

OSMOSE AWARDS

Topic: Mobility management

Submission date: 02/03/2007

Name of measure/service etc:

Barcelona's Green Area, an Integral Management of Road Space

OSMOSE Award winner, category "Innovative Demand Management Strategies"

Location: Barcelona, Spain

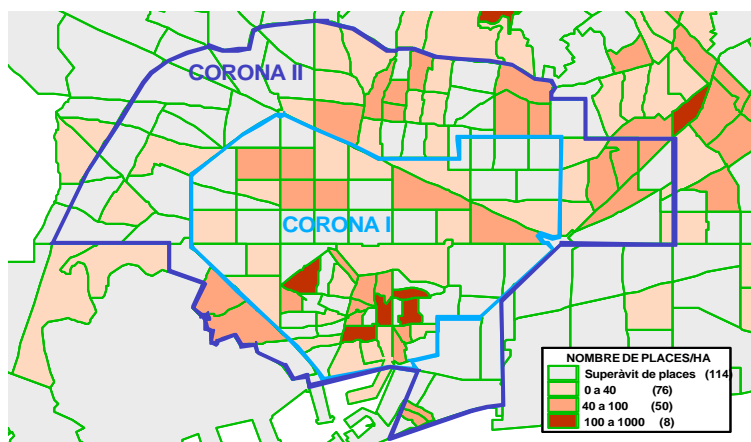
Initiator and partners:

B:SM (parking operator and enforcement agency) with the support of Barcelona Municipality (as transport authority)

Short description of the activity:

The city of Barcelona has developed an integrated approach including green zones, off-street measures (P&R, pricing, etc) and multi-use lanes in order to tackle existing network problems and forecasted difficulties. The 'Integral Management of Road Space' project was also accompanied by a city logistics and enforcement approach and a comprehensive information campaign.

The demand management strategy aims to both rapidly and massively increase the control of the City's road space. By eliminating the possibility of on-street car parking, road space can be reassigned to improve the walking and cycling networks (where strategic routes are currently under development). By introducing new rules for on-street parking, the policy aims to improve the management of car use, to introduce constraints on car use by non-residents, and to improve service levels for higher-priority use such as goods deliveries.



Picture1: green area zones



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Background and objectives:

Non-motorised modes and public transport are clearly used by the Barcelona citizen. Nevertheless, 33% of all trips are made by private transport modes (car, goods and motorised two-wheelers). In 2004, 20% of the road network had a daily traffic intensity exceeding 90% and it is expected that the figure could rise to 50% by 2010 if nothing is done to influence the forecasted traffic trends. Congestion problems are further exacerbated by low levels of compliance with traffic regulations.

The problem also concerns the high car ownership level (at 385 cars / '000 population) and the deficit of residential car parking. A first step to solve the problem is to rationally organise on-street parking, which means transferring cars to off-street locations, and improving the road space allocated to sustainable travel modes. A second step is to store as many off-street cars as possible to allocate road space (and offer protected circulation) to pedestrians and cyclists. Besides, parking of motorcycles (some 250,000 trips per day in the city) is another problem to solve.

Barcelona's Green Area project is an innovative approach for the Integral Management of Road Space. It aims to improve the organised control of street space, reduce congestion, reduce parking indiscipline, favour non-motorised modes of transport and/or public transport and car-sharing, etc.

To do so, the system is based on 3 actions:

- The Operational parking system supported by a centralised management of enforcement (fines, vehicles tow-aways and confiscation) actions.
- Complementary on-street parking scheme, with parking products for all types of road users.
- Complementary off-street measures to facilitate car sharing, park-&-ride and public transport.

Implementation:

The Green Area comprises an integrated package of measures linked to the 3 above-mentioned actions. They directly contribute to most of the 10 sustainable mobility goals of the Mobility Pact that the City is committed to.

Firstly, the Green Area scheme comprises the **implementation and enforcement of a series of parking products that limit the time and fix the charge** so as to control demand and hence regulate road traffic – for all road users including car-owning residents. It was implemented in two phases – the central (grey) area in May 2005 (covering Eixample District, and most of Ciutat Vella), extending to the orbital Ronda de Mig (green area) in Oct.-Nov. 2005 (completing coverage of Ciutat Vella, and parts of 6 more districts). The scheme now operates over an area containing 68% (89,100 spaces) of the City's off-street public car park offer.

With the Green Area, 61,773 "car-equivalent" spaces have been regulated.

Then, thanks to complementary on-street measures, **part of the on-street road space previously dedicated to cars has been re-assigned to other road users:**

- Un/loading spaces up from 7,100 in 2000 to 10,400 in 2005.
- On-street motorcycle spaces from 8,000 (2000) to 37,200 in 2005.
- Compared with 2000, 25km more bus lanes, and an additional 17km of cycle lanes implemented.



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- Cyclists and pedestrians have also benefited from this policy.

The last action of Barcelona's plan tackles **complementary off-street measures**, which are:

- Dissuatory park-&-ride
- Car-sharing
- Infrastructure development of a network of off-street car parks

It promotes transfers to other modes (public transport and car-sharing) and the reduction of car storage on public road space (transfer to off-street parking).

A communication was also implemented in parallel to these actions. Citizens were informed via leaflets, the press, a dedicated website (www.bcn.es/areaverda/catala/com.htm), the municipal telephone 010, and a Green Area Office, open Mondays to Fridays, 08.30 to 17.30.

Conclusions:

Comparing June/July 2005 with the same period for 2004, figures have proven a 7.4% reduction in traffic thanks to these measures. The City has reached the lowest levels of road indiscipline ever recorded and noise levels have been directly reduced. Illegal parking in central area has decreased by between 65% in main roads and 71% in local roads. Illegal parking of motorcycles on pavements was reduced with 30%. The Green area also contributed to increases in walking and cycling mode shares (5.5% achieved for cycling trips), and in a shift from car mainly to motorcycle.

Considering discount "park&ride" special tickets, 1,408 have been sold during the first 6 months since Green Area Phase 2 became operational. There has also been an increase in off-street car parking new subscribers (from 0.97 per 100 spaces in 2004, to 4.74 subscribers per 100 spaces in 2005), together with an 11.7% increase in the average length of stay of visitors.

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