



Agencia Provincial de la
Energía de Granada.



OptiTrans
Interreg Europe



European Union
European Regional
Development Fund

GRANADA. Peer Review - BASELINE

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Introduction

OPTITRANS PROJECT: Optimization of public transport for greening regional mobility

The main goal of OptiTrans is: Innovative solutions to increase the modal split share of public transport in suburban and rural areas

OptiTrans Key messages:

- OptiTrans supports transport planners and politicians.
- OptiTrans introduces novel transport policies through action plans.
- OptiTrans makes public transport more attractive to passengers.

CURRENT PHASE: Baseline Study finalization, peer review.

BASELINE STUDY



<http://granadacomparte.com/>

OPTITRANS PROJECT Metropolitan and Rural baseline studies

com → parte
granada

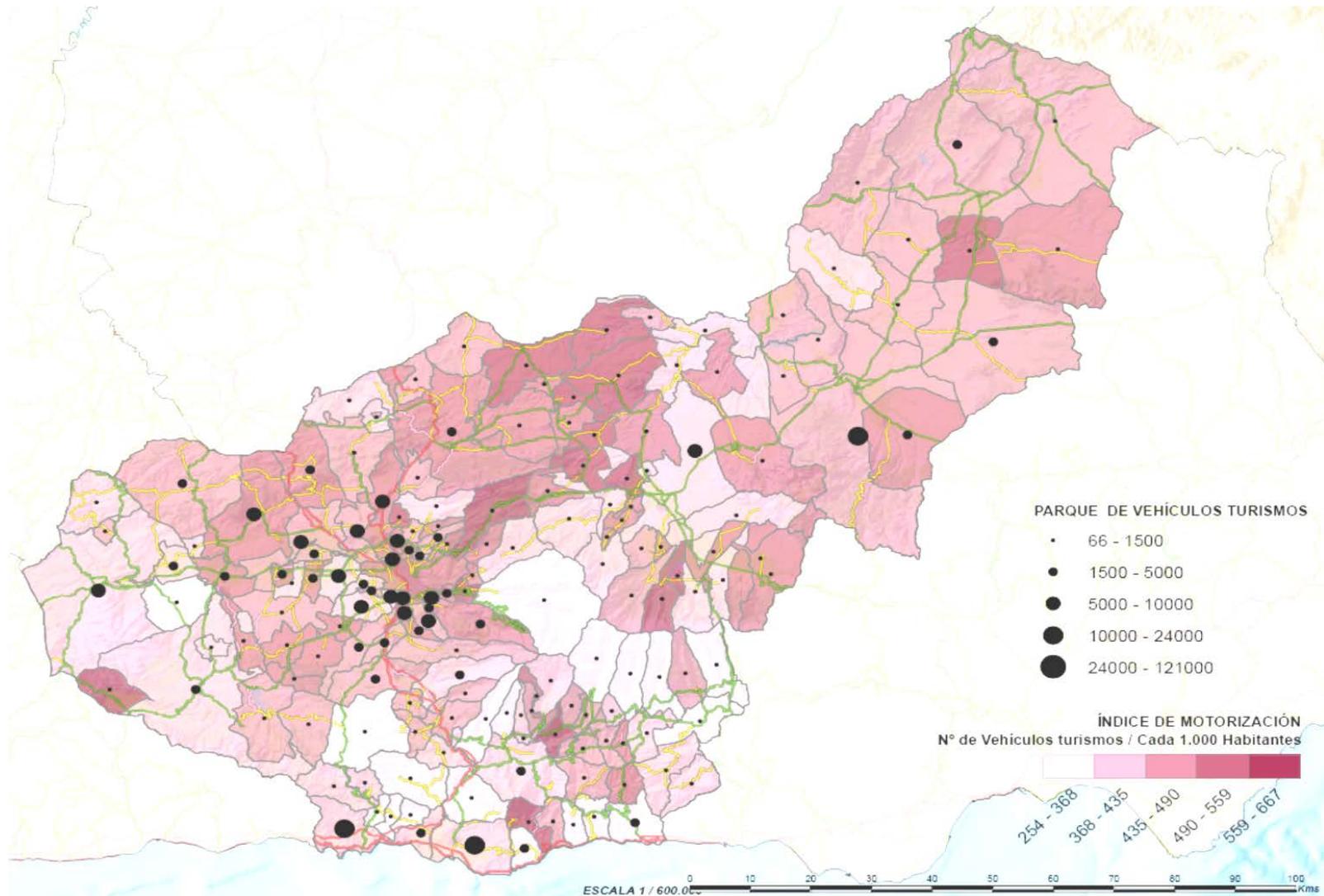
Granada BASELINE

Granada is divided in 2 main areas, and could be divided in 3 mobility areas:

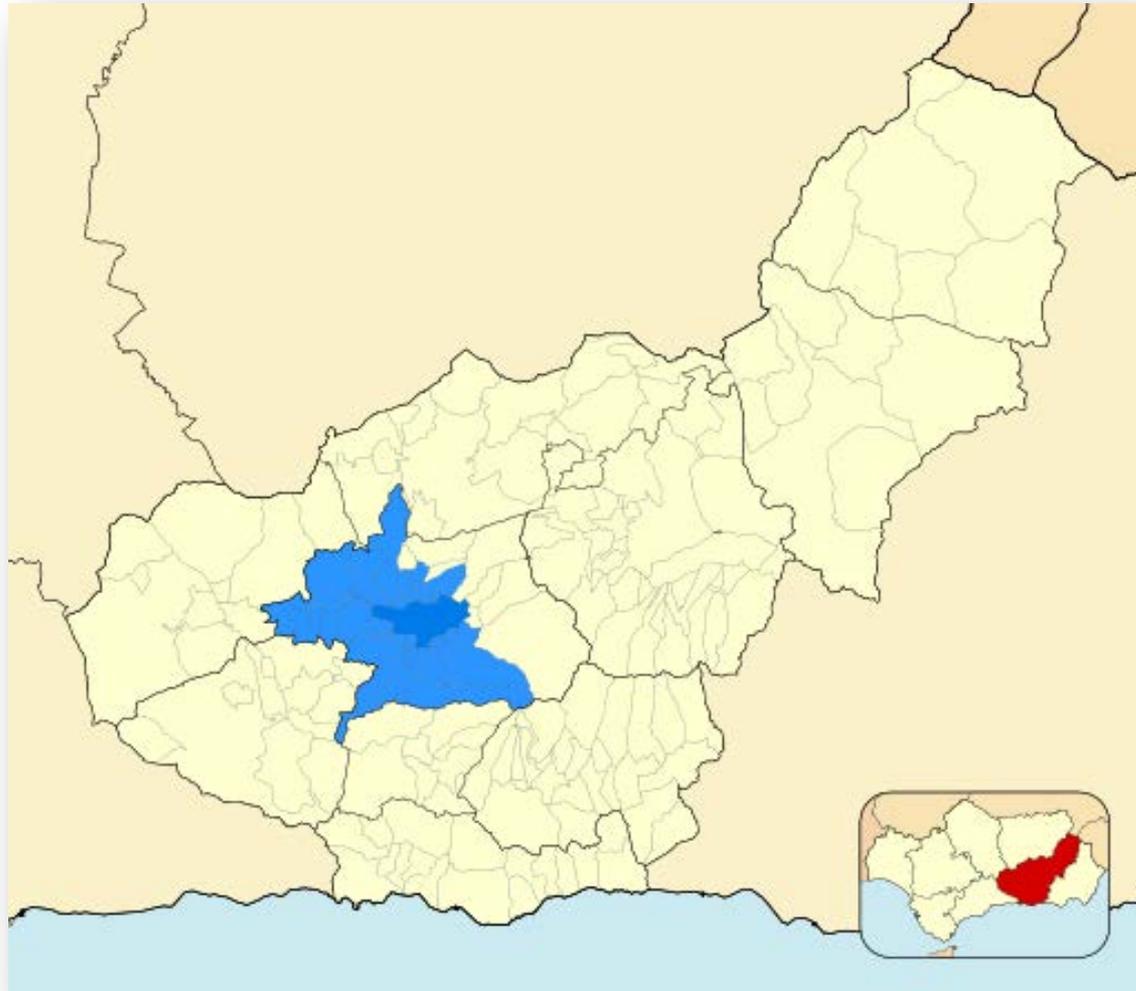
- **Granada Metropolitan area**: with 32 municipalities and important mobility impact
- **Granada Coast**: With specific important attraction nodes in Motril-Salobreña-Almuñecar and a very important impact of tourism
- **Rest of Granada: or rural Granada**, with main attraction centers and quite rural territory with low demand services

As for the BASELINE, 2 separate studies have been done, Metropolitan area and Rural area studies.

BASELINE STUDY



Granada BASELINE. METROPOLITAN



Granada BASELINE. METROPOLITAN

The following 32 municipalities form the metropolitan area of Granada:

Albolote, Alfacar, Alhendin, Armilla, Atarfe, Cájar, Cenes de la Vega, Cijuela, Cúllar-Vega, Chauchina, Churriana de la Vega, Dílar, Fuente Vaqueros, Gójar, Granada, Güevéjar, Huétor-Vega, Jun, Láchar, Maracena, Monachil, Ogíjares, Otura, Peligros, Pinos Genil, Pinos-Puente, Pulianas, Santa Fe, Víznar, La Zubia, Las Gabias, Vegas del Genil.

Metropolitan area				Granada City	
Area (km ²)	Population (2015)	Density (inhab/km ²)	Nº municipalities	Capital population (2015)	Capital area (km ²)
830	530.408	616	32	235.800	88

(nº people/home)	Activity rate	Unemployed (%)	GDP ² (€)
2,5	58,2%	28,8%	16.142

Granada BASELINE. METROPOLITAN

Public Transport companies (road): 15 (1 in the city, ROBER company)
 Public Transport companies (Railway): 1
 Public Transport lines: 95 (29 in the city, 66 metropolitan)
 Travel-line by public road transport (in millions): 9,4
 Kilometers of public transport by road (km): 1.523 (340 urban)
 Annual passenger-km public transport by road (in millions): 127,8
 Taxi service: 538 licenses for the taxi service (641 metropolitan)
 Motorization (car / motorbike) (veh / 1000 hab): 455/174

Modal split 2007:

SAE		% Fleet with e-ticketing		% stops with real-time information		Metropolitan area
Urban	Metropolitan	Urban	Metropolitan	Urban	Metropolitan	
100%	29%	100%	100%	5%	0%	44 %
Car	114.215		19,2%			32%
Motorcycle	25.793		4,3%			5%
Bus	120.949		20,3%			15%
Taxi	4.625		0,8%			1%
Other	7.215		1,2%			1%
Bicycle	2.414		0,4%			

Average commercial speed (km/h)		Time interval (min)		Open time (hours)		Accessibility PMR (%)		% population less than 300m from a stop	
Urban	Metropolitan	Urban	Metropolitan	Urban	Metropolitan	Urban	Metropolitan	Urban	Metropolitan
12,2	21	11	20	17	16	85	43	96	93

Fleet(number)		Average age vehicles (years)	
Urban bus	Interurban bus	Urban bus	Interurban bus
187	122	9,3	7,5

N° Lines		Length lines(km)		Average length(km)		Veh-km(millions)	
Urban	Metropolitan	Urban	Metropolitan	Urban	Metropolitan	Urban	Metropolitan
31	60	340	1.523	11	25,4	7,2	7,9

SAE		% Fleet with e-ticketing		% stops with real-time information	
Urban	Metropolitan	Urban	Metropolitan	Urban	Metropolitan
100%	29%	100%	100%	5%	0%

Granada BASELINE. METROPOLITAN

In the metropolitan area, there is an integrated Public Transport Authority: **Consortium of Metropolitan Transport of the Area of Granada**. This institution includes.

The Metropolitan Public Transport of the Metropolitan Area of Granada has a fare integration system through a contactless wallet card. In the past, the cost of travel was established based on the distance traveled along the route and each operator applied different rates for the same distance. Nowadays there are different rates depending on your zone.



Granada BASELINE. METROPOLITAN

VIAJE SIN TRANSBORDO

Tarjeta de: 0 saltos 1 salto 2 saltos 3 saltos

	(no válida)	1.01€	1.21€	2.06€
		1.01€	1.01€	1.21€
		0.82€	0.82€	0.82€

En los servicios de autobús adscritos al sistema tarifario integrado del Área de Granada, la tarifa es zonal y se establece en función de los movimientos realizados entre las tres zonas A, B, C y D, en que se divide el ámbito territorial del Área de Granada.

En el Metropolitano de Granada la tarifa es única e independiente de la estación a la que se accede.

Cada cambio de zona recibe el nombre de salto y las posibles combinaciones son:



		HACIA			
		Zona A	Zona B	Zona C	Zona D
DESDE	Zona A	0 Saltos	1 Salto	2 Saltos	3 Saltos
	Zona B	1 Salto	0 Saltos	1 Salto	2 Saltos
	Zona C	2 Saltos	1 Salto	0 Saltos	1 Salto
	Zona D	3 Saltos	2 Saltos	1 Salto	0 Saltos

El transbordo solo se bonifica con la Tarjeta de Transporte del Consorcio, nunca con un billete sencillo. Tampoco está bonificado transbordar a la misma línea. El coste del primer transbordo es el establecido en el cuadro de tarifas que se muestran a continuación.

Una tarjeta de otro consorcio se comportará en Granada como una tarjeta de 2 saltos. El resto de condiciones de utilización y recarga son los mismos para todas las tarjetas del Consorcio.

VIAJE CON TRANSBORDO

TARJETA DE 0 SALTO (60 min*)

	+	1.01 + 0.00 = 1.01€
	+	1.01 + 0.00 = 1.01€
	+	0.82 + 0.19 = 1.01€

Nota:

La tarjeta de 0 saltos solo podrá ser utilizada en los servicios de transporte público de autobuses urbanos de Granada y en el Metropolitano de Granada, no siendo válida en los servicios de transporte público de autobuses interurbanos.

TARJETA DE 1 SALTO (60 min*)

	+	1.01 + 0.65 = 1.66€
	+	1.01 + 0.65 = 1.66€
	+	1.01 + 0.65 = 1.66€
	+	1.01 + 0.65 = 1.66€
	+	1.01 + 0.65 = 1.66€
	+	1.01 + 0.65 = 1.66€
	+	0.82 + 0.84 = 1.66€
	+	0.82 + 0.84 = 1.66€

TARJETA DE 2 SALTOS (75 min*)

	+	1.21 + 0.65 = 1.86€
	+	1.21 + 0.65 = 1.86€
	+	1.21 + 0.65 = 1.86€
	+	1.21 + 0.65 = 1.86€
	+	1.21 + 0.65 = 1.86€
	+	1.21 + 0.65 = 1.86€
	+	0.82 + 1.04 = 1.86€
	+	0.82 + 1.04 = 1.86€

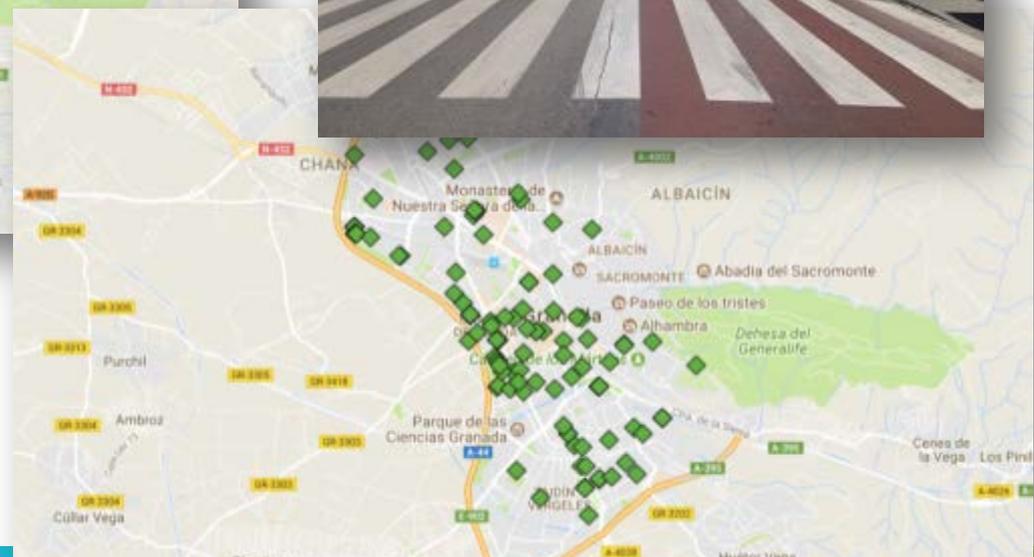
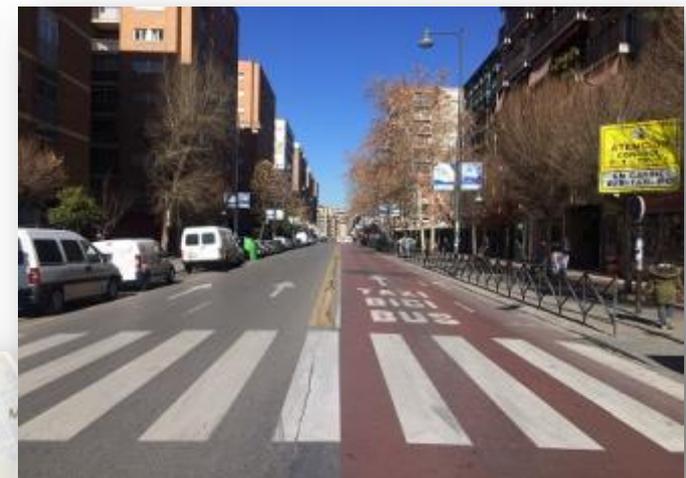
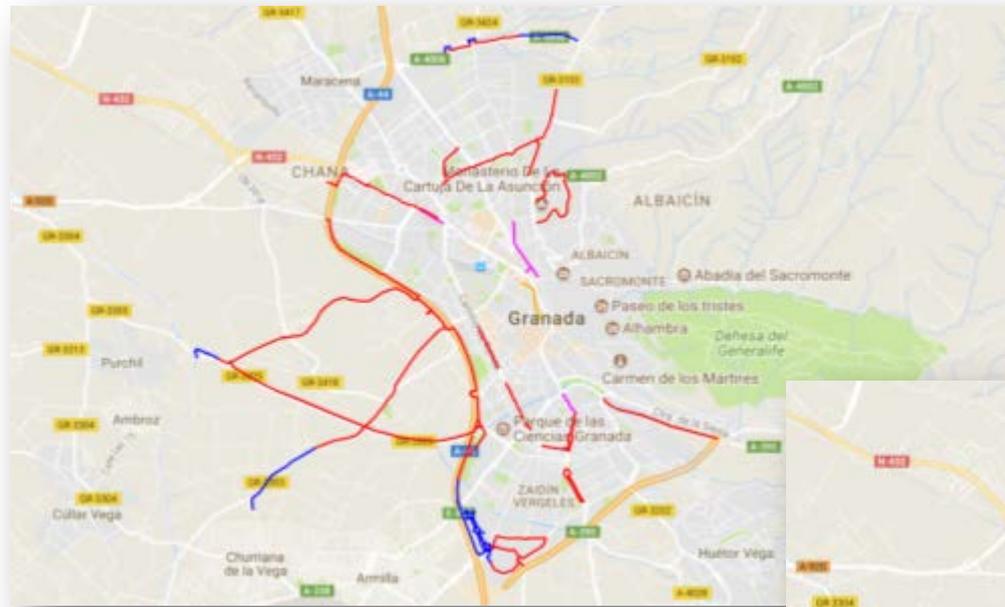
TARJETA DE 3 SALTOS (90 min*)

	+	2.06 + 0.65 = 2.71€
	+	2.06 + 0.65 = 2.71€
	+	2.06 + 0.65 = 2.71€
	+	2.06 + 0.65 = 2.71€
	+	2.06 + 0.65 = 2.71€
	+	2.06 + 0.65 = 2.71€
	+	0.82 + 1.89 = 2.71€
	+	0.82 + 1.89 = 2.71€

(*) Tiempo máximo para realizar transbordos

Granada BASELINE. METROPOLITAN

Bike promotion, the share has risen in the City of Granada to 4,6 this last year.

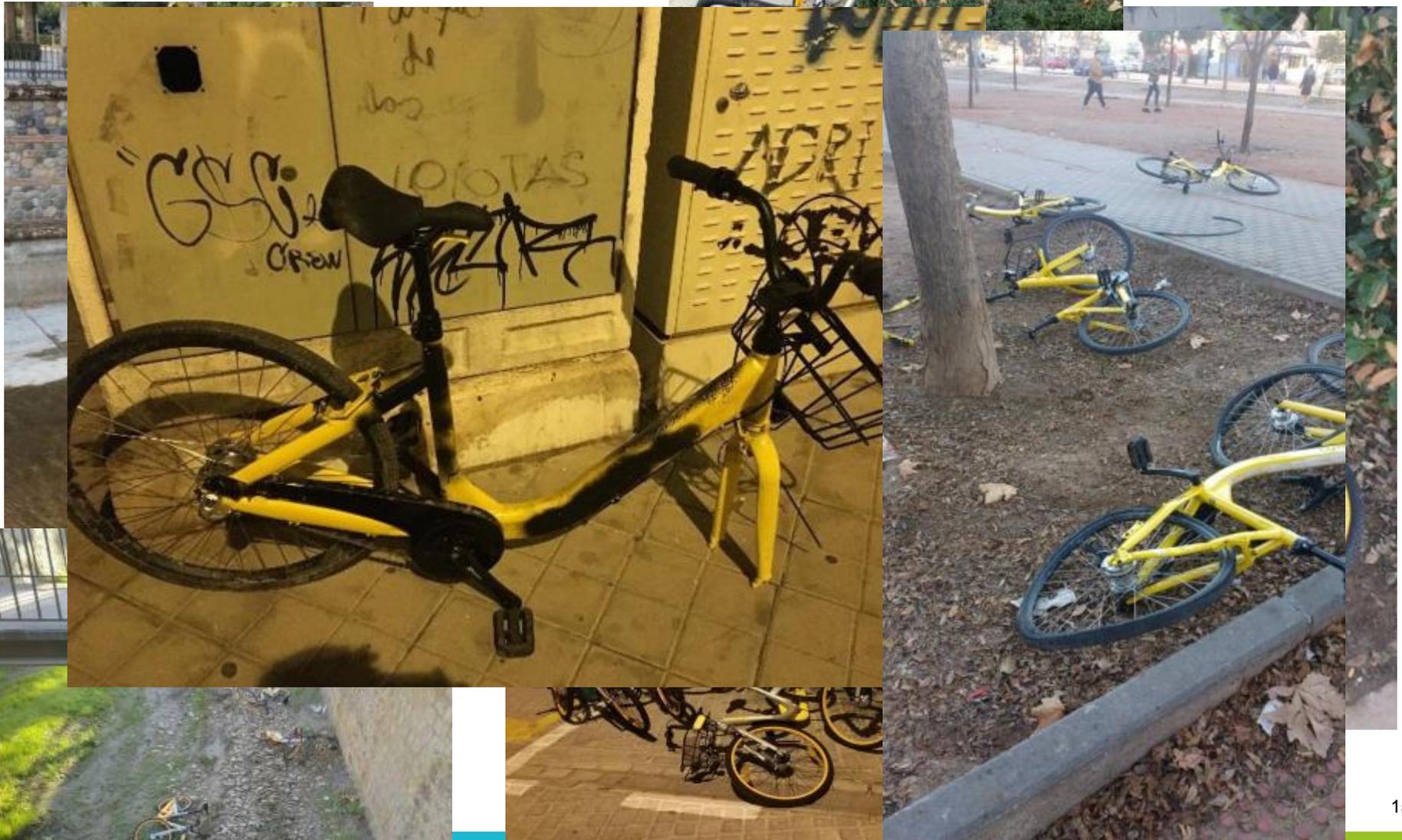


Granada BASELINE. METROPOLITAN

Bikesharing OBIKE and OFO: 1250 bikes in one year → VANDALISM (free for one month, other problems?)



Granada BASELINE. METROPOLITAN



Granada BASELINE. METROPOLITAN

Scootersharing: MUVING Success Story

New TRAM line and Intermodality promoted. Next presentation.



Granada BASELINE. METROPOLITAN

MAIN STAKEHOLDERS:

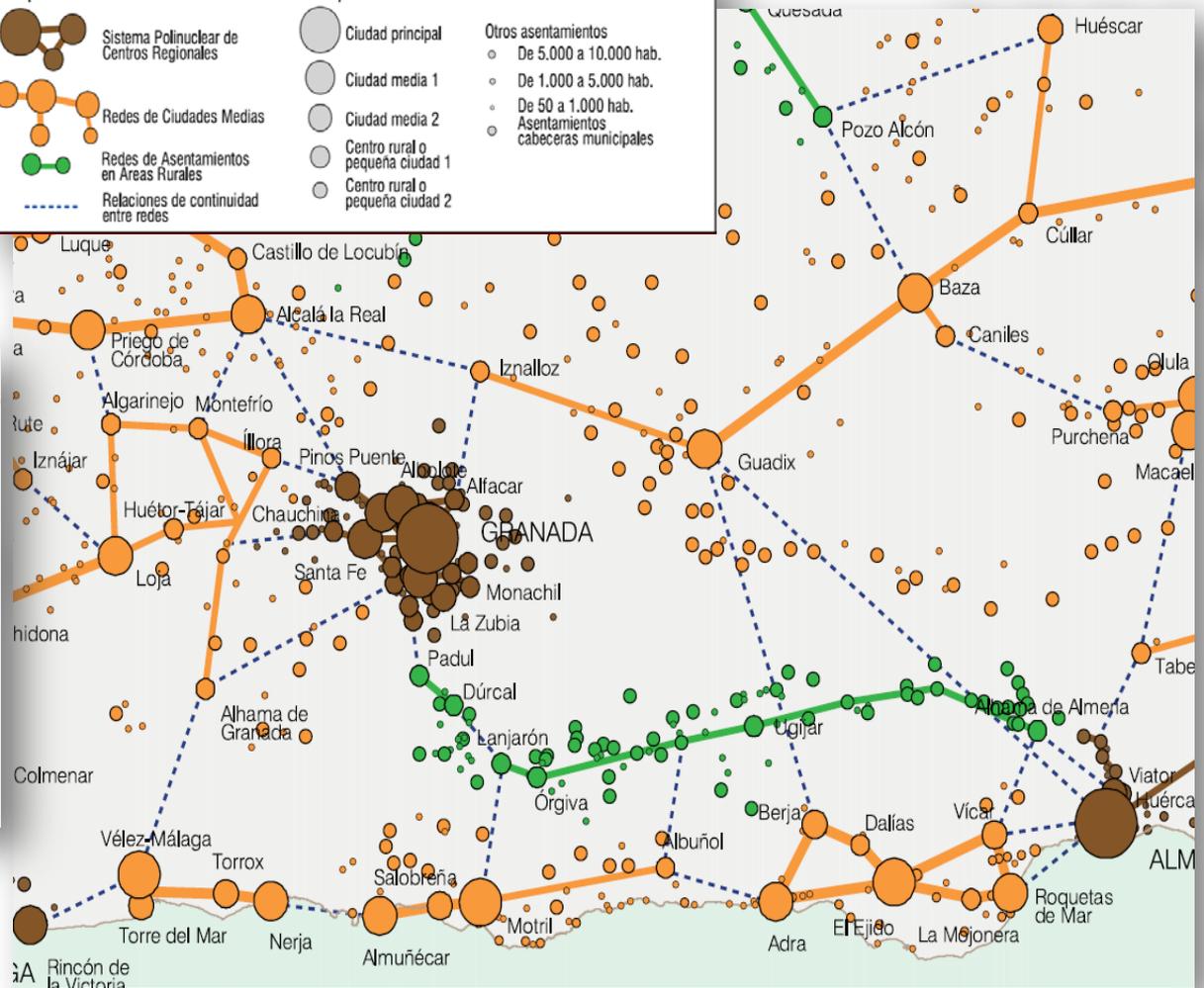
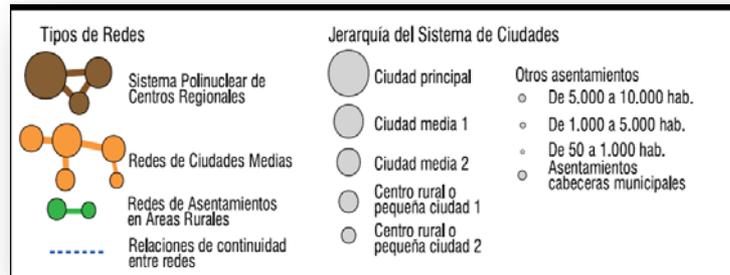
Public:

- Ministry of development
- Junta de Andalucía
- Metropolitan Transport Consortium of the Granada Area
- Granada City Council (Center for Integral management of Mobility) and the rest of the municipalities that form the metropolitan area
- Diputación de Granada

Private:

- Rober Transportation
- Grupo Avanza
- Gremial of the taxi of Granada
- Association of metropolitan taxis of Granada
- Muving
- Obike
- OFO
- Associations of the bicycle in Granada

Granada BASELINE. RURAL



Granada BASELINE. RURAL

Comarca de Alhama: Agrón, Alhama de Granada (Ventas de Zafarraya), Arenas del Rey (Fornes), Cacín (El Turro), Chimeneas, Escúzar, Játar, Jayena, La Malahá, Santa Cruz del Comercio, Ventas de Huelma y Zafarraya.

Comarca de la Alpujarra Granadina: Almegíjar, Alpujarra de la Sierra, Bérchules, Bubión, Busquístar, Cádiar, Cáñar, Capileira, Carataunas, Cástaras, Juviles, Lanjarón, Lobras, Murtas, Nevada (Mairena, Picena), Órgiva, Pampaneira, Pórtugos, Soportújar, La Taha, Torvizcón, Trevélez, Turón, Ugíjar y Válor.

Comarca de Baza: Baza, Benamaurel, Caniles, Cortes de Baza, Cuevas del Campo, Cúllar, Freila y Zújar.

Comarca Costa Granadina: Albondón, Albuñol, Almuñécar, Gualchos, Ítrabo, Jete, Lentegí, Los Guájares, Lújar, Molvízar, Motril (Carchuna-Calahonda, Torrenueva), Otívar, Polopos, Rubite, Salobreña, Sorvilán y Vélez de Benaudalla.

Granada BASELINE. RURAL

Comarca de Guadix: Albuñán, Aldeire, Alquife, Beas de Guadix, Benalúa, Cogollos de Guadix, Cortes y Graena, Darro, Diezma, Dólar, Ferreira, Fonelas, Gor, Gorafe, Guadix (Bácor-Olivar), Huélago, Huéneja, Jérez del Marquesado, La Calahorra, La Peza, Lanteira, Lugros, Marchal, Polícar, Purullena y Valle del Zalabí.

Comarca de Huéscar: Castilléjar, Castril, Galera, Huéscar, Orce, Puebla de Don Fadrique.

Comarca de Loja: Algarinejo, Huétor-Tájar, Íllora, Loja, Moclín, Montefrío, Moraleda de Zafayona, El Salar, Villanueva Mesía y Zagra.

Comarca de los Montes: Alamedilla, Alicún de Ortega, Benalúa de las Villas, Campotéjar, Colomera, Dehesas de Guadix, Dehesas Viejas, Deifontes, Gobernador, Guadahortuna, Iznalloz (Domingo Pérez de Granada), Montejícar, Montillana, Morelábor, Pedro Martínez, Píñar, Torre-Cardela, Villanueva de las Torres.

Comarca del Valle de Lecrín: Albuñuelas, Dúrcal, El Padul, El Pinar, El Valle, Lecrín, Nigüelas y Villamena..

Granada BASELINE. RURAL

County	Area 2013(km ²)	Population 2011(inhab)	Density (inhab/km ²)	Nº de municipalities
Alhama	975,7	17.926	18,4	12
Baza	1.731,5	41.180	23,8	8
Guadix	1.483,9	39.221	26,4	26
Huéscar	1.814,4	16.709	9,2	6
Alpujarra Granadina	1.140,2	24.472	21,5	25
Costa Granadina	786,9	125.974	160,1	17
Loja	1.185,5	60.305	50,9	10
Los Montes	1.455,3	29.821	20,5	18
Valle de Lecrín	420,0	21.061	50,1	8
TOTAL	10.993,4	376.669	34,3	130

Granada BASELINE. RURAL

County	Vehicle fleet (2014)		Motorization index (cars/1.000inhab)	Transportation authorizations (2015)	
	Cars (ud)	Motorcycles (ud)		Less than 10	More than 10
Alhama	8.924	1.123	497,8	6	12
Baza	21.050	2.966	511,2	33	9
Guadix	19.495	2.427	497,1	30	43
Huéscar	8.417	1.023	503,7	20	19
Alpujarra Granadina	10.415	1.450	425,6	21	43
Costa Granadina	50.091	10.058	397,6	74	51
Loja	27.791	3.554	460,8	19	47
Los Montes	15.143	1.476	507,8	13	15
Valle de Lecrín	9.643	1.480	457,9	8	7
TOTAL	170.969	25.557	454	224	246

Granada BASELINE. RURAL

Concesio n	Denomination	Passengers	Annual km	Incomes (€)	Ratio €/km	Rate (€)
VJA-049	Fuentes de Cesna - Loja	7.014	28.614	10.598	0,37	1,51
VJA-087	Villanueva de Mesia - Loja	15.449	39.156	25.992	0,66	1,68
VJA-105	Limonos - Granada	23.848	83.824	62.663	0,75	2,63
VJA-110	Calicasas - Granada	79.434	182.780	96.889	0,53	1,22
VJA-113	Alcubillas - Loja	7.119	14.112	8.438	0,60	1,19
VJA-114	Gorafe y Guadix a Bacor	1.369	28.320	3.184	0,11	2,33
VJA-115	Villanueva de las Torres y Guadix a Alicun de Ortega	3.581	28.614	12.808	0,45	3,58
VJA-117	Loja y alrededores	8.407	29.518	9.893	0,34	1,18
VJA-135	Lenteji - Almuñécar	20.866	20.787	24.309	1,17	1,16
VJA-136	Dehesas Viejas - Granada	16.713	94.663	73.527	0,78	4,40
VJA-140	Montefrío - Alcalá La Real	2.375	16.624	3.147	0,19	1,33
VJA-173	Guadahortuna - Granada	90.484	333.515	243.625	0,73	2,69
SUM/AVERAGE		276.650	900.527	575.073	0,64	2,08

Granada BASELINE. RURAL

Municipality	Taxi Licenses	Ratio licenses/1000 inhab
Comarca de Alhama	6	0,33
Comarca de la Alpujarra Granadina	20	0,82
Comarca de Baza	29	0,70
Municipio de Baza	16	0,77
Comarca Costa Granadina	74	0,59
Municipio de Almuñécar	23	0,84
Municipio de Motril	36	0,60
Comarca de Guadix	35	0,89
Municipio de Guadix	18	0,96
Comarca de Huescar	20	1,20
Comarca de Loja	21	0,35
Comarca de los Montes	12	0,40
Comarca del Valle de Lecrín	9	0,43
PROMEDIO	25,1	0,60

Granada BASELINE. RURAL

The challenges that public transport faces are very varied and respond to different causes.

1. The recent economic crisis has reduced investments in sustainable mobility in cities
2. The use of public transport in rural areas is mainly by people who do not have other alternatives. Therefore, it is a low demand transport.
3. The use of public transport is very limited, only used by passengers who do not have another mode of transport (they do not have a private vehicle or someone who can take them). The reason for this limited use is that it does not fit your needs: rural public transport does not perfectly fit the needs of the inhabitants of these areas.

Granada BASELINE. RURAL

4. The service in rural areas is provided for two possible reasons: i) because it is part of a concession that in its totality is profitable, but these services in rural areas of low demand are a hindrance for the concessionaire and therefore, limit to the minimum required by contract; ii) because the operator uses it to locate in a certain area and expects profitability for other services such as school or additional discretionary services. Also in this case, the service will be reduced to the minimum required.

5. In any case, the conclusion is that the use of public transport in rural areas is very small and low.

A niche is detected where savings synergies could be generated in public transport, if both services could be coordinated to lend with half of the vehicles

Granada BASELINE. RURAL

MAIN SATAKEHOLDERS:

Public:

- Ministry of Public Works
- Junta de Andalucía
- Town councils of the rest of the municipalities that form the rural area
- Provincial Council of Granada

Private: The number of companies that provide services in one of the municipalities of rural Granada is very diverse, since there are concessions at the state level, which may have routes to reach the capital, for example. In this case you will find **some of the main national companies** such as Alsa, Grupo Avanza, etc. Finally, the operating companies of the **12 previous concessions of provincial area of Granada, already of small size**, such as the companies Maresana SCL, Nidibús SL, Autocares Rona SL, Autocares Martín Corral, SL, Autocares Balerma SL, Autocares Guadix SL, would be Viajes Lentejé SL,

Autocares J. Palma Lechuga SL, Arco Marfil SL and Autocares Marcos Muñoz SL

SWOT ANALYSIS

OPTITRANS PROJECT baseline SWOT analysis

Granada SWOT

STRENGTHS

- **New transport system that support intermodal travels**
- **It has just been inaugurated a new public transport system (Metropolitan)**
- **The Metropolitan Transportation Consortium has more passengers each year**
- **Integrated card**
- **Different types of rates and subscriptions**
- **The implementation of passenger transport systems that improve intermodal exchange**

OPPORTUNITIES

- **New generations of users more aware of the environment.**
- **The small size of the city of Granada.**
- **Conservation of the environment**
- **New electric vehicles**
- **Large population of young people in the city.**
- **Development and increase in the use of Apps for the management and use of Public Transport**
- **The expansion of more sustainable public transport lines.**

Granada SWOT

WEAKNESSES	THREATS
<ul style="list-style-type: none"> ▪ There is not a suitable network of bike lanes ▪ Displeased citizen with the new LAC line ▪ Disseminated cities in the metropolitan area ▪ Long travel times ▪ There is few Bus/VAO lane ▪ Current environmental problems of poor air quality in the city of Granada due to the pressure of the private motorized mobility of the urban agglomeration ▪ The configuration of the transport network, it is conditioned by the territorial characterization of the metropolitan area of Granada. ▪ The configuration of the metropolitan area of Granada is the most dispersed of Andalusia, integrated by the city of Granada and 31 adjacent municipalities. 	<ul style="list-style-type: none"> ▪ Economic slowdown ▪ Citizens are moving to the outskirts of cities for the price of housing ▪ Difficulties and delays in the integration of TP services ▪ Progressive deterioration of air quality linked mainly to the predominance of private transport over public transport

Granada SWOT

The metropolitan area of Granada has 32 municipalities, it covers an area of 830 km² (which is approximately 7% of the total area of the province of Granada) and a population of 0.53 million inhabitants (58% of the total the province). It represents the region with the greatest economic, social and mobility capacity in the province.

The management of public transport in the metropolitan area of Granada is carried out by two important public agencies. At the municipal level, the city of Granada has the Center for Mobility Management, while the metropolitan area has a public transport authority called the Metropolitan Transport Consortium of the Granada Area. The existence of both organisms allows multiple studies, analyzes, sources and data on mobility and public transport in particular. They also offer wide and complete information to the user.

Granada SWOT

The modal split shows an important mobility walking, both in the city of Granada and in the metropolitan area. The use of private vehicles in the city of Granada is lower than in other similar Spanish cities, thanks to a good network of alternative public transport systems. At the metropolitan level, this percentage is higher, so they should applied more measures to promote public transport. The bicycle is still in quite low percentages, both in the city (0.4%) and in the metropolitan area (2%), where there is no good cycling infrastructure. Finally, in the case of public transport, in the city of Granada the use is 20.3% and 13% in the metropolitan area.

The capital of the metropolitan area has a wide range of alternative transportation systems, which allows less use of private vehicle in the city, such as: urban bus, High Capacity Line (LAC), metropolitan intercity bus, tram (Metropolitan), taxis, private and public bicycle and shared motorcycle

Granada SWOT

In Spain, and therefore in Granada, interurban public transport is regulated under the figure of administrative concessions, which allows, to a passenger transport operator, the operation of a series of services and routes exclusively to the successful bidder. Under this figure the service is provided at risk and venture of the private company, so that the financing is paid by the passenger transport operator. The existence of public authority in the metropolitan area of Granada allows subsidizing a series of additional routes and services, which are not very profitable but are socially necessary

In the field of study, the main actors of public transport are divided between public agents (state administration, autonomic administration, public transportation authorities of Granada and local) and private agents, highlighting in this group the urban public transport company of Granada (Transportes Rober), interurban transport operators (Alsa and Avanza Group), the shared motorcycle company (Muving) and the bicycle sharing companies (Obike, OFO).

Granada SWOT

There is a wide range of plans and strategies that regulate initiatives for sustainable public transport, at national, regional and local levels. They are focus on aspects of innovation, infrastructure, cycling, urban sustainability, energy efficiency and sustainable mobility

Public transport services are still facing the economic crisis as well as the dispersion of urban centers, the increase of residential areas in the periphery and a cultural problem of the irrational use of private vehicles.

Granada SWOT

Although there is a bonus in public transport, it is still necessary more promotion proposals with the introduction of new technologies. Transport services on demand should multiply, which would optimize the use and exploitation of public transport, improve travel times (which are now heavily penalized to attract travelers) and be completely competitive. Equally, the creation of reserved platforms and intermodality must be improved.

Finally, it is necessary to promote carpooling measures, especially in points of great attraction of trips such as universities and in business, industrial and service parks

Granada SWOT. RURAL

STRENGTHS

- There is always a captive demand that no have private vehicle or cannot drive
- The Public Transport is the most economical transportation system, compared to other modes such as the private vehicle or the taxi
- The implementation of passenger transport systems will improve intermodal exchange
- Duplicity of public transport service for regular transportation and school transportation

OPPORTUNITIES

- Renewal of public transport concessions, being able to introduce new and better measures
- Conservation of the environment
- New electric vehicles
- The current technology allows to go to innovative solutions of optimization of public transport
- Development and increase in the use of Apps for the management and use of Public Transport and transport initiatives to demand

Granada SWOT. RURAL

WEAKNESSES	THREATS
<ul style="list-style-type: none"> ▪ Dispersion of towns with low population and high age ▪ Long travel times ▪ Reduction of mobility needs. Weak traffic ▪ Carpooling is not consolidated due to lack of confidence 	<ul style="list-style-type: none"> ▪ Economic slowdown ▪ Arrival of new trends in mobility based on the collaborative economy ▪ Difficulties and delays in the integration of Public Transport services ▪ Progressive deterioration of air quality linked mainly to the predominance of private transport over public transport

Granada SWOT

Once the baseline study of mobility in the rural region of the province of Granada has been developed, which has followed the methodology established and defined in the OptiTrans project, we can set the following conclusions drawn from all this document and analysis process:

The rural region of the province of Granada has 130 municipalities, It has an area of 10,993 km² (approximately 93% of the total area of the province of Granada) and a population of 0.38 million inhabitants (the 42% of the province's total) represents the region with the lowest economic, social and mobility capacity in the province, with rural areas with low traffic and low demand.

This region is divided into 9 districts, each with a main municipality that acts as a regional center and influences the rest. All of the 9 district have similar characteristics of high rates of motorization and park of passenger cars, low populations and low densities. Only one of the regions, Costa Granadina, does have totally different characteristics, based on its location by the sea with better accessibility and coverage in terms of transport.

Granada SWOT

A proposal of interest would be the creation of a Center of Provincial Management of the mobility of Granada, with funds and sufficient capacity to carry out the analyzes and localized studies in the different regions and territorial sectors, which would allow adapt public transport to the real needs of the area

As a result of this lack of data, there is no current information on modal distribution, use of public transport and private vehicles.

In the field of study, the main actors of public transport are divided between public agents (state and regional administrations) and private agents, companies that operate interurban transport (Alsa and Avanza group).

There are a lot of measures and initiatives for a sustainable urban transport, innovation, infrastructures, energy efficiency and sustainable mobility.

The public transport services are facing the economic crisis, as well as the dispersion of the towns, the high captivity of the traveler (it does not have another way of transport) and a cultural problem of the irrational use of private vehicles. In conclusion, the use of public transport in the rural

Granada SWOT

There is a very low offer of public transport services in rural areas that make people do not use the public transport services.

There are some successful experiences such as Demand Responsive Transport with taxis in rural areas, which must be extended to other areas. Transport services on demand should multiply which would optimize the use and exploitation of public transport, improve travel times and be more competitive.

Finally, it is necessary to promote car sharing measures, especially in points of great attraction of recurrent trips such as universities and in business, industrial and service parks. The Public Platform (www.grnadacomparte.com), is a good opportunity for that.

ACTIVITIES

OPTITRANS PROJECT: Activities developed

Province recent activities

Other activities:

- Air quality project development. **CLEAN AIR:** <http://cleanair-project.eu/es/>
- Support to provincial government on Low Carbon Economy provincial projects on bike and pedestrian lanes
- Courses
- Electric Chargers (Salsa project)
- Assesment
- Currently we are supporting over 30 municipalities (under 5.000 inhabitants) to buy electrical vehicles under 1389A2 provincial program and the “Redes Inteligentes” ERDF fund on mobility managed by the Regional Government .
- Preparation of OptiTrans ACTION PLAN

Province recent activities

Own promotion:

- Electric Bike rent for employees
- Courses
- Electric Chargers
- Assesment
- New “CicloGreen” contest on using bike to work from October till April 2018
- New Electric Chargers in the main building

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OptiTrans

Interreg Europe



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Thank you!

Questions welcome



On-Demand Transport. Regional Experience

In november 2015, the Regional Government started the “First Andalusian Interurban on-demand Public Transport program” and it was based on the existing taxi network within small municipalities and attraction poles.

The extinguishment of different Public Transport contracts, the increasing need of optimizing the costs of Public Transport, and the complication of renewing those contracts made the Regional Administration think on this new scheme.

This scheme was thought for municipalities with the following characteristics:

- Rural regions with low traffic
- No existing interurban Public Transport service
- Relatively short distances
- Low population

On-Demand Transport. Regional Experience

MAIN ADVANTAGES:

- **Currently the costs with taxi are 0,58 €/km on working days, and 0,69 €/km on weekends, while costs with buses are around 1,20-1,30 €/km. Citizen pays 8% of the trip, and administration 92%.**
- **As well the environmental impact of cars with 3-5 people are much lesser than bus or microbus services with low occupancy rates.**
- **Moreover, travel times are as well lesser with Taxi than with bus.**

On-Demand Transport. Regional Experience

MAIN CHARACTERISTICS OF PILOT Projects:

- **The planned route must attend Health, Educational, or Social needs of population**
- **The length of the route must be between 20 and 40 km.**
- **Minimum population to attend must be around 1.000 inhabitants.**
- **Adaptative routes to each pilot**
- **Cooperation among local administration, taxi associations, and regional administration**
- **Priority to municipalities of previous similar experiences with Public Transport**
- **Priority to municipalities without any Public Transport service.**

On-Demand Transport. Regional Experience

MAIN CHARACTERISTICS OF PILOT Projects. Operating companies:

- **Accesibility of vehicles, 35 points**
- **Car age, 18 points**
- **Seats in the Vehicle, 20 points**
- **Environmental measures, 10 points**
- **Security of vehicle, 10 points**
- **Planinng of Service, 7 points**

On-Demand Transport. GRANADA EXPERIENCE

GUALCHOS-MOTRIL

*Source: "I Programa Andaluz de Transporte Público Interurbano de Viajeros a la demanda con vehículos taxi en zonas de débil tráfico"

RUTA GRI: GUALCHOS - MOTRIL	
CARACTERÍSTICAS DE EXPLOTACIÓN DEL SERVICIO	
<i>MUNICIPIOS Y NÚCLEOS</i>	Gualchos: 600 hab
<i>ITINERARIO</i>	Gualchos - Motril: 18 km
<i>FRECUENCIA DIARIA</i>	4 servicios al día, 2 Ida y 2 vuelta.
<i>FRECUENCIA SEMANAL</i>	2 días/semana: lunes y viernes
<i>HORARIOS DE SALIDA</i>	Salidas desde Gualchos: 8:00 y 14:45 horas Salidas desde Motril: 8:45 y 14:00 horas
<i>TAXIS</i>	2 (1 de Gualchos, 5 plazas; y 1 de Motril, de 5-7 plazas)
<i>COORDINACIÓN CON TP</i>	No.
<i>DEMANDA POTENCIAL INICIAL</i>	3 viajeros/día de servicio
<i>TARIFA AL USUARIO</i>	1,65 euros
MAPA DE LOCALIZACIÓN	

On-Demand Transport. GRANADA EXPERIENCE

CAÑAR-ORGIVA

*Source: "I Programa Andaluz de Transporte Público Interurbano de Viajeros a la demanda con vehículos taxi en zonas de débil tráfico"

RUTA GR2: CÁÑAR-ÓRGIVA	
CARACTERÍSTICAS DE EXPLOTACIÓN DEL SERVICIO	
MUNICIPIOS Y NÚCLEOS	Cáñar: 379 hab
ITINERARIO	Cáñar - Órgiva: 9 km
FRECUENCIA DIARIA	4 servicios al día, 2 Ida y 2 vuelta.
FRECUENCIA SEMANAL	3 días/semana: lunes, miércoles y viernes
HORARIOS DE SALIDA	Salidas desde Cáñar: 7:50 y 15:30 horas Salidas desde Órgiva: 7:30 y 15:00 horas
TAXIS	1 (de Órgiva) de 5 plazas
COORDINACIÓN CON TP	No.
DEMANDA POTENCIAL INICIAL	2 viajeros/día de servicio
TARIFA AL USUARIO	1,00 euros

Promoción Bicicleta

SITUACIÓN:

No hay información suficiente al respecto, es complicado hacer afirmaciones tajantes, faltan estudios de aforos, estudios de siniestralidad específicos para el sector de la bici, contraste de información, y falta CONCIENCIACION.

Uno de los aspectos principales por los que existe controversia es porque no existen suficientes datos contrastados y falta información.

ES IMPORTANTE resaltar la voluntad de los votantes: Las percepciones engañan sobre lo que quieren los ciudadanos, en una encuesta Europea realizada a los políticos, se les preguntaba sobre la percepción de los ciudadanos, y estos pensaban que la ciudadanía valoraría más la mejora de carreteras que la mejora del transporte público, sin embargo la misma encuesta demostraba que esta percepción era errónea. Hay veces que los lobbies de diferente tipo tienen un poder mediático muy grande, y parece que la ciudadanía está en sintonía con lo establecido con dichos lobbies, sin embargo, si se hacen encuestas a la ciudadanía, cualquier político puede ver el sentir real de sus votantes. → ES NECESARIO HACER ENCUESTAS, CAMPAÑAS, AFOROS, en Granada se podría hacer a través de la UGR u otro medio. → Problemática comercios y peatones.

ES IMPORTANTE entender las necesidades de los representantes políticos y adaptar las medidas propuestas: En la medida de lo posible, la aplicación de las medidas se agilizará si se adaptan a los ciclos presupuestarios y políticos de la administración donde se apliquen.

ES VITAL COMENZAR A IMPLANTAR RESTRICCIONES AL USO DEL VEHÍCULO PRIVADO: En el caso de Sevilla, con el paso anterior, se consiguió pasar de unos 600 viajes/día en bici, a unos 70.000 viajes/día después de la construcción de la red de infraestructuras, viniendo los usuarios de viandantes (1/3), transporte público (1/3), y vehículo privado (1/3). Se puede aprovechar la implantación a través de CIUDAD 30 y ciclocarriles 30. Las experiencias presentadas indican que deben venir acompañadas de una remodelación del espacio público asociado, para hacerlo más habitable para los vecinos y ciudadanos, mejoras de A.Público, espacios para las personas y para los comercios, etc.