



Ele.C.Tra - IEE/12/041/SI2.644730
01 July 2013 – 31 December 2015

SMART Mobility roadmap in Murcia

By: ALEM. Local Energy Agency and Climate Change. Murcia City Council

Murcia is a city aware of the upcoming mobility challenges that modern society is obliged to face. The need of more efficient and clean means of transport must be addressed urgently. Besides, our citizens demand more quality of life what is inevitable linked to the improvement of public transport and mobility flows in large cities. All together have encouraged smart cities to act and plan their strategies for sustainable mobility development wisely.

Murcia has set the basis of his strategy in sustainable mobility and urban transportation through its SUMP, Sustainable Urban Mobility Plan, that was fruitfully updated in December 2013. This document currently provides a broad outline for the actions that should be taken onwards in Murcia regarding these focus areas. The Smart mobility strategy is merged with the overall vision of current Murcia's SUMP, that has the following general targets:

- From the economic point of view, to efficiently meet the mobility needs resulting from economic activities, thus promoting the development and competitiveness.
- From the social point of view, provide adequate accessibility of citizens to labor markets, goods and services, promoting social and territorial equity and healthier modes of transport.
- From an environmental point of view, contribute to protecting the environment and improving the health of citizens, reducing environmental impacts of transport, contributing to the reduction of emissions of greenhouse gases and optimizing the use of resources non-renewable, and prioritizing the use of environmentally sustainable means of transport.

These main objectives can be translated into more precise measures as follows:

- Efficient use of transport, promoting the transfer towards more sustainable means of transport such as the bicycle and electric vehicles.
- Encourage the development of intermodality within the city to reduce the time spent on regular journeys of citizens, relying on public transport.
- New management of technological innovation that particularly seeks reducing the power, speed and weight of vehicles and the introduction of knowledge management in sustainable mobility.





- Encourage more sustainable modes of transport, particularly collective and non-motorized through various actions.
- Create a new Municipal ordinance for traffic, mobility and road safety.
- Extend the tram network in Murcia.

In addition, Murcia is working on a European Project called “**Roadmaps for Energy**”, that is aimed to create a roadmap for each of the three main focus areas regarding the management of a Smart City: Smart buildings, Smart mobility and Smart urban spaces.



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These roadmaps will contain specific projects, structured in time, and consistent with the political commitment and the city strategy. The project will have a duration of 36 months and is currently at month n°9. The project is structured in 4 stages or step and it has recently released the “Ambition setting” report that is a valuable document for the project partners about the ambitions established for their cities in the following focus areas: “Smart buildings”, “Smart mobility” and “Smart urban spaces”.





This report synthesizes the work done during that first stage of the Project and it has been set up thanks to the contribution and findings of the 8 “Ambition workshops” held in the partners’ cities, Eindhoven, Tallinn, Murcia, Istanbul, Sant Cugat del Valles, Newcastle, Forli y Palermo.



Some pictures from the “Ambition workshop” in Newcastle (first row) and Palermo (second row).

During these “Ambition workshops”, all partners’ cities have involved their policy makers, municipal experts, local companies and related "focus areas" entities in order to enrich as much as possible the outcomes of these working meetings. The goal was to define all together how each city should be and what services must provide their citizens in 2050. These workshops have taken advantage of assistants’ experience and willingness with the aim of fostering the exchange of ideas and build long-term relationships. Different inputs from different actors have contributed to develop a coherent and solid range of ambitions for the future about smart buildings, smart mobility and smart urban spaces in every partner city.



Some pictures from the “Ambition workshop” in Sant Cugat del Vallès (first row) and Tallinn (second row).



These innovative workshops have been the core of the work methodology planned for the R4E project. As mentioned before, they have triggered the cooperation between participants from different backgrounds and expertise, and have been surprisingly useful to create debate, contrast different points of view and to pool knowledge. As a result, we have been able to define the ambitions of each city regarding the mentioned focus areas in an integrating and fruitful way.



Some pictures from the “Ambition workshop” in Forlì (first row) and Murcia (second row).

Below is shown the ambition setting for the city of Murcia in the focus area of “Smart mobility”.

1

In 2050 Murcia will be a town for and in favour of pedestrians. It has large areas free of pollution and noise and in perfect harmony with bicycles and other transport means.

2

In 2050 Murcia will use a collective transport system, moved by clean energies. The use of private cars will be restricted and subject to a car sharing system.

3

In 2050 the transport system of vehicles and goods will be optimised through smart and integrated platforms.

Next we present the aspirations of Murcia in the smart mobility area based in the experience of the “Ambition setting workshop” held in Murcia in October 2015:

Stimulating walking & biking:

- Stronger citizens awareness of the benefits of rationalizing public transport and bike and pedestrian areas
- Bike network and parking areas like in Amsterdam
- Global/general bike lane interlinked throughout the city



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- Bikes are not stolen!
- Create specific parking areas to hop onto public transport or use pedestrian areas in the city
- Promoting and encouraging those people using bikes instead of the car - show more respect and recognition
- Expand the pedestrian areas across the city
- Expand the bike lanes.

Less and cleaner cars:

- End of private cars in the city
- All municipal vehicles to have low carbon emission
- Electrical vehicles only in the city
- Very low % of private cars and car sharing of remaining cars
- Car economy to be replaced by economy on public transport and walking/biking.
- Make the automotive industry sector less powerful, with less impact on decisions and economy. The sector cannot be a key sector anymore.
- Nuclear fusion energy at private (individual) level and public level. People can generate their own power in a small unit (respecting safety measures etc.)

Alternatives for goods delivery:

- Loading and unloading goods in the city centre by bikes
- Pedestrian area: organise delivery of goods at certain times
- Transport and delivery of goods optimised to reduce the number of vehicles that have to go into the city

Smart integrated mobility management system:

- Smart car parking areas indicating available slots
- Geo-localisation for taxis to know where they are and which ones are free
- Smart traffic management system achieving zero traffic jams in the city
- Achieve reduction of private cars to improve flow of other traffic
- Recharging points for electrical vehicles all over the city
- More extensive public charging facilities, and also private facilities for home owners
- Car loan system for intercity transport - to get rid of parking areas and make use of the space differently





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Dense network and high quality of links in the city and to national and international destinations

- Link suburbs and outskirts to the city centre in faster, frequent and more efficient manner
- Expands trams to all areas of the city
- Intercity transport system to link Murcia to other Mediterranean cities by high speed train
- Fixed transport elements (like conveyor belts) for people and goods transportation, to replace tram and bus
- Fast/speedy systems to link to (international) airport

Murcia recognised as frontrunner in smart mobility:

- Murcia is internationally recognised for its smart mobility solutions for close range, national and international mobility. The system is cost efficient, agile, practical, frequent, fast and modern.
- Create exposure for Murcia on national and international level.

More info:

www.roadmapsforenergy.eu

www.energiamurcia.es

SUMP of Murcia city. Download [here](#).

