



PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING



Delivering PTP in residential areas: Burgos

Joint Project Conference: MOBI, PTP-CYCLE, STARS
Unlocking Urban Mobility Behaviour Change
B1. RESIDENTIAL SETTING
Brussels, 18th February 2016

Site: Burgos

- Burgos focused on **in the field** and **residential** activities.
- Trained **15** Mobility Agents.
- A **Champion Group**, Bike Associations and Privates (Foundation).
- Developed in **two phases** (2014, about two months, and 2015, other two months).
- **Office** to organize material and operation base.
- A **mentoring city** (Santander, University of Cantabria).



Total numbers

RESIDENTIAL	ORIGINAL PLAN	FIRST YEAR	SECOND YEAR	TOTAL	%
Number of PTP group	10,000	6,070	4,700	10,770	107.70%
Number of persons contacted	7,000	5,400	2,407	7,807	111.53%
Number of PTPs delivered	4,900	2,938	2,100	5,038	102.82%



The Material and the preparation

- **Targeted Material:** leaflets delivered, posters, announcements, visibility with stand and t-shirts, the gift (simple but effective)....



Implementation

- **Posters, leaflets..** to announce actions. A **press article** in the second week helped a lot!
- **Good results**, more or less easy to find the people, **good data** from the Council (hardly four or five mistakes for each mobility agent).
- Those visiting houses said it was **easier** than apartments.
- The area covered was **especially chosen** because of the target (age, adult children...).
- Interviews served to receive **feed-back** and some suggestions were implemented.



Success Factors

- Interchange with other partners. Mentoring trip absolutely important for the implementation at local level.
- Good rates of people opening the door, rate about interest similar to other cities. Previous Announcement and Press Article.
- Training had to be **tailored** because of the environment of the City.
- Good numbers in **social networks**, and hard work in announcement.



The Press impact

- In total four presentation of the Councillors, four **Press Conferences** widely reported by the local media.
- A good **article of the actions in one of the newspapers** (the most seller one) on a Sunday visiting with one mobility agent, reports in the monthly Guide of Leisure “Guía Go” three months.
- Article in “**Ciudad Sostenible**” the most important magazine at Councils level, mentioning PTP-Cycle in Burgos as one of the best practices.
- Article in “**Ciclosfera**” the most important magazine about bikes in Spain (15.000 magazines published each month) and article in its website.



Other Dissemination activities

- **Contests** through the project: a Selfie with my bike, with awards and big participation.
- Some of the **articles published in the Facebook** received attention from more than 2,000 people.
- A **video** to be shown after.



Other accompanying events (with champion)

- **“Safe driving courses”**:
were organized covering first a theory part and then a ride in the City in the middle of the dangerous places.
- **“Bicycle maintenance and repair workshops”**:
Very successful, different levels with explanations about how to maintenance and repair the bicycle.



Other accompanying events (with champion)

- **“Learn how to drive a bike”**: a week-course especially focusing on ladies (elderly, but this year also young) to learn how to ride the bike.
- **“Healthy Tours on bike”** how to get fit using the bike in the city for work and studies in a safe way.



National Level – Take up Seminar

- The **National take up Seminar** was organized in Málaga (for Spain and Portugal), in February 2015, along with a CiViTAS Wiki Seminar on bike, the CiViNET local Forum, and a take up Seminar of the CiViTAS 2Move2 project.
- 100 attendees with presentations from the Councillor, Project Coordinator, etc.



Take up City

- **Santander** organized a PTP-Cycle stand (with one of our roll-ups) and give advice to students of the University focusing on bike with a new map they just launched.

