



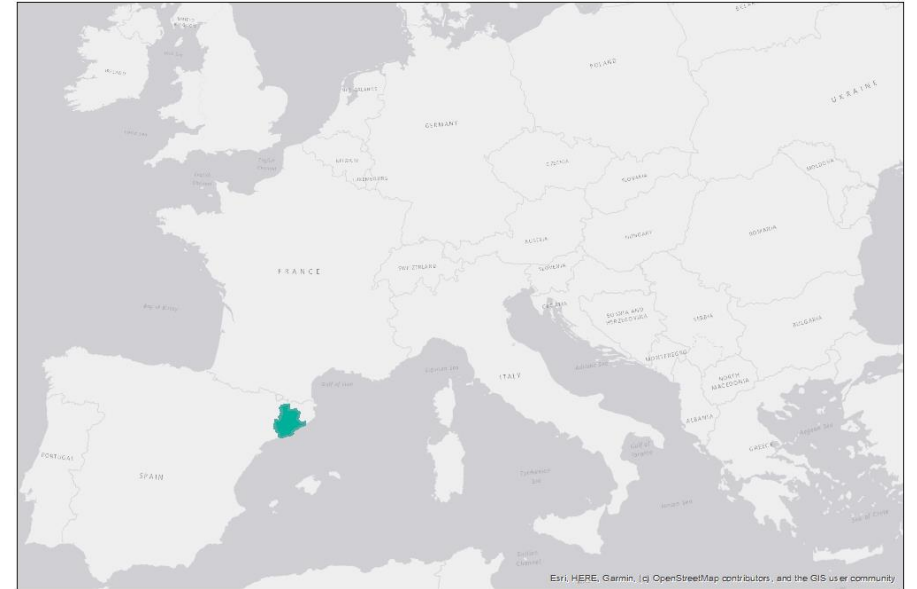
ROADMAP TO 2025 FOR A SUSTAINABLE METROPOLITAN MOBILITY

POLIS Annual Conference
1 December 2020

1. Who are we?
2. The pdM'20-25
3. The bicycle in the pdM
4. Impact of the CV-19 on the bicycle

1. WHO ARE WE?

- The ATM of Barcelona is a **voluntary inter-administrative consortium** established in 1997 to coordinate and plan the public transport in the territory of Barcelona.
- ATM covers 5,5 million of inhabitants (4th EU metropolitan area) and a very important tourist, industrial and service hub
- Main functions:
 - ✓ Infrastructure and services planning
 - ✓ Relations with public transport operators
 - ✓ System financing by administrations



- ✓ Rate ordinance
- ✓ Communication
- ✓ Future regulatory framework
- ✓ Other functions related to mobility

2. THE PDM'20-25: Director Mobility Plan

➤ STRATEGIC OBJECTIVES:



Healthy and
sustainable
mobility



Efficient and
productive
mobility



Safe and
reliable
mobility



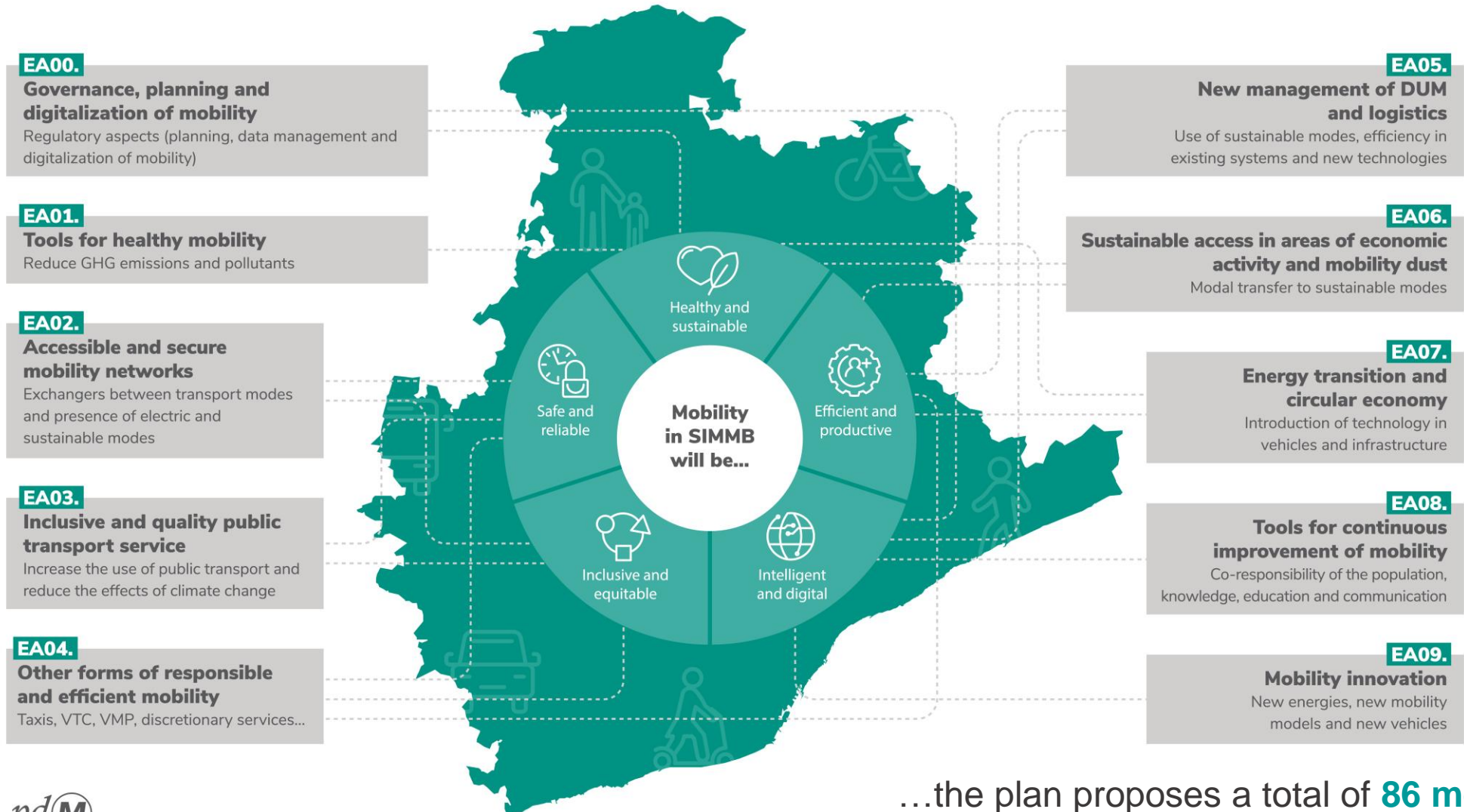
Inclusive and
equitable
mobility



Intelligent
and digital
mobility

*each strategic objective has specific objectives

2. THE PDM'20-25: The Plan Proposal



3. The bicycle in the pdM

EA00.

Governance, planning and digitalization of mobility

Regulatory aspects (planning, data management and digitalization of mobility)

Create a **governance** framework that incorporates different aspects, including digitalization.

- Develop the **digitization strategy of the mobility** system that incorporates the bicycle: MaaS Model, T-Mobilitat
- Increase the digitization and traceability of bicycle routes to **improve infrastructure and road safety** for bicycle mobility.



4. The bicycle in the pdM

EA01

Tools for healthy mobility

Reduce GHG emissions and pollutants

Promoting healthier mobility that reduces the use of private vehicles. Introduce measures of restriction, management of mobility in private vehicles and environmentalization and pacification of public space. The main related measures are:

- **Promoting active mobility:** providing greater relevance in regulations and planning, improving the level of information and knowledge, improving accessibility to mobility poles ...
- **Need for the municipalities of PAMQA and those with + 50,000 inhabitants to regulate parking and implement areas of pacification and environmentalization,** in which active mobility is prioritized



4. The bicycle in the pdM

EA02.

Accessible and secure mobility networks

Exchangers between transport modes and presence of electric and sustainable modes

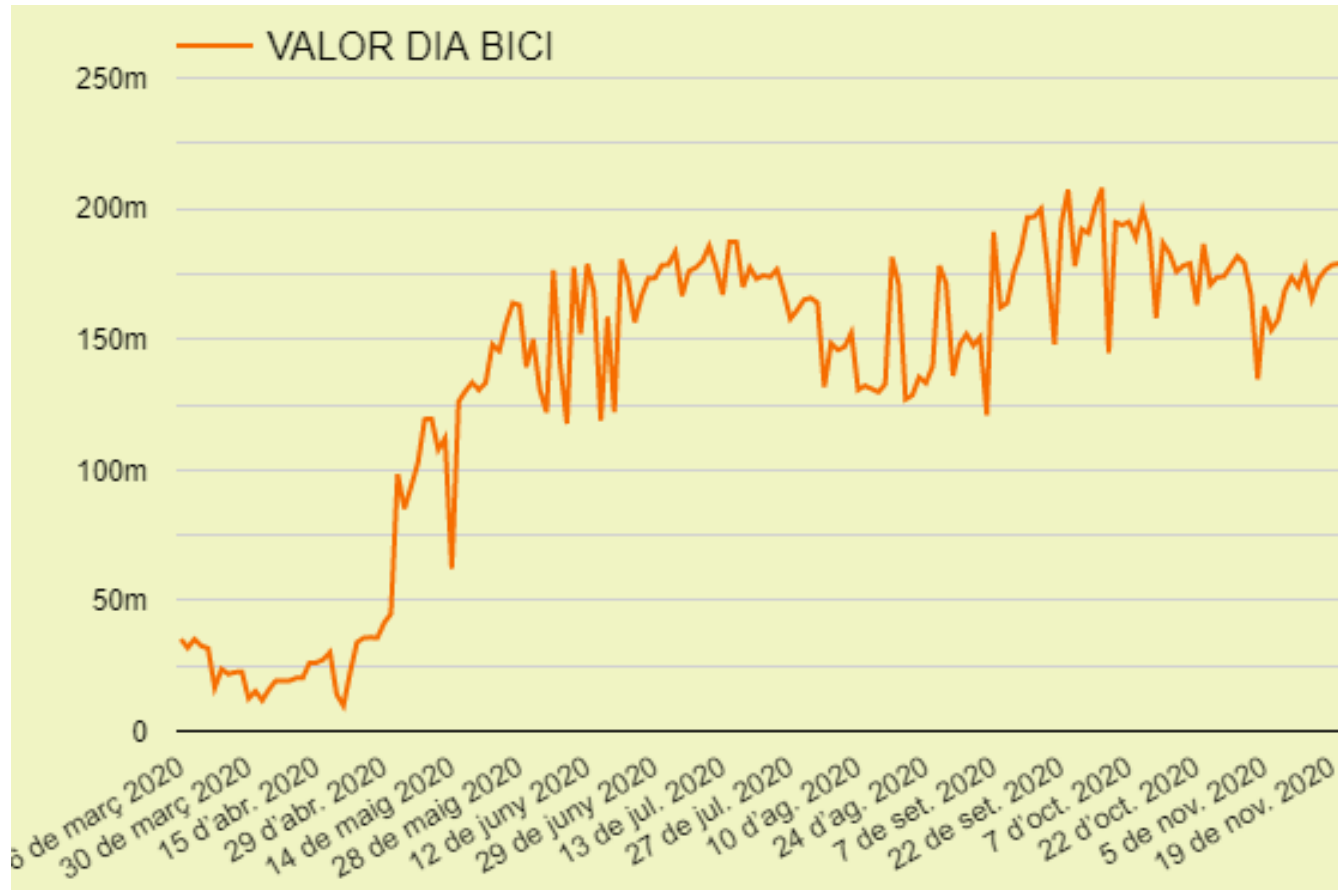
To have transport networks that guarantee good accessibility and high levels of security for citizens. The main related measures are:

- **Increase of the interurban networks of pedestrians and bicycles** (itineraries that connect between nearby interrelations (<10 km)).
- **Interchanges as guarantors of intermodal connectivity** (safe parking at bus and train stations).



5. Impact of the CV-19 on the bicycle

With the CV-19 crisis, **use of private transport has recovered much faster** than public transport. Among non-motorized means of transport, the bicycle has registered higher values than before the crisis.



Use of Barcelona's bicycle routes on working days
(Source: atm.cat)

5. Impact of the CV-19 on the bicycle

In order to facilitate the management of the mobility of companies, **ATM has created a web application**: <https://mobilitatcorresponsable.cat/> which allows to identify the most relevant aspects of the company's mobility and to determine the basic actions (adjusted to each company) to be implemented to manage the mobility of the CV-19, such as:

Promoting teleworking

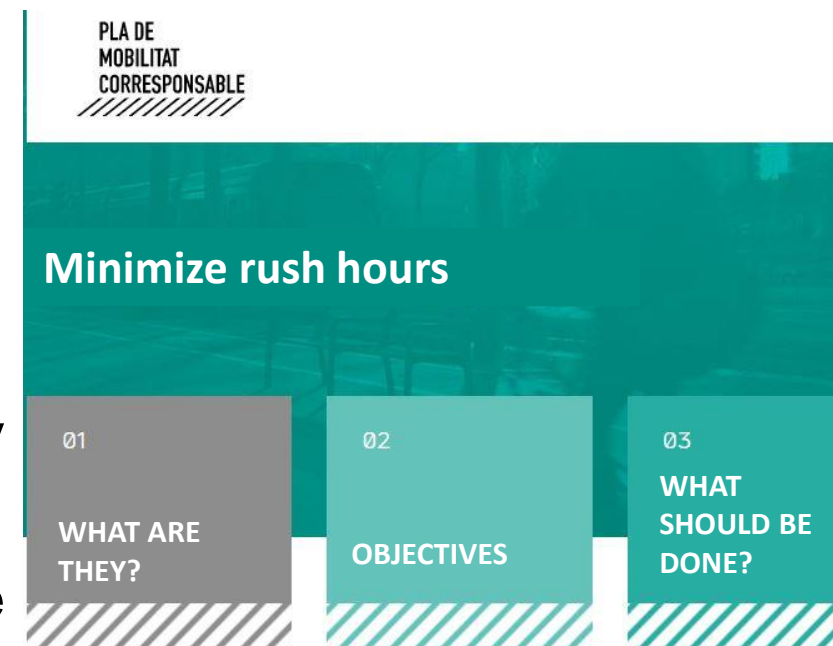
Make entry/exit times more flexible

To promote videoconferences.

Minimize rush hours (schedule and shift management).

To promote the active mobility and to enable temporary spaces for the parking of bicycles, dressing rooms ...

To promote public / discretionary transport or to promote car-pooling.





1 December 2020



Muntaner 315-321, Barcelona 08021
+34 933 620 020 – atm.cat – @ATMbcn

