

**CiViTAS**  
Cleaner and better transport in cities

**ARCHIMEDES**  
AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAȘI • MONZA • ÚSTÍ NAD LABEM

## **Donostia – San Sebastian**

T46.1 Safe Districts and 30 kilometres zones in Donostia – San Sebastian

Donostia – San Sebastian

November 2010



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION

<b>Project no.</b>	TREN/FP7TR/218940 ARCHIMEDES
<b>Project Name</b>	ARCHIMEDES (Achieving Real Change with Innovative Transport Measure Demonstrating Energy Savings)
<b>Start date of the Project</b>	15/09/2008
<b>Duration:</b>	48 months
<b>Measure:</b>	No. 46. Safe districts and 30 kilometre zones in Donostia San Sebastián
<b>Task:</b>	5.6 Safe districts and 30 kilometre zones
<b>Deliverable:</b>	T46.1 Safe districts and 30 kilometre zones in Donostia San Sebastián
<b>Due date of Deliverable:</b>	15 <sup>th</sup> November 2010
<b>Actual submission date:</b>	18 <sup>th</sup> November 2010
<b>Dissemination Level</b>	Public
<b>Organisation Responsible</b>	ADS
<b>Author</b>	Andrés Martínez
<b>Quality Control</b>	Alan Lewis
<b>Version</b>	1.0
<b>Date last updated</b>	18 <sup>th</sup> November 2010

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# 1. Introduction

## 1.1 Background CIVITAS

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

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

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

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

### Objectives:

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

### Horizontal projects support the CIVITAS demonstration projects & cities by :

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

### Key elements of CIVITAS

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

## 1.2 Background ARCHIMEDES

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

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

## 1.3 Participant Cities

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

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

### 1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

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

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

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

## 2. Donostia – San Sebastian

The city of Donostia -San Sebastián overlooks the sea and, with a bit more than 180,000 inhabitants, keeps a human scale. Some people consider the balanced combination of small mountains, manor buildings, and sea as the setting for one of the most beautiful

cities in the world. We have a tradition in favouring pedestrians, cyclists and public transport.

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

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

## 2.1 Objectives in CIVITAS

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

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

# 3. Background to the Deliverable

Measure 46 consists of two elements, task 11.5.2 and task 5.5.

Task 11.5.2 consists of research into:

- Safe districts and 30 kilometre zones;
- Road safety pact with the citizens (Implementation in Measure 47); and
- Installation of radar systems

Task 5.5 involves demonstration of the concept of safe districts and 30 kilometre zones.

The research study of task 11.5.2 was reported in deliverable R46.1.

The present deliverable refers reports on the implementation of task 5.5, i.e. Safe districts and 30 kilometre zones in Donostia San Sebastián.

## 3.1 Detailed Description of the Task

One of the important targets of CIVITAS-ARCHIMEDES project is the implementation of safe districts and 30 kilometre zones in order to improve the safety and security in the roads and streets especially for cyclists and pedestrians.

The City did have a Road Safety Plan but until now actions have only been implemented in a limited number of areas (e.g. Gros, Intxaurreondo). In these areas the mobility and traffic regulation and management were in a worse situation than in other districts of the city overall. In particular Intxaurreondo is a district with a high level of population, situated in the suburbs, with worse pedestrian and cyclist itineraries than other newer developments. The city authority (ADS) has performed plan development and prepared the designs for the following road safety demonstrations in 3 districts:



- Antiguo
- City Centre
- Gros

These areas were chosen because the traffic density is very high, not only of cars but also of bicycles and there are higher rates of pedestrian trips than in other areas in the city. Our idea as well is to promote the use of bicycles on the road rather than on shared pavements and to calm traffic to make pedestrian itineraries easier.

The physical interventions in the infrastructure have now started to be implemented:

- 30-kilometre zones and the interventions for speed reduction
- Interventions at crossings to improve safety for cyclists and pedestrians



Figure 1: 30kph Area in Antiguo. Antonio Arzak Street



Figure 2: 30kph Area in Antiquo. Antonio Arzak Street





Figure 3: 30 Area jn Antiguo. Avda. Zarautz

## 4. Safe Districts and 30 kilometres zones in Donostia- San Sebastián

### 4.1 Descriptions of the Work Done: Promotion Campaign

One of the actions included in the implementation process of the 30 kilometre areas is to carry out a promotion campaign to inform inhabitants about this measure and its consequences in the areas where they will be implemented. These consequences will be reduction of speed, coexistence of cars and bicycles in the roads, new horizontal and vertical signs, narrowing of the roads in some streets. Citizens must know what 30 zones are and how they work. Therefore, the city of Donostia San Sebastián has designed an

intensive promotional campaign with the aim of providing information to all citizens about the main characteristics of the safe districts and 30 kilometres zones as well as about the objectives we want to achieve by implementing them.



**30 BAINO AZKARRAGO EZ**

Zergatik? Kaleak seguruagoak izatea nahi dugulako.

Zergatik? Kaleak gozatzeko izatea nahi dugulako.

Zergatik? Kalea guztiona delako: haurrena eta helduena, oinez eta bizikletaz joaten direnena.

Hemendik autoak ezin daitezke joan 30 km/h-ko abiadura baino gehiagora.

**NO PASES DE 30**

Porque queremos que las calles sean más seguras.

Porque queremos que las calles sean para disfrutarlas.

Porque la calle es de todos: de los niños y de los mayores, de los que van a pie y en bicicleta.

Por aquí los coches no pueden circular a más de 30 km/hora.

Las áreas 30 están señalizadas y los coches no pueden circular a más de 30 km/h.

Con las áreas 30 el tráfico disminuye.

En las áreas 30 los ruidos y la contaminación son menores.

En las áreas 30 los peatones están más seguros.

En las áreas 30 las bicicletas pueden circular por la calzada con mayor seguridad.

Porque tú también eres peatón, únete a esta iniciativa y **no pases de 30.**

**30 BAINO AZKARRAGO EZ NO PASES DE 30**

KALEA GUZTIONA DELAKO ETA DISFRUTATZERO ESKUBIDEA DAWKAGULAKO.

PORQUE LA CALLES DE TODOS Y TENEMOS DERECHO A DISFRUTAR DE ELLA.

**ÁREA 30 GUNEA**

30 eremuak seinalizatuturik daude, eta autoak ezin daitezke joan 30 km/h-ko abiadura baino gehiagoz.

30 eremuekin trafikoa gutxiago dago.

30 eremuetan zaratak eta kutsadura txikiagoak dira.

30 eremuetan oinezkoak seguruago daude.

30 eremuetan bizikletak segurtasun handiagoarekin joan daitezke galtza dabilik.

Zu oinezkoa ere zarenez, parte hartu ekimen honetan eta **ez joan 30 baino azkarrago.**

**DOÑOSTIA MOVILIDAD.COM**


**CIVITAS ARCHIMEDES**

**Donostia Udala Ayuntamiento de San Sebastián**

**campezo**

Figure 4: Leaflet promotion campaign; Outside





**Plano honetan, ibilgai luek abia dura 30 km/h-ra mugatu den Antiguoko, Groseko eta Hiriguneko lekuak ikus ditzakezu.**

**En este plano puedes ver los puntos de Antiguo, Gros, y Centro donde la velocidad de los vehículos se limita a 30 km/h.**

**30 eremuak:**

- Ez dute eraginik igarotzeko bideetan, baizik eta "egoteko bideetan".
- Oinezkoiei eta birrindulariei protagonismo handiagoa ematen diete.
- Bide-segurtasuna handitzen dute.
- Isuri kutsatzaileak eta zarata murrizten dituzten.
- Erregaia-ren kontsumoa murriztu eta eraginkortasun energetikoa handitzen dute.

**Las Áreas 30:**

- No afectan a las vías de paso sino a las "vías de estar".
- Dan mayor protagonismo a los peatones y a los ciclistas.
- Incrementan la seguridad vial.
- Reducen las emisiones contaminantes y el ruido.
- Reducen el consumo de combustible y aumentan la eficiencia energética.

Figure 5: Leaflet promotion campaign; Inside

The first activities have been carried out in the heart of the first 30 zone (Antiguo district). On the one hand, informative leaflets have been distributed throughout the city explaining about safe districts and 30 kilometres zones and why these measures make our city safer and, consequently, benefit all citizens in Donostia- San Sebastián.

In those neighbourhoods where these measures are currently being implemented or will be in the near future a direct-mail advertising campaign has also been carried out. More

than 10.000 leaflets have been delivered in the letter boxes of the living flats blocks in these areas, affecting more or less to 35-40.000 inhabitants.



Figure 6: Promotion campaign; Outsides of the stands

In addition, an informative big top was installed in the Antiguo neighbourhood, specifically in Matía Street, one of the areas where these measures are being implemented. People who came around had the opportunity of being informed in-depth as well as receiving merchandising products with the slogan of the measure (pins, sweets and/or balloons). This informative big top will be soon installed in the other neighbourhoods where 30 kilometres zones are going to be implemented.

Furthermore, as part of the promotion campaign, informative notice boards have been installed in all the bus shelters of the city. Besides that, a press conference was carried out with the local media to present the campaign. The main local media newspapers and radio stations attended to the explanations given by the Mobility Councillor. The leaflet was also delivered among journalists.

## 4.2 Problems Identified

The unique problem we had during the promotion campaign was the bad weather. It happened to be a windy and rainy day, and we had difficulty installing the informative big top. Besides, the number of people who visited was not as high as we expected. We decided that Thursday was the best week-day to develop the campaign. On Friday maybe some people go away for the weekend and on Thursdays the pedestrian movements are generally seen to be higher. In the morning and at midday there were a quite large number of people visiting the stand. But in the afternoon it was not so high.



Figure 7: Stand at the Plaza de Benta Berri

### 4.3 Risks and Mitigating Activities

Several people who asked for information in the big top also took advantage of the opportunity to raise concerns about different subjects that deal with mobility. For example, the large number of bicycles in Donostia-San Sebastián turned out to be problematic for older people. In fact, they made reference to cyclists travelling at high speed along pavements, which is forbidden.

Some people also expressed doubts about the running and main characteristics of 30 kilometre zones. The way that they worked was explained to them; the speed limit for these streets, the coexistence with the bikes and that if people do not comply with the rules for a 30 area then current penalty rules set in the current legislation would apply, (fines, loss of driving licence points...)

All these doubts, complaints, suggestions, etc. will be compiled in a document by the measure leader in order to know the main worries of citizens and find solutions to them.

### 4.4 Dissemination Activities

Different pieces of news have been published in main newspapers of the city.

<http://www.diariovasco.com/v/20101104/san-sebastian/significan-esos-adoquines-rojos-20101104.html>

<http://www.donostia.org/home.nsf/0/6F2449D736948ACBC12577D000533BAB?OpenDocument&idioma=cas>

[http://www.diariosansebastian.com/\\_n1654149\\_Campana\\_informativa\\_sobre\\_las\\_Areas\\_30\\_con\\_motivo\\_de\\_su\\_implantacion\\_en\\_la\\_ciudad.html](http://www.diariosansebastian.com/_n1654149_Campana_informativa_sobre_las_Areas_30_con_motivo_de_su_implantacion_en_la_ciudad.html)



<http://www.que.es/guiapuzcoa/201011031433-ayuntamiento-sebastian-pone-marcha-campana-epi.html>  
<http://www.sansebastiandigital.com/2010/11/03/ayuntamiento-de-san-sebastian-pone-en-marcha-una-campana-informativa-sobre-el-cambio-de-la-calle-matia-en-zona-30/>  
[http://www.irutxulokohitza.info/albisteak/75691/abiadura\\_murriztua\\_duten\\_guneen\\_inguruko\\_informazioa\\_emango\\_dute\\_benta\\_berrin.htm](http://www.irutxulokohitza.info/albisteak/75691/abiadura_murriztua_duten_guneen_inguruko_informazioa_emango_dute_benta_berrin.htm)  
<http://www.20minutos.es/noticia/862200/0/>  
[http://www.diariovasco.tv/index.html#frontaleID=F\\_VASCOTV&sectionID=S\\_VASGIP&videoid=120797](http://www.diariovasco.tv/index.html#frontaleID=F_VASCOTV&sectionID=S_VASGIP&videoid=120797)



Figure 8: Stand at the Plaza de Benta Berri

#### 4.5 Future Plans

The Municipality will continue with the implementation of this measure in Donostia- San Sebastián.

30 kilometres zones will be shortly implemented in different neighbourhoods of the city. The next actions will take place in Gros neighbourhood, specifically in these streets: Segundo Ispizua, Birmingham, José María Soroa, José Arana, Claudio Delgado, Marino Tabuyo and Rentería.

30 kilometres zones will also be implemented in several streets of the City Centre area: Easo, Arrasate, Fuenterrabia, Garibai, Moraza, etc.

Finally, the promotion campaign will continue to provide information about this measure to all citizens of Donostia- San Sebastián.

Evaluation will also be carried out according to the project evaluation plan.





Figure 9: 30 kph Area sign post in Basque and Spanish



Figure 10: 30 kph Area Informative notice board in Avda. Libertad