

## 10 SPAIN

### 10.1 Transport Strategy and “soft” measures

The national strategy for Transport in Spain is composed of three different concepts: infrastructure, road safety and traffic management.

For infrastructure, a long-term program is usually adopted and every year an infrastructure plan is established in the framework of this general program. But it does not deal with “soft measures” since its ambition is to plan transport infrastructure construction in the future.

Currently road safety is one of the priorities of the national government. Reducing the mortality and the accident rate on the roads is the purpose of the National Road Safety Plan (Plan Nacional de Seguridad Vial) that it is prepared annually and approved by the National Council of Road Safety.

The Road Safety Plan programs all the measures and actions that should be carried out during the year of reference to improve the safety of the road network. The plan invests a large amount in education and training and defines the priorities in terms of “soft measures” for the year.

As an example, the plan for the year 2002 defined three main objectives:

- To foster education on road safety, especially in terms of values and behaviour
- To establish a large set of actions that will influence direct or indirectly the safety of people, from children to senior citizens, on the road.
- To give a systematic structure to the actions in order to ease their development at both national and provincial levels.

Once the objectives for the year have been defined, the plans define the actions that should be carried out according to operational areas: education at school, road safety training at the municipal level, training of the trainers, special training programs, training of drivers and improvement of driving, and, what is more related to the TAPESTRY subject, information and awareness activities.

Again using the plan for 2002 as an example, it is interesting to see that the information and communication campaigns planned have different target audiences and used a large number of media.

- Permanent campaign of road safety dissemination (treated separately later)
- Summertime information campaign on specific traffic situations (treated separately later).
- Road safety information campaign on Internet through the webpage of the DGT (Dirección General de Tráfico).
- Information campaign orientated to Moroccan car-drivers passing through Spain.
- Information campaign orientated to foreign tourists driving cars in Spain.
- Permanent radio campaign.
- Edition and publication of the magazine “Tráfico”
- Information campaign in regular lanes of passengers road transport
- Preparation of a diary of road safety education and dissemination to the managers of the provincial road safety centres
- Edition of an informative sheet related to motorcycles.

- Awareness campaign orientated to the users of the Technical Controls of Vehicles (ITV)

The amount allocated to information and awareness campaign was for this year of reference about €23 000 000.

Traffic management is the third concept of the national transport strategy but, although it is related to the two others, there is not a national plan for traffic management. The responsible authorities usually adopt norms and take decisions on traffic questions but not in the context of a national or overall plan. One of the most important activities of traffic management is to identify the “black spots” of the road network in terms of rate of accidents and mortality. This directly influences the preparation and the contents of both the infrastructure and road safety plans that try, from their own perspectives, to solve the problems identified by the traffic managers.

The “soft measures” in the field of transport are not only the responsibility of the national administration since this state of the art has identified other measures from other socio-economic and institutional agents. Lots of organisations from the public and private sector want to influence the car-users’ behaviour towards a more sustainable method of travel. The majority of these actions are developed at the local level without any co-ordination from a higher level.

Most of the initiatives were put in place by city administrations, but it also seems important to study actions that were undertaken by others social agents. Two of these will be highlighted as examples: one implemented by the Madrid Consortium of Transport and another one by the Spanish Confederation of Resident’s Associations.

## 10.2 Review of campaign initiatives

### 10.2.1 Car Free City Day Initiatives in Spain



On 22<sup>nd</sup> of September 2001, more than 100 million of European Citizens were involved in the car free city day. As was the case in the 2000 campaign, Spain was the leading country in terms of the number of participants: 207 cities with a population of over to 18 million of citizens.

Promotion and dissemination of the car free city day were carried out thanks to the design and distribution of the promotional materials by the local authorities Agreement between the campaign national co-ordinators and the local authorities emphasised the idea of promoting actions that could be set up permanently.

When the sign-up period came to an end, 215 cities had signed the European Charter: 41 provincial capitals, 35 cities with more than 50 000 inhabitants and 139 other municipalities.

The national co-ordinators were:

- The Minister of The Environment – General Direction of Quality and Environmental Assessment
- IDAE (Institute for the diversification and energy-saving)

Besides the national co-ordinators could count on several collaborators from the public sector but also from associations and trade unions:

- Autonomous Community of Catalunya
- Autonomous Community of Castilla y León
- Province of Barcelona
- Province of Cádiz
- Province of Palencia
- FEMP (Spanish Federation of Municipalities and Provinces)
- CAVE (National Confederation of Neighbour Associations)
- CC.OO. (Trade Union: Comisiones Obreras)
- UGT (Trade Union: Unión General de Trabajadores)
- ConBici (Association for the defence of cycling)

With respect to campaign results at the national level, some detailed results are available for the 2000 campaign and an initial report was prepared for the car free city day organised in 2001.

On the 22<sup>nd</sup> September 2000, traffic jam reduction ranged from 7% and 50%, and the average reduction in traffic intensity was 12%. The satisfaction of the Spanish citizens was assessed as positive since 78% of people who had been interviewed approved that the car free day had been organised. All the categories of citizens gave a positive feedback to the event: from 67% of acceptance level of the car-drivers to 92% for the cyclists. 72% of the interviewees agreed to have a more frequent car free city day as well as the total restriction of the city centre in the areas of action.

In general terms reduction of noise and pollution are the principal benefits that people experienced during the car free city day. 92% of the cities where the noise levels were monitored presented a significant reduction of the noise pollution. With respect to pollutant emissions, it was estimated that 20.7 million kg of CO<sub>2</sub> and about 1 million kg of CO, NO<sub>x</sub> and other contaminants were not released to the atmosphere. The principal reason is that the reduction of private transport intensities saved 7 4 million litres of fuel.

Other data that should be considered as positive is that a majority of the shop owners (56%) assessed the day positively and the sales rate was equivalent or superior to a normal day in two thirds of the shops affected by the event.

The 2001 campaign showed similar levels of involvement as the preceding year, with 207 cities and more than 18 million people, in spite of rainfalls, participating in activities through 22<sup>nd</sup> September 2001.

Over thirds of people interviewed (77%) knew about the car free city day and more than 85% of them declared they were in favour of the event and wanted it to continue in subsequent years.

The impact on traffic can be considered as relevant since the average traffic reduction, for the 16 cities assessed, was 18% in comparison with a normal day. Promotion of public transport resulted in an increase of 19% in use of public transport modes. Urban noise levels were reduced by roughly 20% and the fuel saved during the car free city day reduced emissions of CO<sub>2</sub> by 10 800 000 kg.

The opinion of the shop owners still was positive; 525% of the traders from the affected areas had a good impression of the event because the business activity stayed at the same level or even improved.

It is not possible here to detail all the local car free city day actions that were carried out in Spain, so the report selected some of the more interesting Spanish initiatives. The selection of the initiatives that were going to be presented by this report was also influenced by the availability of data describing them.

### **Year 2000 Car Free City Day in the City of Madrid**

#### *Promoted topics and priority issues*

The priority for the Madrid city administration was to participate in the European Car Free Day as a lead city, and, on the other hand, to increase the public awareness of mobility behaviour and environmental protection.

The car free city day celebration in Madrid proposed lots of actions that can be divided into three categories:

a) Awareness and information campaigns (prior to the car free city day).

A brochure, designed and produced by the municipality, was mailed to all the residents of Madrid (1 500 000 leaflets) in which the technical aspects of the event were explained (timetable, selected area maps, transport alternative modes etc.). As well as the brochure, 25 000 posters were distributed among the shops and public organisations of the town, and more than 400 advertisements were placed in bus shelters and municipal buses.

An specialist team of ‘stewardesses’ and interviewers (more than 60 people) had been informing general public during the month before the event. They were located at different points of the City, especially in the areas selected for restricted mobility on the day, in order to extend the information to the thousands of drivers who every day enter to the historic city centre.

The Madrid city administration also carried out the following dissemination actions:

- Distribution of ball-point pens, stickers and other advertising items
- Advertisement spots on radio, T-V and newspapers
- Information on the internet: [www.munimadrid.es/diasincoches](http://www.munimadrid.es/diasincoches)
- Specific mailings to organisations
- Aerial balloons advertising the event
- Phone number information
- Information displayed on roadside variable message systems

b) Traffic restriction measures.

The second type of measures dealt with the restricted access areas on the day of the event. Four areas were selected where access was restricted; the only vehicles that were authorised to transit were:

- Resident's vehicles
- Bicycles
- Motorcycles
- Public transport vehicles
- Taxis
- Emergency or mail vehicles
- Electric vehicles

In parallel with the restriction measures, the public transport services were reinforced. The increase of the number of buses in service was 21%, 8% for metro (30% in the peak period of the day) as well as 3% for short-distance trains.

c) Other activities

- Socio-cultural activities: guided visits of the historic quarter “Los Austrias”. The number of participants was about 600.
- Informative activities: visit of the bus municipal company's facilities by Schools.
- Infantile municipal assembly on urban mobility with the attendance of several Madrid's Colleges.
- Presentation of the new electrical propulsion minibuses with the participation of representative persons from the City Hall, famous sportsmen, etc.

*Target Groups*

The general public of the City of Madrid.

*Main Actors*

- Madrid City Administration.
- Municipal Company of Transport (buses) (EMT).
- National Railways Company (RENFE): only Madrid's surroundings services.
- Madrid' Subway (Metro de Madrid).
- Municipal Association of Tourism
- Several Schools in the City
- Municipal Institute of Sports
- Cycling Club “PEDALIBRE”

*Level of Implementation*

The actions led by the city administration were limited to the municipal territory (local level).



interviewers were distributing leaflets at several locations in the city before the event took place.

Other media were also used, including the internet ([www.munimadrid/diasincoches](http://www.munimadrid/diasincoches)), informative phone number, and variable message sign screens in the city and on roads.

#### *Target Groups*

The general public of the City of Madrid.

#### *Main Actors*

Madrid City Administration and other partners

#### *Level of Implementation*

Local implementation

#### *Funding*

Internal

#### *Participation in EU Projects or other initiatives*

In the framework of the European car free city day

#### *Statistical data*

The press stated that in Madrid traffic jams decreased by 15 % compared with the traffic levels of summertime. On the other hand the capacity of the public transport was increased; between 2 and 4% more buses, and the frequency and number of trains and the metro circulating increased in comparison with other days.

### **Year 1999 Car free city day in the Administrative Region of Catalunya**

#### *Promoted topics and priority issues*

On the basis of past initiatives organised in other European countries, two entities from the Catalunya Region; the platform for public transport promotion and a group of sustainable towns of Catalunya prepared and launched the car free city day in whole Catalunya on 29<sup>th</sup> April 1999.

The main objective of this 29<sup>th</sup> April 1999 day celebration was to make the general public aware of a more rational use of private vehicles with the aim of decreasing car use in several selected areas in every town.

The principal actions and measures that had been achieving during the campaign were:

- Restrictions to private vehicle transit.
- Special fares and/or free access to public transport.

- Activities and new services related to transport by bicycle.
- Permanent implementation of measures (only in the biggest cities)

### *Target Group*

The general public of the municipalities involved into the campaign.

### *Main Actors*

- Platform for the Public Transport Promotion
- Association of sustainable cities of Catalunya
- 67 municipalities
- Government of Catalunya
- The logistics services of the Barcelona Province Government

### *Level of Implementation*

The scope of the initiative is the regional level, with about 70 towns of Catalunya taking part in the campaign.

### *Participation in EU Projects or other initiatives*

In the framework of the European car free city day

### *Statistical data*

In the City of Barcelona, the use of public transport increased 11% and about 23% of the private car users declared not to have used their vehicles.

In 70% of the municipalities involved, the traffic intensities decreased considerably; more than 25% in 21% of the towns and between 10 and 25% in 40% of the municipalities.

More than 70% of the people who were interviewed considered the car free city day very positively. 72% of the shopkeepers had a positive assessment of the event too.

Air pollution significantly decreased during the campaign in most of the cases. This reduction was greater than 50% in 5 cities and about 40% in another 10 municipalities. The estimate of the acoustic impact was also assessed positively in 61 municipalities.

## **Week of Mobility in the Autonomous Region of Catalunya (26 September to 2 December 2001)**

### *Promoted topics and priority issues*

The main objective of the week of the mobility was to inform people about the advantages of public transport use and about walking, cycling and car sharing.

### *Target Group*

The general public of Catalunya.

### *Main Actors*

Apart from the regional Authority (Generalitat de Catalunya), the Institutional Commission for the car free city day is comprised of:

- Province governments of Barcelona, Girona and Lleida
- CILMA (Consell d'Iniciatives Locals per al Medi Ambient de les Comarques de Girona)
- Network of sustainable cities and towns (Xarxa de Ciutats i Pobles cap a la Sostenibilitat)
- City administrations of Barcelona, Girona, Lleida and Tarragona
- Urban Transport Authority (Autoritat del Transport Metropolità)
- RAC (Reial Automòbil Club de Catalunya)
- Association for the promotion of public transport
- Association for the promotion of walking (“Barcelona Camina”)
- Prevention of traffic jam accidents
- Co-ordinating organisation of Catalunya’s cyclists

### *Level of Implementation*

The scope of the initiative is the regional level.

### *Participation in EU Projects or other initiatives*

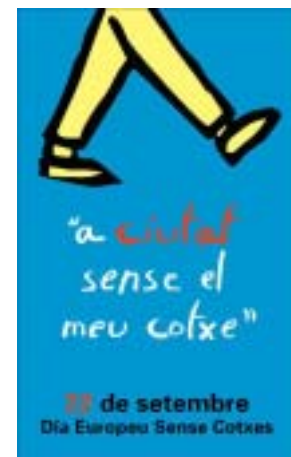
In the framework of the European car free city day

### **Year 2002 Car Free City Day Action in the City of Alicante**

#### *Promoted topics and priority issues*

Alicante municipality followed on from the start of previous years for the car free city day in order to make people aware of the necessity to change their urban mobility behaviour. The idea is to promote public transport as an alternative mode to private cars.

A sector of the City Centre was closed to traffic from 9.00 a.m. to 9:00 p.m. and reserved for sustainable modes of transport with a priority for the public transport, bicycles, and pedestrians. The area affected covered 1.09-km<sup>2</sup> where 21 000 people live and where normally 500 cars would be parked. (These cars were no present in order to leave the streets free for the daytime activities.)



Furthermore leisure and educational activities were programmed all along the day as:

- Fireworks
- Educational workshops and safety road infotainments for children
- Entertainment for children
- Gifts, etc...



### *Target Group*

The general public of Alicante.

### *Main Actors*

The City Hall of Alicante counted on two other partners:

- Grupo SuBús
- INUSA

### *Level of Implementation*

Local level.

### *Participation in EU Projects or other initiatives*

In the framework of the European car free city day.

### **Year 2000 Car Free City Day Action of CAVE (Confederation of Spanish resident's associations)**

#### *Promoted topics and priority issues*

The confederation of Spanish resident's associations (CAVE) is the national confederation of local (city level) federations of the resident's associations. One of their principal activities is to co-ordinate campaigns, programs and projects that involve the citizens, as for example the car free city day, consumer information programs, town planning, lobbying activities, etc.

CAVE is one of the principal actors and promoters of the car free city day celebration in Spain. Its role is to lead municipalities to set up actions that foster the use of public transport and ensure information dissemination on this theme. The main objective of the information campaign carried out by CAVE is to propose a set of recommendations and action guidelines to their members in order to foster the citizen participation to the car free city day celebration.

CAVE sent a set of materials to the federations in order to promote the Car Free City Day.

- A document introducing the event
- An informative video
- Posters

The introduction document presented a set of recommendations on how to prepare and organise the event.

- Ask cities that have not already signed the charter to approve the document as soon as possible.
- Call a press conference about the event. The conference could be organised independently or in collaboration with the local and / or regional administrations.

- Found a management commission, between the city administration and all the persons / organisations involved in the matter, whose objective is to design the event, to carry out the dissemination and animation activities, as well as to evaluate the results.

The document also included a set of possible actions and measures for the celebration of the event.

- Restrict access to one or more areas of the city
- Recommendations on public transport management: special fares, increase of the frequency, extension of routes, negotiation with taxis for special fares, etc.
- Promote the use of cycles in the city by involving local associations, by inducing people to rent or borrow cycles and by establishing safe itineraries.
- Negotiate with shopkeeper associations about the distribution of goods.
- Develop all types of educational and play activities.

CAVE has also ensured the relationship with the press by sending articles and press handouts on the event and the activities organised.

#### *Main Actors*

The campaign actors are CAVE and the members of the confederation and federations that have been participating in the car free city day celebration.

#### *Level of Implementation*

The scope of this campaign is the national territory; CAVE contacted all their local confederations and federation members that cover the whole national territory.

#### *Funding*

Internal funding

#### *Participation in EU Projects or other initiatives*

In the framework of the European car free city day.

Apart from the awareness and information campaigns developed in Spain within the car free city day, the most interesting initiatives related to the environment and urban mobility are those developed by the urban transport management organisations.

### ***10.2.2 Public Transport Advertisement Campaign for Subway Network Expansion***

#### *Promoted topics and priority issues*

The information campaign program of the Transport Consortium of Madrid (CTM) for the year 1999 deals essentially with information on the subway network expansion plan. The main objective of the 1999 campaign is to communicate the subway expansion works, which started during that year, and the general objectives are to improve the company's image and to foster the use of public transport.

Every information campaign deals with expansion works on a specific metro line; nevertheless all the campaigns tend to put into practice similar actions.

- Advertisement campaign in the press, on TV and radio: spot between 15 and 20 minutes.
- Billboards in the works area and in the subway's corridors.

#### *Target Groups*

The general public of the Region of Madrid

#### *Main Actors*

The campaigns were led by the CTM with the support of an advertising agency.

#### *Level of Implementation*

CTM's campaigns are orientated to the regional level, covering the entire administrative region of Madrid.

#### *Funding*

Internal funding (Confidential)

#### *Statistical data*

No evaluation carried out.

### ***10.2.3 Comprehensive Communication Campaign on Public Transport***

#### *Promoted topics and priority issues*

The information campaign program of the Transport Consortium of Madrid (CTM) for the year 2000 wanted to alter the tendency of the preceding years during which the subway network expansion was the priority in terms of communication. Advertising managers considered the need to have a comprehensive communication campaign on the whole public transport in Madrid. The objective was thus to promote public transport by communicating its brand image and its individual and collective benefits. As a result, CTM Managers decided to promote the following topics, all of them related to the citizen's quality of life.

- To reduce urban air pollution
- To reduce urban noise levels
- To increase the urban space available to pedestrians
- To reduce the "saturation" and stress level of citizens

The general slogan for the campaign was "Transporte público. Un respiro para Madrid". "Public transport: A breathing space for Madrid".

#### *Target Groups*

The general public of the Region of Madrid

### *Main Actors*

The campaigns were lead by the CTM with the support of an advertising agency.

### *Level of Implementation*

CTM's campaigns are orientated to the regional level, covering the entire administrative region of Madrid.

### *Funding*

Internal funding (Confidential)

### *Statistical data*

No evaluation carried out.

## **10.2.4 Card ticketing system promotion (TUVISA – Vitoria-Gasteiz)**

### *Promoted topics and priority issues*

The main objective of this information campaign was to promote the new card ticketing system of the Bus Public Transport Company (TUVISA) of Vitoria-Gasteiz by informing the general public (users and non-users of the public transport) of the advantages of the new payment system.

The principal stage of this information campaign was an informative stand equipped with a table, seats and a ticket machine that is usually installed in the buses for payment by card. Two attendants were present for general information and where necessary to teach people to use the new card and the ticket machine that allows travel over the whole bus network. They also targeted the public in selected bus queues.

Another complementary action was to distribute among the public two different types of brochures. The first brochure, which was prepared by financial entities, informed people about how to recharge the payment cards. The second leaflet, prepared by TUVISA, provided instructions for the use of the cards and a list of the bus interchanges that were available free of charge between the different lines.

### *Target Groups*

The stand was installed during the campaign in several strategic locations for public transport, in terms of bus passenger numbers, and in busy streets or squares of the city in order to reach both public transport users and non-users. The attendants achieved about 3000 interviews during the information campaign.

### *Main Actors*

The campaign was led by TUVISA in collaboration with two financial entities: KUTXA and CAJA LABORAL; and the advertisement agency, PELCONS PUBLICIDAD.

### *Level of Implementation*

The information campaign was organised at the local level, for the Vitoria-Gasteiz municipality.

### *Funding*

Internal funding (TUVISA)

### *Other*

As the target population was the general public, the promotion has not been understood particularly well by pensioners, who expressed, in some cases, their dissatisfaction and misunderstanding because they usually have free access to the public transport network anyway. People, and particularly senior citizens, are unused to dealing with payment card systems, so the attendants had difficulty in explaining the use of the system to some people. Perhaps it would have been convenient to give people a brief and simple technical explanation of the system before going further.

### **10.2.5 “Ten Seconds.... may save your life” Safety Campaign**

#### *Promoted topics and priority issues*

The objective of the campaign is quite simple: to increase awareness of private car users of the fact that thinking for few seconds before driving may save his life. The “Ten Seconds” campaign suggests that car users reflect on 4 issues before driving; the 4 pieces of advice are represented symbolically by 4 pictograms:



**Fit child seat child in the back!**



**Adjust seat and head restraint!**



**Stow loose objects safely in the boot!**



**Fasten seatbelts at all times!**

The message of the campaign was distributed thanks to several communicative materials such as stickers, posters, etc. The two times world rally champion Carlos Sainz promoted the

campaign at the national level. During the promotion, an impact simulator was used to demonstrate the effectiveness of seatbelts at low speed (30km/h).

### *Target Groups*

Car users

### *Main Actors*

The campaign was co-organised at the European level by the AIT (International Alliance Touring) and the FIA (Fédération Internationale de l'Automobile) and has been designed by the European Federation for Road Safety. At the national level in Spain, RACE (Real Automóvil Club de España) and TOYOTA were charged in 1998 to disseminate the campaign contents.

### *Level of Implementation*

“Ten Seconds” is a European initiative that has been implemented in Spain by local actors since 1998 as a continuous campaign.

### *Funding*

AIT / FIA

## **10.2.6 1999 Road Safety National Campaign**

### *Promoted topics and priority issues*

The principal objective is to disseminate the message that education on road safety is necessary for the whole population. The idea is that education is the most efficient way to improve coexistence between citizens and that all members of society can act in this way. Hence the slogans used by the campaign were “Teach Road Safety” and “Teach how to live”.

The main message for the 1999 campaign was “Prudence” The campaign contents dealt also with the following issues: safety belts, pedestrian safety, speed, motorcycle helmets, safety seats for children, alcohol and drugs, but always within the general message of education.

To disseminate this message, 35 and 10 second TV spots were used. They showed examples of people, situations and ways in which it is possible to act in order to reach a more passive and safe coexistence, so reducing accidents and inducing permanent safe driving behaviour.

The campaign was launched on March 1999 and distributed throughout the year with peaks during the periods of increased traffic activity.

### *Target Groups*

Target group was the Spanish general public.

### *Main Actors*

Campaign was lead by DGT (Dirección General de Tráfico) and executed by a subcontracted advertising agency: McCann Erickson.

### *Level of Implementation*

National level

### *Funding*

Campaign was funded by DGT from the general budgets of the state.

### *Statistical data*

DGT ordered a post-test study to assess the impacts of the campaign among the targeted population. A sample population was interviewed and the following conclusions were obtained:

- The overall awareness of the campaign was 88% among the general public and 90% among car drivers.
- The spontaneous slogan recall was of 21% for “Teach road safety” and 18% for the other principal slogan “Teach how to live”.
- Rate of targeting: 54% of the interviewed people thought campaign is orientated to people like them.
- Impact of the campaign: 67% of people who recalled the campaign thought it may influence their own behaviour.

### ***10.2.7 2001 Road Safety National Campaign***

#### *Promoted topics and priority issues*

The 2001 campaign did not have a unique message, like the “Road safety education” of the 1999 campaign. It comprised four different messages, each one referring to a specific recommendation on road safety.

The four recommendations proposed in the framework of this campaign were:

- Do not drive under the effects of the alcohol
- Respect speed limits
- Wear helmet when you ride on motorcycle
- Drive always with the safety belt fastened

Slogans were “Observe the norms”, “Yes, YOU can avoid it”, “That could always be avoided”, and the communication media used were TV, radio, newspapers, magazines and cinema.

#### *Target Groups*

Target group was the Spanish general public.

### *Main Actors*

Campaign was lead by DGT (Dirección General de Tráfico) and executed by a subcontracted advertisement agency.

### *Level of Implementation*

National level

### *Funding*

Campaign was funded by DGT from the general budgets of the state.

### *Statistical data*

DGT ordered a post-test study to assess the impacts of the campaign among the targeted population. A sample population of 1250 people (1000 car drivers + 250 non car drivers) was interviewed and the following conclusions obtained:

- The overall awareness of the campaign is of 83% among the general public. If we disaggregated by age and residence, the campaign achieved better awareness among young people in large cities. In contrast, lower awareness was achieved with people over 60 years of age.
- “Alcohol” is the most identified issue by the people interviewed (61%) above the rest of the issues like “Speed”, “Helmet” and “Road Safety”.
- The spontaneous slogan recall was 17% for “That could always be avoided”, 12% for “Yes, YOU can avoid it” and 6% for the other principal slogan “Observe the norms”.
- As far the interviewed people’s opinion is concerned, the campaign’s influence on driving behaviour is positive at both general (76%) and particular (75%) levels. 52% of the car drivers says that their driving attitude changed (from “a little” to “a lot”) as a consequence of the campaign. On the contrary 37% of them think the campaign is not going to change their behaviour.
- People value the campaign with a score of 7.82 points on a ten-point scale.

## ***10.2.8 “Summer 2002” Information Campaign of the Spanish General Direction of Traffic***

### *Promoted topics and priority issues*

DGT promoted a road safety campaign for the period of summer 2002 when the movements of vehicles raise due to the holidays.

This campaign took place from the middle of July to mid-September, which coincided with the period of the year when traffic jams are most common. As with previous experiences, DGT tried to pass to the general public advice and recommendations on a specific aspect of road safety. For the “summer 2002” campaign the specific objective was to communicate the fact the pedestrian is the most vulnerable road user. The campaign’s ambition was to create a climate of awareness among the general public about the consequences of traffic accidents in which pedestrians are injured and, as far as possible, to avoid these accidents occurring.

### *Target Groups*

The Spanish general public

### *Main Actors*

Dirección General de Tráfico (DGT)  
Leo Burnett S.A.

### *Level of Implementation*

National level

### *Funding*

Total Budget: €3 305 000

## **10.3 Barriers, Opportunities and Critical Success Factors**

Apart from the assessment studies conducted for the information campaigns on national road safety there is little data on the impacts of the campaigns and success or failure factors. For this reason it is difficult to identify the possible barriers, opportunities and other factors that influenced the campaigns. Nevertheless the TUVISA's campaign for a new ticketing system on Vitoria-Gasteiz's public buses identified some sections of the target group who had difficulty in understanding the message of the campaign. That confirms the importance of having a message that fits with the target group's characteristics. The alternative solution is to fragment the main target group into sub groups for which a specific message and communication material should be prepared.

The positive note of the assessment of the reported DGT campaign is that the car free city day celebrations that have obtained an awareness level that could be considered as satisfactory. The messages convinced the majority of targeted people and, in the case of the road safety campaigns, they even suggested that the campaigns may change their behaviour. It is notable that both actions are comprehensive campaigns that took significant efforts in terms of both financial and human resources.

## **10.4 Ongoing initiatives and priority areas**

The present situation for transport management and the accompanying soft measures in Spain is not going to be different than for the recent years that this report has tried to describe. The authority responsible will approve the annual transport infrastructure plan within the framework of the long-term transport infrastructure program that is already established. With respect to road safety, DGT is going to plan the new communication strategy for 2003 and beyond.

The objective of CTM in Madrid for the current year will be to communicate the inauguration of the new metro network that covers the southern suburban cities of Madrid (more than 1 million inhabitants) and the connection to the principal network.

With respect to the 2003 car free day and other related actions (e.g. week of mobility), the national co-ordinators are already engaged in preliminary preparations for the event.

## 10.5 Suggestions and future plans

The long-term plan for infrastructure construction covers the period 2000-2007 but it has been expanded until 2010. As the report stated above, “soft measures” are not programmed in the infrastructure plan. Obviously road safety will continue to be one of the priorities of the transport management. Since there is no indication about what will be the orientation of the DGT communication campaigns in the future, it is not possible to report about it here. However, it seems to be urgent to make car users aware of the consequences and dangers of speed on the highways.

As far the urban mobility is concerned, there is a need to intensify the communication strategy in favour of public transport and all the other alternative modes of transport. However, information and awareness campaigns alone are necessary but not sufficient; no results will be obtained if the “soft measures” are not considered as accompanying actions to “hard measures”, which requires political decisions to restrict private car use. Probably in the future, people targeted by information and awareness campaigns will no longer understand and approve their contents and messages if these campaigns are not directly related to permanent hard measures.

In this sense the car free city day celebrations should demonstrate in future years successful innovative policies that already work at the local level, otherwise people are going to loose their interest and belief in these kind of campaigns.

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