2017 CIVITAS FORUM. A4 SESSION:
EQUITY AND SUSTAINABILITY CHALLENGES IN THE URBAN PERIPHERY:
ECCENTRIC PROJECT IN MADRID

2017 September 27th
Torres Vedras, Portugal
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The main challenges for mobility, equity and sustainability

- **Urban challenges**
  - Low income urban peripheries are monofunctional and poorly connected with central city services. High-income residential suburbs are monofunctional peripheries with high impact commuting.
  - Urban density in peripheries is not homogeneous: high density consolidated peripheries go along with low density new development areas
  - New development areas have a long period of very low mobility efficiency

- **Political challenges:**
  - Investments in central city are more politically profitable than in peripheries

- **Economical challenges:**
  - Low land-prices in urban peripheries contributes to urban sprawl and low densities

- **Cultural challenges**
  - High speeds and large sizes of vehicles and unifamiliar housing are yet culturally associated to high social status.
  - Active modes are not yet generally considered as transport modes
Equity and sustainability challenges of mobility in the urban periphery: ECCENTRIC Project in Madrid

How is Madrid addressing these challenges?

- **General City Strategies**
  - Plan A for Air Quality and Climate Change: it contains several guidelines related with equity objectives, especially in terms of reduction of motorised mobility and redistribution of accessibility with active modes.
  - Pedestrian Mobility Director Plan
  - Bicycle Mobility Director Plan
  - Urban Regeneration Strategies

- **ECCENTRIC Project**
  - The whole project (11 measures in Madrid) is based on the idea of the balance center-periphery
  - Some measures are addressing directly this issue:
    - Measure 2.8: Mobility management strategies for vulnerable groups and gender issues
    - Measure 4.6 Pedestrian friendly public space outside the city centre
    - Measure 4.7 Enabling cycling outside the city centre
ECCENTRIC Measure 2.8: Mobility management strategies for vulnerable groups and gender

- Main activities with elderly from three elderly public centres in living lab districts
  - Pupils of Secondary school participated with seniors of Santa Eugenia in the design and shooting of four advertising spots, with the aim of improving the coexistence in the bus.
  - Seniors of Palomeras focused on improving their journey as pedestrians. Through critical walks involving City Council technicians (policemen, engineers and architects), they diagnosed the black spots for their pedestrian quality. Elderly did a lot of pictures to show the problems and they chose an urban area where technical measures are needed.

(Source: Pilar Martín, ECCENTRIC Measure Leader, Municipality of Madrid)
ECCENTRIC Measure 2.8: Mobility management strategies for vulnerable groups and gender

- What have we learned already from our bottom-up approach?
  - Schools’ success depend on how much families and teachers get involved in the project. The more teachers the more likely they will introduce the project in the classroom.
  - As a group, Madrid elderly don’t want to cycle nor take the underground, they usually take the bus or go walking and they are focusing their work on that.
  - Both groups (younger and elder) like our participative methodology and look forward to implement more initiatives.
  - A communication strategy based on spread information on webs and blogs (our STARS blog and schools webs):
    http://eustarsmadrid.blogspot.com.es/2017/06/bicicleta-del-loyola-de-palacio-for.html
ECCENTRIC Measure 4.6: Pedestrian friendly public space outside the city centre

- The main pedestrian network proposed for the district
  - Linking consolidated inner urban tissue and new developments among them and with the central city.
  - Planned from a multidimensional approach

(Source: Marcos Montes, gea 21)
ECCENTRIC Measure 4.6: Pedestrian friendly public space outside the city centre

- The interventions through ECCENTRIC project
  - ‘Paseo de los miradores’ (The Watching-points Promenade), including bike trail (Measure 4.7) : a Metropolitan attractor located in the periphery
  - Pedestrian connection with the Infanta Leonor Hospital under the railtracks
  - Public space qualification

(Source: Marcos Montes, gea 21)
Equity and sustainability challenges of mobility in the urban periphery: ECCENTRIC Project in Madrid

ECCENTRIC Measure 4.6: The Watching-points Promenade

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ECCENTRIC Measure 4.7: Enabling cycling outside the city centre

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(Source: Christian Kirsters, gea 21)
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ECCENTRIC Measure 4.7: Enabling cycling outside the city centre

- The proposed Bicycle Network:

Facilities and economic activity spots

Jobs

Density of activity
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ECCENTRIC Measure 4.7: Enabling cycling outside the city centre

- Planned interventions
Equity and sustainability challenges of mobility in the urban periphery: ECCENTRIC Project in Madrid

ECCENTRIC Measure 4.7: Enabling cycling outside the city centre

(Source: Christian Kirsters, gea 21)
ECCENTRIC Measure 4.7: The Watching-points Promenade

- Linked to the pedestrian intervention (Measure 4.6)

Leyenda

- Equipamientos
- Actividades Económicas
- Deportivos
- Zonas Verdes
- Itinerario ciclista existente
- Itinerario ciclista miradores
- Itinerario peatonal

(Source: Christian Kirsters, gea 21)
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EJE 4. Miradores

ECCENTRIC Measure 4.7: The Watching-points Promenade

(Source: Christian Kirsters, gea 21)
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• QUESTION #2 TO SESSION PARTICIPANTS:

HOW COULD EQUITY BE ADDRESSED BY CIVITAS AND SIMILAR SUSTAINABLE URBAN MOBILITY PROJECTS?

• An integrated and multidimensional approach is mandatory

• The difference between local political and European project rhythms is a very relevant variable to be considered

ARE EQUITY CHALLENGES IN THE URBAN PERIPHERY DIFFERENT FROM THOSE IN THE CITY CENTRE?

• They are narrowly linked: not only the gaps between central city and periphery as problems must be considered but also the continuities, linkages and overlappings as opportunities
Thank you!

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