## Objectives of the measure

- **At *measure* level:**
  - Improve the sustainable and public transport offer in the multimodal hubs.
  - Deploy user-centric multimodal hubs, adapting the mobility offer to the citizens' needs.
  - Improve connections among PT modes.

- **Contributing to city level objectives of:**
  - Promote public transport and sustainable mobility.
  - Improve multimodality.
  - Increase PT use.

## Description of the measure

- **Situation before**:

The city of Valencia has a wide offer of public transport and sustainable mobility. However, the great potential of public transport is unexploited if multimodality and easy connection between transport modes is not ensured. Most trips made by PT in Valencia require switching from one transport mode to another to achieve door-to-door mobility, so the lack of multimodal hubs that offer an easy and intuitive connection between transport modes may lead citizens to opt for the use of private vehicles.

- **General description:**

This measure will create two multimodal hubs in Blasco Ibañez avenue, two connectivity spaces where different modes of transportation – from bus or train to walking or biking – will come together seamlessly. These multimodal hubs will improve the connection among the different transport modes and will facilitate modal shift. The measure will evaluate the mobility offer in the corridor and will survey the citizens (PT users and potential PT users) to understand their preferences and needs regarding public transport and sustainable mobility in the hubs and identify the main barriers in terms of modal shift. From the information collected, the mobility offer will be improved in the hub, including the deployment of new mobility services (bike sharing, …) and the improvement and efficient connection of the different transport modes. Finally, this measure will work on the provision of real-time information of the mobility offer in the hub through a set of multimodal panels in order to facilitate the modal shift in the hub.

- **Sub-measures:**
  - **VAL_02_01:** Create multi-modal hubs
  - **VAL_02_02:** Create new and innovative passenger mobility services

- **Measure outputs:**

This measure will deliver:

  - Two multimodal hubs in Blasco Ibañez Avenue: one at Cabanyal Station, start of the corridor, the other one at Porta de la Mar, end of it
  - Study on the public transport and sustainable mobility offer in the hubs and the surrounding area.
  - Report on the citizens needs using (or potentially using) the PT in the actuation area.
  - Deployment of new mobility services in the multimodal hubs.
  - Deployment of multimodal panels with real-time information on the mobility offer in the hub.
  - Deployment of new local maps clearly and easily showing the situation of every mobility service

- **Supporting activities**:

Citizens will be involved from the very beginning in order to identify their needs for PT in the hub and the main barriers preventing them from using PT in the hub. U-GOV will be used to gather citizens opinion in this preliminary study, but also in the final evaluation to identify potential improvement areas.
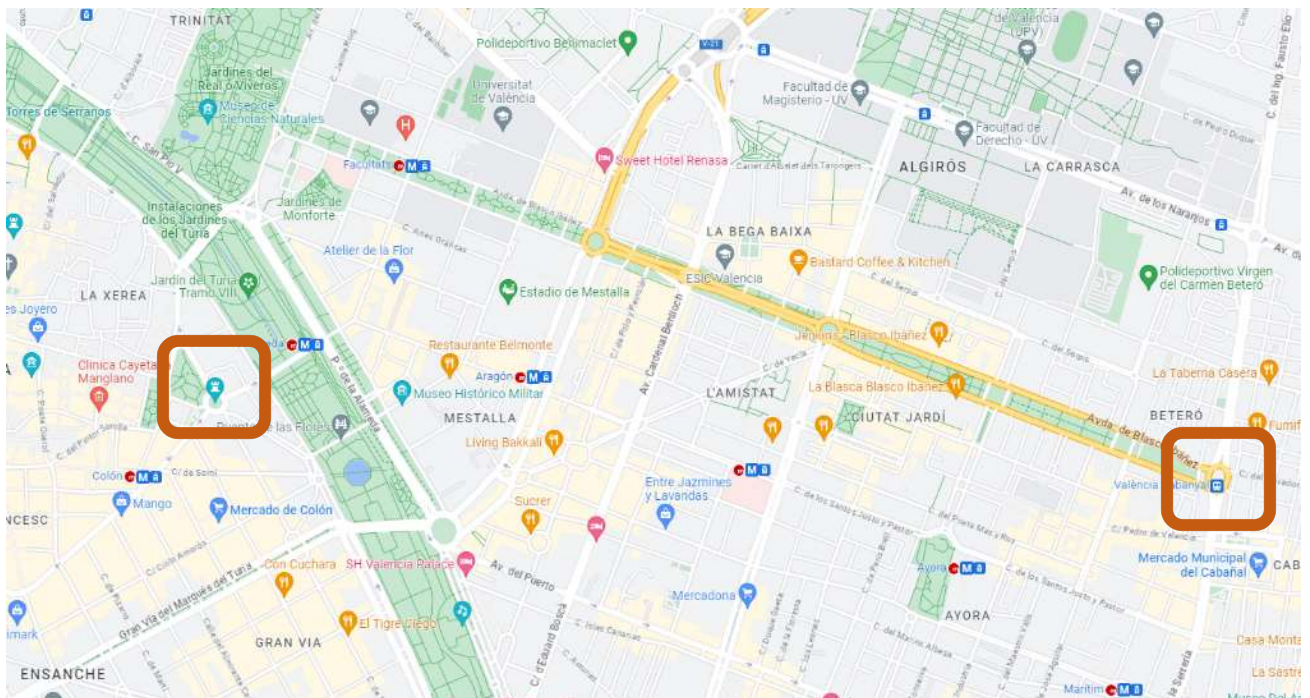
- **Interaction with other <u>CITY</u> measures: UPPER and non-UPPER measures**

This measure is related to other measures in Valencia:

- **VAL_01: Redistribution of urban space with a focus on Mobility as a Right.** The area of intervention remains the same (Avenida Blasco Ibañez).
- **VAL_07: To provide the citizens with clear and accessible information before and during the trip.** This measure will also develop display systems to offer information about mobility transport in the area.

## Target groups and/or geographical impact areas

- **Target groups:** PT users and potential PT users.

- **Geographic impact area:** The main geographical intervention area is Blasco Ibañez Avenue, specifically the start and the end of the corridor, where the multimodal hubs will be created. One of these hubs will be placed in the Cabanyal station, which already concentrates bus, train and bike offers.



## Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **ETRA:** Technology provider. Deployment of multimodal panels in the hubs and integration of mobility information.
- **EMT:** Provision of data and information about the public transport network and definition of requirements for the areas of implementation.

- **Valencia municipality:** Decision maker. Definition of requirements for the multimodal hubs to be implemented.

- **Other transport operators:** FGV, Valenbisi, MetroValencia, Renfe, etc. These transport operators could provide real-time data about their services, so that this information is also offered to the citizens though panels, APPs, or other devices.

## U-tools support

The implementation of this measure will be actively supported by two IT tools from the UPPER toolkit:

- **U-TWIN:** This tool will integrate real-time information from different transport modes (bus, metro, train, shared bike,…) and will act as a data lake to feed additional systems, like the multimodal panels.

- **U-GOV:** This tool will be essential for collecting citizens' feedback, before and after the implementation of the measure. It can also be used to identify and select the most convenient services for the hub (surveys to different user groups, VRUs,…).

## Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **ROM_03:** To adapt the PT offer and include new mobility services in multimodal interchange nodes

- **IDF_04:** Added-value services in multimodal nodes to integrate active modes with PT

- **OSL_02:** Design multifunctional hubs to increase the accessibility to public transport and active modes in strategic areas outside the centre and city accesses

- **MAN_07:** Create a network of mobility hubs in cooperation with the regional transport association, open for multi mobility providers

## Process of implementation of the measure

| Stages | Description | Intermediate milestones |
|---|---|---|
| **Design** | Analysing current mobility services and citizens' opinion collection. | - Study on the public transport and sustainable mobility offer in the implementation area.<br>- Survey on citizens' needs and modal shift barriers in the hubs. |
| **Preparation** | Establishment of contacts with different agents to collect requirements and propose alternatives. | - Selection of new mobility services to be deployed.<br>- Definition of actuation plan to improve connection among PT modes in the hub.<br>- Developments around the multimodal panels (physical design and data integration). |
| **Implementation** | Execution of the plan. | - Deploy new mobility services.<br>- Implement actuation plan to improve connection among PT modes.<br>- Deploy multimodal panels. |

## Sub-measures and preliminary indicators

| Measure | Sub-measure *(If applicable)* | Impact indicators |
|---------|-------------------------------|-------------------|
| VAL_02 | VAL_02_01 Create multi-modal hubs | - Total Multi-modal integration index before and after Measure implementation in the impact area |
| | VAL_02_02 Create new and innovative passenger mobility services | - Total Multi-modal integration index before and after Measure implementation in the impact area<br>- PT ridership per service/mode and the combination of them, after and before, in the specific hubs |