.4. Annual award to companies



Description: Establishment of an annual award that recognizes the successful implementation of measures to manage demand for mobility in enterprises located in the city. It will

constitute a jury which will have the responsibility to settle and choose among the different nominations, that whose performances have been more crucial to promote

a change of habits in mobility within the organization.

Justification: The awarding of a periodic award to business is not more than an stimulus exercise to facilitate the mainstreaming of mobility in the strategic agenda of business

organizations. The establishment of the prize has to happen in parallel to the creation of a commission for the elaboration of a protocol or technical guide of rational

management of transport demand.

Objectives: Recognition for companies that incorporate the mobility management in their environmental policy or RSC.

Raise awareness to society about the importance of undertaking these actions at company level.

Transfer of a new organizational framework to other companies.

Features: It will be a public recognition and symbolic.

It will be awarded on a regular basis, annually.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); ADEGI; Labor unions; Governing bodies

Execution time: Medium term

Impacts (+): The mere act of public recognition serve as a traction element for other companies which share business size or productive activity.

Public awareness about the importance of such initiatives.

Barriers: In an economic crisis like the present, raising these issues within the company may not be considered as an aspect of priority action.

Indicators: List of companies who choose to send their application for the award.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Poligono 27

STRATEGIC LINE A3. Impulse non-motorized mobility

PROPOSED MEASURE M.4. Creating a bicycle lane until the Ubarburu roundabout.



Description: Creating a cycle routes segregated from traffic in Martutene Loyola-P27 crossing that connects the mentioned towns with the access roundabout to the industrial state.

It is proposed that the route passes through the Sarroeta road in the path connection with the workplace.

Currently, there is a municipal study which proposes two itineraries conditioned to enable pedestrians and cyclists that connect the neighborhoods of Martutene and

Lovola.

Justification: Creation of new sustainable travel alternatives for the working population in the urban environment of the industrial state.

Objectives: Promote the use of bicycle and walking away from the urban environment.

Connect the urban cycle network with the regional one (link with Astigarraga.

Complementary acts. Enable a bicycle rental point (D-bizi) in the surroundings of railway stations.

In line with measures to improve the internal accessibility of the POA, it is proposed to enable changing rooms in municipal buildings and bicycle parking inside the

workplace. Also, where appropriate, it would be evaluated the installation of a bicycle rental point inside the industrial state (internal routes).

Stakeholders: Donostia - San Sebastian Town Council; APEMI

Execution time: Short-medium term

Fundings: Own resources.

Impacts (+): Provides a new alternative for safe and sustainable movement.

Driver action to promote progressive change of habits of workers who live in the immediate urban environment.

Barriers: The associated ones with the accessibility of the interior of the polygon conditioning the use of non-motorized modes.

Indicators: % Of commuting on foot or by bicycle.



ANNEX VI

Summary of Diagnosis and Action Plan for Miramon business area



Miramon Business Area

1. Business area characterisation

MIRAMON TECHNICAL SHEET			
Surface Company quantity Workers Main activity	238.000 m ² 74 3.000 R&D, Technology sector		
mani donvity	Tide 2, Teetimelegy ecotor		
Road access Pedestrian access Cycle lanes	From N-I/AP-8 and GI-2132 (Oriamendi ride) / Martutene way From Oriamendi ride zone / Hospitals No		
Deutsing places	Débliques Confess	4070	
Parking places	Públic use – Surface Públic use – Underground Private use	1372 No 1765	
Public Transport	Direct services: They arrive to business area but not enter it		
	L28 (Amara-Hospitales) L31 (Intxaurrondo-Hospitales-Altza) L35 (Arriola-Antiguo-Aiete-Hospitales) Lurraldebus (G1.Hernani-Aiete-Donostia)	6' 30' 60' 30'	
	Non-direct services:(Bus-stop in Astigarraga road) Lurraldebus (Hospitals zone)		
Governing body	Parque Tecnológico de San Sebastián www.miramon.es		
Main issues	High demand for parking Limited Collective and non-motorized access		
Previous studies	Plan de Movilidad del Parque Tecnológico de San Sebastian 2008		

2. Spatial Analysis of labour mobility

54% of commuting to the business area have their origin in Donostia - San Sebastian, while 46% comes from other municipalities in Gipuzkoa.



3. Mobility Demand: Private, public and non-motorised

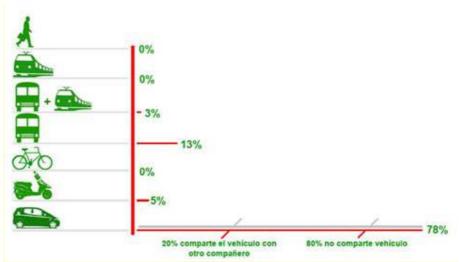


Fig.48 Miramon BA modal shift



ACTION PLANS TECHNICAL SHEETS



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business Area

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Mn.1. Introduction of modifications to the operation of the current regular lines.



Description: The L35 is a low-frequency urban line that connects the neighborhoods of Antiguo and Aiete with Miramon business area. This raises the need to improve the

frequency, by putting into operation an additional bus to move from the current 60min services to every 30 min.

Justification: The L35 is especially functional for workers residing in Aiete -11% of the working community. Improved frequency of services would provide more viability to travel by

public transport and could, in turn, generate synergies (transfers) with transport services of Ibaeta-Errotaburu area.

Objectives: Propiciar una mayor utilización del transporte público en los desplazamientos desde determinados núcleos residenciales.

Aumentar la oferta de plazas de transporte público en los servicios al Parque, en previsión de los nuevos asentamientos empresariales en Torres de Arbide.

Features: 80% of workers work at the following time window: from 7.30 to 9.00 h. and from 17.00 to 19.30 h. Therefore, a first outing with the PT Miramon arrival at 7.30 am is

proposed.

Stakeholders: Donostia - San Sebastian Town Council / D-bus.

Execution time: Short term

Impacts (+): Gives more viability to public transport to the Miramon business area from certain residential areas of the city (Aiete, Antiguo).

Generates positive synergies with transport services in Errotaburu Ibaeta area (transfers to Zuatzu and Igara).

Impacts (-): The receptivity of workers does not justify the rate of improvement in services.

Indicators: Demand at bus stops in the business area (countings).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business Area

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Mn.1. Introduction of modifications to the operation of the current regular lines.



Description: The L35 is a low-frequency urban line that connects the neighborhoods of Antiguo and Aiete with Miramon business area. This raises the need to improve the

frequency, by putting into operation an additional bus to move from the current 60min services to every 30 min.

Justification: The L35 is especially functional for workers residing in Aiete -11% of the working community. Improved frequency of services would provide more viability to travel by

public transport and could, in turn, generate synergies (transfers) with transport services of Ibaeta-Errotaburu area.

Objectives: Propiciar una mayor utilización del transporte público en los desplazamientos desde determinados núcleos residenciales.

Aumentar la oferta de plazas de transporte público en los servicios al Parque, en previsión de los nuevos asentamientos empresariales en Torres de Arbide.

Features: 80% of workers work at the following time window: from 7.30 to 9.00 h. and from 17.00 to 19.30 h. Therefore, a first outing with the PT Miramon arrival at 7.30 am is

proposed.

Stakeholders: Donostia - San Sebastian Town Council / D-bus.

Execution time: Short term

Impacts (+): Gives more viability to public transport to the Miramon business area from certain residential areas of the city (Aiete, Antiguo).

Generates positive synergies with transport services in Errotaburu Ibaeta area (transfers to Zuatzu and Igara).

Impacts (-): The receptivity of workers does not justify the rate of improvement in services.

Indicators: Demand at bus stops in the business area (countings).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business Area

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Mn.1.1. Introduction of modifications to the operation of the current regular lines.



Description: Certain interurban lines that serve functionally to the hospital, to provide access to business area in peak periods (in and out of work). Specifically, it is proposed to

extend to the Miramon business area the bus routes G.3. (Andoain-Urnieta-Hernani-Hospitals) and Donibane-Renteria-Polyclinic.

Justification: About 15% of the working population comes from the Urumea corridor municipalities, while 10% do so from the Oarsoaldea area.

Objectives: Provide transportation alternatives (direct service) to the working community resident in the province.

Improve the competitiveness of the journeys from residential areas of reference.

Features: The entrance to the business area could be limited at peak times or could be permanent.

In any case, the following hours are considered a priority (G.3 / Donibane-Renteria-Polyclinic): 7.20, 7.50, 8.20, 8.50, 17.10, 17.40, 18.10, 18.40, 19.10, 19.40.

Stakeholders: DFG / Lurraldebus (operators)

Execution time: Short term

Fundings: It would be integrated into the regular operation of each line.

Impacts (+): Provides competitive alternatives journeys to workers who currently do not dispose this option.

It reinforces the message about the need to articulate a different model of labor mobility.

Impacts (-): Impact on the exploitation of the regular lines.

Indicators: Demand for bus-stop use (countings)

Comments: It would be necessary to improve frequency of services. From current 60 min.to 30 min.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business area (Poligono 27)

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Mn.2. Creating new bus lines for labour purposes



Description: Proposal for the creation of a new urban bus line, mainly for work, performing the following route:

City Center / Gros? - Egia - Intxaurrondo - Miracruz / Bidebieta - Altza - P27 - Hospitales- Miramon.

The service, after making stop at the roundabout of Ubarburu, It could go to the Hospital and Miramon, through the new road.

Justification: The new line, in addition to serving more than 50% of workers in the P27, could count, in turn, the potential demand linked to the hospital and more than 30% of the

working community of Miramón (direct Service).

Objectives: Offer a competitive alternative of public transport from other urban areas.

Foster synergies with other users, labor and nonlabor, that they can benefit from the new service ("critical mass").

Adapt the supply of urban public transport to the working community needs.

Promote changes in habits of mobility of the working community.

Check the degree of responsiveness and the use of transport lines exclusively for work travels.

Features: Starting a pilot predominantly for a working purpose, though not exclusively.

It could enter the park and explore each workplace in the functional area (DTD service).

It allows generating synergies with other businesses (demand).

Stakeholders: Donostia - San Sebastian Town Council / D-bus.

Execution time: Medium term

Fundings: Municipal public resources.

Partial funding through the parking regulation, and municipal taxing IVTM based emissions.

Improving connectivity of Miramon with residential of its working community.

Generating positive synergies with other businesses (potential increase in demand).

Impacts (-): The launch of the new urban line may involve the need to restructure other lines.

Indicators: Service coverage ratio (pas. / places offered).

Demand for bus-stops.

Comments: It requires a deeper analysis of the route (degree of coverage of the working population), the potential demand and operating conditions of the service.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business area (Poligono 27)

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Mn.2.1 Creating new bus lines for labour purposes



Description: It proposes the creation of two regular lines linking areas of Urola Kosta -Zumaia-Zarautz-(AP-8)-Miramon- and Bidasoa -Hondarribia-Irun (17%) (AP-8)-Miramon-,

through high-capacity road corridors: AP-8 and new hospital road.

Justification: Use high capacity road corridors to offer services with express character that connect -municipalities concerning residential workers, with the business park.

Objectives: Improved accessibility by public transport from the provincial level.

Leveraging the functionality of the new road network to increase the competitiveness of interurban travels by public transport.

Check the degree of responsiveness and the use of transport lines for work purposes.

Features: Starting a pilot project of interurban lines eminently for work purposes.

The new lines could penetrate inside the Business Park (DTD service)

It would has a discontinuous nature, they would operate only in times of entry and exit of work.

Stakeholders: DFG; Lurraldebus (Operators)

Execution time: Medium term

Fundings: Provincial resources.

Impacts (+): Provides a highly competitive travel option from some of the related municipalities of Gipuzkoa.

It generates positive synergies with other centers of activity (Poligono 27, Hospital).

It reinforces the message about the need for change in the mobility model.

Barriers: Performance of the proposed services. Effective response from users.

Indicators: Índice de Cobertura (plazas cubiertas / ofertadas)Coverage Ratio (places covered / offered)

Demand for bus stops

Comments: In order to generate positive synergies in demand for use, it would appreciate the inclusion of specific stops along the route to serve other businesses, as P27 (line Irun)

and the hospital.

In this context it should also take into consideration the proposal of Poligono 27, consisting of a new interurban bus line that will connect the municipalities of the

Urumea road corridor with Poligono 27, and later with Miramon business area (measure M.3.1. of Poligono 27).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business Area

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE Mn.3. Internal Shuttle Service



Description: Beyond the posibility to create new regular services that might be functional to cover the inside shuttle mission, it is proposed to the Mobility Commission of Miramon

that values the option to articulate a specific service that can traverse the network of work centers in designated times and can be financed by the companies jointly

with any public subsidy at an early stage of launch.

Justification: The need for a shuttle service to perform a circular inner journey through the companies is a recurring demand from users of the Miramon business area.

Similarly, modifying regular lines to offer a shuttle service is an obstacle in terms of profitability and / or efficiency in the operation of the entire route.

Objectives: Detach the functionality of the regular lines from the features that would require a shuttle service.

Articulate a door to door transport service(DTD) in the Miramon business area

Ensure the implementation of efficient transfer through effective coordination of transportation services in the business area.

Encouraging modal shift from regular users of private motorized transport.

Features: Internal shuttle service that runs the network of workplaces of Miramon and connects with "feeder" services which enter the Business Park (urban and interurban)

Discretional character and necessary prinvate involvement in funding.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing body; Private companies.

Execution time: Medium term

Fundings: Potentially mixed (public-private). Joint between companies in the park.

Impacts (+): A door to door service to the working community is guaranteed

Prevents inner journey to impact negatively on the operating conditions of the regular lines for general use, and prospects.

It faces one of the recurring arguments of private vehicle users, the need for the additional walk, more or less long, from the bus-stop to park, and thus be exposed to

possible weather inclements.

Barriers: Economic. The degree of business involvement in the financing of the circular service could complicate its development.

A failure to ensure effective coordination between services may lead to a deterrent effect among potential users.

Indicators: Daily demand of users. Most requested bus-stops.

Average time of transfer between services.

Comments: Proceeds through parking regulation should be for the financing of public transport services linked to the Miramon Park itself..



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A1. Collective public transport promotion

PROPOSED MEASURE T.5. Strategies for effective coordination of public transport services ("bus meets train").



Description: Creation of a interinstitutional working Commission, led by the Territorial Authority Transportation Gipuzkoa (TGG) that works in favor of developing the operating conditions timetables, frequencies ...), technology (information and communication systems) and pricing (single ticket) to allow users to provide transfers between

modes and services without economical penalty or temporary (effective coordination).

It would be mainly implement shuttle services from train stations, either through the regular routes that currently serve each workplace or through new services that

may be raised / implement.

Justification: Although all work areas in Donostia are characterized by a lack of direct interurban services, they all have in the adjacent area a commuter rail station, which can be

functional for certain shifts, mainly at the provincial level.

However, at present, it does not not apply the necessary operational schemes that allow, through effective coordination between transport services, to provide competitive travel times from origin to destination. Today, the need for an operation of transfer between the routes operated by different operators continues to

represent a barrier from a functional point of view (time, integrated information) and economic (prices), which has a deterrent effect on the user.

Objectives: From a Supramunicipal point of view, explore the real possibilities of applying new models of coordination service between different operators.

Moving towards a network model that guarantees the fare integration and effective coordination of public transport services.

Ensure a comprehensive and multi-operator information in those intermodal nodes or multiservice.

Features: Shuttle services in railway stations through the current regular lines: Zuatzu (L24/Lugaritz), Igara (Anoeta-Igara/Lugaritz), P27 Martutene (L26/Loiola-Martutene),

Belartza (L25/Rekalde), Miramon (L28/Anoeta).

Shuttle services through the new services suppose to implement.

Stakeholders: TGG; Donostia - San Sebastian Town Council (mobility department); D-bus; DFG; Lurraldebus operators; RENFE; EuskoTren.

Execution time: Short-medium term

Impacts (+): Very positive perception in the user who checks the real possibility of making a journey without a break and without being subjected to a penalty tariff for transfer

operation.

Progress towards a model of transport network, where the transfer nodes (points of connectivity between modes and services) to acquire all the relevance and

functionality with potentially have.

Barriers:

Commercial interests "shortsighted" or political disagreements between the competent authorities eventually have a role in achieving an integrated network model.

Indicators: % Of journeys with transfer.

Comments: The interinstitutional committee should create the necessary operational conditions for fostering at an early stage, the integration of services and functional network

scheme. The tech support at bus stops, vehicles and mobile communication systems, and completion of fare integration processes already initiated, should suppose the

final breaking point with a territorial model based on a unimodal vision of transport system.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business area

STRATEGIC LINE A2.Motorized transport demand management

PROPOSED MEASURE Mn.4. Regulation of public parking.



Description: Action of reserving and signaling an allocation of public parking spaces in order to ensure the exclusive use for certain users or groups (People with limited mobility, L /

D), as well as ensuring compliance with conditions or a certain level of service (HOV Zone, Blue Zone).

Justification: Miramon Technology Park has a large supply of parking spaces for public use (ratio 1 place / pas.). However, at certain times of day or during a event, it can be difficult

to find parking spaces close to the destination. This measure is based on the need to ensure the efficient execution of business or distribution, reserve a preferred

parking space to those who make a rational use of private vehicles, and to allow to exogenous flows to find quickly a parking space.

Objectives: Encourage vehicle rotation to provide a quick option of parking to exogenous flows of the area.

Promote the sharing of vehicles.

Avoid the proliferation of illegal parking.

Features: The reserve or provision of regulated spaces must occupy central and visible space in the Park (signaling).

It proposes the implementation of a soft tariff regime for limited parking (blue zone) and free parking for HOV

Free parking for HOV use (2-3 pas) and soft fee in the regulated parking zones..

Proceed to monitor and punish illegal parking, once these actions are implemented.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing body of Miramon.

Execution time: Short-Medium term

Impacts (+): Promotion of car pooling. Reduction of vehicles at the entrances to the park.

Provides greater agility to the distribution operations and ensures the professional relationship.

Impacts (-): The regulation of parking generates social response.

Indicators: Vehicle rotation rate (service level of the unregulated spaces): number of vehicles / offered places.

Occupancy rate of vehicles.

No of irregular parks.

Comments: The regulation of parking as blue zone should have, in principle, the consent and approval of the commission of mobility of the park. Joint decision.

The potential parking demand for new business settlements ("Arbide Towers") may lead to the extension of regulated parking zones.

Proceeds through the regulation of parking should be for the financing of public transport services linked to the Miramon Park itself.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business area

STRATEGIC LINE A3. Impulse non-motorized mobility

PROPOSED MEASURE Mn.8. Internal Cycling route and measures to strengthen



Description: The high situation of Miramon conditions the chances of access by non-motorized means. Although there are planned activities that seek to expand the network of

cycle routes to higher areas of the city, its industrial use would be very limited (captivity)

In this regard, it is proposed to enable internal cycling itinerary (bike path), segregated from road traffic o travel through the network of companies and promotes the

movement of workers to the workplace in terms of sustainability.

Justification: This action is justified by the fact to favor the combined use of modes of transport (public transport + cycling) to solve the daily trips to the business area. The measure

would alleviate the deterrent effect resulting in some users having to make an additional movement on foot to their workplaces.

Objectives: Promote work movements in terms of sustainability.

Enable a mode of transportation inside the park that can "save" the distances to / from the workplace.

Complementary act. Enable fleets of bicycles at permanent points close to the public transport stops in the site.

Enable bicycle parking within the business area.

Integrate measures to calm traffic and improve road safety on arterial road of Mikeletegi (30 zones, pedestrian crossings).

Stakeholders: Donostia - San Sebastian Town Council; Governing body of Miramon.

Execution time: Short term

Fundings: Local resources

Impacts (+): Promotes internal displacement in a sustainable way.

It promotes the combined use of public transport and cycling.

Provides conditions to calm traffic and improve road safety in the interior.

Barriers: Low receptivity of users.

Inclement weather -> deterrent.

Indicators: Cycling use within the park.

Comments: The General Plan of Donostia aims to improve conditions for pedestrian and bicycle access to neighborhood of Miramon, by setting up an elevator to connect Anoeta

with Ilunbe and giving continuity to the cycle lane of Miramon to Ilunbe.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA Miramon Business area

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE Mn.9. Pilot for the promotion of sustainable transport.



Description:Once incorporated HOV parking regulation system, and implemented significant improvements in public transport offer, it can be launch a specific program to promote sustainable transport (pilot experience) through the granting of bonuses for users of collective transport public or private.

The action is justified by the need to incorporate measures of reinforcement (incentives) to promote the use of modes of transport in everyday use.

Objectives: Encourage use of sustainable transport modes.

Strengthening the sharing of vehicles

Provide a message that another model of mobility is possible.

Features: Pilot project. Earning points, redeemable for fuel cards or recharge cards of public transport.

ndividualized rewards program. Minimum of 20-25 trips / month collective modes (public / private).

With prior registration in Platform Mobility Miramon. System for accreditation and monitoring of travels.

Stakeholders: Donostia - San Sebastian Town Council / DFG

Governing body of Miramon (Management and Coordination of the initiative).

Execution time: Medium term

Justification:

Fundings: Partial grant of an supralocal / supranational entity

Rest: Donostia - San Sebastian Town Council / DFG (50-50%).

Impacts (+): Promotion of sustainable transport.

Reducing irrational travel by private car.

Release of parking spaces

Reduction of motor vehicles. Environmental improvement (reduction of emissions).

Impacts (-): Possible defection of registered users upon completion of the pilot or the elimination of subsidies (incentives).

Costs linked to the maintenance of the incentives.

Indicators: People registered in the pilot.

Compilation of points earned for each registered person and counting period.

Rating pf permanence (%) after the completion of the pilot (1st stage of measurement) and after the disappearance of the incentive (2 nd stage of measurement).

Comments: Requires, prior, improving the supply of public transport services to the site and the regulation of public parking spaces.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.1. Preparation of a guide or tutorial for the successful implementation of GDM measures in business.



Description:It is about developing a joint project with companies representing the business areas of San Sebastian, which involves the implementation and internal adaptation of recommendations and best practices for rational management of the demand for mobility to workplaces. Issues such as life concilación, plans for flexible time, telecommuting, incentives for the use of sustainable transport ... they will be part of the package of measures to assess. The ultimate goal is to develop a guide to good

practice in mobility that may be transferable to other organizations.

Justification: There is no doubt that significantly impact the current patterns of job mobility requires companies to involve the target. The regulation of parking on public land, more

flexible work schedules, conciliation of work and social life ... are questions that only can be undertaken from a job "stuck" to the real business and integrated in

environmental policies or RSC.

Objectives: Inform and involve businesses in the rational management of the demand for labor mobility. New organizational models of work.

Establish a permanent working group with representative companies to analyze, discuss and implement measures internally GDM ("co-working").

Monitor the activities and evaluate the results obtained in a given time period.

Development of a guide or tutorial, which guidelines and benefits may be transferable to other organizations such as measures to support other policies.

Features: Project one year ahead.

It is necessary the selection of at least three companies regarding the business areas of Donostia.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); Governing bodies; ADEGI; Labor unions; participating companies.

Execution time: Short term

Fundings: Search for institutional support (Basque government / Euskalit).

Impacts (+): It involves companies in managing the demand for labor mobility and the development of new organizational models ("part of the solution").

Creates new opportunities for coordinated and cooperative work between the administration and economic and social agents.

It develops a methodological tool potentially transferable to other companies.

Barriers: In an economic crisis like the current the approach of these issues within the company may not be a priority action.

Indicators: Monitoring participating companies. "The before and after" in matters such as: people in telework, volume of commuting, use of sustainable transport among

employees ...

Comments: It is interesting that the participating companies represent different activity profiles with heterogeneous template structures, but with concerns or well-defined

strategies in their environmental policy or RSC.

Align the development of the pilot with the process of processing of the LVM (Basque Mobility Act), which contents will have a role in GDM strategy at institutional and

enterprise levels.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.2. Brochures.



Description: Preparation of information leaflets which detail not only the characteristics of public transport provision in each of the areas of business, but provide information on travel time, connectivity-from different residential areas of the city (districts) and territory (municipalities) and the direct costs associated with each of these

relationships. The leaflets provide a true picture about the capabilities, advantages and disadvantages of different transportation alternatives (public vs. Private).

Justification: There is, through the research conducted, that the users of private vehicle (car / motorcycle) usually do not know the characteristics of the public transport supply to

their workplace and the potential of private transportation systems ("car pooling" / "car sharing"). Similarly, they are often not aware of the costs they incur when they

choose one mean of transport or another.

Objectives: To offer objective information on the characteristics, advantages and disadvantages of different means of transport in the labor movements.

Demonstrate the competitiveness in terms of economic and time of public transport routes, compared with the same route in car / bike.

Raise awareness throughout public about the consequences of the dominant model of mobility.

Features: Applicable to all business areas of Donostia-San Sebastian.

Measure of positive reinforcement after implementing any of the actions proposed.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Objectifies the discussion of the reality of the public transport supply

It Incorporates evidences as the comparative costs and travel times from different residential areas.

It faces a series of arguments, often unrealistic, which have penetrated to the whole society.

Indicators: Effect on the mobility pattern of each of the areas of business: modal shift, use of sustainable transport ...

Comments: It can expand its publishing and distribution as a result of the need to implement other improvement measures previously proposed.

The website donostiamovilidad.com can receive the information concerning the leaflets, and incorporate any changes promptly that may occur (regularly updated).



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.3. Workshops to disseminate the PTT.



Description: Disclose, by organizing a public event in each of the business areas under study, results and conclusions from the diagnosis of mobility and the catalog of measures to

apply. In short, to make public the contents of the PTT.

Justification: The public conference will attempt to bring enterprises and the working community the reality of the workplace, so that incite debate and reflection on the dominant

model of mobility and the consequences that implies for the overall park / estate and society.

Objectives: Provide the current picture of mobility in each business field.

Bringing to users the set of improvement measures to apply.

Discuss and reflect on the mobility model we want.

Features: A public event in each of the business areas of Donostia - San Sebastian will be held.

This event will be held prior to the implementation of measures contained in the PTT.

Stakeholders: Donostia - San Sebastian Town Council (mobility department); Governing bodies

Execution time: Short term

Impacts (+): Dissemination of the reality of mobility in business.

Revaluation of certain proceedings in the results of the diagnostic report.

Interaction "in situ" with the business community and workers.

Barriers: The involvement of business and community working in this type of initiative is generally poor, so it is an intense prior exercise of communication to ensure significant

assistance.

Indicators: Degree of receptivity to the proposed measures. Assessment survey.

Comments: It must reflect on the location, calendar, timetables, and organizational model (speakers, content, duration ...) of the public acts, that is, on conditions to ensure

relevant assistance. Similarly, it is important to feed this diffusion by performing additional promotional activities, from the governing bodies to companies and from

these to workers.



PROJECT Transport Plans in the business areas of Donostia - San Sebastian.

BUSINESS AREA All business centers in Donostia-San Sebastián

STRATEGIC LINE A4.Interaction, information and awareness

PROPOSED MEASURE T.4. Annual award to companies



Description: Establishment of an annual award that recognizes the successful implementation of measures to manage demand for mobility in enterprises located in the city. It will

constitute a jury which will have the responsibility to settle and choose among the different nominations, that whose performances have been more crucial to promote

a change of habits in mobility within the organization.

Justification: The awarding of a periodic award to business is not more than an stimulus exercise to facilitate the mainstreaming of mobility in the strategic agenda of business

organizations. The establishment of the prize has to happen in parallel to the creation of a commission for the elaboration of a protocol or technical guide of rational

management of transport demand.

Objectives: Recognition for companies that incorporate the mobility management in their environmental policy or RSC.

Raise awareness to society about the importance of undertaking these actions at company level.

Transfer of a new organizational framework to other companies.

Features: It will be a public recognition and symbolic.

It will be awarded on a regular basis, annually.

Stakeholders: Donostia - San Sebastian Town Council (mobility and foment department); ADEGI; Labor unions; Governing bodies

Execution time: Medium term

Impacts (+): The mere act of public recognition serve as a traction element for other companies which share business size or productive activity.

Public awareness about the importance of such initiatives.

Barriers: In an economic crisis like the present, raising these issues within the company may not be considered as an aspect of priority action.

Indicators: List of companies who choose to send their application for the award.