

Presentation of the ATM, Metropolitan Transport Authority of Barcelona

May'09

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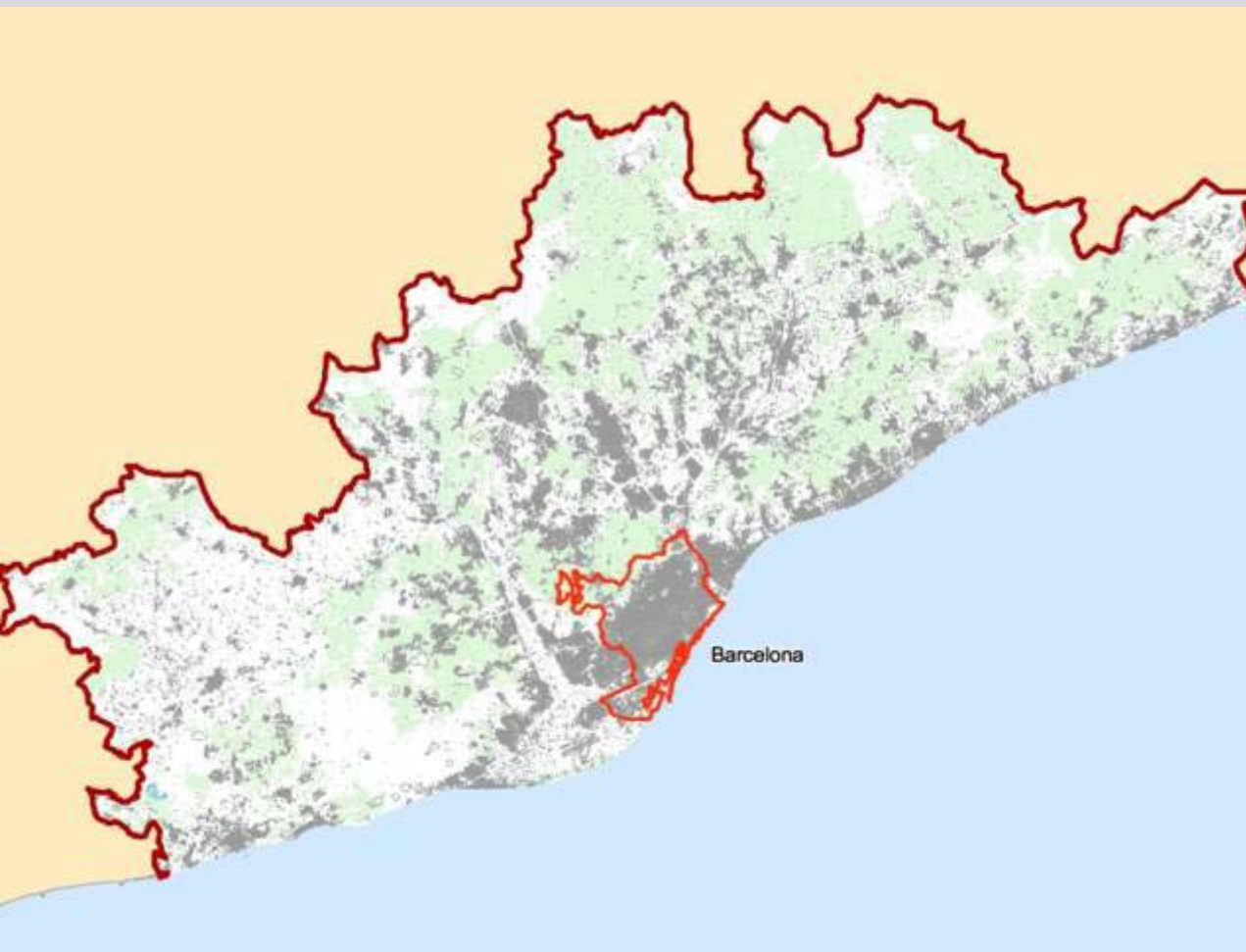
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Catalonia and the Metropolitan Region of Barcelona

Catalonia: 946 municipalities with a surface area of 32,000 km² and a population of 7.4 million inhabitants.



Metropolitan Region of Barcelona



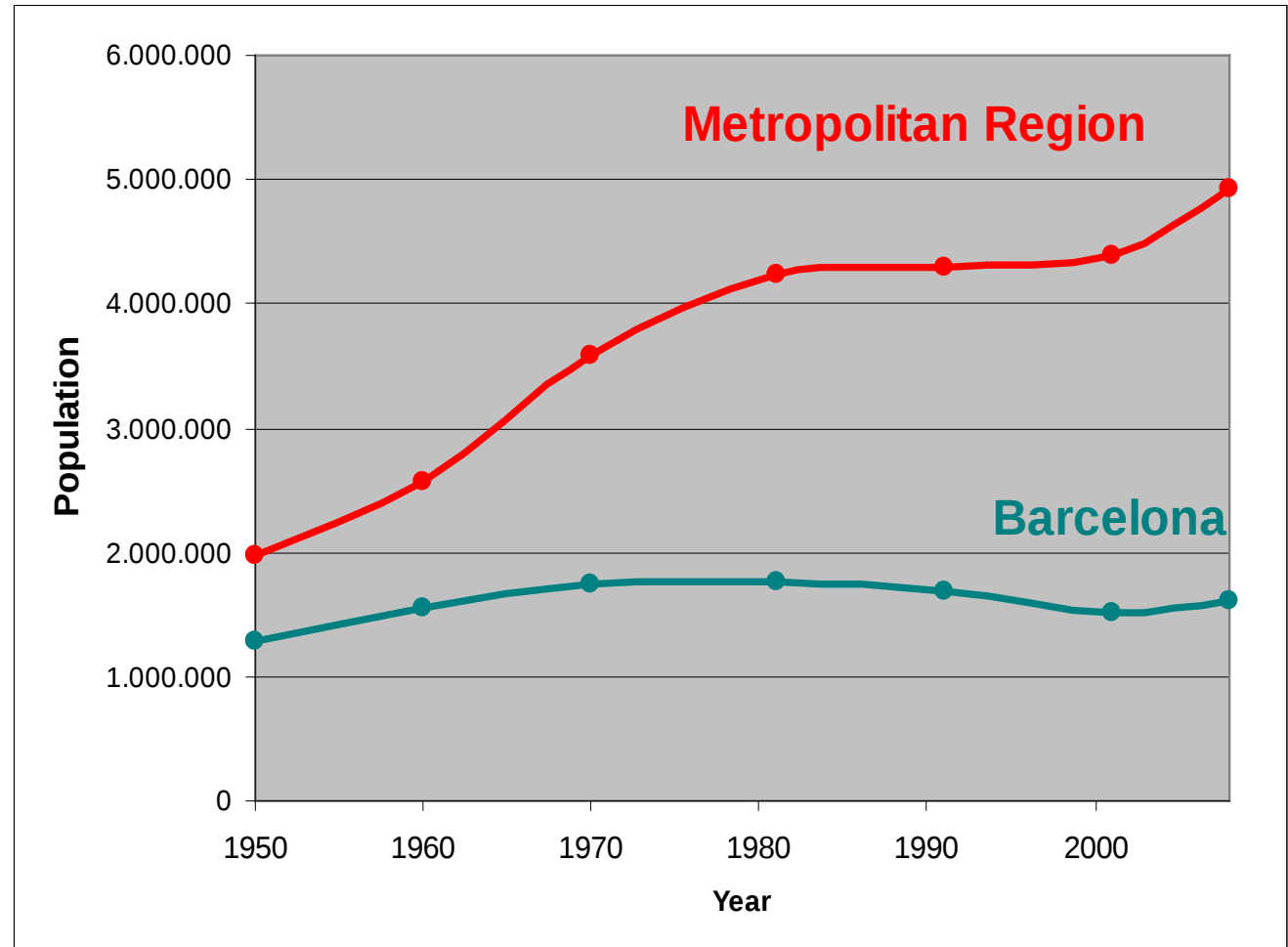
Metropolitan Region of Barcelona:

164 municipalities and
4.8 million inhabitants

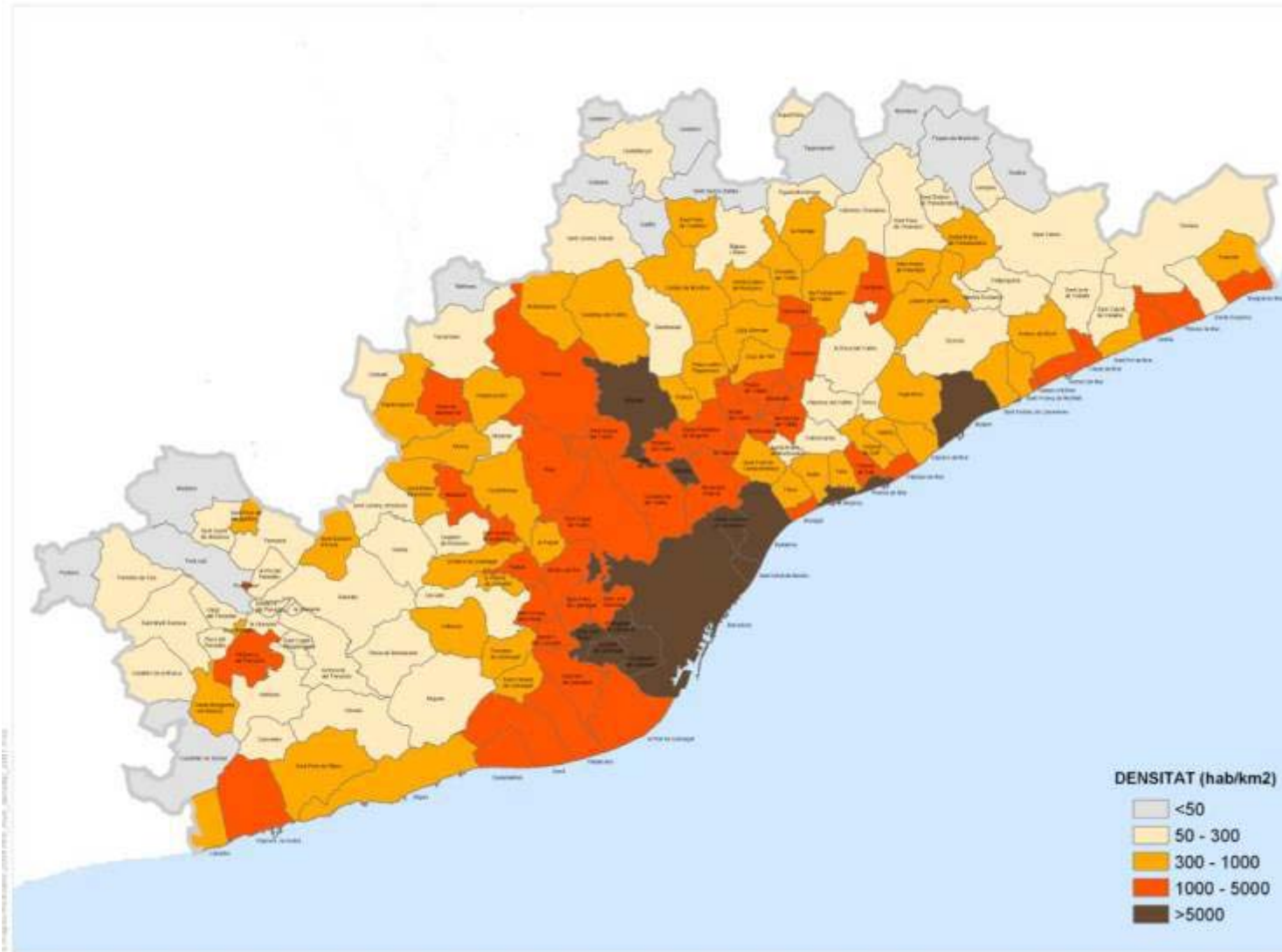
City of Barcelona:

100 km²
1.6 million inhab

Evolution of the population in the Metropolitan Region 1950-2007

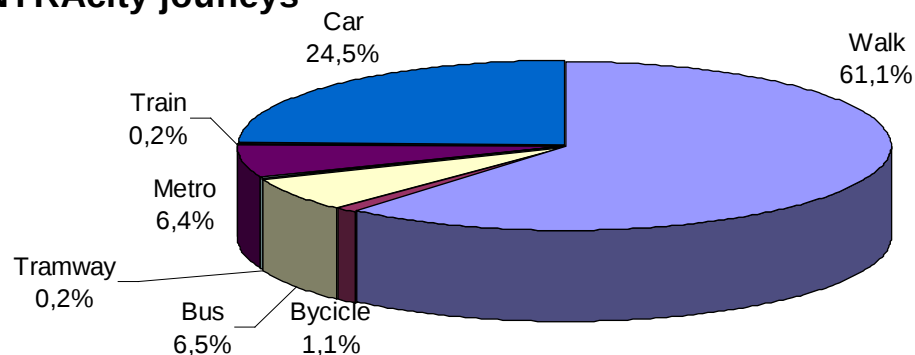


Population density 2008

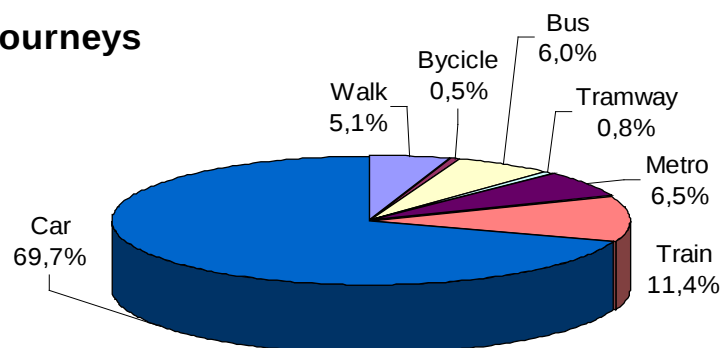


Modal split 2006

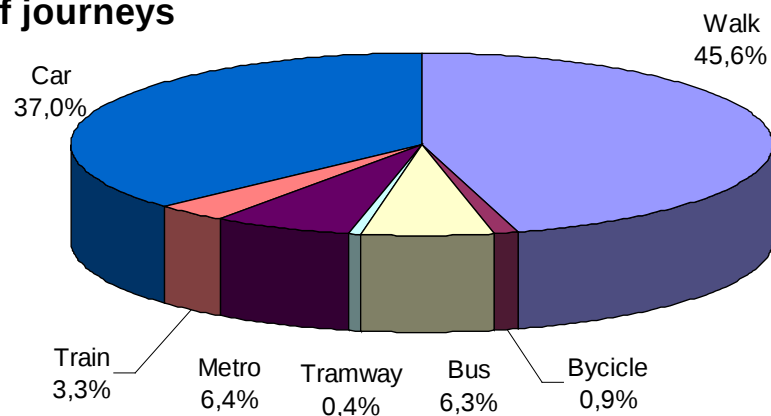
INTRAcity journeys



INTERcity journeys



Total of journeys



Source: Phone survey on
overall mobility, 2006

Railway operators

- *Transports Metropolitans de Barcelona (TMB)*:
Metro and urban bus in Barcelona.
- *Ferrocarrils de la Generalitat de Catalunya (FGC)*:
Underground and local train
- *Rodalies Renfe*: Local train.
- *Tramvia Metropolità*: new tramway, since 2004



Railway network



FGC
Renfe Rodalies

Public transport supply 2008

Railways	Routes	Network (km)	Stations	Trains
TMB Metro	6	88	125	125
FGC	8	145	72	85
Renfe Local trains	6	453	109	170
Tramway	6	29	57	37
Total	26	715	363	417

Buses	Routes	Network (km)	Buses
TMB buses	109	920	1.050
Metropolitan buses	407	2.700	560
Buses of other cities	108	965	240
Total	624	4.585	1.850

Demand: evolution of passengers

The total number of tickets used in the metropolitan public transport system in 2008 was **934.4 million**, a decrease of **.04%** over 2007.

Company	Passengers 2008	Passengers 2007	Absolute increase	Relative increase
Metro	376.4	366.7	10.0	2.7%
TB (City bus)	194.8	210.5	-15.6	-7.4%
Total TMB	571.2	576.9	-5.6	-1.0%
FGC	81.1	79.1	2.0	2.5%
Renfe Local trains	114.4	117.1	-2.7	-2.3%
Tramway	23.1	20.9	2.3	11.1%
Metropolitan buses	103.7	100.8	2.9	2.9%
Other buses	40.9	40.0	.9	2.1%
Total	934.4	934.8	-.4	-0.0%

ATM. Administrations in consortium

The ATM is an inter-administrative consortium whose aim is the coordination of public transport in the Metropolitan Region of Barcelona.

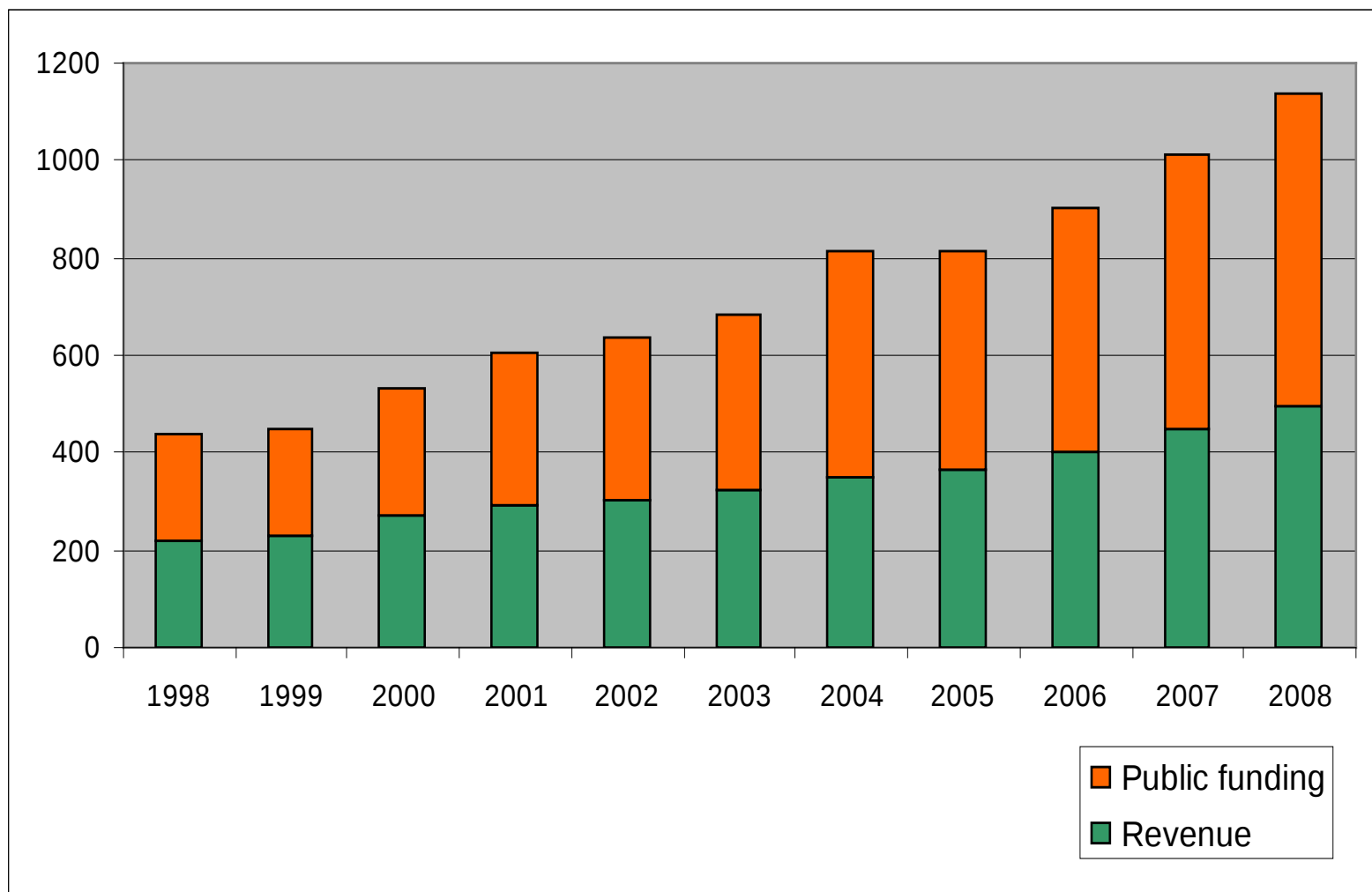
It is made up of:

- Government of Catalonia: 51%.
- Local Administration: 49%.
 - Municipality of Barcelona.
 - *Entitat Metropolitana del Transport* EMT (Metropolitan Transport Body), 18 municipalities.
 - City Council with urban transport AMTU (out of EMT ambit).

The General State Administration is not a member of the consortium but is represented on the Board of Administration as an observer.

Evolution of funding: absolute figures

Figures in millions of €



Pricing

- **All** transport **tickets** form part of the **system**, and the ATM is responsible for pricing.
- **Transport tickets** valid for all modes and all operators within their geographical validation area.
- **Price** according to frequency and duration of journey.
- Ticket validation system: **transfers** are not penalized.
- Ideal **financial coverage** for the system (provided between price income and public subsidies).

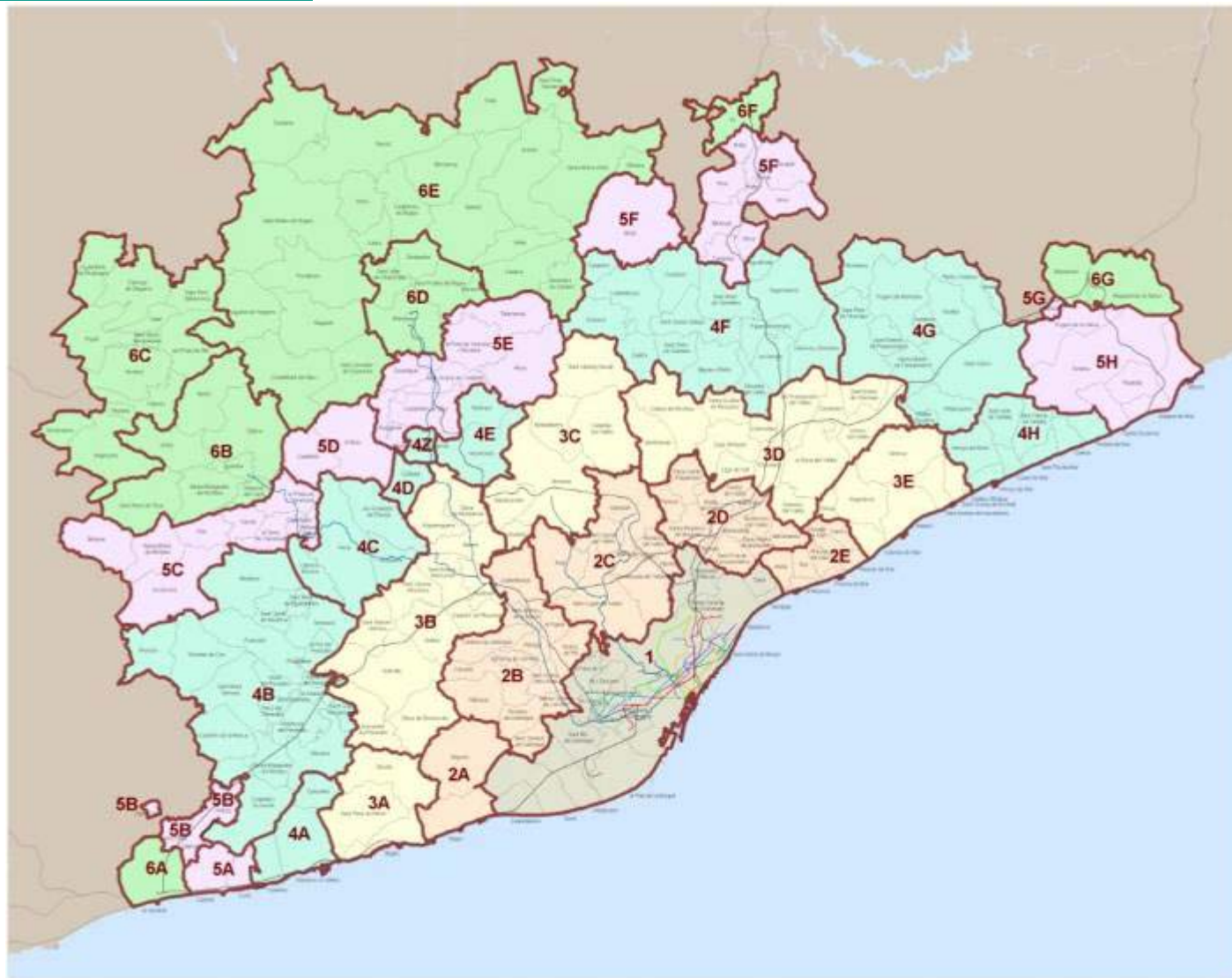
Zoning

- 6 concentric **bands**
- **Zone 1** (or Band 1) is made up of the 18 municipalities of the EMT.
- **8 radial sectors**, based on the preferential mobility corridors of the RMB.
- **Fare Zone**: area resulting from the intersection of bands and sectors.
- Each municipality belongs to only one zone (except for Sitges).

Zoning: **6 crowns and 35 zones**

Map of zones

- Contains the Metropolitan Region
- Extended to the boundaries of FGC & RENFE Local Trains,
- Plus the *comarques* Bages and Anoia since 1st April 2009



The ATM tickets (3)

- The prices are set according to the number of zones crossed on each one of the journeys with a maximum 6 zones.
- The **time** in which the transfer is **not penalised** on integrated tickets is **1h 15 min.** (between the first and last ticket validation) for tickets for **1 zone**, which is increased by **15 min.** for each **additional zone**.
- The **fares approved** by the ATM Board of Directors for the **2009** year (in €) are as follows:

	1 zone	2 zones	3 zones	4 zones	5 zones	6 zones
Single ticket	1,35	2,05	2,85	3,80	4,85	5,70
T-10	7,70	15,40	21,00	27,00	31,00	32,95
T-50/30	31,50	52,80	74,15	92,25	109,00	121,50
T-Mes	45,40	64,00	87,75	107,50	124,00	133,50

Targets reached

- Awareness by the citizens of the existence of a **single fare system** independently of the operator, route or territorial area.
- Absolutely **no** economic **penalisation for transfers**.
- Economic **price equivalence** between rail and bus and transport of public and private companies.
- Creation of a **single image** for the user by means of a single ticketing system.

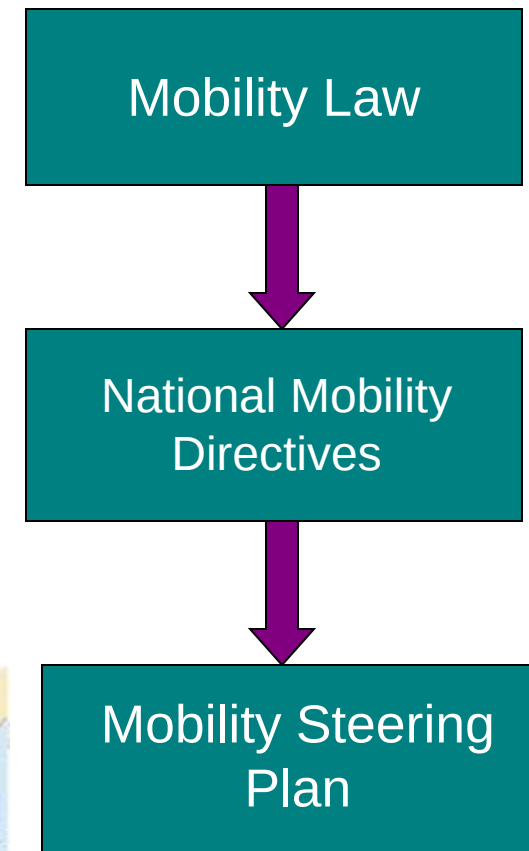
7. The Mobility Steering Plan (pdM)

Aim:

To plan the mobility of the region taking into account all means of transport, passengers and goods and fostering non-motorised forms of journeys.

The Mobility Steering Plan (pdM)

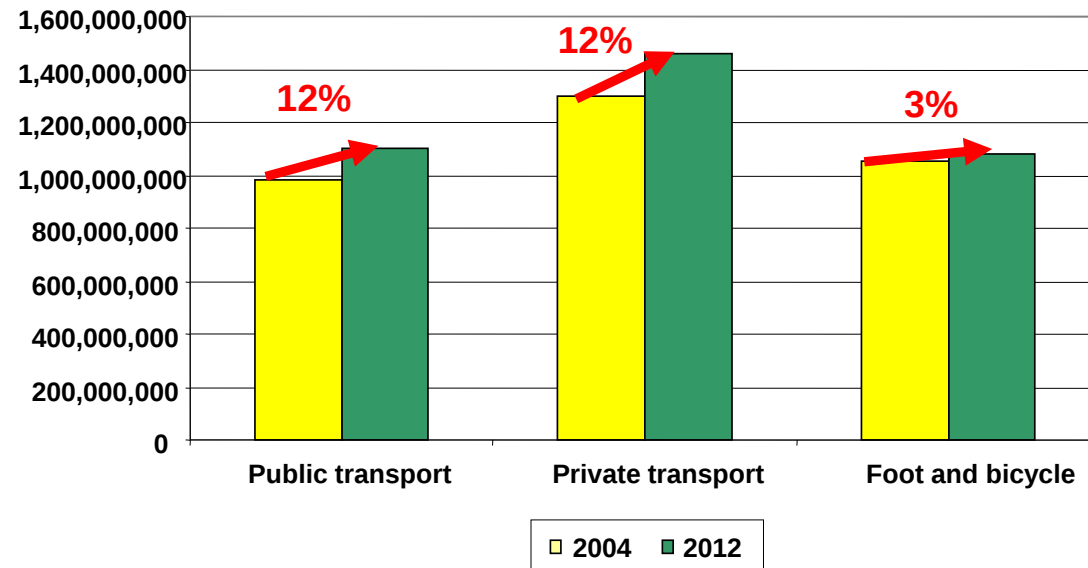
The creation of the BMR Mobility Steering Plan is a consequence of the **National Mobility Directives**, approved by the Regional Government of Catalonia in October 2006 and which are the guideline framework for the application of the Mobility Law (Article 7.1).



Projection of the current trend: mobility

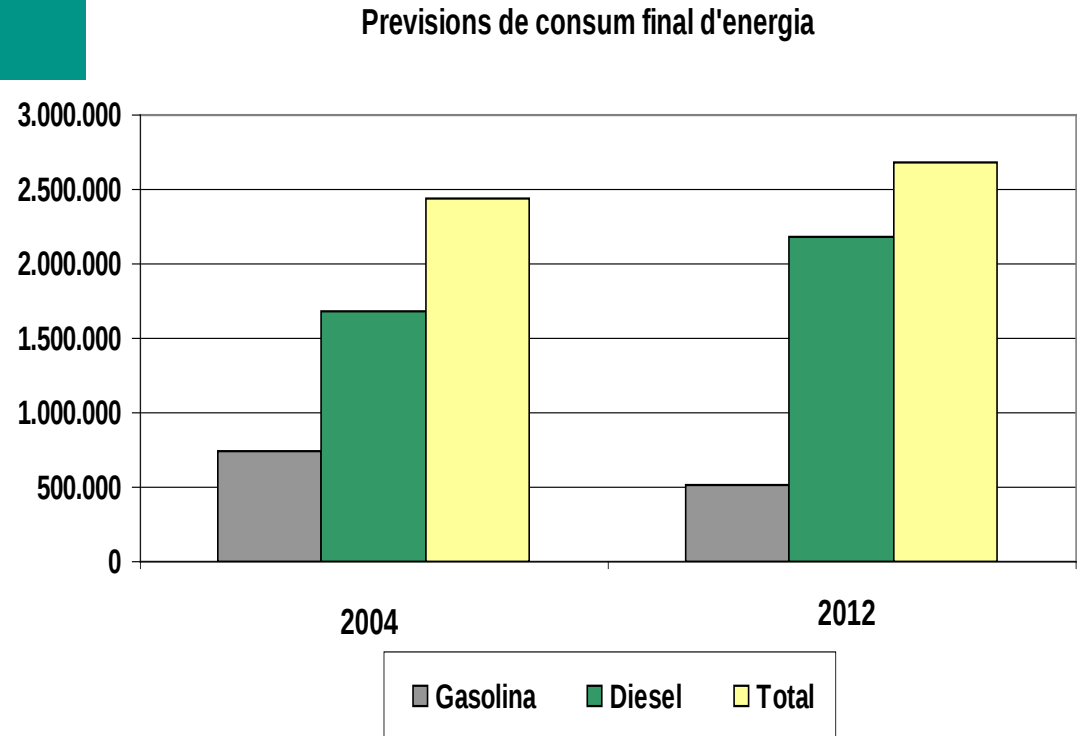
If the Mobility Plan had not been approved and implemented:

Projected trend in total mobility of passengers by type



- Mobility in public transport could grow by 12% over the 8 years of the projection. But this figure would not be sufficient to gain a share in private transport, which is also calculated to grow by 12%.
- Non-motorised journeys will only grow by 3%
- The modal share of railway goods transport would not reach 6 %

Projection of the current trend: energy consumption



- Consumption of fossil fuels will continue to rise, 9% over the 8 years, despite the efficiency of engines.
- CO2 emissions will rise by 12.8%.

Projection of the current trend: pollutant emissions

Emissions of NO_x and PM₁₀ given off by transport will be reduced over the coming years to around 35% and 31%, respectively, thanks to improved vehicle engines.

Contaminants	Total 2004	Total 2012	Variació
Total emissions NO _x	34.319	22.351	-34,87%
Total emissions PM ₁₀	2.988	2.048	-31,46%

**To change the currently mobility patterns and
achieve our commitments**

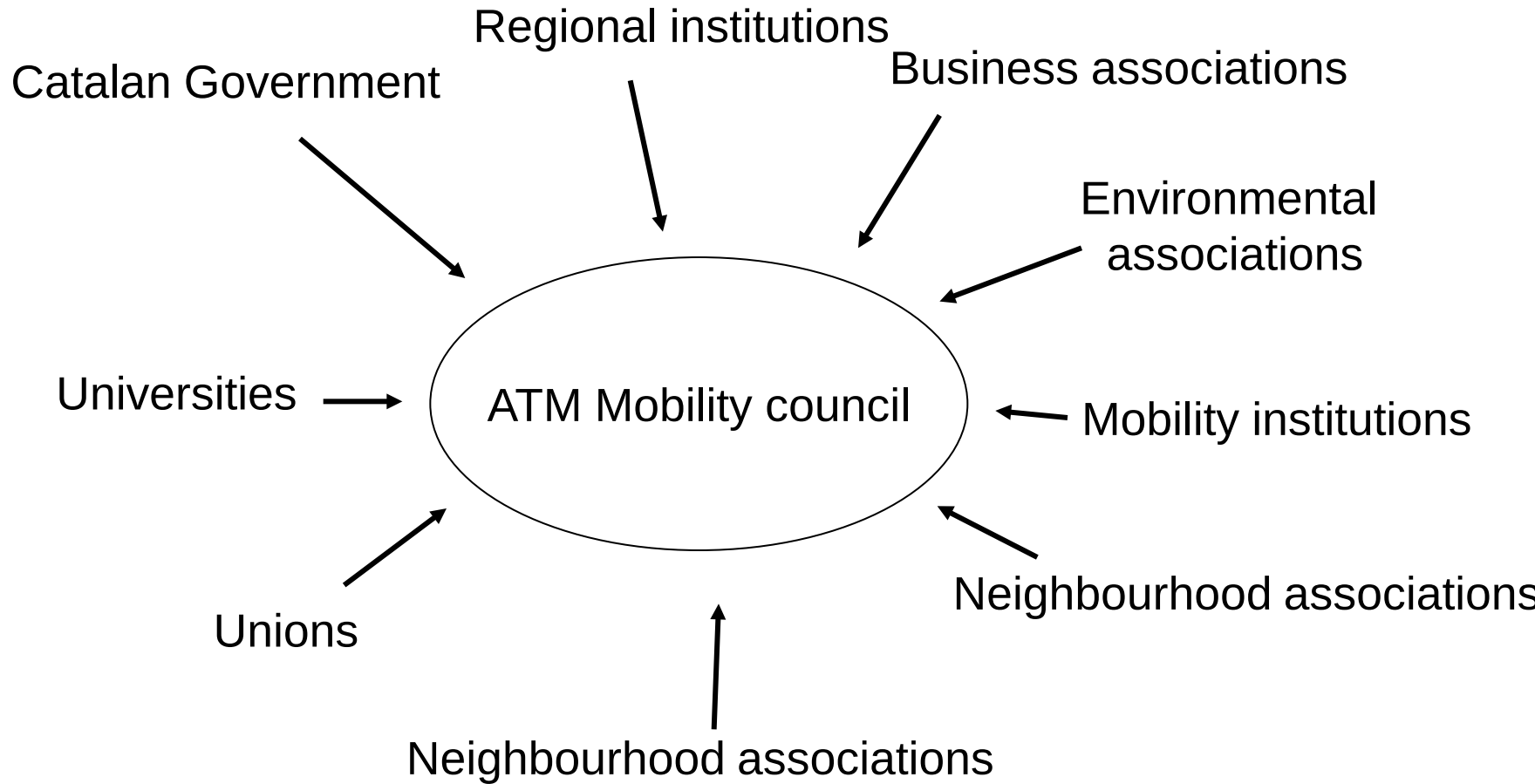
**MMP needs the collaboration
of everybody**

**What are the challenges that we face in the
participation process?**

Participation challenges:

- ▶ to join all the stakeholders and social organizations around a table
- ▶ to launch a participatory process of municipalities and other regional institutions
- ▶ to launch a participatory process of public in general
- ▶ to guarantee technical reliability by means of technical interchange and collaboration with consultants and professional organizations
- ▶ to resolve its interactions with the rest of the plans in the sector

ATM Mobility Council, the heart of MMP



Participation process:

- Institutional → Mobility Council
- Technical → Specific groups
- Citizens → Public meetings / Web
- Counties and cities → County meetings
- Government dept. → Specialized meetings
- News → Electronic magazine

The ATM is maintaining this participation process while the MMP is being executed

Aims of the Mobility Steering Plan (1)

To guarantee public access to the BMR

Increased public transport offer to reach 1,246 passengers by 2012 and improve the interconnection of urban and interurban bus and train networks.

To achieve a safer and more environmentally friendly road network

A 25% reduction in traffic accident victims on BMR roads, establishing surface public transport and more efficient vehicles as a priority, and transforming 185,000 drivers into passengers.

Favouring non-motorised forms of transport, bicycles and walking

Promotion of a 150-km network of interurban cycle lanes connected to railway stations to ensure accessibility for pedestrians to the public transport system.

Aims of the Mobility Steering Plan (2)

To improve the efficiency of the logistics and goods distribution system

Reduced transport unit costs and the establishment of strategies to favour competitiveness and energy improvements of companies.

To improve the quality of the environment and contribute to climate preservation

Reduced transport system emissions: CO₂ by 20.5% and particles of less than 10 micros by 48%, promoting cleaner mobility which favours the use of public transport and vehicles with alternatives to fossil fuels.

Core actions of the Mobility Steering Plan (2)

EA1: Coordinar l'urbanisme amb la mobilitat

EA2: Fomentar una xarxa d'infraestructures de mobilitat segura i ben connectada

EA3: Gestionar la mobilitat i afavorir el transvasament modal

EA4: Millorar la qualitat del transport ferroviari

EA5: Assolir un transport públic de superfície accessible, eficaç i eficient

EA6: Modernitzar l'activitat logística i accelerar les infraestructures ferroviàries de mercaderies

EA7: Garantir l'accés sostenible als centres de treball

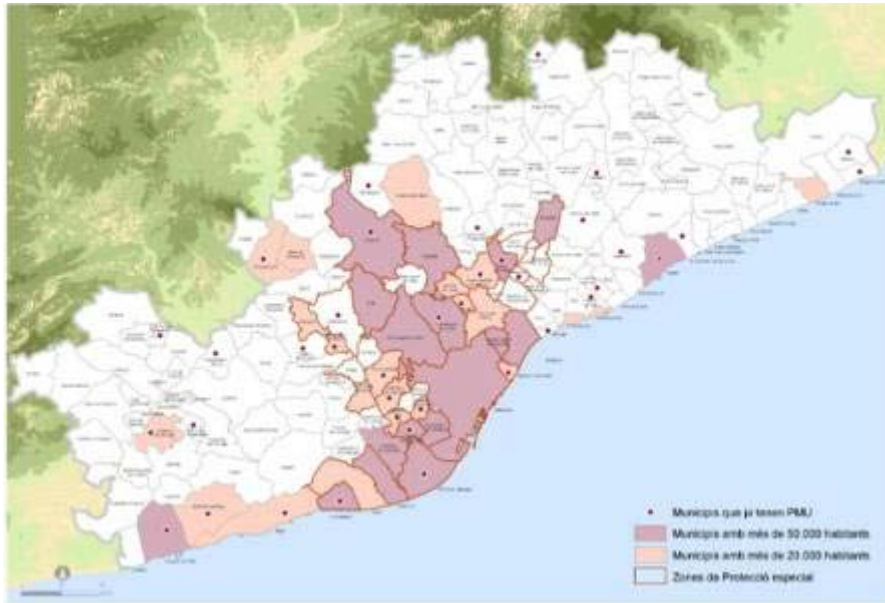
EA8: Promoure l'eficiència energètica i l'ús dels combustibles nets

EA9: Realitzar una gestió participativa dels objectius del Pla Director de Mobilitat

Established in 91 measures

CA1. Coordinating urban development with mobility

Aim: to stop the rise in the average distance of journeys in the BMR and extend sustainable mobility planning to all regional and functional areas where it is required



50 municipalities have to draw up a Local Mobility Plan

The pdM proposes a mobility assessment regulation for new logistics spaces

CIM Vallès



CA2. Fostering a safe and well-connected network of mobility infrastructures

Aim: to guarantee a well-connected safe network of interurban infrastructures for all means of transport.



Action in 87 locations

A 20% reduction in road accident victims



150 km of cycle lanes
and 30 car parks

CA3. Managing mobility and favouring modal transfers

Aim: to modify the excessive use of private vehicles in interurban journeys through mobility management.



12.000 nuevas park & ride spaces



Speed management on the C-32

CA4: Improving the quality of railway transport

Aim: to provide an improved railway service and guarantee the integration of networks



New local trains scheme

Passenger numbers are expected to rise to 721 million a year over all forms of railway transport



Incorporation of 100 new metros

CA5: Achieving accessible, effective and efficient surface public transport

Aim: to guarantee quality surface public transport that competes with private vehicles in terms of journey time.



Abril 2007

BUS RÓTULA DE LA UAB (HUB)

pdM

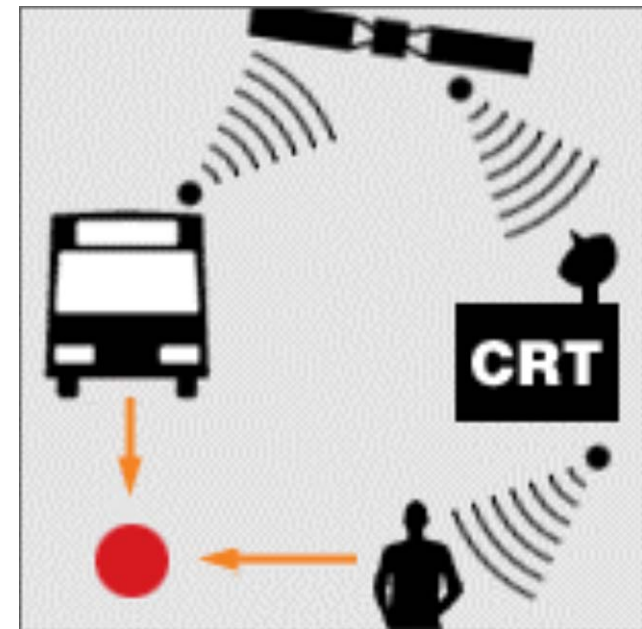
320 new interurban buses for an additional 20 million passengers

CA5: Achieving accessible, effective and efficient surface public transport (2)



Bus lanes at access points to 7 cities

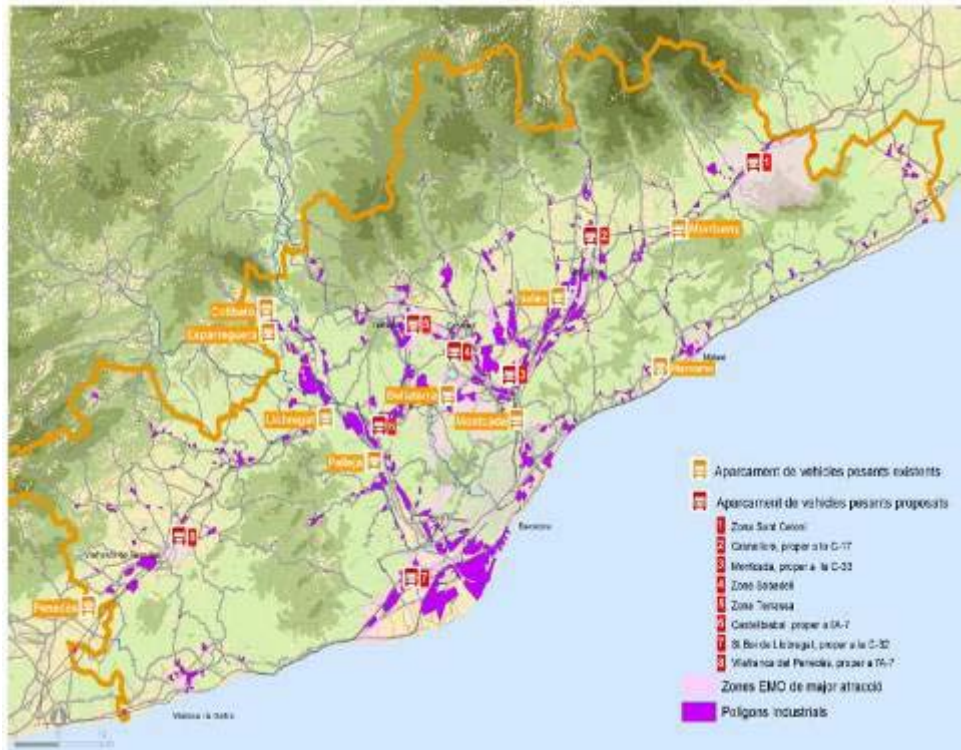
Aim: to guarantee quality surface public transport that competes with private vehicles in terms of journey time.



100 % of the fleet with incorporated communication system

CA6: Modernising logistics activity and accelerating railway goods infrastructures

Aim: to foster an efficient logistics system and minimise unit goods transport costs



8 new heavy vehicle car parks

Proposed tripling of tons/km transported by railway

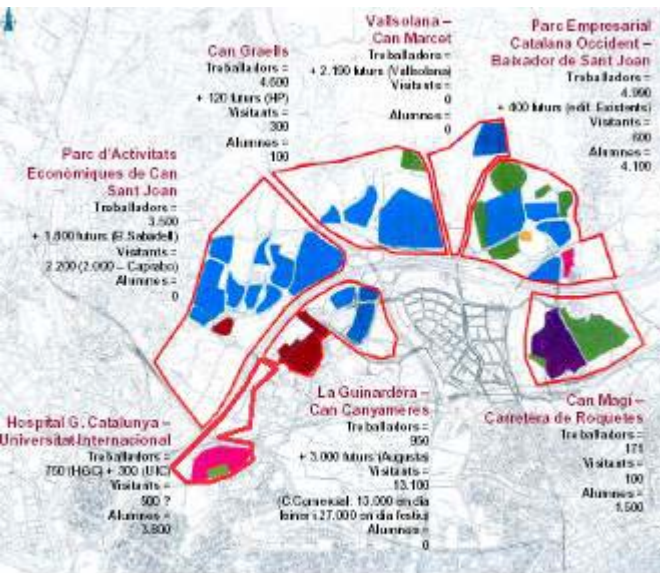


CA7: Guaranteeing sustainable access to places of work



Car-share website portal to increase vehicle occupancy by 10%, up to an average of 1.43 people

Aim: to guarantee access by public transport and non-motorised means to the mobility generating centres in the Metropolitan Region.



64 mobility generating centre (MGC) mobility plans



Promotion of nocturnal logistics

CA8: Promoting energy efficiency and the use of clean fuels

Aim: to reduce energy consumption from fossil fuels, of greenhouse effect gas emissions and air pollutants produced by the transport system.



To achieve 1,735 buses and coaches with natural gas or hybrids



Over 14,000 efficient driving courses and 185,000 people participating in private vehicle and lorry efficiency measures

CA9: Carrying out participative management of Mobility Steering Plan aims



A guide to draw up City Mobility Plans: a commitment to mobility training

Aim: to guarantee the participation and implementation of all agents that affect mobility in the BMR to achieve the necessary synergies to ensure the success of the aims proposed by the pdM.

To double the number of municipalities committed to Sustainable Mobility Week and involve businesses in it

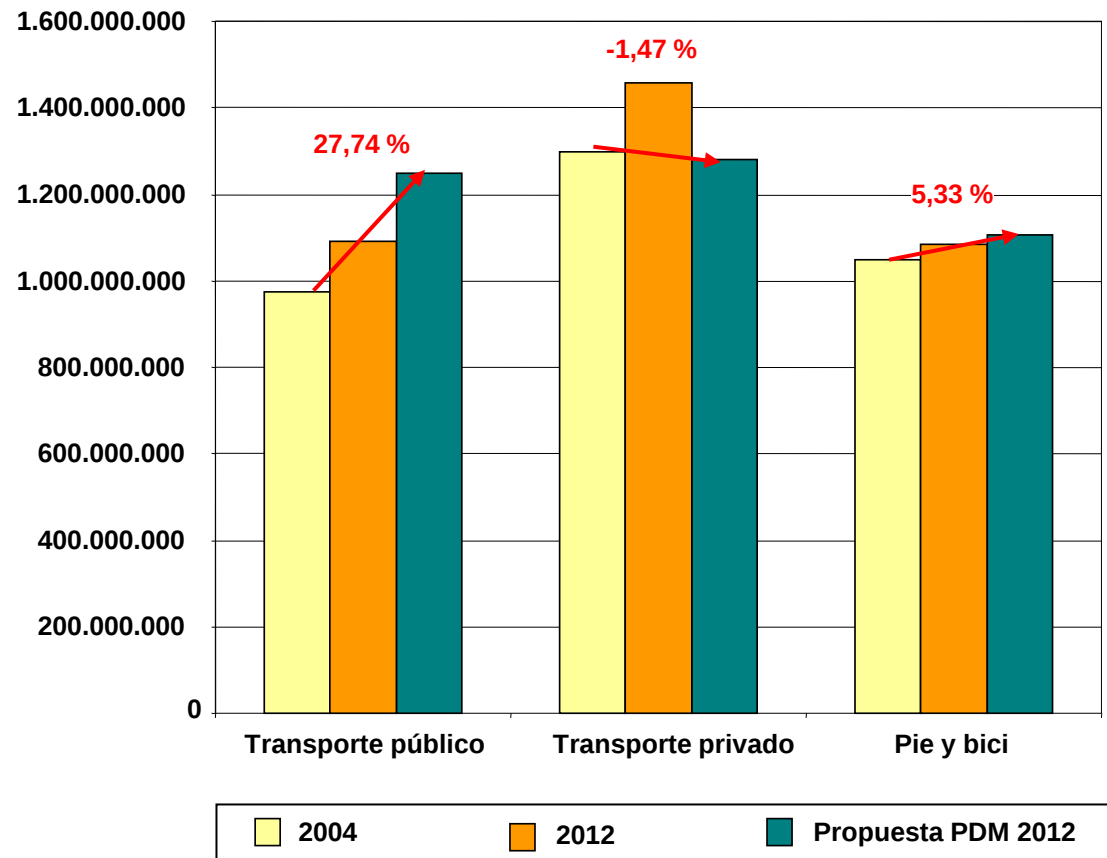
**DEIXAR EL COTXE
ÉS CADA COP MÉS FÀCIL**



**Setmana de la Mobilitat
Sostenible i Segura**
Del 22 al 29 de setembre

Achieving the aims (1)

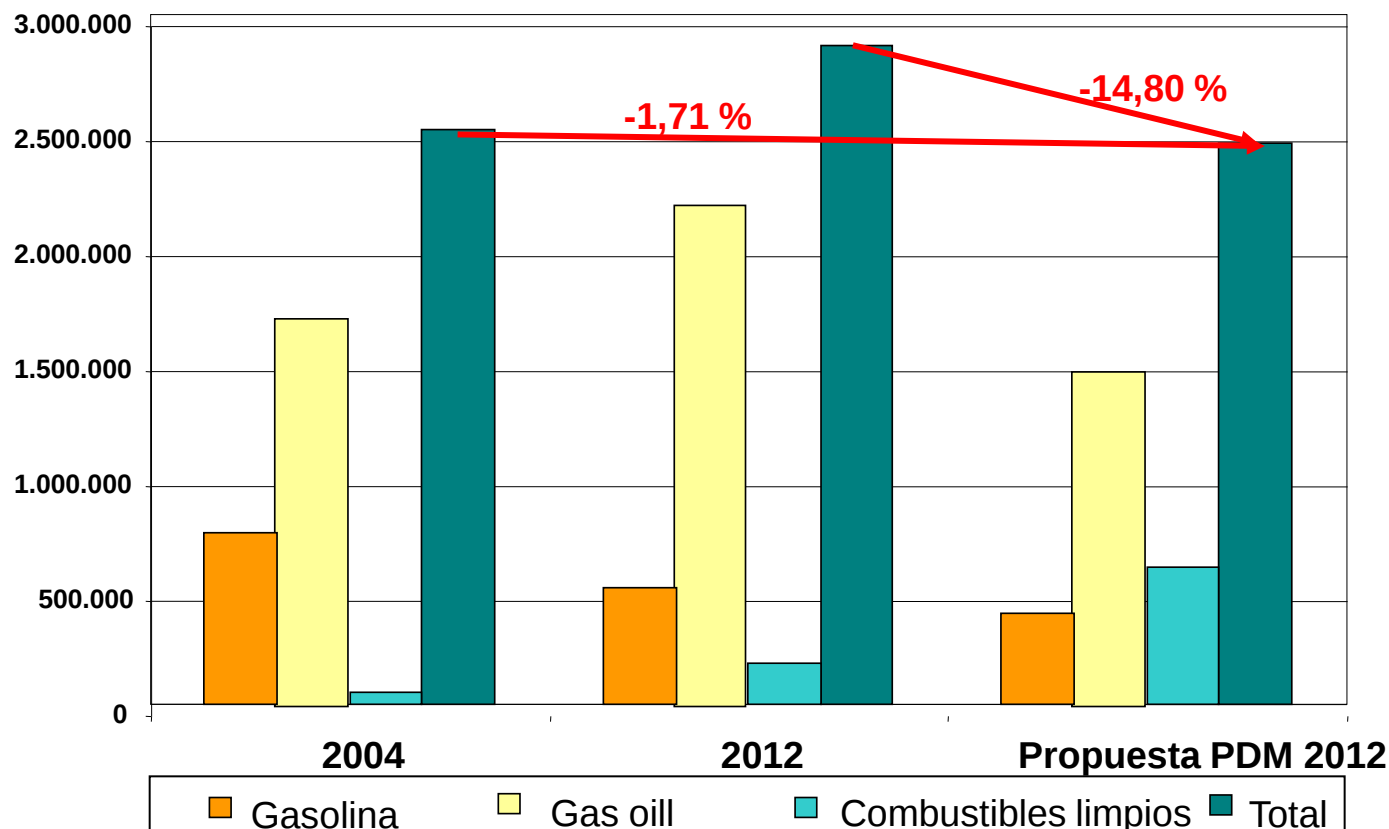
- 1,246 M passengers on public transport by 2012, 35% more than 2004.
- Achieve a proportion of 2/3 public and non-motorised transport, 1/3 private vehicle.
- A 5% increased emphasis on public transport as opposed to private vehicles



Promoting a modal change in demand towards more sustainable means

Achieving the aims (2)

Moderating consumption
and reducing transport
energy intensity



- A 50 to 595 Ktep rise in sustainable fuels.
- 25% reduction in the consumption of petrol and gas oil.

Achieving the aims (3)

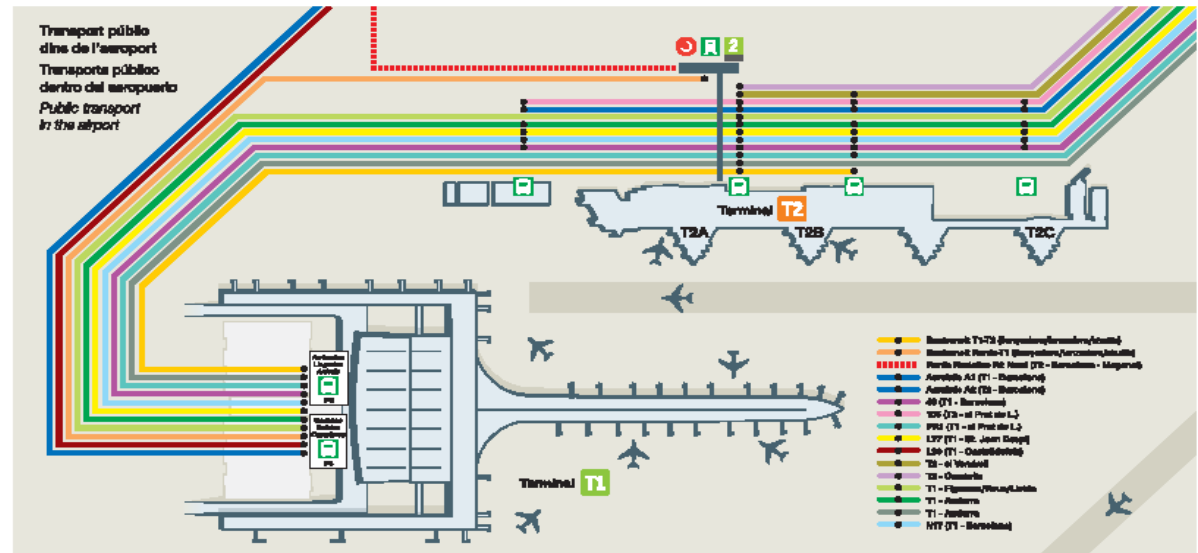
Reducing the contribution of mobility to climate change

CO2	2004	2012	2012 Prop.	Variación Prop. / 2004	Variación prop. / tend
Total	7,3	8,3	5,8	-20,5%	-29,6%

The actions proposed in the pdM achieve a reduction in CO₂ emissions by over 20%.

Monitoring of the performance of the MMP

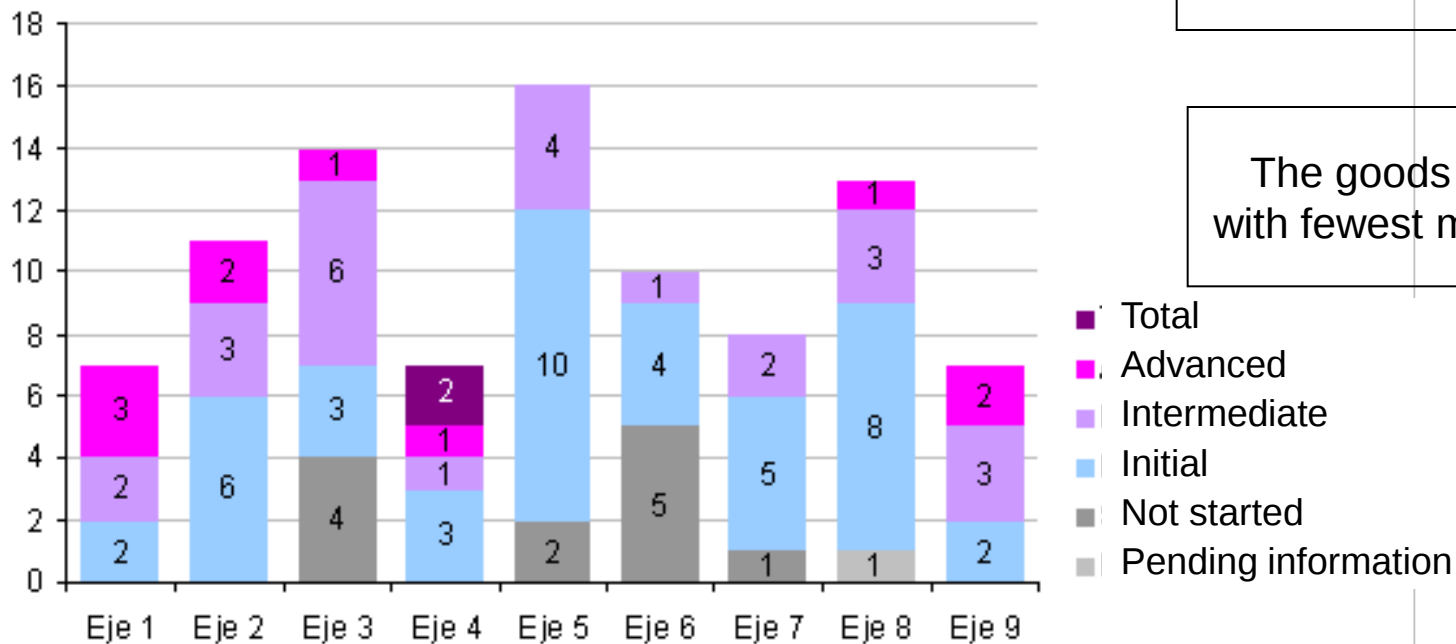
July 2010



Number of measures per axis according to the degree of execution

The MMP had 80 measures up and running of 93 planned. 37 with a good degree of execution.

Number of measures per axis according to degree of execution



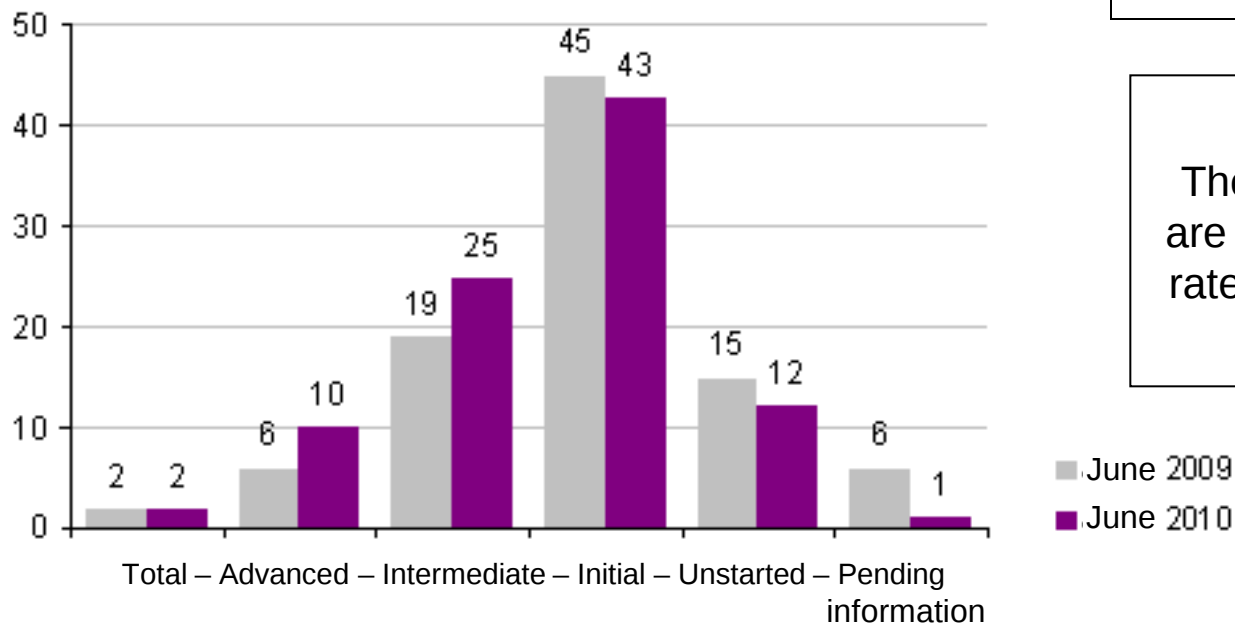
The territorial (1) and participative (9) axes are those most widely executed

The goods axis (6) is that with fewest measures started

Number of measures per axis according to the degree of execution

The evolution of the execution of the measures is correct and generally according to plan.

Number of measures according to degree of execution with respect to the previous year

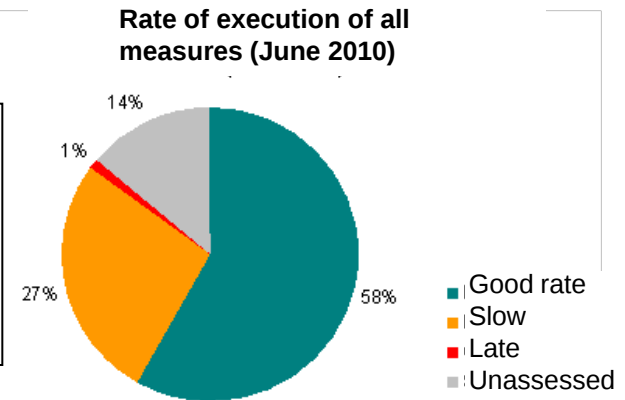


Some of the measures under started are under revision: the most obvious case is the fostering of bio fuels

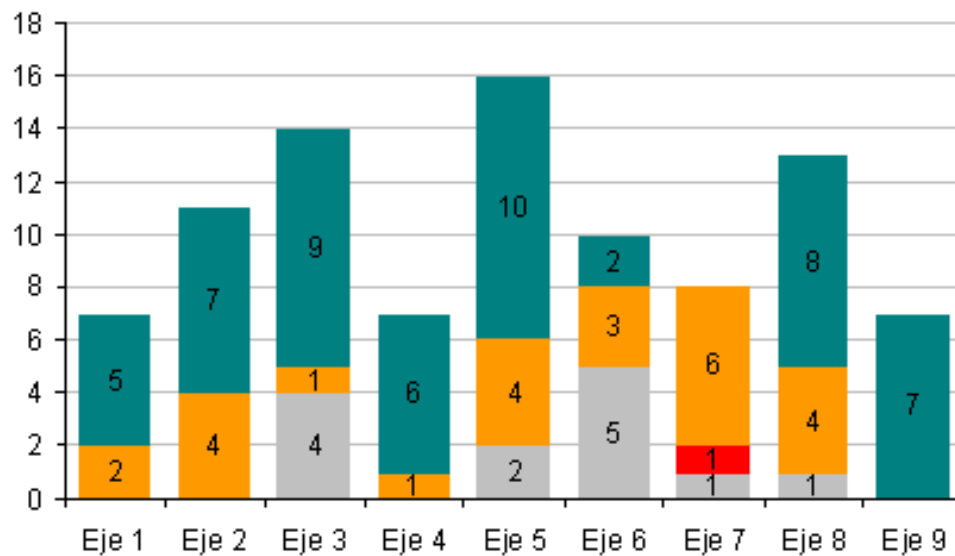
The measures started in 2010 are generally moving at a faster rate than those already running

Rate of execution of all of the measures

The evolution of the rate of execution of the measures it is stable. It is considered that 28% of measures should be accelerated.



Number of measures per year according to rate of execution



Axes 1, 2, 3, 4, 5, 8 and 9 have more than 50% of the measures going at a good rate

The axes of goods (6) and working mobility (7) are those going slower in percentage terms.

Evolution of the operative objectives

Objectives	Value 2006	Value 2008	Target Value	Target Increase 2006-2012	Increase 2006-2008
To reduce the individual cost of the trip					
Individual costs of public transport (€/passenger-km)	0.559	0.580	0.518	-7.2%	3.9%
Individual costs of private transport (€/passenger-km)	0.719	0.737	0.612	-15.0%	2.5%
To minimize the average distance of the trips					
Average distance of the trips on a working day (km)	6.6	-	6.8	2.5%	-
To enhance the modal change of metropolitan mobility					
Proportion on foot and bicycle of all trips (%)	45.00%	45.64%	43.5%	-3.3%	1.4%
Proportion of public transport in all trips (%)	18.30%	19.21%	21.2%	16.1%	5.0%
Proportion of powered private vehicle in all trips (%)	36.70%	35.15%	33.2%	-9.5%	-4.2%
To reduce the externalities of the transport system					
Total external costs of transport (million €)	5,925	5,775	5,082	-14.2%	-2.5%
To moderate the consumption and reduce the energy intensity of transport					
Total energy consumption (thousands tep/year)	2,293	2,254	2,167	-5.5%	-1.7%
To reduce the contribution of the mobility system to climate change					
CO2 emissions not counting biodiesel (thousands of tons / year)	6,866	6,667	5,248	-23.6%	-2.9%
To reduce the atmospheric pollution resulting from transport					
PM10 emissions (tons / year)	2,436	2,220	1,278	-47.5%	-8.9%
NOx emissions (tons / year)	38,771	35,292	25,048	-35.4%	-9.0%
To reduce the accident rate					
Number of mortal accidents / 10M. vehicles-km	0.062	0.049	0.060	-2.6%	-31.9%

Plans de Mobilitat a CGM a l'RMB

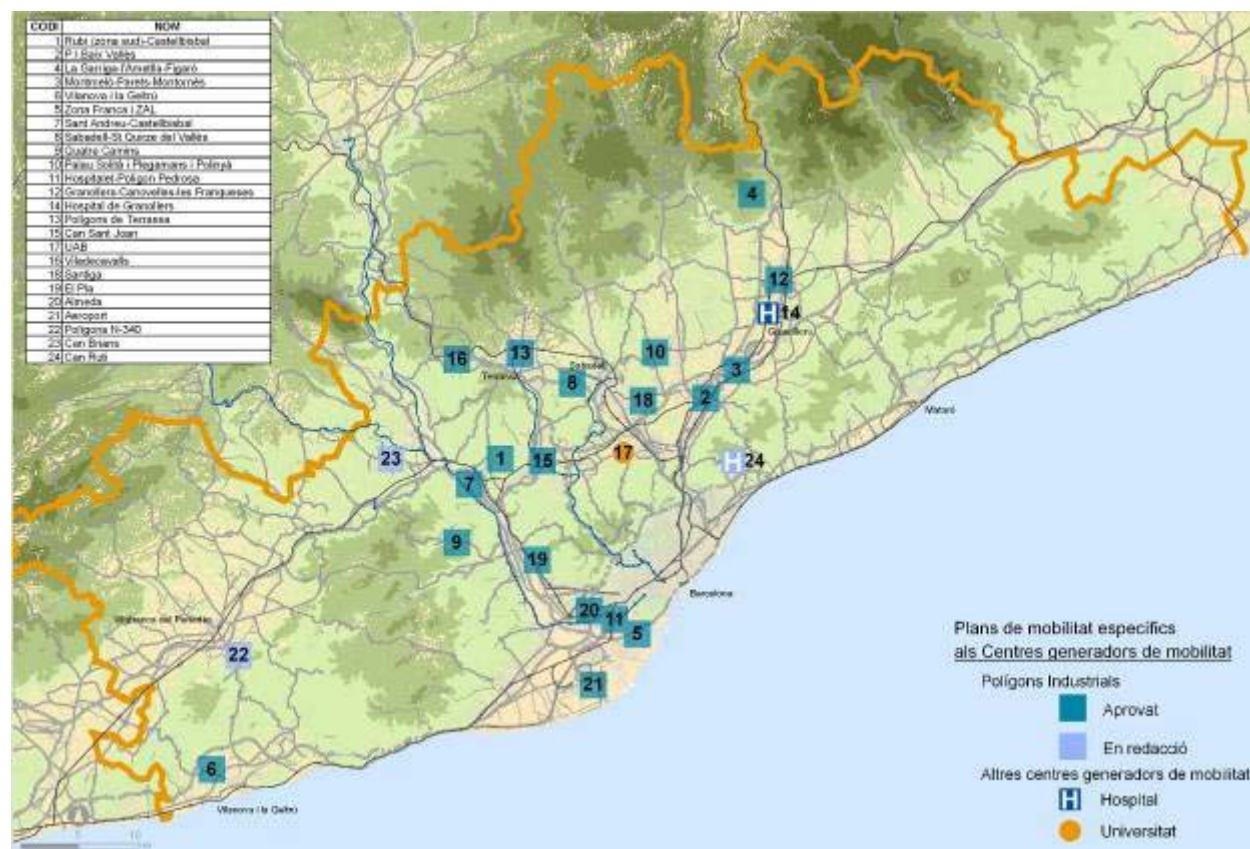
21 plans aprovats i 3 en redacció.

S'ha actuat en:

143 polígons industrials,
3 hospitals i una universitat.

Afecten uns 250.000
treballadors/ es

i més de 220.000 visitants

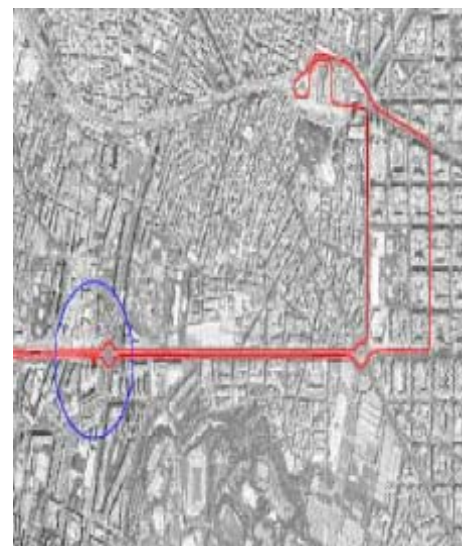


Ciutat de la Justícia

**2.500 treballadors/es i 10.000 visitants / dia
→ 31.125 viatges/dia. 15.600 en transport
públic i 6.400 de vianants i bicicletes**

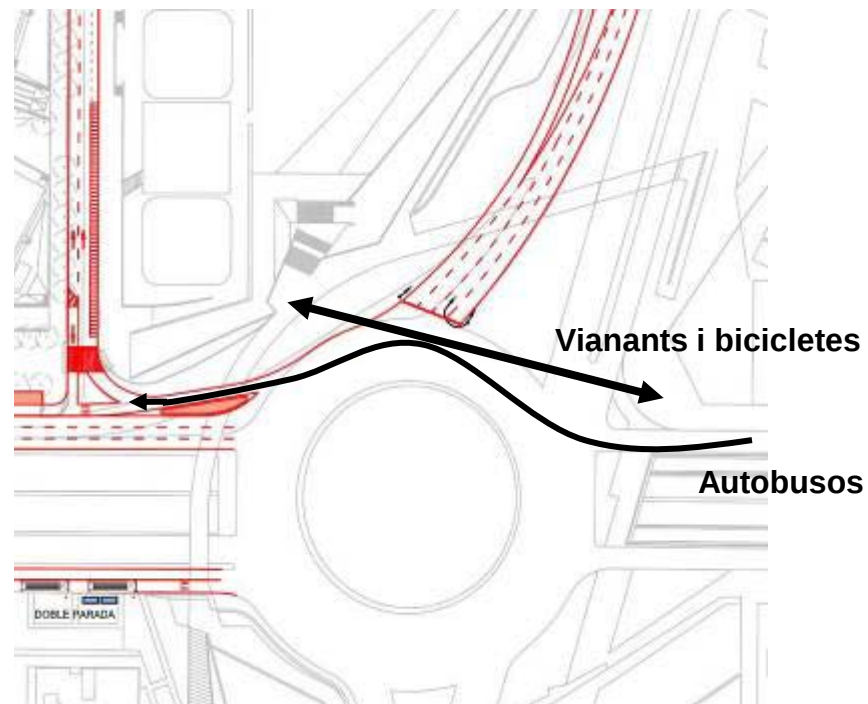
Propostes més destacades:

- Nova línia 109 exprés Sants – CJ i
- Modificar i incrementar 4 línies de bus: 109, L52, L82 i L85
- Millora d'accessos a Estació Santa Eulàlia L1 i Idelfons Cerdà d'FGC
- Reforma plaça Cerdà que permet una xarxa de bicis i vianants ben connectada
- 1.330 places d'aparcament de cotxe i 776 de moto
- Incorpora la figura del gestor de mobilitat i el web de cotxe compartit



Ciutat de la Justícia

Remodelació de la plaça Cerdà



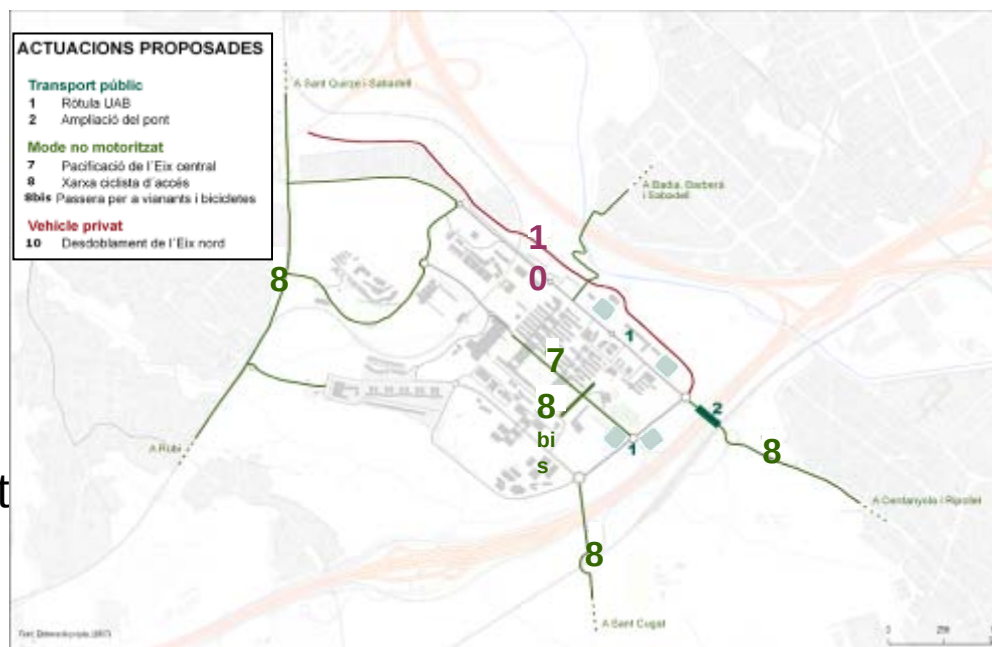
Universitat autònoma de Barcelona

37.911 persones Comunitat universitària i 8.179 persones altres activitats → 220.000 viatges/dia.



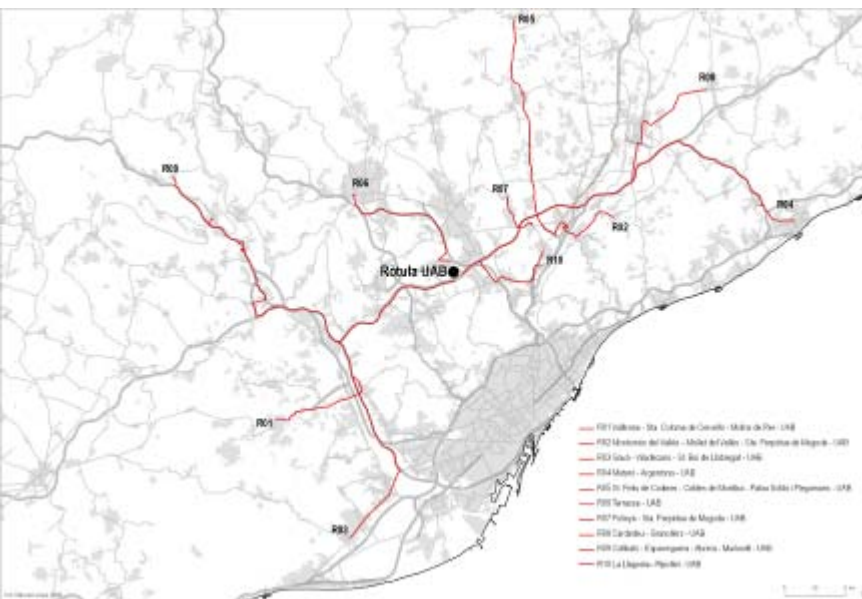
Propostes més destacades :

- Es proposa un intercanviador amb 10 noves línies de bus.
- Una nova passarel·la per a vianants i bicicletes que salva el desnivell Est – Oest del campus.
- Pacificació dels vials interns.
- Proposa endreçar i regular les 6.690 places d'aparcament lliures.
- Consolida la figura de gestor de mobilitat i el web de cotxe compartit.
- A mig termini queda preparat per a la interconnexió tramvia - Ferrocarril



Universitat autònoma de Barcelona

Nou intercanviador per a 10 línies d'autobús



Aeroport del Prat. Inauguració T1

**12.130 treballadors/es, realitzen
27.000 desplaçaments i 84.200
passatgers/es que fan 187.000
desplaçaments / dia**

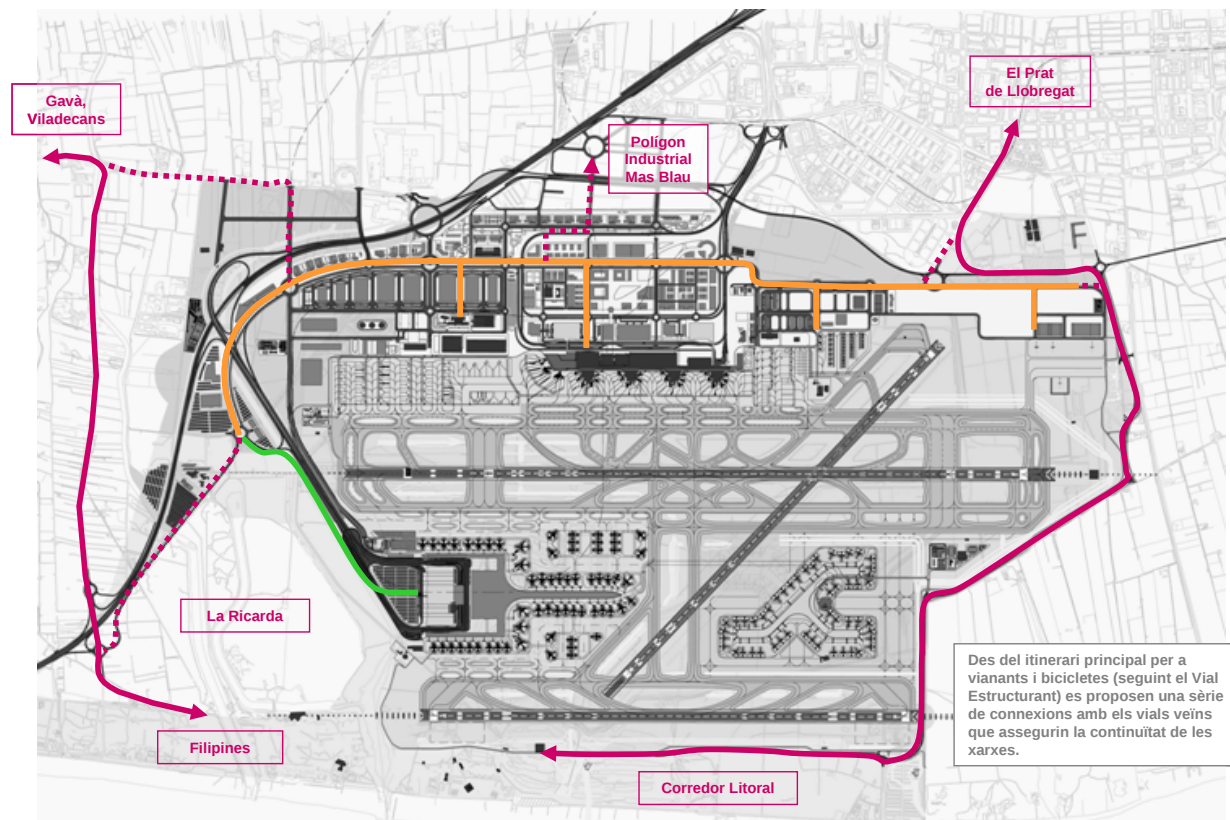
Propostes més destacades :

- Connexió interna entre terminals a 6' tipus llançadora.
- Llançadora RENFE – T1.
- Modificar, allargar i reforçar les línies de bus actuals (46, PR1 i N-17, aereobus) + regionals.
- Propostes no motoritzats i gestió de la mobilitat.
- Nova xarxa de bicicletes i vianants pel vial estructurant i connectada amb els municipis més propers



Aeroport del Prat. Inauguració T1

Connexions per a vianants i bicicleta amb els municipis veïns I nou carril bus a la T1

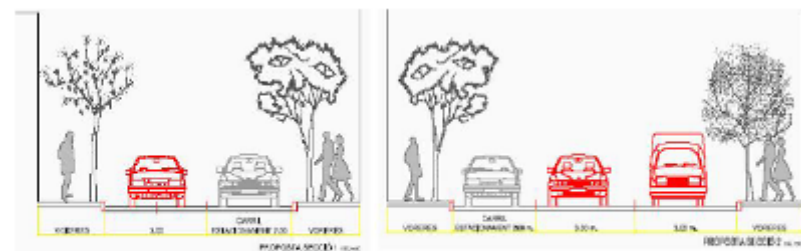


Polígons Almeda, Camí del Mig

**15.000 treballadors/es i 5.000 residents;
50.000 desplaçaments / dia.**

Propostes més destacades :

- Millora del servei de bus que cobreixi la zona sud del polígon, actualment desatesa, alhora que connecti amb estacions de ferrocarril properes.
- Foment de l'ús de la bicicleta (carrils bici, aparcament de llarga durada en estacions de FFCC, dotació de bicicletes als treballadors, etc.)
- Actuacions urbanístiques que fomentin els mitjans més sostenibles: remodelació del C/Sant Ferran com eix central dels Polígons



Proposta de seccions en el carrer Sant Ferran.

Secció 1 pel tram entre B-200 i Maria Fortuny. Secció 2 pel tram entre Maria Fortuny i Tirso de Molina

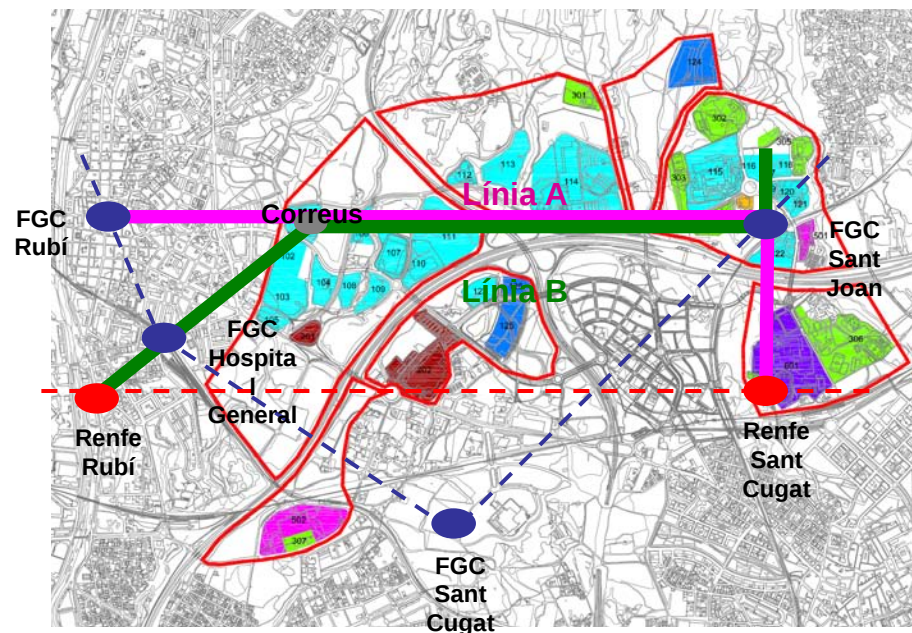
Polígon Can Sant Joan

12.800 desplaçaments de treballadors/es i 29.300 visitants/ dia

Propostes més destacades :

- Reforçar l'actual línia de bus Can Sant Joan i portar-la fins FGC Rubí i RENFE Rubí (en 2 fases).
- Millorar la urbanització: enllumenat i accessibilitat.
- Completar la xarxa iniciada de carrils bicicleta.
- Regulació de l'aparcament als carrers i la

Via interpolar



Plans de Desplaçaments d'Empresa a l'RMB

Lluís Alegre Valls
Cap del Servei de mobilitat



Març 2010

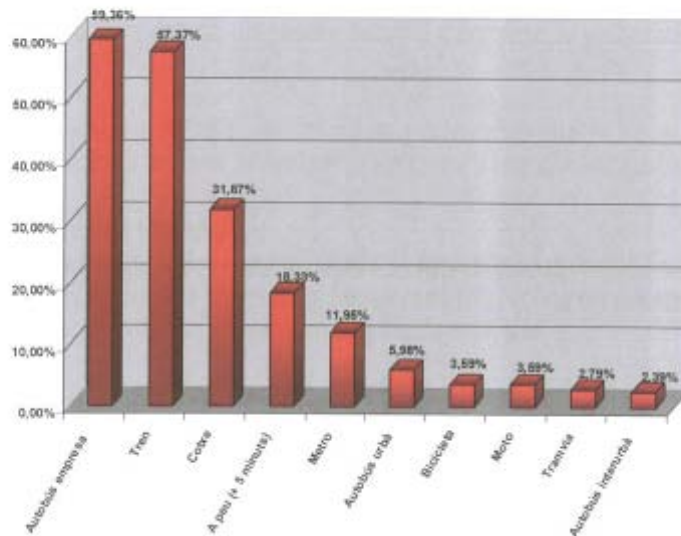
Diagnosi PDE: Localització empresa i demanda



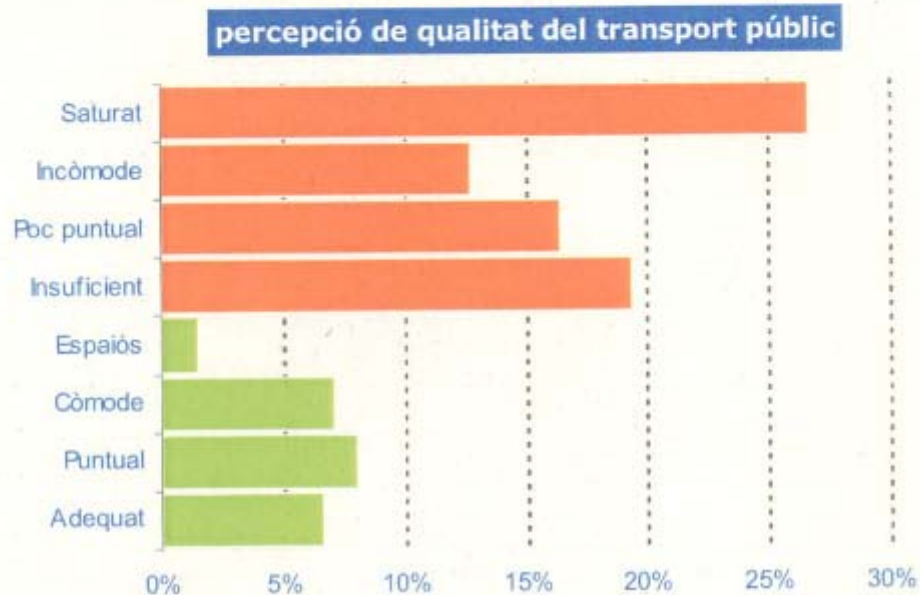
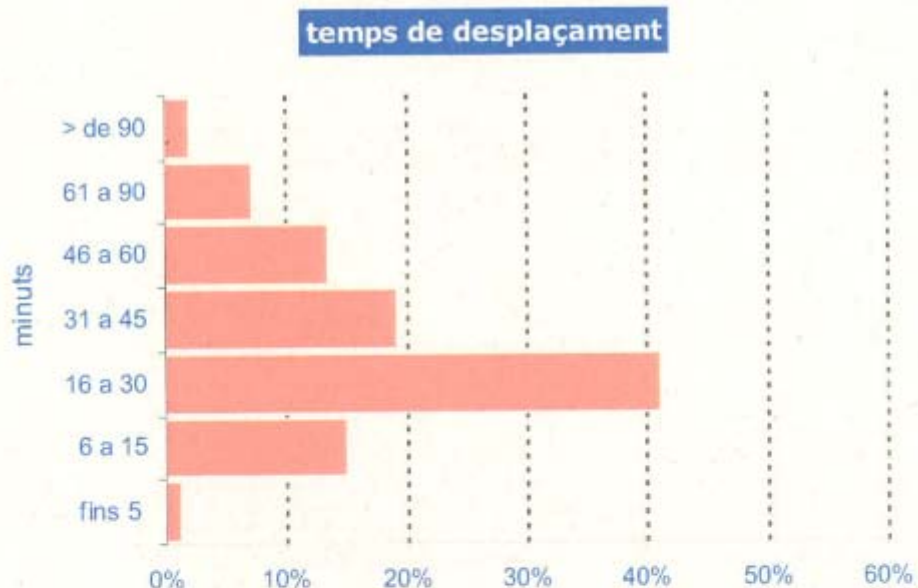
PDE Diagnosi: demanda

CUESTIONARIO PLAN DE DESPLAZAMIENTO AL CENTRO DE TRABAJO					
1. CODIGO POSTAL (VIVIENDA)					
2. GENERO					
Hombre			Mujer		
3. EDAD					
Menor 25		25-34		35-44	
45-54		Mayor 55			
4. JORNADA LABORAL					
Jornada Continua			Jornada Partida		
Jornada Completa			Tiempo parcial		A turnos
5. TRABAJO					
6. MODO HABITUAL DE DESPLAZAMIENTO IDA AL TRABAJO					
Autobús		Metro		Tren	
Moto		Coche Compartido		Coche Individual	
7. MODO HABITUAL DE DESPLAZAMIENTO VUELTA A CASA					
Autobús		Metro		Tren	
Moto		Coche Compartido		Coche Individual	
8. DISTANCIA AL CENTRO DE TRABAJO					
≤ 3 Km		3 – 10 km		10 – 20 km	
20 – 30 Km		≥ 30 Km			
9. TIEMPO DE DESPLAZAMIENTO					
≤ 15 min		15-30 min		30-45 min	
45-60 min		≥ 60 min			
10. PORQUE NO UTILIZA TRANSPORTE PÚBLICO					
No hay línea de autobús cerca de casa					
No hay línea de autobús cerca del trabajo					
El autobús es baja					
El autobús está cerca de casa					
El autobús está cerca del trabajo					
El autobús tiene demasiados transbordos					
El autobús es lento					
No puedo desplazarme durante la jornada de trabajo					
¿SE ANIMARÍA A UTILIZAR EL TRANSPORTE PÚBLICO (DOS OPCIONES)					
Sí					
No					
¿Por qué?					
El servicio es malo					
Las paradas son pocas y el recorrido es largo					
Las paradas no están cerca del centro de trabajo					
Existen otros medios de transporte al centro de trabajo					
¿SE ANIMARÍA A UTILIZAR LA BICICLETA					
Sí					
No					
¿Por qué?					
Las bicicletas no son seguras y buenos					
Las bicicletas no están bien iluminadas y conservados					
No hay duchas en el centro de trabajo					
No hay bicicletas en la empresa					
No hay parking cerca del centro de trabajo					
¿AL TRABAJO EN VEHÍCULO PROPIO; ¿DÓNDE APARCA?					
En casa					
En la empresa					
En un parking					
¿AL TRABAJO EN VEHÍCULO PROPIO; ¿BAJO QUE CONDICIONES SE ANIMARÍA A COMPARTIR VEHÍCULO?					
Sí					
No					
¿Por qué?					
Si me ayudasen a encontrar a alguien con mis mismas pautas de desplazamiento					
Si hubiera aparcamiento reservado para quien comparta vehículo					
Si las tarifas de aparcamiento fueran menores para quien comparte vehículo					
15. OBSERVACIONES					

Percentatge usuaris per mode de Transport



PDE Diagnosi: demanda



PDE Diagnosi: Oferta



El polígon disposa de voreres, enllumenat i passos de vianants. Però l'accés al polígon no disposa d'infraestructures que facilitin o promoguin l'accés a vianants en ser la carretera de Rubí a Sant Cugat una carretera comarcal amb molt trànsit i sense voreres ni carril bici. El pas de vianants que creua la carretera on està ubicada la parada d'autobús se es troba a uns 100 m. de l'entrada del polígon (vegeu foto).



PDE Diagnosi: Oferta – demanda

Modo de transporte	Concepto	Nª Personas	Coste ud.	Euros/año Periodo 2007
Transporte público (metro para acceder a ferrocarril y lanzadera facilitada por BI)	Billetes de Metro	48	7,20 (T-10) para 10 viajes	15.206 €
Transporte público (metro para acceder a autocares facilitados por BI)	Billetes de Metro	88 (se ha considerado que el 50 % de las 175 personas que utilizan los autocares acceden a pie a la parada y el 50 % acceden con metro)	7,20 (T-10) para 10 viajes	27.878 €
Vehículo privado*1 (domicilio-trabajo) (*3)	4.583.480 km recorridos/año (combustible y mantenimiento del vehículo asociado)	547	0,218 €/km	999.198 €
TOTAL				1.042.882 €

PDE

La planificación de les actuacions

68

PDE

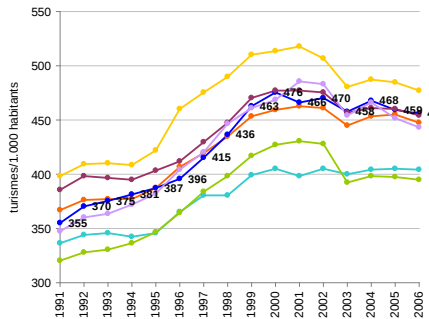
Els objectius



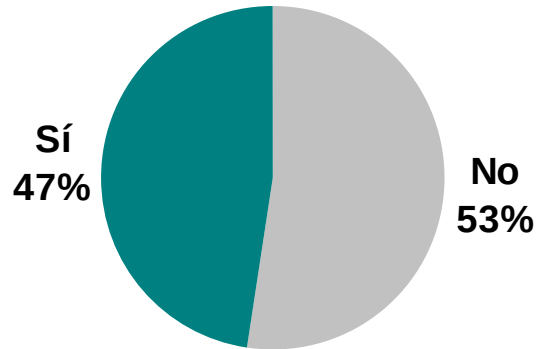
Objetivo	Actuaciones	Plazo	Indicador
Fomentar la toma de conciencia del personal en materia de movilidad.	Conferencias de sensibilización por parte de especialistas en movilidad sobre ventajas del uso modos de transporte alternativos al vehículo privado, Designar un responsable para que promueva la <i>movilidad sostenible</i>, incluyendo en la Intranet información de los horarios del transporte público, presentaciones de sensibilización, opciones de transporte menos contaminante, etc.	2010 2009	% modos de transporte
Reducir la movilidad profesional	Fomentar la videoconferencia	2009	Horas o Número de videoconferencias programadas
Reducción de la emisión de contaminantes a la atmósfera debidos al transporte profesional.	Sustitución paulatina de vehículos comerciales de la flota propia de BI por otros menos contaminantes. Seguir mejorando la compactación de territorios de la red de ventas Continuar priorizando la proximidad del domicilio a la empresa en la selección de nuevo personal, siempre que ello con venga por capacitaciones del puesto de trabajo y <i>currículo vitae</i> de las personas a optar a la oferta de trabajo.	Permanente	% vehículos sustituidos % personal con domicilio próximo a Sant Cugat del Vallés.

PDE Instruments de seguiment

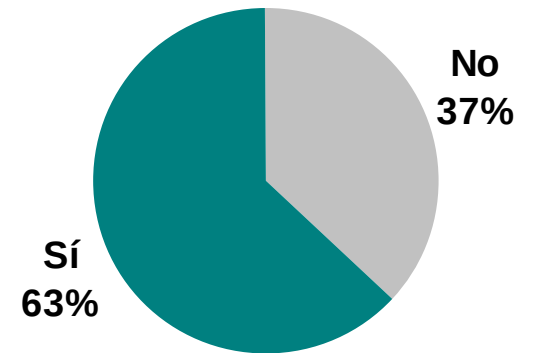
- Instruments de seguiment recollits en els PDE



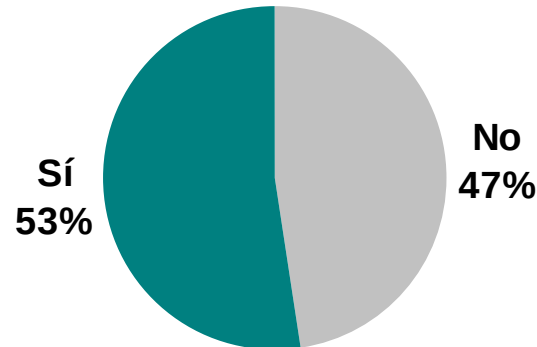
Creació/manteniment de la figura del gestor de la mobiliat a l'empresa



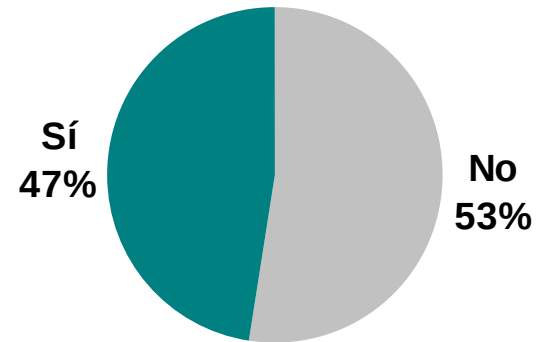
Estratègia de comunicació del PDE



Instruments d'avaluació de l'eficàcia de les mesures entre els treballadors/es



Sistema d'indicadors de seguiment



PDE Participació:



Actuación	Objetivo específico	Responsable	calendario
FASE 1. FORMALIZACIÓN / PARTICIPACIÓN DEL PLAN			
Aprobar el Plan de Desplazamientos por parte de Dirección.	Modificar y aprobar el PDE así como los recursos y objetivos necesarios.	Dirección	1º trimestre 2009
Consulta y participación de los RLT y concretar aspectos operativos de realización de acciones.	Participación de los representantes de los trabajadores (RLT)	RRHH + RLT	1º trimestre 2009
Designación de un Coordinador de Movilidad. Formalizar funciones y aprobar acta nombramiento.	Posibilitar la gestión y seguimiento de las acciones del Plan	Dirección.	1º trimestre 2009
Formalizar el Grupo por la Movilidad Sostenible, grupo multidisciplinar en la que participa la RLT articulado dentro del CSSL.	Creación del Grupo o comité por la Movilidad Sostenible	Coordinador	1º trimestre 2009
FASE 2. DIFUSION DEL PLAN / SENSIBILIZACIÓN			
Realizar charlas abiertas al personal del centro sobre el Plan.	Divulgar y expandir los objetivos del Plan de forma directa. Difundir sus contenidos y sensibilizar a mandos.	Coordinador de Movilidad	de 2º trimestre 2009
Incluir un apartado de movilidad en el Livelink, portal corporativo Internet.		Comunicación Interna + Coordinador	2º trimestre 2009
FASE 3. IMPLANTACION EJES DE ACCION / ACCIONES OPERATIVAS			
Incluir en el portal intranet corporativo información de la situación de todos los medios de transporte y accesibilidad a los centros de trabajo (acción nº 1)	Facilitar una información clara y actualizada sobre la accesibilidad en transporte público	Comunicación interna + Coordinador	2º trimestre 2009
Diseño y realización de de las campañas de promoción (acción nº 2)	Promoción del uso del transporte público, la bicicleta y desplazamientos a pie	Coordinador	2º trimestre 2009
Programar sesiones sobre "Hábitos saludables" con profesionales sanitarios. (acción nº 3)		Servicio PRL	2º y 4º trimestre 2009
Participación en la "Semana de la Movilidad" organizado en la ciudad. Colaboración con entidades organizadoras y difusión del acto. (acción nº 4)		Coordinador	4º trimestre 2009
Diseño e inclusión en el portal intranet de un servicio al empleado de vehículo compartido que facilite el contacto entre los posibles usuarios y permita prever posibles incidencias. difusión de la herramienta a través del portal y seguimiento del servicio (acción nº 5)	Potenciar el uso compartido de vehículos. Promoción de uso racional del vehículo.	Coordinador + Comunicación interna	3º trimestre 2009
FASE 4. EVALUACION Y SEGUIMIENTO			
Modificar y establecer indicadores.	Permitir evaluar las acciones y la consecución de los objetivos marcados.	Grupo por la Movilidad	2º trimestre 2009
Observación cualitativa y seguimientos de actuaciones previstas.		Coordinador + Grupo Movilidad	2009
Gestión de quejas y problemas.		Coordinador + Grupo Movilidad	2009
Realizar encuesta anual: recogida y análisis de datos.		Coordinador	4º trimestre 2009
Propuesta de mejoras		Coordinador	4º trimestre 2009

Conclusions

The pdM of the Metropolitan Region contemplates specific, budgeted measures with sectorial follow-up values that have been drawn up taking into account the conclusions of the trend scenario and with which the established aims can be achieved and develops the specifications for other plans .



The keys to success:

- A set of extensive measures which offer synergies with actions already underway or planned to date.
- An extensive degree of commitment by all agents responsible for mobility in the BMR.
- Each level of planning must be connected with the next level



Thank you very much for your attention

Lluís Alegre Valls

Head of the mobility service

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