MOBILITY IN MEDITERRANEAN CITIES. THE EXAMPLES OF MALAGA AND THE INTERREG MED ‘URBAN TRANSPORT’ COMMUNITY.

Carmen Abad

Project Manager GO SUMP

City of Malaga
• Classic Mediterranean city = ‘compact & complex city’: mixed land use, pedestrian scale
• Motorization → urban sprawl, segregation of uses, increased distances -lack of urban planning- → increased mobility needs → car-dependent lifestyles
• Increasing urban population
• Traffic congestion:
  • Fossil fuel consumption
  • Air and noise pollution
  • Health
  • Social and economic development
  • Poor quality of life
MOBILITY IN MEDITERRANEAN CITIES

- Tourist destinations: seasonal mobility demand
  - Unsustainable means of transport to reach and to move around the city (car, plane, ship)
  - Unsustainable freight delivery models
- Even in case of favourable conditions (mild weather, orography):
  - Poor use of low carbon transport systems
  - Low level of intermodality
- EU MED Cities: SUMP’s adoption rate still notably low
- Challenge in MED Area: Balance between sustainable mobility and economic development in the current context of low economic growth
SUSTAINABLE MOBILITY IN MALAGA

THE CITY

• 600,000 inhabitants
• 6th most populated city in Spain
• Tourist destination
• Technological and cultural benchmark
SUSTAINABLE MOBILITY IN MALAGA

THE STRATEGY

• Sustainable Mobility Plan

• Sustainable Energy Action Plan

• Agenda 21
SUSTAINABLE MOBILITY IN MALAGA

THE PROJECTS

- CiViTAS
- Interreg Mediterranean
- URBAN TRANSPORTS
- STARS
- Green eMotion
- ZE.M2ALL

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www.medaeconomicweek.org
MED ‘URBAN TRANSPORT’ COMMUNITY

SPECIFIC OBJECTIVE
To increase capacity to use existing low carbon transport systems and multimodal connections among them

RESULT INDICATOR
Share of urban plans which include low carbon transport and multimodal connection soft actions
MED ‘URBAN TRANSPORT’ COMMUNITY

GO SUMP
Improving Sustainable Urban Mobility Plans & Measures in the Med

CAMP-sUmp: CAMPus sustainable University mobility plans in MED areas

LOCATIONS: Low Carbon Transport in Cruise Destination Cities

MOBILITAS: MOBIlity for nearLy-zero CO2 in medITerranean tourism destinAtionS

MOTIVATE: Promoting citizens’ active involvement in the development of Sustainable Travel Plans in Med Cities with Seasonal Demand

REMEDIO: REgenerating mixed-use MED urban communities congested by traffic through Innovative low carbon mobility sOlutions

SUMPORT: Sustainable Urban Mobility in MED PORT cities
## MED ‘URBAN TRANSPORT’ COMMUNITY

<table>
<thead>
<tr>
<th>LOCATIONS</th>
<th>MOBILITAS</th>
<th>MOTIVATE</th>
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<tbody>
<tr>
<td><strong>Operational model for LCTP for cruise destination cities</strong></td>
<td><strong>Documents on sustainable tourism mobility</strong></td>
<td><strong>MOTIVATE e-Platform</strong> <em>(data collection using social media/crowdsourcing/gamification, evaluation of existing &amp; proposed measures, promotion of sustainable mobility)</em></td>
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<tr>
<td><strong>LCTP</strong></td>
<td><strong>Electrical and sharing mobility solutions (On-demand transport services, e-Bus system, e-Scooters, e-Car sharing, e-Bike sharing, Charging stations)</strong></td>
<td><strong>PT information system</strong></td>
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<tr>
<td><strong>21 modular packages (easily replicable solutions) for inclusion in LCTP, SUMP’s or SEAP’s</strong></td>
<td><strong>IT tools (APPs &amp; software for sustainable means of transport)</strong></td>
<td><strong>Parking control system</strong></td>
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<td><strong>Sustainable Tourism Mobility Handbook</strong></td>
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## MED ‘URBAN TRANSPORT’ COMMUNITY

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<th>CAMP-sUmp</th>
<th>REMEDIO</th>
<th>SUMPORT</th>
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<tr>
<td>Action Plan for sUmp</td>
<td>Integrated modelling tool for LCT actions evaluation</td>
<td>Sustainable Mobility Plans (at Port, urban and regional levels)</td>
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<tr>
<td>Roadmap for decision makers</td>
<td>Pilot actions <em>(Mixed traditional and e-Bike sharing, Bike sharing, Bike parking, Bike lanes, 2nd generation Bus lanes)</em></td>
<td>Pilot actions <em>(e-Bike sharing, Bike sharing, Bike lanes, GPS + APPs for Buses, Bus&amp;Bike parking, Maritime PT service, P&amp;R, Car pooling)</em></td>
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<td>ICT tools model and requirements</td>
<td>Low carbon mobility plans for the congested pilot roads/areas</td>
<td>e-Learning platform</td>
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<td>Participatory governance model</td>
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THANK YOU!

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City of Malaga

https://urban-transports.interreg-med.eu/