

# Towards a (+) sustainable mobility in **València**

Policies and objectives in the  
area of mobility and public space  
of the City Council of Valencia



**AJUNTAMENT DE VALÈNCIA**  
REGIDORIA DE MOBILITAT SOSTENIBLE



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**A city is a space shared by many people** – in addition to residents. The wide variety of economic activities, administrative services, cultural attractions, and leisure events, creates countless opportunities every day, while generating many journeys.

Private motorised traffic has grown to an excessive volume in Valencia and is causing serious problems. This is due to the size of our city, the amount of space traditionally given to motorised vehicles, and the size of the greater metropolitan area (which adds as much population as the city of Valencia itself). Among the problems caused by excessive traffic volumes, we must highlight: traffic accidents; air pollution; noise; penalisation of pedestrian journeys; rush hour congestion; the occupation by cars of most of the valuable urban space; and the expulsion from our streets of the most vulnerable groups – such as children, the elderly, and people with reduced mobility. We must change the model of mobility to avoid, or minimise, these problems and move towards a more sustainable city.

**JOAN RIBÓ. Mayor of València**



**To improve the quality of life and the competitiveness of Valencia, the council leadership is dealing with crucial tasks that have been pending for decades.** The solution, as demonstrated in many cities around us, is to favour pedestrian and bicycle mobility, expand an attractive and non-polluting public transport system, and consequently, reduce the role of motorised vehicles (cars and motorcycles) in urban mobility.

There are essential activities for the life of a city that necessarily involve transport, such as commercial distribution, public services, and emergency services. But there are proven technical alternatives that minimise the cost and environmental impact of motorised transport: parking management; better public information; and the use of electric vehicles or cargo tricycles. Residents have the right to access their homes and garages, and shoppers and visitors must be able to access the many commercial and public car-parks. However, it is necessary to establish priorities, accept some limits on access, and recover part of the public road space for those users who have been neglected: pedestrians, cyclists, and bus passengers. Achieving a more sustainable mobility needs mutual understanding and public participation.

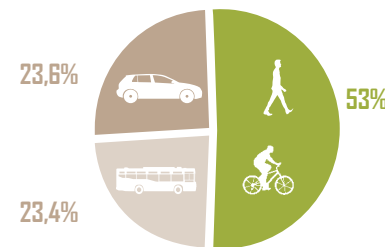
**GIUSSEPPE GREZZI. Deputy Mayor for Sustainable Mobility**

## Moving around in València

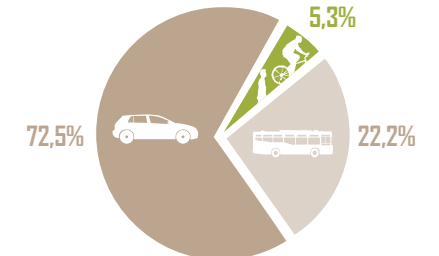
Data shows that almost half of the journeys made in the city of València are on foot; a small (but noticeably increasing) share is made by bicycle; another large part by public transport; and only one in five journeys are made by car or motorcycle. However, when traveling to, or from, the greater Metropolitan Area, the private vehicle (car and motorcycle) is the predominant mode of transport: representing almost three out of every four journeys. The cause has been dispersed urban growth and a lack of forecast, as well as a lack of investment in public transport.

It is necessary to reorient this mobility towards public transport by improving coordination, favouring intermodality, offering unified tickets, and improving schedules and frequencies. For this, it is necessary to obtain fair funding from the central government (which subsidises public transport in Madrid and Barcelona, but not in València), and hire more drivers (prohibited by the government in recent years). It would also be beneficial to favour car-sharing, and create a metropolitan cycling network so that people can cycle between the cities surrounding València.

INTERNAL MOVEMENTS



EXTERNAL MOVEMENTS



Source: PMUS 2013

## A Sustainable Urban Mobility Plan for València

A Sustainable Urban Mobility Plan (SUMP, PMUS in Spain) is a tool used in all our neighbouring nations to help cities change their mobility model, and show the way towards more sustainable and efficient mobility patterns.

A mobility plan analyses the existing situation and problems, and proposes various mobility strategies. These strategies include guidelines for the development

of policies, actions, and transport infrastructures in the city. These guidelines must be translated into a set of coherent and coordinated proposals that encourage a change in habits, and make sustainable mobility more attractive.

València City Council approved an urban mobility plan in December 2013. Now is the time to transform the plan's aims into actions, changes, and realities.

### CREDITS

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City Council of València

### EDITA



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# A city

## that walks

**MOST JOURNEYS IN THE CITY ARE MADE ON FOOT, and so it is necessary to protect pedestrian mobility by facilitating safe and obstacle-free routes.**



### FAIRER BALANCE OF SPACE IN THE STREETS

- Favour pedestrians, who until now were discriminated against.
- Expand and gradually protect pedestrian streets and cross-city walkways.

### PROGRESSIVE EXPANSION OF PEDESTRIAN SPACE

- Widen pavements and remove obstructions.
- Create safe and comfortable walkways for pedestrians between neighbourhoods, and towards the city centre.
- Create safe routes for walking to schools.



### IMPROVED CROSSINGS

- Lengthen crossing times at pedestrian crossings.
- Create new pedestrian crossings where necessary.
- Eliminate pedestrian bridges (with their awkward stairs and ramps), and replace them with protected pedestrian crossings.
- Improve pedestrian walkways in tunnels on major roads.

*“The pedestrian has the right to live in urban or village centres tailored to the needs of human beings and not to the needs of the motor car, and to have amenities within walking or cycling distance... has the exclusive right to short routes that are safe, logical, and inter-connected... the right to complete and unimpeded mobility, which can be achieved through the integrated use of the means of transport...”*

European Charter of Pedestrians' Rights (European Parliament, 1988)



### LIMIT TRAFFIC ON SOME STREETS

- Preference for residents.
- Add landscaping and street furniture.
- Create small areas to sit, rest, and chat
- Reduce traffic near schools.

### REGULATE ACCESS TO NEIGHBOURHOODS IN THE OLD CITY CENTRE

- Introduce entry and exit traffic loops .
- Prevent 'rat-running' through the city centre.
- Reserve parking for residents.
- Install access control systems with cameras.



### COMBINED ACTION PROGRAMMES IN NEIGHBOURHOODS

- Regulate traffic to give priority to residents.
- Enforce speed limits.
- Implement 'superblocks' (mini-neighbourhoods with vehicle access limited to residents and services).
- Recover and humanise public space and create small central areas in each neighbourhood.





# A city

## of bicycles

**WE MUST FACILITATE THE NORMAL USE OF BICYCLES AS AN EVERYDAY MODE of transport. Since our city enjoys optimal conditions for cycling, we are aiming to make València the cycling capital of the Mediterranean:**

### ENSURE AN ADEQUATE CYCLING INFRASTRUCTURE

- Create a cycle network that encompasses the whole city.
- With a suitable, direct, and safe design
- Extend the cycle network to more neighbourhoods.
- Increase the number of bicycle parking racks.
- Connect València with the towns and cities in the metropolitan area.



### KEEP IN ORDER AND IMPROVE THE EXISTING NETWORK

- Eliminate inefficiencies and inappropriate designs.
- Move cycle paths from the pavement to the road.
- Finish uncompleted links.
- Protect cycle paths on the busiest roads.
- Better regulate bike lanes on roads shared with cars by enforcing speed limits.
- Signpost cycle throughout the city (for regular users and tourists).



### INSTALL SAFE LOCAL BICYCLE PARKING FACILITIES

- Install bicycle parking racks on the road (rather than the pavement).
- Encourage the installation of bicycle parking racks inside public and private buildings.

- Favour the connection of public transport with cycling routes, installing bicycle parking racks next to stations and transport interchanges.



“Everybody, including children, has the right to ride a bicycle... cities must provide safe, easy to use, and useful cycling paths, where it is possible to cycle and avoid conflicts with other road users...”

Sevilla Manifesto  
(Spanish Network of  
Cities for Cycling, 2009)



## Public transport:

**WE MUST IMPROVE THE COMPETITIVENESS OF THE MUNICIPAL BUS SERVICE (EMT), so that more people use buses and fewer people travel by car. This means better management, and coordination with the other public transport systems in the metropolitan area.**

# the system that València deserves

### ADAPT THE BUS NETWORK TO NEW NEEDS

- Study the mobility needs of the population.
- Design a bus network that is less radial and better connected.
- Improve access to bus stops.
- Renew the bus fleet with cleaner and non-polluting vehicles: hybrid and electric vehicles.
- Better communication with users.

### ESTABLISH INTERCHANGES BETWEEN BUS ROUTES AROUND THE OLD CITY CENTRE

- Make transfers between buses easier.
- Avoid the duplication of routes on the same access roads to the centre.
- Avoid the blocking of bus stops due to buses arriving simultaneously.

### FASTER MUNICIPAL BUSES

- Install protected and segregated bus lanes on busy main roads.
- Enforce the prohibition for car drivers to ride or park on bus lanes.
- Find alternatives instead of car parking in bus lanes at night.
- Introduce traffic light preference for public transport, for both municipal buses and trams.



### IMPROVED INTERMODALITY, COORDINATION, AND INTEGRATION OF URBAN AND INTERURBAN PUBLIC TRANSPORT

- Create a coordinating authority for public transport systems.
- Integrate the metropolitan area bus system in the city (MetroBus).
- Create metropolitan bus interchanges with València's underground train system (Metro) and municipal bus system (EMT).
- Cooperate in the preparation of a

Metropolitan Area Transport Plan.

- Obtain subsidies and grants from the central government that will enable an improvement and renewal of the fleet and the hiring of more staff for the municipal bus system and other public transport systems.

### SUPPORT FOR TAXIS

- Give access to zones otherwise closed to general traffic.
- Encourage their shared use.
- Enable their use as a part of public transport.



Good public transport helps cities to prosper and achieve their economic, environmental, and social aspirations... people can access city centres and, at the same time... public space can be used for walking, cycling, and relaxing... so that people can enjoy our cities.

International Association of Public Transport (UITP, 2009)





# Motor vehicles:

**CARS AND MOTORCYCLES WILL STILL BE USED IN THE CITY, but their users must adapt to a new urban scenario. There will be fewer motor vehicles, and their speeds will be regulated to protect other road users. The use of motor vehicles must become more efficient, cleaner, and safer.**

## a more rational use

### FAIRER DISTRIBUTION OF ROAD SPACE

- More space for pedestrians, public transport, and cyclists.
- Even if this means a reduction in general traffic lanes.
- Reorganisation of traffic flows so that the City centre and residential streets stop being used as shortcuts or 'rat-runs' for non-local traffic.
- Access to public car-parks and shopping malls in the centre, but using the least impactful routes from suburban bypass roads.



### AN ACTIVE PARKING POLICY

- Reorganise on-street parking, giving preference to people with reduced mobility, residents, and commercial vans for loading and unloading goods.
- Encourage the use of underground car parks (currently under-utilised).

*"...users must be motivated to opt for a vehicle that is more respectful of the environment and more efficient in terms of energy consumption, as well as alternative modes of transport, including "green" modes and a rational use of the vehicle... The objective must be to convert the car into another option, and not into a created need (imposed on individuals)."*

Green Book on the Impact of Transport (European Commission, 1992)



- Parking spaces on the road for motorcycles, rather than on the pavement .
- Encourage the allocation of parking spaces for motorcycles in public car parks.

### ENCOURAGE TECHNOLOGICAL RENOVATION

- Encourage the use of electric cars and motorcycles.
- Facilitate the installation of recharging points for electric vehicles.





# Safer

## mobility

**THIS INVOLVES ESTABLISHING ACTIONS AND PROPOSALS FOR quieter and safer streets, respecting the appropriate speed limits for each street, and minimising the health and safety risks produced by traffic. this includes reducing urban pollution, which causes more deaths and health problems than traffic accidents since it affects the respiratory tract, damages the body organs, and aggravates chronic diseases.**

### WIDESPREAD USE OF 'TRAFFIC CALMING' TECHNIQUES

- Changes in road design and signals.
- Enforcing greater road discipline for all users.
- Traffic calming and a considerable reduction in traffic volume near schools.

### PREVENT THE HIGH SPEED THAT IS THE CAUSE OF MOST FATAL ACCIDENTS

- Extend 30 kph speed limits in the centre and residential neighbourhoods.
- Widen the number of '30 zones' with pedestrian priority.

### APPLY A 'ZERO VISION' APPROACH IN THE ANALYSIS OF SERIOUS ACCIDENTS

- Establish a goal of 'zero accidental road deaths'.



- Work towards a goal of 'zero serious accidents'.
- Change road design so that similar accidents cannot occur.

### IMPROVE THE QUALITY OF URBAN AIR BY REDUCING POLLUTION

- Control air quality throughout the city.
- Reposition the pollution measurement

- stations that were removed from central areas in the city.
- Continuous publication of information on pollution levels.
- Reduce non-essential traffic.
- Restricted access for the most polluting vehicles.
- Prepare an action protocol for episodes of extreme pollution.





# Intelligent

# mobility

**THIS MEANS CHANGING THE MANAGEMENT OF MOBILITY** so that everybody can move about – without exclusions. It involves facilitating business in the city, while reducing the impact of commercial distribution. It means taking advantage of new technologies for more sustainable and better managed mobility throughout the metropolitan area.

## DECARBONIZING TRANSPORT

- Facilitate the replacement of vehicles powered by hydrocarbons for cleaner energy.
- Clearly encourage electric vehicles .
- Support the installation of recharging stations for electric vehicles.
- Renew the fleet of municipal buses,



and other public transport, by incorporating clean vehicles.

## PRIORITISE BUSINESS MOBILITY

- Make goods distribution more efficient and sustainable.
- Reserve enough space for loading and unloading in commercial streets, or near areas with greatest demand (commerce and leisure), and free pedestrian streets from this function.



## USE NEW INFORMATION TECHNOLOGIES

- Extend and integrate technologies ('smart city').
- Make mobility information more accessible for travellers.
- Make buying tickets easier.

## COORDINATE TRANSPORTATION PLANNING AND MANAGEMENT

- Cooperate with the regional government in the creation of a coordinating authority

for mobility, and a transport plan for the metropolitan area.

- Organize local public transport systems at a metropolitan level with unified ticketing.
- Move towards a unified offer of transport services.
- Integrate urban design, regional planning, and infrastructure planning, with the criteria of sustainable mobility.



“We shall give priority to ecologically sound means of transport (in particular walking, cycling, and public transport) and make a combination of these means the center of our planning efforts.”

The Aalborg Charter (*European Conference on Sustainable Cities & Towns, 1994*)







# Participative

## mobility

**THIS MEANS  
COMMUNICATING AND  
ENCOURAGING PEOPLE  
to develop and participate  
in projects for more  
sustainable mobility.**

### INFORM PEOPLE ABOUT CITY COUNCIL PROPOSALS

- Encourage public participation in the definition of projects.
- Introduce such participation before proposals are written, so that the needs of residents are better known and met.

### ENCOURAGE CONTINUOUS PARTICIPATION

- Continue the work of the *València Mobility Roundtable*, which has been running since November 2015, with more than 80 organizations participating.
- Incorporate numerous interest groups: users, transport companies, businesses, state administrations – with everybody listening to others and sharing city projects.
- Propose and coordinate actions in plenary council sessions and sectoral round-tables (old city centre, public transport, school mobility, commercial distribution, road safety, cycling, etc.).



- Advance towards an 'Social consensus Sustainable Mobility'.

- Enable proposals and public approval for micro-project investments in neighborhoods, through participatory budgeting (many projects being related to sustainable mobility).

### ENABLE NEW SYSTEMS FOR COMMUNICATION AND MAKING PROPOSALS

- Use all communication systems and platforms to process and answer queries, criticisms, and suggestions from the public.



The Mobility Round-table aims to encourage debate on the mobility of goods and people in the city of València, on the needs and problems generated, and the prevention of foreseeable problems as a result of municipal actions, as well as those of other administrations and private organizations.

*València Mobility Round-table*  
(València City Council, 2015)



# For a SUSTAINABLE TOWN, mobility must be :

## SUSTAINABLE MOBILITY IS...

**SAFE**

**EFFICIENT**

**METROPOLITAN**

**FARE**

**ACCESSIBLE**

**PARTICIPATIVE**

AN INTEGRATED ARRAY OF ACTIONS THAT COMPLEMENT AND REINFORCE EACH OTHER

Velocity 30

Calmed Traffic

Clean Vehicles

Energy Transition

School Pathways

Pollution controls

Public Transportation Priority

Shared streets

Smart City

Pedestrian priority

Interchange Stations

Cyclist network

Information

Social Consensus

Mobility Round-table

Metropolitan Mobility Agency

Taxi