



Sustainable  
Urban Development Area

MADRID



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# Overtaking the car

A new mobility model for a new urban model

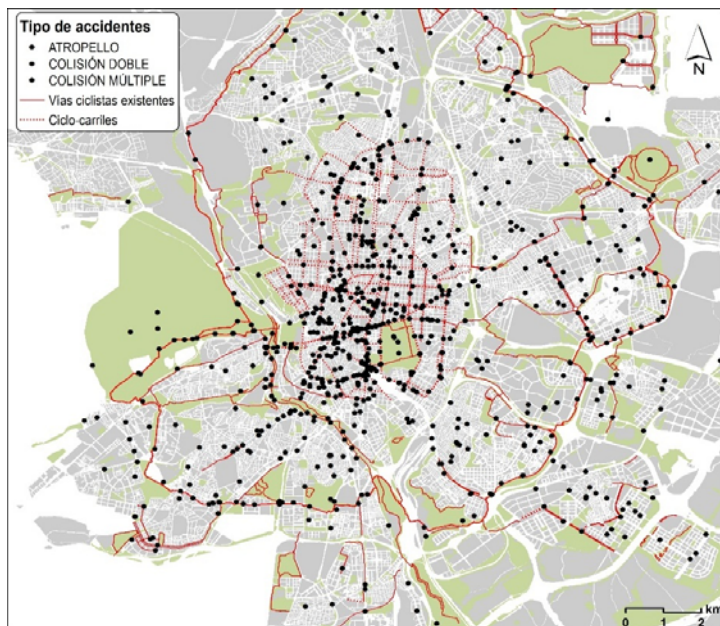




Overtaking the car. A new mobility model for a new urban model | Ten years of bicycle evolution at Madrid. Lights and shadows.

# 1.

## Ten years of bicycle evolution at Madrid. Lights and shadows.



- A very considerable increase of bicycle use, but, in the global terms, still a very small portion of the overall urban displacements figure.
- A large imbalance in the use of bicycle between the centre and peripheral areas.
- A very distinct profile of user, that clearly favours the young male adult user, although the presence of women has become more tangible.
- Two contrasting trends: normalization and loss of symbolic value, as a result of inappropriate practices.
- A mode of transport still considered to be risky.
- Prejudice and strong cultural barriers.
- The rates of cycling accidents increases as the use of the bicycle grows, yet the ultimate causes are still unknown.





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## 2.

Ten years of bicycle evolution at Madrid.  
Lights and shadows.



Public transport and non-motorized means must be prioritized to access the commercial center of the city .

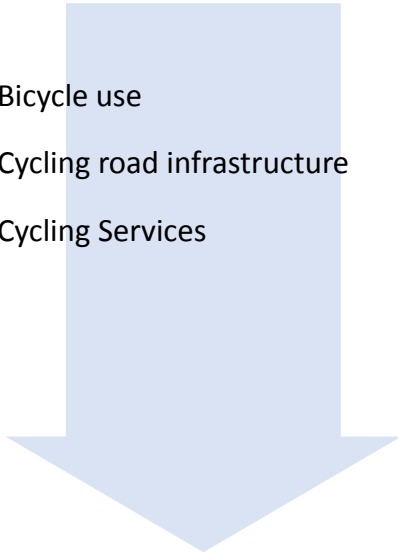


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### 3.

Ten years of bicycle evolution at Madrid.  
Lights and shadows.

- Bicycle use
- Cycling road infrastructure
- Cycling Services



## DIAGNOSIS



- Relevant improvements and possible innovations. Bicycles parking and BiciMAD.
- Expansion and decay of the private services.



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## 4.

### Ten years of bicycle evolution at Madrid. Lights and shadows.

- Bicycle use
- Cycling road infrastructure
- Cycling Services
- Cycling Regulation
- The institutional and urban planning perspective
- The societal framework

## DIAGNOSIS



- A number of interesting initiatives, mostly small and local.
- Very intensive debate on how to design a cyclist policie for Madrid: separate cyclist roads, or integrated.



Overtaking the car. A new mobility model for a new urban model | Key targets and questions

01

Key targets  
and questions

Key questions

- The need for a strategy



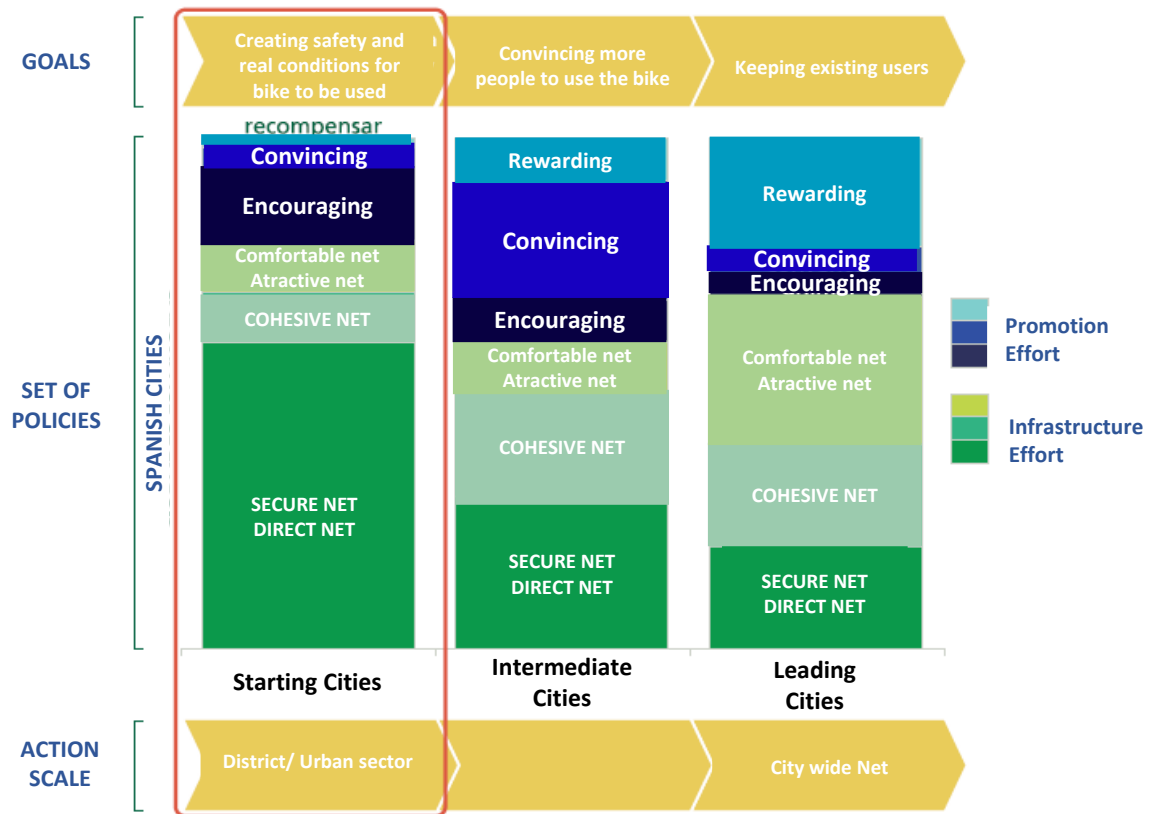
¿How to get there?

ESTRATEGY

COMMON  
OBJECTIVE

Promotion of  
Cyclist mobility  
for the entire set  
of the citizenship

**CYCLIST  
INCLUSION**



Fuente: IDAE, ProBici: Guía de la movilidad ciclista

Overtaking the car. A new mobility model for a new urban model | Key targets and questions

## 02

Key targets  
and questions

### Key questions

- The need for a strategy.
- Without data it is impossible to plan.
- A set of policies
- **The needs of the different kind of users groups.**



- Pupils/teenagers
- Seniors
- Women
- Workers
- University students

### ¿Why?

- They mean a high percentage of the population
- They constitute a very substantial part of the every day mobility
- They can be easily convinced
- They make useful tracking indicators for bike use normalization

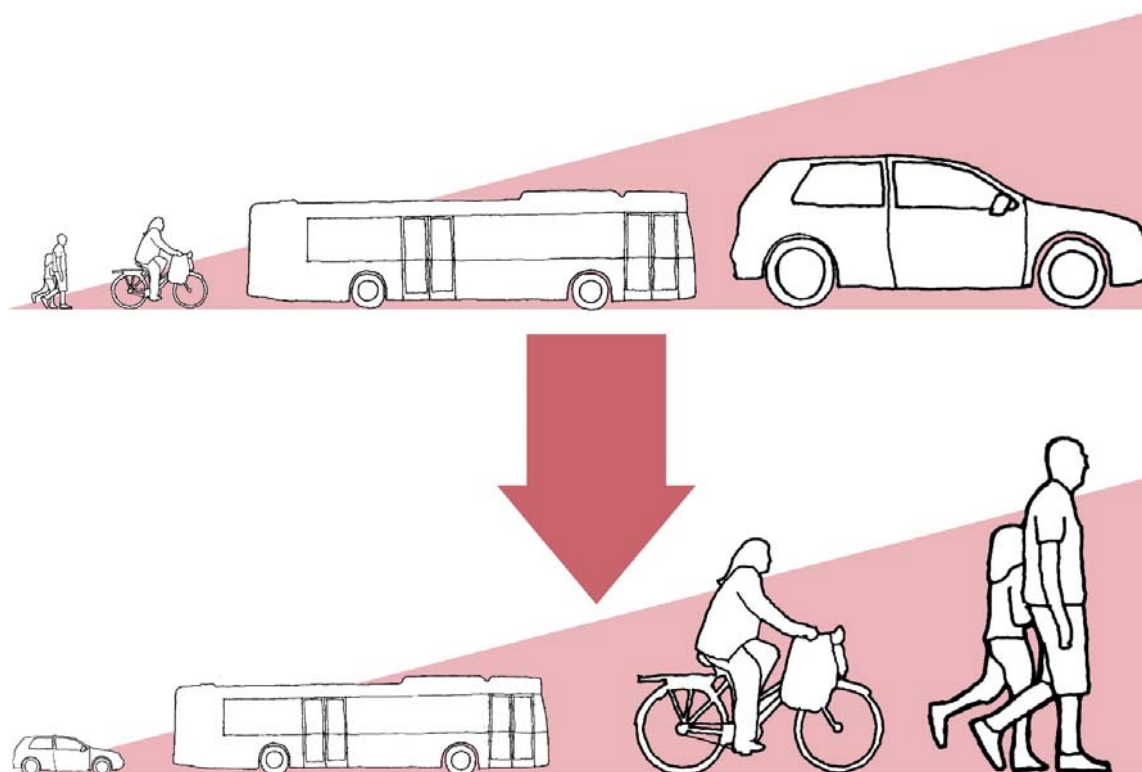
Overtaking the car. A new mobility model for a new urban model | Key targets and questions

## 03

### Key targets and questions

#### Key questions

- The need for a strategy.
- Without data it is impossible to plan.
- A set of policies.
- The needs of the different kinds of user groups.
- Segregation / integration of the bike in the traffic flow.
- **Coexistence with the pedestrian.**







Overtaking the car. A new mobility model for a new urban model | Key targets and questions

## 04

### Key targets and questions

#### Key questions

- The need for a strategy.
- Without data it is impossible to plan.
- A set of policies.
- The needs of the different kind of users groups.
- Segregation / integration of the bike in the traffic flow.
- Coexistence with the pedestrian.
- **Intermodality**



Secure and easy access  
to the public transit  
stations and facilities



Bike parking lots near  
public transport nodes



Bike carriage in the  
public transit vehicles

INTERMODALITY

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# EQUITY

## ¿Who we want to use the bicycle in the future Madrid?



Equality



Equity

Design: [Ladislav Chachignot](#)



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# 01

## The Cycle Path Network

### BASIC NETWORK

- Circuit's principal features and layout
- Context

Executed



Cycle Paths



Metropolitan Conexions



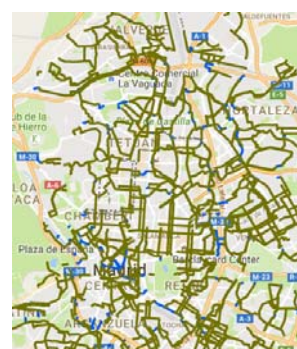
District internal mobility



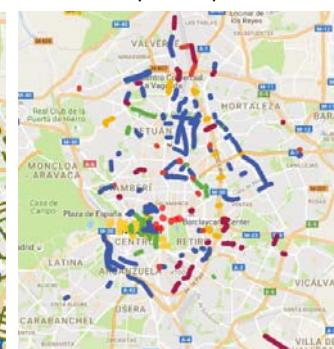
Projected



Potential



Community Participation



Urban Regeneration







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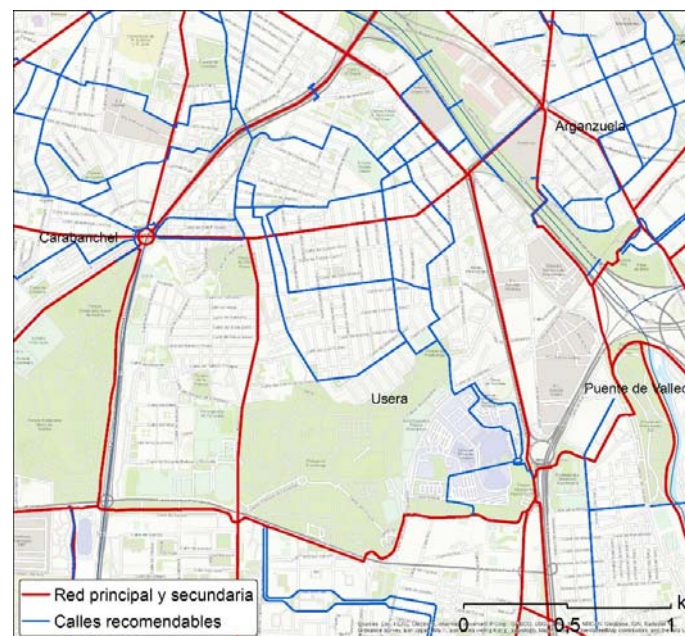
## 02

### The Cycle Path Network

- The notion of complementary route as alternative itinerary offers a chance for spatial transformation of the streets as “civic axis”(walking, cycling, and staying)
- Quiet streets and calmed traffic zones (associated with the regulation strategy)

#### LOCAL NETWORK

- District cycle path network that complements the city cycle network



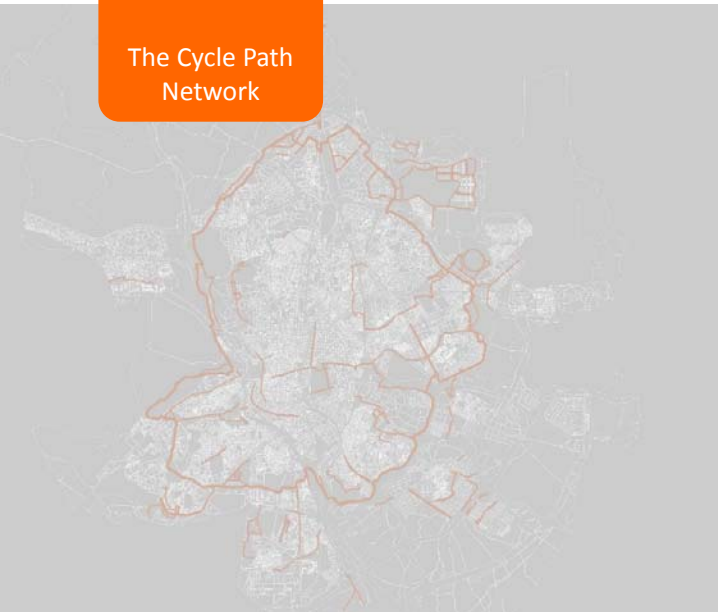




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# 03

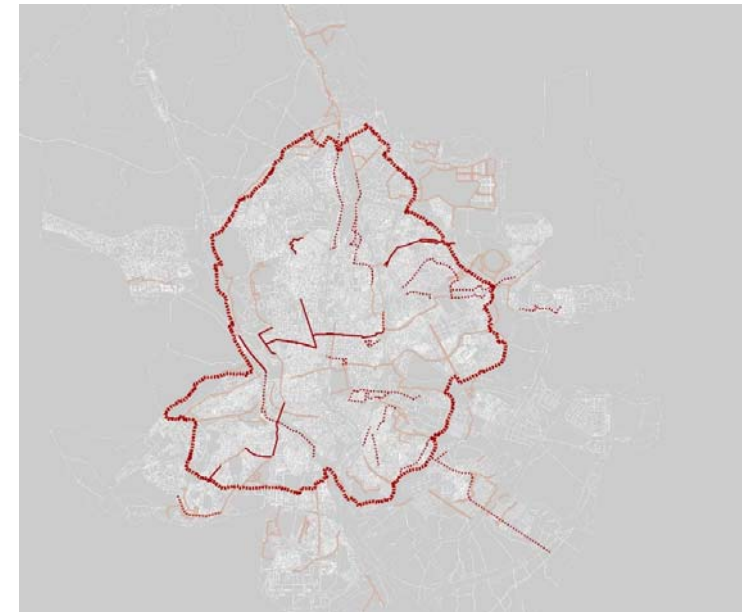
The Cycle Path  
Network



**2015**  
Existing cycle path network. 301 km



**2016-2017**  
Under construction. 32 km



**2017-2018**  
Projected. 116km

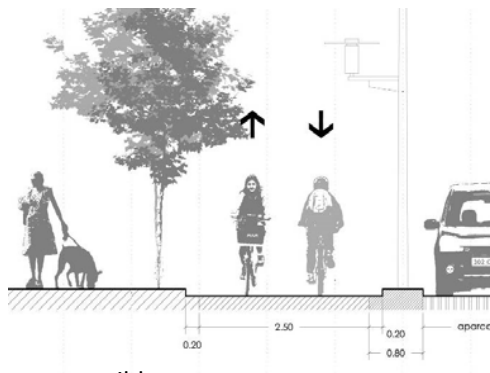


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04

The Cycle Path  
Network

## Cycling paths



accessible

Cycle Path

accessible

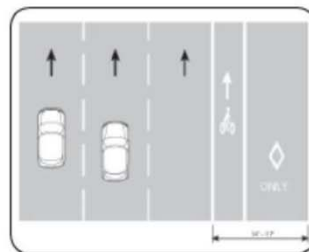
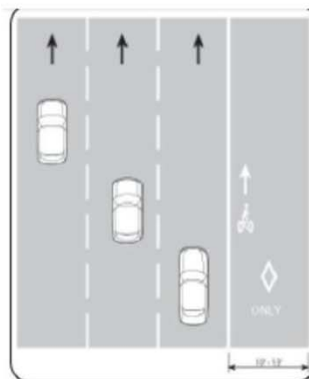
Cycle-Sidewalk

Modalidad	Descripción	Ejemplo en Madrid	Foto
Cycle-Sidewalk	Cycle path integrated on the sidewalk, at the same height.	Av. de la Peseta drive	
Cycle path	Cycle platform segregated both of the sidewalk, and the road	Largo Caballero drive	
Cycle lane	Dedicated bicycle paths signaled by road marks.	Alcalá street	
Protected Cycle lane	Dedicated bicycle paths, protected with constructive elements, either continuous or loose	Santiago Amón street	

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**05**

The Cycle Path Network



**Madrid, the  
Boulevards.**

**Integration of a  
cyclist path on an  
avenue in the  
historical center of  
the city by  
supressing a lane.**

**A “Green lane”,  
only for buses+  
bikes was created  
instead.**



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06

The Cycle Path  
Network



## MEASURES

### a. BiciMAD

- System anchoring

Expansion Study

### b. Bike Centers

- Definition of bike center

Pilot experience in the city center  
Cascade to the districts





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07

The Cycle Path  
Network

## Development of specific campaigns aimed at promoting cyclist mobility

- Program STARS.
- Program Bike to Work
- Program Bike and Health
- Training program. Urban bike workshops
- Intermodality incentive program
- Awareness campaigns





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## A communitarian policy

For the renewal and updating of the Cyclist Mobility Plan, two levels of participation have been implemented.

- **Internal participation.** Coordinating the technicians of the many different services, areas and departments related to mobility issues of Madrid City Council.
- **Community participation.** Discussing with the associations, collectives and citizens related to the use and promotion of the bike.
- Trough several collaborative workshops.
- Trough several public debates and trough the Cyclist Mobility Forum, formally established for that purpose.





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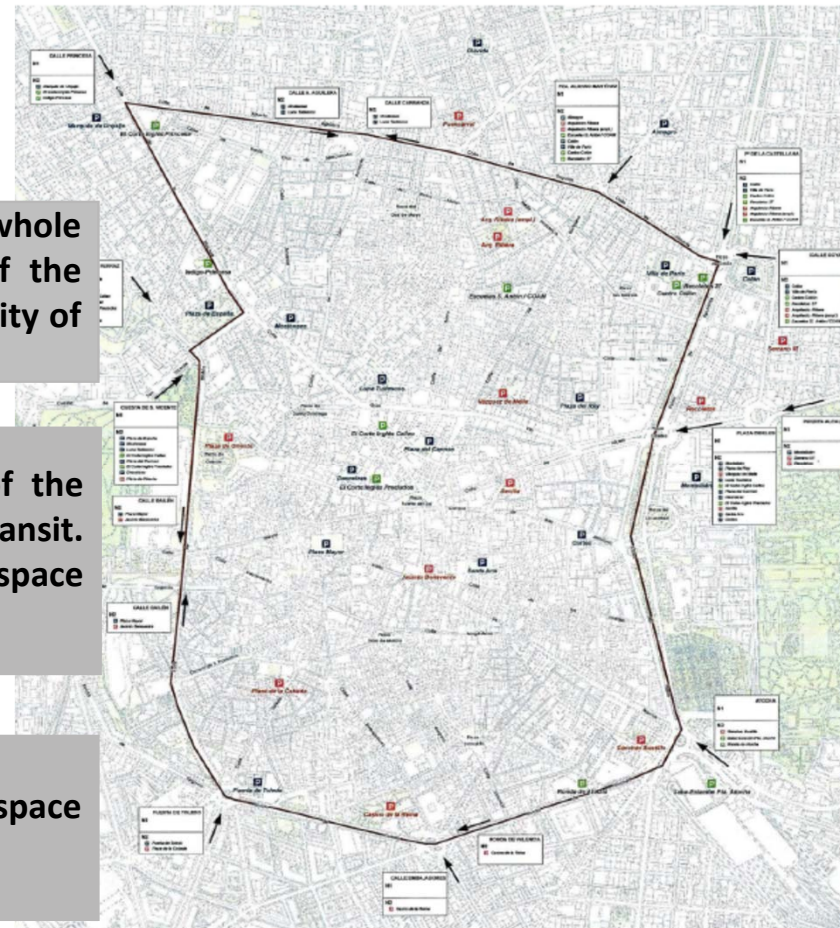
## Residential Priority Area

R.P.A

Continuous perimeter, covering the whole historical center. Helps disuasion, use of the public spaces and improves residents quality of life

Prioritizing “Green means” in the axis of the historical center. Pedestrian and public transit. Reducing transit and search of parking space traffic.

Traffic conditions and parking space information provided in real time via app’s





Overtaking the car. A new mobility model for a new urban model | A communitarian policy







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# THANK YOU!