





Donostia - San Sebastian

R 34.1 Study of Personalised Travel Plans In Donostia – San Sebastian

Donostia – San Sebastian April 2010





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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 34, Personalised travel plans in Donostia – San Sebastián.

The use of private vehicles as a means of transport and the increase of these vehicles in the city mean that different measures need to be applied with a view to reducing their use. For this purpose, the citizens need to be informed of the different means of sustainable transport - walking, cycling and public transport - by means of *Personalised travel plans (PTP)*.

Implementation of the measure *Personalised travel plans (PTP)* will enable citizens to discover alternatives to their current means of transport, with the aim of cutting down traffic congestion in the city, reducing atmospheric emissions and promoting sustainable means of transport.

3.1 Summary Description of the Task

Within measure 34, task 11.4.4 covers the research conducted by the city of Donostia – San Sebastián prior to implementation of personalised travel plans, leading to a plan to make at least 200 door-to-door visits to find out people's mobility habits, submitting a proposal to them for the use of sustainable means of transport and evaluating the process and impact of the measure.



4. Study of Personalised travel plans Donostia - San Sebastián.

4.1 - Introduction

The need to achieve a balance in the means of transport used in order to improve the quality of life is an important objective for the Donostia - San Sebastián City Council Mobility Department. As a result, over the last few years measures have been taken to promote walking, cycling and public transport as means of mobility.

Within this study, 200 Personalised travel plans (PTP) will be implemented for promoting sustainable means of transport and reducing the use of private vehicles.

A Personalised travel plan (PTP) is a well-established method for encouraging citizens to use more sustainable forms of public transport. The main objective of the Personalised travel plans (PTP) is to achieve a reduction in the use of cars and an increase in walking, cycling and the use of public transport. This is done by means of initial data collection, providing the citizens with information on their best option for use of other sustainable means of transport as an alternative to private vehicles, combining this action with incentives such as public transport vouchers or gifts.

INTERACTION BETWEEN	THE PTP AND PERSONAL DECISIONS
PTP process	Individual action
	Habitual car user
Initial data collection ————————————————————————————————————	•
	Identification of alternative means of sustainable
	transport
Information on alternative travel	→
<u>choices</u>	
	Incentivisation and use of alternative travel choices
Data collection after 3 months (with	
incentives) ————	-
	Study of the variation in means of transport as a
	result of the PTP
Data collection after a further 3	
months (without incentives)	
	Long-term study of variation of mobility habits
	without incentives as a result of the PTP

This technique may be applied in different contexts, for example schools, journeys to work or leisure journeys.



The application of the Personalised travel plan (PTP) in Donostia – San Sebastián is part of the European Union's Civitas Plus Archimedes Project for promoting sustainable means of transport.

4.2 - Background

Personalised travel plans (PTP) have been implemented in various countries since 1980, particularly in Australia. In the UK they were first introduced in the late 1990s, with impressive results. It's the first time that PTP will be implemented in Donostia-San Sebastián.

4.3 - Importance of Personalised Travel Plans

Traffic levels and the increase in the number of vehicles imply an increase in negative effects such as accidents with injuries, traffic congestion, noise, environmental pollution, contribution to global warming and an increase in the space occupied by vehicles. All these effects have an impact on the quality of life of the people living and working in the city or visiting it.

Both "hard" and "soft" measures can be used to reduce this effect.

"Hard" measures are those aimed at improving infrastructures or implementing taxes or new services in order to improve the service, reduce the number of vehicles and increase the use of public transport. In cities with an efficient public transport service, which is the case for Donostia - San Sebastian, implementing these "hard" policies do not necessarily result in any significant change in the use of the different means of transport on their own.

In order to improve such circumstances, "soft" measures are also important. These are measures that make use of (personalised) information, advertising or education to change people's attitudes and habits as regards the means of transport they use.

In Donostia - San Sebastián, "hard" policies are being undertaken with the creation of new public transport lines, increasing the frequency of some lines and improving the infrastructures. As regards "soft" measures, advertising campaigns are being run to promote cycling and walking as forms of transport together with the use of public transport.

The "soft" policies include the development of Personalised travel plans (PTP) to inform private vehicle users of the different modes of sustainable transport. Habitual car users often have little information on public transport or on the options available as regards cycling or walking. The need also exists to extend the information on the advantages of these modes of transport from an environmental, health or social improvement perspective.

A coordinated strategy of "soft" and "hard" policies is the best option for success, and the implementation of this new "soft" measure is therefore considered appropriate, with a view to increasing the use of sustainable means of transport.

200 Personalised travel plans (PTP) will be implemented for this purpose.



4.4 - General Objectives

The general objectives of the implementation or application of Personalised travel plans in the city of Donostia – San Sebastián are as follows:

- Transport mode change: to reduce the number of journeys made in private vehicles
 and for people to use a sustainable means of transport instead: public transport, cycling
 or walking.
- Traffic reduction: to reduce the number of journeys made in private vehicles.
- **Increased road safety:** to reduce the number of accidents and increase the use made of safe, sustainable means of transport such as public transport, cycling and walking.

Other objectives will also be indirectly pursued such as health benefits due to cycling and walking, or reduction of pollution and noise.

4.5 - Organisation Promoting Implementation of the Measure

The Donostia – San Sebastián City Council promotes the implementation of PTPs in the city of Donostia – San Sebastián, within the framework of the European Union's Civitas Plus Archimedes Project, with the specific aims mentioned later in this document and linked with the general objectives.

The Donostia – San Sebastián Municipal Bus Company is also involved in this initiative.



4.6 - PTP Implementation Phases: Planning, Pre-Intervention, Data **Collection and Evaluation of a Personalised Travel Plan**

The graph below shows the various phases of implementation of a Personalised travel plan. The different phases are planning, pre-intervention, contact with citizens and evaluation and monitoring of the results.

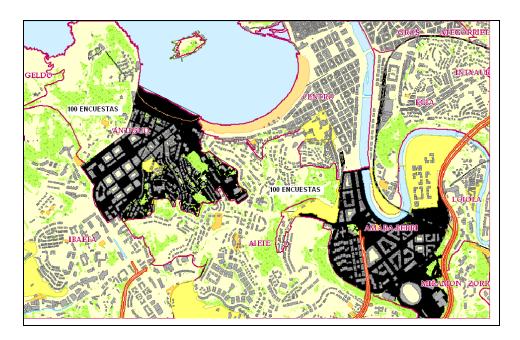
		CIVITAS PLUS PROJECT MONTH													
		1-18 19 20 21 22 23 24 25 26 27 28 29 30 42 46							48						
	PLANNING														
1	Financial planning														
2	Dissemination of the measure in the local area														
3	Information materials, gifts and incentives														
	PRE-INTERVENTION STAGE														
4	Training of the Field officer team														
5	Collation and storage of materials, gifts and incentives														
	CONTACT AND MOBILITY ADVICE														
6	Advertising and campaign launch event														
7	Initial data collection (D1)				D1	D1									
8	Study of alternatives. Provision of alternatives (D2)						<u>D2</u>	D2							
9	Period with incentives for changing mobility patterns. Data collection (D3)									<u>D3</u>					
10	Period without incentives. Data collection (D4)											D4			
	EVALUATION AND MONITORING PROJECT														
11	Evaluation Plan														
12	Processing of data collected				E1	_						E2	E3		
13	Conclusions														



4.6.1- PLANNING

4.6.1.1.- Scope of application of PTPs

The scope of application of this measure will be the main Civitas Plus corridors, and it will be linked to bus routes 5 and 28, which are included in this project. 200 door-to-door surveys will be conducted, 100 in the Amara district and 100 in the Antiguo district.



Scope of application of PTPs

These districts have good infrastructure as regards both public transport and cycle and pedestrian paths, and the PTP proposals could therefore be an incentive for greater use of sustainable means of transport.

4.6.1.2.- Specific objectives

One of the objectives of ths study is to **reduce the use of private vehicles (C.1)** by **5%** for journeys to work, places of study and leisure areas in the whole CIVITAS corridor.

Another of the specific objectives will be for 10% of the people participating in the PTP to change their behaviour with regard to sustainable means of transport (C.2).

Another objective is for **75%** of the people participating in the initial data collection **(P.1)** to take part in the final data collection in month 30.

It is also important to obtain a project acceptance level (P.2) of 80% on conclusion of the same, and the provision of the necessary information.



4.6.1.3.- Organisation or organisations responsible for the planning or implementation

Drawing up the study and the planning, pre-intervention and evaluation will be done by Donostia – San Sebastián City Council.

The data collection through surveys will be done by an agent external to the City Council, in accordance with the periods established and after having received the training described in this study.

4.6.1.4.- Financial planning

As regards financial planning for this measure, the table below shows the anticipated costs:

ITEM	Nº	PRICE	TOTAL
Dissemination	1	2,000.0 €	2,000 €
Incentives	200	(3 x 36.4)+1=110.2 €	22,040 €
Gifts	200	10.0 €	2,000 €
Data collection, evaluation and monitoring staff	1	23,960.0 €	23,960 €
TOTAL			50,000 €

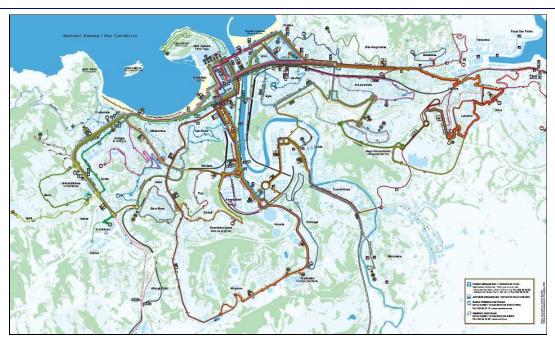
4.6.1.5.- Dissemination of the measure in the local area

Advertising campaigns will be launched in the local news media (local newspapers and radio). A press note will be drawn up to advertise the measure in question.

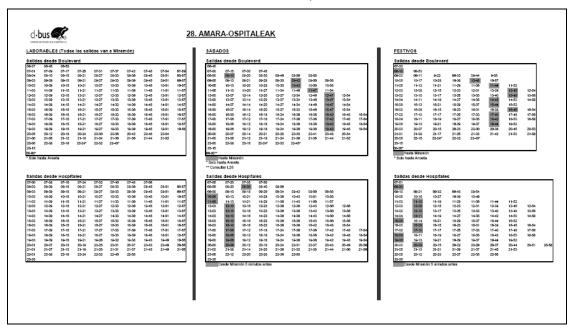
4.6.1.6.- Information materials, gifts and incentives

After the initial collection of mobility data, each case will be studied. The people will be informed of the most advantageous mobility alternatives and will be given timetables, fare information and maps of bus routes, cycle paths and pedestrian paths, i.e. they will be informed of the different sustainable means of transport they can use as an alternative to their private vehicle.



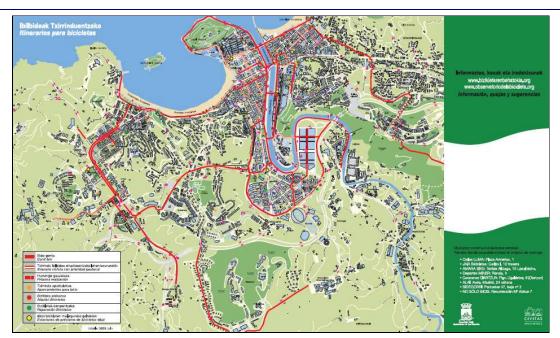


Bus route map

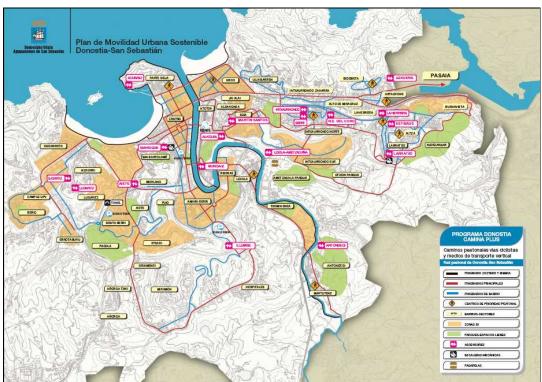


Timetables for the different bus routes





Cycle path map



Pedestrian path map





Bicycle Ioan scheme

They will also be given a document describing the health, environmental and social benefits of the use of sustainable means of transport.





When they receive the proposal for alternative sustainable means of transport, they will also be given a mobility- or environment-related gift: a bicycle lamp or bell, shopping bag, etc.



To <u>incentivise</u> the use of the different sustainable means of transport, free <u>vouchers</u> will also be issued during the initial stage of implementation of the measure, to motivate the citizens and help change their habits.

Vouchers for 3 months' free use of the public transport or the bike loan scheme will be issued. When this time has elapsed, the data will be collected again (<u>Data collection after 3 months</u>) to find out how the mobility habits of the people involved in the measure have changed.



Finally, the people will be asked again about their mobility habits 6 months after implementation of the measure without incentives (Data collection after 6 months), to discover how the mobility patterns of the people receiving a PTP have changed.

4.6.1.7.- Identification of the population to be surveyed.

The table below identifies the number of people by age and gender who should make up the sample population in each district, in order for the sample to be significant and for the results to be extrapolated to the rest of the population.

AGE		% of people	AMARA NUEVO DISTRICT					
	POPULATION			WOMEN			MEN	
RANGE	POPULATION	surveyable	Population	Population % of total Survey unit population		Population	% of total population	Survey unit
16-24	2,684	15.66%	1,324	49.33%	8	1,360	50.67%	8
25-34	3,687	21.51%	1,820	49.36%	11	1,867	50.64%	11
35-44	3,746	21.85%	1,999	53.36%	12	1,747	46.64%	10
45-54	3,818	22.27%	2,068	54.16%	12	1,750	45.84%	10
55-64	3,206	18.70%	1,795	55.99%	10	1,411	44.01%	8
TOTAL	17,141	100.00%	9,006		53	8,135		47

AGE		% of people	ANTIGUO/BENTABERRI/LOREA/ZAPATARI DISTRICTS					
	POPULATION			WOMEN			MEN	
RANGE	POPULATION	surveyable	Population	% of total population	Survey unit	Population	% of total population	Survey unit
16-24	1,626	13.82%	791	48.65%	7	835	51.35%	7
25-34	2,769	23.53%	1,411	50.96%	12	1,358	49.04%	12
35-44	2,998	25.48%	1,505	50.20%	13	1,493	49.80%	13
45-54	2,331	19.81%	1,258	53.97%	11	1,073	46.03%	9
55-64	2,043	17.36%	1,099	53.79%	9	944	46.21%	8
TOTAL	11,767	100.00%	6,064		52	5,703		48

No of people to be surveyed divided by age and gender.

The data for the people to be surveyed will be obtained from the City Council's database. This data will be subject to the Data Protection Law and after processing it will be solely and exclusively used for the purposes of this study.



4.6.2 - PRE-INTERVENTION STAGE

4.6.2.1.- Data collection

The data collection will be carried out for a total of 200 people in the Amara and Antiguo districts in the Civitas corridor, workers and students particularly, in the city of Donostia -San Sebastián. The data collection will be carried out either in the street or door-to-door, using the surveys included in this document.

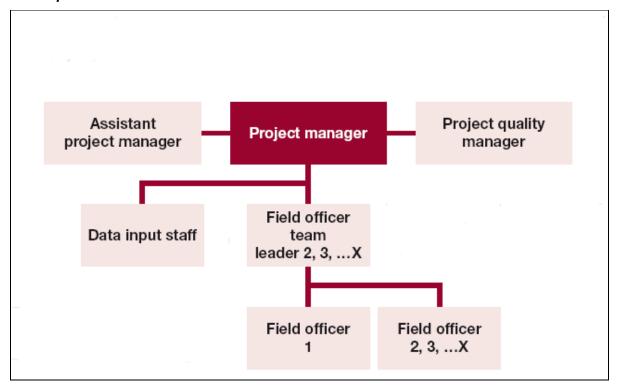
4.6.2.2.- Organisation chart and personnel

The City Council team responsible for the measure is structured as follows:

Project manager. Leire Aguirre

Assistant project and quality manager. Andrés Martínez

Field officer team Leader. Fermín Echarte Data input Staff Leader: Miren Bruño



The Field Officer Team will be external to Donostia - San Sebastián City Council. They will be responsible for the data collection using the surveys and will be counselled and trained by the Field officer team leader.



4.6.2.3.- Field officer team training

A 2-day training course will be given with 2 hours' training per day, making a total of 4 hours of training, during the week before contact is established with the citizens involved in the measure. The content of the programme is as follows:

- Welcome and presentation of the team members.
- Explanation of the Personalised Travel Plan and how to make contact with the citizens.
- Familiarisation with materials and documents.
- Familiarisation with the areas where the surveys are to be carried out.
- Explanation of the objectives of a change in mobility patterns.
- Rehearsal of door-to-door data collection with an introductory letter.
- Quality assurance procedures.
- Confidentiality of data provided by the citizens.

4.6.2.4.- Collation and storage of materials, gifts and incentives.

All these materials will be stored at the municipal premises or at the premises of the company responsible for carrying out the surveys.

4.6.2.5.- Surveys

The surveys to be used are contained in Annex I.



4.6.3 - CONTACT AND MOBILITY ADVICE

4.6.3.1.- Advertising and campaign launch event

Before the data collection begins, an advertising campaign will be launched either in the news media or on the radio, associated with a press note issued by the Donostia - San Sebastián City Council geared to raising the citizens' awareness of the measure to be applied. It is vital for the citizens to be aware of the measure to facilitate the field officers' access to the population, creating a good rapport that will enable a climate of trust to be generated and good results to be obtained on implementation of the PTPs.

4.6.3.2.- Citizen contact and data collection

- Initial data collection: the collection of data on mobility patterns will be done doorto-door using the Type I survey figuring in Annex I. During this process the interviewee will be given a letter of presentation from Donostia - San Sebastián City Council explaining the measure and the project.
- Delivery of alternatives: after analysis of the initial data, the proposals for use of alternative sustainable means of transport will be submitted, together with the necessary documentation and the corresponding incentive.
- Data collection after 3 months (with incentives): when 3 months have elapsed, the data will be collected again so that the mobility patterns can be analysed using the Type I Survey figuring in Annex I.
- Data collection after 6 months (without incentives): when 6 months have elapsed since the launch of the measure, the data will be collected again so that the mobility patterns can be analysed using the Type I Survey figuring in Annex I.

4.6.3.3.- Process monitoring

The project will be monitored as has been previously described, and it will be supervised at all times by each of the persons responsible for the area.



4.6.4 - EVALUATION AND MONITORING PROJECT

The evaluation of a Personalised travel plan (PTP) involves systematic research into its efficiency and impact. The evaluation of the project will play an important role in determining the success of a PTP project, and we can learn from it with a view to improving future projects.

4.6.4.1.- Evaluation plan

Objective of the evaluation

An evaluation will be made of the process and of the impact of the project, analysing whether the project's aims have been achieved. This evaluation of the process and the project's impact will allow us to discover the relationship between the resources used (human and material), the tangible effects and the final effects. Bearing in mind that the PTPs will be implemented for a small sample of the population only, the objective is to discover the citizens' level of acceptance of the proposal, identify the modal distribution of the means of transport used by the citizens and determine the extent to which the people have changed their mobility patterns as a result of application of the PTP, as the project's main indicators.

"OUTPUT" INDICATORS	"OUTCOME" INDICATORS
P.1 People surveyed completing the	C.1 Number of people who change their
process	mobility behaviour.
P.2 Satisfaction of the participants.	C.2 Distribution of journeys according to
	means of transport.
	C.3 Distribution in distance of the different
	means of transport.
	C.4 Distribution of journeys according to
	means of transport and activity.
	C.5 Distribution of journeys according to
	means of transport and age.
	C.6 Distribution of journeys according to
	means of transport and times.
	C.7 Change in the number of kilometres
	driven in private vehicles.
	C.8 Change in the time of use of physical
	means of transport (walking and cycling).
	C.9 Change in the number of bus journeys
	made.



Evaluation design

Nº	INDICATOR	DESCRIPTION	DATA UNITS	ORIGIN OF DATA	DATA COLLECTION
				AND METHOD	FREQUENCY
P.1	People contacted.	Number of people contacted initially, data submission, second and third data collections.	Unit	The data will be obtained from the records of people contacted	Every 3 months 3 times since implementation
P.2	Satisfaction of participants.	Average satisfaction score for the people taking part in the surveys.	Unit/%	The data will be obtained from the surveys conducted.	Every 3 months 3 times since implementation
C.1	Number of people who change their mobility behaviour.	A comparison will be made between the initial data on the means of transport used and the data obtained after 3 and 6 months.	Journeys per person and year	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation
C.2	Distribution of journeys according to means of transport.	A comparison will be made between the initial data on the % of means of transport used and the data obtained after 3 and 6 months.	%	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation
C.3	Distribution in distance of the different means of transport.	A comparison will be made between the initial data on the % of means of transport used and the data obtained after 3 and 6 months.	Km	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation
C.4	Distribution of journeys according to means of transport and activity	A comparison will be made between the initial data on the number of journeys according to type of activity and the data obtained after 3 and 6 months.	%	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation
C.5	Distribution of journeys according to means of transport and age.	A comparison will be made between the initial data on the number of journeys according to age and the data obtained after 3 and 6 months.	%	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation
C.6	Distribution of journeys according to means of	A comparison will be made between the initial data on the number of	%	The data will be obtained from the	Every 3 months 3 times since implementation



	transport and time of day.	journeys according to times of day and the data obtained after 3 and 6 months.		surveys conducted	
C.7	Change in the number of km travelled by private vehicles.	A comparison will be made between the initial data on the km per person and year travelled by private vehicles and the data obtained after 3 and 6 months.	Km per person and year	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation
C.8	Change in the time spent using physical means of transport (walking and cycling).	A comparison will be made between the initial data on the time per person spent walking and cycling and the data obtained after 3 and 6 months.	hours per person and year	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation
C.9	Change in the number of bus journeys made.	A comparison will be made between the initial data on the number of journeys made by public transport and the data obtained after 3 and 6 months.	Journey unit	The data will be obtained from the surveys conducted	Every 3 months 3 times since implementation

R 34.1 ESTUDIO DE PLAN PERSONALIZADO DE TRANSPORTE



• Information required: Indicators

In this section we will define how the calculation is made for each of the

aforementioned indicators, relating to

Nº	INDICATOR	CALCULATION	UNITS	OBJECTIVES
_	People contacted	Count of the number of	Unit/%	For 75% of initial
P.1		participants. n		interviewees to
				complete the project
	Participant satisfaction	Questionnaire question	Unit	Acceptance level of
P.2		number 7.4		80% on a scale of 0% -
		P.2=Σ7.4/n		100%
C.1	Number of people	Questionnaire question	Unit	For 10% of project
	changing their mobility	number 7.6	%	participants to change
	behaviour.	C.1= Σ7.6 (Yes)		their behaviour to
		C.1=Σ7.6 (Yes)/ Σ7.6		sustainable means of
				transport
C.2	Distribution of journeys	C.2=(ΣNumber of	%	A 5% reduction in the
	according to means of	journeys made using		number of private
	transport.	each means of		vehicle users.
		transport/n) x 100		
C.3	Distribution in distance	C.3=Σ(Number of	Km	
	of the different means	journeys per means of		
	of transport.	transport x km of each		
		journey)/Number of		
		journeys per means of		
		transport.		
C.4	Distribution of journeys	C.4= ΣJourneys made	%	
	according to means of	using a means of		
	transport and activity	transport for an		
		activity/ΣJourneys using		
		a means of transport.		
C.5	Distribution of journeys	C.5= ΣJourneys made	%	
	according to means of	using a means of		
	transport and age.	transport for an		
		age/ΣJourneys using a		
		means of transport		
C.6	Distribution of journeys	C.6= ΣJourneys made	%	
	according to means of	using a means of		
	transport and time of	transport at a particular		
	day.	time/ΣJourneys using a		
		means of transport		





C.7	Change in the number	C.3=ΣKm travelled in a	Km	
	of km travelled in	private vehicle.		
	private cars.			
C.8	Change in the time	C.7=Σ(Number of	Minutes	
	spent on physical	journeys per means of		
	means of transport	transport x time per		
	(walking and cycling).	means of		
		transport)/Number of		
		journeys per means of		
		transport		
C.9	Change in the number	C.8= No of public	Unit	
	of bus journeys made.	transport journeys		

4.6.4.2.- Data collection methods

The data collection will be made by means of door-to-door personal interviews, in which data on the different means of transport, frequencies and journey times will be collected.

The data collection will be included with regard to determining the acceptance of the service.

4.7 - Methodology Used For Drawing Up The Study

The methodology used for drawing up this study was based on the document "Making personal travel planning work: Practitioners' guide".

http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/

4.8 – Problems Identified

The success of the measure will depend on the willingness of the citizens to participate and get involved in the personal sessions. Efforts will be made to encourage them.

4.9 - Risks and Mitigating Actions

There is a possibility that the interested households take advantage of the Public Transport Pass discounts and they return to previous travelling behaviours once these discounts are over. Continuous marketing efforts may be required.

4.10 - Next Steps

A tender to select a subcontractor that wil take over the house visits is being held. Targeted information on sustainable travel options will be provided during the house visits and a discounted public transport pass will be offered to the households participating in the programme.



ANNEX I



WORKING DAY JOURNEY SURVEY: On the questionnaire below, please indicate the trips you make during an ordinary day in the working week.

PERSONAL DATA		
REF.	ADDRESS	
NAME	TELEPHONE	
SURNAME	E-mail	
AGE	EMPLOYED/UNEM-	
	PLOYED/STUDENT	
GENDER		

Nº	ORIGIN	DESTINATION	MEANS OF TRANSPORT	DISTANCE	DEPARTUR E TIME	JOURNEY TIME	PURPOSE	CAR OCCUPATION
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								

1 Car (driver)	Km	minutes	Time (hh/mm)	1 Journey to work	People per car
2 Car (passenger)				2 Business journey	
3 Motorcycle				3 Education	
4 Public transport				4 Shopping	
5 On foot				5 Leisure	
6 Bicycle					-
7 Other:					



NON-WORKING DAY JOURNEY SURVEY: On the questionnaire below, please indicate the journeys you make on a non-working day.

Nº	ORIGIN	DESTINATION	MEANS OF TRANSPORT	DISTANCE	DEPARTUR E TIME	JOURNEY TIME	PURPOSE	CAR OCCUPATION
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

SPECIAL JOURNEY SURVEY:

CIVITAS ARCHIMEDES

Nº	ORIGIN	DESTINATION	MEANS OF TRANSPORT	DISTANCE	DEPARTUR E TIME	JOURNEY TIME	PURPOSE	CAR OCCUPATION
1								
2								
3								
4								
5								

1 Car (driver)	Km	minutes	Time (hh/mm)	1 Journey to work	People per car
2 Car (passenger)				2 Business journey	
3 Motorcycle				3 Education	
4 Public transport				4 Shopping	
5 On foot				5 Leisure	
6 Bicycle					<u>-</u> '
7 - Other:					



QUESTIONNAIRE

BICVCI E

1 BICYCLE	
1.1 Do you use a bicycle as a means Yes No of transport?	If you do, how many times a week?
If you do, how many times a week and for what kind of journey?	
	1.5 How would you rate this means of transport on a scale of 0 - 10,
1.2 Do you use bike parking racks to park your bicycle (yes) or do you chain it to street furniture (no)?	regardless of whether you actually use it?
If you do not use the racks, why not? Where?	1.6 How would you rate the city's infrastructure (cycle paths, signage) on a scale of 0 - 10?
1.3 Have you noticed that it has become easier to cycle in Donostia – San Sebastián over the last twelve months?	1.7 How would you rate the cyclists using the cycle paths with regard to regulation observance and behaviour to pedestrians and to vehicles, on a
If you have, in what ways?	scale of 0 – 10?
1.4 Do you know about the public bike Yes No	

1.8 Would you	Yes	What would make	e you	use or start to use	a bic	ycle as a means of transport?)
consider the option of using a bicycle as a		Owning a bike	1	Safer bike riding conditions	5	Safety information and straightforward routes	9
means of transport? What reasons or		More cycle paths	2	Incentives	6	Respect from drivers	10
factors would lead you to use one?		Learning to ride a bike	3	Showers at work	7	Other	11
		Everything is OK for my needs	4	Bike loan system	8		
	No						

2.- WALKING

loan service? Do you use it?

2.1 Do you walk as a means of Yes No	7
transport?	2.2 Have you noticed it is easier to Yes No
If you do, how many times a week, how far do walk, and	
why?	months?
Work:	If you have, in what ways?
Leisure:	ii you navo, iii what wayo.
Other:	

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2.3 How would you rate					2.5 How		ould you rate the			
transport on a scale					pedestrians					
regardless of whether yo	ou ac	tually use					behaviour to cyclists			
it?					and to vehic	les,	on a scale of 0 – 10?			
2.4 How would you							rate the road safety in			
infrastructure		avements,			your district,	, on	a scale of 0 - 10?			
pedestrianised streets		oedestrian								
paths) on a scale of 0 - 10	0?									
3 PUBLIC TRANSP	ΛPT									
3 FUBLIC TRANSF	OIVI									
0.4 D			La.	_	0.5 11:				T.	
3.1 Do you use the publ			No				noticed an increase in	Yes	No)
have you used it in the la							number of routes or public transport in			
If you do, which type of pul times a week?	DIIC Tra	ansport, and now	many	y			Public transport in Sebastián in the last 12			
times a week?					months?	oaii s	Sepastian in the last 12			
						hat	have you noticed?			
3.2 When you use publi	ic trai	nenort do Ves	No		ii you nave, w	maı	nave you noticed:			
you change from or			110							
transport to another (bus										
bike, bus to walking?		us, bus to								
If you do, how many times	a wee	ek and which mea	ns of	f	2.6. How we	ld	you rate this means of			
transport do you change be							a scale of 0 - 10,			
g							nether you actually use			
					it?	'I W	lettier you actually use			
					16.1					
3.3 What kind of ticket of	do vo	u use on the nut	lic		0.7		al constant de a situal a	ı		
transport (single-journey							d you rate the city's			
pass, etc.)?	tione	i, buo ouru, mor					ous lanes, bus stops, l information panels,			
What kind and how many t	imes	a week/month/vea	ar do		buses) on a					
you use it?		a wood monanyo	a. uo		buses) on a	Scar	e 01 0 - 10 :			
					0.0 11			1		
							d you rate the buses			
					with regard		to traffic regulation and behaviour to			
							vehicles, on a scale of			
					0 – 10?	anu	vernicles, on a scale of			
					0 - 10:			<u> </u>		
		1								
	Yes						ous to travel in the city?			
consider taking the		More	1		ension of bus	5				
bus as a means of		information		time						
transport? If so, what		More frequent	2	Othe	er	6				
reasons or factors		huses	1	1		1	ĺ			

so?

would lead you to do

More bus

THE CHITCH INTRODUCES GO-KNANCED BY THE ECHICPEN LINES

routes Cheaper fares

No

3

4



4.- OWN VEHICLE

4.1 Do you use your own vehicle as a	Yes	No	If you are, how many times a week?	
means of transport?	L			
If you do, what for and how many times a w	eek?			
Work: Km:				
Leisure: Km:				
Giving people a lift: Km:				
Other: Km:			4.5 What is the vehicle normally used	People per
4.2 Do you use your own vehicle in	Yes	No	for when you travel in it?	car
the city itself?			Work:	
If you do, how many times a week and which	h distr	icts do	Leisure:	
you drive between?		.0.0 00	Giving people a liit.	
Work:			Other:	
Leisure:				
Giving people a lift:			4.6 How would you rate this means of	
Other:			transport on a scale of 0 - 10,	
Other.			regardless of whether you actually use	
			it?	
4.3 Do you usually travel as a passenge	er in th	16		
private vehicle?	,, ,,, ,,,		4.8 How would you rate the city's	
If you do, in what vehicle and how many tim	200 2 14	rook2	infrastructure (roads, road marking,	
In you do, in what vehicle and now many time	ies a w	VCCK!		
			traffic lights) on a scale of 0 - 10?	
			4.9 How would you rate private	
			vehicles as regards traffic regulation	
			observance and behaviour to	
4.4 Are you usually the driver of the	Yes	No	pedestrians and other vehicles, on a	
private vehicle?			scale of 0 – 10?	

4.7 Would you consider the option of	Yes	What would make travel in the city?	What would make you use or start to use other sustainable means of transport to ravel in the city?						
using other sustainable means of		More information	1	Extension of bike loan times	5				
transport? What reasons would lead		Better infrastructures	2	Extension of bus times	6				
you to do so?		More frequent buses	3	Centralised bus and train stops, etc.	7				
		Extension of bike loan scheme	4	Other	8				
	No								



5.- MOTORCYCLES

a motorcycle as a	Yes	No
d how many times a w	eek?	
Unit:	Km:	
	d how many times a w Unit: Unit: Unit: Unit:	how many times a week? Unit: Km: Unit: Km: Unit: Km: Unit: Km:

5.2.- How would you rate this means of transport on a scale of 0 - 10, regardless of whether you actually use it?

5.4 How would you rate the city's
infrastructure (roads, road marking,
traffic lights) on a scale of 0 - 10?

5.5 How would you rate motorcycles as regards traffic regulation	
observance and behaviour to	
pedestrians and other vehicles, on a	İ
scale of 0 – 10?	İ

5.3 Would you consider the option of	Yes	What would mak travel in the city?	•	u use or start to use	othe	r sustainable means of transpo	ort to
using other sustainable means of		More information	1	Extension of bike loan times	5		9
transport? What reasons would lead		Better infrastructures	2	Extension of bus times	6		10
you to do so?		More frequent buses	3	Centralised bus and train stops, etc.	7		11
		Extension of bike loan scheme	4	Other	8		12
	No		•	•			

6.- LIFTS, RAMPS OR ESCALATORS

6.1 Do you use the lifts, ramps or escalators, or have you ever used them?		No	6.3 Would lifts, ramp
If you do, which do you use and how many week?	times a	n e	6.4 How transport regardless

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6.2 Do you know of any lifts, ramps of escalators that are being built or that are going to be built?	No
If you do, which ones?	

6.3 Would you be willing to use the	Yes	No
lifts, ramps or escalators?		

6.4 How would you rate this means of	
transport on a scale of 0 - 10,	
regardless of whether you actually use	
it?	

6.5	How	would	you	rate	the	city's
infras	structi	ure on a	scale	of 0	- 103	?



7.- PROJECT ACCEPTANCE LEVEL

Survey 1

7.1 Do you think the implementation of PTPs by the City Council could be positive for you?		No	If not, why not?
If not, why not?			
			7.4 How would you rate your involvement in the implementation of
7.2 Do you think the implementation	Yes	No	the process? (0% – 100%)

7.2 Do you think the implementation of PTPs by the City Council could be positive for society?	No
If not, why not?	

7.5.- How would you rate the incentives received for implementing the PTPs? (0% - 100%)

Survey 3 months and 6 months after implementation

7.3 Do you th	nink you have	received	Yes	No
	information	during		
implementation of the PTPs?				

7.6 Do you think your mobility behaviour has changed as a result of taking part in this project?	No
If so, why?	

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