

Urban Mobility Days 2020

29 September - 2 October, Online

Shaping sustainable mobility in peripheral districts by looking through the functional urban area planning lens

2 October 2020, 11:30 – 13:00





Urban Mobility Days_ Interreg CE LOW-CARB, Dynaxibility4CE and CIVITAS ECCENTRIC

Shaping sustainable mobility in peripheral districts by looking through the functional urban area planning lens

CIVITAS ECCENTRIC: mobility solutions in Madrid

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2 October 2020



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THE EUROPEAN UNION

CIVITAS ECCENTRIC Project: Innovative solutions for sustainable mobility of people in *suburban city districts* and emission free freight logistics in *urban centres*.

General outlook

The two challenges of the project

FIRST CHALLENGE

- Sustainable mobility in the peripheries beyond urban centers

SECOND CHALLENGE

- Clean, fluid and silent goods distribution through city centers



CIVITAS ECCENTRIC Project: general outlook

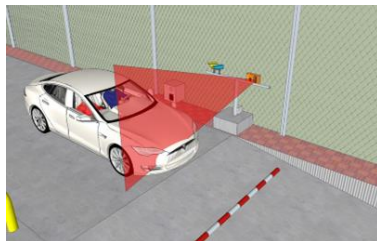
A CIVITAS project focusing on sustainable mobility at urban peripheries and last mile logistics

- **5 cities: Madrid, Munich, Stockholm, Turku and Ruse**
- **Coordinated by the city of Madrid**
- **Around 100 experts working together on it**
- **Developed through 51 measures and six work packages**
- **5 “Living Labs“ to tests measures in real life!**
- **Clean vehicles, new regulations and services, freight consolidation solutions, MaaS, safe active modes, multimodality.**
- **Close partnerships with private sector and research**
- **A new look after COVID19**
- **Main results and deliverables ready, working on dissemination activities**



CIVITAS ECCENTRIC Project: six workpackages and 51 measures

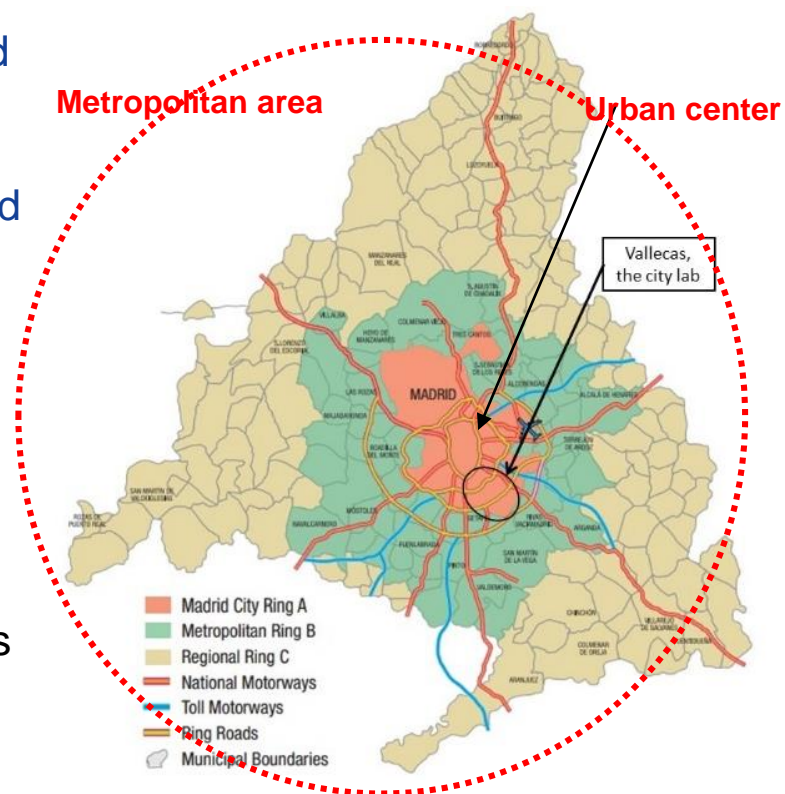
	Madrid	Munich	Ruse	Stockholm	Turku	
WP2 Inclusive urban planning and mobility management	2	3	2	2	2	11
WP3 Mobility as a Service for all	1	2	1	1	2	7
WP4 Enabling safe walking and cycling	3	1	2	2	1	9
WP5 Efficient and clean public transport solutions	2	3	2	1	2	10
WP6 Promoting the uptake of clean vehicles	1	1	0	4	1	7
WP7 Towards better and cleaner urban freight logistics	2	2	0	2	1	7
	11	12	7	12	9	51



What are urban peripheries?

Urban peripheries: the inner outskirts of the city

- They are the neighborhoods of the city attached to urban centers by their external contour, in which residential use and activities with less added value dominate and, therefore, lower land prices dominate.
- They are served by urban public transport networks.
- Most of the services and equipment are exclusively local.
- The bulk of the displacements are radial in nature, both towards urban centers and towards metropolitan areas,
- Transversal displacement among urban peripheries are usually difficult due to the lack of mobility infrastructures and lack of continuity of streets for walking and cycling



At both sides of urban peripheries: urban centers and metropolitan rings

Urban centers

- Neighborhoods located around the original nuclei of the cities
- They concentrate most of the urban services and facilities at the service of the entire city
- There is the greatest diversification and concentration of economic activities with high added value and, consequently, higher land prices.
- They attract a large part of the total urban displacement of the whole city, and even the metropolitan area.

Metropolitan rings

- The outermost circle of the metropolitan regions
- Generally separated from the properly urban peripheries by areas with a low level of occupation and urbanization.
- Served by radio-concentric motorized road networks and suburban/ commuter transport networks.
- They constitute a heterogeneous reality made up of a great variety of types of urban fabrics (industrial areas, metropolitan facilities, low-density urbanizations, independent high-density urban centers, old rural centers ...) whose main common feature is the range of distances to the peripheries and to urban centers.
- The majority of displacements are radial in nature towards urban centers, crossing urban peripheries

Some basic premises about the peripheries

- Periphery is a **spatial category** that is defined in relation to **low connectivity** and **long distance** to central services and resources.
- Both **hyperdensity** and **urban sprawl phenomena** occur in the outskirts of the city
- The peripheral areas **can be of high or low income level**: land prices **do not follow** a simple center-periphery gradient (there are ‘jumps’ in prices)
- **Mobility problems** in low income peripheries are mainly due to **lack of public and private investments** in infrastructures and facilities and the lack of good initial planning .
- The **greater the proximity and diversity** of the central **services and jobs** to the residences, the **greater the sustainability** of urban spaces in terms of multifunctionality, mix of uses and **reduction of mobility needs**
- The **greater the distance**, the **greater the speed necessary** to access central services in competitive times, and greater **fuel consumption** and **GHG emissions** .

The main challenges for mobility, equity and sustainability in urban peripheries



- **Urban challenges:**
 - **Low income** urban peripheries are comparatively **monofunctional and poorly connected** with central city services.
 - **Urban density in peripheries is not homogeneous: high density consolidated peripheries** go along with **low density new development areas**, with low synergies among the respective batteries of solutions.
 - **New development areas** have a long period of very **low mobility efficiency**
 - There is a **scarcity of public space** on peripheral areas to host all the needs related with the new identified priorities.
- **Political challenges:**
 - Investments in **central city** are more **politically profitable** than in peripheries
- **Economical challenges:**
 - **Low land-prices** in urban peripheries contributes to **urban sprawl**
- **Cultural challenges:**
 - High speeds and large sizes of vehicles are yet culturally associated to **high social status**. Collective modes are yet culturally associated to **low social status**
 - **Active modes** are **not** yet generally considered as **transport modes**

Basic objectives for equity and sustainability in urban peripheries (the whole city as 15' city)

- **Urban planning**
 - To guarantee **mix of uses** to **reduce commuting**: proximity residence-jobs-services, **the city of short distances**
 - To extend urban sustainability and **quality to the whole city** (*total gentrification means no gentrification*)
 - To create opportunities for **both directions' connectivity**: to create attractive metropolitan **nodes of centrality** in the peripheries as economical drivers.
- **Mobility planning**
 - To offer a **rich modal share** with high coordination between modes: **wise multimodality**, including shared and new mobility services
 - To establish a **clear prioritisation** with active modes in the top.
 - To guarantee the **continuity** of active modes' networks and the integration with PT.
- **Communication planning**
 - To create awareness about the need of **reducing the need of mobility** in order to get better **accessibility for all**

THE PROJECT

The ECCENTRIC peripheral areas: development & consolidation

Development areas

- Munich
- Turku
- Challenge: How to integrate sustainable mobility in urban planning



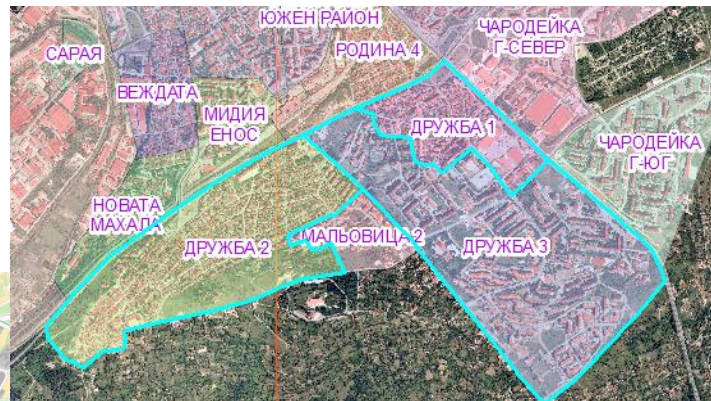
Turku



Munich

Consolidated areas

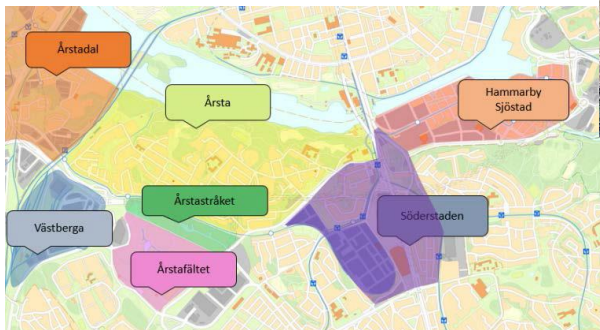
- Madrid
- Stockholm
- Ruse
- Challenge: how to redesign public space for sustainable mobility



Ruse

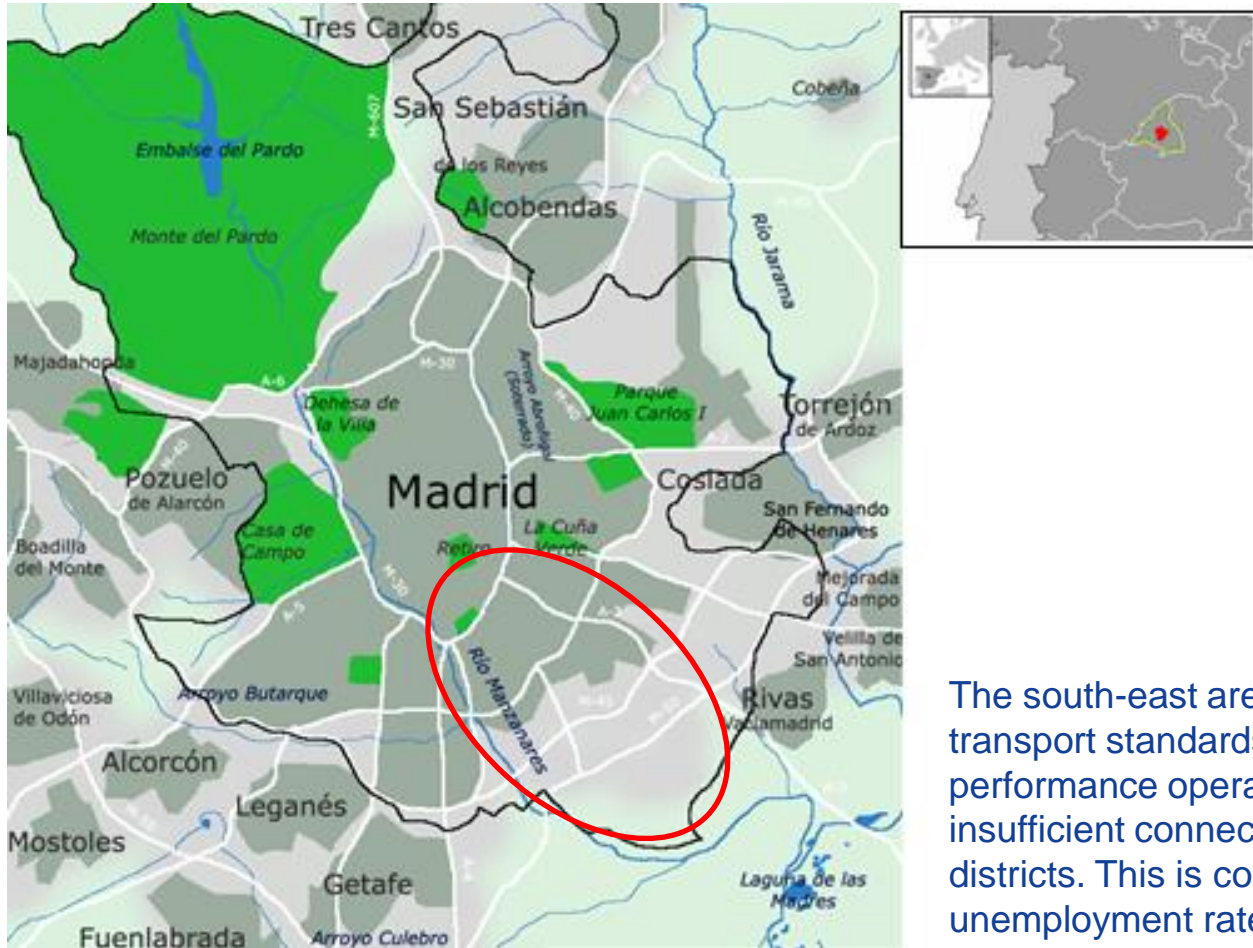


Madrid



Stockholm

THE PROJECT ECCENTRIC in Madrid



Population:

Municipality - 3.166.130

City centre - 1.006.086

Surface: 604,31 (km²)

Density: 5,239
(inh./km²)

Car ownership rates:

404 (cars/1.000 inh.)

[Reference year: 2014]

The south-east area of the city has lower public transport standards, both in terms of offer and performance operation, poor NMT networks and insufficient connectivity with other peripheral districts. This is coupled with higher unemployment rates and lower average income.

How is Madrid addressing these challenges?

- **General City Strategies**
 - Plan A for Air Quality and Climate Change: it contains several guidelines related with equity objectives, especially in terms of reduction of motorised mobility and redistribution of accessibility with active modes.
 - Pedestrian Mobility Director Plan
 - Bicycle Mobility Director Plan
 - Urban Regeneration Strategies
- **ECCENTRIC Project**
 - The whole project is based on the idea of the balance center-periphery
 - Some measures are addressing directly this issue:
 - » Mobility management strategies for vulnerable groups and gender issues
 - » Pedestrian friendly public space outside the city centre
 - » Enabling cycling outside the city centre

THE PROJECT ECCENTRIC in Madrid

Engagement of stakeholders and citizens

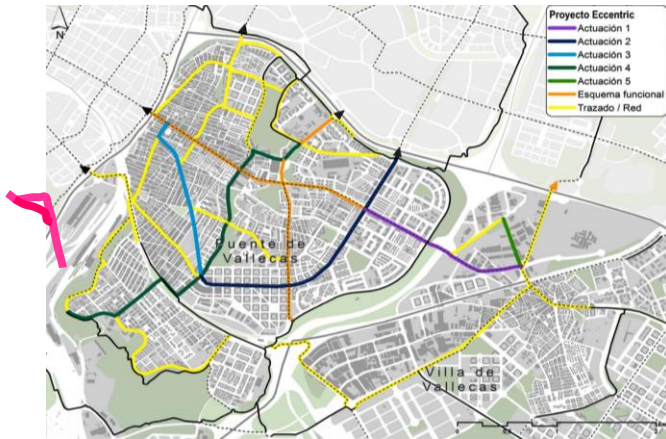
Address vulnerable citizens as new target groups for mobility management actions

- The combination of P2P intergenerational and co-created campaigns focused on aged people and school students got really good results with 8.5% walking mode trips increment until 75% of senior travels. The approach includes interesting topics as a health, gender, fight anti-loneliness and autonomy.

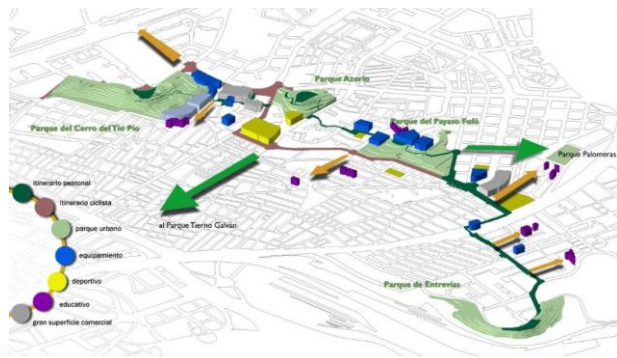


THE PROJECT ECCENTRIC in Madrid

Redesigning for safe walking and cycling



- Walking & cycling network
- Paseo de los Miradores de Vallecas (The watching points Promenade)



THE PROJECT ECCENTRIC in Madrid

Pilot actions in Vallecas

- Testing of New Signalling System
- New Ordinance Campaign focusing on pedestrians
- Redesign of public square with seniors participation
- New IT tools for managing objective and subjective safety



Conclusions and lessons learnt

Public space

- **Placemaking:** more room for **safe active modes**, for **greening** of public space, as well as for **shared services**, for the **revolution of the freight set off by the e-commerce** and for the new micromobility. The old distribution of public space has to be replaced by a more people-focused urban landscape fit for a multimodal approach.

Local administration

- The role of the **city administration** has been identified as **paramount for the management of all the innovative policies**, as there is a need to **plan and reserve public space** for all the demands of the new mobility.

Participation

- **Permanent dialogue with all the stakeholders** involved (businesses, research,... but also residents, and specially the vulnerable groups, carers, essential workers), as well as the set-up of permanent partnerships with them.

Conclusions and lessons learnt

Shared vision

- It is also necessary to build a **shared vision of the future**: participation, inclusive approaches and even co-creation are necessary to make possible a **change without negative impacts** and **strong reactions** by the people affected by the shift.

Management, communication & marketing

- Mobility management, segmented campaigns, even the use of **clever marketing** and, above all, **information and transparency** are key issues in all the topics and measures undertaken.

Monitoring & evaluation

- Innovation requires **performance tests and trial and error procedures** as well as carefully **analysed and evaluated results** to be useful for other colleagues with same challenges.

Thank you!

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