

**Measure title : New on-street parking policy in the city centre after the new Public Transport Network implementation**

**Country:** Spain

**City:** Vitoria-Gasteiz

## A1 Objectives

In the year 2009 a new Public Transport network was implemented as the first large scale action in the first phase of the Sustainable Mobility and Public Space Plan of Vitoria-Gasteiz. The same day the new network was launched, a new on-street parking policy in the city centre was established in order to discourage private car use for travel into the central city.

## A2 Description of the CS

Vitoria-Gasteiz changed its entire public transport system in October 2009, and the increase in passengers shows that the change is paying off. Combined with the new bicycle lane grid and pedestrian paths, the plan is clearly influencing people's travel behavior. Previously the network was based on 18 bus lines with frequencies of 20-30 minutes and long circuitous routes.

The new system is made up of 2 tram lines and 9 bus lines. The new bus lines all have 10 minute frequencies. Routes are now more direct, without compromising comprehensive coverage of the entire city. Allowing for more effective transfers between lines are a range of supporting measures, including bus lanes, queue jumpers, traffic light priorities and new platforms. The result is that passenger numbers have rocketed with an 85 percent increase in the number of trips per month since the first tramway line came into operation in January 2009.

A new network of more efficient, modern and attractive public transport was seen as necessary but not sufficient condition to ensure a modal shift towards public transport. For this purpose it was considered necessary to propose a new parking policy in the center of the city through a series of steps:

- Expansion of regulated parking area in the center of the city, with more streets inside the residential parking zone, so that the previous 3,800 parking places were increased by adding 1,100 new regulated places.
- Differentiation of new types of regulated parking (residents only, short to medium stay only, short to medium stay and residents) rather than the only previous typology (short to medium stay and residents).
- Establishment of an annual fee in order to benefit from resident card for regulated parking, instead of the free access to the card for residents.
- Significant increase in the price per minute for parking in regulated parking area. The price increased by approximately 200% compared with the previous price.

- A special regime for people who want to park for less than 15 minutes was established to avoid the practice of double parking on main roads.
- Enabling new Park&Ride car parks. The approaching roads were signposted and information about public transport was placed in these car parks.

The measure was applied immediately after the entry into operation of the new public transport network, with a unanimous agreement of all political parties in the city council. This action was coordinated and communicated together with the change of the public transport network, relying, like the rest of the work developed in the Plan of Sustainable Mobility and Public Space, on an intense participatory process.

## B Costs and who paid them

The action was financed with the City of Vitoria-Gasteiz' own funds (new parking meters, bus shelters, bus lanes, new traffic signal prioritization, ...) and from the CIVITAS program (communication and awareness campaign). In any case the cost associated mainly with changes in the parking system was a tiny part of the overall cost in comparison to the cost of the reorganization of the public transport system, but the two elements were inextricably linked. The first Phase of the Sustainable Mobility and Public Space Plan had a budget of 26 million Euro, where the cost of the new public transport network was 7 million Euro.



Photo: eltis.org / Harry Schiffer

## C Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
<i>De-incentive the private car use to access to the city centre</i>	<i>Modal split for private car.</i>	<i>Mobility surveys comparison between 2006 and 2011 data.</i>	<i>According to the 2011 Mobility Survey daily trips by car dropped from 36% to 28% compared with 2006 data.</i>
<i>Increase in the number of public transport users.</i>	<i>Number of public transport users.</i>	<i>Data obtained from the register of titles issued travel by bus and tram operators.</i>	<i>The new bus and tram network had a 43.5% increase in the number of trips per month (nearly 500,000 passengers more than before) during the first 6 months after the change. Since the introduction of the new system passenger numbers have rocketed with a 85 percent increase in the number of trips per month compared with 2009 data. The number of registered cars in the city has decreased in the same period by about 2,500 vehicles. The share of cycling doubled from 3.5 to 7% of all trips (up to 12% for to work trips).</i>
<i>Increase in the public transport commercial speed after avoiding double parking row in main buses itineraries.</i>	<i>Commercial speed for public transport bus routes.</i>	<i>Commercial speed average registered from the public transport routes.</i>	<i>Commercial speed was improved by 14.5% in only six months compared to before the network was launched. Thus, it went from a speed of 10.97 to 12.56 km / h. The average frequency offered increased from 15.73 to 10.77 minutes, with a 31.54% improvement.</i>

The most challenging element has been the continued participation of all stakeholders in an ongoing process that has lasted more than seven years. The Plan drivers have made considerable efforts to involve all the agents in a rich participatory process through the Forum (Citizen Forum for Sustainable Mobility) and an intensive communication with citizens. Each of the mobility measures undertaken was accompanied by an information campaign with illustrative material (brochures, posters), press releases, *ad hoc* content in the mobility page of the municipal website and even dissemination of information at street level by the local police service.

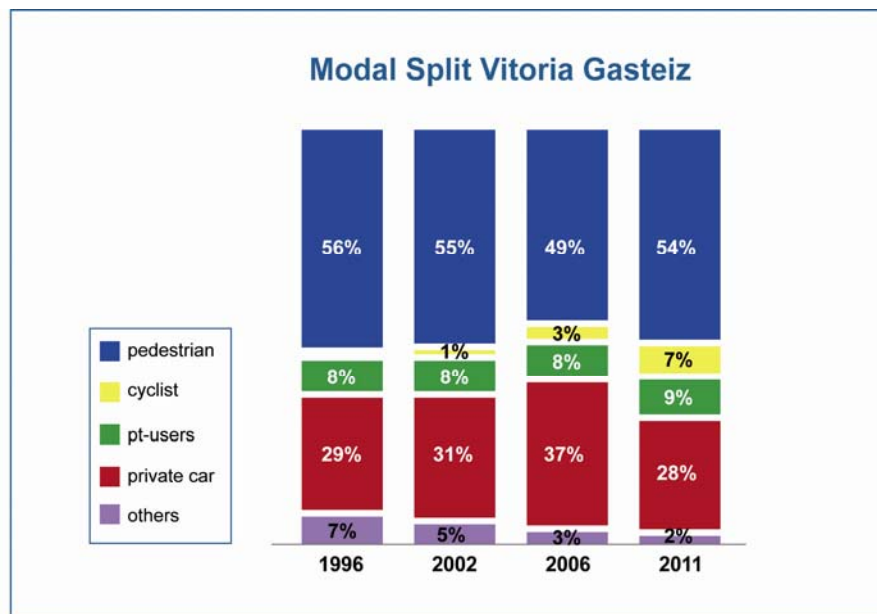


Figure: Modal Split in Vitoria Gasteiz – time row (Source: Vitoria Gasteiz)

## D Implementation process

- 2006: First call of the interdepartmental coordination technical committee. This is a working group was composed of experts from different municipal departments with responsibilities in the field of mobility. This group works continuously in this field.
- 2006: A Citizen Forum for Sustainable Mobility was created with the aim of reaching a consensus on a scenario for future mobility in the municipality of Vitoria-Gasteiz.
- 2007: As a result of an in-depth participation process, a [Citizen Agreement for Sustainable Mobility](#) was signed, which defined a new city model. In this new scheme, urban transport must be compatible with improved public health, the quality of life, the urban environment and the local economy.
- 2007: First draft of the Sustainable Mobility and Public Space Plan. In this document, mobility is addressed holistically and the strategies defined in the Citizen Agreement are specified.
- 2008: Writing of the Phase I of the Sustainable Mobility and Public Space Plan with concrete measures for the development and implementation of the Plan for the period 2008-2012.
- From 2008 to 2009: Design of the new network, feedback from several stakeholders, communication campaign.
- Summer-Fall 2009: New public transport network and parking policy scheme pre-launching adaptation works and dissemination of the initiative.
- 2009, October 30<sup>th</sup>: Launching of the new network. Kick-off for the new parking policy scheme.

## D1. Stages

The CS was implemented, as follows, in the following stages:

**Stage 1:** Pre-design and participatory process feedback (2008 to 2009) – One of the strengths of Vitoria-Gasteiz PMSEP and one of the reasons for the success achieved so far, is the continuing involvement of all stakeholders and, in particular, the general public. As already mentioned, this is also one of the challenges that have arisen continuously throughout the design process and implementation of the plan. Therefore, one aspect that has required a lot of work has been the citizen participation process that has been developed parallel to the plan.

**Stage 2:** Final design and dissemination campaign (Spring 2009 – Fall 2009).

**Stage 3:** Final implementation (Summer 2009)

**Stage 4:** Kick-off for the new on-street parking scheme the same day the new public transport network was launched (2009, October 30<sup>th</sup>)

## D2 Barriers – what were the key problems or difficulties in implementing the CS?

The development process was conducted in a frame of shared learning among all the stakeholders: municipal technicians, politicians and citizens. Its basic principles derive from the Citizen Agreement for Sustainable Mobility, written between 2006 and 2007 by a citizen forum, agreed by all participants and later endorsed by the City Council with the agreement of all political parties. Thus, the main barrier, the acceptance of the measure by the citizens, was much easier because it was supported by the previous participatory process.

An additional identified barrier was to obtain the support of the government team even after the political change occurred in the city after the last election in May 2011. The support of policy makers is required for technical decisions become a reality and was achieved demonstrating the technical feasibility and effectiveness of the measures and citizen involvement through the Citizens Forum for Sustainable Mobility.

## D3 Drivers – what factors really helped in implementing the CS?

The strong consensus between all political groups, providing unanimous approval of a Plan that, besides the political consensus, required the coordination of technical areas that usually operate separately, must be seen as a key driver. As was stated before, the most challenging issue has been the continued participation of all stakeholders in an ongoing process that has lasted more than seven years. The Plan drivers have made considerable efforts to involve all the agents in a rich participatory process through the Citizen Forum for Sustainable Mobility calls and an intensive communication with citizens.

A wide range of stakeholders has participated. An interdepartmental technical committee was set up to oversee the work developed. The approach to implementing the Plan has been multidisciplinary and participatory, seeking the involvement, besides the different municipal departments, of as many citizens' organizations as possible: transportation professionals, reduced mobility groups, Council of Environment, Economic agents, Traders, Professional and Neighbourhood Associations, Council of the Agenda 21 for Schools ...

The high level of public participation, leading to the Citizen Agreement for Sustainable Mobility, has served to strengthen the collective sense of citizenship and enabled a common scenario to be drawn up, overcoming the conflicts of interest and adjusting the Plan to the requirements of citizenship.

*Details: what document(s) was (were) used for answering the questions.*

- <http://www.civitas.eu/content/sensitisation-campaign-sustainable-mobility-and-public-space-plan-vitoria-gasteiz>
- <http://www.civitas.eu/content/vitoria-gasteiz-enjoys-new-public-transport-network>
- <http://www.civitas.eu/content/more-100-volunteers-inform-users-about-how-use-new-public-transport-network-vitoria-gasteiz>
- <http://www.civitas.eu/content/new-parking-policy-support-sustainable-mobility-vitoria-gasteiz>
- <http://www.civitas.eu/content/public-transportation-breaks-records-vitoria-gasteiz>
- <http://www.civitas.eu/content/super-blocks-give-citizens-back-city-vitoria-gasteiz>
- <http://www.civitas.eu/content/new-park-ride-facilities-vitoria-gasteiz>
- <http://www.civitas.eu/node/7083>