

Measure title: **Mobility Forum in Burgos**

City: **Burgos**

Project: **Caravel**

Measure number: **11.06**

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## A Introduction

### A1 Objectives

The measure outlines to establish the following objectives:

- **Objective 1:** To raise awareness of the use of clean and sustainable urban transport
- **Objective 2:** To establish the concept of bicycles as “zero-emission vehicles”
- **Objective 3:** To promote use of bicycle, on foot and by urban public transport
- **Objective 4:** To encourage the circulation of clean commercial vehicles in the historical and monumental centres

### A2 Description

The measure detailed the way in which potential beneficiaries and stakeholders may become directly involved in the consensus building process and in the overall development of a clean and sustainable mobility and transport policy for Burgos. The main activities concern the organisation of events, conferences, platforms and Internet-based web sites.

Effective communication was a key condition for winning public support for the demand management policies that are planned (e.g. access restriction, parking management, etc.) in Burgos. With the help of the Mobility Forum, the city of Burgos wishes to improve information and communication with its citizens and mobility stakeholders in relation to all of its key mobility planning activities. Furthermore the Mobility Forum provided the possibility of involving the public (e.g. individual public transport clients, press or advocacy groups, etc.) in the decision-making process underlying mobility policy strategies at an early stage and creates an opportunity for their active involvement throughout the implementation and monitoring stages. The Mobility Forum was therefore an effective tool with which to establish stakeholder partnerships in the transport system that is seen as increasingly important to successfully implement sustainable urban mobility policies.



The Mobility Forum was a Consultative Forum, in which all mobility stakeholders were invited on fixed dates twice a year to comment on actual mobility policy issues. In addition, specific concerted actions will be discussed, such as awareness campaigns to be developed in companies and invitations will go out to all Mobility Managers in the city of Burgos. In addition to the Forum, specific training events (conferences, exhibitions, seminars, workshops) on the different mobility topics were organised in the second phase of the project

**Image 1:** Presentation to the media and stakeholders of the Caravel Project

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## **B Measure implementation**

### **B1 Innovative aspects**

The following innovative aspect of the measure is:

**New organisational arrangements or relationships:** Though the local and national/European forum, Burgos defined a new arrangements to aware the citizens and other local authorities. The forums were the exhibition of the Project and the city in the sustainable transport issues.



**Image 2:** Local Seminars and events, with high impact on the local and regional media



**Image 3:** National and international Seminars and events



**Image 4:** Meetings with stakeholders about different measures

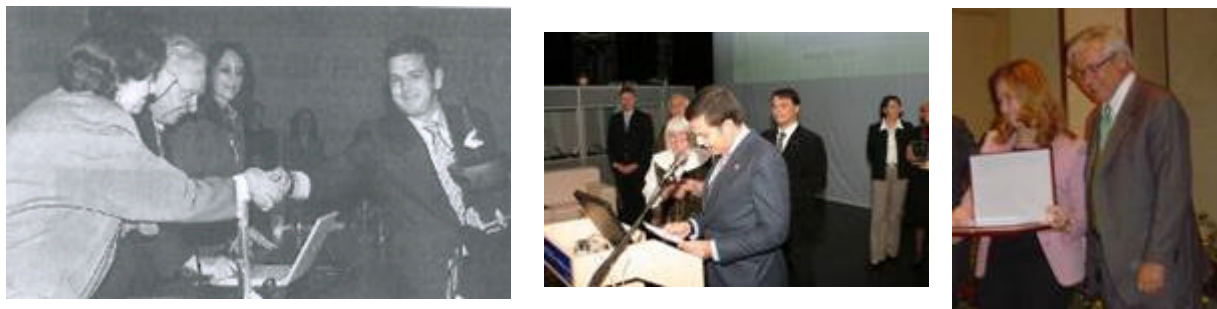


Image 5: Awards received thanks to the project.

## B2 Situation before CIVITAS

People did not participate actively in planning urban mobility and needed to be informed at different stages about the opportunities and services related to new mobility culture and new ICT applications that can reduce or modify the mobility demand.

These aspects have been dealt with by Burgos Municipality mainly in the context of media communication and political debate. These processes were often insufficient to reach all citizens and, above all, they did not involve citizens in the decision-making process, nor did they take citizens' real needs into account. On the contrary, they could all too often create a culture of confrontation in which problems had to be sought.

The intention of Burgos Municipality to take a further step forward on the road to a participative model of mobility management, was one of the most complex issues facing cities today. This was highly important in the framework of the CIVITAS project, in which the relevance of planned measures and their impact on mobility required a high degree of social acceptance and awareness. The Mobility Forum in Burgos followed the same philosophy underlying the Forums in Genoa and Krakow.

## B3 Actual implementation of the measure

The measure was implemented in the following stages:

**Stage 1: Identification and Development of Mobility Forum** (from February 1<sup>st</sup>, 2005 – to December 30<sup>th</sup>, 2008) – Organization of awareness raising events in Burgos, regular activities, setting up of the groups of stakeholders involved in different activities of Forum, Implementation of other ideas of the different Mobility Forum stakeholders: e-tools, campaigns, operative measures,...

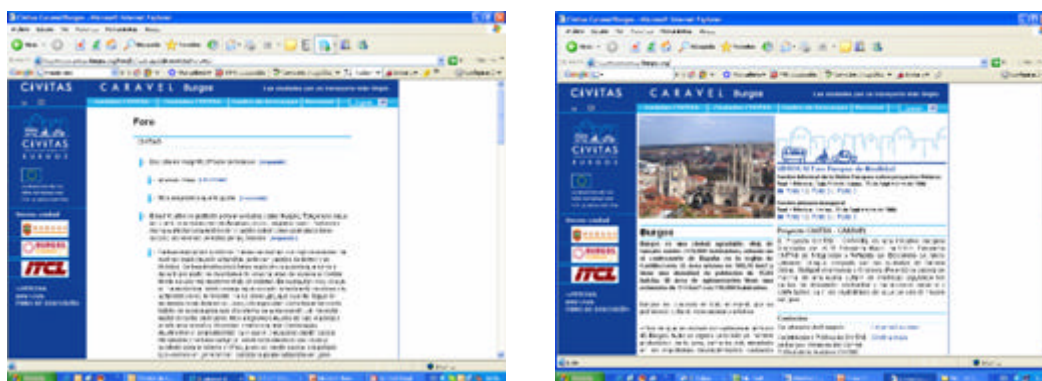


Image 6: Details of the Civitas/Caravel/Burgos web site and Forum site ([www.civitas-burgos.org](http://www.civitas-burgos.org))



**Image 7:** Info about relation with the media and press conference



**Image 8:** CIVITAS Exhibition

**Stage 2: Evaluation of the activities** (from February 1<sup>st</sup>, 2005 – to September 31<sup>st</sup>, 2008) – All the evaluation activities have performed according to the evaluation plan.

## **B4 Deviations from the original plan**

No problems have been arisen during the implementation. All foreseen activities took place as planned.

## **B5 Inter-relationships with other measures**

The measure 11.6. was a horizontal measure and his relationship with the rest of the measures was very strongly, due to it defined the system (seminars, meetings and debates) to aware citizens depend on transport subjects.



**Image 9:** Seminars with stakeholders

However, this measure is related strongly to next measures as follows:

- **Measure 6.2. - Integrated access restriction strategy in Burgos** – Promotion the clean areas, meetings with stakeholder
- **Measure 6.5. - Parking strategy and management in Burgos** – Panels of information of parking and special access restriction

- **Measure 8.2. - High mobility services in Burgos** – Bus stop with panels of electronic information and inter-modality services
  - **Measure 8.5. - Collective mobility services for target users** – Promotion the mobility services in industrial areas, companies of the city...
  - **Measure 9.1. – Car pooling in Burgos** – Promotion of car pooling system in short distance and long distance, to go to work and to study. Meetings with stakeholders
  - **Measure 9.6.- City bike scheme in Burgos** – Promotion the use of the bicycle through the new system to lend bicycles
  - **Measure 11.2.- Mobility Marketing in Burgos** – Promote the sustainable transport through several campaigns
  - **Measure 11.15 - Safety and accident prevention plan in Burgos.** – Several campaigns have been developed to aware the accidents.
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## C Evaluation – methodology and results

### C1 Measurement methodology

#### C1.1 Impacts and Indicators

The evaluation of this measure consists in the monitoring, all over the duration of the project, of the development of the activity and of its use. Many quantitative and qualitative parameters (derived from direct market analysis, customer satisfaction reports and surveys) have been used to give an exhaustive view of the success of the actions

The evaluation has taken place with a strong interrelation with similar activities under development at a national and international level by Instituto Tecnológico de Castilla y León (ITCL) partner.

11.6. MOBILITY FORUM IN BURGOS						
Evaluation Category	Nº	Indicator	Units	Source of data	Methodology for indicator construction (survey, modeling, etc)	Baseline date
Society	13	Awareness level	%	Questionnaires	Measured/ Calculated	July 2007
Society	GI (14)	Acceptance level	%	Questionnaires	Measured/ Calculated	July 2007

Detailed description of the indicator methodologies:

Indicator	Methodology for indicator construction	
	Definition	Methods of Measurement
13. Awareness level	Awareness level is defined as the percentage of the population with knowledge of a measure on account of provided information. Unit: %	Method: Data could be collected by means of surveys (e.g. questionnaires by mail or by face-to-face interviews). Awareness can be at a variety of levels, it depends on the measure. Frequency: Measurements should be made 2 twice during the project Target group: general public
14. Acceptance level	Acceptance level is defined as the percentage of the population who favourably receives or approve of the measure. Unit: %	Method: User acceptance can be assessed through surveys (e.g. questionnaires by mail or by face-to-face interviews). Frequency: Measurements should be made 2 twice during the project Target group: general public

#### C1.2 Establishing a baseline

Various tools were used to evaluate the 2 performance indicators for this measure. Further information was gathered from data sources of the questionnaires. The frequency of measurement and the exact source data are defined in the section C1.1. and C2. of this document.

Survey work took place in July of 2007 to establish the first data which included the awareness and acceptance of citizens to mobility forum and other workshops sessions.

### C1.3 Building the business-as-usual scenario

The do nothing scenario can be said for all the measures because most of them were based on the marketing and the consensus with the citizens at the moment they built the strategy to perform.

On this way, the successful measure couldn't been implemented with a social consensus won by the Forum Measure as the implementation of 4 squared kilometres of pedestrian area, the bicycle loan system with more than 3,000 users or the new bus strategy where the involvement of the stakeholders was a key point in the process.

The more of the 200 comments received in the web site or the more of the 300 suggestions concerning the new lines, the more of the 200 meetings with stakeholders... give an idea of the difficulties of the project and how it has been discussed and consensus with the stakeholders in the city.

## C2 Measure results

The performance indicators for the evaluation of Measure 11.6. are divided into society section. Many of these indicators were evaluated using qualitative data collection methods. A full explanation of the indicators and how they were quantified is available in the section C1.1 and C1.2. of this document.

### C2.1 Economy

N/A

### C2.2 Energy

N/A

### C2.3 Environment

N/A

### C2.4 Transport

N/A

### C2.5 Society

The survey for **awareness and acceptance level** to establish the data results of **citizens** took place in 2007 and 2008. In these surveys, the same questionnaires were presented to the **citizens** in different areas of the city. The main aim was to understand the general opinion about the mobility forum activities system and the importance of the mobility dissemination issues.

Table 1: Details of the relevant surveys

Name of target group	Date of survey	Sample size	Purpose	Relevant question to assess
Citizens	July 2007	250	Awareness of specific measure	Do you know if any seminar or workshops have been carried out about mobility?
	June/July 2008	250		
Citizens	July 2007	250	Acceptance of specific measure	Do you think that it is important the mobility dissemination issues?
	June/July 2008	250		

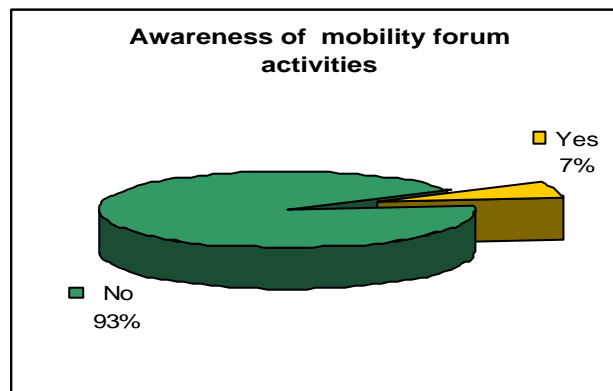
**2007 Data results:** 250 citizens completed and returned the survey regarding the mobility forum activities. 36,4% of the respondents were male and 63,6% female. The age ranges of the respondents were distributed as 4,8% (<20), 27,6% (20-30), 19,2% (31-40), 38,0% (41-65) and 10,4% (>65).

**2008 Data results:** In the same way, 250 citizens completed and returned the survey. In this case, 53,2% of the respondents were male and 46,8% female. The age ranges of the respondents were distributed as 6,3% (<20), 21,6% (20-30), 27,1% (31-40), 27,9% (41-65) and 17,1% (>65).

### Indicator – Awareness Level

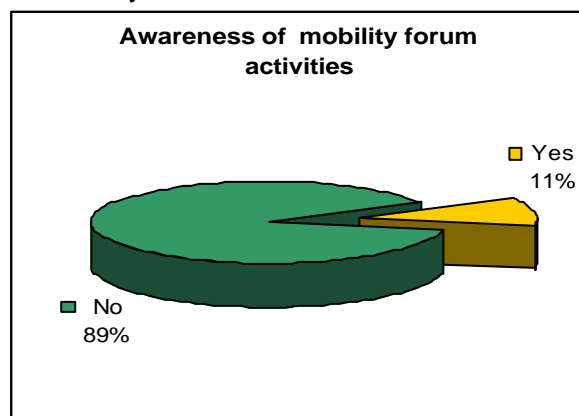
Table 2: Results of society indicators (I)			
Indicator	Relevant Question	Data Result	Data Result
		2007	2008
(13) Awareness level	Do you know if any seminar or workshops have been carried out about mobility?	YES: 7 % NO: 93 %	YES: 11 % NO: 89 %

In 2007, the respondents were asked if they were aware the mobility forum activities, 7% stated that they were aware of the mobility forum activities, but 93% didn't have any information about the mobility forum activities.



**Graphic 1:** Awareness level of the mobility forum activities in 2007.

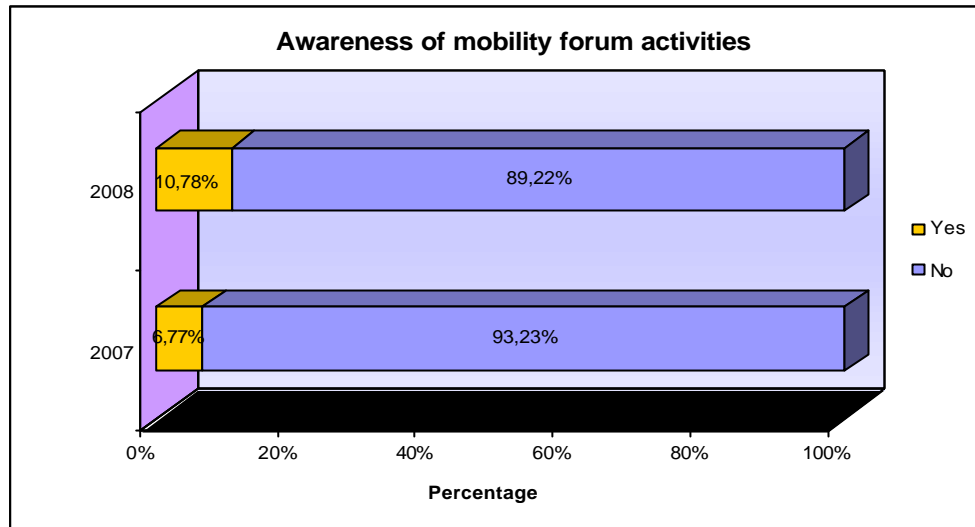
In 2008, 11% stated that they were aware of the mobility forum activities, but 89% didn't have any information about the mobility forum activities.



**Graphic 2:** Awareness level of the mobility forum activities in 2008.



In conclusion, the results are positive in the awareness level indicator, because the percentage of awareness of mobility forum activities was increased by 4% in one year which was due to the intense information about mobility, however it must be increased for the next years.



**Graphic 3:** Comparison of awareness level of the mobility forum activities respect to 2007 and 2008.

These results are consequence to realize the survey to the citizens instead of the target groups that attend the meetings, forum and events related to the measure. The general public don't know the realization of these events because they were realized according to the Civitas measures to Burgos. The target groups were the principal stakeholders implicated in the decision marker and assess to the implementation of these measures. Only general meetings were realized to specific associations of the all city with the aim to inform about the objectives and evolution of the activities. However, the awareness of general public, through forums were not the proposal of this measure. The realization of the surveys to the citizens were due to the most important mobility forums with the stakeholders were realized in the first period of the project and the process to evaluation of the measure were launched after the realization of these forums, then the surveys could not realize at the same time. So that, the solution were realized the surveys to the citizens although the results were not positives due to the conditions related before. The explanation can be that perhaps the meeting, seminars or workshops are focus on not many people and in many occasions the press never included a reference.

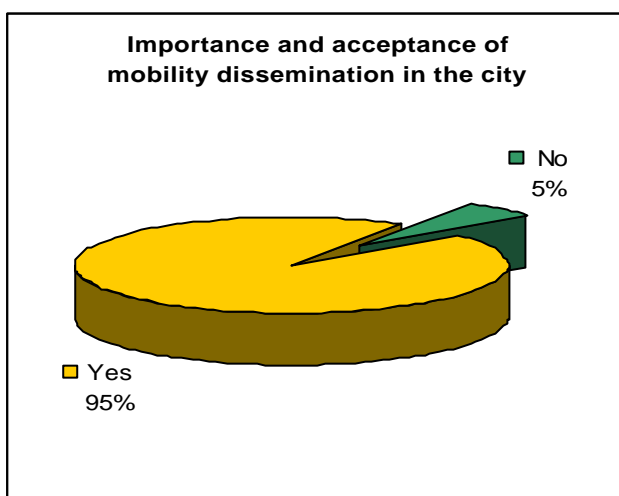
In fact, the mobility is a theme that touches everybody and everything, so it is an issue that concerns citizens. In the moment news appears in the press hundred of people go to inform in the mobility department.

Other workshops have been focus on expertises so they have impact on the press but people think it is for only theory and they don't put much attention.

**Indicator - Acceptance level**

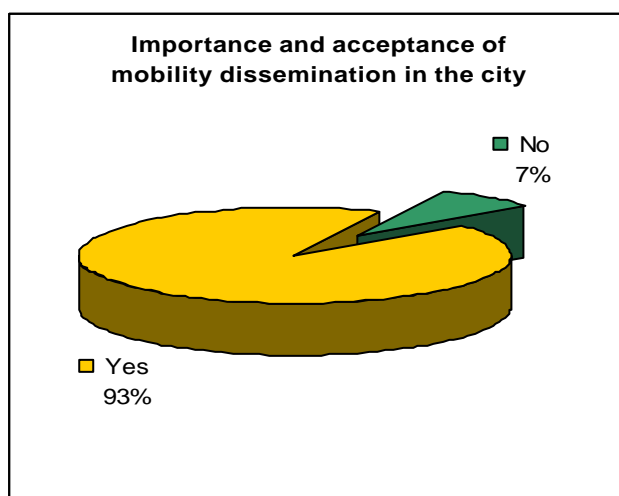
Table 3: Results of society indicators (II)			
Indicator	Relevant Question	Data Result	Data Result
		2007	2008
(14) Acceptance level	Do you think that it is important the mobility dissemination issues?	YES: 95% NO: 5%	YES: 93% NO: 7%

In 2007, the respondents were asked if they were aware the importance of the mobility dissemination issues, 95% stated that they were aware of the mobility forum activities, but 5% didn't have any information about the importance of the mobility dissemination issues.



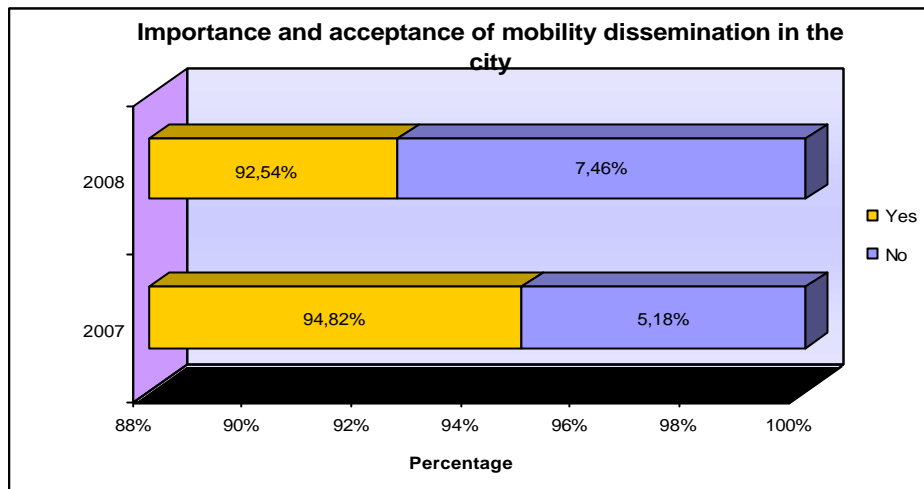
**Graphic 4:** Acceptance of citizens to disseminate the mobility issues in 2007.

In 1998, 93% stated that they were aware of the mobility forum activities, but 7% didn't have any information about the importance of the mobility dissemination issues.



**Graphic 4:** Acceptance of citizens to disseminate the mobility issues in 2008.

In conclusion, the results are positive in the acceptance level indicator, because the percentage of importance and acceptance of mobility dissemination the mobility issues was only reduced by 2% in one year.



**Graphic 5:** Comparison of acceptance of citizens to disseminate the mobility issues respect 2007 and 2008.

The perception of the citizens is that it is important the diffusion and information about the mobility issues. More 90% of the citizens considered that the dissemination is the most important vehicle to accept the strategies and policies about mobility. With good information, the citizens can modify the habits and adapt to the new requirements to the mobility issues.

### C3 Achievement of quantifiable targets

No.	Target	Rating
1	o Debate and information on public transport services and networks;	**
2	o Debate and information on inter-modality opportunities	**
3	o Debate and information on innovative schemes: car pooling, taxi sharing, bicycle rental	**
4	o Debate and information on relevant topics that might potentially modify mobility in the city	**
<b>NA = Not Assessed    * = Not achieved    ** = Achieved in full    *** = Exceeded</b>		

### C4 Up-scaling of results

For the next action to perform in the Council the stakeholders will be called and more dissemination and marketing will be performed. The citizens think that it is important to explain the process and they want to be involved in the building process.

### C5 Appraisal of evaluation approach

The surveys were realized to the citizen or general public but they should have realized per each Forum, event and activity with the aim to assess the impact of the mobility issues by the people which attended the Forums.

## **C6 Summary of evaluation results**

The key results are as follows:

- **Good interrelationship with other measures** – Thanks to realization of this measure, the activities related to the events and forums were launched with narrow relationship with the timetable of the implementation of the Burgos measures. The coordination and management of the forums were essential to favour the successful implementation of the Civitas activities in Burgos.
  - **Low awareness among citizens** – The awareness of these measure were realized with determinate target group regarding to the Civitas measures implanted in Burgos. However, the process to assess the Mobility forum was realized to the general public which has occasioned that the awareness level were low.
  - **Mobility information versus high acceptance among citizens** – The importance and acceptance of mobility dissemination the mobility issues have been positive, more than 90% considered that the information on mobility is influencing in the process to accept the mobility activities realized in the city.,
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## D Lessons learned

### D1 Barriers and drivers

#### D1.1 Barriers

- **Barrier 1** – Conflicting responsibilities between different local council departments to develop measures that might delay demonstration activities. In such an eventuality, the CIVITAS local committee and APEBU would decide which department should bear responsibility for the tasks and for coordination with other departments.
- **Barrier 2** – Real effectiveness of the actions developed by the Forum. Through the monitoring their development in keeping with evaluation procedures
- **Barrier 3** – Dependency of different implementation steps within the measure that could lead to delays in the implementation timetable. To avoid eventual problems, a plan defining the different steps and their interrelations could be established to prevent dependence between consecutive steps.

#### D1.2 Drivers

- **Driver 1** – Political support to promote the implantation of the campaigns
- **Driver 2** - Social acceptance to the activities of the project and the promotion is the best tool to aware the citizens
- **Driver 3** - Team to design and implementation the measure has realized a hard work to consider all details need to run the Mobility Forums

### D2 Participation of stakeholders

- **Stakeholder 1** - General public: The project was destined to allow that everybody can inform better of the sustainable transport and the activities planned.
- **Stakeholder 2** - Media (radio, newspaper): The media people informed about the progress of the measures, new events and critical issues.
- **Stakeholder 3** - Local/regional administration: Definition the technical consideration of the projects. Leaders in the debates with the stakeholders.

### D3 Recommendations

- **Increase the participation in the Forum activities-** Through gifts and vouchers so that citizens were more interested in this type of advertising campaigns, to receive something in return. In this way achieve greater the awareness of the mobility forum activities, therefore to increase the number of participation in these events.
- **Information and awareness rising** – It is essential to inform citizens on the results of the CIVITAS – CARAVEL project and as the different mobility forum activities to prove to people that through these activities are making improvements and that is not a waste of money.

#### **D4 Future activities relating to the measure**

Mobility Forum will continue development in the city according to the mobility issues will be launched by the Council. The Mobility Forum is observed by the politician as important tool to increase the public participation of the citizens and stakeholder in the mobility issues.