

Objectives of the measure

- **At measure level:**
 - To ensure Mobility as a Right through PT and pedestrian-focused design of new road section in the surroundings of Avenida Blasco Ibañez, peri-urban area of the Port of Valencia and the city centre.
 - Redistribution of urban space under sustainability mobility parameters.
 - Improvement of a heavily car-dependent area implementing more PT services.
- **Contributing to city level objectives of:**
 - Coordination of transport and land planning.
 - Improvement of origin-destination routes and reduction of time spent in PT.
 - Improvement of intermodality.
 - Improvement of accessible routes.
 - Increase of the road security.

Description of the measure

▪ Situation before:

The city of Valencia has areas with a large influx of traffic which generate problems from traffic congestion. Avenida Blasco Ibañez, an urban road with the highest number of registered residents: 5,330 inhabitants (2021), represents a potential area to explore and exploit new mobility solutions based on connectivity between different public mobility solutions, through a redistribution of urban space based on human-centered design and user needs in conditions of convenience and road safety, offering Mobility as a Right solutions.

The construction project of a new road section design mainly includes “el Pla del Real” district, this district has an intermedium population density that embraces a population between 16,548.6 and 19,745 inhabitants per km². In addition, “el Pla del Real” district includes “Ciutat Universitària” that reaches around 15,000 students registered at University of Valencia – Blasco Ibañez Campus. This district includes Vivers garden and Natural Science Museum, two Hospitals (Quirón and Clínico), València CF football stadium, two schools (Guadalaviar and El Pilar), integrating public mobility solutions like Facultats Subway Station, València Cabanyal Train Station and the EMT (PTO) bus service.

▪ General description:

This measure aims to redistribute the urban space by improving on the one hand, the layout and capacity of the bus lanes, including a segregated space for the PT, as well as improving pedestrian and cyclist mobility, and on the other hand, increasing road safety in a space of great influx.

To achieve this milestone, external services will be contracted, including the definition of technical requirements for the construction for a new distribution of the urban space in the surroundings of Avenida Blasco Ibañez, peri-urban area of the Port of Valencia and the city center, ensuring Mobility as a Right, as well as the construction of the project.

Specifically, the city intends to select one of the main corridors of València (Blasco Ibañez Avenue), currently mostly used by cars, which connects the peri-urban area of the Port of València with the city center.

○ Sub-measures description

- **VAL_01_01 “Make public transport routes wider”:** This first sub-measure will transform a car-dominant arterial to a PT- dominant street by creating wider public transport lanes that will connect two remote neighbourhoods which have a large influx of traffic. This measure will allow prioritizing the rapid transit bus lines and reduce the interexchange time between public sustainable mobility solutions.

- **VAL_01_02 “Increasing the number of bus lanes”:** This sub-measure is a direct consequence of the implementation of **VAL_04_01 “BRT dedicated lane Av. Blasco Ibañez**. The segregation of the bus corridor will increase the total number of roads dedicated to bus lanes.
- **VAL_01_03 “Improvement of pedestrian and cyclist accessibility and access to public transport”:** definition of pedestrian and cyclist routes, adaptation of sidewalks, pedestrian crossings and bus stops in accordance with the new road design.

- **Measure outputs:**

This measure will deliver:

- A construction project (technical paper): redistribution of urban space with a focus on Mobility as a Right.

- **Supporting activities:**

For the civil engineering works of the project, support from Next Generation funds has been requested through the Aid Program for Municipalities for the implementation of Low Emissions Zones (LEZ) and the digital and sustainable transformation of urban transport (2nd call, MITMA). These funds are not definitively granted. The 2nd call is currently in resolution process.

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure is related to other measures in Valencia:

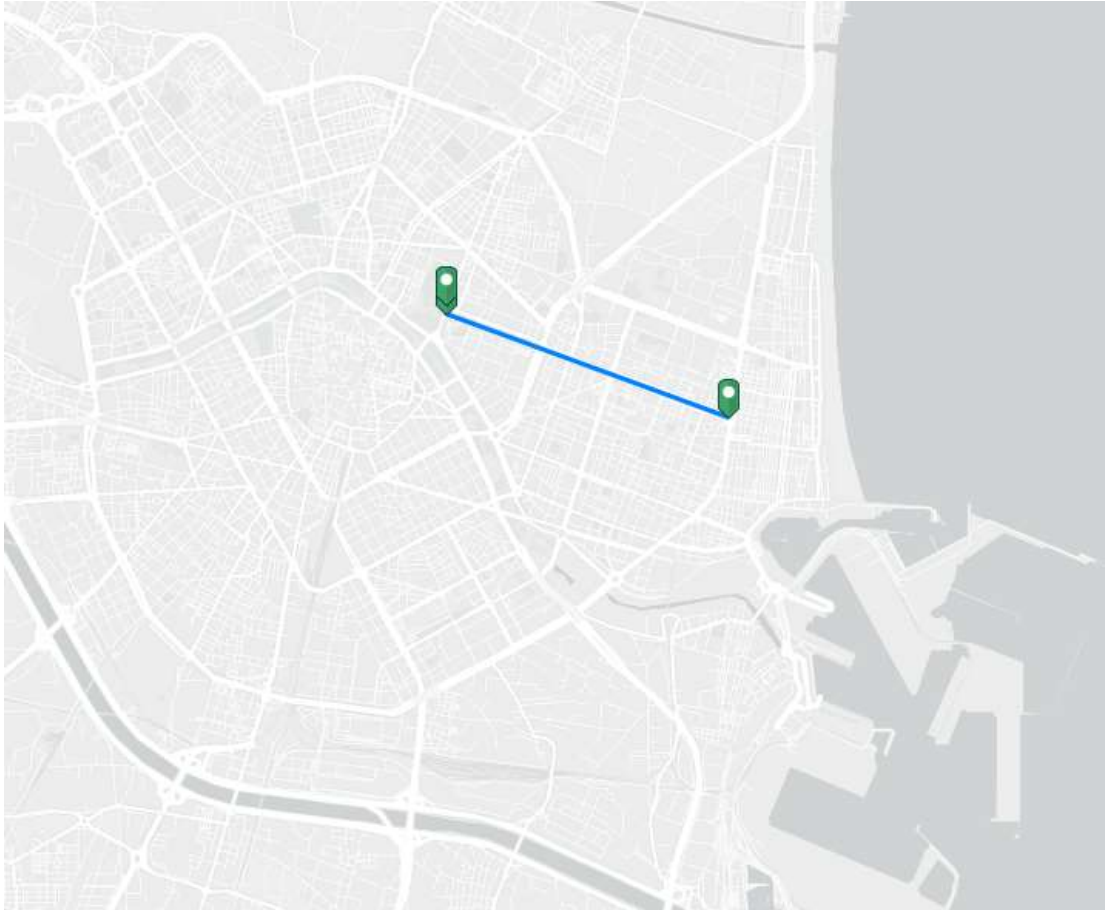
- **VAL_02: Creation of a network of multimodal hubs.** The area of intervention remains the same (Avenida Blasco Ibañez).
- **VAL_04: To reduce travel times through the implementation of dedicated bus lanes.** The area of intervention remains the same (Avenida Blasco Ibañez).
- **VAL_07: To provide 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, potential PT users
- University students (those studying in Blasco Ibañez universities), healthcare system users and workers, citizens and tourists in general.

- **Geographic implementation area:** The prevalent geographical implementation area is Avenida Blasco Ibañez, where the BRT corridor (VAL_04) will be implemented with more emphasis. The distributed impacts throughout the area have been described in **General description** section.



Stakeholders

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

- **Municipality:** Decision maker in terms of infrastructure work and space reallocation.
- **EMT:** PTO for bus fleet and decision maker in terms of bus operation.
- **ETRA:** Technology provider. Traffic manager in Valencia.

U-tools support

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

- **U-NEED** to analyse people needs in terms of PT in the artery and its adjacent areas.
- **U-SIM.plan:** Assessment & planning of a dedicated bus lane (evaluation of the impacts)
- **U-SIM.live:** Estimate passenger flows: To weight PT traffic light priority (in case traffic light priority based on social optimum is implemented)
- **U-SUMP:** Support the communication of the impacts of the BRT system and how does it contribute to the sustainability goals. Analyse the evolution of certain KPIs (congestion, air quality,...) in the intervention area (Blasco Ibañez) and support the decision-making process in terms of new BRT deployments.

Link to other UPPER measures

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

- **ROM_08:** (Re)Designing the urban space to promote active travel modes, PT and environmental “30 zones”
- **OSL_04:** Reduce parking supply for private cars and reallocate it for shared modes of transport
- **MAN_08:** Redesign urban space and test alternatives of using it for social purposes
- **LIS_01:** Restrict car access in the city
- **LIS_05:** To enhance multimodal interconnection with the peri-urban municipalities

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Data collection, establish design criteria for the complete description of the new road section design	<ul style="list-style-type: none"> - Topographic data and affected services. - Study of alternatives. - Development of the definitive solution and replacement of services.
Preparation	Public procurement and permits	<ul style="list-style-type: none"> - Description of technical specifications - Offers and tenders - Study of offers and award of contracts
Implementation	Reception of the construction project	<ul style="list-style-type: none"> - Delivery of the construction project documents: report, plans, specifications, budget and health and security study - Supervision and approval of the construction project - Quality control

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
VAL_01	VAL_01_01: Make public transport routes wider	<ul style="list-style-type: none"> - Commercial speed (for bus routes using lanes) - PT delays
	VAL_01_02: Increasing the number of bus lanes	<ul style="list-style-type: none"> - Commercial speed (along corridor)
	VAL_01_03: Improvement of pedestrian and cyclist accessibility and access to public transport	<ul style="list-style-type: none"> - Number of trips per mode - Accessibility to public transport in the impact area