Interactive maps for cycling and walking

Donostia-San Sebastian

Good practice factsheet
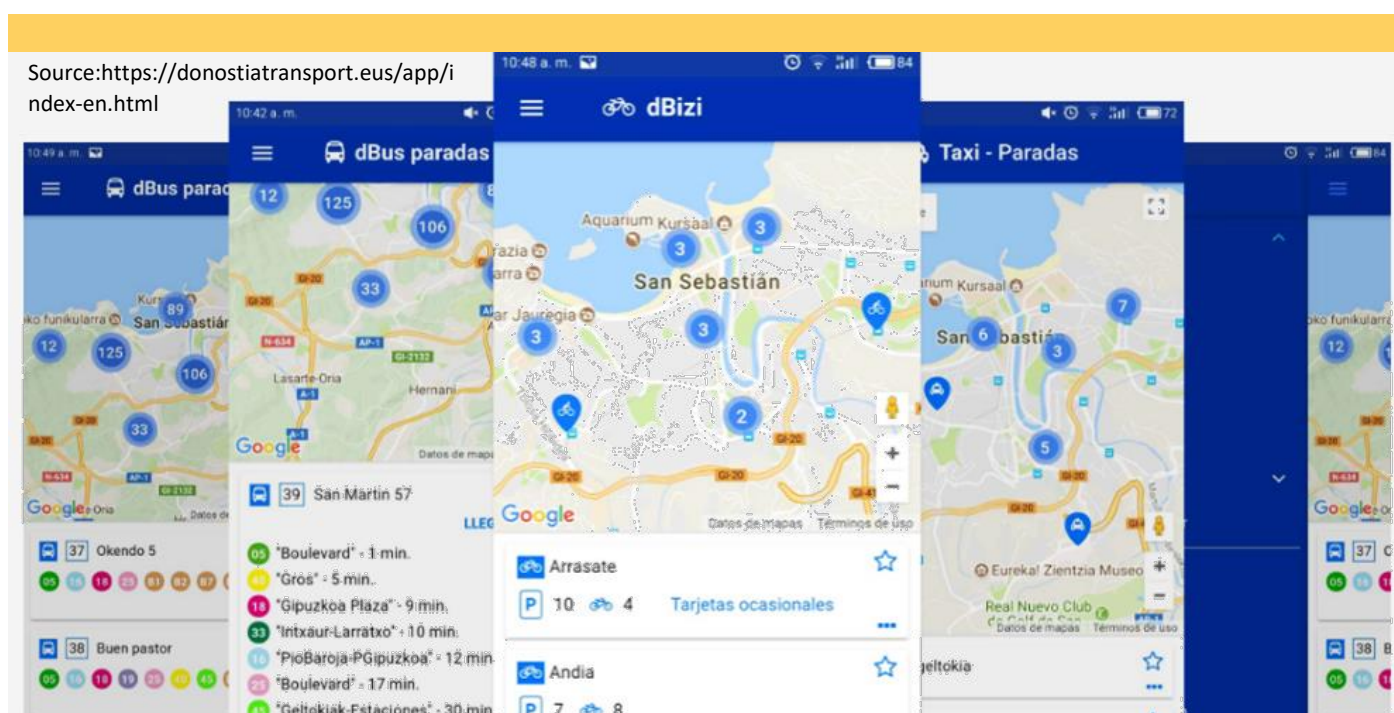
Mapas interactivos para andar en bicicleta y caminar
Donostia-San Sebastián
Hoja informativa de buenas prácticas

RESUMEN

La idea de crear mapas interactivos destinados a la movilidad de peatones y ciclistas surge, por un lado, del compromiso estratégico de la ciudad de priorizar la movilidad activa sobre otros medios de transporte y, por otro lado, del deseo de aprovechar el vasto posibilidades que ofrecen hoy las tecnologías de la información con el objetivo de ofrecer a sus usuarios información en tiempo real y opciones de ruta.
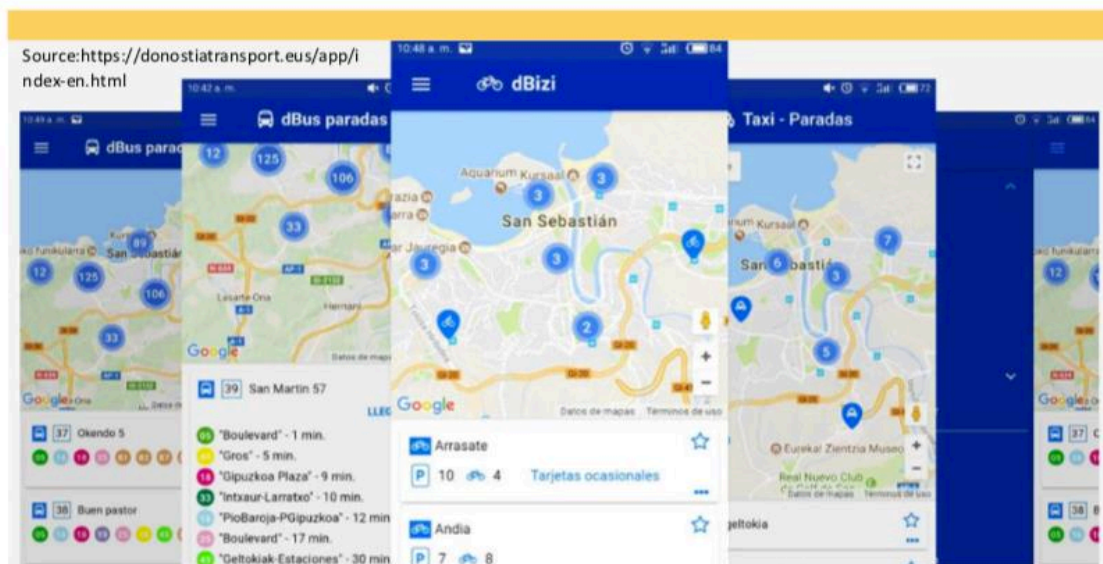
La demanda de información de la sociedad se ha convertido en un desafío para los proveedores de servicios y es por eso que las ciudades, como proveedores de información sobre diferentes áreas de la actividad urbana, han tenido que reestructurar sus políticas de comunicación para proporcionar a los ciudadanos y visitantes información de calidad que satisfaga sus necesidades. Expectativas.

En el campo de la movilidad, existen innumerables fuentes de información y esto ha dado lugar a una oportunidad muy interesante para que la ciudad complemente la información impresa habitual que normalmente se proporciona con otros medios.

La forma tradicional de distribuir información tiene la desventaja de proporcionar información estática y que debe actualizarse periódicamente cuando se implementan mejoras o cambios.

Para estar de acuerdo con las estrategias de movilidad que se definen en el Plan de Movilidad Urbana Sostenible de la ciudad y para aprovechar la nueva forma de manejar la información con fines de sostenibilidad, se hizo una propuesta inicial para crear mapas interactivos para la movilidad de peatones y ciclistas.

Estos mapas interactivos considerarían la red de ciclistas existente y en constante evolución, así como los itinerarios peatonales propuestos desde los centros deportivos de la ciudad, que ofrecen una gran cantidad de información sobre turismo, cultura, primeros auxilios y servicios de emergencia.

Al ponerse en contacto con las agencias de publicidad relevantes y discutir las opciones para la propuesta, Donostia-San Sebastián aprendió rápidamente que la sociedad actual tiene una demanda de información muy localizada y se centra en el uso de dispositivos móviles. Por lo tanto, en lugar de ofrecer solo mapas interactivos, el proyecto decidió que el desarrollo de una aplicación móvil sería más adecuado para llegar a los residentes y visitantes.

También se consideraron las numerosas aplicaciones disponibles hoy en día, a menudo en la misma ciudad, para cada modo de transporte (autobús, tren, taxi, etc.). Para obtener información sobre los diversos modos de viaje, un usuario debe instalar aplicaciones relacionadas con los medios de transporte que planea usar, lo que podría requerir varias aplicaciones si el usuario planea tomar más de un modo de viaje.

La idea de Donostia-San Sebastián era proporcionar al usuario una única herramienta de movilidad que incluía todos los medios de transporte más sostenibles en la ciudad. Por lo tanto, la ciudad también estaría cumpliendo la idea inicial de proporcionar al usuario acceso a información actualizada.

Al ser una **aplicación oficial del Ayuntamiento**, esto garantizaría al futuro usuario que la aplicación, al utilizar fuentes de información municipales, presenta datos precisos y confiables.

La aplicación comenzó proporcionando información de fuentes de datos en tiempo real y se expandió para incluir también la provisión de información sobre el transporte público en autobús.

El sistema de autobuses tiene un Sistema de Apoyo a la Explotación (ESS) integrado, que monitorea el servicio público de bicicletas y sus estaciones de acoplamiento electrificadas y asociadas para que pueda proporcionar información en tiempo real sobre el estado de las estaciones.
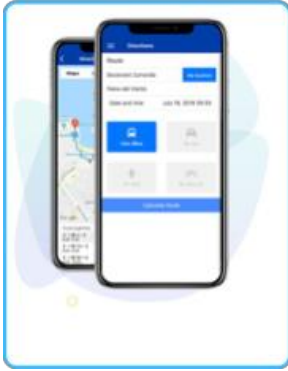
Al mismo tiempo, también se ha incorporado a la aplicación información sobre el servicio de taxi público, así como el estado de ocupación de los estacionamientos subterráneos de la ciudad.

Se ha dado prioridad a la información relacionada con los estacionamientos periféricos de la ciudad para disuadir el uso de más estacionamientos centrales, cuyo uso aumentaría el tráfico de automóviles y la congestión en el centro de la ciudad.

La aplicación está en constante evolución y actualmente se está desarrollando para ofrecer a los usuarios también la posibilidad de solicitar un taxi con la misma aplicación. Con esta función, un usuario puede establecer su destino y viaje para obtener información actualizada sobre el precio del itinerario planificado por adelantado.

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City	**Donostia-San Sebastian**
Population size	186 000
SUMP experience	Intermediate city
What is the good practice	All information about the transport services in the city gathered in one digital tool, including features to search for a travel journey.

SUMMARY

The idea of creating interactive maps aimed at both pedestrian and cyclist mobility arises, on the one hand, from the city's strategic commitment to prioritising active mobility over other means of transport and, on the other hand, from the desire to take advantage of the vast possibilities that are offered today by information technologies with the aim of offering its users real-time information and route options.

DESCRIPTION

The demand for information from society has become a challenge for service providers and that is why cities, as providers of information on different areas of urban activity, have had to restructure their communication policies in order to provide citizens and visitors with quality information that meet their expectations.

In the field of mobility, there are countless sources of information and this has led to a very interesting opportunity for the city to complement the usual printed information that is typically provided with other means. The traditional way of distributing information has the disadvantage of providing information that is static and that needs to be updated periodically when improvements or changes are implemented.To be in accordance with the mobility strategies that are defined in the city's Sustainable Urban Mobility Plan and to take advantage of the new way of handling information for the purposes of sustainability, an initial proposal was made to create interactive maps for both pedestrian and cyclist mobility.

These interactive maps would consider the existing and constantly evolving cyclist network as well as the pedestrian itineraries proposed from the city's sports centres, which offer a great deal of information on tourism, culture, first aide, and emergency services. By contacting relevant advertising agencies and discussing options for the proposal, Donostia-San Sebastian quickly learned that today's society has a very localised demand for information and is focused on the use of mobile devices. Therefore, instead of offering just interactive maps, the project decided that the development of a mobile application would be better suited to reach residents and visitors.

There was also consideration of the many applications available today, often in the same city, for each mode of transport (bus, train, taxi, etc.). In order to get information on the various modes of travel, a user must install applications related to the means of transport they plan to use, which could require several applications if the user plans on taking more than one mode of travel.

Figure 1: The Donostia Transport application user interface

The idea of Donostia-San Sebastian was to provide the user with a single mobility tool that included all of the most sustainable means of transport in the city. The city would thus also be fulfilling the initial idea, to provide the user with access to up-to-date information. Being an official application of the City Council, this would guarantee to the future user that the application, by using municipal information sources, presents data that is both accurate and reliable. The application started by providing information from real-time data sources and it expanded to include also the provision of information about the public bus transport. The bus system has an integrated Exploitation Support System (ESS), which monitors the public service of bicycles and their partnered, electrified docking stations so that it can provide real-time information concerning the state of the stations.
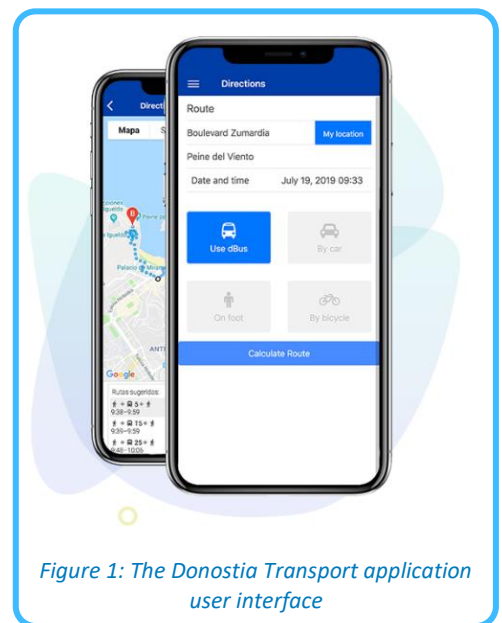
At the same time, information about the public taxi service as well as the occupation status of the city's underground parking garages has also been incorporated into the application. Priority has been given to information relating to the city's peripheral parking garages in order to dissuade the use of more central parking garages, the use of which would increase the car traffic and congestion in the city centre. The application is constantly evolving and is currently under development to offer users also the possibility to request a taxi using the same application. With this feature, a user could set their destination and journey in order to get updated information about the price of the planned itinerary in advance.

IMPACTS AND EXPECTED RESULTS

The first objective of the application is to respond to the increasing demand from citizens and visitors for municipal mobility services and to create a communication link between the City Council, on the one hand, and residents and visitors, on the other hand, by assisting the latter, with the provision of real-time data about mobility services, for their planned activities within the city.

Figure 2: Dbus provides users with reliable bus transportation that can be tracked on the application

At the same time, the application serves as a tool to reflect the municipality's prioritisation of not only urban mobility, but also active travel, such as walking and biking. In general, the application is another means of communication in that it is an effective tool for both citizens and tourists to learn about the means of travel that are promoted by the City Council. Finally, given the proliferation of applications that are continuously launched, the aim is to offer users a single application that includes all of the necessary information regarding mobility in the city, and to thereby make it easier for users to respond to their mobility needs through an official and reliable application.
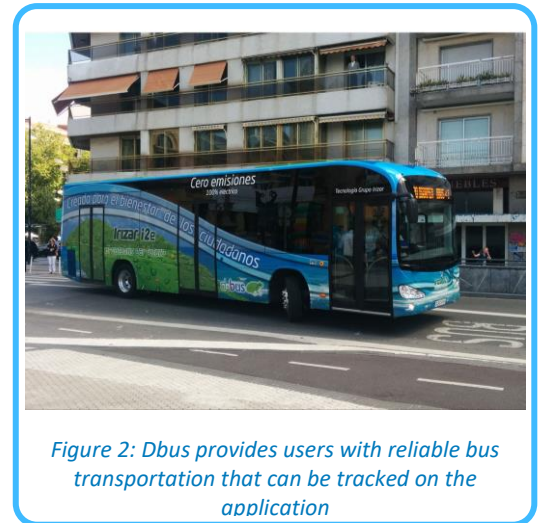
LESSONS LEARNED

Regardless of the method used to reach out to residents, any action can be seen as communication as well as a showcase for the City Council to promote the city's priorities, such as sustainable forms of travel. From the technical point of view, it is necessary to carry out a study of the available data sources that will feed into the application. To identify the data sources that meet the needs, the study must first define goals for the application and its use. At the same time, it is necessary to identify if the information sources are internal or external sources in order to specify the connection and integration mechanisms for the export of the data, especially in the case of external databases.

COSTS AND KNOW-HOW REQUIRED

- Analysis of information and mobility indicators available in open data. EURO 10.500
- Design and realization of the APP Donostia Transport. EURO 17.500
- Design and realization of the web version of the APP Donostia Transport. EURO 2.500

It is considered important to identify the medium through which citizens and tourists demand information. Although new generations are large consumers of technology and mobile devices, there are groups that continue to appreciate information on paper for short (or long) visits. It is therefore important not to neglect the media channels that were already offered previously, as doing otherwise may generate a feeling of neglect by specific groups.

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