



European Commuters for Sustainable Mobility Strategies

Report of the 2nd workshop – Barcelona I

4-6/05/2011

4 may 2011

Visit the Can Sant Joan tertiary estate

The partners took the train to the San Joan industrial area. This area is close to the highway and to a direct train line to BCN. There is a shuttle bus from the station, serving the industrial area. This a good example of a MM-project, although the infrastructure (road and public transport) is reaching its limits: the capacity of the train station is too small and for instance, there is no good waiting infrastructure at the shuttle bus stop. In near future some investments will be done to improve the shuttle bus service: there will be a free bus lane so the bus can avoid traffic jams.

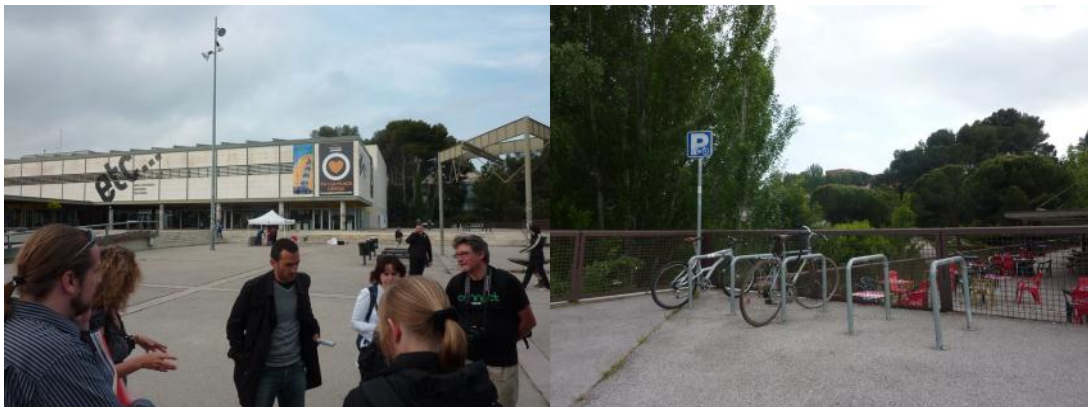


Albert Perez (Conc) and Albert Villalonga (Istas) – more info on the San Joan mobility plan

The modal split figures show the success of the mobility plan: 26% of the workers use public transport to travel to the San Juan industrial area. They mention a mental shift: in the past the developers would think about “more roads” as the only solution while at the moment developers also feel improvement of public transport (tramway) is necessary.

Rafael Requena, Mobility Plan UAB

Rafael Requena explains how the Autonomous University of Barcelona deals with mobility issues. The decision to locate the University outside town was taken in the 60's when sustainability was no major issue. Therefore the UAB is a "commuter university" with the majority of students commuting every day. 54% do this by public transport, 38% by private car (11% carpooling). The share of cycling is less than 1% and 7% come by foot. The mobility coordinator is persuaded that increase in cycling, public transport and carpooling is possible but that restrictions in parking are a necessary precondition. For instance paid parking for students (and for employees?) would generate means to invest in sustainable measures like bicycle renting for students.



5 may 2011

José Jurado, dpt de sostenibilitat de la CONC – transport and mobility to work

José Jurado explains the role the trade union plays in the debate on workers mobility. Social mobility, environmental friendly transport modes and equality are main topics for the trade union.

Angel Lopez, head of mobility department BCN city council – urban mobility policies BCN

Mr Lopez gives a presentation on the mobility policy and strategy of the Barcelona city council. At the moment, the modal split for BCN is 30% public transport (PT), 24% car, 45% walking and 1% cycling for internal trips and 44% PT, 47% car and 9% walking/cycling for trips from outside to the city. The recent mobility policy was successful as the number of car trips decreased since 2000. Barcelona puts effort in monitoring and evaluation: on a yearly base a small publication with main figures and characteristics is made.

Based on his experience, Angel Lopez gives some tips for a successful urban mobility policy:

- a mix of different measures (zone 30, parking policy, bicycle infrastructure,...) is needed. Not an individual measure but the total packet makes the difference
- people choose a transport mode which suits them the best ("individual profit") and not because it's the best for society. Local authorities have the duty to do what is best for the whole community. Therefore the local authority should invest in these transport modes which have the highest added value for society
- it's all about making choices and choosing for the most efficient investments (from a society's point of view)

- use income from parking to invest in sustainable travel mode
- give priority to the inhabitants and encourage these transport modes that use the lesser space

BCN's mobility strategy consists of 4 priorities and 4 main instruments:

→4 priorities:

1. well being (safety, health,...) and quality of life
2. sustainability (climate change,...)
3. equality
4. economical efficiency

→4 instruments to reach this:

1. innovation
2. imagination
3. excellence ("a fondo!")
4. consensus

note: consensus at political level and with the citizens is reached easier when "innovation, imagination and excellence" are combined and maximized.

The Bicing system, which is exploited and financed by the city itself, and the way the cities deals with freight delivery ("the 30'minute-cardboard") are examples of this smart policy.



@22 cycling tour

A guided tour in the @22 neighborhood was organized. This district used to be an industrial area and is now subject to new city development: 4000 new social housed, 145.000m² public facilities, 44.000 new active workers. The @22-district is a sustainable development with respect for the historic past of this area. A new tramline, several Bicing-stations and good cycling infrastructure are a stimulus for sustainable transport modes and creates an attractive atmosphere.



6 may 2011

Albert Villalonga, union training in mobility

Albert Villalonga stresses the importance for members of the trade union to be formed in the field of sustainable mobility. He explains that Istas organizes two kind of courses:

- courses in classes
- online courses (50h) with tutorships, tests and exercises. The advantage is that persons can follow the courses independent of time and location. (410 students already since sep '09) The online courses are "syndical courses". The goal is to increase the knowledge of representatives in the field of MM.

There is a standard course but also courses tailor made for different situations. A continuously evaluation of the teachers by the "students" is also organized.

The courses are successful and reach the initial goal of increasing the knowhow of the representatives. The ppt's developed by representatives during the courses are the prove of it.



Experiences in mobility (JosepExposito, VicencTarras, Daniel Gutierrez, Jose-Luis Gojos)

VicencTarras explains the “pactes de movilidad” for industrial areas in Barcelona and Tarragona. He explains the importance of having an external person working on mobility issues. If there is a mobility problem for an industrial area it is an advantage for the internal syndicalist to be able to pass the topic to a member of the trade union on an higher level. For the zona Franca (logistics area) there is a mobility manager on the area level and regular discussion platforms are organized.

JosepExposito from the county of Girona explains the mobility actions taken the last years. Also in this case, the installation in 2007 of a mobility manager (from CCOO) was an important measure. One of the actual demands of the trade union is the request for a transport card.

Daniel Gutierrez explains the actions of the trade union in the industrial area of El Pla (300 companies, 10.000 workers), one of the areas in the Gesmopolis-project. Apart from the trade unions and the local authorities, a representative of the employers where involved during the analysis and development phase. Attention was paid to improvement of pedestrian infrastructure, cycling infrastructure and public transport. The implementation slowed down due to budgetary reasons but now there is again a mobility manager for the area.

Jose-Luis is a worker and union representative in one of the companies in El Pla. He explains that when his company moved to the El Pla area, he took the initiative of contacting the CCOO but also representatives from other companies in the zone. A mobility committee was formed to develop a mobility plan which was presented to the different mobility actors (local authorities, public transport companies,...). In this way, the El Pla area was incorporated in the overall sustainable mobility strategy of the region.