

# **Annual Report 2005**

# Safety and Mobility Sector

One of Barcelona's principal objectives is to continue being a safe city with good mobility. In order to achieve this, we must remain constant and efficient in our approach to day-to-day work, but we must also take on projects and initiatives that allow us to advance and reach new milestones in these two areas. In 2005, significant strides were made in both.

To begin with, the modernization process for vehicles and equipment continued for the Fire Department and the City Police. These two professional forces have experienced a recent rejuvenation with the incorporation of new personnel and resources. This rejuvenation has gone hand in hand with improvements in signage and roadway safety elements, remodeling and urbanization projects in city spaces, as well as increased investments in public transportation.

Achieving these improvements was only possible thanks to the efforts of city residents, district representatives and the participants of both the Pact for Mobility and the recently created Fire Prevention Forum. The participation model developed by City Hall to embrace topics bearing in mind the perspective of citizens maintained its effectiveness and excellence.

The rollout of the Autonomous Police Force in Barcelona proved to be a complex process, but it was handled very successfully thanks to cooperation among the different police forces that operate in the city. The Autonomous Police will have commissaries in each district, and from there they will patrol neighborhoods in coordination with the Barcelona City Police. This new arrangement will allow the City Police to dedicate more officers and resources to prevention, proximity and compliance of municipal ordinances.

In terms of mobility, it is essential to mention the Green Zone initiative and the positive results obtained. All initial reluctance aside, the principal objectives were achieved, and the project has proved a success. The majority of parking places are more accessible for residents who now enjoy more parking options closer to home. In addition, the number of parking infractions has decreased, and the city's traffic congestion levels are down 5%.

The approval of the Coexistence Ordinance at the end of 2005 culminated an intense debate concerning civic behavior and the right of all citizens to enjoy public spaces. This text was part of a set of tools and policies developed by City Hall to strengthen coexistence in our streets. These include the aforementioned rollout of the Autonomous Police Force in the city, citizen attention programs, and the future development of proximity law enforcement

Special mention should also be made of the noteworthy effort and dedication shown by the Sector and the other municipal services in a situation as extraordinary and dramatic as the Carmel accident. The deep involvement, professionalism and human and technical capacity demonstrated throughout the ordeal are worthy of our heartfelt recognition and thanks.

2005 ended with the unanimous approval of the Municipal Letter to Congress Members. Finally, after 23 years, Barcelona will have a special regime regarding its status as capital and its other specific circumstances. Thus opens a new dimension for the continued improvement of our capacity to meet citizens' demands in terms of safety and mobility.

**Joan Clos,** Mayor of Barcelona

2005 was a year of noteworthy advances both in the implementation process for Barcelona's new prevention and safety system and in the development of mobility policies oriented toward the procurement of a safer, more sustainable and orderly city endowed with better quality public spaces.

This was also the year in which we established the basis for new rules concerning public spaces, embodied in the Ordinance for the Promotion of Coexistence and Civic Behavior. The Ordinance is a new regulatory instrument that permits City Police officers and City Hall as an organization to act with more effectiveness on new behaviors that must be embraced in order to maintain social cohesion and the quality of public spaces.

In the area of Prevention, a double strategic line was developed. This line included the strengthening of the regional network of secretaries and prevention secretaries in order to produce a solid effort to understand young Latin American groups in the city. More importantly, it also included the development of a dialogue and facilitation process to enable inclusion of these young people into the legal and social fabric of Barcelona.

The activities of the Barcelona City Police were marked last year by the Force's continued modernization and improvement efforts, both in the area of human resources with the incorporation of classes of new officers as well as in the area of material resources with the



purchase of new equipment and vehicles. These advances in the City Police Force's strategic plan went hand-in-hand with the process of collaboration and coordination with the Autonomous Police Force and the entire organizational and technical effort necessary to provide unique police response systems for attending citizens. One noteworthy new element of this system was the joint command center, inaugurated at the end of the year.

In addition, in the area of civil protection and the Fire Department, we continued progressing both in terms of improving and rejuvenating the human force and in terms of updating intervention equipment and the vehicle fleet. We created the I Fire Prevention Forum, constituted as a cooperative work instrument to serve the different operators in the area of risk prevention for the improved safety of the city's buildings and residences.

As for mobility, the most important action (although certainly not the only one) was the implementation of the Green Zone project that began in the month of May. This project was a global parking regulation strategy for reducing the use of private vehicles within the city. Even though it is premature to talk about definitive results and conclusions, the Green Zone represents an improvement both in terms of parking possibilities for residents of the regulated zones and in terms of reduced traffic congestion through better roadway order and discipline.

In 2005, we continued working along fixed strategic lines, with priority given to roadway safety, the promotion and improvement of quality public transportation, the fomenting of more sustainable modes of mobility (pedestrian, bicycle), and the hierarchical ordering of the transit network. We incorporated new traffic management and information measures into the basic network as well as pacification measures into the secondary network. We also gave special attention to the management of urban freight distribution, the progress of the Parking Plan and, as a parallel task of participation, our collaboration with the Pact for Mobility, which was focused on the elaboration of the future Urban Mobility Plan for Barcelona.

I invite you to review the following pages, which give testimony to the fact that 2005 was an intense year of activity for the Sector. Finally, I cannot close this overview without referring to the Carmel accident and thanking the security forces and municipal services that were involved during those difficult days. The attention received by the affected families and the professional dedication and effort displayed by all of you in the face of this crisis were exemplary.

**Jordi Hereu,**Council President of the Security and Mobility Comission

# Security and Mobility Sector 2005

DIRECTOR OF SECURITY AND MOBILITY Mr. Joan Albert Dalmau i Balaguer

CHIEF OF CITY POLICE
Mr. Francesc Xavier Vilaró Camps

 $2^{\mbox{\tiny ND}}$  Chief of City Police and Chief of the Area Division Mr. Evelio Vázquez Sánchez

CHIEF OF THE NOCTURNAL DIVISION Mr. José Manuel Díaz i Díaz

CHIEF OF THE DIVISION FOR COORDINATION Mr. Juan José Vilanova i Juanola

CHIEF OF THE SECURITY DIVISION

Mr. Jesús Hernando i Maldonado

CHIEF OF THE TRAFFIC DIVISION Mr. Diego Rodríguez i Borrega

DIRECTOR OF THE PREVENTION, EXTINCTION AND FIRE AND RESCUE SERVICES

Mr. Antonio Pallarés i Sánchez

CHIEF OF THE CIVIL PROTECTION AND PREVENTION DIVISION Mr. Jesús Martínez i Viejo

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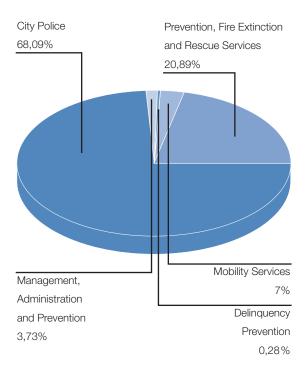
DIRECTOR OF EXTERNAL RELATIONS AND QUALITY Mrs. Loreto Rubio

DIRECTOR OF PREVENTION SERVICES Mr. Josep M. Lahosa i Cañellas

DIRECTOR OF MOBILITY SERVICES Mr. Àngel López i Rodriguez

DIRECTOR OF ECONOMIC MANAGEMENT AND RESOURCE CONTROL SERVICES
Mr. Mariano Fuertes i Garcia

### Organization chart of Security and Mobility Sector



Organization Chart of Mobility and Security Security	ctor 2005
Management, Administration and Prevention	40
Mobility Services	48
Prevention, Fire Extinction and Rescue Services	735
Operation Intervention Personnel	669
Personnel with Technical and Management	
Responsabilities	66
City Police	2,598
Police Force 1st Activity	2,269
Police Force 2nd Activity	191
2nd Police Force outside of the City Police	55
Non Police Force	82
Total	3,421

	Personnel	C	Goods and Services		Bank		Investments		Total	
	Costs	%	Purchasing	%	Transfers	%		%		%
Management, Administration										
and Prevention	2,058,547.24	1.40	2,773,709.77	14.32	1,543,780.73	78.59	124,417.39	2.19	6,500,455.13	3.73
Prevention of Delinquency	185,133.27	0.13	176,104.00	0.91	131,740.00	6.77			492,977.27	0.29
Mobility Service	2,207,317.69	1.50	8,367,322.40	43.16	112,000.00	5.70	1,508,079.52	26.53	12,194,719.61	7.00
Prevention Services,										
Firefighting and Rescue	33,030,340.57	22.44	2,516,344.36	12.98	86,356.00	4.40	775,089.82	13.64	36,408,130.75	20.89
Barcelona City Police	109,725,343.46	74.54	5,554,982.98	28.65	90,540.00	4.61	3,276,406.91	57.64	118,647,273.35	68.09
	147,206,682.23	100.00	19,388,463.51	100.00	1,964,416.73	100.00	5,683,993.64	100.00	174,243,556.11	100.00

# Management of Economic and Resource Control Services

In 2005, the mayor's office decided to approve the new organizational structure for the Management of Economic and Resource Control Services, which is part of the Safety and Mobility Sector. This organism will encompass and support the General Services of the Barcelona City Police and the other services that already exist in the government building on Carles Pi i Sunyer Square. This action was taken in response to the need for centralizing techno-structural functions that, until recently, had not been coordinated. Now all of these functions will be integrated in order to provide a more global service for the Safety and Mobility Sector.

The new organizational scheme allows for a single service and resource structure by creating the following departments:

Department of Economic Administration and Contracting:

- Budget management.
- Contracting.

Department of Human Resources:

- Administration of personnel.
- Professional development.

Department of Infrastructure and Logistics:

- Infrastructure.
- Logistics: purchasing, distribution and management.
- Computers: Computer systems and projects.
- Telecommunications with IMI.

Head of Labor Relations.

The Department of Administration, Personnel and Training of SPEIS is also functionally connected to the new Management structure. However, it will maintain its autonomy provisionally until it can be definitively integrated into the current organizational structure.

Management of Economic and Resource Control Services of the Safety and Mobility Sector

Department of Administration, Personnel and Training of SPEIS

Head of Labor relations

Department of Economic Administration and Contracting

Department of Human resources

Department of Infrastruccctures and Logistics

Management of Economic and Resource Control Services of the Safety and Mobility Sector

Department of Administration, Personnel and Training of SPEIS

Head of Labor Relations

Department of Economic

Administration and Contracting

Departament of Human Resources

Department of Infrastructures and Logistics

# **Mobility Services Management**

## **Operations Department**

The mission of the Operations Department is to manage transit regulation services, to study the adequacy and correctness of signage in public thoroughfares and to order and distribute roadway space.

# Data / Indicators

### Command Journal

The Command Journal is a tool used by Mobility Services Management to facilitate their organizational efforts. It is a monthly document that includes various data related to transit that are important to have during the decision-making process. These data pertain to the following topics:

- Opinion data.
- Transit variables.
- Public transportation passengers.
- Parking.
- Human resources: personnel.
- Budget for ordinary expenses.
- Regulation equipment: traffic light breakdowns.

### Basic Mobility Data for Barcelona

This is an information guide for internal use that is published annually. It covers issues related to mobility in Barcelona. The objectives of this document are to provide basic elements that answer questions posed by citizens and to serve as a consultation tool for seeking any kind of information related to mobility and transit. This document contains the following sections:

- City.
- Vehicles.
- Mobility.

- Public transportation.
- · Transit indicators.
- Roadway safety.

### **Actions in Favor of Sustainable Mobility**

In the city of Barcelona, overall mobility increases every year and, despite everything, sustainable mobility continues to be the objective. This is achieved by increasing the use of alternative means of transportation instead of private transportation. In 2005, the total number of trips increased 1.23% over 2004 levels. This increase, however, was broken down in the following manner: 2.18% more trips on public transportation, 0.55% more trips by foot or bicycle, and only 0.88% more trips in private vehicle.

### **Pedestrians**

In order to improve the relationship between pedestrians and the city, various activities were continued. The following 2005 projects and studies deserve mention:

- Study on perception of roadway signage by children in Barcelona.
- Sheet with technical characteristics of informative signage for pedestrians.
- Executive project and execution of informative signage for pedestrians in the Sarrià-Sant Gervasi district.
- Executive project on informative signage for pedestrians from Trinitat Vella.
- Signage proposal for the project aimed at making the Rambla a calmer area.
- Designer of a new signal with pylons for restricting access.
- Various actions related to pedestrian crossways and general signage aimed at improving spaces for pedestrians.

At present, and according to data provided by the City Planning Department, there are 62.03 hectares of zones with priority given to pedestrians.

### Pacified Zones

2005 was the year of stabilization for implementing controlled access zones restricted by pylons. Therefore, no new installations occurred.

Evolution of controlled access zones restricted by pylons

Year	Controlled	Control	Entrance	Exit
	zones	points	control	control
			points	points
1998	6	33	n.a.	n.a.
1999	9	45	n.a.	n.a.
2000	10	51	n.a.	n.a.
2001	11	62	37	25
2002	14	66	40	26
2003	16	73	47	26
2004	18	77	49	28
2005	18	77	49	28

n.a.: not available.

## **Roadway Safety**

During 2005, the following points regarding roadway safety were worthy of note: the installation of new light signals (photovoltaic) near certain school areas; the completion of signage at so-called Risk Points; other actions oriented towards improving roadway safety.

### Safe Streets

During 2005, eight new light signals were installed with the following distribution in the city:

Center	Number of signals	District
CEIP Auró	1	Eixample
CEIP Diputació, 112	1	Eixample
CEIP Els Llorers	1	Eixample
CEIP Joan Miró	2	Eixample
CEIP Orlandai	2	Sarrià-Sant Gervasi
CEIP Ntra. Sra. De lo	s Ángeles 1	Sant Andreu

### **Other Actions**

Among the many measures taken in 2005 relating to roadway safety, the following items merit special mention:

- Placement of radar control signage at Avenida Diagonal and Avenida Meridiana city accesses.
- Study of speed limit signage in Montjuic Park.
- 6 studies on grooved shoulder band placement.
- 3 reports on badem implementation.
- 3 reports on traffic improvements by installing reflecting lane markers.
- 13 reports on intersections without traffic lights and how to improve roadway safety there.

## **Risk Points**

Within the Municipal Action Plan (PAM) there is a section detailing the annual economic resources dedicated to improving those points in the city that show a high accident rate over the course of a given year. This section is named the Risk Point Improvement Program, and in 2005, actions were taken to reduce accident rates in those places identified as risk points in 2004.

In 2005, actions were taken in a total of 72 risk points amounting to a total expenditure of 75,519.00  $\in$  .42 of these actions were carried out in risk points identified in 2004. A risk point was defined by any 15-meter zone in which a concentration of 10 or more accidents occurred over the course of one year.

The majority of actions were concentrated in the Eixample district, although other districts received attention as well.

### Actions

Number of points
5
55
2
3
3
1
0
1
0
1
72

The actions taken were quite varied, and more than one action was taken at the same risk point on a number of occasions. The breakdown of interventions was as follows:

Description of actions	Number of actions
Installation of safety elements	4
Intersection reordering	0
Vertical code signage	15
Vertical informative signage	0
Horizontal signage (painted)	30
Modification and programming of traffic light	timing 26
Finishing traffic light installations	11
Total actions	86

### **Bicycles**

# Evolution of the bike lane

Year	Km of lanes	Variation (%)
1990	7.30	
1991	7.30	0.00
1992	21.00	187.70
1993	21.00	0.00
1994	31.40	48.50
1995	57.70	83.80
1996	59.40	2.90
1997	72.20	21.50
1998	92.80	28.50
1999	108.60	17.00
2000	110.20	1.50
2001	116.10	5.40
2002	119.10	2.60
2003	121.70	2.20
2004	124.40	2.20
2005	127.50	3.10

During 2005, the following actions were taken:

- 37 requests by citizens and entities for new bicycle parking facilities in public thoroughfares were attended to.
- The pilot test begun in 2004 for promoting the bicycle as a viable public transit alternative was continued.
   Four new installations were made (22 total modules = 44 places)
- A new stretch of the green belt was added between Arquitecte Sert Street and Voluntaris Square.

 218 new parking places were added to public thoroughfares, 68 of which were in municipal parking areas.

### **Diverse Signage Actions Related to Bicycles**

- Design of the poster line for Bici Cívica (Civic Biking).
- Design of signs for Préstec de Bicicletes (Bike Loans)
- Execution of project for a new bike lane on Circumval·lació Way.

### **Scooters**

Evolution of parking spots for scooters

	1999	2000	2001	2002	2003	2004	2005
Spaces	6,640	8,540	10,138	12,317	13,171	17,759	37,162
New							

Spaces 3,250 1,950 1,548 2,179 854 4,588 19,403

Actions related to scooters in the city during 2005:

- Implementation of new scooter parking spaces on sidewalks, with the creation of corresponding signage developed in response to requests for better visibility and safety. A large number of these spaces were incorporated into the Green Zone project in Crowns I and II.
- Initiation of a pilot test for double detention lines for scooters.
- Incorporation of curb triangles in the signage and identification of scooter parking zones.
- Commencement of the pilot test for scooter parking signage on corner curbs next to containers in the Eixample district.

### **Public Transportation**

In 2005, 200 cases were opened in relation to public transportation, of which the following deserve special mention:

- 57 on discretional transportation
- 32 on regular intercity lines
- 32 on city buses
- 18 on sanitation transport

Similarly, reports were issued on 309 cases related to school transportation.

## Evolution of the bus lane

	1999	2000	2001	2002	2003	2004	2005
Km of lane	71.10	76.20	92.30	93.40	98.01	98011	01.03
Increase	3.90	5.10	16.10	1.10	4.60	0.00	3.02

# **Bus Stop Platforms**

Newly placed platforms	10 (49 modules)
Expanded platforms	20 (21 modules)
Platforms moved	5
Platforms removed definitively	7 (33 modules)
Stops with platforms (31/12/05)	190

Other signage actions related to public transportation are detailed below:

Installation of multiuse-bus lanes:

- Avenue Príncep d'Astúries
- Trafalgar Street

Installation of bus lane:

- Avenue Paral·lel, towards ocean (Nou de la Rambla Street-Carrera Street).
- Avenue Paral·lel, towards mountains (Drassanes Square-Ronda de Sant Pau).
- Avenue Meridiana (Fabra i Puig Street-Concepció Arenal Street and Sant Antoni Maria Claret Street –Mallorca Street).
- Avenue of Mare de Deu de Montserrat (Cartagena Street-Maragall Way), against traffic.
- Pelai Street (University Square-Balmes Street).
- Padilla Street (Rosselló Street-Ronda del Guinardó)
- Tetuan Square.
- Comte d'Urgell Street.
- Taulat Street (Llevant Square-Josep Pla Street).
- Change of signage in the bus lane on Colom Way and Isabel II Way with the objective of permitting the passing of taxis and buses in general.
- Signage for new bus stops and changes in bus stop locations.
- Execution of project for adapting signage of Sagrera shuttles for Metro Lines 1 and 5 in order to prepare for construction related to the High Velocity Train (new stops, itinerary, route directions, etc.).

New Taxi Stops

14CW Taxi Otops		
District	Stops	Spaces
Sarrià-Sant Gervasi	2	7
Sant Martí	4	25
Total	6	32

### **Parking**

During 2005, according to legal consultation, the following situations were reported on:

- 19 pre-projects for underground parking lots in public thoroughfares.
- 2 annual revisions of tariffs and taxes for municipal concession parking areas.
- Taxes for parking lots that do not apply the authorized maximum rate.

# Freight Distribution

During 2005, the entire scope of the Green Zone was expanded (with the motive of project application), and so was the typology of loading and unloading zones with time disks. This implied a total renovation of vertical signage and the repainting of horizontal signage in the zones that already existed. This produced a considerable increase in the number of new zones dedicated to loading and unloading.

Outside of the Green Zone project, steps were taken to improve signage, and studies were undertaken to determine the demand for new zones for loading and unloading.

In addition, new annual nighttime loading and unloading licenses were issued to establishments at Mercadona, on Sant Pere Abanto Street, and at Condis, on Aragó Street.

Public Loading and Unloading Zones

Ciutat Vella	3
Eixample	2
Sants-Montjuïc	4
Sarrià-Sant Gervasi	2
Gràcia	2
Horta-Guinardó	4
Nou Barris	3
Sant Andreu	4
Sant Martí	11
Total	35

Reserved parking for Consulates

Eixample	1
Sarrià-Sant Gervasi	2
Total	3

Reserved Parking for Official Organizations

Eixample	4
Total	4

Reserved Parking for Hotels

Eixample	1
Total	1

# Reserved Parking for the Disabled

In 2005, a total of 168 cases were processed in relation to reserved parking spaces for the disabled. The majority had been requested in a former report for new concessions of reserved parking.

## **Parking Passes for Disabled Persons**

During 2005, a total of 1,558 requests for parking passes by disabled persons were received.

Requests	1,558
Conceded	1,012
Denied	546

The number of passes conceded is broken down in the following table:

Driving owners	294
Non driving owners	717
Groups	1
Total	1,012

### Signs

During 2005, 445 requests to display disabled driver signs were processed.

### Signage

One of the most important developments of 2005 involving signage was the implementation of the **Crown I and II Green Zone Project**, which represented a important action in parking regulation throughout much of the city.

This project involved new signage, both vertical and horizontal, as well as a study on expanding the zones for scooters and freight loading and unloading. Studies were done on the distribution within the area of service lanes. In addition, a detailed revision of the project was produced, a follow up on the project's execution and demand was produced, and a control for improvements and repairs was implemented.

As such, it is worth mentioning the reduction of roads offering monthly, quarterly and weekly parking by putting all reduced width streets in the same category in accordance with the necessities of the different districts (Sants, Ciutat Vella, Les Corts, Sarrià-Sant Gervasi, Horta-Guinardó, Gràcia and Sant Martí).

It is also worth noting the study done on the Barceloneta neighborhood both in terms of the location of parking meters and the vertical signage (zone limit).

During 2005, the possibility of initiating the "Zone 30" project was studied:

- "Zone 30" project in the Ciutat Vella district.
- Design of "Zone 30" signage.

### **Code Signage**

Cases related to the definition, study, correction, or improvement of code signage for vehicles were broken down as follows:

- 553 actions with vertical signage.
- 245 actions with horizontal signage.

The ordering improvements for 2005 that are worth mentioning were done in the following places:

- Maresme Street.
- Buenos Aires Street.
- Joan de Borbó Comte de Barcelona Street.
- Aiguablava Way.
- John F. Kennedy Square.
- Amílcar Street.
- Arnau d'Oms Street.
- Voluntaris Square.
- Navas de Tolosa Street-Aragó Street.

- · Cerdà Square.
- Lluís Companys Way.

Projects and revision of projects related to total reordering:

- Signage project for change of direction (Avenue of Mare de Déu de Montserrat).
- Signage project for change of direction (Vinyals Street).
- Signage project for change of direction (Lope de Vega Street).
- Signage project for change of direction (Roman Macaya Street).
- Signage project for change of direction (Sant Josep de la Muntanya Street).
- Street reordering project for Badajoz Street (between Avenue Diagonal and Tanger Street).
- Signage project (Constitució Street and Badal Roundabout).
- Signage project (Floridablanca Street)
- Lateral signage project on the Coastal Beltway.
- Signage project in Can Dragó.
- Direction change study (Pujades Street).
- Signage project on the Rambla (due to the affects of repair work on metro station).
- Signage project (Avenue Roma).
- Revision of signage project (Ràfols Street Naranco de Bulnes Street).
- Signage project (Pedralbes Avenue).
- Study and subsequent improvement of signage near different municipal markets.
- Road segregation project for tram and pedestrians (Adolf Florensa Street).
- Revision and vertical signage in the area of Poblenou and the integration and signage of overall maintenance.
- Parabolic mirrors: 42 cases processes.

Restricted Parking.

 25 cases were reviewed for prohibited parking or standing zones.

Other code signage:

- Collaborations with the Construction Board, consulting and explaining the typology of signage used by Barcelona City Hall in order to grant the definitive permits for different construction work.
- Work orders.

### **Construction Signage**

- Revision of signage in the Sants area (Avenue of the Customs Free Zone, Foc Street, etc.).
- Control and requests for improvement of signage in different construction sites:
  - Plaza Lesseps.
- Gran Via de les Corts Catalanes.
- Avenida Rio de Janeiro.

- Calle Olesa.
- Rambla de Guipúscoa (carril bici y estacionamiento nocturno).

### Informative Signage

- 14 cases of private demands for informative signage for facilities (hotels, schools, restaurants, etc.).
- Specific improvements of informative signage.
- Demands for better visibility of signs and better location of signs.

During 2005, the following were worthy of note:

- Master plan for signage and orientation in the city of Barcelona.
- First phase of orientation signage project for the city of Barcelona.
- Project for informative signage at the Forum port (Sant Adrià del Besòs).
- Code signage project and informative project in the Forum zone in order to adapt the area to its current
- Informative signage study in the area of the CosmoCaixa.
- Signage project for a new commercial center in the Can Dragó area.
- Informative signage study and project for the prohibition of left hand turns between Avenue Diagonal -and Ciutat de Granada Street.
- Study for changing direction names on the beltways.

### **Street Name Plaques**

During 2005, different specific actions were taken to update and incorporate new plaques on Barcelona streets.

### **Other Actions**

- Information on signage in different city halls (Terrassa, Mataró, Sant Adrià de Besòs, etc).
- Consulting and information on signage engineering for the Proeixample and Pronoubarris district efforts during the urban project development stage.
- Attention and information via calls and letters to citizens' concerns about different issues (the meaning of code signage, informative signage, Green Zone signs, etc.).
- Reports requested by municipal groups (CIU, PP) or solicited for property claims.
- Organization and realization of the I Technical Conference on Urban Street Signage with a turnout of 80 persons.
- Organization, together with the Roadway Department of the Urban Services and Environment Sector, of an internal continued education course on horizontal and vertical signage.
- Coordination, together with the Regulation Service, of signage for new regulated intersections and modification of detention lines for improved traffic flows.

 Collaboration and attendance at Signage Work Group "GT 32" of the Catalan Government. This year, the *Urban Directional Signage* Manual was published thanks to our active participation in its development.

## **Traffic Regulation Service**

Through the use of urban traffic and beltway control centers, this service manages the exploitation of different traffic regulation and control facilities: traffic lights, TV cameras, traffic detectors, changeable signs, reversible lanes, pylons, fixed radars, photo fine systems, etc. This service is also responsible for traffic information systems such as the web site and changeable information panels.

The actions and projects completed by the Traffic Regulation Service during 2005 were the following:

- Installation of 7 radars in the following locations:
  - Exit from Vallvidrera Tunnels.
  - Avenue Diagonal to the city's entrance.
  - Avenue Meridiana to the city's entrance.
  - 4 locations within the Central Beltway tunnel, with 2 radars in each direction.
- Creation of information sheet pertaining to a new system of automatic fining via artificial vision.
- Design of technical conditions sheet for bicycle lane capacity (50). There are fifty measuring points and 10 pieces equipment in the city.
- Fire lanes: creation of green corridor projects in the Customs Free Zone, Diagonal-Llevant, the Upper Beltway, etc.
- Travel time systems on the Upper Beltway.
- Overall maintenance: follow up on overall maintenance project referring to the traffic light section therein.
- Traffic restriction project in the lane going up the Rambla in Barcelona.
- Multiuse lane on Trafalgar Street.
- Renovation of urban transit control distribution system (SDCTU).
- Renovation of Beltway traffic control system (SIGA).
- $\bullet$  New network communication hub for beltways.
- Change of universal remote stations (ERUs) on the beltways.
- Adjustments and studies for modifying traffic light times and phases at various intersections.

## **New Contracts**

This year, new contracts have been granted for:

- Maintenance, repair and modification work on traffic regulation equipment and systems.
- Maintenance and exploitation work on urban traffic control center.

# Consulting on External Traffic Regulation Projects

- Study on regulation of 27 intersections along the trajectory of the Trambesòs Tram.
- Avenue Diagonal Pere IV Street Lope de Vega Street
- Alfons el Magnànim Street (between Bernat Metge Street and Jaume Huguet Street).
- Vila i Vilà Street Puigxuriguer Street.
- Tucumàn Street Caracas Street.
- Europa Street Gandesa Street.
- Segura Street (Polvorí neighborhood).
- Santuaris Way Ceuta Street.
- Badajoz Street Tänger Street.
- Floridablanca Street (between Rocafort Street and Viladomat Street).
- Badajoz Street Sancho de Ávila Street.
- Tànger Street Àvila Street.
- Àvila Street Sancho de Ávila Street.
- Pallars Street Llacuna Street.
- Llacuna Street Pujades Street.
- Llacuna Street Llull Street.
- Llacuna Street Ramon Turró Street.
- Llacuna Street Doctor Trueta Street.
- Energia Street Foneria Street.
- Energia Street Mecànica Street.
- Energia Street Alts Forns Street.
- Cisell Street Estany Street.
- Alts Forns Street Estany Street.
- New pedestrian crossing on Gran de Gràcia Street.
- New facilities and remodeling work in the area of El Corte Inglés in the Nou Barris district.
- Portugal Street Berenguer de Palou Street.
- Onze de Setembre Street Santa Coloma Street.
- Escultor Ordoñez Street Deià Street.
- Bac de Roda Street Llull Street.
- Bac de Roda Street Pujades Street.
- Veneçuela Street Provençals Street.
- Pallars Street Alaba Street.
- Congost Bridge (Vallbona).
- Andreu Nin Street Rosselló i Porcel Street.
- Doctor Pi i Molist Street Orduña Street Nil Street.
- Valldaura Way Alsàcia Street.
- Cristóbal de Moura Street Agricultura Street.
- New pedestrian crossway on Rambla del Poblenou Avenue Litoral.

# Remodeling and Improvements to Traffic Light Installations

- Gran de Gràcia Street Sèneca Street.
- Gran Via de les Corts Catalanes Marina Street.
- Sant Joan Way Sant Antoni Maria Claret Street.
- General Mitre Beltway Doctor Fleming Street.
- Avenue Diagonal Llacuna Street.
- Avenue Paral·lel Lleida Street.
- Lima Street Ciutat d'Asunción Street.
- Catalunya Square Pelai Street.
- Mare de Déu de la Salut Street Larrard Street.
- Paseo de Gràcia Consell de Cent Street.

- Paseo de Gràcia Mallorca Street.
- Aragó Street Avenue Diagonal.
- Gran Via de les Corts Catalanes Casanova Street.
- Gran Via de les Corts Catalanes Muntaner Street.
- Gran Via de les Corts Catalanes Girona Street.
- Via Augusta Doctor Roux Street.
- Taquígraf Garriga Street Constança Street.
- Avenue Paral·lel Entença Street.
- Pau Vila Square.
- Sant Gervasi Way Jesús i Maria Street.
- Garcia Fària Way (between Selva de Mar Street and Lope de Vega Street)
- Taulat Street (between Selva de Mar Street and Lope de Vega Street)
- Ramon Turró Street (between Selva de Mar Street and Lope de Vega Street).
- Antonio López Square.
- Guinardó beltway Cartagena Street.
- Avenue Meridiana Avenue Rio de Janeiro.
- Fabra i Puig Way Irlanda Street.
- Pedestrian crossways on lateral lanes of Gran Via de les Corts Catalanes (Comte d'Urgell Street, Villarroel Street, Casanova Street, Balmes Street and Rambla de Catalunva).
- Provisional installations for detour due to construction on Gran Via de les Corts Catalanes (between Bilbao Street and Rambla de Prim; and the sidewalk of Cerdà Street.
- Detour at Sants Station.
- Change of direction on Espronceda Street.
- Maragall Way (various actions due to construction).
- Vinyals Street (from Guinardó Beltway to Mare de Déu de Montserrat Street).
- Detours of Customs Free Zone Drive (new installations and remodeling).
- Lesseps Square (various actions due to construction).
- Change of direction on Bonavista Street.
- Pallars Street Pamplona Street.
- Pallars Street Àvila Street.
- Badajoz Street Bolívia Street.
- Gran Via de les Corts Catalanes Prim Street.
- Gran Via de les Corts Catalanes Cantàbria Street.
- Gran Via de les Corts Catalanes Selva de Mar Street.
- Teodor Llorente Street Xiprer Street (change of direction).
- Pallars Street Almogàvers Street.
- Doctor Pi i Molist Street Nil Street (change of direction).
- Doctor Pi i Molist Street Orduña Street.
- Avenue República Argentina Craywinckel Street.
- Bac de Roda Street –Concili de Trento Street (school walk).
- Hondures Street Sagrera Street (school walk).
- Àlaba Street Ramon Turró Street (school walk).
- Amílcar Street Vilapicina Street.
- Avenue República Argentina Bolívar Street.
- Avenue Diagonal Cartellà Street.

### **Legal Consulting**

Traffic Violations That Can Result in Drivers License Suspension (2005)

### Cases Processed

Drunk driving	5,760
Reckless driving	3,341
Speeding	15,423
Total number	24,424

## Allegations

, o g a o o	
Dropped	1,391
Upheld	913
Driver data given	1,371
Total number	3,205

### Measures

Dropped	716
Upheld	15
Total number	731

### Total summons received

Total number	7,379

### Cases turned over to Transit Total number

0		

7,852

2005

### Overview of cases

Total number of cases where citations were issued	1,843
Cases that appeared in court	1,327

## **Historic Evolution of Cases in Legal** Consultation

### Number of cases

2002	2003	2004	2005
9,600	22,497	22,896	24,424

# Allegations, summons and attention to citizens'

#### requests 2002 2003 2004 Total number

of summons				
received	3,263	5,409	8,786	7,379
Allegations dropped	l 656	1,103	1,533	1,391
Allegations upheld	451	703	1,012	913
Measures dropped	508	876	1,285	716
Measures upheld	2	21	38	15

Citizens cited				
for appearance	1,223	1,845	2,017	1,843
Citizens who appe	ared692	972	1,693	1,327

## Transfer of cases to Transit for license suspension

	1999	2000	2001	2002	2003	2004	2005
Transferals	453	1,321	1,895	2,459	3,880	5,852	7,540

# **Department of Mobility Planning** and **Studies**

The basic activity of this department is the elaboration of studies, projects, reports and proposals prior to public thoroughfare improvement efforts. This group works in two areas: large-scale city issues and actions in the districts.

### **Large-Scale City Issues**

The most noteworthy actions taken during 2005 were the following:

- Initiation of publishing process for the city's Urban Mobility Plan (PMU), in conjunction with the Pact for Mobility. This project will be a strategic sustainable planning tool for mobility to compliment the Mobility Law.
- Actions concerning traffic light coordination with the new Trambesós and Trambaix tram lines with the objective of adjusting lights to the timing of the trams to improve their commercial speed. These actions included the elaboration of studies, material modification of traffic light regulators and implementation of specific traffic order measures such as the prohibition of certain turns.
- Revision of city intersections with traffic lights with the objective of adapting them to the demands and strategies defined by Transit Management.
- Definition and approval of the city's roadway hierarchy as well as its management criteria.
- Establishment of an analysis methodology for prioritizing multiuse lanes and creating an executive project for new implementation on Via Augusta.
- Mobility plan for improving accessibility to the stadium at the Futbol Club of Barcelona and reducing the impacts of stadium use on the surrounding area.
- Studies on school area mobility in the districts of Les Corts and Sarrià-Sant Gervasi with the objective of applying measures to improve roadway safety, pedestrian mobility, public transportation service, school transport service (buses) and the general traffic conditions in these zones. For example, measures have been taken in Can Caralleu at the Tàber and Costa i Llobera Schools.
- Mobility study on remodeling project for the Central Beltway between Escorial Street and Via Augusta.
- Creation of the strategic plan for scooters: analysis of current situation, proposals for improving their use in the city, measures for increasing roadway safety, and a practical guide for users.
- Opening of the Coastal Beltway to use by heavy vehicles between 23:00 and 06:00.
- Constitution of Technical Committee on Mobility and the Council on Mobility for the Custom Free Zone's Industrial Park to compliment the Law on Mobility.
- Extension of the testing of silent nighttime loading/unloading to new points around the city.
- Elaboration of model for the Mobility Plan for compa-

nies and collaboration with the Metropolitan Region Industrial Pact for creating design guides for accessing industrial parks.

### **Districts**

### Ciutat Vella

- Mobility Plan for the Raval neighborhood.
- Mobility Plan for the historic center neighborhood.
- Analysis and report on urbanization project for opening of Avenue Francesc Cambó.

### Eixample

- Analysis and report on urbanization project for Avenue Roma between Casanova Street and Comte d'Urgell Street.
- Report on urbanization project for the entertainment center area at Les Arenes.
- Report on the impact of the Corte Inglés on mobility in the area around Avenue Diagonal–Francesc Macià Square.
- Study on possible alternatives for improving the pedestrian connections on Avenue Gaudí.

### Sants-Montjuïc

- Project for traffic lights and report for remodeling project on Creu Coberta Street, between Plaça d'Espanya and Moianès Street.
- Project for traffic lights and Gavà Street, between Olzinelles Street and Moianès Street.
- Analysis and report on project at Cims de Montjuïc Way and the re-urbanization of Ibáñez Square.
- Analysis and report on the re-urbanization of the area surrounding the Catalan National Museum of Art (MNAC).
- Study on accessibility, traffic and parking for the reconstruction of Sants Station. Analysis and report on the urbanization project for the roof and annexed spaces at the railroad access in Sants Station.
- Study on traffic and accessibility of the marina area at the Customs Free Zone and its surroundings.
- Report on the re-urbanization of the C· section of the Customs Free Zone.
- Analysis of public transportation in the Customs Free Zone and improvement proposals.

## Les Corts

- Study and evaluation of urban projects:
  - Avenue of Pedralbes.
  - Avenue of Esplugues (between Gran Capità Street and Avenue Pearson).
  - Comandante Benítez Street (between Travessera de les Corts and Avenue of Madrid).
- Les Corts street (Between Joaquim Molins Street and Travessera de les Corts).
- Avenue of Sant Ramon Nonat (between the Collblanc Road and Cardenal Reig Street).
- Pintor Pahissa Street (between Riera Blanca and Arizala Street).
- Evarist Arnús Street (between Galileu Street and Vallespir Street).

- Study of traffic at the opening of Albert Bastardas Street with Avenue Diagonal in order to provide the city with a new exit towards the B-23.
- Mobility study of the Mercè neighborhood.
- Analysis of alternatives for the bus lane-VAO at the beginning of Avenue Diagonal coming from the B-23 into the city of Barcelona.

### Sarrià-Sant Gervasi

- Study and evaluation of urban projects:
  - Bosch i Gimpera Street (between Cardenal Vives i Tutó Street and Bisbe Català Street).
- Torrent de les Monges Park.
- Mobility study for Farró neighborhood and the triangle formed by Craywinckel Street, Avenue República Argentina and the Sant Gervasi Way.
- Signage for pedestrians in the historic section of Sarrià
- School walk in the proximity of the CEIP Orlandal school of Sarrià-Sant Gervasi and speed reduction measures on Anglí Street.

### Gracia

- Study and follow up on remodeling project for Lesseps Square.
- Study and follow up on remodeling project for Avenue of Hospital Militar.
- Study of the health complex around the Esteve Terrades Street (Quirón Clinic, Pere Virgili Health Park and the Delfos Medical Center).
- Follow up on the mobility study in the town of Gracia.
- Mobility study on the area surrounding Mare de Déu de la Salut Street.

### Horta-Guinardó

- Mobility study for the remodeling project of Maragall Square.
- Mobility study for the remodeling project of the area surrounding the Guinardó market, in addition to the opening of Teodor Llorente Street.
- Mobility study for the remodeling project of Avenue of Mare de Déu de Montserrat, between Maragall Way and Cartagena Street.
- Implementation of one-way traffic on Avenue of Mare de Déu de Montserrat from Maragall Way to Cartagena Street, with a bus lane in the opposite direction.

## Nou Barris

- Analysis and report on the widening project for sidewalks on Via Júlia.
- Analysis and report on the urbanization project for the UA21 in Roquetes.
- Mobility plan for Can Peguera.

### Sant Andreu

- Avenue Meridiana–Sagrera interchange: follow up on improvements.
- Sagrera plan: follow up on plan and participation in the definition of mobility.
- Analysis and report on informative study for the bus lane-VAO (Avenue Meridiana–C58).

- Action proposal in the area surrounding the Sant Andreu Arenal railroad station.
- Informational signage project for pedestrians in the historic section of Sant Andreu
- Analysis and report on remodeling project for the Bon Pastor neighborhood.

### Sant Martí

- Analysis and report for implementation project of the tram line on Gran Via de les Corts Catalanes.
- Remodeling project for Glòries Square: follow up and participation in the definition of mobility there.
- Remodeling work on Gran Via de les Corts Catalanes between Extremadura Street and the Rambla del Poblenou: follow up and participation in the definition of mobility there.
- Analysis and report for land urbanization project and construction of an underground parking facility on Cantàbria Street, between Pont del Treball Street and Huelva Street.
- Analysis and report for land urbanization project for Bilbao Street, between Taulat Street and Avenue Litoral.
- Participation in the mobility committees for "22@", including analysis and report on urbanization projects.

### **Sustainable Mobility**

### Traffic Pacification Zones

- Inventory of traffic pacification activities by district.
- Catalog of formal solutions for implantation of "Zone 30".
- Access control by means of camera on the uphill lane of the Rambla.
- Delimiting of "Zone 30" in the Ciutat Vella district (the Raval, the Barrio Gòtic and Historic Center).

### Roadway safety

•Study for the modification and normalization of speed limits on the Upper Beltway.

### **Bicycles**

- Pilot test on bicycle registration during Sustainable Mobility Week.
- Bicycle Capacity Plan beginning with three pilot test points and now extending throughout the city in order to obtain a network for bicycle traffic in Barcelona.
- Pilot test for a bicycle parking platform on the sidewalk of Rambla de Catalunya – Rosselló Street.
- Extension of the bike lane network: Circumval·lació Way, Bosch i Gimpera Street, and different stretches of "22@".
- Extension of hours for bicycle use on the Metro (escalator use was permitted with bicycles, and two bicycles per platform were allowed).
- Collaboration in:
  - "Mou-te en bici" (Go by bike!), a campaign promoting bicycle mobility for students in the 2nd year of secondary school).
  - "A la feina i a l'associació, bicia't" (To the association and to work, bike it!), a campaign promoting urban cycling among the entities that signed Agenda 21.

### **Public Transportation**

Bus lanes implemented during 2005

bus laries implemented during 2005			
Street	Stretch		
Avenue Paral·lel	Nou de la Rambla Street-Carrera		
Street			
Avenue Paral·lel	Drassanes Square-Ronda		
	de Sant Pau		
Avenue Meridiana	Fabra i Puig Way-Concepció		
	Arenal Street		
	Sant Antoni Maria Claret Street-		
	Mallorca Street		
Comte d'Urgell Street	Ronda de Sant Pau-Gran Via		
	de les Corts Catalanes		
Mare de Déu			
de Montserrat Street	Cartagena Street-Maragall Way		
Padilla Street	Rosselló Street-Ronda del Guinardó		
Pelai Street	University Square-Balmes Street		
Taulat Way	Llevant Square-Josep Pla Street		
Avenue Príncep			
d'Astúries	Avenue of Mare de Déu de Gràcia-		
	Madrazo Street		
Trafalgar Street			
(multiuse-bus lane)	For the entire length		

### **International Projects**

Barcelona is part of the Polis and IMPACTS networks made up of European cities. These networks analyze all aspects related to mobility in urban zones and metropolitan areas. These networks facilitate the creation of synergies and analysis of common problems, and solutions are generated for aspects related to mobility in different cities thanks to the ability to share best practices already implemented around Europe.

In addition to these networks, Barcelona City Hall participates in other European projects, such as:

## **MIRACLES (CIVITAS)**

Barcelona City Hall participates in this project related to loading and unloading of freight (multiuse lanes and an exploitation aid system in loading and unloading zones) and the pacification of the Rambla.

Metropolitan Transportation of Barcelona also participates with natural gas buses, and the Metropolitan Transportation Authority helps by offering information to users. This project continued its development during 2005, and its forecasted finalization date is in March of 2006.

### **FIDEUS**

During 2005, a conference was held in Barcelona. This conference was attended by various freight sector operators that work actively in the city. Barcelona City Hall also participated, as well as FIDEUS members.

During 2005, 4 European projects were presented in Barcelona. Among these projects was SPICYCLES

(activities related to the bicycle), which will begin in 2006 and has received a positive response on behalf of the EU.

### **New Technologies Applied to Mobility**

- Creation of the project for the expansion of the communications network and the renovation of traffic regulation centers.
- Creation of the technical specifications for a new traffic light regulator.

### The Green Zone

Barcelona is a dynamic city and a large space for coexistence that supports over six million trips per day. The implementation of the Green Zone has involved fighting traffic congestion while trying to avoid any loss of economic dynamism or quality of life.

The Green Zone initiative was rolled out gradually. The system is divided into 18 zones: 7 first phases zones and 11 second phase zones.

On May 2, 2005, the system was implemented in the Ciutat Vella (except for the Barceloneta neighborhood) and the Eixample. These districts were divided into 7 new zones, and each resident was assigned a concrete zone according to his or her official place of residence.

During the fall, the second implementation phase was set in motion in the streets located below the Central Beltway (Ronda del Mig):

- October 3: zones 8, 9 and 10 (neighborhoods of Poble Sec, Barceloneta and Marina) as well as expansion of zone 1 (Passeig de Circumvalació)
- October 24: zones 11, 12 and 13 (neighborhoods of Sants and Les Corts)
- November 14: zones 14, 15, 16, 17 and 18 (neighborhoods of Sarrià-Sant Gervasi, Gràcia, Horta and Sant Martí) as well as expansion of zone 7 (below Plaça de les Glòries)

The green zone makes up part of a municipal policy for sustainable mobility based on:

- Road network improvement.
- Promotion and improvement of public transport.
- Coordination of the different modes of transport.
- Incorporation of new technologies for transit management.
- Information and communication with the citizens.
- Discipline to guarantee mobility and road safety.
- Improvement of parking, both on the street and in municipal parking lots.

The regulation of street parking has been used in nearly all of the big cities in Europe, with the goal of managing mobility. In this sense, the green zone has not been a question of regulating a particular space, as with the regulation of loading and unloading zones in 2001 or the adjus-

tment for the use of the chamfered corners or intersections with short-term parking in 2002. The primary objective of the creation of the green area has been to avoid congestion in the city, defining parking as an instrument that contributes decisively to the improvement of urban mobility. Barcelona Municipal Services (B:SM) has contributed to the success and to the execution of the project.

### **Objectives**

- To facilitate parking near home for residents.
- To improve organization of public spaces
- To reduce congestion.
- To obtain better quality of life: reducing smoke and noise.
- To diminish undisciplined parking behavior.
- To favor public transport.
- To discourage irregular practices, such as the sale of vehicles on public streets.
- To quicken the detection of abandoned automobiles in the street.



### The Green Zone, a Large-Scale Operation

During 2005, 36,670 parking places were regulated. The marking of the new places meant painting 233,00 km of streets.

The Green Zone, the new system of parking regulation, was conceived so that residents would have preference when parking their vehicles. In this way, local residents who use the parking places in the green zone pay 0,20 euros per day, 1 euro per week, over seven consecutive days counted from the first day they pay the parking meter.

In order to verify their condition as residents, it is necessary to be censed within the regulated zone and have a vehicle currently registered with Barcelona's mechanical traction vehicle tax, or have a leased or rented vehicle. Vehicle tags for local residents, in the two phases of implantation, are sent directly to the owners' homes free of charge.

Citizens received flyers, notices in their entryways, and posters announcing the project. In the flyers a map was included in order to define precisely the area where parking is permitted on the basis of residency.

Local residents received a 12-euro gift-card (equivalent to 12 weeks of paid parking) in order to become familiarized with the plan.

Personnel contracted by B:SM supervised the norms in the new parking zones, formulating fines for parking infractions in the regulated zones, Green Zones, Blue Zones, and loading and unloading zones.

### **Hours and Rates**

Barcelona's central zone suffers the most traffic pressure. Therefore, the parking rates are higher, and the parking schedules include Saturdays.

#### Rates

Resident Parking
0.20 euros / day
1 euro / week

Maximum length of parking: 7 days

### Mixed Character Parking Places

For residents: same as above

For non residents: Mixed zone A: 2.75 euros / hour

(max. time : 1 hour) Mixed zone B: 2.50 euros / hour

(max. time: 2 hours)

### Places in rotation (general zone)

Zone A: 2.25 euros / hour Zone B: 2 euros / hour

The Green Zone was implemented gradually during 2005. The first phase was applied on May  $2^{\text{nd}}$  in the Ciutat Vella districts -with the exception of Barceloneta-and in the Eixample. The second phase, began on October  $3^{\text{nd}}$ , affecting all of the districts of Barcelona either totally or partially, with the exception of Nou Barris and Sant Andreu.

## Signage, Surveillance, and Attention to Citizens

During 2005, the most important data on the Green Zones were those appearing below:

- Installed:
- 3,358 Green Zone signs.
- 1,083 Blue Zone signs.
- 1,175 loading and unloading signs.
- 2,800 parking meters.

- 270 parking meter attendants were employed (144 of which were contracted specifically for the Green Zone).
- 185,000 tags were distributed.
- 53, 235 solicitudes, consultations, and incidents were addressed (by telephone, e-mail or in person).
- 30,000 citizens were attended directly in the Green Zone office.

### Results and Appraisals of the Green Zone

### Benefits for residents

- Greater ease in parking near home.
  - Crown I: 97% of resident vehicles in green parking places occupied.
  - Crown II: 89% of resident vehicles in green parking places occupied.
- Greater availability of free parking places.
  - Crown I: 3 % of parking places free
  - Crown II: 24 % of parking places free

### Benefits for non-residents (Crown I)

- Long term parking (for work purposes): there is no more parking on the street.
- Short term parking (for shopping, leisure, errands, etc.): has increased 10% because there are more places available.

### Benefits in the Distribution of Merchandise (Crown I)

- Greater parking facility for commercial vehicles in loading and unloading zones:
- Before the implementation of the Green Zone (March 2005) there was an average of 0.72 unauthorized vehicles per intersection.
- After the implementation of the Green Zone (October 2005): the average was 0.32 unauthorized vehicles per intersection.

### Benefits for motorcycles and motorbikes

The increase in street parking places (5,815 new places) has caused a drop of 30% in unauthorized parking on the sidewalk.

# Benefits in the treatment of indiscipline (Data from Crown I)

 Indiscipline has diminished between 44% and 52% in the number of vehicles parked illegally on the street.
 These are the lowest levels ever recorded in Barcelona.

### Evolution of indiscipline in parking

Marc	ch- April M	ay -June 2004 S	September	% of difference
	2005		October	(SeptOct. 05 /
F	Previous		-2005	March-April 05)
to gre	en zone			
Streets	0.73	0.39	0.41	- 44%
Corners	4	2.05	1.94	- 52%
Basic net	work 1.5	0.96	0.79	- 47%

### Benefits in Traffic (Data from Crown I)

• Decrease of 5% of traffic: 37,000 fewer vehicles.

 44,000 persons stopped using cars and began using other means of transport to travel to the center of town, the decrease was detected at rush hour, given that it was shown that trips from home to work in private vehicle were reduced.

The decrease in traffic especially affected back and forth transit (the movement of vehicles circling while looking for a place to park) and transit to destination (vehicles traveling to Crown I to park).

### Municipal Public Parking (B:SM) (Data from Crown I)

• In 2005, and after the implantation of the Green Zone, daily subscriptions (long term) rose from 0.97 subscriptions for very 100 parking places (May-October 2004) to 4.74 new subscriptions (May-October 2005). The number of people who parked automobiles off the street during the whole day, on the other hand, did not undergo a significant variation in complete subscriptions, and there was no decrease in resident vehicles in the municipal parking lots. In 2005, the average length of parking time for rotation vehicles increased by 11.7%.

### A More Orderly Public Space

The implementation of the Green Zone translated quickly to improvements in the public space.

- The number of vehicles abandoned in the street decreased. Between May and October of 2005, an average of 170 vehicles per month were removed in Crown I. The previous year, over the same period of time, an average of 230 vehicles per month were removed. The difference compared to 2004 is that the abandoned cars were detected quickly and were on the street for an average of nine days. Before the opening of the Green Zone, the protocol for car removal took an average of a month and half.
- Elimination from the streets of cars destined for buving and selling.
- Reduction of motorbikes parked on the sidewalks.
- · Reduction of double-parking.

## Less Noise

 After the opening of the Green Zone, there was a noise reduction of between 1.7 dBA and 5.1 dBA in the majority of the tests effected.

# The Pact for Mobility

The Pact for Mobility was signed in 1998 by Barcelona City Hall along with over 40 entities, social associations, citizens' associations and different experts with the goal of working together to achieve a sustainable mobility plan for the city of Barcelona. In 2005, the number of entities involved had risen to 59.

The participatory dynamic of the Pact is evident in the number of work meetings, bilateral meetings, plenary sessions and informative sessions as well as an external project promotion and a cycle of conferences. In 2005, over 40 work meetings and bilateral meetings were held.

Work Meetings  Date	Work Group	Topics Discussed
	-	
February 17, 2005	Meeting with the Spanish Association of Private Freight Transport Companies and Large-Scale Users of Public Services (TRANSPRIME), Catalan Association	Logistics of night transport to the Port of Barcelona
	of Transport and Freight Companies (ACET), the Barcelona Chamber of Commerce and the port	
March 4, 2005	operators.  Meeting with the Royal Automobile Club of Catalunya (RACC) and the Barcelona City Police.	Traffic accident program.
March 10, 2005	Meeting with RACC, Royal Motor Club, Derby and Defense of Scooters.	Preparation of a workshop on scooters for the PREVENTIA conference stand.
March 11, 2005	Meeting with the Director of the national Roadway safety Observatory and the RACC	
March 31, 2005	Meeting with TRANSPRIME, ACET, the Barcelona Chamber of Commerce and port operators.	Logistics of night transport to the Port of Barcelona.
April 22, 2005	Meeting with RACC and Prevention of Traffic (P(A)T).	Preparation of the Roadway Safety Forum.
May 10, 2005	, ,	
Ividy 10, 2005	Meeting with the Catalan Federation of Passenger Transport Companies (FECAV) and the Catalan	<ul> <li>Proposals for mobility in the area surrounding the Sant Andreu-Arenal station.</li> </ul>
	Association of Discretional Transport Companies (AUDICA).	Bus/VAO lane: on Avenida Diagonal between
		the B-23 and the beginning of Albert Bastardas (Gran Via North).
		Blue Zone project for buses.
		Bus station scenario for 2010.
		Bus parking near the Sagrada Familia.
May 26, 2005	Work meeting with Friends of Bicycles, Bicycle Club	Proposal for incorporating bicycles on Gran
	of Catalunya (BACC) and Urban Projects.	Via North.
June 13, 2005	Meeting with the Spanish Association of Commercial	Project MIRACLES.
luno 20, 2005	Coding (AECOC) and different transportation groups.	Parking policing
June 20, 2005	Meeting with the Messenger Companies Guild, Messengers Unions and Spanish Association	Parking policies.
June 22, 2005	of Messenger Companies.	Pondway dissipling—sofaty
Julie 22, 2003	Meeting with the Barcelona Roadway Safety Forum.	<ul><li>Roadway discipline=safety.</li><li>Roadway indiscipline and human behavior:</li></ul>
		management challenges and opportunities.
July 1, 2005	Meeting with the Garages Guild and the Saba company.	Parking lot plan.
July 12, 2005	Meeting with the Bicycle Salesmen's Guild.	Bicycle registration project.
July 28, 2005	Meeting with all bicycle associations and sector shops.	Bicycle registration project.
September 8, 2005	Visit to IDIADA in Vendrell.	Roadway safety issues.
September 14, 2005	Meeting with the BACC and Environmental Education.	• 2005-2006 program: "To the association and
0 1 1 00 0005		to work, take the bike".
September 23, 2005	Meeting with the Confederation of small and medium	PIMEC headquarters presentation to green area guild members.
	companies of Catalunya (PIMEC)-Commerce groups.  Meeting with Deloitte.	area guild members.
September 26, 2005	First European Open Forum FIDEUS-IMPACTS	<ul><li>Strategic Plan for Bicycles.</li><li>Experience of the city of Barcelona in</li></ul>
October 14, 2005	in Barcelona.	managing urban freight distribution and
	III Dalcelona.	expectations of FIDEUS project.
October 21, 2005	Meeting with the Messenger Company Guild	Incidents and follow up for Green Zones.
0.11.00	and the Messenger Union.	
October 26, 2005	Meeting with the bicycle work group.	Strategic Plan for Bicycles.
November 7, 2005	Meeting with the Council of Commercial Guilds, Services and Tourism and B:SM.	Mediation in the signing of the agreement.
November 11, 2005	Meeting with the Barcelona City Police, the National Police and the Provincial Police.	Bicycle registration project.
November 11, 2005	Meeting with the Vehicle Venders Guild.	Ordinance for sales in public thoroughfares.
November 16, 2005	Meeting with ProEixample.	Bicycle lane on Comte Borrell, between
N	AA R SI SI II AL R LA LES CO	Avenida Roma and Rosselló.
November 17, 2005	Meeting with the National Association of the	<ul> <li>Agreement concerning scooter accidents.</li> </ul>
14040111001 17, 2000	Two-Wheel-Vehicle Sector (ANESDOR).	

Work Meetings	(continuation)
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November 21, 2005	GT Meeting with the Civic Commission on Pedestrians	Strategic Plan for Bicycles.
	and Bicycles.	<ul> <li>Presentation of the bicycle lane</li> </ul>
		on Comte Borrell.
November 21, 2005	Meeting with the RACC	Revision of conference cycle.
		<ul> <li>New project for 2006.</li> </ul>
November 21, 2005	Meeting with the District of Gràcia, representatives	<ul> <li>Barcelona experiences with bicycle issues.</li> </ul>
	of the Sevilla City Hall, Barcelona Urban Ecology and the	
	Secretary of the Civic Commission on Pedestrians	
	and Bicycles.	
November 24, 2005	Meeting with PIMEC- Commerce groups and B:SM.	• Preparation of Agreement on Green Zones.
November 24, 2005	Meeting with the members of the Committee for the	• Deliberation on proposals for Committee for
	Pact for Mobility Awards.	the Pact for Mobility Awards.
November 25, 2005	Meeting with Applus.	<ul> <li>Signing of the agreement.</li> </ul>
November 25, 2005	Meeting with the Barcelona Municipal Institute	• Preparation of the next "Go by Bike" course.
	of Education (IMEB).	
November 29, 2005	Reunion with "Barcelona Walks".	Proposal for collaboration on quality study
		of the environment for pedestrians.
December 13, 2005	Reunion with PIMEC-Commerce groups and B:SM.	Mediation in signing of agreement.

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Dilotorol	Maatinga	(continuation)	
DIIAIEIAI	Meenings	(COULINIALIOIN	

Bilateral Meetings		Bilateral Mee
January 12, 2005	Meeting with Catalan Cycling	June 6, 2005
	Federation (Eco-bicycle project).	
January 13, 2005	Meeting with Garages Guild	
	(parking lot policies).	June 7, 2005
January 14, 2005	Meeting with P(A)T	
	(Roadway Safety Policies).	June 23, 2005
January 28, 2005	Meeting with Commerce Guild	
	Council, Barcelona Services and	
	Tourism (policies for loading	July 21, 2005
	and unloading freight).	•
February 17, 2005	Meeting with the Association for	September 5, 2
, ,	the Promotion of Public Transport	, ,
	(PTP). PMU work method and	September 9, 2
	mobility in industrial parks.	
February 24, 2005	Meeting with AUDICA (policies of	
	discretional transport services).	September 16,
March 4, 2005	Meeting with BarnaCentre	Coptombol 10,
11101011 1, 2000	(BarnaCentre surveys).	
April 7, 2005	Meeting with BarnaCentre	
, qs , 2000	(green zone and merchants).	
April 14, 2005	Meeting with Garages Guild	September 27,
, qo, 2000	(parking lot policies).	30pt0111001 21 ,
April 15, 2005	Meeting with AUDICA	
, qs. 11 (10) 2000	(school bus routes).	
April 28, 2005	Meeting with Provincial	September 28,
7 (5111 20, 2000	Transportation Guild (machinery	Coptorribor 20,
	and operations).	September 30,
May 2, 2005	Meeting with Merchants Guild	ooptorribor oo,
Way 2, 2000	Council, Services and Tourism.	
May 6, 2005	Meeting with Barcelona Associated	October 5, 200
Iviay 0, 2000	Transport Companies (ASTAC).	October 5, 200
May 13, 2005	Meeting with STOP Accidents.	
May 19, 2005	Meeting with the Barcelona	October 17, 20
Iviay 19, 2005	Chamber of Commerce	October 17, 20
		October 19, 00
May 00, 000F	(urban freight transport)	October 18, 20
May 20, 2005	Meeting with Metropolitan Taxi	
	Institute (IMT) (measures for	
I 0. 0005	facilitating taxi service in the city).	0-1-1-00-00
June 3, 2005	Meeting with the Garages Guild	October 20, 20
	(parking lot policies).	

June 6, 2005	Meeting with the Merchants Guild
	Council, Barcelona Services and
	Tourism (loading and unloading)
June 7, 2005	Meeting with Applus (follow up on
	study on scooter accident rates)
June 23, 2005	Meeting with the Federation of
	Barcelona Neighborhood
	Associations (parking policies).
July 21, 2005	Meeting with IDIADA
	(project study on scooters).
September 5, 2005	Meeting with ACET and Green
	Zones (freight transport)
September 9, 2005	Meeting with AUDICA (school bus
	stops in bus lanes and parking in
	tourist zones).
September 16, 2005	Meeting with the Garages Guild
	(monitoring garage entrances;
	special attention points and green
	zone follow up).
	Effects on the sector.
September 27, 2005	Meeting with Merchants Guild
	Council, Services and Tourism
	(preparation of green zone
	agreement).
September 28, 2005	Meeting with Automobile Repair
	Shop Guild (green zone follow up).
September 30, 2005	Meeting of the presidents of all
	guilds in PIMEC- Commerce Groups
	(green zone follow up).
October 5, 2005	Meeting with Merchants Guild
	Council, Services and Tourism
	(green zone follow up).
October 17, 2005	Meeting at the headquarters
	of FECAV.
October 18, 2005	Meeting with the Barcelona Institute
	of Regional and Metropolitan
	Studies. (study on the perception
	of the green zones).
October 20, 2005	Meeting at the headquarters of
	TRANSCALIT.

Bilateral Meetings (continuation)		
October 25, 2005	Meeting with the Merchants Guild	
	Council, Services and Tourism.	
October 26, 2005	Meeting with P(A)T.	
October 26, 2005	Meeting with ASTAC.	
October 28, 2005	Meeting with the RACC	
	(strategic plan for scooters).	
November 8, 2005	Meeting with the Barcelona Institute	
	of Regional and Metropolitan	
	Studies.	
November 10, 2005	Meeting with the Barcelona	
	Chamber of Commerce.	
November 11, 2005	Meeting with Vehicle Salesmen Guild.	
November 21, 2005	Meeting with the BACC.	
November 21, 2005	Meeting with the RACC.	
November 29, 2005	Meeting with "Barcelona Walks"	

(study on the quality of the environment for pedestrians).

# **Cycle of Conferences**

In 2005, the III cycle of conferences was held on "Mobility in Large Metropolitan Regions". This year's two fundamental objectives were the following:

- Become familiar with other European regions like Lyon, Brussels and Cologne in order to study the reality of the Barcelona region from the perspective of its different territories.
- Promote debate on the possible applicable measures in favor of the Barcelona Pact for Mobility, and improve public opinion in general.

March 15, 2005	nces on "Mobility in Large Metropolitan Regions Metropolitan Region Model	Lyon region: Mr. Jacques Legaignoux, coordinator of the new PDU.
		<ul> <li>Brussels region: Mr. Thierry Duquenne,</li> </ul>
		assistant director of journey policies.
		<ul> <li>Cologne region: Mrs. Bàrbara Mönlendick,</li> </ul>
		director of city projects.
April 4, 2005	Mobility in the Baix Llobregat region.	<ul> <li>El Prat de Llobregat: Mr. Antonio Pedrero,</li> </ul>
		Councilman in charge of Safety, Mobility and
		Transportation.
		<ul> <li>Gavà: Mrs. Bruguers Jardí, Councilwoman</li> </ul>
		in charge of the Environment and Transport.
		<ul> <li>Viladecans: Mr. David Massana, president</li> </ul>
		of the Area of Environment and Public Spaces.
May 2, 2005	Mobility in the Maresme and Barcelonès regions.	<ul> <li>Badalona: Mr. Eduard Tortajada, first</li> </ul>
		lieutenant to the Mayor.
		<ul> <li>Mataró: Mr. Joan Miró, Chief of the Mobility</li> </ul>
		Service.
		<ul> <li>Maresme: Mr. Albert Gallés, Councilman</li> </ul>
		of the Maresme Region.
June 13, 2005	Mobility in Vallès	<ul> <li>Terrassa: Mrs. Maria Costa, lieutenant</li> </ul>
		mayor-councilwoman on Regional Actions
		and Urban Services for Terrassa City Hall.
		<ul> <li>Sabadell: Mr. Juan Carlos Sánchez, lieutenan</li> </ul>
		mayor of Urban Planning, Housing and
		Environment for Sabadell City Hall.
		<ul> <li>Granollers: Mr. Josep Mayoral, Mayor</li> </ul>
		of Granollers and president of the AMTU.
October 3, 2005	Mobility of freight and industrial parks.	<ul> <li>Mr. Adolf Romagosa, Barcelona Port</li> </ul>
		Authority.
		<ul> <li>Mr. Ramon Molist, Barcelona Custom Free</li> </ul>
		Zone Consortium.
		<ul> <li>Mr. Manel Colomé; Catalan Association</li> </ul>
		of Freight Transport Companies.
November 21, 2005	Mobility in the Barcelona metropolitan area.	<ul> <li>Mr. Àngel López, Barcelona City Hall.</li> </ul>
		<ul> <li>Mr. Miquel A. Dombriz, Catalunya National</li> </ul>
		Goverment.
		<ul> <li>Mr. Marc Antoni García, Metropolitan</li> </ul>
		Transport Authority.
		<ul> <li>Mr. Jordi Hereu, Barcelona City Hall.</li> </ul>

Plenary and Informative Sessions

April 6, 2005	Plenary Session of the Civic Commission for	<ul> <li>Information on Plan for Bicycle Capacity</li> </ul>
	Pedestrians and the Bicycle	. Information on Bicycle Week
June 30, 2005	Extraordinary Plenary Session of the Pact for Mobility	<ul> <li>Report on management of Pact for Mobility.</li> </ul>
		Report on basic data on Mobility.
July 14, 2005	Informative Session for Horta drivers.	Summer construction 2005.
		<ul> <li>Visit to Horta drivers of TMB.</li> </ul>
September 8, 2005	Plenary Session of the Civic Commission for Pedestrians	s • Information on pilot testing for marking
	and the Bicycle	and registering bicycles.
		<ul> <li>Information and gathering of proposals for</li> </ul>
		the new bicycle guide.
		<ul> <li>Current situation of the Strategic Plan</li> </ul>
		for Bicycles.
		Graphic Material from TMB concerning
		bicycles on the metro.
December 15, 2005	Plenary Session of the Pact for Mobility (Palau de Mar)	Management report on Pact for Mobility.
		<ul> <li>Presentation of strategic orientation</li> </ul>
		of the Urban Mobility Plan for Barcelona.

## **V** Annual Pact for Mobility Award

Once again, the Barcelona Pact for Mobility Award was given as a result of participation, open attitudes and dialog on the part of different entities taking part in the management of mobility in the city.

The Pact for Mobility Award is a distinct honor and public recognition of initiatives, works and project trajectories that favor sustainable mobility.

The award committee - on November 29, 2005-(formed by Stop Accidents; Astac Condal; Conseils of Trade, Services and Tourism; and BACC) decided to give the award to the parking project realized on Calle Taulat s/n, at the intersection with Calle Sant Ramon de Penyafort, by the company Regesa Aparcaments, SA.

The granting of the award was based upon the following criteria:

- The entrepreneurial character of the initiative despite its foreseen time limitations.
- The high level of receptivity demonstrated to new management needs, where parking facilities were combined with specific services for trucks and campers, such as a park&ride and the establishment of overnight services for campers.

The award was given within the framework of the Pact for Mobility Plenary Session on December 15, 2005 in Palau de Mar.

### **Work Group Meetings**

With the objective of revitalizing the joint effort on confronting the Pact's sector issues as well as undertaking the process of writing the Barcelona Pact for Mobility, eight new work groups were proposed to discuss the 17 topics contained in the Plan.

The first work group sessions took place at the World

Trade Center on April 13, 2005.

March 30, 2005	Meeting of GT-3	
	<ul> <li>Mobility of pedestrians and bicycles.</li> </ul>	
May 24, 2005	Meeting of GT-1	
	• Policies for travel, management and	
	observation of mobility.	
July 7, 2005	Meeting of GT-3	
	<ul> <li>Mobility of pedestrians and bicycles.</li> </ul>	
July 13, 2005	Meeting of GT-8	
	<ul> <li>Urban freight distribution.</li> </ul>	
July 18, 2005	Meeting of GT-2	
	<ul> <li>Safety and roadway discipline.</li> </ul>	
July 19, 2005	Meeting of GT-5	
	<ul> <li>Sustainable urban development</li> </ul>	
	and the environment.	
July 19, 2005	Meeting of GT-4	
	<ul> <li>Mass transit and the taxi.</li> </ul>	
July 20, 2005	Meeting of GT-7	
	<ul> <li>Parking policies.</li> </ul>	
July 20, 2005	Meeting of GT-6	
	<ul> <li>Private vehicles, the car and</li> </ul>	
	the scooter.	
November 23, 2005	Meeting of GT-2	
	<ul> <li>Safety and roadway discipline.</li> </ul>	
November 23, 2005	Meeting of GT-4	
	Mass transit and the taxi.	
November 23, 2005	Meeting of GT-5	
	<ul> <li>Sustainable urban development</li> </ul>	
	and the environment.	
November 23, 2005	Meeting of GT-6	
	<ul> <li>Private vehicles, the car and</li> </ul>	
	the scooter.	
November 24, 2005	Meeting of GT-1	
	<ul> <li>Policies for travel, management</li> </ul>	
	and observation of mobility.	
November 24, 2005	Meeting of GT-3	
	<ul> <li>Mobility of pedestrians and bicycles.</li> </ul>	

### Calendar for work group meetings (continuation)

November 24, 2005	Mee	eting of GT-7	
	• Pa	arking policies.	
November 24, 2005	Mee	eting of GT–8	
	• Ur	ban freight distribution	

# External Exposure of the Pact for Mobility, 2005

In 2005, the Pact for Mobility projected its experiences through 18 different diffusion points at the national and international level. Below is a list of these points:

February February	Project NICHES in Brussels.  Management systems for urban transit	
February	Management systems for urban transit	
	Management systems for urban trans	
	in Madrid.	
February	Management and financing of metros	
	and trams Madrid.	
February	Management systems for urban transit	
	in Madrid.	
March	IMPACTS Conference Europe	
	in Amsterdam.	
March	Technical conference on metropolitan	
	mobility in Oviedo.	
April	Conference on traffic accidents	
	in Zaragoza.	
April	Conference on urban transit	
	engineering Seville.	
May	Conference on "Mobility, congestion	
	and regional planning" in the County	
	Seat of Baix Llobregat.	
June	First Congress on "Traffic accidents	
	and justice. Present and future"	
	in Aranjuez.	
June	Velo-City 2005 in Dublin.	
June	IMPACTS Europe Conference in Paris.	
June	IMPACTS Intercontinental Conference	
	in Seattle.	
October	Conference on intelligent transportation	
	systems in Madrid.	
October	Traffic 2005 in Madrid.	
October	Superior Traffic Council Plenary Session	
	in Madrid.	
November	POLIS Conference in Paris.	
November	International gathering in Lyon	
	(Auto Park).	

# Meetings for Sustainable Mobility and Safety Week

Sustainable Mobility and Safety Week was organized for the week of September 26 through October 2, 2005. The calendar of meetings held in conjunction of this initiative was as follows:

April 29, 2005	Meeting of the Institutional Committee
	for Sustainable Mobility and Safety
	Week.
May 19, 2005	Meeting with PTP and Workers
	Commissions (CCOO).

May 27, 2005	Meeting with PTP and CCOO.
July 15, 2005	Meeting with PTP.
July 22, 2005	Meeting with the RACC.

# Participation of Pact for Mobility entities in Sustainable Mobility and Safety Week

For yet another year, this week was characterized by the desire to improve sustainable mobility and make the public aware of the advantages of using public transportation and other alternative methods.

Some of the activities organized during this week included:

- Awarding of the IV Photo Contest Prize. The theme was "At the foot of my city" (organized by "Barcelona Walks").
- Presentation of Mobility Week in Nou Barris, with a talk titled "History of public transportation in Nou Barris" (organized by PTP).
- Exposition titled "New parking lots in Nou Barris" (organized by ProNouBarris and PTP).
- Course on transport types (organized by PTP).
- Cultural and fitness stroll through the city (organized by Barcelona Walks).
- Activity for giving prizes to cars using safety belts correctly throughout the city (organized by PAT).
- Sustainable Mobility Party in Nou Barris. Expositions: "Bike it. Grab the healthiest bike" and "New parking lots in Nou Barris" (organized by the BACC and ProNouBarris, SA).
- Discover the impact of your trip: bicycle loops, reduced mobility circuits ... (organized by Barcelona Walks, BACC, Messengers Union, friends of the Bicycle, Bike it!, Biciclot, Bicisport, Ciclosport Mota, Nou Barris Athletic Club, Ecologists in Action, ECOM-Grodema Federation, Cyclist Groups from Guineueta-Porta and La Masia de la Guineueta).
- Stroll titled "Details of the Eixample" (organized by Barcelona Walks).
- Inaugural itinerary of Bicibarris through historic and cultural points around the city.

## **Bicycle Week**

Bicycle Week took place between June 6th and 12th of 2005. The following meetings were held in preparation for this event:

April 14, 2005	Meeting of Civic Commission	<ul> <li>Preparation and follow up on</li> </ul>
	on Pedestrians and Bicycles.	Bicycle Week.
		Budget.
May 3, 2005	Meeting of Civic Commission	<ul> <li>Preparation and follow up on</li> </ul>
	on Pedestrians and Bicycles.	Bicycle Week.
		<ul> <li>Revision of program.</li> </ul>

# New Incorporations to the Pact for Mobility

- Barcelona Institute for Regional and Metropolitan Studies (IEMB).
- Official College of Commercial Agents of Barcelona (COAVB).

# Department of Studies and Roadway Safety

During 2005, there was a rededication to pushing the Municipal Roadway Safety Plan for 2006-2007. The objective was to reduce the accident rate on Barcelona's urban thoroughfares. Improving roadway safety is confronted in an interdisciplinary fashion, drawing from all of the different related areas: research, communication, education, discipline and infrastructures. The activities carried out in 2005 affected drivers of vehicles, other roadway users and the roadways themselves.

## **Accident Studies and Data Analysis**

The objective of these studies is to obtain the most precise knowledge possible concerning the causes of accidents and the circumstances that provoke them in order to adopt the most accurate course of action. Mobility Services Management, the Barcelona City Police and the Public Health Agency work together on the elaboration of reports and global studies on accidents in Barcelona, taking into consideration various parameters. Just as in previous years, reports and summary files were made concerning the basic indicators for accidents and health. The City Police has an accident information program that it uses as a basic work tool for analyzing and evaluating accident rates in the city.

In December, a technical conference was held for representatives of over one hundred police forces from all over of Spain. During the conference, a Barcelona City Police information program on accidents was presented and later placed at the disposal of all those attending.

During 2005, the Police also collaborated with the Catalan Transit Service, exchanging information, data and statistics.

## **Barcelona Accident Investigation**

In 2005, a framework agreement was signed with Applus to create a project called Barcelona Accident Investigation (BIA). A permanent accident investigation team will work on this project. The team will be made up of researchers from the Applus+ program associated with the Polytechnic University of Catalunya. They will do this in collaboration with a first-rate city hospital, the City Police, the Mobility and Safety Sector, Mobility Services Management and the Public Health Agency.

# Improving Accident Victim Care and First Aid Practices

The Department of Studies and Roadway Safety worked hard to improve the coordination between the 061, 092 and 112 emergency numbers as well as the efficient organization of the joint planning group for the City Police and the National Police.

Other Department tasks during 2005 included perfecting the system of assistance to families of accident victims as well as increasing the collaboration between different entities so as to guarantee the necessary support for people after they have been involved in a traffic accident.

The Department worked with the Mobility Pact in hopes of procuring more efficient coordination and maintaining the efficiency of the police and health systems in terms of aid and rescue.

# Plan for Improving Accident Concentration Points

By looking at statistical data on accidents, certain road network points in the city can be detected as places with abnormally high accident rates. These statistics can help to analyze both the accident type as well as the causes. In function of the data produced, measures are designed and executed to improve road safety in those specific zones. These measures can include improvements in horizontal and vertical signage, installing new traffic lights, placing flexible reflecting markers, reordering crossways, modifying turning patterns and lane use, etc.

The criterion used for determining an accident concentration zone involves a minimum of 10 accidents within a distance of 15 meters.

In 2005, 50 improvement measures were undertaken in 42 concrete points around the city. Many of these points

were located on roads such as Avenida Diagonal, Paseo de Gracia or Gran Via de les Corts Catalanes

From the analyses generated at these points, results from 28 risk points in the city where improvements were made where then evaluated. The results obtained showed a 10.4% descent in the number of accidents at the 28 points analyzed. Of special interest were the cases of the Gran Via-Aribau zone, where accidents decreased from 12 to only 4, and the Gran Via-Sardenya zone, where levels dropped from 15 to 7.

### **Roadway Discipline Activities**

The City Police gives special attention to detecting infractions that produce unsafe traffic conditions and, therefore, a higher number of dangerous and high-risk situations where accidents can occur. Among the activities carried out in 2005, the following are especially worthy of mention:

### **Alcohol Testing**

The City Police carried out alcohol testing and control point observation at all hours of the day, seven days a week. This preventative measure was reinforced during weekends.

### Alcohol Tests

	2004	2005	% of variation
Alcohol tests	43,826	46,215	5
Positive	8,094	8,756	8
Detentions for dr	unk		
driving	1,044	1,040	0

### **Avoiding dangerous Conduct**

The Department pays special attention to avoiding those situations and/or infractions that generate risk for drivers themselves as well as the other citizens. The main dangerous conduct sanctions given out in 2005 are broken down in the following table.

## Dangerous conduct sanctions

Dangerous conduct	Quantity
Speeding	349,978
Not respecting red lights	58,291
Driving while talking on the mobile phone	28,718
Not wearing a seatbelt while driving	8,246
Driving on the sidewalk (motorcycles)	7,999
Not wearing a helmet	5,420

### **Installation of New Radars**

In the summer of 2005, new fixed radars were installed on the city's access roads (Avenida Diagonal, Avenida Meridiana, Via Augusta) and on the Central Beltway in order to control speeding and contribute to improved roadway safety.

### **Increase in Number of School Paths**

During 2005, work continued for increasing the number of educational centers with school paths. At present, there are 40 schools in the city that have this type of path. In 2005, all requests for improvements related to school paths were honored, since the cases of school paths represent a permanent work effort.

## **Analysis of Scholastic Mobility**

In 2005, work began on the development of studies on scholastic mobility. This task was done in collaboration with various districts and schools, taking into consideration all of the agents involved. The methodology consisted of identifying zones with a high concentration of schools and producing a mobility study for the entire environment. Currently, work is proceeding in different areas where a good number of centers are located, such as Can Caralleu (in Sarrià-Sant Gervasi), and the area near Thau-Saint Peter's School (in Les Corts).

We collaborated with the IMEB and the Barcelona City Government in a work conference on school paths. We were also a part of the work group on Mobility within the project framework of IMEB Educators in the city.

During Sustainable Mobility Week, we collaborated with the IMEB in an activity called, "We make a Difference in the Street", where more than 500 students from Barcelona schools participated.

# Roadway Education and Actions for High-Risk Groups

### **Children and Young People**

Road safety is one of the most important activities in terms of prevention that can be carried out at the city's schools. The City Police has a student program that celebrated its 50th anniversary last year.

During the 2004-2005 academic year, the City Police held road safety classes at 256 public and private schools, with the participation of over 39,000 children between the ages of 3 and 18. This program promoted activities to foment roadway education and safety.

### Signs and lights from the viewpoint of a child

In 2005, an audit-study was done by the University of Valencia's Traffic and Roadway Safety Institute (INTRAS) on the adaptation or non-adaptation of road signaling from the viewpoint of children. The objectives of the project were to identify the perception that children have concerning road signage, as well as knowledge and understanding of the latter. The study was based on surveys and interviews done with 408 primary school students (1st to 3rd grade) from 10 Barcelona Schools (one from each district). In the future, the results will be analyzed in order to apply necessary measures and define

actions that help to train and educate both children and the adults that teach them concerning road safety.

### Elderly citizens

As far as elderly citizens are concerned, it is worth mentioning the roadway education programs offered by the City Police in retirement homes around the city. The monitors worked to explain the primary reasons why people are hit by cars. These include crossing the street in unmarked zones, crossing while the "walk" light is red, and simply not paying attention.

### **Communication and Awareness**

During 2005, different actions were carried out in the areas of communication and awareness:

- Christmas Campaign about the Special Plan for Public Spaces.
- Publishing of materials for dissemination and providing information:
  - Folder with informative brochures (advice and recommendations on prevention and safety for commerce, on personal safety, on household protection, on vehicles, on bicycles and on fire prevention). In addition, inside the same collection there was a brochure on recommendations for pedestrians and the drivers of vehicles.
  - Publication of a specific guide on civic behavior and mobility.
  - Publication of a Barcelona street safety guide inside the Mobility Pact.
  - Republication of a guidebook titled "Ride well on your motorbike".
  - Publication of a brochure titled "BiciCívica", with information and advice on this mode of transportation (bicycles).

## XII Barcelona Roadway Safety Forum: Road Misconduct and Human Behavior; Management Challenges and Opportunities

The twelfth edition of the Barcelona Road safety Forum took place on June  $22^{\rm nd}$ , 2005 in a new venue, the *Sala Marquès de Comillas* in the Drassanes Reials (Royal Shipyards) of Barcelona.

The Forum focused on the description and analysis of misconduct and human behavior in terms of accidents. It was concluded that human factors account for between 70% and 90% of accidents but that redesigning risk points in the city's infrastructure would reduce the number of accidents significantly.

Below is a breakdown of the media coverage for the event:

 "Seven radars will be placed in Barcelona to control speeding during the month of July", newspaper Avui, 23/06/05.

- "Radar installation has avoided 215 accidents on the beltways during the past year", newspaper ABC, 23/06/05
- "Beltway radars avoided 116 accidents in the past year", newspaper La Vanguardia, Life in Barcelona section, 23/06/05.

The M. Àngels Jiménez Memorial Award, created at the twelfth edition in 2005, was awarded within the framework of the Barcelona Roadway Safety Forum. The prize recognizes the most important projects put into practice by local administrations in the area of roadway safety. The winners of the 2005 addition included the following:

- Constantino Lorenzo Morey: Study on urban accidents and intervention strategies in Palma de Mallorca.
- Alícia Rodríguez-Martos Dauer from the Barcelona Public Health Agency: Brief advice on reducing alcohol consumption and injuries resulting from alcohol-related accidents.
- Maximino Cid Ferro and Damian Nuñez Sánchez:
   "Give yourself a 0, participate!" a campaign aimed at promoting the use of designated drivers.
- Pep Basart from Radio Pineda: Radio program titled "Safe Mobility".
- Arturo Diaz Rivas: "The Swedish formula for reducing traffic related deaths" and five other articles published in the "España" section of the newspaper El País.

### **Other Activities**

# Improving the regulation and Safety of Parking Lots

In 2005, a proposal was raised to revise regulations on garages and parking lots in order to bring them up to date in terms of both safety and vehicle size.

In addition, there was much discussion on the creation of more new parking spaces in the public domain. Therefore, bidding was begun on a new municipal concession for 5000 off-the-road parking spaces.

### **Improving Vehicle Safety**

In 2005, the following proposals were presented with respect to this subject:

- Modification of the Roadway Safety Law (presentation to General Management of Traffic).
- Legal modifications to change conditions for obtaining motorcycle licenses if you are under 16.
- Legal modifications to change conditions for carrying passengers on motorcycles.
- Legal modifications to promote a plan for the renovation of a park for obsolete motorcycles and scooters
- A request to the Ministry of the Interior for the implementation of a Technical Inspection process for motorcycles.

# Increasing Safety in Professional Transport of Freight and Passengers

In 2005, accesses to industrial parks in the Customs Free Zone were improved, and a model for the Mobility Plan for Companies was elaborated. The objective of this plan is to promote this type of planning in the business environment.

Within the framework of the Metropolitan Region Industrial Pact that the department belongs to, design guidelines were made to govern access to industrial parks. These guidelines were applied to the Polinyà, Palau-Solità, Plegamans and Gran Via Sud-Pedrosa parks.

# **Prevention Service Management**

The objective of Prevention Service Management is to plan strategies and propose actions and interventions aimed at improving the city's overall sense of safety as well as preventing unsafe situations.

In this sense, an optimum understanding of reality is fundamental, with special emphasis placed on the relationship between this reality and the perception of different neighborhoods within the city. Studying the different aspects that affect this relationship has been one of Prevention Services Management's main challenges throughout 2005.

The lines of work shared by Prevention Service Management and the Technical Prevention Secretary were the following:

- Incorporating the presence of a new operator within the city, the Provincial Police Force, into the current understanding of reality.
- Fine tuning the various organizations for citizen coordination and participation.
- Developing investigative works concerning public space.
- Completing preliminary work aimed at permitting City Hall to develop a system of educational measures and/or measures that benefit the community.

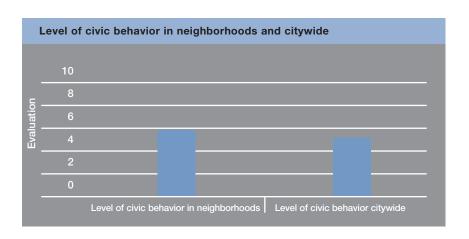
### **The Victimization Survey**

The Barcelona Victimization Survey was developed within the framework of a survey operation carried out by Catalunya Public Safety (promoted jointly by the Catalunya Department of the Interior, the Metropolitan Municipality Coalition and Barcelona City Hall). For the last 26 years, this survey has compiled data concerning the extent of victimization and delinquency suffered by Barcelona citizens as well as the prevailing opinions about safety.

The survey group consisted of 4,348 individuals, with a maximum error rate of 1.19%. (the margin of error was calculated by a signification level of 0.05- and for p=0.2 and q=0.8). Last year's novelty was to dedicate preferential attention to civic behavior as a factor that weighs in decisively on social perceptions of the situation in neighborhoods. The deterioration of public spaces and relations brought about by non-civic behavior directly affects the general quality of life as well as the citizens' perception of safety.

If civic behavior is a key factor in maintaining coexistence in public spaces, and non-civic behavior is an indicator of the perception of a lack of safety insomuch as it carries with it a deterioration of public spaces, then it is important to have an understanding of the citizens' evaluation of the level of civic behavior in the neighborhoods and in the city as a whole.

The completion of the evaluation of two of its main components: the cleaning of public spaces and the maintenance of urban furniture. This includes the shared responsibility of both citizens and the administration for their condition and upkeep, as well as the appropriate responses to acts of vandalism and defacement (more repair-minded than punitive). Public opinion helps us explain both the evolution and the projection of civic behavior as a value for coexistence in public spaces.



### Civic Behavior Evaluation

	Evaluation
Level of civic behavior in neighborhoods	6.14
Respect for urban furniture	5.39
Cleanliness of streets and squares	4.97

# Opinion concerning what City Hall's response should be in cases of non-civic behavior

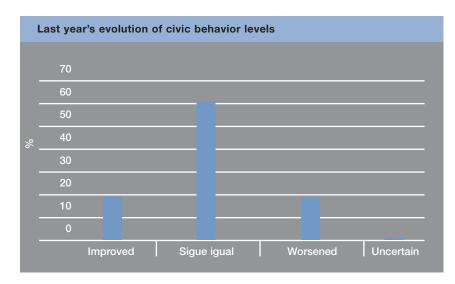
City Hall	Destruction of	Dirtying	
Intervention	urban furniture		
Should they intervene?			
Yes	96.15%	94.31%	
No	2.57%	3.55%	
Uncertain	1.28	2.15%	
Nature of intervention?			
Punished	18.14%	31.92%	
Work service benefiting	J		
community	79.32%	64.48%	
Uncertain	2.54%	3.60%	

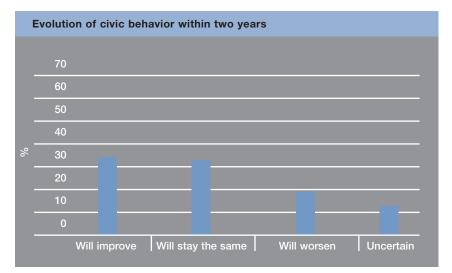
# The cooperation of districts in analyzing aspects of interest

• Throughout 2004, Prevention Services Management collaborated with the districts of Ciutat Vella, Sants-Montjuïc, Horta-Guinardó and Sant Andreu on the definition, assignment and financing of the following: Study on the use of public spaces by young people in Barceloneta; Methodological tools for evaluating the impact of insecurity and fear in public spaces; and Study of the neighborhoods of Poble Sec and Parc del Guinardó carried out by the University of Barcelona's Social Psychology Department; Support for program aimed at transforming cheap housing of Bon Pastor. During 2005, collaborations took place with the districts of Nou Barris, Sarrià Sant Gervasi and Horta-Guinardó as well.

In the case of Nou Barris, a diagnostic study was done on the north zone, concretely the neighborhoods of Vallbona, Torre Baró and Ciutat Meridiana. In Sarrià-Sant Gervasi, an analysis was done in relation to the different uses as well as the intensity of usage, especially during the summer months, of certain district streets and squares by young people and other groups.

The collaboration project with Horta-Guinardó was addressed at defining the technical design of the "Research project for analyzing the reality and current situation of different public spaces: an information gathering system", with the objective of observing, analyzing and contrasting the situation in five specific public spaces in the district. The hope was to consolidate the development of a useful tool for the systematic and diachronic gathering of qualitative and quantitative information about the situation and use of public spaces so as to allow for a better understanding of the realities involved and the facilitation of conflict prevention.





# **Agreements**

- Within the framework of the agreement that City Hall signed with the University of Barcelona, Prevention Services Management occupies two positions for developing a Social Psychology Practicum, one directed at the analysis and exploitation of the data base from the victimization survey and opinion poll concerning safety in Barcelona; the other oriented towards exploring observation tools and psychoenvironmental analysis of public spaces.
- Collaboration Agreement between the Urban Sociology Laboratory (LSU) of l'École Polytechnique Fédérale de Laussane and Barcelona City Hall on the framework of United Nations programs for Public Safety Policies. The LSU is developing an analysis of the safety policies currently in effect in certain cities and has used two cities in which there is a clear policy on safety and prevention as its examples. For northern cities, they have chosen Barcelona, and for southern cities, they have chosen Bogotà.

- In 2005, Barcelona City Hall continued participation in the collaboration agreement between the Justice Department of the Catalan Government, the Federation of Municipalities and the Catalan Association of Municipalities and Counties for meeting out community service (SBC) hours as judicial sentences or prejudicial mediation/reparation measures in the case of minors. Within this framework, the bases of collaboration were established with the General Subdirection of Open Medium and Alternative Penal Measures of the Justice Department's General Management of Resources and Penitentiary Regimes for collaboration in the completion of judicial sentences by adults through community service jobs (TBC).
- Collaboration agreement with the federation of Latin Entities (FEDELATINA) for the realization of communication workshops addressed at Secondary Education-level students who have learning difficulties.
- Collaboration agreement with Attention and Research for Socio-Addictions (AIS) for the development of information, orientation and support tasks for different professionals and technicians in the world of education as well as for regional services in terms of adolescents/youth and new socialization activities.

### **Gatherings and Conferences**

# Latin Youth: Public Space and Urban Culture

The presentation of the research results on Latin Youth: Public Space and Urban Culture during a seminar held on November 21 and 22 highlighted, once again, the need to develop analyses of new situations generated in cities. In this case, the participation of over 220 people in the seminar allowed for the city's different operators to share their views and describe the approaches that each had taken with regard to this issue.

## Safety and Prevention Councils for Districts

One of the objectives of Prevention Service Management was to promote a certain homogenization in the composition of the Safety and Prevention Councils for the districts along with the support of a law that contemplated the participation of different associations, entities and civic organizations. That's the PAM target.

In the month of November, a framework agreement was signed between the City Hall of Barcelona and the Catalunya Department of the Interior to promote coordination and collaboration in terms of public safety and the Police. The Autonomous Police Force, now finally in place, has incorporated the Safety and Prevention Councils through presence and representation in each district.

In 2005, a total of 11 Safety and Prevention Councils were held in the districts.

### **Police Coordination Roundtables**

Police Coordination Roundtables are safety workspaces for the districts that are presided over by councilwomen and councilmen or managers, providing an exchange of information and allowing for the definition of work and group operation strategies coordinated among the police forces and other public services. During 2005, 40 Police Coordination Roundtables were held.

### Interventions addressed at youth

# Pilot experience in communication workshops for youths in Nou Barris

The Federation of Latin Entities (FEDELATINA), through a collaboration agreement with Prevention Services Management, is running a communication workshop directed at Secondary Education Center students with learning difficulties. This workshop, with a capacity of 16 students, aims at promoting positive visualization for adolescents and young people in general since they are perceived as the generators of many conflicts.

### Circuit and Response Methodology for Intervention Demands by Educational Centers and the Educational Community

In 2005, modifications were made to the action circuit and protocol designed during 04-05 in order to adapt it to new competencies deriving from the introduction of the new Autonomous Police Force. The circuit's main objective is to create communication channels for the implication of different agents: i.e. the educational community and public services.

During 2005, a total of 56 requests were made by different public and private educational centers within the city.

See annex 1 (page 182).

# **Educational Interventions and Programs** for the Benefit of the Community

The city of Barcelona has distinguished itself for many years as a strong promoter of civic responsibility programs, conflict resolution systems and research on educational answers to delinquent or criminal behavior. Developing educational treatments that also benefit the community requires the consideration of each individual case and its particular circumstances. The community's participation in the management of the educational measure is an essential element that must carry with it the necessary shared responsibility for such cases.

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### Circuit and Methodology of Educational Interventions for Noncompliance to Municipal Ordinances

In agreement with municipal ordinances, this circuit permits the establishment of educational measures or measures that benefit the community as substitutes for monetary fines.

The objectives of this circuit are the following:

- To offer an alternative to economic sanctions in educational measures or measures that benefit the community in those situations where the perpetrator is a minor, except in cases of repeat offences.
- To prioritize those cases in which the perpetrator resides in Barcelona.

During 2005, a total of 398 hours of educational and community service measures have been completed, corresponding to a total of 25 cases.

See annex 2 (page 183).

### **Community Benefit Services**

Last year, in accordance with a collaboration agreement with the Justice Department of the Catalan Government for the execution of penal measures in the case of minors, 13 PBC (Community Service Punishment) and mediation/reparation cases were examined. A total of 160 community service and damage repair hours were rendered under the auspices of this initiative.

### **Best Practices**

This section will highlight a few projects and activities that are being developed by the Technical Prevention Secretary in different districts around the city that, by merit of their special characteristics, can be considered "best practices".

# Prevention Roundtable on Secondary Education in the Ciutat Vella.

This Roundtable is composed of the district's 15 public and private Secondary Education Centers as well as representatives of municipal services that have competencies in different educational areas (personnel services, Technical Prevention Secretary, security companies, etc.).

The most important objective is to carry out interventions, both preventative and palliative, from the position of interconnection in order to unite the commitment of all the involved members within the educational community to this task and discuss the relevant topics of interest in greater depth.

### Discussion Cycle on Prevention and Safety for the Elderly in Sarria-Sant Gervasi

This discussion cycle, directed at the elderly, consisted of 5 sessions that were lead by representatives of the Barcelona City Police and the Barcelona Fire Department. The objective of this cycle was to prevent and avoid dangerous or risky situations in the household as well as in public spaces.

The sessions consisted of practical indications on how to react in emergency situations as well as advice on every day habits that can help ensure a safer lifestyle.

### **Circuit on Street Activity Permits**

The public spaces of Horta Guinardó are frequently the site of anonymous street art manifestations (artistic graffiti) that are normally organized by the youth of that district.

The Technical Prevention Secretary has created an intervention strategy with a double objective:

- To spread awareness and information so that this group solicits the corresponding permit to hold these types of events.
- To attempt to promote community support and acceptance of this type of artistic expression and not "criminalize" it. These events should be considered opportunities for exhibiting youth culture.

## **Diffusion and Dissemination**

Disseminating preventive messages and criteria is one of the basic elements of any safety and prevention policy. For this reason, in 2005 a graphic design line was developed to identify and highlight these messages, material and publications.

- Paper. Publication of graphic material titled "Prevention Folder" consisting of 5 informational brochures covering the protection of households, vehicles, bicycle, businesses as well as personal safety (30,000 brochures and 5,000 folders were published).
- Exposition. Creation of informative/educational material to help explain prevention as the anticipation and minimization of dangerous situations. This material includes community measures, structures and elements as well as individual attitudes that can help preserve the integrity of people and their belongings. This material is designed for use in different spaces and contexts as a support for prevention-related events and programs at the city or regional level. It includes a graphic representation of the elements that the city brings to the everyday life of its citizens, be they children, adults or elderly people. It also highlights the individual attitudes and behaviors that contribute to improved city safety.

• Fire Prevention. Campaign launched together with the Barcelona Fire Department in order to promote a series of actions related to prevention. The series was addressed especially to citizens from Latin American backgrounds. The campaign, titled "Close the Door on Fire", contained information on the best ways to react in the case of fire and was disseminated specifically among immigrant groups by means of a variety of actions: dissemination of 8,000 brochures to consulates, associations and entities, articles on "Fire Workshops" sent to written press and designed for the population segment who have recently arrived to the city.

### **Participation**

Prevention Services Management participates in representation of the Barcelona City Hall in the following:

- The European Forum for Urban Safety, an organization in which more than 500 European cities are currently enrolled.
- Network 14 of the European program for cooperation with Latin America. In this network, we participate in an URB-AL project on local government initiative in articulating and facilitating the integration of participatory policies for city safety.

# Communication and Quality Department

The Safety and Mobility Sector's Department of Communication and Quality functions along action lines determined by different management structures and departments. The Department of Communication and Quality coordinates and normalizes information addressed to the citizenry regarding safety, mobility and prevention. It also designs the most appropriate support based on the desired objectives: i.e. campaigns, protocol functions, conferences, workshops, etc. It proposes the most appropriate communication products in order to ensure that messages arrive to the targeted public in a clear fashion. These products include publications, guides, posters, flyers, maps, press advertisements, radio spots, etc., and the utmost care is exercised in abiding by the norms governing the application of our corporate image.

One of the Department of Communication and Quality's primary objectives is to promote behavior characterized by coexistence and civic-mindedness among Barcelona's citizens with the respect to the Safety and Mobility Sector. It then reports results internally in order to implicate and motivate personnel throughout the Sector.

### **Publications**

# GuB Magazine

Internal communication tool addressed to the Barcelona City Police with the goal of improving the

self-esteem of this organization and providing it with new instruments for training and informing force personnel. This magazine is also available on the internet.

### Fahrenheit Magazine

Internal communication tool addressed to members of the Barcelona Fire Department with the goal of improving the self-esteem of this organization and providing it with new instruments for training and informing its personnel. This magazine is also available on the internet.

### 2004 Annual Report

Annual report on the structure and functioning of the Safety and Mobility Sector. Yearly balance of safety and mobility policy management developed and applied by the Sector.

### Roadway Safety in Barcelona

Collection piece from the Barcelona Pact for Mobility The actions and the way Barcelona City Hall works for urban roadway safety is a question that, beyond the media and social ramifications, directly affects the health, lifestyle and daily happiness of Barcelona's citizens.

### **Communication Campaigns**

# Green Zone Integral Parking Regulation

The Green Zone project is a mobility management tool that is part of Barcelona City Hall's global management strategy for promoting a more favorable and sustainable model of daily vehicle use. The Green Zone involves the regulation of open street parking in the city's downtown area in order to reduce congestion and facilitate parking for neighborhood residents.

The rollout of the Green Zone project began on May 2nd with the implementation of the first "crown" in the Ciutat Vella and Eixample areas. It ended on November 14th with the completion of the second "crown" on all streets located below the Central Beltway (Ronda del Mig).

Barcelona City Hall launched a large-scale campaign throughout 2005 to address residents of the areas affected by the project and the population in general about the ramifications of the Green Zone. This campaign was aimed at informing the public at strategic junctures during the Green Zone implementation process. The campaign was managed in collaboration with Barcelona Municipal Services (B:SM).

### Direct Information for Residents

- Posters and warnings on buildings informing residents about the initiation of horizontal signage efforts (parking space painting, in this case).
- Door-to-door mailing of resident stickers to those living in neighborhoods affected by the project, along with an informative flyer.

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- Mailing of informative flyer to all other residents.
- Door-to-door mailing of a map depicting the two new zones along with a pre-paid parking card with a value of 12 €.

#### General Information

- Communication with the municipal magazine Barcelona Informació.
- Barcelona City Hall web site www.bcn.es/area verda.
- "010" Telephone service.
- Green Zone Office (OAV), with all-day presence for citizens, managed by B:SM.

Communication Products for the First Crown of the Green Zone

Green Zone logo and sticker for all area residents

### Informative Flyer

- We have begun creating the Green Zone.
- Why are we making the Green Zone?
- How will parking be distributed?
- Green Zone implementation calendar.

### Communiqué

Mailing of sticker and map of the zone to all residents affected by the project.

### Banners

In all the city's major streets.

### Advertisements in the press

- El Periódico de Catalunya.
- El País.
- La Vanguardia.
- Avui.
- El Punt (Barcelona edition).
- 20 Minutos.

Communication Products for the Second Crown of the Green Zone

## Banners

Installed in all of the city's major streets.

# Warnings to affected residents

All residential buildings located within the project's implementation zone were given warning about the rollout and ramifications.

## Advertisements and blow-ins in the press

- El Periódico.
- La Vanguardia.

### Flyers for passenger cars

Information about the implementation of the Green Zone.

## Close the Door on Fire

The "Close the Door on Fire" campaign was launched during the Preventia Trade Show held during June of 2005.

In November, a pamphlet and poster were distributed with a series of recommendations on basic measures that can be taken in the case of a household fire. The information in the pamphlet was addressed to the general public but targeted, in particular, to those persons having recently arrived to our city from elsewhere who perhaps do not know of the services offered by our administration.

Poster

Pamphlet

### **Abandoned Cars**

#### I eaflet

Publication of leaflet titled "Avoiding this situation costs nothing". In this leaflet, Barcelona City Hall reports on measures that can be taken to dispose of a car properly rather than simply abandoning it in the street.

### Christmas 2005

During Christmas 2005, we participated in providing contents for the citywide Christmas campaign. From the Safety and Mobility Sector, recommendations were issued to citizens urging them to plan trips smartly and use public transport and parking accordingly. It also urged residents to try walking or riding a bike whenever possible during the holiday season. This campaign was announced through advertisements, commercials, radio spots and posters.

### Bicycle Week Celebration, June 6-12, 2005

### Banner

Collaboration in the campaign for publicizing the potential of the bicycle as a normal mean of transportation in the city and motivating citizens to make it happen, by bike

### **Institutional Acts**

## **Preventia Trade Show**

The Preventia Trade Show involved the collaboration between the Safety and Mobility Sector, the Barcelona Fire Department, The Barcelona City Police and Prevention Management. A didactic and informative stand was created for display in different spaces and contexts as a support tool for prevention acts and programs.

A prevention folder was published containing leaflets related to the following topics:

Folder
Bicycle leaflet
Commerce leaflet
Housing leaflet
Personal safety leaflet
Vehicle leaflet

# Preventia Stand Presence at the Mercè Feast Day Celebrations

During the Mercè feast day celebrations, the Preventia stand was installed on Passeig de Gràcia with the goal of publicizing the measures taken by City Hall to promote prevention and safety while enhancing the culture of prevention and safety among Barcelona's citizens.

# XII Barcelona Forum on Roadway Safety: Discipline = Safety

The eleventh edition of the Barcelona Forum on Roadway Safety was held on June 22<sup>nd</sup>, 2005 in the Marquès de Comillas exhibit hall in the Barcelona's historic Royal Shipyards (Drassanes). The 2005 edition was dedicated to describing and analyzing roadway misconduct and the effect of human behavior on traffic accident rates.

### Image

Discipline, civic behavior and coexistence are characteristics that improve the safety of our city.

# X Edition of the Barcelona Roadway Safety Prize in honor of M. Àngels Jiménez

On June 22<sup>nd</sup>, 2005, the following prizes were awarded within the framework of the XII Barcelona Forum on Roadway Safety:

In the category of "urban accident rate research", Constantino Lorenzo Morey was awarded a prize for his work titled "A study of urban accidents and intervention strategies in Palma de Mallorca".

In the category of "roadway safety experiences promoted at the local administration level", Maximino Cid and Damián Núñez, both local police officers from Ourense, were awarded prizes for their work titled, "Take a 0, participate!". This was a campaign directed at promoting the use of designated drivers.

In the category of "articles of opinion on roadway safety", Pep Basart, from Radio Pineda, was awarded a prize for his radio program called "Safe Mobility".

# Sustainable Mobility Week Celebrated

For the fifth year in a row, Barcelona, adhered to Europe's Sustainable and Safe Mobility Week which has been celebrated in European cities since 2001 and which, last year, was held between September 26th and October 2nd in Barcelona.

The novelties for the 2005 edition included:

 The Mobility Game. This game was conceived by Barcelona City Hall with the goal of familiarizing the population with the concept of sustainable mobility and sensitizing citizens to the importance of utilizing public transportation and other types of alternative

- transportation besides the private car. The game exemplified how these measures can reduce pollution levels and improve mobility in and around our city.
- Installation of a giant sneaker in University Square between September 26<sup>th</sup> and October 7<sup>th</sup>, the final day of the Mobility Game.
- "We all make a difference in the street". This was a
  joint activity undertaken by the cities of Barcelona,
  Tarragona, Lleida and Girona. In Barcelona, a section
  of Passeig de Gràcia was cordoned off (between
  Plaça Catalunya and Gran Via de les Corts
  Catalanes), and the students from different schools
  created colored messages and pictures on paper
  related to sustainable mobility.
- Pilot test on bicycle registration. From September 28<sup>th</sup> to October 2<sup>nd</sup>, 2005, a pilot test on bicycle testing was run within the framework of Sustainable and Safe Mobility Week. The test took place in Carles Pi i Sunyer Square, 8-10, with the goal of facilitating the recovery of bicycle in the case of theft.

The Catalan Government, TMB, TRAM, FGC, RENFE Local Trains, B:SM and the RACC all contributed to the success of the Mobility Game.

### Communication Products

### Banner

Installed in the main roads of the city's basic traffic network.

## Leaflet

Publication of a leaflet conveying the philosophy of Mobility Week, the agenda of activities and details on the Mobility Game.

### The Mobility Game

Game conceived by Barcelona City Hall to familiarize the population about the concept of sustainable mobility.

### Graphic Displays

Installed in the habitual circuit.

### Mobility Game Gift Bag

This bag was given as a souvenir to all participants in the Mobility Game.

### Giant Sneaker

A giant sneaker was exhibited on University Square between September  $26^{\text{th}}$  and October  $7^{\text{th}}$  to remind citizens of the celebration of Mobility Week during those dates.

### Advertisements in the press

- El Periódico de Catalunya.
- El País.
- La Vanguardia.
- Avui.
- El Punt (Barcelona edition).
- 20 Minutos.

### Leaflet on bicycle registration

Pilot test on registering bicycles to reduce the number of bike thefts.

### V Barcelona Pact For Mobility Prize

As was the case in 2004, the awarding of the V Pact for Mobility Prize coincided with the extraordinary plenary session of the Barcelona Pact for Mobility held in the Palau de Mar Auditorium on December 15th. The objective of this session was to present a report on the strategic orientation of the Barcelona Urban Mobility Plan to members of the Pact for Mobility. The session was attended by 95 people representing the different entities that constitute the Pact for Mobility. The prize was awarded at the Christmas dinner that took place within the framework of the plenary session.

### Prize

Awarding of the V Barcelona Pact for Mobility Prize to: Regesa, SA for its *park & ride* project on the Carrer del Taulat.

# 3rd Annual Barcelona Fire Department Prize For Short Narrative

### Poster

Awarding of the  $3^{rd}$  annual prize for short narratives about the world of firefighting.

### Press

The media is an important way of transmitting Safety and Mobility Sector activities to the city's residents. A continuous and fluid relationship with the printed press, radio and television allows us to inform citizens, raise consciousness about our policies, and promote open debate at the everyday level.

The initiative that attracted the most intense and continuous follow up by the media over the course of the year was, without a doubt, the green zone parking initiative and its gradual year-long implementation. In 2005, seven press conferences were held in relation to the dissemination of the green zone initiative along with various press releases, multimedia interviews and radio and television appearances by project officials.

Other topics that attracted the attention of the media and were related to the Safety and Mobility Sector were the state of emergency established in the wake of the Carmel crisis, and the roll out of the Autonomous Police Force (Mossos d'Esquadra) in the city of Barcelona, which required the establishment of a new model of coordination with the Barcelona City Police and a series of measures aimed at promoting and safeguarding civic behavior and coexistence in public spaces.

### **Principal Acts Realized During 2005**

### **January**

### Report for Christmas 2004 Campaign

The Safety and Mobility Sector issued a press release stating that the 2004 Christmas Campaign had achieved a 5% decrease in traffic around the city center during the holiday season. The press release also covered the actions taken by the Barcelona City Police in terms of roadway discipline and control of public spaces.

Report on traffic accidents in Barcelona during 2004 The data contained in this report confirmed the trend of decreasing traffic accidents in Barcelona, with the lowest accident rate registered in the last ten years. After doing an exhaustive analysis of the data, the city council explained the measures carried out by Barcelona City Hall within the framework of the Municipal Plan for Roadway Safety. The most noteworthy of these measures included improvements made at accident concentration points, City Police campaigns against traffic accidents, and the installation of fixed radars inside the city.

#### Carmel

Just after the cave in at Carmel and during the weeks that followed, Barcelona City Hall maintained a constant stream of information on the state of emergency and relief efforts by the Barcelona Fire Department and the City Police for those affected by the disaster.

### **February**

### Green Zone

Councilman, Jordi Hereu, and other officials from the Safety and Mobility Sector and B:SM gave a press conference in order to clarify the implementation of the new street parking regulation system. This press conference was held nearly three months before the launching of the initiative. Among the many questions addressed in reference to the green zone initiative, there was an attempt to inform specifically about the distribution of spaces in the first crown (Ciutat Vella and Eixample) and the detailed implementation calendar that would effect operative tasks involving signage, meter, and informational campaigns to promote participation and communication on the part of Barcelona's citizens. In addition, the new green zone office located on the ground floor of the Safety and Mobility headquarters was presented to the public.

# Project presentation for the new San Martí Regional Unit of the Barcelona City Police.

The new local police headquarters for the San Martí district will be located in a converted Oliva-Artés warehouse in Poble Nou. With this action, Barcelona City Hall will regain another building formerly pertaining to the industrial sector, transforming it for civic use. The new headquarters should be ready for use sometime during the course of 2006.

### March

### Visit by Joan Clos and Montserrat Tura to the Autonomous Police Commissary on Passeig d'Andreu Nin

The Mayor of Barcelona and the Minister of the Interior visited the facilities of the newly incorporated Autonomous Police Force (Mossos d'Esquadra) on Passeig d'Andreu Nin. The officials had also inspected the state of the Autonomous Police Commissaries in Barcelona seven months prior to the force's incorporation.

### Municipal Parking Program 2005-07

Jordi Hereu presented this program that involves the construction of over 30 municipal public parking facilities in all of the city's districts, with over 7,600 new spaces to be generated. Among the most notable facilities will be the parking lot in Gracia specifically designed for scooters and the bus parking facility in Gaudí Square.

### Green Zone

The installation of new parking meters was explained, and a new phase of the green zone communication campaign was launched. This new phase included a mailing to all citizens living in areas affected by the green zone initiative, explaining in detail the implementation and the functioning of the green zone.

## April

### Green Zone

Twelve days before the launching of the green zone system, a map showing the seven zones forming the first crown was distributed. This map was accompanied by details of necessary operative tasks for the success of the project as well as a communication campaign to all citizens. A report was then issued on all new sign and parking meter installations, and the number of people associated with the new green zone office was announced. Finally, P-Mes passes were presented for parking in parking lots.

### Retired City Police find horses new homes

In accordance with the protocol established for such cases, the Mounted Unit of the Barcelona City Police gave away retired horses Camperol, Clot, Espléndido I and Rayo to different private individuals based on conditions that ensure the continued adequate care for these animals. The four horses were retired from City Police service due to questions of age or physical condition, both of which impede the reliable fulfillment of specific duties to the Force.

Bids accepted for five new public parking facilities, presentation of the new contract for traffic lights, and purchase of new vehicles for the City Police During a press conference given by the Government Commission, the acceptance of bids for the construction of five new municipal parking facilities was

announced. This represented the addition of 1,100 new parking spaces. One of these – located in Gaudí Square – was to be reserved exclusively for tourist buses. In addition, a new 82.5 million euro contract was announced for the maintenance of traffic light and traffic regulation systems as well as the acquisition of 140 new vehicles for the Barcelona City Police.

# Presentation of the book titled: "Mobility and Civic Behavior. A Book for Barcelona's Children".

Television personalities from the "Lunnis" came as special guests of the ceremony, which saw the Saló de Cent filled with children from different city schools. The book was part of an educational project on roadway safety, in which more than 13,000 students took part. The project had the support of the European Union as part of the "2005 Year of the Book and Reading" program.

### VII Barcelona Firemen's Road Race

The seventh edition of the Barcelona Firemen's 10k Road Race was presented once again with the collaboration of Nike.

### May

#### Green Zone

On May 2, the press was invited to a designated point in the Eixample to view a demonstration on the way the new green zone parking system worked. Councilman, Jordi Hereu, addressed the media, communicating and explaining the incidents registered during the course of that morning. That afternoon as well as the following morning, a press release was issued with an evaluation of the new system.

On May 13, the councilman again appeared in a press conference to offer an evaluation of the initial results of the green zone. These results pointed to a greater availability of free parking spaces for residents living in neighborhoods where the project had been introduced. In fact, the majority of these spaces were also shown to be occupied by residents.

### June

Simulation of multiple car accident in Badal tunnel During a simulation one Sunday morning, safety measures and emergency protocols were tested for the eventuality of a multiple accident in one of the area's tunnels. This spectacular mobilization of personnel and equipment involved the Barcelona Fire Department, the City Police, the 061 Service, Civil Protection and other municipal services such as city maintenance and cleaning. In addition, a large number of people volunteered to play the roles of the victims. Before the drill began, the media received a briefing on the security features in the Badal tunnel.

### Presentation of the Prevention Dossier

The Prevention Dossier was presented in the March 2005 edition of the Preventia Trade Show. The Dossier

is made up of brochures and information sheets on prevention, personal safety, household and business protection, as well as advice on how to avoid auto theft and fires at home and elsewhere (including city tunnels and thoroughfares).

# Summer campaign for reducing noise and improving coexistence

Barcelona City Hall presented a series of measures to combat noise and disturbances during the summer months in order to guarantee coexistence in those public spaces that receive especially intense use during that time of the year. In terms of novelties, it is worth noting the implementation of a new inspection fines protocol for public gathering establishments. This protocol allowed for more immediate temporary closures of those establishments that provoked disturbances and infringed on public space rights and regulations. In addition, a new campaign was announced for controlling terraces and nighttime celebrations, and a number of campaigns were launched in relation to noise control measures for scooters.

### XII Barcelona Roadway Safety Forum

The theme of this year's Forum was "Roadway Discipline = Safety", and the invited guest speakers were charged with analyzing the effectiveness of discipline measures in reducing traffic accidents in urban environments. A study done by the Public Health Agency placed in evidence the effectiveness of the new Beltway radars for reducing accident rates.

"Nighttime celebration with precautions" campaign The materials of the communication campaign titled, "Nighttime celebrations with precautions", was disseminated in a joint action with the Catalan Government. The campaign's objective was to minimize the risks associated with handling fireworks and lighting bonfires during the nighttime celebration of the St. John's feast.

# Special municipal procedure for the St. John's feast celebration

The Safety and Mobility Sector and the Urban Services and Environment Sector provided information on the details of the specific operational measures taken to guarantee the cleanliness and the correct use of public spaces during the nighttime celebrations associated with the St. John's Feast. This effort was directed especially at the city's beaches.

### Green Zone

The map for the project's second crown was presented in a press conference along with the division of zones, the implementation calendar, the distribution of regulates spaces in the streets and the communication campaign that accompanied this second phase. Councilman, Jordi Hereu, gave an evaluation of the way the new system worked.

In addition, a collaboration agreement was finally signed with the Barcelona Commerce Foundation and the Barcelona Commercial Agents College.

### Plenary session of the Pact for Mobility

The plenary session of the Pact for Mobility was held in the City Hall's Saló de Cent. During this session, the series of indicators for mobility corresponding to 2004 were presented, showing an overall mobility increase of 2.5%. Public transportation showed the greatest increase, with 3.77%, while trips by foot rose 2.27% and trips by private transportation rose by 1.47%. Insofar as trips inside the city and its immediate surroundings were concerned, the growth levels for public transportation reached 4.61%.

# Constitution of the Mobility Council for the Customs Free Zone's Industrial Park

This new participatory organism is made up of representatives from Barcelona City Hall, the Customs Free Zone Consortium and Barcelona Metropolitan Transportation (TMB). The organism was created to promote actions and proposals that contribute to improving mobility in this 600-hectare industrial area. The creation of the Council represented a pioneer initiative in Catalunya. During the constitution ceremony, different projects were presented on issues related to mobility in this zone.

### July

New daytime support unit for the Barcelona City Police The new daytime support unit was initiated on July 1st, with the objective of reinforcing Barcelona City Police service during weekends and holidays. Councilman, Jordi Hereu and the Chief of the Barcelona City Police, Xavier Vilaró, greeted the agents joining the new unit.

### Presentation of new fixed radars

Councilman, Jordi Hereu, presented these new pieces of equipment installed at the city entrances of Avenue Diagonal, Via Augusta and Avenue Meridiana as well as the Central Beltway in order to control speeding and improve roadway safety. These radars use the same technology as the ones installed in 2003 on the Upper Beltway and the Coastal Beltway.

### Green Zone

A press release was issued to announce the distribution of identification stickers to residents of neighborhoods within the second crown, advising them about the beginning of the green zone project on October 3rd.

### September

# Sustainable and Safe Mobility Week

Representatives of the Catalan Government and Councilman, Jordi Hereu, called a press conference to announce the program of activities for Sustainable and Safe Mobility Week that took place this year between September 26th and October 2nd. In this information session held in the vestibule of the University Metro Station, officials spoke of the permanent measures, the different participatory and leisure activities (among which was the popular Mobility Game), as well as the different awareness campaigns undertaken by the administrations during that week. At the end of the press conference, the Councilman visited the giant sneaker installed in the middle of University Square.

## Presentation of the 2006 Action Plan for Barcelona Public Transportation and its Metropolitan Municipalities.

Councilman, Jordi Hereu, was present at this ceremony to announce the increased number of metropolitan buses (thanks to the creation of 27 new lines, the elongation of 23 lines, the increased frequency of trips on 35 lines and the acquisition of 171 new buses) as well as the 13% increase in the availability of Metro trains due to the activation of 32 new trains.

### Bicycle registration

Within the framework of Mobility Week, councilmen Jordi Hereu and Jordi Portabella presented Barcelona City Hall's new pilot program for bicycle registration to the press. The objective of the program was to deter bike robberies and facilitate subsequent detection and recovery efforts should the former occur. The presentation took place at the same tent installed at Carles Pi i Sunyer Square for the registration pilot program.

Presentation of the 2005 workday mobility survey
The study, elaborated by Barcelona City Hall and the
metropolitan Transportation Authority (ATM) manifests a
slowdown in the use of private transportation and an
increase in the use of metropolitan public
transportation. Overall, mobility increased by 8% in the
entire metropolitan region, with over 3 million trips
registered every day.

# Presentation of the City Police Force's new roadway discipline control vehicle.

University Square was once again the scene of a new vehicle demonstration. The new vehicle in question had been equipped with photographic cameras and a sophisticated software for license plate detection and follow up to control illegal parking that disturbs traffic flows or generates unsafe roadway conditions.

# Framework agreement between Barcelona City Hall and the Catalan Government for public and police safety.

Mayor, Joan Clos, and Minister of the Interior, Montserrat Tura, signed a framework agreement establishing the new coordination and collaboration between the Barcelona City Police and the Autonomous Police (Mossos d'Esquadra). Three other complimentary agreements were signed in relation to the following issues:

- joint command center and shared computer systems.
- development of training programs.
- adhesion of Barcelona City Hall to the "Rescat" emergency network.

# First national traffic accident victim rescue championship

16 teams of firemen from eleven autonomous communities competed in this championship held on Montjuïc. The teams demonstrated their capabilities in extracting victims from danger. Parallel to this event, a technical conference was organized to debate and exchange experiences in all areas related to accident rescues. The objective of this conference was to improve rescue techniques for victims of traffic accidents performed by firemen squads.

### Police operation for the Mercè Feast Days

A press release issued by the City Police, Autonomous Police and National Police, announced the joint coordination of operations during the Barcelona Feast Week of the Mercé. The objective of this effort was to reinforce the preventative surveillance service in various locations (among these was the Forum zone) in order to head off criminal acts or non-civic behavior.

### Operation return

A press conference announcement was made concerning the City Police's annual campaign during the month of September to maintain traffic fluidity and increase roadway safety at the end of summer vacation. In the same press conference, the City Police also gave an overview of implementation efforts for the second crown of the green zone parking initiative, as the project was due to go into effect just a few weeks later.

## Green Zone

Three days before the extension of the green zone into the second crown, an announcement was made about the different phases of implementation, the calendar for sending out identification stickers to residents, and the final distribution of spaces.

### October

# Green Zone

In a street ceremony, the press was informed about the initiation of the green zone's second crown on October 3rd, in complete accordance with the planned schedule. In the first phase, the system was extended to the neighborhoods of Poble Sec, Barceloneta and the Park neighborhood of Sant Martí. Three weeks later, a press release announced the next second crown implementation phase for the neighborhoods of Sants and Les Corts.

# New signage for pedestrians in the historic center of Sarrià

Councilmen Jordi Hereu and Katy Carreras-Moysi presented the new signs indicating the neighborhood's

most representative historic and cultural sites as well as the closest public transportation and public facilities. This signage also offered directional help for the school walk for the Orlandai School.

### Special program on public spaces

Barcelona City Hall launched a series of measures to combat non-civic behavior, deter irregular use of public spaces and improve the quality of street life. The program coordinated City Police actions, municipal social insertion services, and maintenance and cleaning services.

#### November

### Roll out of the Autonomous Police Force

On November 1st, the Autonomous Police assumed full competencies in terms of citizens' safety and public order in Barcelona. On the same day, Barcelona City Hall officials publicly presented the new joint command bureau that unites the Autonomous Police and the Barcelona City Police.

# Collaboration agreement between Barcelona City Hall and Applus+

Barcelona City Hall and Applus renewed their collaboration agreement for roadway safety in which the creation of the Barcelona Accident Research (BIA) project is especially noteworthy. The agreement also covered control activities for the scooter park and awareness efforts addressed at users of two-wheeled motorized vehicles.

Latin Youth Seminar: public spaces and urban culture Prevention Services Management organized the "Latin Youth Seminar: public spaces and urban culture" with the objective of bringing together experts, academicians, university researchers, entity representatives, journalists and other specialists to discuss this issue. The hope was that these people would engage in productive debate about the integration of young Latin Americans into our society as well as the corresponding reception policies. During the conference, a study done by the Institute of Youth and the Urban World was presented at the request of Barcelona City Hall.

### Green Zone

The initiation of the final phase of green zone introduction was announced. This represented the culmination of an elaborate implementation program in Barcelona for this new parking regulation system.

A collaboration agreement was also signed with the Barcelona Council of Business, Services and Tourism Guilds in relation to the implementation of the Green Zone.

### December

### 2005 Christmas Campaign

The Safety and Mobility Sector and the Urban Services and Environment Sector announced a series of

measures pertaining to the 2005 Christmas Campaign. The objectives of the campaign were to uphold civic behavior and street life quality while favoring mobility and the use of public transportation at a time of year where the highest commercial activity and road traffic levels are registered.

#### Green Zone

In mid-December, councilmen appeared before the media to deliver an initial report on the effects of the parking regulation system, especially in terms of the first crown, that had been in use since the month of May. Among other conclusions, he reported a noteworthy 5% reduction in automobile traffic, a decrease in street parking infractions, a high system usage level by the majority of neighborhood residents and a much-improved rate for finding free parking spaces.

This month, Pimec-Sefes Comerç signed a collaboration agreement with City Hall covering advantages for guild members in terms of the new overall parking regulations. This had been done previously with other groups.

### Fire Prevention Forum

During a ceremony held in the Saló de Cent, Barcelona City Hall and 28 entities, groups and associations signed a constitutional act for the Fire Prevention Forum. This will be a participatory organization whose objective is improving safety for Barcelona citizens and their belongings as well as preventing fires.

## **Web Maintenance**

The Department of Communication and Quality is responsible for maintaining the contents of the following sector web sites:

- Traffic Info
- City Police
- Fire Department
- Pedestrian travel
- Bicycle travel

### Acer

Acer is a computer application that compiles and announces all activities that occur on the city's streets such as construction, the occupation of public thorough-fares, cultural acts, athletic competitions, parades and protests, etc. From this information, the Department of Communication and Quality publishes messages to citizens in order to inform them, via internet, about activities that might disturb their daily mobility.

### **Complaint and Suggestion Management**

One of the Department's main objectives is the processing of citizens' complaints and suggestions with the promise of providing an appropriate response. This

relationship with Barcelona's citizens allows us to find out on a day-to-day basis about the problems, opinions and concerns of citizens as well as their expectations with regard to City Hall.

In April of 2005, a tool was established to manage complaints and suggestions. This tool is called IRIS, and it is meant to facilitate fluid relations between citizens and Barcelona City Hall.

The Department of Communication and Quality gave numerous responses to questions posed by citizens in 2005 regarding safety and mobility via official letters published in newspapers.

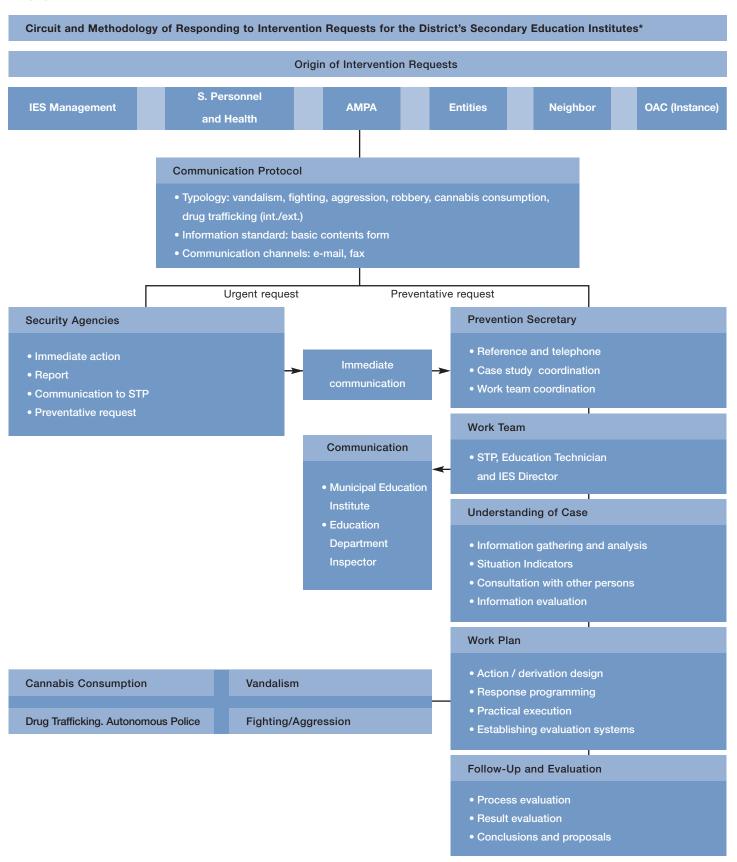
In the following quadrant, the results of demands and complaints addressed to the Safety and Mobility Sector are shown (after June).

2005		June			July			August		S	eptember	
	Inc.	Sug.	Qu.	Inc.	Sug.	Qu.	Inc.	Sug.	Qu.	Inc.	Sug.	Qu.
Traffic lights	200	19	4	144	19	6	169	12	3	281	21	18
Informative signage		1	2		2	4		3	3	1	9	9
Traffic signage	1	1	23		3	21		1	18			54
Pylons	3	3			2		6	1		7	2	
Green Zone*					146	12		158	13		313	39
Regulated parking												
zones and loading/												
unloading zones		11	2		25	10		23	10	2	11	12
Bus-taxi lane			7			2		2			1	4
Bicycles (bike lane)		3	5		1	4		3	7		7	7
Motos		14	9		7	10		6	7		16	19
School lanes		1	1		1			2			9	4
Thoroughfare order		7	13		11	13		3	23		10	37
Totals	204	60	66	144	217	82	175	214	84	291	399	203
Total communications		330			443			473			893	

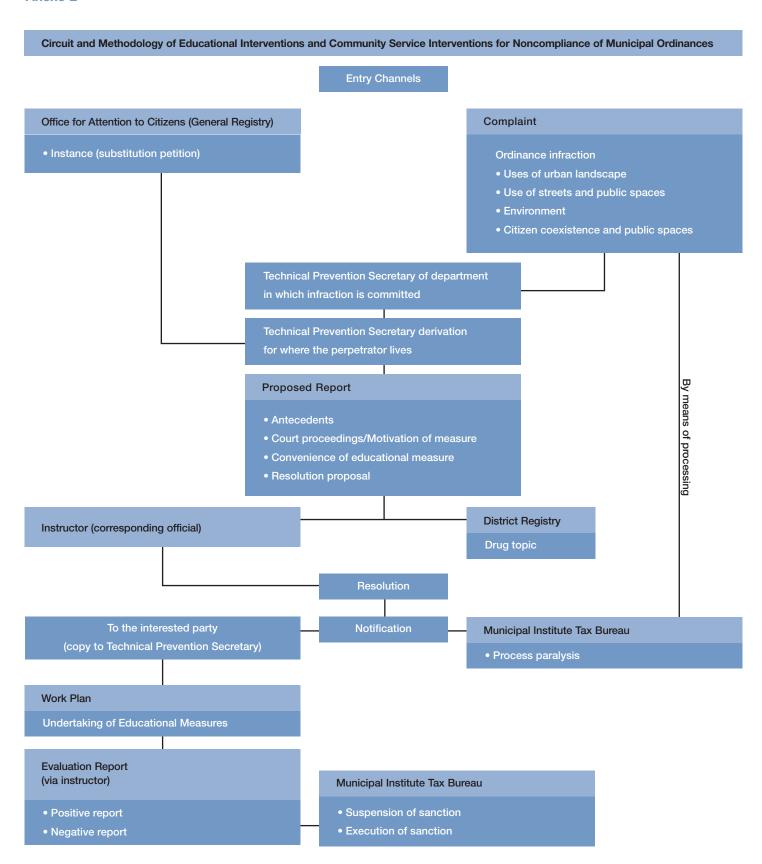
<sup>\*</sup> Neither service orders or incidents are collected (B:SM management)

	Totals	Totals			De		November			ctober	C
Qu.	Sug.	Inc.	Qu.	Sug.	Inc.	Qu.	Sug.	Inc.	Qu.	Sug.	Inc.
63	145	1.488	5	9	168	14	40	309	13	25	217
31	19	4	1			4	2	1	8	2	2
193	9	5	19	1	1	22	1	1	36	2	2
0	12	27		3	5			4		1	2
169	1.641	0	35	193		40	409		30	422	
57	110	4	4	13		8	14	1	11	13	1
27	3	0	2			5			7		
64	26	2	8	3		11	3	2	22	6	
67	72	0	8	9		4	9		10	11	
8	22	0		2		3	2			5	
235	70	0	100	8		28	21		21	10	
914	2.129	1.530	182	241	174	139	501	318	158	497	224
	4.573			597			958			879	

### Anexo 1



### Anexo 2



# Edita

Ajuntament de Barcelona Sector de Seguretat i Mobilitat

## Coordinació de l'edició

Comunicació i Qualitat del Sector

# Fotografies

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