



penelope bacchus

Promoting Energy efficiency to Local Organisations
through dissemination Partnerships in Europe
Best Actions for Collaboration in Countries
for a High efficient Use of energy in Structural funds

- [Print](#) - [Close](#) -

The Mobility Plan of Tres Cantos industrial area -

Tres Cantos - Madrid - Spain

The town of Tres Cantos (30 km from Madrid, 35000 inhabitants) has planned and carried out a systematic Plan for its industrial area, structured into specifically targeted initiatives in order to optimise its whole transport system from a merely private one in favour of public transport.

Target Groups	Sector	Field
<ul style="list-style-type: none"> - Local authority - Decision makers - Domestic consumers 	<ul style="list-style-type: none"> - Transport 	<ul style="list-style-type: none"> - Demand Side Management

ANALYSIS

CONTEXT

The Plan was set up in 1999 and constitutes the answer to a serious transport problem which was growing within an industrial area of this town. It was addressed to reducing the number of private cars used by the workers of the area to reach their workplaces.

The idea was based on the fact that the even scarce public transport serving the area was also largely under-used by the potential users (it was estimated that only the 20% of the workers of the area were using it while the 71% was using its own car).

For this reason, the IDAE (the National Energy Agency), in collaboration with the local Council of Tres Cantos, the local Industrial Association and the Regional Transport Consortium, identified three different phases in which the Plan should be set up:

- An analysis of the background situation
- The identification of a number of operational proposals
- A Pilot Plan

All these phases were carried out in 1999, while the Pilot Plan was implemented from September to December of the same year and was operative since 2000.

PROJECT DESCRIPTION

The Mobility Plan was structured in various lines, mainly centred on large public dissemination based on a specifically conceived campaign, an Information Centre and a bus service which was created ad-hoc to link the Local Railway Station (directly connected to Madrid subway) with the industrial area.

More in detail, the project activities were:

- A large, comprehensive and extensive publicity and dissemination campaign, carried out two to three months before the launching of the initiative by means of posters, leaflets and stickers with the Plan logo.

The setting up of a specific Information Centre, providing information about:
Public transport opportunities in Tres Cantos and its connection with Madrid area
Management and information about all the initiatives related to the Mobility Plan.

- The setting up of a specific bus line connecting the Railway /subway Station to Madrid (Cercanias) with the industrial area to be served. These buses worked in connection with the rush time schedule (morning and evening) of the Madrid railway/subway connection and transported people directly to the factories of the area.

In addition, free bonuses for public transport were distributed during one month to the population of the area in order to stimulate a larger acceptance of the use of public transport.



ILLUSTRATION 1



ILLUSTRATION 2

COST AND BENEFITS

EVALUATION IN TERMS OF COST AND BENEFITS

The whole campaign had a very high level of acceptance and was largely successful, being more than 99% the requests of the prorogation and regularisation of the pilot initiatives.

Starting with a lower participation, the lines have promptly been completely used and largely accepted by the workers due to some clear reasons.

The service was very effective and punctual, thus allowing workers to be at work in time.

An important change has also been observed in the framework of the whole initiative, which was estimated in a decrease of 27% of private traffic in favour of public one.

The follow up of the action showed that about 76% of the people involved in the initiative used public transport for the first time (they were using own private cars) and, from an enquiry carried out at the end of the Pilot Phase, they were ready and happy to use, after this experience, public transport instead of private cars.

The whole initiative implied that more than 50 cars/day were not circulating in the area, which, in terms of obtained savings (based on an IDAE estimation) meant 15500 litres of petrol saved, 38 t of CO₂ avoided and 170 kg respectively of NO_x and Hidrocarbons (HC).

The total cost of the initiative was about 168,790 Euro, jointly financed by IDAE, the Regional Transport Consortium, the City Council and also the European Commission, within the framework of the SAVE Programme.

PARTNERSHIP

MAIN STAKEHOLDERS

Promoters of the initiative were the IDAE, the Local Council of Tres Cantos and the industrials of the area, together with the regional Transport Consortium. Main stakeholders involved were the average of 4745 workers/month of the industrial estate, which accepted to participate in the initiative.

The positive results of the initiative were disseminated among the area and it was prolonged up to the year 2000 when it began to be implemented by a private bus company (because it was considered a profitable business, which again demonstrates its validity).

COMMUNICATION STRUCTURES AND NETWORKS

The dissemination campaigns and other information tools played a strategic role in the promotion of the initiative before its launching.

As proved by other similar initiatives, the success of these DSM activities is largely based on the spreading of the information to all potential users and to facilitate as much as possible all means necessary to take profit and to benefit from the new offered service.

In this case, the information campaign was well targeted and raised the interest of the people, both through the paper publicity and the Info Centre.

RECOMMENDATIONS

IDENTIFICATION OF OBSTACLES

The whole plan, due to its success, has been carried out up to year 2000 and at present is still working with the bus service managed by a private company.

A potential improvement of the service, initially not foreseen, was to organise common routes in order to optimise the bus service transport capacity.

MONITORING AND EVALUATION

Since the beginning, the initiative has been carefully followed and evaluated all along its phases in order to identify its strengths and weaknesses and thus to modify eventual not well planned elements.

Moreover, the continuous monitoring of this service has permitted to detect some interesting consequences of its implementation which demonstrate again that it was well planned and conceived. Within them, one of the most important is in the growing awareness spread among the industrial area workers but also at town level.

In other terms, the initiative has contributed to enhance the public consciousness about a proactive use of these bus/railway lines in favour of a better environment.

The commitment of all the actors involved was a demonstration of their interest and a key element for the success.

TO KNOW MORE

Name organisation [Municipio de Tres Cantos](#)

:

Phone number : + 34 91 293 80 00

E-mail :

Website : <http://>

Name organisation [IDAE](#)

:

Phone number : + 34 91456 50 24

E-mail : iblanco@idae.es

Website : <http://www.idae.es>

USEFUL INFORMATION

List of Internet sites

/ <http://www.dva.gva.es>

THIS CASE HAS BEEN REALISED BY

Organisation : [IDAE](#) E-mail : iblanco@idae.es Internet : <http://www.idae.es> Published : 19/11/2002

[back to top](#) ▲

Penelope Project Good Practice Database

© Energie-Cit s 2001 - 2002 / [Webmaster](#)

