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# SUSTAINABLE MOBILITY STRATEGY ON THE INDUSTRIAL ESTATES OF GURB AND VIC

Co-creation and cross-cutting work involving the different levels of administrations and the private sector.

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Ajuntament de Vic



Vic,  
ciutat a la  
mesura humana



Ajuntament  
de GURB



Àrea de Barcelona  
Autoritat del Transport  
Metropolità



# Who are we?



The ATM of Barcelona is a consortium set up in 1997 to coordinate and plan public transport in the region of Barcelona (5.8 million inhabitants / 346 municipalities)

Master Plan for Mobility (pdM). It implements the National Mobility Guidelines in the region with the aim of planning, bearing in mind all forms of transport, ticket and goods.

One of the ten strategic axes of the plan refers to mobility in relation to access to work, as this is a kind of mobility that generally undergoes less planning and involves a greater dependence on the use of private vehicles.



Vic is the capital of the county of Osona ( $\approx$  50,000 inhabitants).

Gurb ( $\approx$  2,700 inhabitants) is a municipality near Vic, much smaller but with a large industrial area.

Gurb and Vic share an urban continuum that's chiefly industrial (made up of small and medium-sized enterprises), with a total of 640 companies (and a large network of associations) and nearly 10,000 workers.

Mobility related to access to work remains an aspect pending resolution in both municipalities.





# Motivation

With regard to mobility for access to the workplace, the two main planning and management instruments are as follows:

## Specific mobility plans of the PAEs

Scope: public / PAE

Implementation: very low (Vic doesn't have one)

Difficulties:

- There is no regulatory or governance framework
- Long preparation process (>1 year)

## Company travel plans (PDEs)

Scope: (private / company)

Implementation: low (most companies in Vic have fewer than 500 workers)

Difficulties:

- Only some of the companies have one (most small and medium-sized enterprises don't draft a PDE because they aren't obliged to do so)

Many PAEs don't have any of these management elements, while the ATM has received requests for joint PDEs (as in the case of Vic). Within this context, work has been done on **the Sustainable Mobility Strategy in the PAEs** as an instrument to simplify the methodology for the carrying out of specific mobility plans in terms of cost and time.



# Motivation

Mobility-related objectives of the strategy:

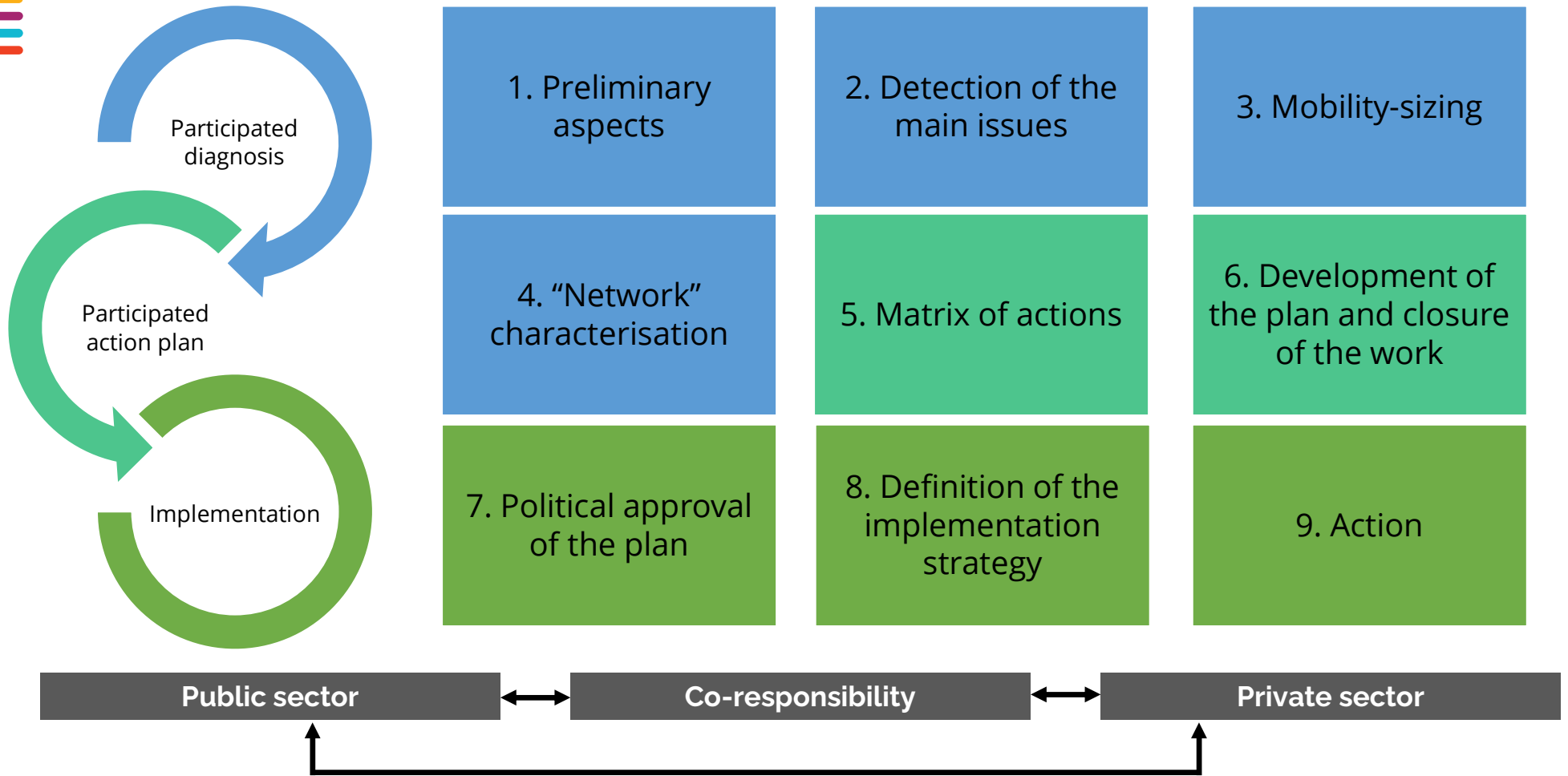
- Improve healthier and safer employment mobility
- Promote talent retention
- Enhance corporate social responsibility
- Contribute to the revitalisation of industrial estates
- Drive the digitisation of mobility

... and management aims:

- Develop a fast mobility strategy that's replicable on all the industrial estates
- Perform cross-cutting work with the different tiers of administrations and the general public
- Facilitate the mobility-related work of the municipalities with the industrial sector.



# Methodology





# Methodology

The main aspects that simplify this methodology are as follows:

## Use

- Use of data from existing mobility surveys / mobile telephony, open data, etc.
- Mobility-related problems detected in the region
- Useful existing information
- Orientation of the fieldwork to the main problems detected
- Definition of a matrix for potential actions, choosing/developing those with the greatest acceptance in the region Strategy with actions for the authorities and the private sector and co-responsibility initiatives

## What's needed

- The involvement of the municipalities and provision of technical mobility profiles
- The provision of a certain repository of information and the capacity to mobilise municipal resources
- Provision of established and active business organisations
- Carrying out of projects that promote public-private co-responsibility



## Innovative aspects

- Enhance **co-responsibility** during the preparation and execution of the plan
- Have a **matrix of actions** that's potentially applicable to other PAEs.
- Incorporate into the measures of the plan actions linked to the drive for **digitisation strategies** for the mobility networks and the mobility of companies, collection of regular data and so on
- Use and analysis of existing **public data**.



## Lessons learnt

- **Less time** for their preparation ( $\approx$  6 months), being more efficient and being able to launch the planned actions as soon as possible
- **Reinforce relationships** between the **public and private** sectors.
- The region must have **certain conditions**: information on the mobility networks and surveys, the technical support of the town councils and business organisations that are active and willing to take part.
- Drafting of a **summary/dissemination document** that serves as a guide or means of consultation for the business sector.





# Next steps

## ATM:

- Replicate Vic's pilot test in other regions with different characteristics
- Adjustments or improvements to the methodology and promotion of co-responsibility measures
- Promote its realisation in the areas of economic activity

## Vic

- Constitution of the strategy monitoring table.
- Initiate two actions: an informative guide on mobility in the PAEs and educational bicycle outings for PAE workers.
- Finish defining the implementation strategy and the coordinated work involving the two different municipalities



**Thank you for  
your attention!**



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