



PUBLIC ENGAGEMENT FOR SUSTAINABLE PUBLIC TRANSPORT

VALLADOLID CITY COUNCIL

PE4TRANS ACTION PLAN

MOBILITY: POLICY INSTRUMENTS

INNOLID2020+ (Integrated and Sustainable Urban Development Strategy)

Actions to tackle economic, sustainable, climate, social and demographic challenges. Support a low-carbon economy

PIMUSSVA (Comprehensive Sustainable and Safe Urban Mobility Plan of the City of Valladolid)

Non-motorized trips, Public Transport support, Smart Mobility adapted to the citizens' needs

PGOUVA-2020 (Review of the General Urban Planning of Valladolid)

Reorganization of the mobility management: consolidation of pedestrianization, available public space,...

Other Plans & Projects

Urban Agenda_AUVA2030, Bicycle Master Plan, Valladolid Green City, SMARTVA!, Local Commerce Plan,...REMOURBAN, UrbanGreenUp, INNATUR, Cencyl Verde, Circular Lab.



Mainstreaming the Gender perspective

Main Participation of women in mobility actions

Measures & specific needs of women

Visible commitments

Transport Plans to work

Badges on bike-friendly spaces

Evaluation & Result Indicators

Reducing the Gender gap



STARTING POINT FOR PE4TRANS ACTION PLAN

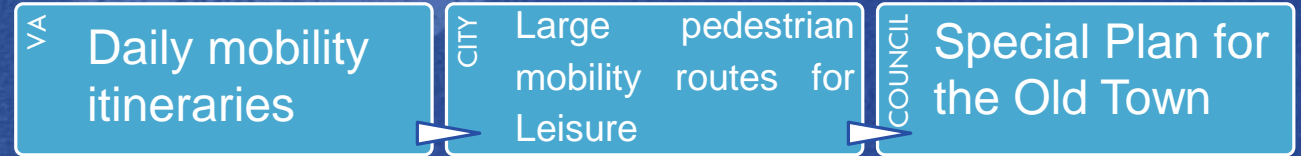
A city model: journeys in a **SUSTAINABLE AND SAFE** way. Adapted to MOBILITY STRATEGIES

- ✓ **ENHANCEMENT OF NON-MOTORIZED MODES:** Pedestrian and cyclist mobility
- ✓ **PROMOTION OF PUBLIC TRANSPORT:** Multimodal mobility. Increasing PT
- ✓ **IMPROVEMENT OF THE URBAN DISTRIBUTION OF GOODS (UDG):** UDG APP. New signaling of parking reservations for the **UDG management**
- ✓ **IMPROVING ROAD AND PARKING MANAGEMENT:** PRIORITY: **Parking and traffic restriction**
- ✓ **CLEAN VEHICLES INCENTIVES:** PACT OF MAYORS - ACTION PLAN for **SUSTAINABLE ENERGY**. European guidelines and supra-municipal strategies
- ✓ **ROAD SAFETY : EDUCATION AND TRAINING:** **Most relevant for the PE4TRANS AP**
- ✓ **MOBILITY MANAGEMENT AND SPECIFIC PLANS AIMED AT TARGET GROUPS:** Mobility Observatory. **School routes**. Transportation to work plans

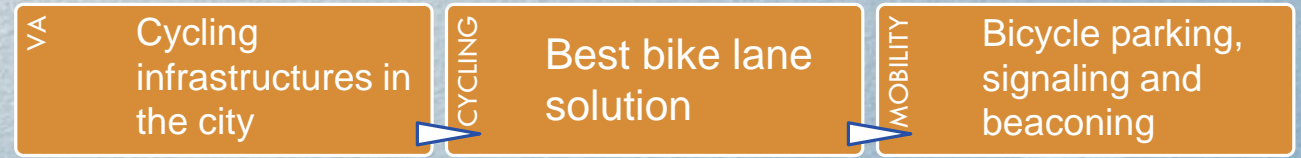
SUSTAINABLE DEVELOPMENT GOALS (SDG) concerns, emphasizing **WOMEN IN MOBILITY DECISION'S BODIES** as well as the promotion of **PUBLIC TRANSPORT** as a useful tool for **SOCIAL INCLUSION AND REDUCTION OF INEQUALITIES**

MOBILITY IMPROVEMENT NEEDS

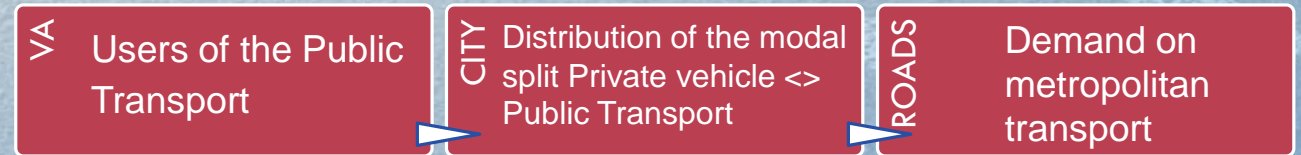
Prioritization of the pedestrian



Cycling mobility Integration



Hierarchy of roads: IMPACT on PT



GREEN ROUTES to explore new friendly urban spaces for pedestrians and cyclists cycling network & pedestrian routes

THE POLICY CHANGE NEED

Priority:

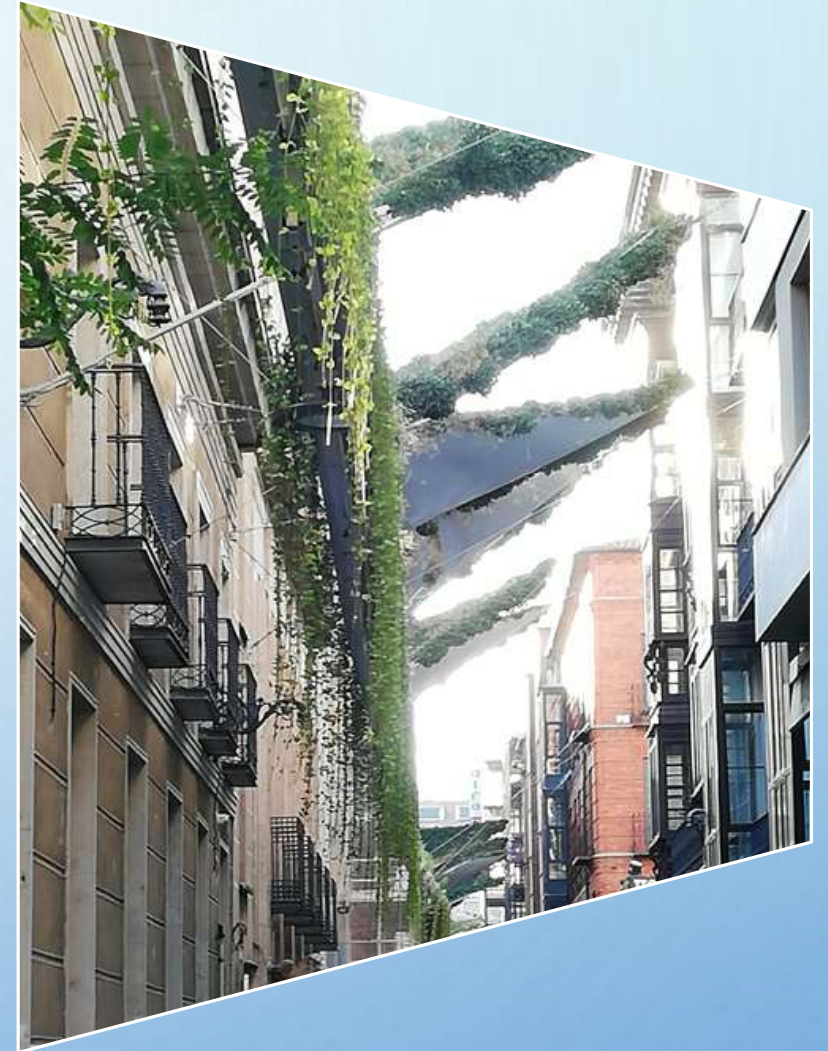
- * Pedestrian Mobility,
- *LEZ,
- * vertical mobility,
- *Bicycle lanes,
- *PB for cyclist ,
- *streets 30km/h.

Foster Natural Heritage – Green routes

NATURE OF THE ACTION

Bicycle rallies as promotional campaigns:
Green routes. **Explore new Green Corridor** (NBS with 1,500 trees), new Green Resting Areas, Cycle-pedestrian green paths with green pavement.

Discover new friendly urban spaces for pedestrians & cyclist




ITINERARIES

New cycling-pedestrian lines

Remarkable spaces to discover: New Green Corridor, Innovation projects

(Duration of the route – on foot or by bike-, location of points to visit, degree of difficulty (if applicable), BENEFITS)

Route	URBAN GreenUP						
What is	Walking itinerary to explore the Green Infrastructure Nature-Based Solutions (NbS) implemented in the city in the URBAN GreenUP project						
Mean of transport		Distance	2 km	Time	20 min	Difficulty	Easy



Health and environmental benefits of green solutions



Lower Environment Temperature



Improves Air Quality



Increases our well-being



increases biodiversity and ecosystems



5

Green canopies for shade and lighting

Where

Santa María street

Tensile textile structures anchored to the buildings on which the vegetation that has been seeded grows, as well as plants that grow on the metal truss.



¿Qué son toldos vegetales?

Innovadoras estructuras triangulares vegetadas, ancladas a los edificios, para sombra y alumbrado, generar una nueva zona verde y reactivar una calle con espacio urbano limitado.

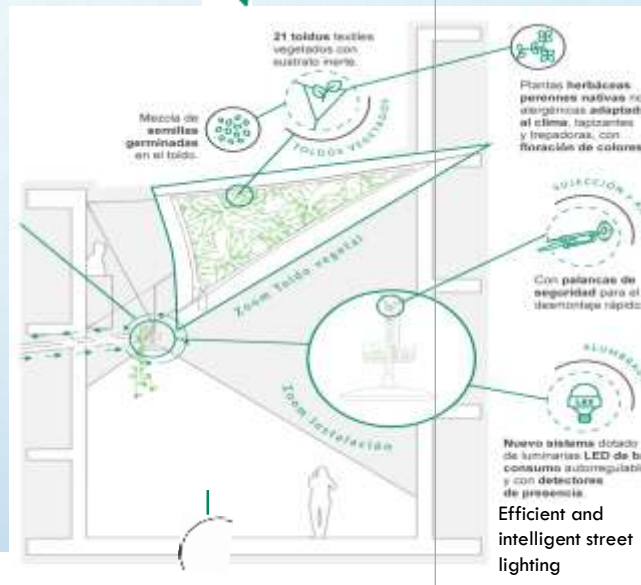


At level street



In winter

¿How it works?



Efficient and intelligent street lighting

By gravity, the irrigation water pipes, run through the metal truss with return, and the lighting cables

This innovative green infrastructure improves the temperature, the air quality of the street and given a new life.



Inside the retrofitted kiosk, the irrigation and control systems of the infrastructure are stored.

Beneficios

- MEJOR CALIDAD DELAIRE
- AMBIENTE MÁS FRESCO
- INCREMENTA EL BIENESTAR Y LA SALUD PÚBLICA
- ENTORNO MÁS ATRACTIVO PARA VISITANTES Y COMERCIOS
- ALUMBRADO PÚBLICO INTELIGENTE



DIALOGUE BETWEEN GENERATIONS

Innovation Agency

Design educational and technical content. Expert support

University Volunteer Office

Guides of the route. Expert support

Target groups

Seniors, Students, Children, others

Ship's logbook



The information you fill in help us calculate PERFORMANCE INDICATORS for the itinerary, as well as to incorporate the useful information you share with us and IMPROVE THE ROUTE.

Route **URBAN GreenUP**

Number of people *n°* _____ *years* _____ *women* _____ *men* _____

About those who made the itinerary...

Group/ collective *Name of the group* _____ *Means of transport* *On foot, bike, scooter, skateboard* _____

Personal data (optional)

Name, surname _____





Email _____ Telephone _____

Data protection

Tell us something that we do not know about the points of the route. Proposals for improvement

"On this street corner there used to be a shop for..." "The children of Valladolid used to come here to play because it existed..." "There is a vertical garden located in..."

For each person who walked this route...

 0,4 kg CO ₂	 Saving CO ₂ emissions	 By car it would be impossible to do this route (9 km 33 min)	 Your well-being has improved
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Please fill in this form and send it to aide@ava.es



EVIDENCE OF SUCCESS EVALUATION

Satisfaction surveys

Monitoring activity
Impacts on Mobility,
Health and Environment

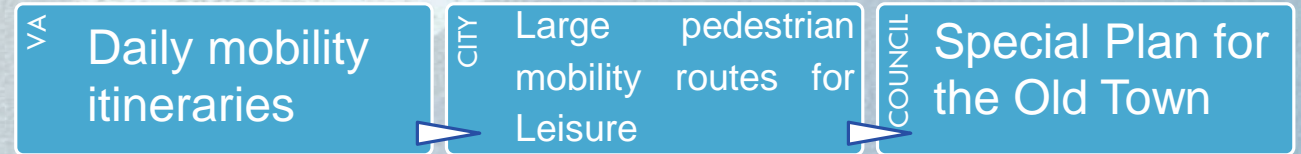
GREEN ROUTES Schedule

Year	2021				2022												2023											
Month	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6						
Acción 3: "Green routes". Friendly spaces for pedestrian & cyclist					I.- Design and content of the itineraries II.- Selection of Volunteers Itinerary according to new cycling-pedestrian lines: New green corridor, SBN Points, Green rest areas, path with green pavement. - Different target groups (children, youth, seniors). Routes adapted "on foot" - Supported by thematic experts (SBN.)						Adaptation of the routes, according to needs												Objectives/Results: Km traveled, CO2 emissions avoided thanks to the action & SBN intervention, participants (segregated data)					

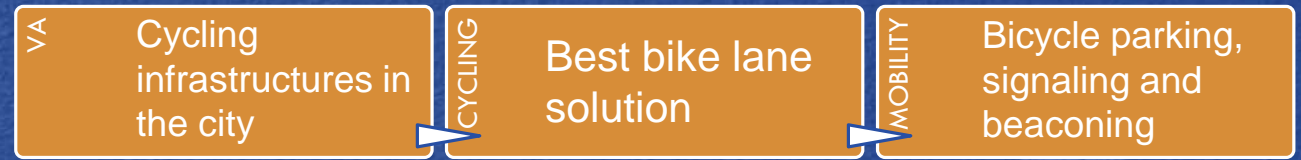


MOBILITY IMPROVEMENT NEEDS

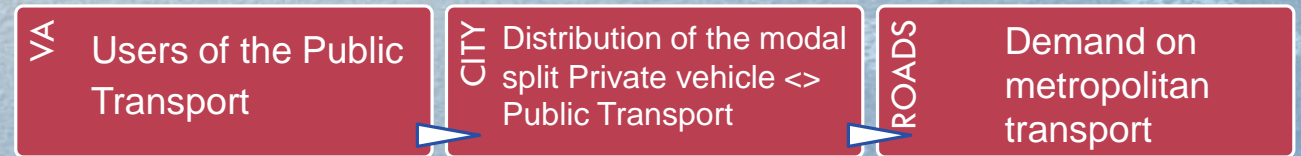
Prioritization of the pedestrian



Cycling mobility Integration



Hierarchy of roads: IMPACT on PT



Boosting mobility by bike - Bicycle parking: LABEL BIKE FRIENDLY SPACES

NATURE OF THE ACTION

Creating a **label** that certifies **bike-friendly spaces**

- * Industrial warehouses “Innovation Hubs”,
- * Central market (MERCAOLID)
- * Local commerce (**Bike Friendly Shops**)

GOAL/RESULTS

n° Bike facilities , changing facilities, lockers for cloths, bikes accessories, drying rooms & showers

2nd phase: car parking into bike parking for employees & customers
Incentive systems
Bike service box for customers



LABEL BIKE FRIENDLY SPACES: SCHEDULE

Year	2021				2022												2023					
Month	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
Action 1: Label "Friendly spaces for bikes"					AIDE, Union, Entrepreneurs and University cooperation on designing Label requirements								Label Application form for public buildings and/or public-private. Promotion of this label (enterprises, etc...)				Objectives/ Results: issued labels Depending on the establishment, measures adopted or actions (transport plans, training and bicycle mobility campaigns, infrastructures, repair services, facilities for cyclists,...)					

CHARACTERIZATION OF THE LABEL

MEANS OF DAILY TRANSPORT

CYCLING FOR TOURISM, LEISURE AND SPORTS

VALUE CHAIN

Requirements

- Drafted by Council, University, Bike Associations, Unions
 - Benefits
 - Rights in public procurement
- Other non-economic rights (agreements with Public Ad.)



RESULTS

DAILY TRANSPORT

“Bike to work” promotion campaigns





CYCLE-TOURISM/LEISURE/SPORT

Support for “good use” of cycle paths

VALUE CHAIN

Sectors involved in manufacturing

Specialized conferences, awards for cycling logistics excellence recognition, innovation

Thematic areas of the State Strategy x Bicycle	Daily  	Cycle-tourist Leisure Sport 	Value chain 
The bicycle as a daily means of transport	By bike to work		
	Incentive of the bike from the workplace		
Cycle tourism	Network of cycling routes and destinations		
	Cycle tourism product club in Spain		
	Professional network of cycling		
Leisure and sport by bicycle	Promotion of cycling sports		
	Integration of the bicycle in rural areas and natural spaces		
Opportunities and bicycle value chain			Innovation and business development cluster
			Brand club of specialized bicycle shops
			Development of logistic & cycling

RESULTS

Thematic areas applied to the 3 categories

DAILY TRANSPORT / CYCLE-TOURISM / LEISURE / SPORT / VALUE CHAIN



Awareness, training and communication



Health, well-being and social dimension



Cycling infrastructure



Instruments to facilitate cycling mobility (sharing tools, intermodality)



Security & regulation



Activities of coordination & financing

Thematic areas of the State Strategy x Bicycle	Daily	Cycle-tourist Leisure Sport	Value chain
Cultural change: awareness, training and communication	bike promotion		
	Cycling mobility training		
Health, well-being and social dimension of cycling	Promote healthy life by bike		
	Support for social innovation in cycling mobility		
Cycling infrastructure	Design/Development of cycling networks and infrastructures		
	bike parking		
	Network of urban planning and cycling mobility		
Instruments to facilitate cycling mobility	Development of shared bicycle systems		
	Bike-Public Transport Intermodality		
Security and regulation	Reinforcement of cyclist road safety		
	Cycling regulations update		
	BikeRegistration		
	Legal protection of the cyclist		
Institutional coordination and financing	General framework of cycling policies		
	Bicycle governance system		
	Funds for the promotion of the bicycle		
	Knowledge and R+D+i		

Transportation to Work Plans : Promotion of the bike to work in Industrial Parks & business areas. Car sharing, electric fleets

NATURE OF THE ACTION

Promotion of the BIKE TO WORK in Industrial Parks & business areas:
CAMPAIGN for companies and employees. Focus on health and environment protection. Women participation

GOAL/RESULTS:
Km traveled, CO2 emissions avoided, participants, companies involved, GENDER GOALS



Promotion of the bike to work: SCHEDULE

Year	2021				2022												
Month	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
Action 2: Sustainable mobility to work					Design of the call "Campaign to promote sustainable mobility to Work (e.g. go to work by bike at least 20 days in a period of four months, promote combined routes of Public Transport and bike, award non-monetary prizes).							Launch of the campaign to promote sustainable mobility to work		Objectives/Results: participating companies and employees Km traveled, CO2 emissions avoided thanks to the action			

REQUIREMENTS

- AT LEAST 20 DAYS BY BIKE OVER 4 MONTHS OR COMBINING PT AND THE BIKE
- PLATFORM TO RECORD THE ROUTES
- ENTERPRISES ENGAGEMENT WITH THE CHALLENGE. SPONSORS
- UNION REPRESENTATIVES: LINK WITH ENTERPRISES OF THE ARGALES INDUSTRIAL PARK

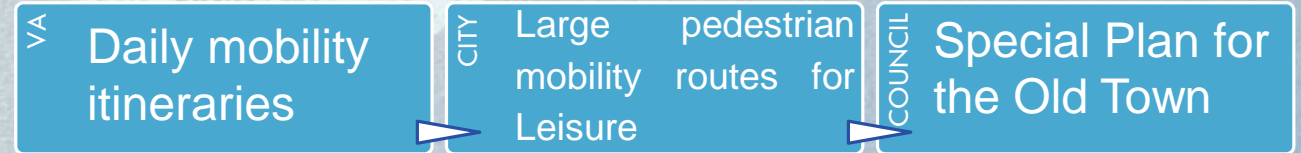


REWARDS

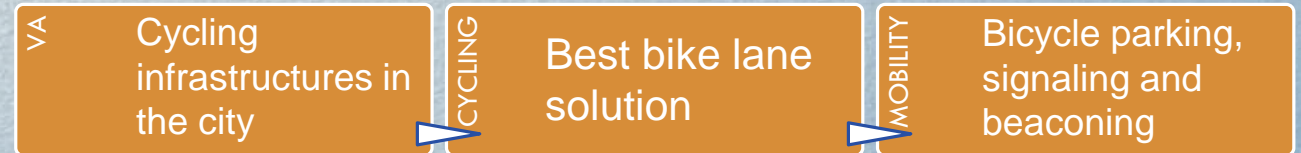
A PROPOSAL: ANNUAL VOUCHER FOR COMPANIES WITH THE BEST RESULTS

MOBILITY IMPROVEMENT NEEDS

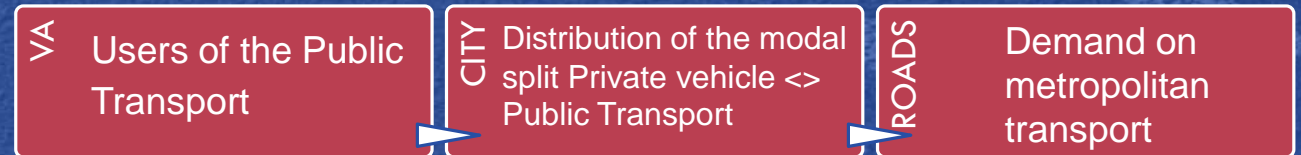
Prioritization of the pedestrian



Cycling mobility Integration



Hierarchy of roads: IMPACT on PT



Urban Public Transport Apps for a better travel planning. PT Information systems : **still pending**

RELEVANCE TO PE4TRANS

Technology for improving PT service, route planner, schedules, prices, payment support.

Better suitability of offer & demand

High performant **INTERMODAL SCENARIO.**

Development of other **BUSINESS MODELS**

NATURE OF THE ACTION

Travel Planning App

- * stimulate PT,

- * interoperability,

- *use of resources

- * Optimization of user time.

Updated AUVASA App: **real-time information and route planning** based on dynamic data.

On-demand PT, some City areas.

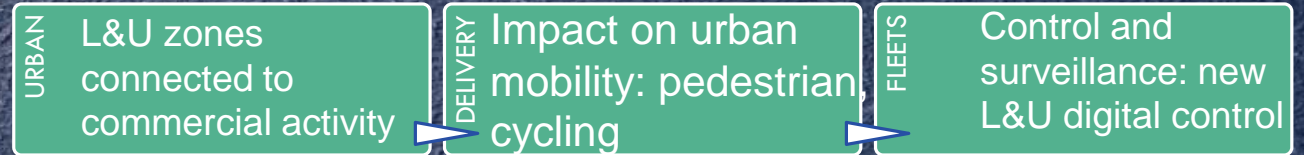
MaaS concept (evolution of App)



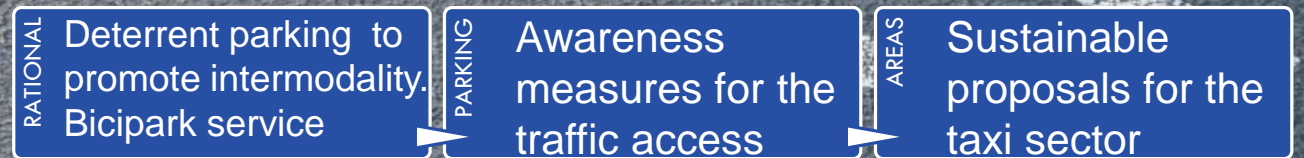
PIMUSSVA

MOBILITY IMPROVEMENT NEEDS

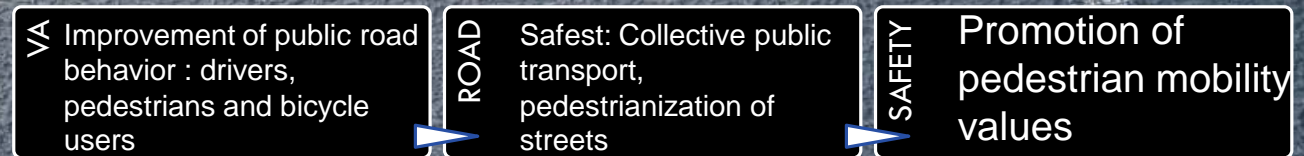
Boosting Urban Last Mille Delivery fleets



Road & Rationalization of parking areas



Road Safety



Improvement of **URBAN GOOD DELIVERY & LOCAL REGULATION**
GOOD PRACTICES Portfolio in E-mobility of high impact fleets.
LOCAL GREEN PAPER

**NEED FOR POLITICY
CHANGE**

Small loads deliveries
+several destinations
and frequent trips:
Daily traffic conflicts.

Change **MODELS** of
urban delivery
transport.

New regulatory
developments -
**MUNICIPAL
ORDINANCES**

NATURE OF THE ACTION

GOOD PRACTICES Portfolio:

Investments, incentives, certifications.
Business adaptation. Savings. Fleet
management systems improvements,
route optimization. Promotion.

LOCAL GREEN PAPER on regulatory
changes on “High Urban Impact
Mobility”



EL NORTE

VALLADOLID. Quienes han probado un vehículo eléctrico para uso profesional lo tienen claro: «No me arrepiento, solo veo ventajas». Una frase en la que coinciden Andrés Gago, de la Autoescuela San Benito, y Miguel Ángel Gómez, de RM E-Bikes, que se encarga del reparto a domicilio del Mercado del Val. Ambos se acogieron a la línea de incentivos impulsada por la Agencia de Innovación y Desarrollo Económico del Ayuntamiento de Valladolid para incorporar vehículos de 'cero emisiones' a sus flotas profesionales hace tres años y hoy en día solo tienen buenas palabras para el modelo.

Gracias a estos incentivos, habilitados a través del sistema de Acuerdo Marco por el que se retribuye la cesión de datos de uso de los vehículos eléctricos e instalaciones de recarga, se dispone de información complementaria que permite analizar la evolución y el éxito de su implantación.

En el caso de la Autoescuela San Benito, olvidados algunos contratiempos burocráticos iniciales -los vehículos eléctricos no estaban homologados inicialmente para autoescuela, lo que...



Andrés Gago. INNOLIO

El coche eléctrico, un eficiente y fiable aliado en el trabajo

Los responsables de una autoescuela y de una empresa de reparto describen sus experiencias tras la incorporación de vehículos...

El reparto de última milla ha experimentado un incremento exponencial en las ciudades con el auge del comercio electrónico. También es una de las áreas de trabajo prioritarias del programa europeo Pe4Trans (Interreg Europe), que gestiona la Concejalia de Innovación y Desarrollo Económico, a través de la Agencia de Innovación, junto a otras ciudades europeas, y donde el caso del reparto del Mercado del Val es uno de los ejemplos de buenas prácticas. De ello se encarga Miguel Ángel Gómez, quien adquirió también en 2020 una furgoneta eléctrica que complementó en 2021 con una bicicleta eléctrica con un gran cajón para llevar los pedidos.

«Con la furgoneta realizo los repartos en barrios más alejados y pueblos del alfoz, mientras la bicicleta es ideal para los repartos en el centro. Se complementan pero he comprobado que en los repartos con bici por el centro puedo tardar la mitad que en hacerlos con otros vehículos», estima Gómez. Además del componente medioambiental, pues ninguno de los dos genera emisiones...

Dissemination GOOD PRACTICES

Articles in the Newspapers

LOCAL STAKEHOLDERS/ BUSINESS MODELS

- Eco-friendly driving schools
- Delivery for Val Municipal Market
- Taxi sector, the postal & parcel fleets

REQUIREMENTS

Resources and infrastructures

Evidence of success

Potential for learning and transfer

Effective demonstration

Promotion of new regulation and changes in the urban delivery and logistic areas

Pe4trans, compromiso por una movilidad sostenible

Mejorar las políticas de transporte público mediante procesos de participación ciudadana es el principal objetivo de PE4Trans (Public Engagement for Sustainable Public Transport), un proyecto de Interreg Europe. Implica que los usuarios aporten su visión en el diseño y planificación del transporte sostenible, con...



Miguel Ángel Gómez. INNOLIO

el fin de cambiar sus rutinas y hábitos, y promover el uso de soluciones de movilidad que...

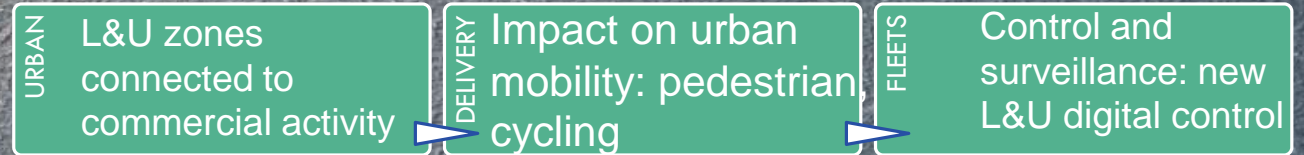
contribuyan a una reducción significativa de la huella de carbono. Los ejes centrales...

del proyecto gran en torno a la economía baja en carbono y al enfoque sociológico que incide en el comportamiento de los ciudadanos como factor clave de un cambio de mentalidad. Una de las acciones del proyecto es generar una cartera de buenas prácticas en electromovilidad en distintos sectores. Un abanico de propuestas inspiradoras, casos de éxito, que sirvan de base para transformar el transporte urbano de la ciudad como por ejemplo las flotas de reparto, con un alto impacto en las emisiones de carbono.

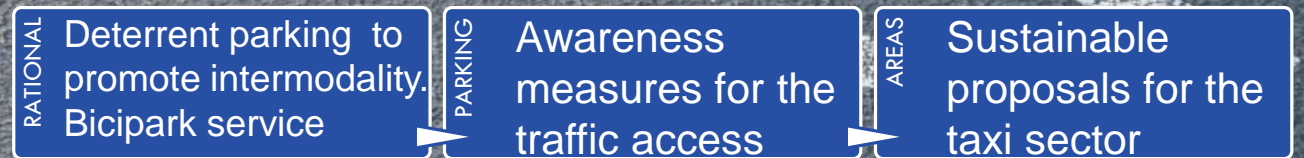
PIMUSSVA

MOBILITY IMPROVEMENT NEEDS

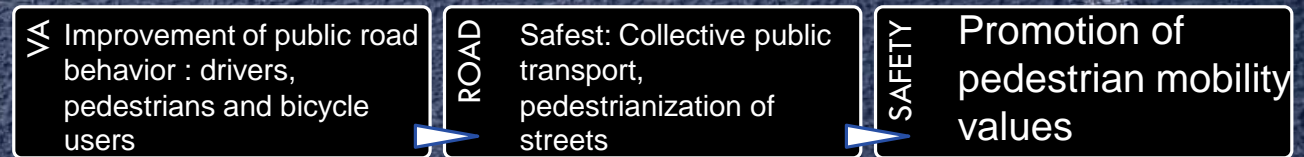
Boosting Urban Last Mille Delivery fleets



Road & Rationalization of parking areas



Road Safety



Safe School Route. Bikeability training

NEED FOR POLICY CHANGE

Child mobility promotion.

Practical training in road and cycle traffic and cycling regulations, using the

BIKEABILITY METHOD

NATURE OF THE ACTION

CYCLE TRAINING by experienced instructors on Schools: 1_master cycle handling skills, 2_cycle on single-lane roads, 3_multilane roads and complex junctions.

BOOKLET, BADGE AND CERTIFICATE

INCLUSIVITY: disabilities but also for ethnic groups, girls, low resources groups

Road Safety and Citizen Safety Education

1st Stage

Traffic rules,
Cyclists' rights and
obligations for
responsible
cycling.



PUBLIC ENGAGEMENT FOR SUSTAINABLE PUBLIC TRANSPORT

THANKS FOR THE ATTENTION

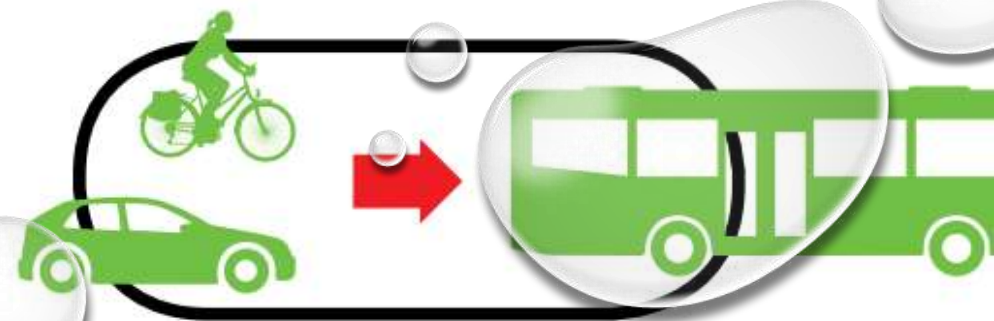
VALLADOLID
CIUDAD VERDE
RED DE VÍAS SOSTENIBLES



· PARKING

· RED CICLISTA

· TRANSPORTE PÚBLICO



TRANSPORTE PÚBLICO