

M o b i l i t y P a c t

B a r c e l o n a



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Introduction

A large number of activities and different needs coincide in big metropolitan cities. Working, living, studying, strolling, and shopping: there are lots of ways in which we interact within the ambit of public space that is inevitable finite, and therefore, a valued resource. This is the spirit of the Mobility Pact: to agree on a series of measures to guarantee all uses of urban space. To face up to everincreasing mobility and diverse needs, without giving up quality of life, the environment, and free flowing traffic.

The Mobility Pact is a working tool. It is a forum to build on together –local administration, associations, and entities– the model of mobility that we want for the greater Barcelona of the 21st century. The Pact is, therefore, a living organism that evolves according to the new challenges generated by Barcelona. It is a forum and reciprocal commitment, a formula for making agreements.

What is at stake is the model of mobility, the way that we choose to grow and get about. A large part of the answer is to bet decidedly on public transport and manage private transport adequately.

More investment is needed in public transport, more discipline on our roads, and a better management of transport systems. A social change in the use –and often abuse– of private vehicles is basic. All these are measures aimed creating a model of sustainable mobility in our big cities.

A handwritten signature in blue ink, consisting of a series of loops and a long tail, enclosed within a hand-drawn oval shape.

Joan Clos

Preamble

As we near the turn of the century, Barcelona is shaping up to be a great urban hub, the core of a metropolitan area with over four million inhabitants which is one of Europe's wealthiest, most bustling areas. Thanks to its geographic location and economic structure, Barcelona has consolidated its position as a dynamic centre where commercial, logistical and industrial activities converge. It receives a growing number of visitors and also attracts new residents.

Our city is a great space for cohabitation, a city where the main players are the city's inhabitants and the people that visit it. The quality of life of Barcelona's inhabitants, their ability –both present and future– to maintain a city that is habitable and dignified for everyone, and the firm commitment to preserve the environment, are inextricable from its vocation as a great Mediterranean metropolis.

Barcelona is today a dense city, and at the same time a city with an area of influence which generates movement flows beyond the limits of the municipality itself. The increasingly intense commuting processes back and forth from home or work located in other townships in the metropolitan area, together with the tertiarisation of the productive activity and Barcelona's growing capacity as a cultural, leisure and tourist hub, has led to a steady rise in the number of journeys made.

Barcelona's inhabitants either walk or use public transport when getting around the city. However, when taking into account the total number of journeys made in the city, private vehicles are the most heavily used means of transport, whether because the mobility of a car is required or due to other reasons.

Two-wheeled motor-powered vehicles play a significant role in the private vehicle category, to the extent that Barcelona is one of Europe's most crowded cities in terms of the percentage of motorcycles and mopeds. This mode of transport has become popular as a way of getting around the city because it allows the user to zip through heavy city traffic and readily find parking spaces.

Bicycles, both as a regular means of transport and for leisure purposes, have also gained ground in Barcelona. The Mediterranean climate and the relatively flat stretches throughout most of the

city centre have contributed favourably to the increased use of bicycles.

Hence, in an inevitably limited and finite network of roadways we find a growing, increasingly diverse mobility. Different transport modes, spaces where people gather, stroll, etc., parking areas and goods distribution operations thus converge in a common and public space which necessarily has to be shared in the best possible conditions.



In order to meet the growth and diversity of mobility without forsaking the environment or the quality of life of its inhabitants, or the fluidity and average speed of traffic both in the short and the long term, we are promoting this “Mobility Pact”, an overall agreement among all persons who, despite not always sharing the same interests, participate in managing the city’s mobility and use its streets, avenues, public transport, etc.

Barcelona has grown and must continue to grow on the basis of sharing, and the key to this is capacity, full of successful examples of accords reached between local government and the citizenry at large. This is not, therefore, a novel phenomenon –but what is new, and what aspires to become a leading project of its type in Europe, is this proposed social pact for sustainable mobility in our city. The Mobility Pact is precisely that –the express wish to set common criteria regarding the type of mobility that we all desire– government, associations and representatives of the social fabric –and the steps which must be taken to achieve these common goals.

In establishing the basic criteria for this Pact, the persons and institutions supporting the Pact agree that:

- The principle of sustainability is the foundation on which the Mobility Pact rests. The goal is to ensure sustainable mobility both now and in the future, that is, a mobility that is more environment –and people–friendly, that is better planned, more efficient, more energy-conscious.
- It is essential to build a city that is accessible to all, especially to the disadvantaged –people with limited mobility, the elderly, children. In relation to the latter group, we must encourage the creation of school zones where the safety and

accessibility of the youngest age groups is assured. Barcelona must continue to advance towards its goal of becoming a model of integration and cohesion, and it must establish mechanisms protecting everyone's right to mobility.

- It is important to ensure the quality of life of all the city's inhabitants, and public transport plays a key role in achieving this goal since it represents clear energy savings, as well as of space and resources. Therefore, it should be promoted. It is also necessary to act in a determined fashion to improve the intermodality of travel, facilitating the rational and combined use of the different modes of transport according to the trip. We must also continue to work towards providing pedestrians with the space to which they have a legitimate claim. We must continue to widen sidewalks, create spaces for leisure pursuits and ensure the right to walk, fundamental elements for a more comfortable mobility. We must in addition seek more rational use of private vehicles, in order to maintain the average traffic speed at the very least.
- We must also encourage a change of attitudes, both on the part of government and of the citizenry, establishing systems ensuring discipline on our streets and roadways and hence greater road safety. It is necessary to both abide by and enforce the basic rules of good citizenship and community spirit in mobility, increasing the level of safety both among pedestrians and drivers. The desire of the persons who sign this Pact is to call for specific traffic regulations for cities making the principle of municipal authority more agile and effective in enforcing such regulations.
- It is necessary for any new urban development project to consider the new mobility needs generated during the planning stages. The growth of the city and the urban definition of new hubs –logistical, like the Zona Franca, or residential, like Diagonal Mar or the Front Marítim, cultural or tourist-oriented, or with an eye set on the future, like the Barcelona 2004 Forum of Cultures site in the Besòs area, must be accompanied by mobility evolution and management studies as well as the necessary purveying of public transport services and new spaces (promenades, parking facilities, goods distribution facilities, etc.) required by each area.

Beyond the common criteria shared under this Pact, the signatories also manifest their will:

- That the Mobility Pact be established as an agreement that is open to all, allowing other groups, associations or institutions in favour of its principles and actions to join in the spirit of the Pact. To ensure sustainable mobility not only in our city, it would be desirable and heartening to extend Barcelona's initiative to the entire metropolitan area, and for the initiative to be adopted by the politicians, managers and administrators of these areas and of the country as a whole.
- That the Mobility Pact not be the end of a process of reflection and consensus, but rather the beginning of a common effort materialising in plans and projects. Plans call for the creation of task forces to address specific issues relating to the Mobility Pact's ten points. All signatories of the Pact will be invited to participate in these task forces, so that the most directly interested entities and associations may be properly represented in each case.
- The different plans for action will have their own objectives, calendars and, if necessary, overall budgets and funding by the various entities. Moreover, the overall development of the Pact, as well as advances in the different task forces, will be discussed and updated at least once a year. The ideal setting for this is the Barcelona Traffic Council.



This Pact is the result of the participation, the open and communicative spirit, the desire to hear and be heard of the members of the Barcelona Traffic Council, created in 1983 to discuss and agree on different aspects of mobility in the city.

The principles which have inspired the Mobility Pact and the commitment to turn it into the beginning of a common effort with palpable effects on Barcelona's mobility constitutes a success in and of itself. This Pact is not the sum total of a number of individual efforts, but the fruit of the persons who have signed it. Above all, it is a qualitative step for the city –a great leap forward for the mobility that we want for Barcelona.

Goals

1

Achieve high-quality, integrated public transport.

2

Maintain traffic speeds and improve the speed of surface public transport.

3

Increase the surface area and quality of the public areas destined to pedestrian use.

4

Increase the number of parking spaces and improve their quality.

5

Improve citizens' information and preparation, and improve road signals and signs.

6

Achieve a set of legal regulations suited to the mobility of the city of Barcelona.

7

Improve road safety and respect among users of the different modes of transport.

8

Promote the use of less polluting fuels, and control air and noise pollution caused by traffic.

9

Promote the use of bicycles as a regular means of transport.

10

Achieve an agile, orderly distribution of goods and products throughout the city.

1.

Achieve high-quality, integrated public transport

Promote the extension of the integrated public transport rate system in the Barcelona metro area through the ATM.

Urge the corresponding levels of government to make the necessary investment effort to provide for sufficient high-quality public transport for the Barcelona metro area, within a framework of stable funding. Such investments must favour the intermodality of transport systems.

Periodically adjust the surface public transport system to the inhabitants' new mobility needs by extending service coverage and reinforcing the frequency of specific lines where needed.

Increase the reliability, connectivity and regularity of bus service by increasing the use of segregated or reserved lanes in the city and access routes, giving them priority at specific intersections and junctions.

Consider the priority of public transport in major new urban development projects in the city, including the provision of space for passage and of canopies at bus stops.

Purchase/adapt vehicles providing better accessibility in all bus lines.

Promote the extension of the metro system to the Nou Barris, Bon Pastor and Zona Franca boroughs, among others. Continue applying measures to improve service quality, especially regarding connection between lines and universal accessibility.

Support the construction of new intermediate-capacity transport systems, e.g. tramways, at transport hubs which require them.

Encourage the use of taxis and include this service in mobility planning.

2.

Maintain traffic speeds and improve the speed of surface public transport

Draft a catalogue of the basic ways defining the functional hierarchy of the streets, according to the level of service, the uses of the different modes of mobility and the street layout, in a context of social profitability. The progressive suppression of surface parking spaces on roadways considered to be essential in the mobility policy will be studied.

Update and execute the roadway connectivity, infrastructures and technology improvement plan (Picasso) eliminating bottlenecks and applying new traffic management technologies in order to maintain well-balanced traffic speeds.

Promote improved distribution of metropolitan traffic implementing a logical and consistent toll policy in metropolitan thoroughfares.

Encourage institutional cooperation to ensure the maintenance of city access infrastructures.

Promote the construction of transport infrastructures connecting logistical zones.

Influence inbound city traffic by means of a street parking regulatory policy.

Reinforce the strict compliance with maximum speed limits inside the city, and study the impact of reducing speed limits to under 50 kilometres per hour in certain areas of the city.

Facilitate special operations by city police to prevent violations which disturb the normal traffic flow: double-parking, parking in bus lanes, bus stops, bicycle lanes, on sidewalks and in other pedestrian areas.

Reinforce traffic control actions by the city traffic police, especially in essential roadways, by equipping them with more advanced technological means.

Review penalty types for traffic violations affecting traffic flow and safety, upgrading them to serious violations in specific circumstances.

3.

Increase the surface area and quality of the public areas destined to pedestrian use

Continue implementing the pedestrian area policy in historic areas or other special-attraction areas.

Continue implementing the sidewalk widening plan and ensuring a minimum obstacle-free clearance for pedestrian use.

Continue implementing the municipal accessibility plan with a view to ensuring universal accessibility in all public areas where physically possible.

Define the mobility criteria to be met in urban development and renewal actions in the city, in order to ensure the priority of mobility on foot and in public transport means.

Change the distribution of traffic-light synchronisation on major thoroughfares, coordinating crosswalks and increasing crossing times, making it easier to cross these streets/avenues on foot.

Redefine signalling standards for public road works, providing for temporary pedestrian detours and crosswalks under dignified, safe conditions.

Support traffic police operations aimed at preventing violations which hamper pedestrian mobility.



4.

Increase the number of parking spaces and improve their quality

Draft a new parking plan. This plan would place a special emphasis on residential parking. Proposals to promote and review current fiscal measures would be made.

Promote the definition of new quality standards for car parks open to the public, whether publicly –or privately-run.

Favour a range of parking services considering, among other aspects, the quality, availability of public transport, proximity to the city centres and the actual time of stays.

Promote the parking of motorcycles and bicycles in car parks, and increase the number of on-street parking spaces.

Review the implementation of “blue” (metre-controlled) areas to favour and facilitate improved access to commercial and services areas.

Favour the construction of car parks providing modal connections and increasing occupancy in the metropolitan area, linked to new transport infrastructures, as well as existing infrastructures where possible.



5.

Improve citizens' information and preparation, and improve road signals and signs

Organise communication campaigns promoting civility when driving and parking, improving road safety, fostering the use of public transport, walking, cycling to get around the city.

Draft programmes consolidating car-pooling among employees, and promoting corporate sponsorship of public transport among employees and customers by offering multiple travel passes as an alternative to parking vouchers.

Favour continuous training and recycling of drivers.

Draft and implement a project aimed at standardising and improving sign-posting in Barcelona, particularly those of an informative nature, changing, among others, the horizontal signalling of crosswalks to increase road safety, especially of pedestrians and motorcyclists/cyclists.

Improve signs at pedestrian-bicycle crossings.

Increase real-time information on traffic and public transport, and provide forecasts and updates to be broadcast on the radio, TV, Internet, etc. in order to keep the user informed as to the most convenient transport mode.

Create an information system providing information on road work and other activities, their impact on traffic and alternative routes recommended.



6.

Achieve a set of legal regulations suited to the mobility of the city of Barcelona

Demand legislative changes making municipal sanctions more dissuasive and giving more authority to the mayor, and participating therein.

Implement alternative systems to economic sanctions.

Update municipal ordinances, bringing them in line with new mobility conditions: urban development and construction ordinances, pedestrian and traffic regulations, loading and unloading regulations, and environmental ordinances.

Promote fast and effective justice to achieve safe, orderly traffic.



7.

Improve road safety and respect among users of the different modes of transport

Sponsor specific and regular municipal police actions targeting behaviours which cause serious accidents. Supervise high-risk areas of the city, following up on corrective and preventive actions performed.

Study accidents and the behaviour of road users, so that the information gleaned may serve to aid in the design of the annual road safety plan: works, management and surveillance, education, etc.

Improve aid and information to persons involved in traffic accidents.

Sponsor awareness campaigns addressing all the city's inhabitants, and specific campaigns targeting motorcycle and moped users regarding the use of safety helmets.

Ensure that urban renewal actions take basic road safety improvement criteria into account.

Organise safe –and environment-friendly driving courses.

Encourage the inclusion of new safety features in vehicle manufacturing processes.

Promote training of motorcycle/moped users in any of the three following ways: tests, driving school lessons, or specific school courses.



8.

Promote the use of less polluting fuels, and control air and noise pollution caused by traffic

Support the Agenda 21 document, approved by the Barcelona City Council's Environmental and Sustainability Policy Committee.

Encourage air and noise pollution testing at technical vehicle inspection (ITV) points and support the proposal that all motor-powered vehicles pass the ITV.

Increase noise control actions by municipal police involving all types of vehicles, including buses, trucks and motorcycles, paying special attention to tampered exhaust pipes.

Promote the use of noise-reducing elements in certain city arteries.

Analyze the impact of small cars and vehicles using alternative energy sources.



9.

Promote the use of bicycles as a regular means of transport

Extend, rationalise and improve the network of bicycle routes and lanes with protected, signposted areas, and define appropriate parking areas.

Take steps to allow users to carry bicycles onto underground lines and metropolitan region trains.

Promote the knowledge of and compliance with traffic rules by bicycle users.

Adhere to the EuroVelo project, which calls for the construction of a coastal bicycle route.



10.

Achieve an agile, orderly distribution of goods and products throughout the city

Regulate timetables and length of stay of vehicles in loading/unloading areas on street corners and certain lanes depending on road and street configuration, the commercial nature and goods distribution vehicles.

Study and improve the layout of loading/unloading areas in order to minimise the duration of such operations and the distance to the destination point of the goods.

Foster surveillance and discipline in loading/unloading areas.

Encourage the shared distribution of goods (groupage) in order to reduce the number of operations.



Entities in the Mobility Pact

Ajuntament de Barcelona
AGBAR-ITV, SA
ACET Associació Catalana d'Empreses de Transports de Mercaderies
AGTC Associació General de Transportistes de Catalunya
Amics de la Bici, agrupació d'usuaris i usuàries de la bicicleta
ANESDOR Asociación Nacional de Empresas del Sector de Dos Ruedas
Associació de Familiars i Víctimes de Trànsit
Associació Pla Estratègic de Barcelona
ASOLIGAS Associació Catalana de Transports de Líquids i Gasos Lliquats
AUDICA Associació d'Empresaris de Transport Discrecional de Catalunya
Barcelona Camina
Cambra de Comerç de Barcelona
Col·legi Oficial de Psicòlegs de Catalunya
Consell de Gremis de Comerç i Serveis de Barcelona
FAVB Federació d'Associacions de Veïns i Veïnes de Barcelona
FECAV Federació Empresarial Catalana d'Autotransport de Viatgers
Federació Provincial d'Autoescoles de Barcelona
Federación Transportes, Comunicación y Mar UGT Catalunya
Foment del Treball Nacional
Fundació RACC
Gremi de Garatges
Gremi de Missatgeria de Catalunya
Gremi Provincial de Tallers de Reparació de Vehicles
Gremi Provincial de Transport i Maquinària Construcció i Obres Públiques
Barcelona
Institut Català de Logística
Institut Metropolità del Taxi
Montepio de Conductors de Sant Cristòfol
Organització de Consumidors i Usuaris de Catalunya
P(A)T Prevenció d'Accidents de Trànsit
Pacte Industrial per a la Regió Metropolitana
PTP Associació per a la Promoció del Transport Públic
Reial Moto Club de Catalunya
STAC Sindicat del Taxi de Catalunya
TRANSCALIT Federació Catalana de Transports de Barcelona
TRANSPRIME
UNESPA-UCEAC Unió Catalana d'Entitats Asseguradores i Reasseguradores
USCOB Unió Sindical CCOO del Barcelonès