

Rivas Vaciamadrid

2013 SUMP Award: Finalist factsheet

Local Transport facts

Name of the authority: Rivas Vaciamadrid, ES

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Size of City/Town: 80,000 inhabitants

Traffic volume: 280,000 trips/day (incl. all transport modes)

Land area: 67 km² (urban area: 20 km²)

Population density: 1200 inhabitants/km² (urban population density: 4000 inhabitants/km²)

Urban transport policy objectives of the city:

Rivas Vaciamadrid is a middle sized city located in the Metropolitan area of Madrid with a low urban population density (less than 4,000 people/km²). Rivas Vaciamadrid witnessed a unique growth of population from 500 inhabitants in 1980 to 80,000 in 2013. Mobility patterns changed in this period and while people would commute to Madrid for work, studies, services and leisure in the past, Rivas Vaciamadrid now consolidated itself as a city of tertiary sector employment and provides schooling, leisure and cultural facilities and services. However, still 39.5% of daily trips are people commuting to Madrid.

In 2010 the City Council of Rivas Vaciamadrid adopted its Sustainable Urban Mobility Plan (SUMP). The SUMP is linked to the 'Rivas Zero Emissions Plan' (ROEP), the city's strategic plan for sustainability, aiming to reduce greenhouse gas emissions by 50% between 2008 and 2020, and to be carbon neutral by 2030.

As private vehicles currently account for 81% of transport related energy consumption, Rivas Vaciamadrid aims to reduce the share of journeys in private vehicles, to increase the significance of collective transport and to lift the proportion of non-motorized journeys. Furthermore, Rivas aims to improve road safety and security and to reduce traffic-induced noise and air pollution.

The city's SUMP proposes actions to achieve these objectives through 5 thematic areas: pedestrian, bicycle, public transport, private vehicles incl. parking facilities, and stakeholder and citizen involvement.

The role of social, environmental and economic policy criteria in the city's SUMP:

1. Commitment to sustainable mobility principles

The implementation of every action of the SUMP has been accompanied by an environmental, economic and social assessment. In addition, the implementation of the most relevant actions have been preceded by both economic and environmental feasibility studies and/or processes of a more



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exhaustive assessment of social interest, acceptance and adequacy. In 2013, the SUMP process was complemented with the elaboration of an Ordinance of Mobility that regulates urban mobility in the municipality according to the sustainable mobility principles.

Sustainability principles were assessed with the local political agenda with local decision makers and key policy stakeholders including municipal politicians, municipal technical staff, ecologist groups, environmental NGOs, trade unions, media, local community organizations, local business associations, local interest group, transport operators, cycle/walking groups, transport users and disabled people.

To reinforce the sustainability principles in the SUMP the City Council is involved in supporting structures: on a regional level, Rivas Vaciamadrid engages in working groups related to Madrid's Transport Regional Committee, at national level within the Spanish Network of Cities for Climate and the Spanish Smart Cities Network, at European level in the Covenant of Mayors, the CIVITAS Forum, and in working groups related to the EU projects QUEST, ISEMOA and BUMP, and internationally in ICLEI.

For more details:

http://dotherightmix.eu/sites/default/files/webform/2013%20SUMP%20Award_Compmitment%20to%20overall%20sustainable%20mobility%20principles.pdf

2. Territorial Integration

The SUMP's spatial coverage is the municipality of Rivas Vaciamadrid. It is part of the functional agglomeration of the metropolitan area of Madrid that comprises the capital and its twenty surrounding municipalities with a joint population of more than 6 million people.

The transport authority for the autonomous Community of Madrid MTRC (Madrid Transport Regional Committee), the municipalities as well as public and private companies collaborate closely to coordinate services, networks and fares. There isn't a joint mobility planning that covers the metropolitan area of the city of Madrid although there are some actions that cover its spatial coverage, such as the Taxi United Area.

Rivas Vaciamadrid collaborates with neighbouring authorities. For example, a bicycle ring connecting the city to one of Madrid's districts as well as to the neighbouring municipalities Getafe, San Martín de la Vega and Arganda del Rey is currently being improved. The public bicycle rental scheme "Bicinrivas" is in the process of being connected with those of Madrid and Getafe neighbouring authorities.

The SUMP also takes into consideration the fact that the residential area is divided into three districts, which show different urban characteristics: buildings and local trade are predominant in the West District, whereas single-family houses and shopping-centers predominate the Middle and East Districts. To participate in urban mobility planning, each district authority has created its own Mobility District Committee. Needs concluding from these Committees have been taken up and specific pedestrian routes and school paths are examples of measures currently under execution.

For more details:

http://dotherightmix.eu/sites/default/files/webform/2013%20SUMP%20Award_Territorial%20integration%20in%20the%20SUMP.pdf



3. Sectoral integration

The mobility department jointly with environment (incl. energy) and parks/green areas forms the *Area of Environment & Mobility*, which is integrated into a higher body: the Area of Sustainable City also covers the areas of Urban and Land Use Planning, Approval and Control of Activities, Works and Infrastructures. During the SUMP's preparation and elaboration phases, the following additional departments, stakeholders and plans were consulted:

- Area of Safety,
- Area of Education
- Area of Health,
- Area of Children and Youth,
- Area of Elderly People,
- Area of Sports and
- Area of Social Welfare.

Often, the Area of Environment and Mobility and the Area of Culture and Celebrations works together in the organization of special events and milestones with citizens. Finally, the Area of Environment and Mobility uses the resources provided by the Area of Press and Communication and the Area of Telecommunication.

In 2009-2010, a working group for integrating related policies within the SUMP brought together municipal politicians and technical staff with responsibility in urban and land use planning, approval and control of activities, works, infrastructure, environment and safety. This working group consulted different urban plans, the accessibility local plan (then recently adopted) and the diagnosis of the future safety local plan (still in elaboration), among others. Other stakeholders were involved in the design of the SUMP through the communication and the involvement programmes.

Other examples of activities that relate to various policy fields are the School Path Programme reaching out to both environmental and road-safety education, as well as the European Mobility Week and Car Free Sunday programme bringing together staff with responsibility in mobility and in environmental education, as well as road safety education stakeholders, cycle and skate groups, children/parents associations, sport clubs, and others.

For more details:

http://dotherightmix.eu/sites/default/files/webform/2013%20SUMP%20Award_Sectorial%20integration%20in%20the%20SUMP.pdf

Jury Comment

Located in metropolitan Madrid, Rivas Vaciamadrid is exposed to enormous challenges for a city of its size. Its rapid growth from 500 inhabitants in 1980 to 80,000 in 2013 is unique, and connecting its transport planning with the Spanish capital as well as other neighbouring authorities is a complex task which Rivas Vaciamadrid, as a newly-emerging town has successfully addressed. Rivas Vaciamadrid has demonstrated an excellent understanding of how to take social, economic and environmental policy criteria into account in transport planning. Relevant stakeholders and plans from related policy domains such as environment, safety, education, health, social welfare and culture have been addressed and cross-sectoral groups have been established.



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Concrete measure, example 1: Health Circuits

Beginning and end date:

The elaboration phase began in May 2012 and implementation in September 2012. The programme is continuously being improved.

Description of the activity:

Health circuits are implemented within the 'Rivas Viva Programme', the local programme to promote healthy living. The objective of these health circuits is to promote awareness and use of public urban parks and other public spaces with high environmental values or special meanings.

Several public urban parks in Rivas Vaciamadrid have an elongated shape. These parks are parallel to the main streets, so they form an interconnected network. Around the urban area, there are several forest areas with high environmental value or special meaning which are crossed by paths and lanes suitable for pedestrians and bicycles. Previously, these parks and forest areas were used only as recreation spaces, but they had a wasted opportunity as circulation routes.

The health circuits are based on existing pedestrian and/or bicycle lanes and paths, which are complemented by the installation of sports facilities and environmental education elements. The Rivas Viva programme tries to increase the use of these areas as recreation spaces as well as circulation routes. For this, an awareness campaign is complemented with improvement works in the sports facilities and other elements.

The Rivas Viva programme has developed a specific mobile app based on augmented reality technology. Using the phone camera, this app displays digital information about six different routes through forest areas. In occasions, special activities (like demonstrations of the use of sports facilities, games and sports training with music or health monitoring training) are developed in the health circuits.

This measure relates to environmental education, health, children, youth and elderly people, and disabled people.

Outcomes, findings and results:

The Rivas Viva programme involves cycle/skate/walking groups, disabled people or children/parents associations, elderly people groups and sport clubs. They collaborate in the organization of promoting and revitalizing activities.

Up to now, the Rivas Viva programme has celebrated three milestones with citizens, each witnessing increased attendance compared to the previous one and involving more than 3000 people in the latest one.

Concrete measure, example 2: School Paths

Beginning and end date: Implementation in September 2010. The programme is continuously being improved.

Description of the activity:

Activities under the 'School Paths programme' aim at increasing safety and the use of sustainable means of transport for mobility to school. The programme includes both general activities and measures directed to the whole education community, as well as specific activities and measures, which focus on one or two schools.



General activities focus on road-safety (Municipal Police develop different activities related to road-safety education at every school in the municipality and take good care of the traffic and the facilities around schools) and on sustainable management (the Education Department continuously develops an awareness campaign to encourage families to choose for their children the nearer school to their homes).

In the course of 2010-2011, families and teachers of two schools were involved in a specific process to diagnose the mobility to their school and to propose urban measures in the surrounding area.

In 2011-2012, the QUEST audit showed that it was necessary to make improvements in the School Paths programme strategy, in order to focus the action plan on management tools. For this purpose, in the course of 2013-2014, families and teachers of one of those schools are involved in the design and implementation of “pedibuses” (pedestrian-buses) that go over the pedestrian scholars’ routes, picking them up together to their school.

Outcomes, findings and results:

Children and families show an interest in the programme, and most of them and the whole education community are involved in the activities organized. Meetings with participating schools and family members are currently held to prepare a survey assessing changes in the modal split of transport to the participating schools.

