

Amb la participació de :



CITIZENS AND mobility IN BARCELONA

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POLIS Annual Conference
December 7th 2017



Funding entities





Context and objectives

❖ What's going on?



❖ Where?





Methodology

Contextualisation

Desk Research and Expert Interviews

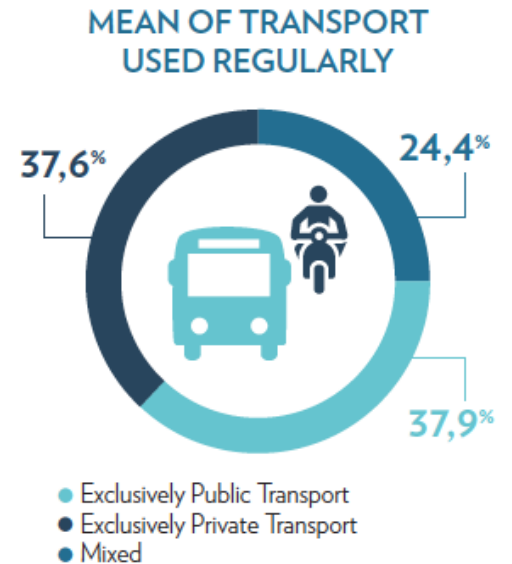
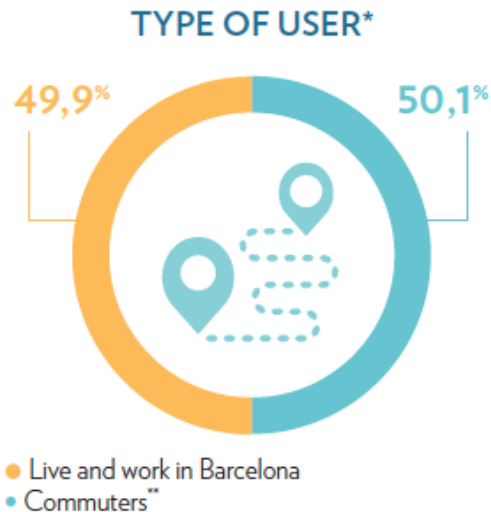
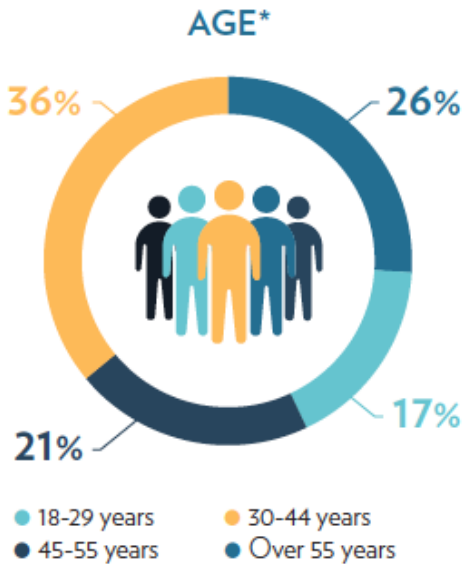
Qualitative Research

20 in-depth interviews

Quantitative Research

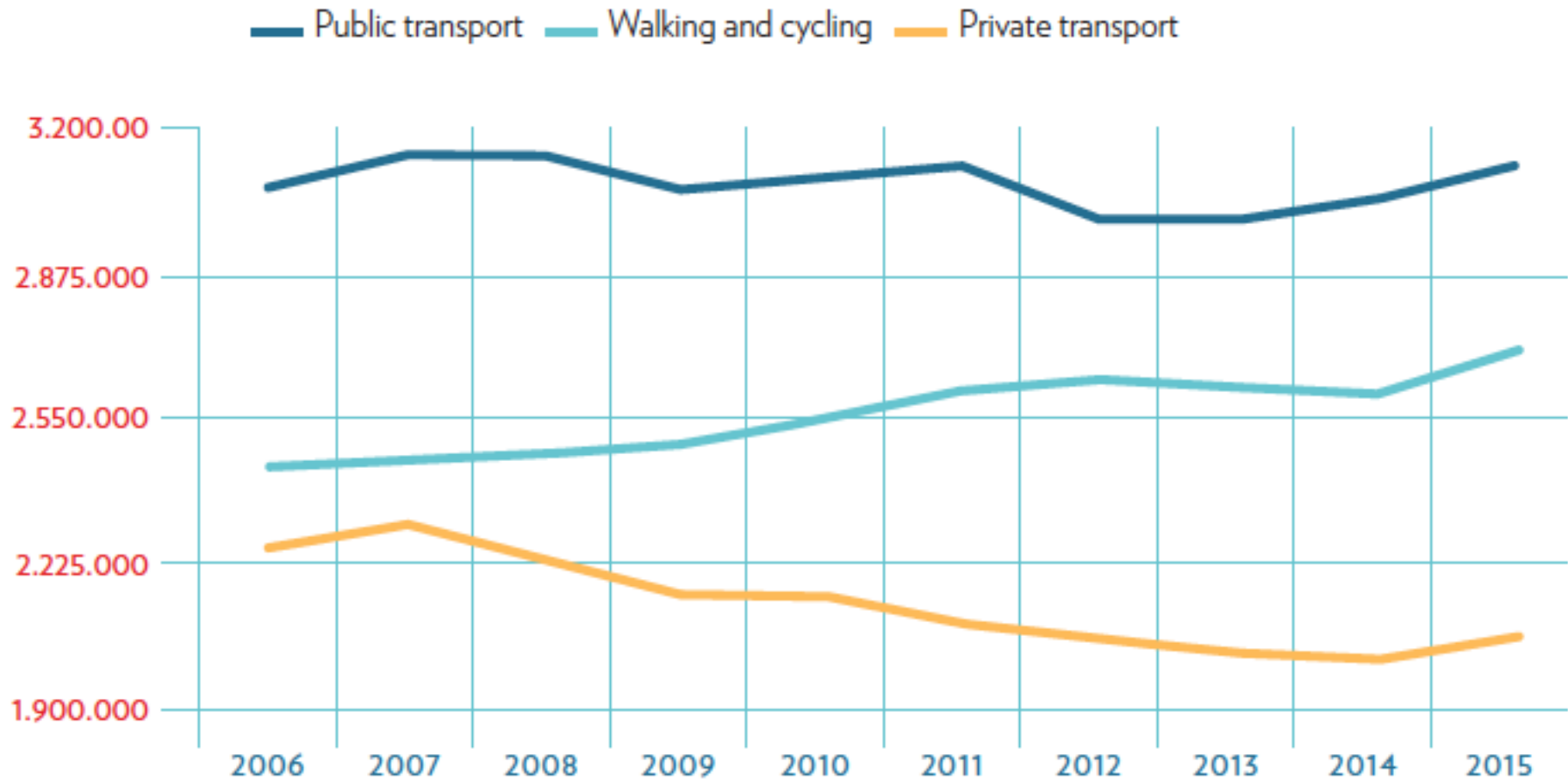
3.004 on-line interviews

Focus of presentation





The current picture



Source: "Dades bàsiques de mobilitat 2015" ("Basic mobility data 2015", Barcelona City Council)



Mobility profiles

Aware Adults



Eco-Tech



Car Lovers







Undecided



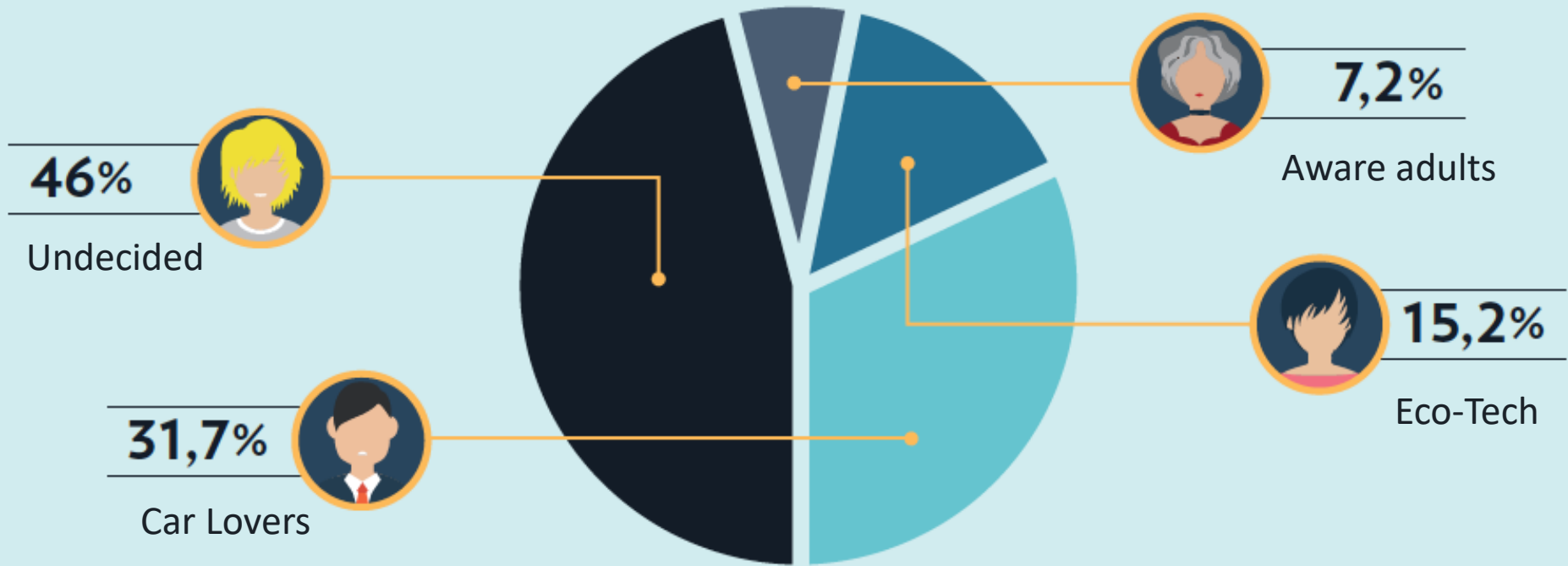


Mobility profiles

	TOTAL				
More access roads and parking lots for the city of Barcelona should be built.	55%	52%	45%	54%	60%
Public transport is the best way to get around Barcelona.	71%	89%	88%	50%	76%
I am willing to change my mobility habits in order to contribute to a better city.	46%	75%	89%	16%	48%
I am willing to pay more for purchasing a non-pollutant car.	41%	56%	71%	17%	45%
More bike lanes should be built.	44%	62%	81%	19%	47%
I like trying new services that make my mobility easier.	39%	22%	75%	17%	45%



Mobility profiles

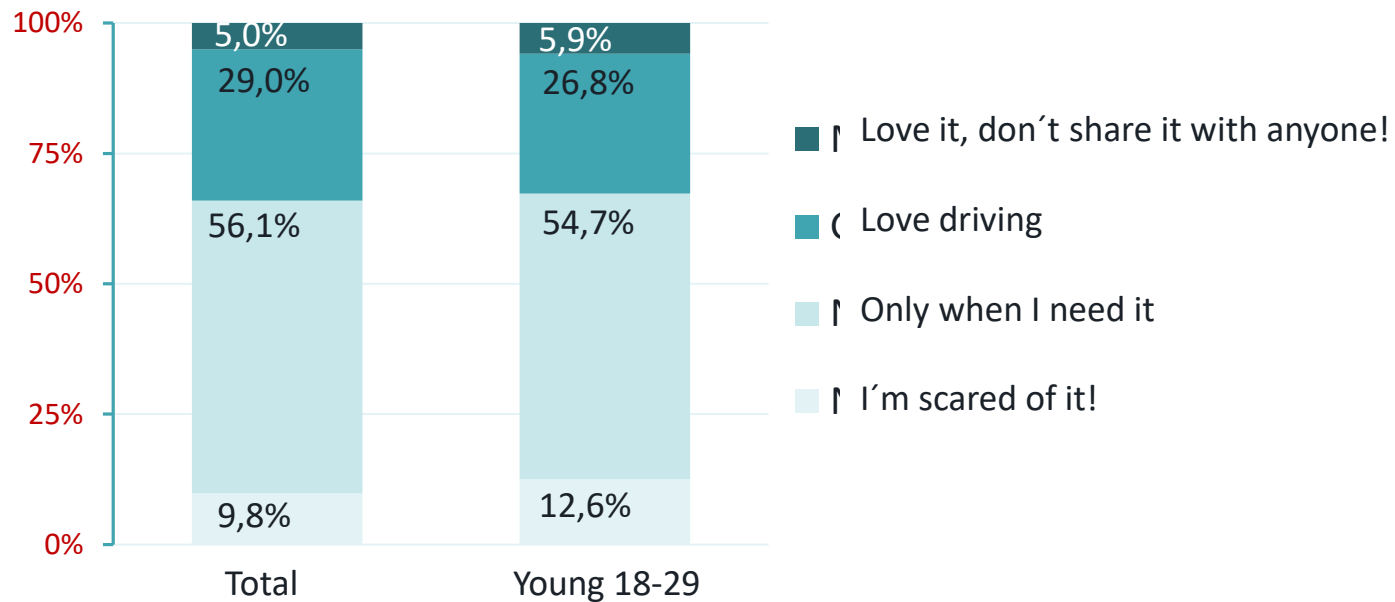


Base: 3.004



My car...

FEELING TOWARDS CARS





What about the future?



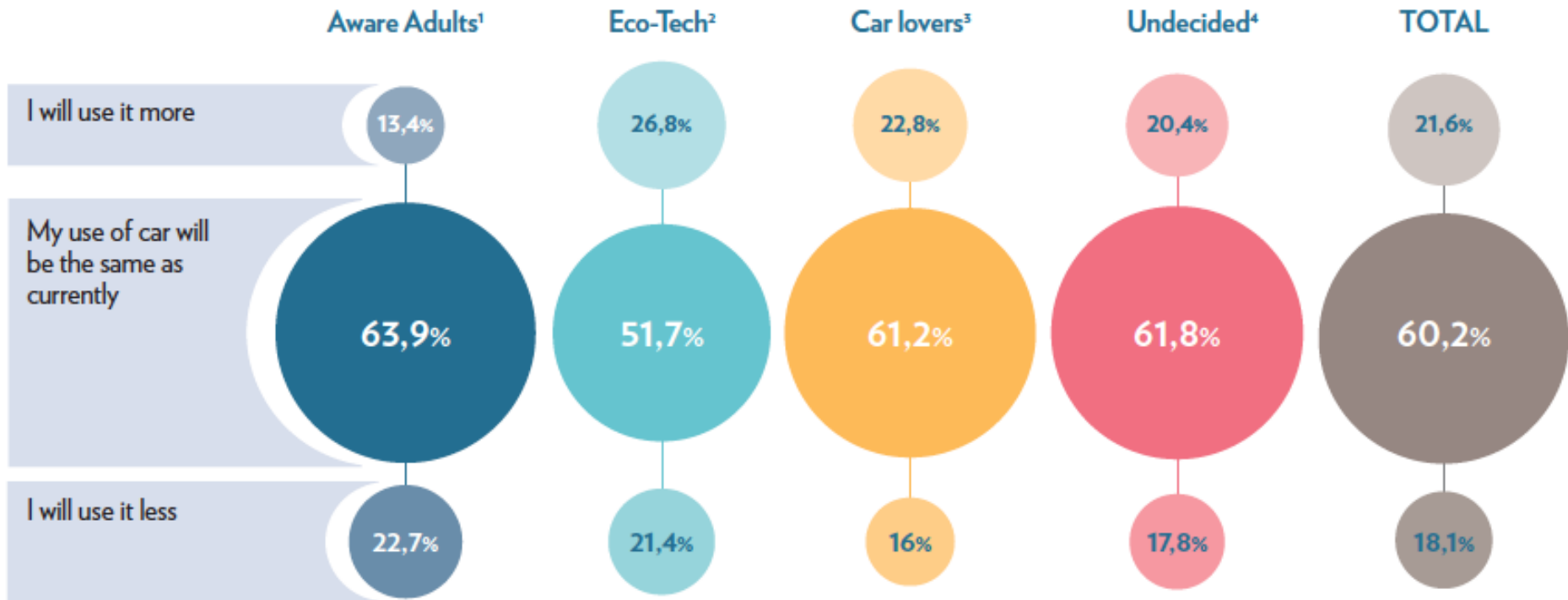
Today:

70,3%

In ten years
time?



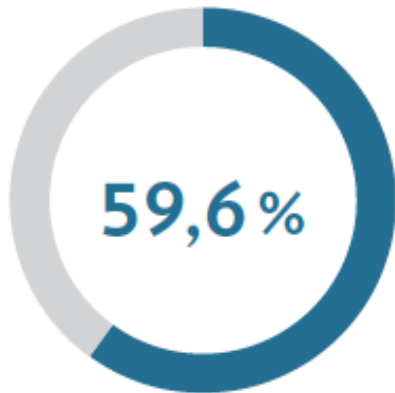
Use of the car in ten years



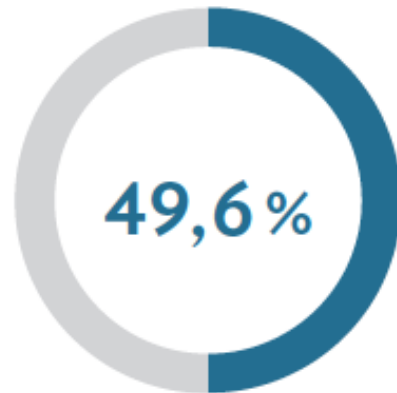
Sample:
¹Aware adults 216
²Eco-Tech 456
³Car lovers 952
⁴Undecided 1.381



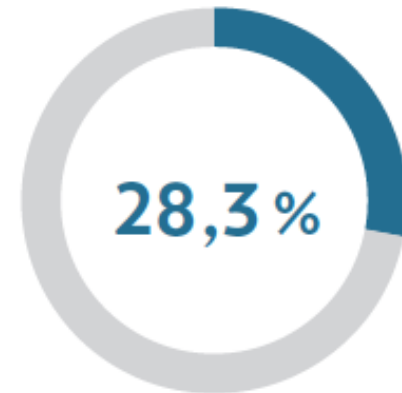
Why stop using my car?



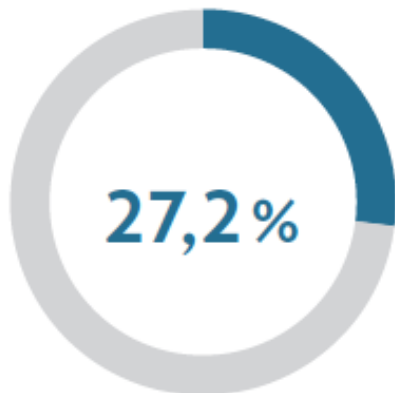
A significant improvement of public transport in my area



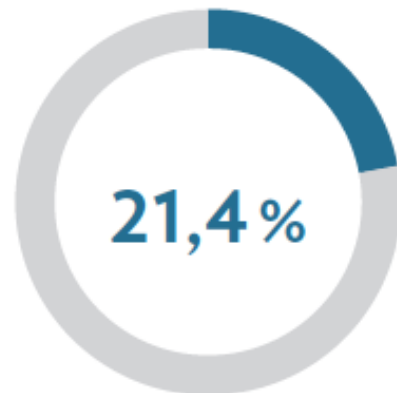
Incentives from the public administration to use public transport



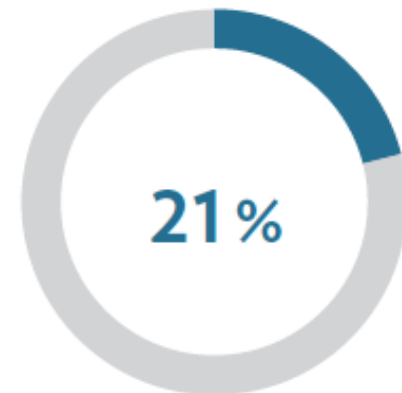
Imposed difficulties to use the car in the city



Incentives from my company to use public transport



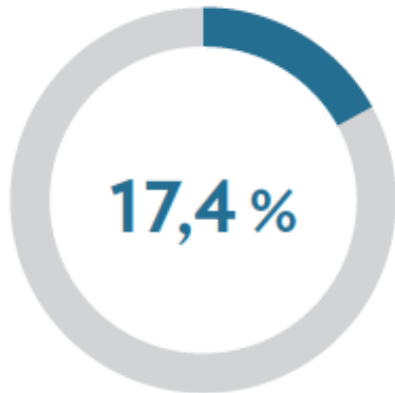
A cheaper taxi service



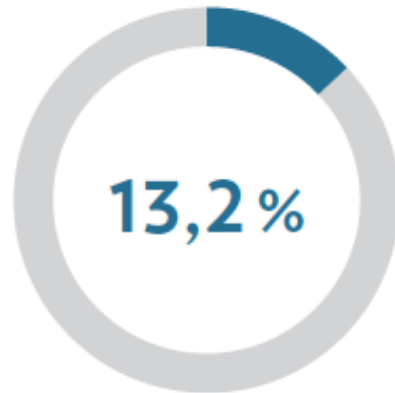
An increase of congestion



Why stop using my car?



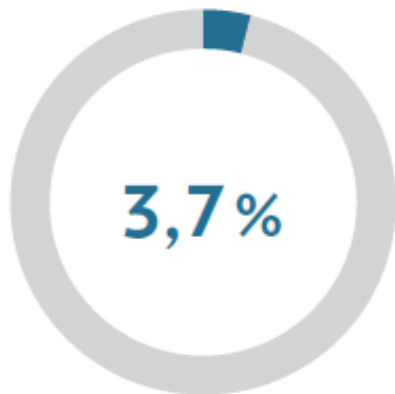
An increase of air pollution
in the city



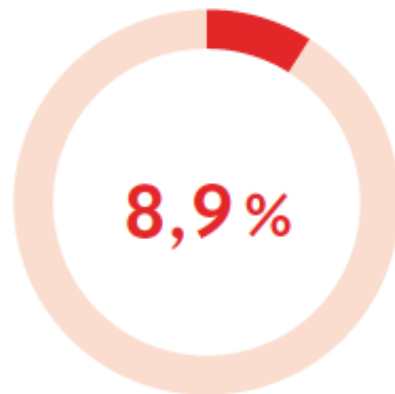
An increase of the cost of
purchasing and maintaining a car



An increase of the cost
of parking



Others



I would not consider using a car

*“Environment... I’m worried about
it, but I don’t do anything. My sons
will take care of that!”*

*(Woman, 28 years,
traveling by car)*

 Multi-response



The new mobility services



Carsharing



avancar



socialcar®



Bluemove



Motosharing



MOTOSHARING



Bikesharing



Carpooling



Ride-hailing



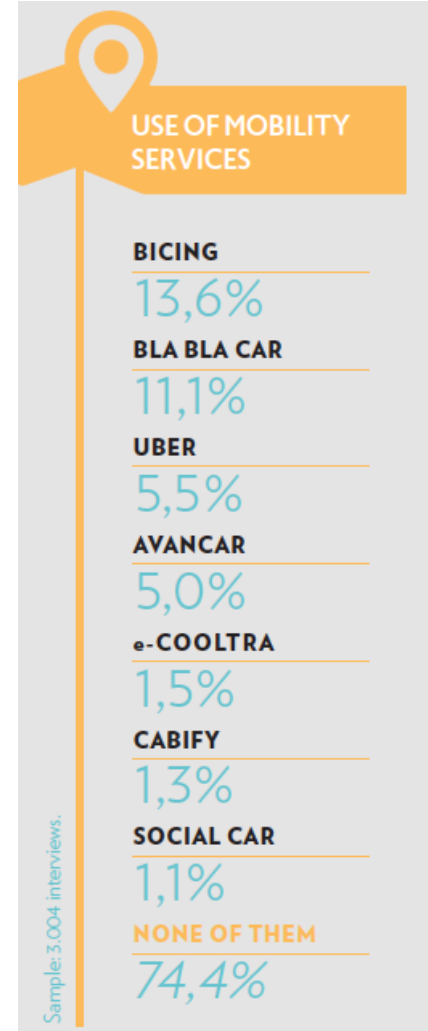
UBER



Bus On-Demand

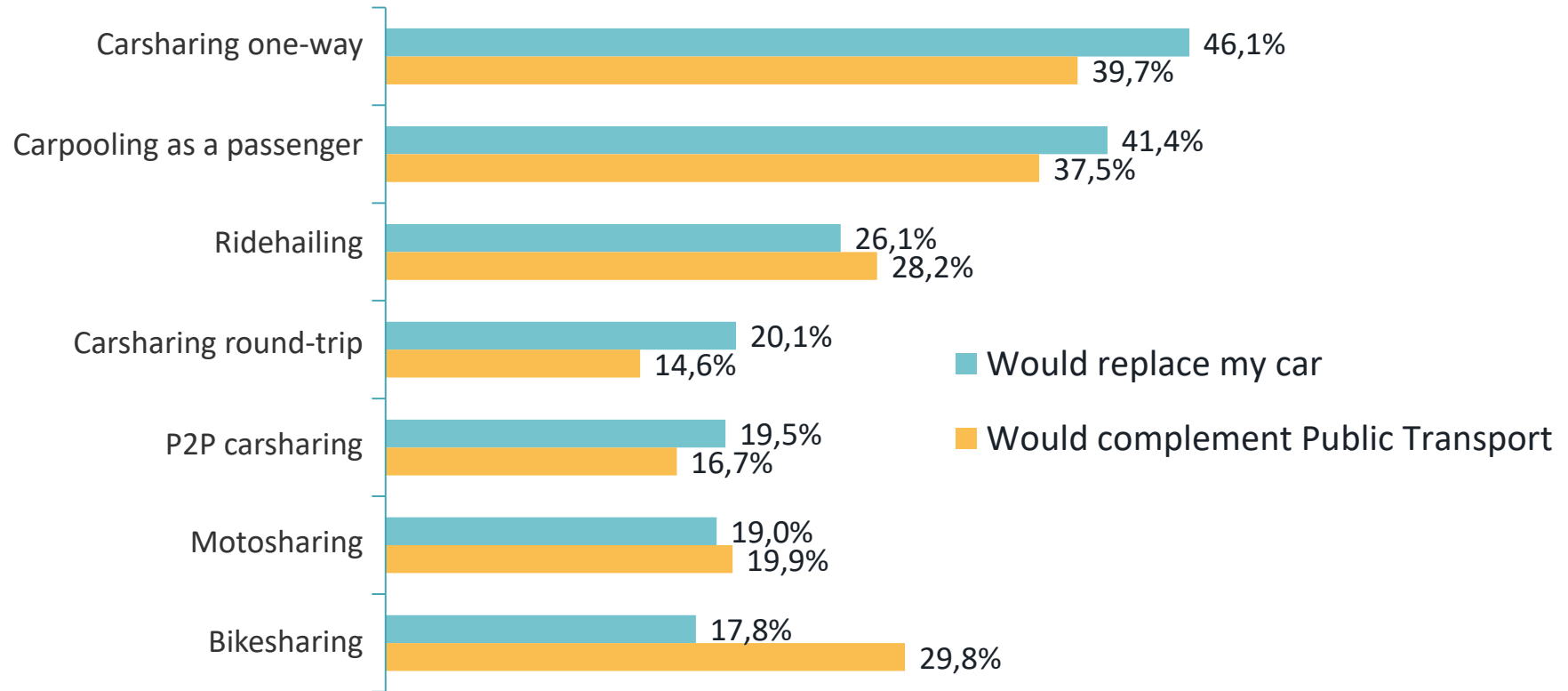


shotl





Interest on new mobility services



% Probably or surely they would use it as





Low emissions zone - temporary

Any of
these two
67,5%

I would drive to the nearest public transport station, park my car there and use public transport to get to the city centre.

41,8%

I would drive to the entrance to the city, park my car there and use public transport to get to the city centre.

38,7%

I would walk or cycle to the nearest public transport station and use public transport to get to the city centre.

19,6%

I would ask permission to work from home.

19,1%

I would try to carpool with a colleague who has a non-pollutant car (hybrid or electric).

15,9%

I would use a non-pollutant taxi.

2,7%

I would stay home studying.

0,9%



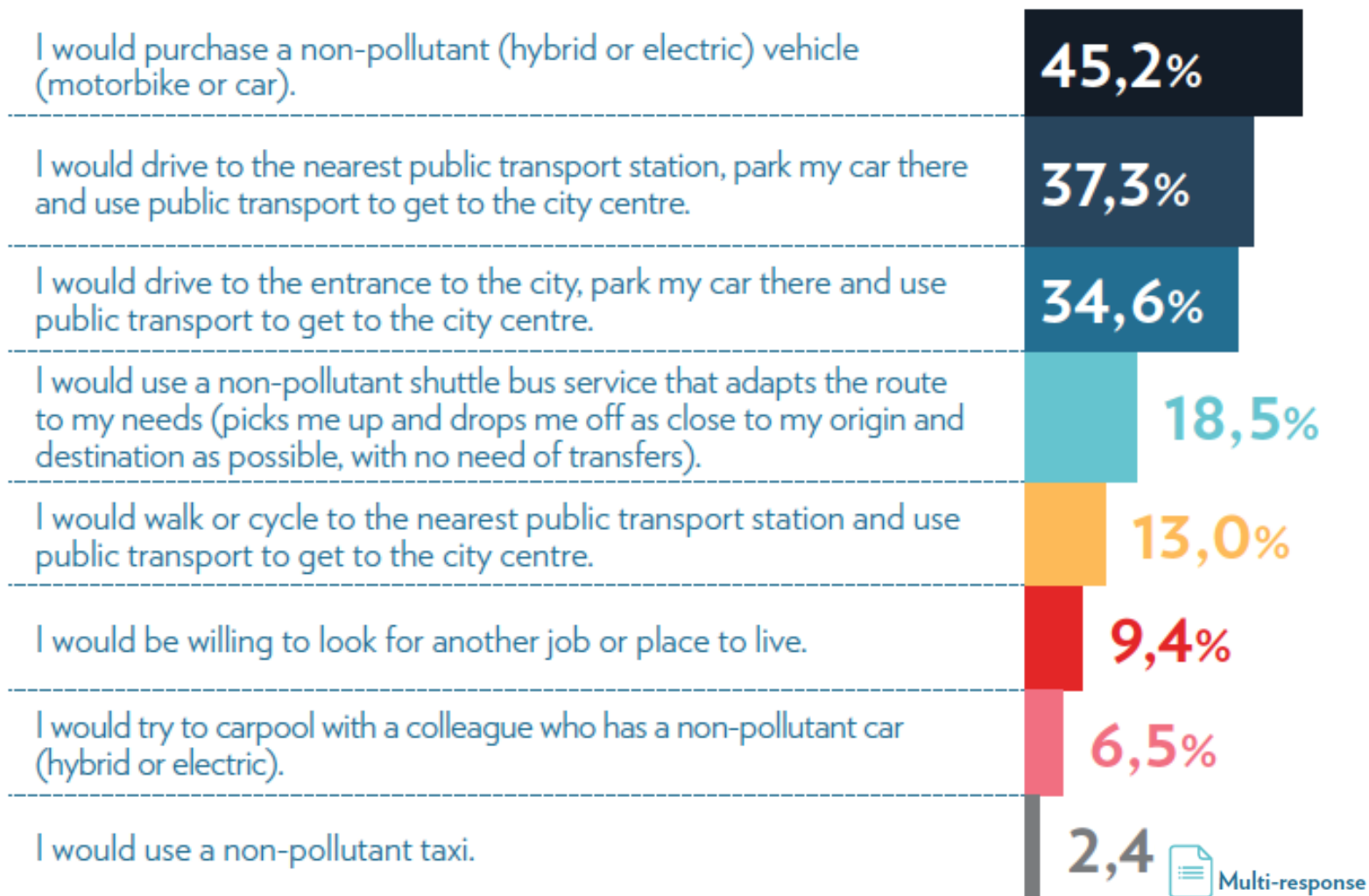
 Multi-response

Sample (commuters): 435



Low emissions zone - Permanent

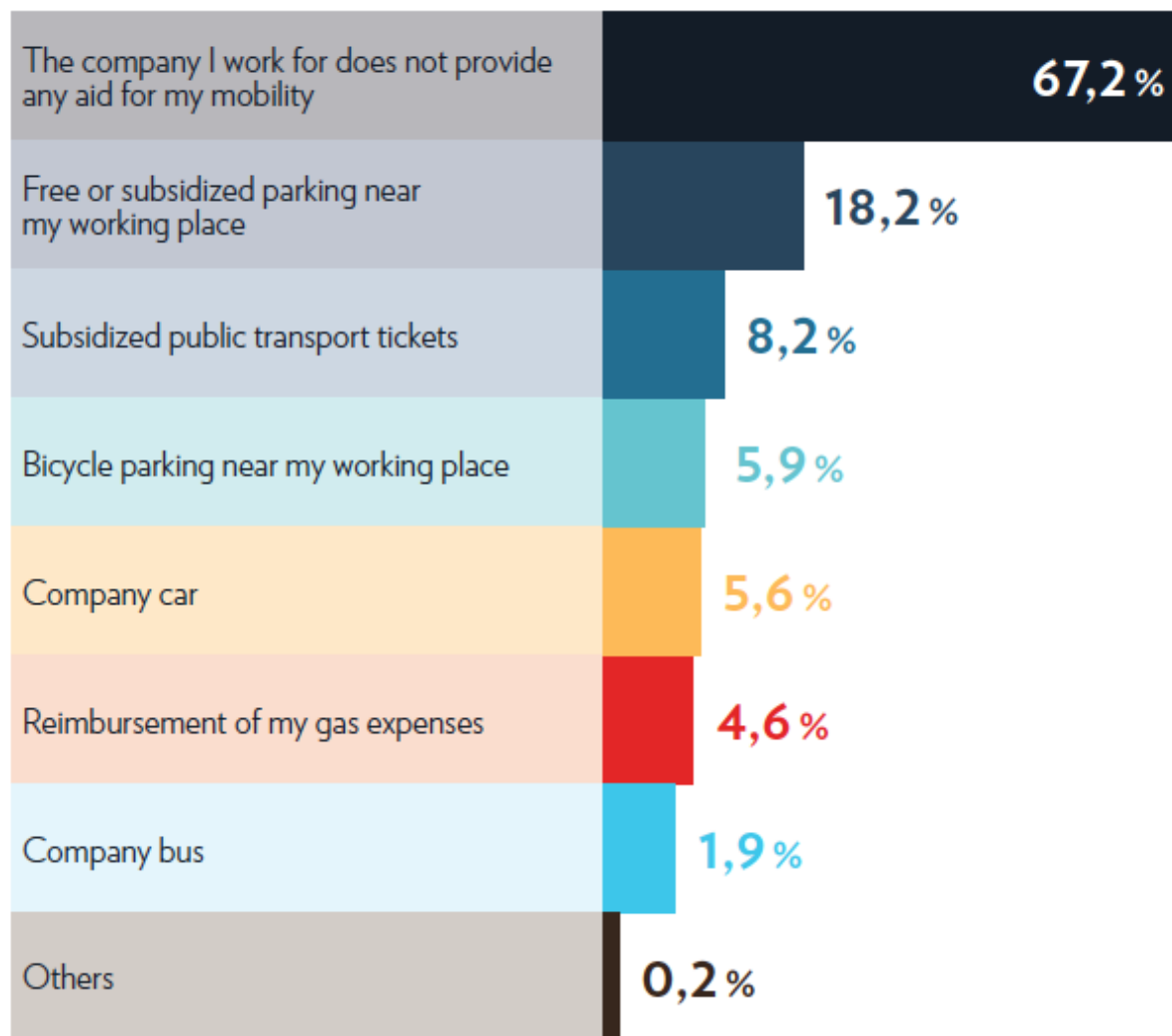
Any of
these two
55%



Sample (commuters): 435



Work-related mobility



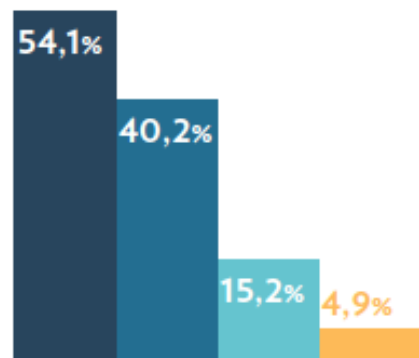
Sample: 2.450

 Multi-response



Working and living

Current measures



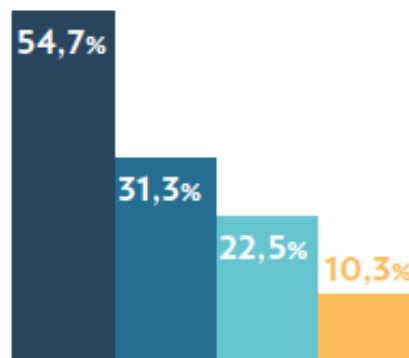
The company I work for doesn't help me reconcile my working and family

Flexible schedules for entering and leaving work

Work from home for one or more days a week

Compact the work week in less days (but working the same amount of hours)

Measures expected to be implemented in the future



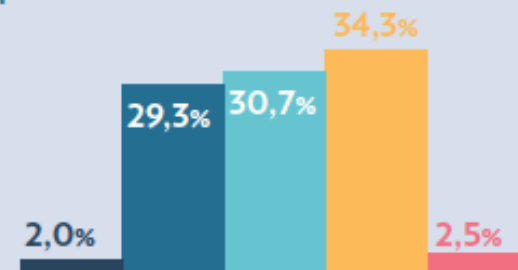
None of them

Flexible schedules for entering and leaving work

Work from home for one or more days a week

Compact the work week in less days (but working the same amount of hours)

Most desired measures to be implemented



None; I've got what I need

Flexible schedules for entering and leaving work

Work from home for one or more days a week

Compact the work week in less days (but working the same amount of hours)

Others

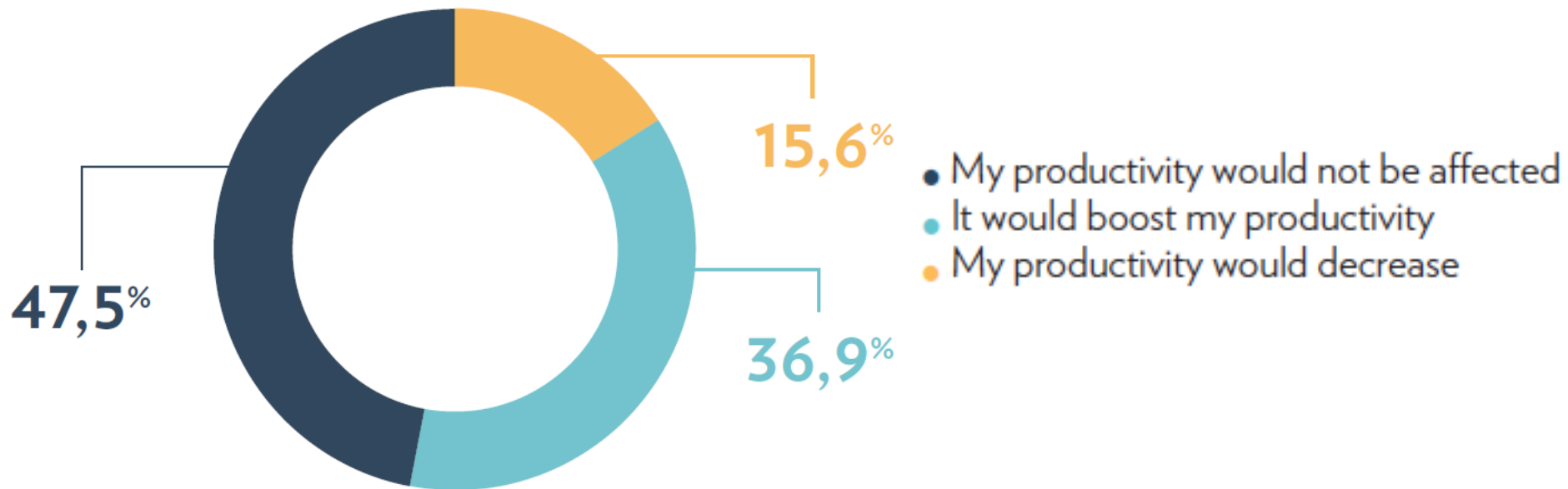
Sample (workers): 2.450



Multi-response



My productivity



 Multi-response

Sample (workers): 2.450

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#MobilitatBCN



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