

PUBLIC ENGAGEMENT FOR SUSTAINABLE PUBLIC TRANSPORT

VALLADOLID CITY COUNCIL ACTION PLAN

Agency for Innovation and Economic Development
Valladolid City Council

November 2021

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1 GENERAL INFORMATION

1.1 VALLADOLID PE4TRANS PARTNER

Project: Public Engagement for Sustainable Public Transport

Partner organization: Valladolid City Council

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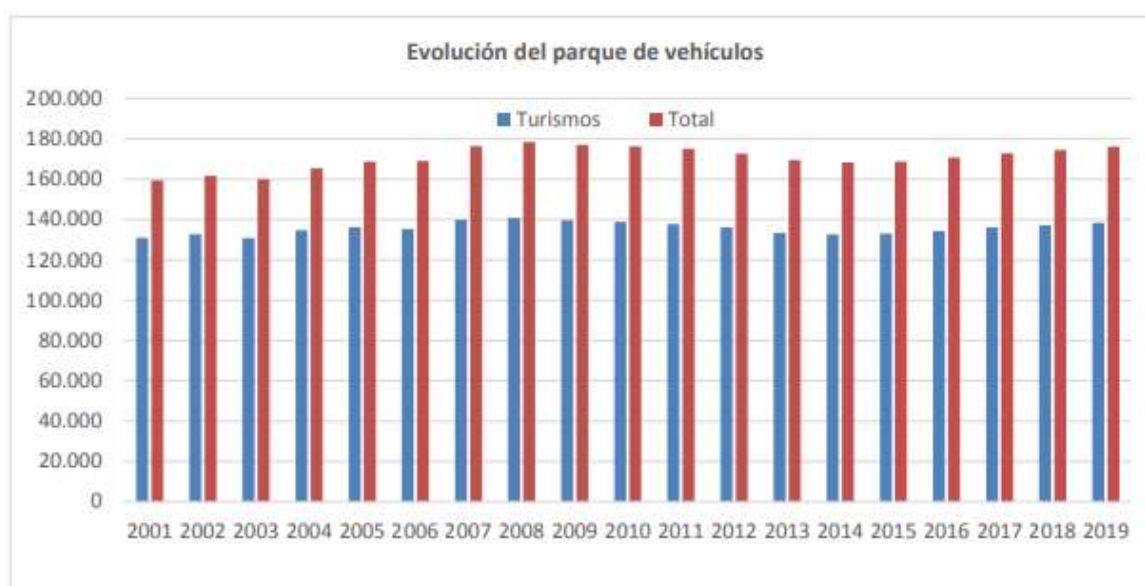
1.2 CITY AND TRANSPORT CONTEXT

Valladolid is a medium-sized city with 302.884 inhabitants (2017) but its metropolitan area covers almost 500.000 population, being Valladolid the centre of the business and leisure of the area.

The analysis of the integrated area carried out within the analysis phase of our Sustainable Urban Mobility Plan SUMP shows as main figures of the diagnosis, the following figures:

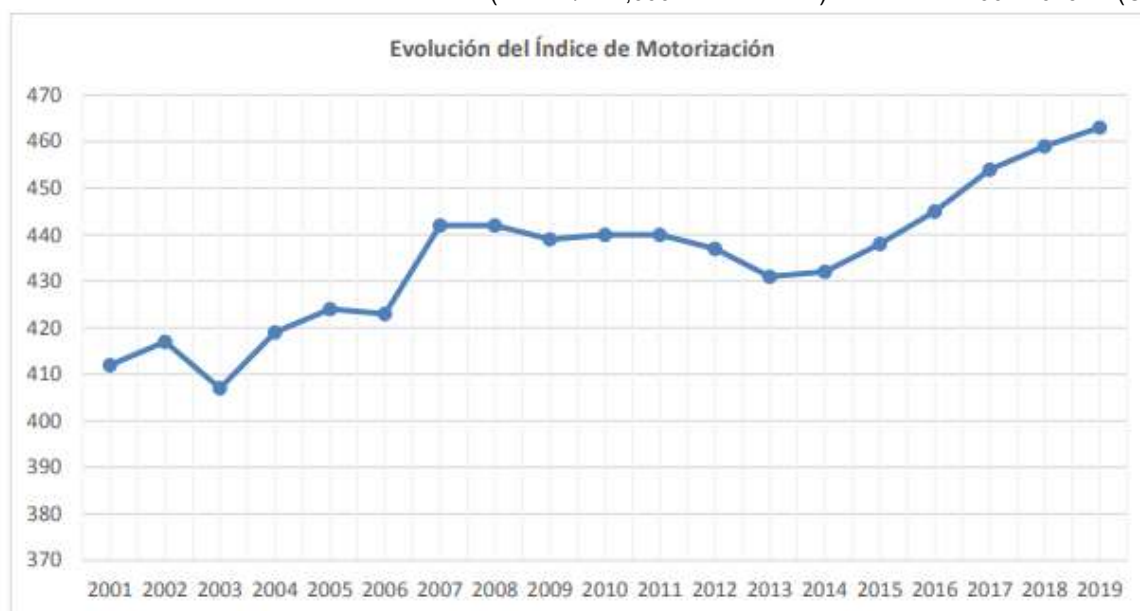
The vehicle fleet consists of 176,233 vehicles in 2019. A drop of 4.66% is observed between 2009 and 2015, recovering in the following years. The average annual growth rate of the last five years is 0.93% in the period 2015-2019.

Evolution of the vehicle fleet. Period 2001-2019. Directorate of traffic



The motorization index has gone from 412 to 463 vehicles per 1000 inhabitants in the period 2001-2019. A growing trend is observed until 2008, decreasing slightly from that moment until 2013, when gradual and continuous growth begins.

Evolution of the motorization index (cars / 1,000 inhabitants). Period 2001-2019. (Own Sources)



1.3 POLICY CONTEXT

According to the Application Form approved under the framework of the PE4TRANS project, Valladolid highlighted INNOLID2020+ (Integrated and Sustainable Urban Development Strategy) as the most important policy instrument designed and developed by the City to influence and engage Valladolid citizens for the use of sustainable means of transport.

INNOLID 2020+ is a strategy that establishes integrated actions to tackle economic, sustainable, climate, social and demographic challenges. This strategy ran between 2014 and 2020 with the aim of alignment the city of Valladolid to European Strategy Europe 2020 for a smart, sustainable and integrated growth. From four thematic objectives (TO) of INNOLID2020+, the work within PE4TRANS was focus on TO4: "Supporting the shift towards a low-carbon economy in all sectors" that it was also linked to the Sustainable Urban Mobility Plan (SUMP) of the city.

It is well known that the current context has changed. In this sense, the policy instruments of reference to tackle the Action Plan work within PE4Trans have been reviewed.

Consequently, the reference instruments on which the plan is based have been updated as follows:

- The new Comprehensive Sustainable and Safe Urban Mobility Plan of the City of Valladolid ([PIMUSSVA](http://www.pimussva.es)) approved¹ on 04/22/2021 (<http://www.pimussva.es/documentos/> – only Spanish version)

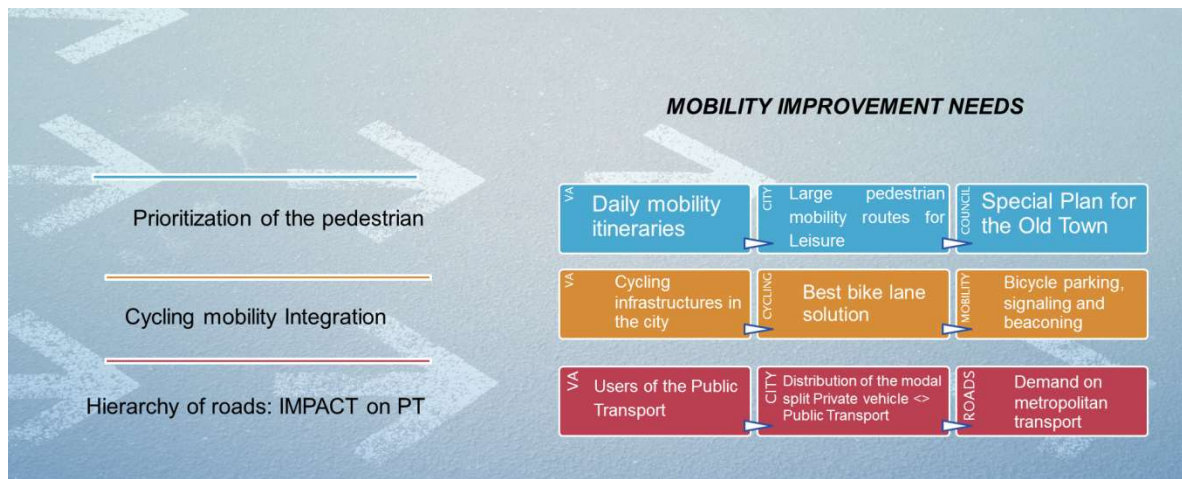
¹ It is under Public Consultation in order that allegations could be presented as well as for providing information related to the public participatory process done before the approval of the Plan.

- The review of the General Urban Planning Plan of Valladolid (hereinafter [GUPPVA-2020](#)), definitively approved with publication in the Official Gazette of Castilla y León on June 19, 2020, that has stimulated the definition of common criteria for the development of PIMUSSVA.

Also, other relevant plans and projects of the city have been considered for the definition and design of the PE4TRANS actions like the Urban Agenda 2030, the Bicycle Master Plan (still on draft), the Digital Transformation and Innovation Plan (SMARTVA!) or the Local Commerce Support Plan.

1.4 MOBILITY IMPROVEMENT: PE4TRANS CONTRIBUTIONS TO THE NEEDS OF THE CITY

The Urban Planning (GUPPVA-2020) and the Sustainable Mobility Plan (PIMUSSVA) highlight some areas for improvement and specific needs that must be worked on. These areas are a priority for the Valladolid City Council in mobility matters. They are as well the framework in which the PE4TRANS actions will be developed according to the interregional learning process provided by the partners.



The [prioritization of the pedestrian](#) is of great relevance in urban planning, differing for the pedestrian route network the following itineraries:

- Daily mobility itineraries
- Large pedestrian mobility routes for Leisure
- The Special Plan for the Old Town.

Thanks to the proposals of the PE4TRANS partners, the [ACTION 3: Green routes to explore new friendly urban spaces for pedestrians and cyclists](#) will respond to this need for improvement, mainly in the itineraries designed for leisure, as a good way of awareness and promotion.

Concerning the [cycling mobility integration](#), the cycling network and their infrastructures are the key points, mainly aspects related to the design of bike lanes, selection of the best bike lane solution, resolution of intersections, bicycle parking, signaling and beaconing. (Some strategic points to take into consideration in the mobility integration: the river, the railroad tracks, the University and Industrial Parks).

The inspiring proposals of the PE4TRANS partners will allow addressing the cycling tracks around Industrial Estates with the proposed actions: [ACTION 1: Label Bike friendly spaces. Municipal support](#)

and other public companies and **ACTION 2: Promotion of the bike to work in Industrial Parks & business areas.** PE4TRANS has taught to us that mobility integration is not achieved just with a good network and infrastructures, but also with actions to motivate people to change their habits. Through these actions this objective is pursued.

Regarding the [impact on policies](#) of the Metropolitan Public Transport, only two metropolitan lines have a real impact in the Valladolid Urban Transport due to the proximity of their population. –Although the demand in metropolitan transport, in relative terms, is not a large volume, it is necessary to attend this demand as well as improving interoperable systems of transport.

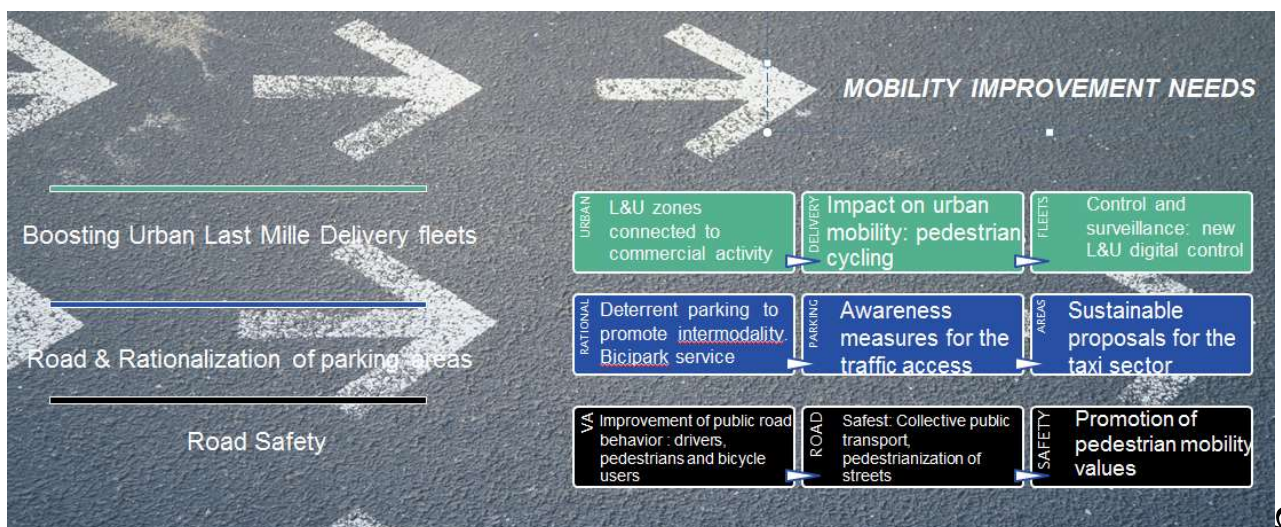
As far as the users of PT concerns, from the surveys provided in 2015 we can summarize the following figures: from 305,416 inhabitants, 19.3% of the total, 59,049 inhabitants, use Urban Transport at least once during a working day. A 69.0% of users are women. The largest age group is over 65. As age increases, the percentage of women user is higher.

Some interesting figures about the modal split Private vehicle <> Public Transport are also provided by the surveys launched in 2015:

- By time slots, PT is used in 13.1% of all trips made in Valladolid. Highest volume of trips on PT occurs at rush hour, from 8:00 a.m. to 8:59 a.m., from 2:00 p.m. to 2:59 p.m. and from 5:00 p.m. to 5:59 p.m. 5: 59, where 25% of all daily trips are made in this mode.
- In general terms the participation of the private vehicle is higher, except in the period from 10:00 to 12:59 hours where PT represents slightly more than half of the trips

The **ACTION 4: Urban Public Transport Apps for a better travel planning** of the PE4TRANS AP is a good way of stimulating PT, improving interoperability with other means of transport, and optimizing the use of public resources. It also optimizes the distribution of the user's time that can be devoted to other activities giving a better suitability of supply and demand.

On other hand, Covid pandemic has also crept into mobility proposals. The PE4Trans partner, Aristotle University of Thessaloniki organized on June 2020 an event to analyse the impact of this crisis on the mobility conditions and the quality of life for people. Both the 17 experts of various fields and representatives of Local Authorities and the Civil Society agreed that many of the post-pandemic transport practices will find an answer on the support of science and technology. These conclusions support the need and timing of measures like this one.



The [Load & Unload \(L&U\) areas](#) and the Urban Delivery topic are critical matters. In this sense, Valladolid is focused on boosting the Urban Last Mille Delivery fleets.

The city faces different problems. Concerning L&U operations the city must deal with issues such as improper parking, insufficient number of places reserved, lack of digital control of L&U spaces, difficulty of supplying certain areas, access limitations by time or by type of vehicle, increasing demand level of trade professionals with a competitive market. These problems have a major impact on urban mobility, with a direct impact on other motorized vehicles (cars, buses...) and indirectly pedestrian and cycling mobility.

The Valladolid Council has developed an APP (DUMinVal) that will allow the commissioning of a new L&U digital control, electric recharging in parking areas called ORA and Reduced Mobility People (RMP) parking. It means an improvement of the city in which the Municipality must continue working. The [ACTION 5. Improvement of URBAN GOOD DELIVERY and its LOCAL REGULATION: Portfolio of GOOD PRACTICES in e-mobility of High Impact Fleets. GREEN PAPER at local level](#), gives visibility to public policies related to urban logistics. As learned by PE4TRANS partners, different technological tools must be shown as mobility solutions for all citizens, involving everyone as part of the solution. In this sense, promotion is crucial.

In the chapter of [roads](#), Valladolid's interurban road network has numerous access routes. The access roads are formed by radial axes of motorway and national highways, and by two concentric axes. The urban road network is mostly one-way traffic (almost 70% of roads). Only 3% have 3 or more lanes. As far as the historic center concerns, the city is committed to design lanes at 30km / hour. Long term target is to achieve an 80% of the city streets with that speed limit aligning with the UN & the 3rd World Road Safety Conference goals.

There are 4 different types of city parkings:

- ✓ Regulated zones parkings (ORA),
- ✓ Non-regulated surface parking,
- ✓ Deterrent parking and
- ✓ Underground parking's.

Regarding the surface parking, the most remarkable problem is parking in downtown streets. In this sense, the promotion of deterrent parking is essential. In July 2021, the first closed bicycle parking was inaugurated. Located in a deterrent parking (Feria de Muestras) the largest in the city, provides access to this BiciPark service, available with the Municipal Services Card. Users can store for free their bicycle in a safe way, since it is a closed and guarded area. This new service will be an incentive for a greater use of bicycles in the city, promoting as well intermodality. The [ACTION 1: Label Bike friendly spaces. Municipal support and other public companies](#) will find synergies with this kind of services provided by the City Council to generate added value to the PE4TRANS AP.

In relation to [road safety](#), the perception of citizens provides essential information to configure any action plan. The last survey shows the need to influence the improvement of the road behavior of different users of public roads: drivers, pedestrians and bicycle users. Considering that all groups commit infractions with impact on other citizens, it is recommended that the improvement be made not only with the control of infractions but also with the training and awareness of different groups with interactions between them to empathize with the difficulties of the others. In this sense, road safety linked to the awareness and training is a matter to be approached by the PE4TRANS AP for Valladolid. The [ACTION 6. Safe School Route. Bikeability training](#) shares this approach focusing the policy need in the child mobility, one of the mayor concerns of all the PE4TRANS partners and target of most of the implemented actions.

3. PE4TRANS ACTION PLAN



STARTING POINT FOR PE4TRANS ACTION PLAN

A city model in which citizens make their journeys in a **SUSTAINABLE AND SAFE** way. Adapted to national and international framework of **MOBILITY STRATEGIES**

- ✓ **ENHANCEMENT OF NON-MOTORIZED MODES:** Pedestrian and cyclist mobility improvement
- ✓ **PROMOTION OF PUBLIC TRANSPORT:** Multimodal mobility approach. Increasing PT
- ✓ **IMPROVEMENT OF THE URBAN DISTRIBUTION OF GOODS (UDG):** Adaptation of UDG. A mobile 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

Contribution to the **SUSTAINABLE DEVELOPMENT GOALS (SDG)** concerns, emphasizing the greater participation of **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**

ACTION 1: Label Bike friendly spaces. Municipal support and other public companies



RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
The certification as a bike-friendly employer involves a high level of commitment of the companies or public companies but it is very effective. Different types of employer could be engaged. Other facilities and means rather than classical public bicycle loan system could solve the provision of bicycle service to the city.	Study Visits - District of Grafschaft Bentheim – Good Practice“ Bike-friendly employer”
Specific target group (senior citizen) to address policy instruments. It can be addressed to any kind of target group	Fit in old age (senior citizens):e-bike and pedelec training by the “Verkehrswacht”
GP disseminated by AUth partner: this experiment proved that some social labels increase people’s perceptions of themselves as environment-friendly individuals.	Nudging experiment: testing whether social labelling can increase bus use

BACKGROUND

Currently, Valladolid has a bicycle loan system, with a contract in force since 2013, with bikes and parking managed mainly by an App platform.

In the framework of the Bicycle Master Plan, some proposals of improvement and spreading the city's public bicycle system is encouraged to reach the majority of the population: the goal is to cover all the citizens with a bike parking in a radius of 300 m away. This plan includes a public bicycle management system to provide services to 150 parking's and 2,000 bicycles, showing a clear commitment to promoting cyclist mobility. It will be integrated into the Maas platform and managed from the integrated control center.

However, experience of the PE4TRANS project taught that It is not only necessary to have adequate facilities or a good network, but to promote it through effective formulas and actions to motivate targeted groups to change their habits.

GP proposed by the District of Grafschaft Bentheim is the starting point for the 1st action line as a really inspiring practice to boost mobility by bike. Concrete pilot actions such as the **certification of Bike friendly spaces** could respond to the needs for improvements on bike use, facilities and development of bike transportation plans (by public or private companies).

This GP seems also a good tool to promote this green and healthy transport encouraging the local commerce to attend for the certification. The support Plan for Local Commerce promotes also the improvement of mobility "[Valladolid, keeping business local](#)". With the proposed action, it could also be possible to add those businesses to obtain this certificate. Requirements for this purpose will be studied in order to define the characteristics of their private spaces for bikes and the public domain, if necessary.

Also the Nudging experiment shared by Auth partner implemented in Rotterdam [Social Labelling](#) demonstrated that social labels can effectively produce behavioral change in the real world and allow PT operators and authorities to effectively increase their market share.

ACTION SCHEME

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 Bike friendly spaces. 1st phase: Agreement. Design label requirements (oct 21-Sep22) 2nd phase: Implementation (oct 22-Sep 23) Costs: Companies budget: line devoted to apply for the Label Funding sources: Incentives for infras to bikes, "green" canopies, etc...or providing public space or In-kind contribution	Information campaigns (Industrial warehouses, markets, logistic Hub, Local Commerce)				Drafting agreement about target of the label: Bike Association-AUVASA partnership to coordinate cycling measures in companies: Transportation to Work Plans, Types of bike (cargo or bicycle trailers, e-bikes,...). Use of trailers for internal logistics, bike messenger services.				Identification of service provision: the certification require some services: - Repair facilities - Rental pool for employees - Health check by public health officer				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									
	Approach: Create a Label "bike-friendly spaces" promoted by Val Stakeholders: AUVASA in order to coordinate the Municipal bicycle loan system with Label, both Mobility & Innovation area Bike Association (Asamblea Ciclista de Valladolid), AVADECO (Merchants Association), FECOSVA (Commerce Federation)								Valle de Aran Industrial Warehouse. Pilot project to check label requirements													

NATURE OF THE ACTION

The action consists of creating a label that certifies **bike-friendly spaces** promoted by the Valladolid City Council.

The City Council in collaboration with other public institutions must design a certification that incorporates requirements to gradually obtain that label.

The process to achieve the BIKE-FRIENDLY SPACES CERTIFICATION will follow the next steps:

✓ Information, communication, and motivation:

The participation in different campaigns as the Mobility Week or Bike to work is an enabling requirement as well as cycle training offers to the employees or self-employed workers/companies. Industrial warehouses "Innovation Hubs", Central market (MERCAOLID), Logistic Hub (CENTROLID) or the local commerce could participate.

✓ Cycling measures in the company.

Identifying an entity or Bike Association (Asamblea Ciclista de Valladolid) to coordinate this kind of measures: drafting an agreement about a target to achieve in sharing bicycle in companies or spaces,

types of bikes to use (bicycles, cargo bikes or bicycle trailers, e-bikes). Other measures must be agreed as the use of bicycle trailers for internal logistics or the use of bicycle messenger service.

Special emphasis will be placed on helping to design “Transportation to Work Plans” (currently they are not mandatory) in order to include in this kind of plans the requirements of the label and cycling measures. In this sense, the AP has forecasted [**ACTION 2: Promotion of the bike to work in Industrial Parks & business areas**](#)

✓ **Service provision**

The certification requires the company or the multifunctional space to offer some services in relation to the use of the bike:

- ✓ Creation of bicycle repair facilities (e.g., bicycle service box, spare parts)
- ✓ Rental pool of special bicycles for employees (e.g., cargo bikes)
- ✓ Health check by public health officer

✓ **Infrastructures**

Some specific facilities within the companies or the multifunctional space must be encouraged to have the certification:

- ✓ Bicycle parking facilities close to the entrance, barrier-free, covered and illuminated
- ✓ Changing facilities, lockers for clothing and bicycle accessories, drying rooms and showers

✓ **Parking management and other complementary measures**

Other measures could be included for a review or a second phase of certification:

- ✓ Conversion of car parking spaces near entrances into bicycle parking facilities
- ✓ Bicycle parking facilities for customers
- ✓ Motivation program / incentive systems for customers to cycle
- ✓ Bicycle service box for customers

The District of Grafschaft Bentheim proposes some improvements to take into account for the better performance as Special bicycle offers such as after-work bike tours or Bike-Leasing. These proposals will also be studied to incorporate them into the label's accreditation.

Firstly, It will be promoted some spaces of public capital or in which there are public-private collaborations in order to encourage the involvement of other companies and following the cycling measures, the investment in facilities and parking management.

A first approach to this label certification will be to use the “*Valle de Arán*” Industrial Warehouse to see the opportunity of the measure. The Innovation Agency has projected a public promotion work that is an existing Warehouse that will be devoted to an Innovation Hub, a space for innovators workers, a wide range of occupations to work together in this space, from artisans to engineers always linked to innovation.

This Industrial Warehouse project fits with this action line taking into account that adaptation of the facilities for bicycles parking as well as the promotion of bike services or the bike use by the installed companies could be promoted by the Council though the creation of this bike-friendly companies label. The demonstration effect can be extended to other multifunctional spaces, isolated companies or local commerce.

STAKEHOLDERS INVOLVED

The City of Valladolid and mainly the Mobility Area plus AUVASA (in charge of the bicycle loan system) in order to coordinate the Municipal bicycle loan system and the label certification to the companies, avoiding overlaps and optimizing resources from different stakeholders; Bike Association (Asamblea Ciclista de Valladolid). Industrial, warehouse workers and companies.

Avadeco (Merchants Association of Valladolid) and FECOSVA (Federation of Commerce and Services of Valladolid and Province Region) should play a substantial role in boosting the local commerce and their spaces to become “bike friendly shops”.

TIMEFRAME

A 1st phase of one year (oct21-sep22) to have an agreement with bike associations and other stakeholders for designing the label requirement as well as the promotion of this action. The implementation will be done in a second step the following year (oct22-sep23).

COSTS

Some economic incentives should be foreseen to encourage this action linked to the Local commerce or providing public space or facilities to convert it into parking areas or lockers for clothing/bicycle accessories, drying rooms/showers,...other “in kind contributions” could be provided.

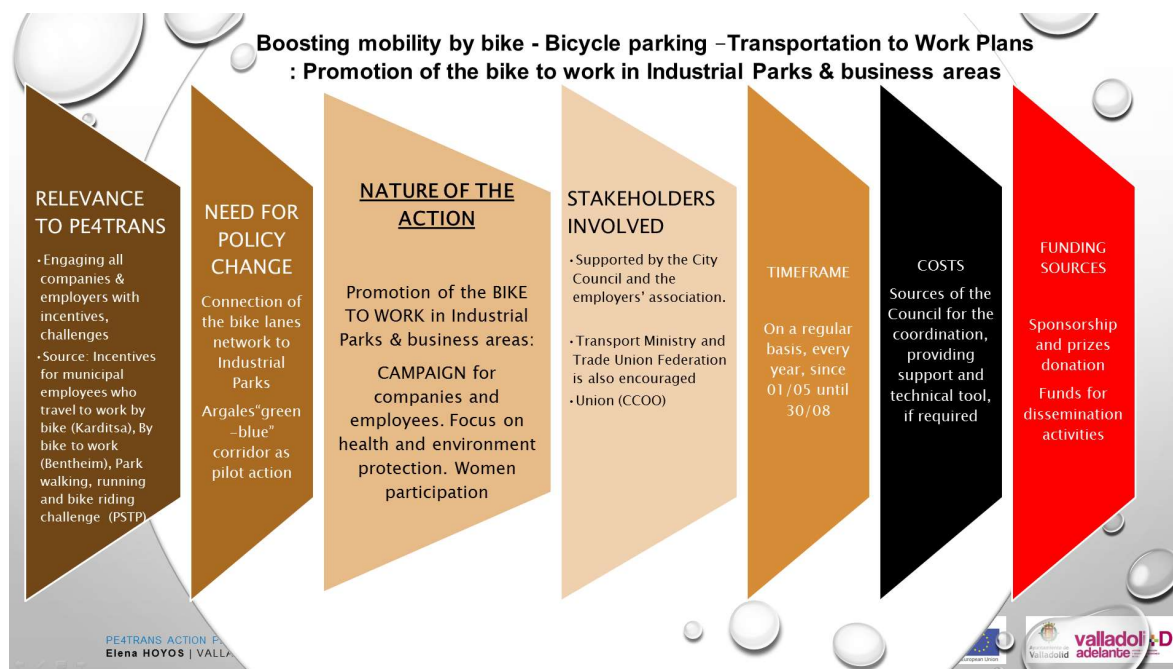
FUNDING SOURCES

Own resources of the companies involved and multifunctional spaces budgets (Statutes and operating regulations should be revised to include the application for the label).

BENEFITS

The goal is to increase the number of bike facilities (lockers for cloths, bikes accessories, drying rooms & showers, bike parking for employees & customers) and taking into account this label in the design of the transportation plans to work. On the local commerce side, the goal is to increase the number of shops to become “bike friendly shops” to effectively increase their market share.

ACTION 2: Promotion of the bike to work in Industrial Parks & business areas



RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
Engagement of employers in promotion of cycling by model role of the managers, a day off for bicycle commuters	Municipality of Karditsa GP's related to incentives for municipal employees who travel to work by bicycle.
Engagement all companies & employers to make the way to work as a personal fitness program	Study Visits - District of Graftschaft Bentheim – GP: By bike to work Pedal to the metal and go
Sport competitions among workers for promotion of the healthy lifestyle and sustainable mobility	Poznań Science and Technology Park for sustainable transport GP Park walking, running and bike riding challenge

BACKGROUND

All the Valladolid plans show that connection of the bike lanes network to Industrial Parks continues to be a problem.

On the other side, the overwhelming majority of companies in these Industrial Parks has not [sustainable transport plans to work](#). Their implementation and some specific measures could contribute also to change the mobility habits, particularly with the promotion of the bicycle use.

As far as the Argales Park is concerned, its integration with the cross-border residential areas is limited. The access has been almost exclusive to the vehicles, hardly to bicycles or pedestrians. Moreover, most of the industry hosted on this Park does not have transportation plans or measures to motive change behaviors around mobility.

In addition, the lack of trees or even no vegetation at all in this Park, together with the high percentage of waterproof paved surface (almost 100% is asphalt and concrete) turned the area into a "heat island".

with a low presence of biological diversity and inhospitable for people who work or just decide to visit this industrial area.

The "ARGALES Industrial Park Re-naturalization² project is going to design a "green-blue" corridor under Nature Based Solutions (NBS). Environmental improvements will come from the combined re-naturation patterns (tree planting and green bands) and sustainable urban drainage systems (draining green band, draining parking lot, rain garden) in public spaces located along several streets of the park.

The Argales "green-blue" corridor is a good opportunity to assess the action relevance in relation to changing mobility behavior in industrial areas. It is about carrying out a DEMO action whose results allow its application to other areas and industrial estates of the city. At the same time, it will contribute to the cycling mobility integration between both the residential and industrial areas.

ACTION SCHEME

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 2. Bike to work (Industrial Parks & business areas) On a regular basis, every year, since 01/05 until 30/08. Costs: Support & technical tools City Council & Companies Funding sources: Sponsorship and donation					By bike to work" Campaign for companies and employees ". A call designed with Association of the Argales Industrial Estate.				Campaign Design: - Participants cycle to work +20 days (during 4 months). Mileage (on-line platform) - Participation both (Individual or a team: Max.4 people - Partial routes can combine cycle and PT Non-cash prizes. Special prize 4 Women				Goal/Results: Km traveled, CO ₂ emissions avoided, participants, companies involved									
					Approach: Employees Health & Environment protection Stakeholders: Employers' association; Trade Union Federation, Insurance companies, support of National Government & City Council																	

NATURE OF THE ACTION

The objective of the promotion of the bike to work in Industrial Parks is to gradually change the trend of trips to work centers, especially in industrial estates. Displace the use of the car. It is about taking advantage of this change to favor the use of non-polluting means of transport.

² European Project INDNATUR_under INTERREG V A Spain Portugal program (POCTEP): Improvement of the urban environment in industrial areas, adaptation to climate change and improvement of air quality through Nature-Based Solutions (NBS)"

On other hand, encouraging workers to use the bike, companies could be engaged to improve their facilities and develop sustainable transport plans³ to work that promote greener means of transport.

PE4TRANS contribution would be to achieve a real commitment to sustainable mobility by the industry with the following actions:

- ✓ Campaign for companies and employees of the Argales Industrial Park: "By bike to work". Campaigns could be extended to other Industrial Parks
- ✓ A call for participating in the campaign will be launched jointly promoted by the Valladolid City Council and the Association of the Argales industrial estate.
- ✓ The bases of the call will define the characteristics of the campaign. That will be focused on the employees' health and environment protection. This action must emphasize the greater participation of women in both sides of the campaign (as employer and employee).

In this sense, the campaign can be designed with a similar format as those proposed by the GP of Bentheim:

- ✓ Participants must cycle to work 20 or more days and enter their mileage in the campaign calendar (online platform)
- ✓ The participation is promoted both individual or as a team (a maximum of 4 people).
- ✓ Partial routes and journeys from Home to Office can combine cycle and public transport.
- ✓ All the participants who reach the 20 days goal in the campaign period and enter it in the campaign calendar have the chance to win attractive non-cash prizes.
- ✓ Special prizes will be devoted to the women⁴ and their bike use.
- ✓ The engagement of companies to add this campaign will be rewarded as well.

Other topics could be included in campaigns: "fitness program promotion" to follow a healthy lifestyle during the time work, etc...

STAKEHOLDERS INVOLVED

The initiative is supported by the City Council, the employers' association. The involvement of Transport Ministry and Trade Union Federation is also encouraged.

The Union (CCOO-Workers Commissions) participates in the Bike Master Plan of Valladolid. Their involvement in the Mobility Working Plans as well as in this activity will be very useful.

³ Sustainable transport plans to work: The **Ministry of Ecological Transition**, through the Institute for Diversification and Energy Savings (IDEA), has designed a guide to develop **Transportation to Work Plans** (see <https://www.movilidad-idae.es/> only Spanish version is available). It also has a battery of GP in terms of sustainable mobility in work centers: these are comprehensive or specific actions for the implementation of sustainable mobility measures as inspiration for other work centers. Issues such as the motivations and objectives pursued or the description of the measures and the results achieved are very useful to replicate and adapt it into action lines promoted by the PE4TRANS plan.

⁴ <https://www.un.org/womenwatch/osagi/pdf/ECOSOCAC1997.2.PDF>: "Mainstreaming a gender perspective" is the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in all areas and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. The ultimate goal is to achieve gender equality.

TIMEFRAME

On a regular basis, every year, since 01/05 until 30/08.

COSTS

Own sources of the Council for the coordination of the activity, providing support and technical tool, if required.

FUNDING SOURCES

The sponsorship of companies in the area and the donation of prizes.

BENEFITS

The goal is to have many participants, a lot of companies involved. The kilometers traveled and the CO2 emissions avoided should increase every year with increasingly ambitious objectives (as example: In 2020, a total of 15.422 participants from around 6.900 companies registered in Lower Saxony and cycled 7,9 million kilometers together).

On the side of the business companies, it is useful to include this kind of campaign in the transport plans to work that promote the bicycle use as a motivational measure.

As well, campaigns and transportation plans must include components aimed at gender equality with direct or indirect impact. In particular:

- ✓ The setup of objectives for the women participation.
- ✓ Measures addressed to eliminate barriers to equal participation
- ✓ The setup of explicit and visible commitments in the transport plans to work
- ✓ The evaluation progress or setbacks in this field in order to reduce the gender gap.

ACTION 3: Green routes to explore new friendly urban spaces for pedestrians and cyclists



RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
	Temporary pedestrian and bicycle paths promoted due to COVI-19 pandemic (Thessaloniki, GR)
Rallies as part of campaigns to promote nature, history...For different target groups: schools, families, seniors, charity ...	GP N° 66 "bicycle rallies as a promotional campaign including three elements: savings, health benefits and environmental protection" Kalisz Ostrow Agglomeration (PL).
Additional activities to the routes (explain NBS, Smart City, innovative solutions, etc....)	Examples: "Time for your move", "Trail of Wooden Churches", "With a preschooler on a bike", "Welcome autumn", "Bicycle Festival".
Easy way to promote urban spaces as well as riding activity	
Actions to motivate the use of sustainable forms of mobility (bicycle)	Stakeholder-Group Meeting-Workshops 3 & 4; Surveys about Mobility Habits; Nudging-approach; Smart Transport Event: Open Air Event "Take your bike & pedaling (Val_Spain)
Natural Heritage – Green routes as a good way to promote the use of bikes: Projects focused on NBS The urban space: friendly for pedestrians and cyclists	Smart Transport Event: Valladolid, Green City

BACKGROUND

Since the design of the INNOLID 2020+ (Integrated and Sustainable Urban Development Strategy) the prioritization of spaces and itineraries for pedestrian and cycling users has been the corner stone of the thematic objective: "support towards a low-carbon economy". The INNOLID Strategy already

proposed the development of actions around this topic with initiatives as “Pedestrian green routes and bicycle lines”.

The last years, the city has implemented different projects and has created new spaces for pedestrians improving many areas that must be discovered by citizens: The new pedestrianization of the city town, the creation of the Low Emission Zone (LEZ) that includes access control systems and complementarity with cyclist mobility, vertical mobility to connect the city center with some districts, new bike lanes (green cycle lane and re-naturing of existing one), new Green Resting Areas, etc...

Moreover the city is working on urban green corridor interventions. In this contest, the creation of green circular routes will boost non-motor travels and the use of bicycle also to promote tourism resources of the city and foster cultural, sport, healthy and leisure activities in the municipality.

Valladolid has presented on September 6, 2021, the project "Everyday walks make health" that will be carried out in the twelve centers for the seniors of the city. The routes will be designed based on friendly accessibility

Thanks to the proposals of the PE4TRANS partners, this action nº3 has been designed not only in order to discover the natural heritage and the green interventions of the city but also as a good way of awareness and promotion of the sustainable mobility for all kind of audience.

ACTION SCHEME

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 3. Green routes. Friendly spaces pedestrian & cyclists Schedules 22's spring . If Green corridor finished. If not, 23's Spring season Costs: Support & technical tools City Council. Bikes borrowed. Cyclist & pedestrian for free Funding sources: Budget (Innovation, Mobility & Environment Area). Communication activities NBS projects.					Cycle-pedestrian Green routes. Bicycle rallies to promote new friendly urban spaces			Bicycle rallies: - Itineraries accord to new cycling-pedestrian lines: New Green Corridor, NBS points, Green Resting Areas, paths with green pavement. - Different target groups (kids, young, elderly people). Routes adapted "on foot" - Supported by thematic experts (NBS. Urban Planning, Innovation)			Goal/Results: Km traveled, CO2 emissions avoided thanks to the activity & NBS intervention, participants (segregated data)											
					Approach: Discover new friendly urban spaces (Green Corridor,...) for pedestrians & cyclist Stakeholders: Innovation Agency, Mobility, Environment Area+AUVASA. BIKE Associations, citizens																	

NATURE OF THE ACTION

The action consists of bicycle rallies as a promotional campaign including three elements: “savings health benefits and environmental protection”. The main axe of this action will be the “Green routes explore new friendly urban spaces for pedestrians and cyclists”.

Additional activities to the routes will be encouraged as thematic routes to explain NBS, innovative solutions for the use of urban space, traffic rules and management of the LEZ, the performance of the Air Quality Plan or increasing the walkability of the municipality.

The design of the bicycle rallies will be as follows:

- ✓ Itineraries according to new cycling-pedestrian lines: New Green Corridor, NBS points, Green Resting Areas, paths with green pavement. Some routes could be adapted to do it on foot. Different target groups (kids, young, elderly people with the project "Everyday walks make health", disabled people...).
- ✓ Supported by thematic experts (NBS, Urban Planning, Innovation)

STAKEHOLDERS INVOLVED

The City Council, with more involvement of the Mobility and the Environment Area. AUVASA (in charge of the bicycle loan system). Senior Centers of the Council. Other stakeholders like Bike Association (Asamblea Ciclista de Valladolid) and citizens.

TIMEFRAME

Adjust the agenda according to the new green network in place. Ideally, during the 22 spring some bicycle rallies could be scheduled.

COSTS

Own resources of the City Council with the involvement of the cyclist users and pedestrian for free.

Bikes could be borrowed by the Council and e-bikes depending on the route.

FUNDING SOURCES

The municipal budget devoted to promotional activities with a special involvement of the Innovation Agency, Mobility and Environment Area. Sources coming from dissemination activities of NBS projects could be supplied.

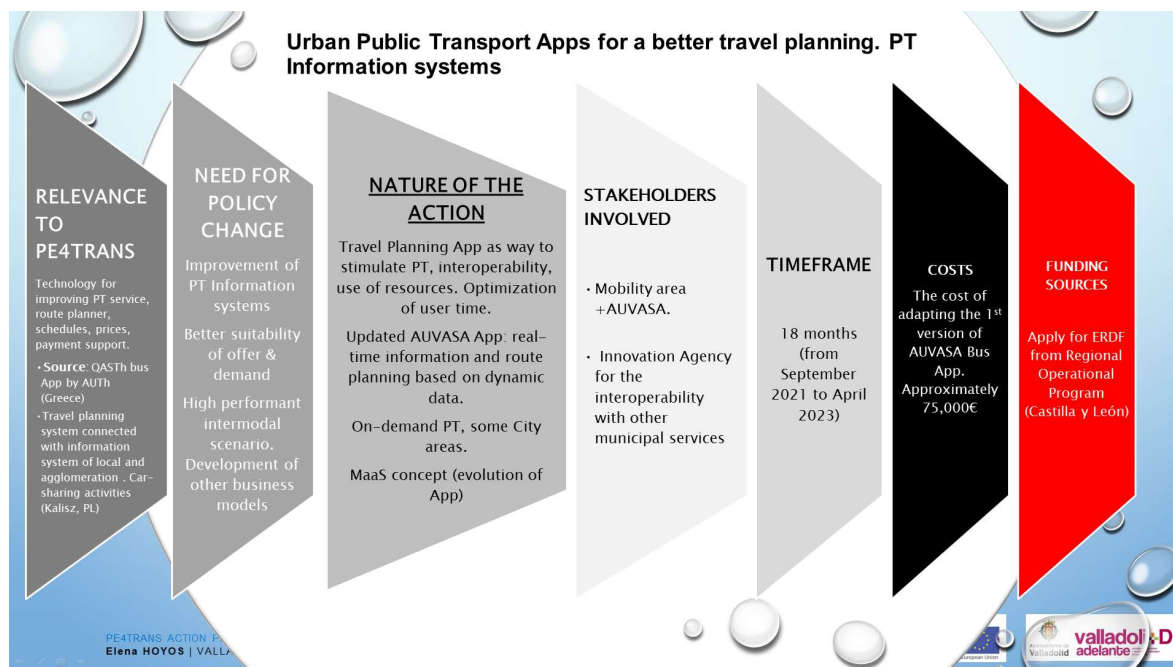
BENEFITS

The PE4TRANS bicycle rallies will guarantee a higher impact to the green routes and other planned actions for pedestrian and cyclist. The result of this action line goes farther than figures about the involvement of citizens in the promotional campaigns. These interventions will be monitored, in order to show the positive effects for both health & environment.

In the routes designed specifically for the elderly, benefits are focused on:

- Improving physical and sensory accessibility in urban itineraries.
- Strengthening the health value into daily journeys.
- Promotion of the socialization of people
- Increasing the walkability of the municipality which can contribute to the reduction of motorized transport and, the carbon footprint.

ACTION 4: Urban Public Transport Apps for a better travel planning



RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
Technology for improving PT service, the route planner, schedules, prices, and payment support	QASTh bus App by AUTH (Greece)
	Creation of an agglomeration travel planning system connected with an information system of local and agglomeration range. Car-sharing activities (Kalisz-Ostrów Agglomeration, PL)

BACKGROUND

The improvement of the Information system via apps or webpage, real-time information in the bus stops and other connected actions give a better suitability of supply and demand.

In the city of Valladolid, there is an information service scheduled per stop and line, but route planning in PT can only be done with a static trip planning service. It is necessary this planning be done at real-time what would mean multiple choices for commuters to decide how to move on.

Travel Planning Apps are a good way of stimulating PT, improving interoperability with other means of transport, and optimizing the use of public resources. It also optimizes the distribution of the user's time that can be devoted to other activities

ACTION SCHEME

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 4: Urban Public Transport Apps for a better travel planning 18 months (from September 2021 to April 2023) Costs: The cost of adapting the first version of AUVASA Bus App. Approximately 75,000€ Funding sources: Apply for ERDF from Regional Operational Program	Updated AUVASA App: real-time information and route planning based on dynamic data.																					
	Approach: Travel Planning Apps as way to stimulate PT, interoperability, use of resources. Optimization of user time. Stakeholders: Mobility area +AUVASA. Innovation Agency for the interoperability other municipal services				Features and requirements. Development of software Pilot action about "On-demand" PT, for some City areas MaaS Concept (Evolution of the App). Evolution to Intermodal business cases (Car sharing, etc....												Goal/Results: surveys new users. % increased users. Proportion of intermodal travels: PT/bicycle, PT/car sharing					

NATURE OF THE ACTION

Aligned to the first version of AUVASA Bus application, the action will focus on a better balance between offer and demand, with the possibility of on-demand public transport in certain areas of the city. The updated app of AUVASA will include real-time information and route planning based on dynamic data.

This action would also work on the concept of Mobility as a Service (MaaS), for instance with car-sharing solutions for business fleets. Synergies must be found to set up high performant intermodal scenario. At the same time, the development of different business models will give an added value to the private sector of the city.

STAKEHOLDERS INVOLVED

The City Council, with more involvement of the Mobility Area as well as the Public Bus Company (AUVASA). The contributions of the Innovation Agency will be focused on the interoperability with other municipal services.

TIMEFRAME

18 months (from September 2021 to April 2023)

COSTS

The cost of adapting the first version of AUVASA Bus App. Approximately 75,000€

FUNDING SOURCES

It would be possible to apply to ERDF from the regional operational program (Castile-Leon)

BENEFITS

The goal is to achieve more number of PT users but also a better balance between offer and demand. In this sense, some specific surveys will provide information about the percentage of increased users, proportion of intermodal travels (PT/bicycle, PT/car sharing), APP satisfaction surveys (improvement of waiting times, route optimization, precision of dynamic data and real information, ...)

ACTION 5. Improvement of URBAN GOOD DELIVERY and its LOCAL REGULATION: Portfolio of GOOD PRACTICES in e-mobility of High Impact Fleets. GREEN PAPER at local level.



RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
Rallies concept to be associated to leisure activities in order to create a community of sustainable mobility supporters	Good practices of public participation in transport policy. Agglomeración Kalisko-Ostrowska. Bicycle rallies
Change in the behavior of Last Mile Delivery Fleets sector towards more sustainable models. Promotion of intermodality.	Stakeholder-Group meeting-Workshops 3 & 4 Nudging-approach
Dissemination of actions that support more responsible and healthy uses in mobility	
Technology for improving PT service, the route planner, schedules, prices, and payment support. Technology helps to deal properly with Urban Delivery problems	QASTh bus App by AUTH (Greece)

Good practices are a useful learning and knowledge transfer process throughout the INTERREG Europe program	
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BACKGROUND

The Urban Delivery issue is a critical matter for the city. Some years ago Valladolid pioneered the introduction of measures in its public policies for a more sustainable urban mobility. The Green Vehicles Program, launched by the Council in 2012, designed a roadmap (2012-2015) for electro-mobility. This program and the following mobility plans and projects have focused the effort on the need to increase the electrification mainly for delivery fleets in the Last Mile area of the city.

In this sense, the recharging facilities of the public network has been updated and other important activities around this topic have been developed in order to guarantee a good quality service to the e-commercial and other e-delivery fleets. The Val Citizen Card will deploy a unified payment system for all modes of transport (Public Urban transport, sharing, parking, and bicycle) included also the Public Infrastructure recharging point network. This unified service system will help to deal properly with load & Unload (L&U) issues of e-fleets.

On other hand, the Valladolid Council has developed an APP (DUMinVal) that will allow the commissioning of a new L&U digital control, electric recharging in parking areas called ORA and Reduced Mobility People (RMP) parking.

The Council reinforces all these tasks with economic incentives and promotional activities that contribute to raising awareness about the problems that especially affect logistics in cities. The Urban Distribution of Goods (UDG) is approached from different perspectives but the end of the supply chain (small loads deliveries to several destinations and frequent trips) is of special interest for the mobility public policies improvements in the city. The overexposure of L&U vehicles on the streets and the consequent daily traffic conflicts need to be solved.

The benefits of the economic incentives winners for their electric fleets include dissemination actions and support for sustainable mobility strategies and plans in Valladolid (studies on urban delivery, parking areas -L&U, recharge points-).

In this context, in addition to the visibility given to the e-vehicle delivery groups and others with high mobile impact, such as the taxi or commercial sector, in events such as the Caravan for the promotion of electric mobility in the European Week of the Mobility, seeks the mobilization of the entire sector towards sustainable models of urban transport.

Services provided within the City Council's Economic Incentives Agreement are open, adaptable to the needs of the city. The winners of this Agreement have been selected for their activism in the interests of sustainable mobility, so they have a key role as a model to follow by other users in these sectors.

ACTION SCHEME

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 5. Good Practices Portfolio "High Impact Mobility". Local Green Book 1st phase until Jun 22: Stakeholders reports. 2nd phase Dec22 BP. 2023 Local Green Book regulation change consultation Cost: City Hall Valladolid. Involvement of e-vehicle users. Funding sources: Municipal Budget. Encourage dissemination e-fleets Good practices					Stakeholders' reports: Resources and infrastructure, evidence of success, potential for learning and transfer. Recommendations and improvements				Good Practices Portfolio: Investments made, incentives, homologations and work tools. Business adaptation. Savings. Fleet management systems improvements, training, route optimization. Promotional campaigns Institutional support to improve business sustainability								Objective / Results: 10 good practices in different fields (postal delivery, parcel, commerce, taxi, driving schools, dealers) Consultation and debate on regulation. Local Green Book on regulatory changes in high-impact urban mobility					
					Approach: Useful learning and knowledge transfer process. Change of urban distribution transport models. New regulatory developments and municipal ordinances. Stakeholders: Delivery companies, postal, taxi, commercial, driving schools																	

NATURE OF THE ACTION

The proposed action will consist of obtaining a portfolio of GOOD PRACTICES in electric mobility and different sectors of activity (autotaxi, delivery companies, commercial, driving schools).

For this, concrete information will be required reflected in a book similar to the Green Books published by the EC, whose objective is to stimulate reflection, at the local level, on the necessary changes in the transport models of the urban distribution, public service of taxi or high impact mobile sectors in urban environments.

It is proposed to these stakeholders, in this case -the successful bidders- of the Framework Agreements, to participate in a process of consultation and discussion on the proposals they present, being able to transfer it to the local regulatory developments or municipal ordinances.

For the first phase, in order to create a PORTFOLIO OF GOOD PRACTICES, reports will be proposed by the selected stakeholders.

The purpose of these reports is to highlight the actions that are useful for potential users of the sector, to know precisely the needed **resources and infrastructures** to carry them out, to demonstrate the **success**, if so, and **to assess the potential for learning and transfer**. A section of recommendations and improvements will be included in order to continue working on new proposals and solutions for sectors related to high-impact mobility in the city.

In the second phase, once the information has been collected and the potential of these practices identified, a process of consultation and discussion will be established between stakeholders and the Valladolid Council in order to translate it into the municipal ordinances.

STAKEHOLDERS INVOLVED

The City Council, e-vehicle user, electro-mobility stakeholders, manufacturers of different kind of vehicles for delivery purpose, citizens.

TIMEFRAME

From January to June 2022, report collection on:

- **Necessary resources and infrastructure** (Total investment and incentive or aid obtained, necessary homologations of electric vehicles in the business field, other new work tools)

Business adaptation needs, investments to adjust to regulations or new regulations. Financial impact and material changes to the electric fleet in accordance with the municipal ordinances of Valladolid.

- **Evidence of success** (Savings obtained thanks to the e-vehicle, in terms of money, CO2 emissions, time, etc. Improvements in fleet management systems, employee training, acquisition of new skills, route optimization, recharges, utility of the recharging network for public use, number of passengers or users. Promotion or dissemination campaigns highlighting the sustainability factor of the e -fleet. Institutional support as a channel and necessary resource to improve their business and its sustainability.
- **Potential for learning or transfer** (degree of transfer of the business associated with the e-vehicle to other users in the same sector or others, as well as its justification.
- **Recommendations and improvements** (regulation, infrastructures, type of incentives, new business models, association agreements, ...)

From June to December 2022, preparation of the portfolio of good practices and start of the consultation and debate on changes and measures to be adopted in the municipal regulation or ordinances by 2023.

COSTS

Own resources of the City Council with the involvement of the e-vehicles users ~~for free~~.

FUNDING SOURCES

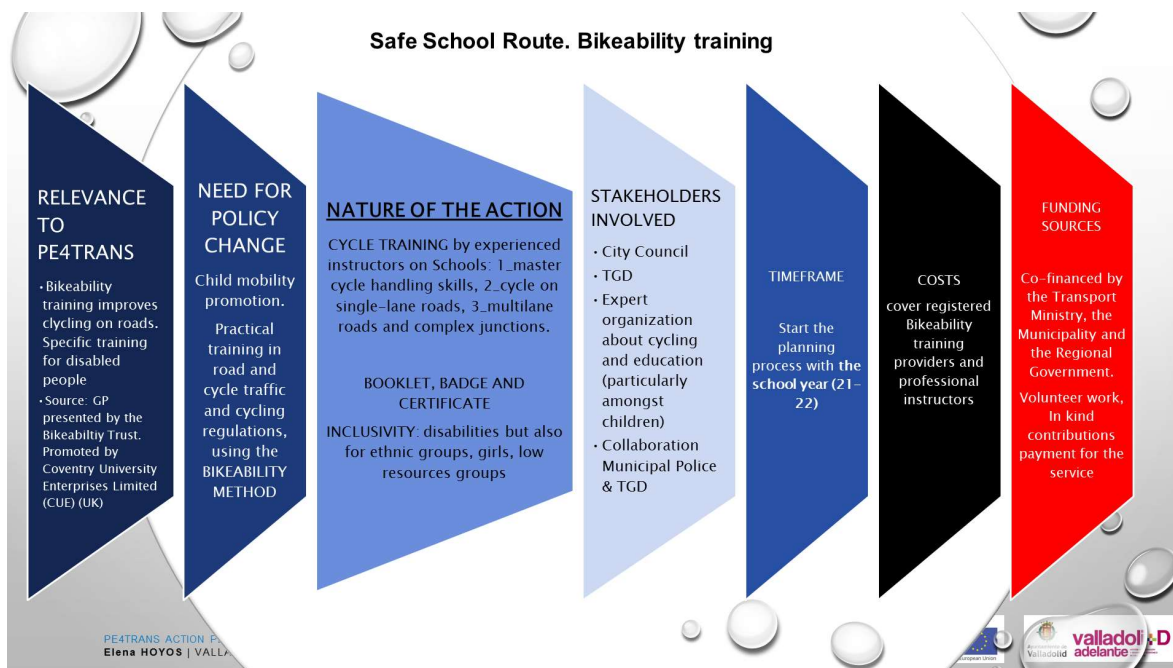
The municipal budget devoted to economic incentives to these sectors.

The City Council works on new call for tendering economic incentives for high-impact mobile fleets. The goal is to support UDG with innovative financing models such as green bonds whose incentive is not addressed to the purchasing of vehicles but to energy savings and environmental impact for the city.

BENEFITS

Effective demonstration effect for delivery fleets to change their vehicles and business model. Existence of evidence for modifying mobility regulations in the city, legislation review and promoting new measures in the urban delivery and logistic areas.

ACTION 6. Safe School Route. Bikeability training



RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
<p>Bikeability method increases the propensity for parents/guardians to allow their children to ride on roads. Children report shows improvement in their ability to judge risks.</p> <p>Inclusion of specific training for disabled people by an experienced instructor is a useful way to gain confidence and riding skills.</p> <p>The importance of sustained funding. According to the records of the UK, longevity of cycle training is associated with higher number of children cycling to secondary school</p>	<p>An introduction to Bikeability Training. GP presented by the Bikeability Trust. Promoted by Coventry University Enterprises Limited (CUE) (UK) https://bikeabilitytrust.org/uci-toolkit-childrens-cycling-education/</p>
<p>Change of mothers and fathers' behaviour to use the "safe school roads" tools for children to cycle or walk to school.</p>	<p>Stakeholder-Group Meeting-Workshops 3 & 4</p>

BACKGROUND

Policies for managing child are a priority in the Mobility Plans of the city. The PIMUSSVA raises the need to continue with the implementation of the Safe School Route initiative. The objective is to brake motorized vehicles in cities, promoting that boys & girls go to school by walking a safe route.

The Safe School Route (SSR [Good Practice](#)) is an initiative already implemented in some schools. Policies addresses to child mobility, recommend extending it to many more schools.

The promotion of bike use and a review of its methodology are pointed as new work actions to be deployed.

The SSR initiative continues to be necessary since it provides a holistic approach and a fruitful participatory process. A lot of entities are involved (schools, families, council –planning and urban area, mobility, public space, innovation and environmental area, and the TGD “Traffic Police Force”). Moreover, this initiative is a good way to stimulate the process of learning.

Regarding the promotion of school mobility by bicycle, according to data from the European Stars program⁵ (Sustainable Travel Accreditation and Recognition for Schools), 40% of the trips that occur in the city every day is to go to work or school. More than 50% of these trips take place by car. Many times because they are “multi-purpose” trips, in which parents bring their children to school and then continue on their way to work.

The PIMUSSVA Plan within line 7.4 School route, details the reasons and specific actions to increase riding to go to school by children and adolescents. Childhood is a very important phase for socialization and their attitude towards mobility is “shaping”, so education in this sense is key. The “classroom” like a “mobility lab” has got a high pedagogical value: Children will become aware of their rights and duties towards others and will learn the risks and possibilities that the city presents.

The strategy aimed at children and young people from PIMUSSVA, addresses a wide range of actions. In order to design the PE4TRANS action, it is worth focusing on the following key points of the “safe routes” mobility priorities:

- ✓ Ensuring safe cycling from home to school, with measures like the study and the improvement of the road network.
- ✓ Previous training about learning to ride a bike, aimed at students to acquire the necessary skills for safe driving.
- ✓ Promotion of a collaborative network to support a transport program to school by bike following next steps:
 - Training and meetings with families and teachers of the center about mobility by bicycle in their daily routes from home to the educational center.
 - Promotion of the figure of “road supervisors - SUPERVIALS⁶ in cycling routes during school entrances and exits; people in charge of cycling support and walking routes. This action would consist of organizing a collaborative network from associations such as those of fathers and mothers or associations in favor of sustainable ways of traveling to school. The City Council would collaborate with visibility and safety material for the collaborators in the program.
 - Information about cycling routes to the school; the so called “friendly shops” have a key role in this initiative providing firsthand information of the project and exercising a social control over the security of some areas of the route. Shops could assist students on the journey in case of difficulty. Likewise, the shop owners and friends of the school (friendly places) path are identified with a sign that helps to make the path visible.

In general terms, road safety policy is linked to the awareness and training. In this sense, this action n°6 approaches this policy need on the encouragement of practical training in road and

⁵ <http://starseurope.org/es/>

⁶ SUPERVIALS: This figure in the General Traffic Regulations is called School Patrols

cycle traffic and cycling regulation using the Bikeability7 method. The Coventry University, PE4TRANS partner, shared their experience about the use of this method proving its effectiveness.

ACTION SCHEME

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 6. Safe School Route. Bikeability training. <i>School year. if not possible in 2021, same scheme for 22</i> Costs: Cover the registered bikeability training providers & professional instructors Funding sources: Co-financed by Regional Government & Transport Ministry, Volunteer, In kind contributions	Bikeability method: Progressive program: level 1 handling skills, level 2 develop skill with moderate traffic level 3 complex traffic conditions. National Standard for Cycle Training				Booklet, badge and certification: Cycle training, Guided rides&walks, cycle loans & hire, active travel planing advice, social prescribing(linked to improving health)				Goal/Results: Evaluation of the performance (KPI'S): - Behaviour change (nº of new cyclists) - Longevity of cycling training (need for maintaining funds)				On a regular basis Progressive program: level 1 handling skills, level 2 develop skill with moderate traffic level 3 complex traffic conditions				Booklet, badge and certification					

NATURE OF THE ACTION⁸

The action consists of a CYCLE TRAINING by experienced instructors on schools through a progressive programme of learning.

The city town together with the educational community will elaborate the programme taking into account the following points:

- Riders first master cycle handling skills in motor traffic-free environments (Level 1), then develop skills and confidence to cycle on single-lane roads and simple junctions with mostly moderate motor traffic flows (Level 2), before tackling often busier or faster, sometimes multilane roads and complex junctions (Level 3).

After training is completed, Bikeability trained cyclists receive a booklet, a badge and a certificate in recognition of the training they have completed. The certificate also includes areas for further practice noted by the instructor.

⁷ Bikeability is the Department for Transport's national award scheme for cycle training in England.
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

⁸ THE PROGRAMM LAUNCH IS STILL PENDING OF APPROUVAL

The programme is based upon the [National Standard for Cycle Training](#).

- Inclusivity is integral to Bikeability.

STAKEHOLDERS INVOLVED

The educational community will be in charge of the bikeability programme arrangements including if the activity will be under extra-curriculum program, schools involved (primary and/or secondary school), identification of instructors⁹ and drafting the booklet and the certification.

The City Council, with more involvement of some areas –planning and urban area, mobility, public space, innovation and environmental area, and the TGD “Traffic Police Force will be involved in the design of the routes, the commission of "road supervisors - SUPERVIALS; people in charge of cycling support and walking routes and safety material.

The shops will be involved providing first-hand information of the SSR & BIKEABILITY routes as well; the so called “friendly shops” exercise a social control over the security of some areas of the routes.

The collaboration of the Mobility Center, the Municipal Police and the General Directorate of Traffic (GDT) is also necessary to deploy a more efficient and integrated communication.

TIMEFRAME

Start the planning process with the school year¹⁰ (21-22) and extracurricular activities, from September 2021.

COSTS

The costs to cover registered Bikeability training providers and professional instructors will be in charge of the Regional Government as it is the competent on education matters.

The cost of the routes adaptation, improvements of the bicycle lanes will be in charge of the municipal budget.

FUNDING SOURCES¹¹

⁹ **Instructors:** According to the UK experience, an expert organization on the subject of cycling and education (particularly amongst children) should be involved. The Trust manages, develops and promotes the Bikeability programme, supports local Bikeability commissioners (Grant Recipients), registered Bikeability training providers and professional instructors to provide high quality training to children in schools.

¹⁰ **TIMEFRAME:** It is still under study of the educational community due to the pandemic situation

¹¹ **FUNDING SOURCES:** The experience of the UK proves that a small proportion of the total funding for transport (14%) is ring-fenced for cycling and walking or training. According to the scheme shown by the Bikeability Trust, it seems appropriate to pay attention on investing in training programs to change behaviours, since many barriers for cycling are linked to lack of training process.

Funds devoted to cycle training could be co-financed by the Transport Ministry, the Municipality and the Regional Government.

Volunteer work should also be promoted. In kind contributions or payment for the service would be desirable.

BENEFITS

The Valladolid community will ensure that every adult and child who wants it can be trained how to ride a cycle safely if you are learning to cycle, including on a range of inclusive cycles for disabled people, or have not cycled for a while. Cycle training by experienced instructors will be engaged as an effective way to gain confidence and riding skills.

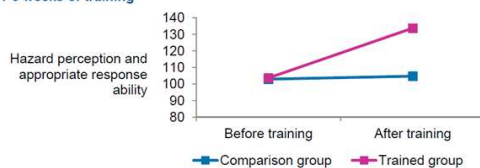
A specific point of this action should be devoted to inclusivity, not only be understood for people with disabilities but also for ethnic groups, girls and young people with few resources to have a bike or receive adequate training. It has been found that levels of cycling are much lower for women, and certain ethnic and socio-economic groups.

The qualitative impact of this action is very important in general terms within the PE4TRANS plan:

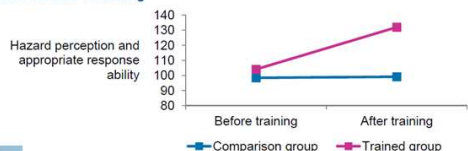
- Cycling is a life skill
- Learning to ride a bike is a rite of passage.
- The Bikeability course prepares future cyclists to cycle everywhere cycling is permitted.
- Cycling solves inner city transport problems
- Cycling is great for the environment and lowers air pollution
- There are many health benefits, both physical and mental
- Documented economic benefits to cycling (shop local, tourism)
- Cycling builds community

An ex-ante and ex-post evaluation of the training programme must be done as follows:

Comparison of mean pupil ability scores at baseline before training (phase 1) and immediately after* training (phase 2)
*within 1-3 weeks of training



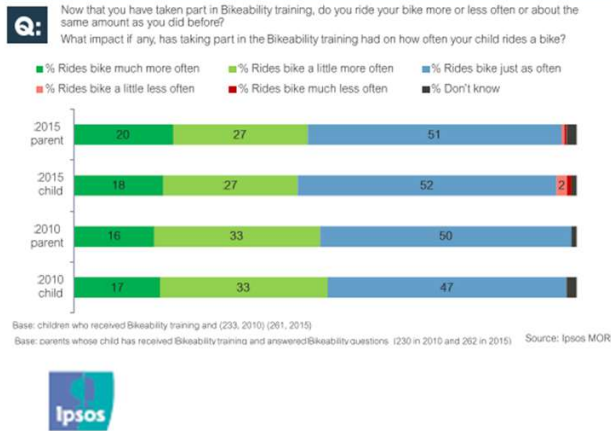
Comparison of mean pupil ability scores at baseline before training (phase 1) and at least two months* after training (phase 3)
*within 2-3 months of training



- Trained children were better at perceiving and appropriately responding to on-road hazards – **significant and sustained effect**
- Children reported increased confidence cycling on the road after training – **significant effect**

The assessment of the effect on cycling rates can be measured.

After Bikeability, are children cycling more?



- Bikeability is viewed positively by parents and children
- Children report improvement in their ability to judge risks
- Parents report Bikeability has improved their child's safety
- Parents and children say Bikeability has a positive impact on children's cycling confidence
- Both report cycling more after training (see side chart)

In general terms, the bikeability program shows that trained children cycle more safely.

ANNEX I: GUPPVA-2020 (GENERAL URBAN PLANNING PLAN OF VALLADOLID). MOBILITY PRIORITIES

The GUPPVA-2020 (The General Urban Planning Plan of Valladolid) has set up a list of activities to improve mobility in the city:

- ✓ Reduction of the use of private vehicles in the down town area of the city.
- ✓ Encouragement of the use of public transport.
- ✓ Increasing the use of the bicycle and non-mechanized modes.
- ✓ Reorganization of the City – surrounding's areas transport.
- ✓ Focus the urban traffic towards selected roads and spaces.
- ✓ Consolidation of the pedestrianization (zones 30, common roads and unique platforms), with city-scale development - urban structure and pedestrian routes - and specific to the Historic Center.
- ✓ Recovery of available public space.
- ✓ Improvement of the accessibility conditions for all people.
- ✓ Improvement of the quality of the urban environment and the people quality of life.
- ✓ Reduction of congestion, noise and air pollution.
- ✓ Improvement of the permeability of the city.
- ✓ Adaptation of the urban delivery of goods.
- ✓ Reduction of accidents.
- ✓ Promotion of the use of clean vehicles.

At the same time the GUPPVA-2020 raises the following mobility topics as priority for the Urban Planning of the city:

1. [The prioritization of the pedestrian](#)
2. [The integration of cycling mobility](#)
3. [The hierarchy of roads with an impact on policies about Collective, Urban and Metropolitan Public Transport](#)
4. [The boost to the Urban Last Mille Delivery fleets](#)
5. [The rationalization of parking areas](#)
6. [Road Safety](#)

Prioritization of the pedestrian

The GUPPVA-2020 aims to give greater relevance to the pedestrian in urban planning with the establishment of a pedestrian route network with different levels of priority.

The proposed pedestrian itinerary networks are divided into two types according to some mobility features:

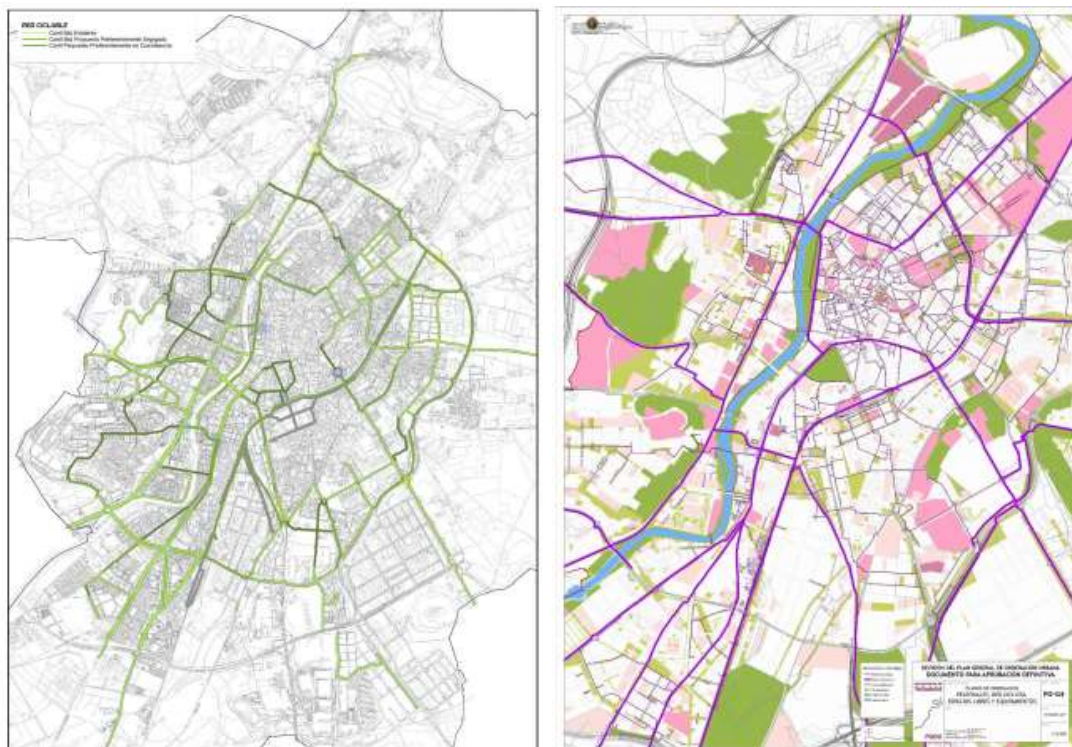
- ✓ Daily mobility itineraries
- ✓ Large pedestrian mobility routes for Leisure

Regarding the pedestrian mobility in the Old Town, it is included in the Special Plan for the Old Town as the urban configuration is different, with narrower streets, without straight alignments of the pedestrian routes and with a single traffic direction. Also because it is a tractor pole due to its wide variety of activities and facilities.

design of bike lanes, selection of the best bike lane solution, resolution of intersections, bicycle parking, signaling and beaconing.

The recommendations are also addressed to the Bicycle Master Plan, still pending of approval. The plan will be integrated into the PIMUSSVA.

Proposal of the GUPPVA-2020 cycling network Proposal of the structuring axes of the cycling and pedestrian network



Although the network of bike lanes in Valladolid is quite extensive, non-connection between them still continues to be a problem. In the network there are up to three widely separated areas with some strategic points to take into consideration: the river, the railroad tracks, the University and Industrial Parks.

In the western area, there is an extensive network crossing the river at four points. In the eastern area there are two very close networks, although they are not connected. In the northeast, in the vicinity of the university, another one is located, which extends to both sides of the railroad tracks. The third of these areas is located in the south, next to San Cristobal Industrial Park.

In the analysis of cyclist mobility, data from the Home Mobility Survey and data on existing traffic capacity were collected. According to the survey, almost all trips made by bicycle are using a private bicycle (97.4%), compared to 2.6% by public bicycle. A very different

distribution is observed according to sex and type, with the participation of men on the private bicycle being greater (82.2%) and the participation of women on the public one (72.1%).

The main reason for traveling by bicycle is work, with 21.8% of the total. In second place, trips for personal affairs, studies and leisure stand out, with 7.8%, 7.7% and 7.5% respectively.

Distribution of priority bicycle trips / data by sex. Source: EDM2015

Reasons	Total
Work	21,8%
Work matters	2,6%
Studies	7,7%
Daily shopping	2,2%
Non-daily shopping	0,9%
Personal matters	7,8%
Leisure	7,5%
others	0.9%

The National Bicycle Strategy highlights that the use of bicycles by women must be encouraged removing usual barriers mainly insecurity perception on the roads or the aggressiveness of motorized traffic. It is necessary as well to promote other actions regarding “care mobility” (taking into account the chain of care trips in the planning activity of cycling infrastructure and the offer of cycling mobility) or promotion of bike use from 10 years old for female population.

The hierarchy of roads with an impact on policies about Collective, Urban and Metropolitan Public Transport

The City of Valladolid is provided of two networks of collective public transport, urban public transport and metropolitan public transport. However only two metropolitan lines have a real impact in the urban transport due to the proximity of their population to the Valladolid area.

Valladolid's urban public transport network is operated by the public company *Autobuses Urbanos de Valladolid S.A. (AUVASA)*. It is a network of diametrical character, passing through the center of the city, complemented by several transversal and two circular lines. In addition to the ordinary lines, the city has a network of “owls” (night buses) and other sub-networks of ordinary, circular, university lines and other one that serves the Hospital. Also additional lines to industrial Parks on working days and special services operate in the city.

In relation to supply, the lines are quite well designed. The parameters that measure this performance are: network coverage -150 meters from each stop- as minimum value of access to the public transport network, and -300 meters-, standard value in public transport studies.

The coverage values of 72.04% for 150 meters and 97.33% for 300 meters are high values compared to the average situation of urban public transport in Spain. In spite of this, there are two areas in which the urban public transport service is not good enough.

Concerning the demand, the evolution of people traveling in AUVASA has followed a decreasing trend, from 31,439,570 travelers in 2007 to 25,800,480 travelers in 2014, which represents a drop in the demand of 18%. The year with the lowest demand, of the historical series 2007-2020, was 2020 whose situation is caused by the health crisis from COVID-19.

Evolution of the travelers' demand. Period 2007-2009. Source AUVASA



The following pictures shows, together with the evolution of the people who travel in Public Transport, the evolution of urban transport at regional (Castilla y León Region) and national level.

Comparison of the evolution of urban demand for public transport. Source: AUVASA-blue Urban Transport from the Region Castilla y León- green Urban Transport at national level.



Users of the Public Transport

According to mobility surveys 2015, from 305,416 inhabitants, 19.3% of the total, 59,049 inhabitants, use Urban Transport at least once during a working day. A 69.0% of users are women. The largest age group is over 65. As age increases, the percentage of women user is higher, except in the group over 65 years of age, which decreases slightly.

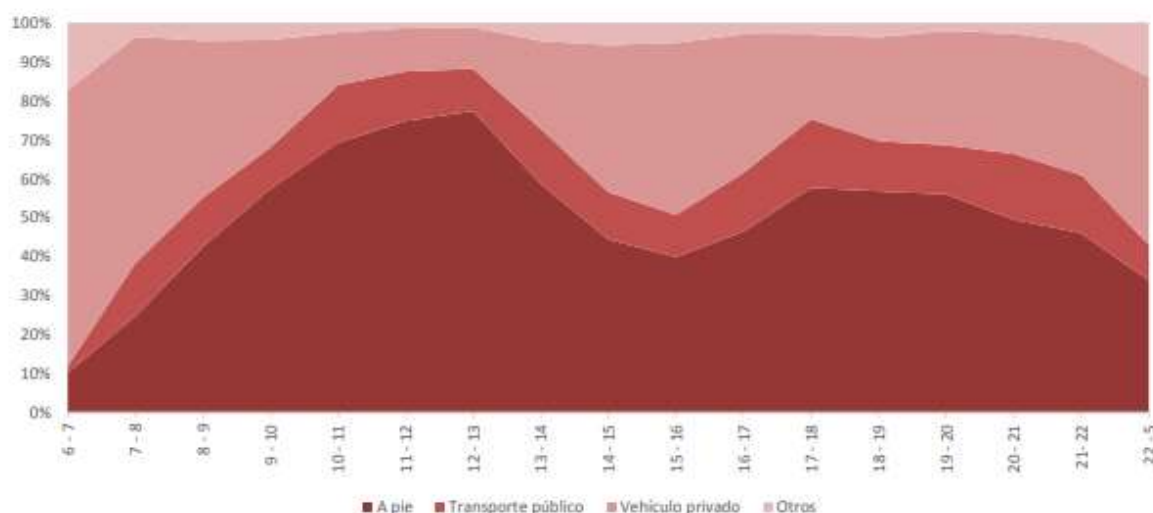
In addition, it is noted that of the possible users, within the legal age range of having a driving license, 48.5% say they have it and 62.3% have a vehicle, compared with 37.7% who do not have a car. In other words, it can be considered that 67.8% of the clients are captives of the public service.

Regarding the occupation developed by the transportation clientele shows that 33.6% are workers, 19.8% are housewives and 14.3% are students. 20.3% are retired or are rentiers and 11.6% are unemployed people. According to the origin-destination survey, it is observed that the trips have an average of 1,050 stages. The 95% of the trips are made in a single bus stage, and 5% are made in two stages.

Distribution of the modal split Private vehicle <> Public Transport by time slots.

According to the results of the 2015 survey, public transport is used in 13.1% of all trips made in Valladolid. However, their participation throughout the day varies: The highest volume of trips on public transport occurs at rush hour, from 8:00 a.m. to 8:59 a.m., from 2:00 p.m. to 2:59 p.m. and from 5:00 p.m. to 5:00 p.m. 5: 59, where 25% of all daily trips are made in this mode.

Distribution of the modal split by time slots. Source: Survey 2015



Taking into account the high participation of trips made on foot, for a more exhaustive analysis only trips by public transport and private vehicle were compared. It is observed that in general terms the participation of the private vehicle is higher, except in the period from 10:00 to 12:59 hours where public transport represents slightly more than half of the trips.

Analysis of the demand on metropolitan transport

The average daily demand of the analyzed lines is based on capacity and surveys on a working day (survey 2015), which amounts to 5,172 travelers per day, distributed among three towns very close to the city. In relative terms it is not a large volume but it is also necessary to attend this demand as well as improving interoperable systems of transport.

The boost to the Urban Last Mille Delivery fleets

The loading and unloading (L&U) zones provide services to the city. These zones aim to guarantee the maintenance and development of economic activities in the central areas of the city: commerce, hotels, restaurants, leisure, etc. However, the urban distribution of goods and, in particular, the L&U operations face different problems, among which the following have been detected:

- ✓ The improper parking in the L&U zones of vehicles unconnected to commercial activity.
- ✓ Insufficient number of places reserved for the L&U of goods in certain areas.
- ✓ Lack of control and surveillance of L&U zones to ensure their proper functioning.
- ✓ Misuse of the L&U control disc, where it is common to find vehicles without it in areas where it is mandatory or, those that have it, do not indicate the arrival time.

The distribution of goods and L&U operations has a major impact on urban mobility, with a direct impact on other motorized vehicles (cars, buses...) and indirectly pedestrian and cycling mobility.

In addition to the difficulties of coexistence with the general mobility of the city, there are specific problems related to distribution channels such as:

- ✓ Difficulty of supply to certain areas of Valladolid with narrow road morphology, where the mobility of vehicles is conditioned, such as the downtown area and pedestrian areas.
- ✓ Access limitations by time or by type of vehicle in certain areas of the municipality.
- ✓ Increasing demand level of trade professionals with a competitive market.

In the Characterization Study of the Urban Distribution of Goods (UDG) in the city of Valladolid, a SWOT analysis of the UDG was carried out. It was identified the most representative endogenous factors of the existing situation as well as exogenous factors that facilitate or hinder goods' distribution. As a result of this study, an APP has been developed that will allow the commissioning of a new L&U digital control, electric recharging in parking areas called ORA and Reduced Mobility People (RMP) parking. This tool will contribute to reduce or mitigate some of the problems coming from the distribution of goods in the city.

Roads and rationalization of parking areas

Valladolid's interurban road network has numerous access routes to the city: main access routes from outside zones and metropolitan routes. The access roads are formed by radial axes of motorway and national highways, and by two concentric axes. Metropolitan roads serve as a connection between the city and its surrounding areas.

The urban road network is mostly one-way traffic (almost 70% of roads). Only 3% have 3 or more lanes.

As far as the historic center concerns, the city is committed to design lanes at 30km / hour. In fact, a municipal information campaign on the limitation of urban speed to 30km/hr. took place recently. The slogan chosen to spread this campaign “*30km there is more life*” aims to reduce road accidents raising awareness of the negative impact of vehicle traffic on the air quality of the city. Long term target is to achieve an 80% of the city streets with that speed limit aligning with the UN & the 3rd World Road Safety Conference goals.

In relation to city parking's, there are 4 different types:

- Regulated zones parkings (ORA),
- Non-regulated surface parking,
- Deterrent parking and
- Underground parking's.

Regarding the surface parking, the most remarkable problem is parking in downtown streets, where the road configuration causes difficulties for the traffic flow: badly parked vehicles, double row mainly next to schools, at rush hours and even motorcycles parked on the sidewalks.

In this sense, the promotion of deterrent parking is essential. There are 7 urban deterrent parking's, which together account for a total of 1,592 useful spaces.

In July 2021, the first closed bicycle parking was inaugurated. Located in a deterrent parking “International Exhibition Fair _Feria Internacional de Muestras”, the largest in the city, provides access to this BiciPark service (<http://valladolidora.com/es/bicipark>), available with the Municipal Services Card. Users can store their bicycle in a safe way, since it is a closed and guarded area, without any additional cost for its use. Undoubtedly, this new service will be an incentive for the greater use of bicycles in the city, promoting as well intermodality.

Valladolid has also 21 underground parkings: 14 residential car parks, 4 rotating and 3 mixed parkings. The management of these spaces is a strategic matter for the City Council. The reduction of the number of places on the surface stimulates other modes of transport (pedestrians, cyclists and public transport).

Regarding the traffic access to Valladolid, the ratios of the points checked, especially at the peak hour with the highest traffic flow, although it is not severe not reaching a congestion level of 6, records are preoccupying in the Work days at several locations. Hence the need to be analyzed to reverse the situation with awareness measures such as those promoted by PE4TRANS.

Regarding the taxi, their share in the modal split of the city is very low, only 1-2%, but it has some relevance in mobility: without major infrastructure serves the users who otherwise could not move. The ordinance regulating operation includes a “delivery area service” also for outlying villages to Valladolid.

The Valladolid Council will continue promoting sustainable proposals to the taxi sector such as incentives for electric vehicles whose potential have already been demonstrated: a single e-taxi is able to reduce more than 30 tons of CO₂ in 2 years or an energy saving of 62,756.65 Kwh, without taking into account the fuel savings calculated at more than 9,000 euros in the same period.

Road Safety

In relation to road safety, the perception of citizens provides essential information to configure the action plan. The main results of surveys to citizens are as follows:

While cyclists and drivers perceive higher risk situations than pedestrians, urban bus users perceive risk situations less frequently.

Most of the most common situations are related to risky behavior or non-compliance with regulations by other users.

- ✓ Thus, while bicycle users indicate the presence of pedestrians in the cycle lanes as the most common road insecurity situation, pedestrians indicate the presence of cyclists on the sidewalks.
- ✓ At intersections, pedestrians indicate the presence of drivers who break the rules, while drivers indicate the presence of pedestrians who cross improperly. Bus users also indicate the presence of pedestrians who cross improperly as a more common situation.
- ✓ Pedestrians regularly indicate the presence of cyclists who do not respect traffic lights or crosswalks, while drivers also perceive the presence of other drivers who break the rules as common.
- ✓ The presence of vehicles parked in the second row is indicated by both drivers and pedestrians. Finally, bicycle users indicate with a high frequency that they find deficiencies in the bicycle lane infrastructure.

Thus, the results show the need to influence the improvement of the road behavior of different users of public roads: drivers, pedestrians and bicycle users. It is recommended that the improvement be made not only with the control of infractions but also with the training and awareness of different groups.

ANNEX II: PIMUSSVA ACTION PLAN

The main goal of the PIMUSSVA ACTION PLAN is to achieve a city model in which citizens make their journeys in a sustainable and safe way. The objectives of this model have been adapted to the current national and international framework of mobility strategies as well as the mobility priorities designed by the [GUPPVA 2020](#):

- ✓ Promotion of non-motorized trips
- ✓ Increasing Public Transport participation within a multimodal mobility approach.
- ✓ Achievement of a fair balance between the public space and different means of transport prioritizing the pedestrian mobility.
- ✓ Promotion of clean vehicles in order to reduce polluting gas emissions.
- ✓ Reduction to zero victims from mobility accidents.
- ✓ Promotion of a comprehensive mobility planning and management model.
- ✓ Integration and coordination of mobility and urban policies for Smart Urban Growth that promotes the mix of uses.
- ✓ Promotion of a competitive sustainable transport model (Smart Mobility) adapted to the citizens' needs in relation to their mobility.

As far as the contribution to the Sustainable Development Goals (SDG) concerns, the PIMUSSVA action plan emphasizes the greater participation of 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.

The mobility plan has developed 7 lines of action (ANNEX III: PIMUSSVA ACTION LINES).

ANNEX III: PIMUSSVA ACTION LINES

• Enhancement of non-motorized modes

The following action lines are proposed in order to improve pedestrian and cyclist mobility (see [the prioritization of the pedestrian](#) & [the integration of cycling mobility](#) developed in the [ANNEX I: GUPPVA-2020 \(General Urban Planning Plan of Valladolid\). MOBILITY PRIORITIES](#)):

- [Line 1.1. Boosting mobility by bike](#)
- Line 1.2. Promotion of the cycling network.
- [Line 1.3. Bicycle parking.](#)
- Line 1.4. Regulatory aspects: Municipal Mobility Ordinance
- Line 1.5. Pedestrianization program.
- Line 1.6. Creation of a network of pedestrian routes.
- Line 1.7. Improving permeability.
- Line 1.8. Improving universal accessibility

• Promotion of public transport

A multimodal mobility approach in order to increase the users of the Public Transport (see [The hierarchy of roads with an impact on policies about Collective, Urban and Metropolitan Public Transport](#) in the [ANNEX I: GUPPVA-2020 \(General Urban Planning Plan of Valladolid\). MOBILITY PRIORITIES](#)). The action lines are:

- [Line 2.1: Reorganization of the Public Transport network.](#)
- Line 2.2: Improvement of commercial speed.
- [Line 2.3: Improvement of the information system.](#)
- Line 2.4: Improvement of the integration of public transport in the *Paseo de Zorrilla* Boulevard.
- [Line 2.5. Time adjustment of supply and demand](#)
- Line 2.6. Fleet renewal of the Public Bus Company (AUVASA)

• Improvement of the Urban Distribution of Goods (UDG)

This objective will be followed by the next action lines proposed (see [The boost to the Urban Last Mille Delivery fleets](#) in the [ANNEX I: GUPPVA-2020 \(General Urban Planning Plan of Valladolid\). MOBILITY PRIORITIES](#)):

- [Line 3.1: Adaptation and improvement of the UDG in the city](#)
- Line 3.2: Implementation of the UDG in the city through a mobile application.
- Line 3.3: New signaling of parking reservations for the UDG management

• Improving Road and Parking Management

Parking and traffic restriction will be considered as a priority for setting up the action lines (see [The rationalization of parking areas](#) in the [ANNEX I: GUPPVA-2020 \(General Urban Planning Plan of Valladolid\). MOBILITY PRIORITIES](#)):

- Line 4.1: Parking regulation
- Line 4.2: Traffic restriction in the historic center
- Line 4.3: Traffic calming
- Line 4.4: Investment in parking for cars.

• **Clean Vehicles incentives**

- [Line 5.1. Emissions reduction through the introduction of alternative energy vehicles](#)

This action is focus on the e-vehicles (EV) and alternative energies vehicles (AEV) in the city, as a consequence of the Pact of Mayors commitments and the Action Plan for Sustainable Energy approved by the Valladolid City Council. Also European guidelines and supra-municipal strategies are taken into consideration (see [The boost to the Urban Last Mile Delivery fleets](#) in [ANNEX I: GUPPVA-2020 \(General Urban Planning Plan of Valladolid\). MOBILITY PRIORITIES](#)).

• **Road Safety**

Road Safety is treated under a variety of fields (see [Road Safety](#) in [ANNEX I: GUPPVA-2020 \(General Urban Planning Plan of Valladolid\). MOBILITY PRIORITIES](#)); education and training are some of the most relevant for the PE4TRANS plan:

- Line 6.1. Study and improvement of the road network.
- [Line 6.2. Promotion of education and training on road safety](#)
- Line 6.3. Promotion of coordination and collaboration on road safety
- Line 6.4. Monitoring and effective control of infractions.
- Line 6.5. Updating of accident and report database and APP for its management

• **Mobility management and specific plans aimed at target groups**

The actions related to the mobility management aim to establish the appropriate mechanisms for the implementation of the PIMUSSVA measures, as well as the Monitoring Plan execution.

Some of the specific lines are related to sustainable mobility and target groups fully identified with the methodology used by PE4TRANS. In this sense, these actions are closely linked with actions to be proposed by the European project.

- Line 7.1. Municipal office for mobility management
- Line 7.2. Mobility Council
- Line 7.3. Mobility Observatory.
- [Line 7.4. School path.](#)
- [Line 7.5: Transportation to Work Plans](#)
