

## Partner Experiences

Puy Dominguez  
EREN



# Lessons learned from Ponferrada BIZ and two success measures: Flexitaxi and Car- pooling



Orlando Redondo & Puy Domínguez  
Regional Energy Agency of Castilla y León, SPAIN  
Francisco Jordán  
Ponferrada Municipality, SPAIN

## ENTE PUBLICO REGIONAL DE LA ENERGIA DE CASTILLA Y LEON- CASTILLA Y LEON REGIONAL ENERGY AGENCY

EREN is the organism created by the Regional Government in December 1996, under law 7/1996, as an energy managing Organism to develop, unify and integrate at territorial level all policies approved in different energy-related areas. Attached to the Regional Ministry for Economics and Employment, EREN main objectives are:

- To achieve a competitive and balanced energy system.
- To control and reduce energy intensity.
- To avoid the environmental impact caused by non-rational energy consume.
- To decrease energy dependence, mainly of third countries through a security of energy supply.
- To promote energy diversification.
- To improve a guarantee and better quality of the different energy types existing.

Main functions are to encourage and develop energy advise programmes, further rationalisation programmes and promote the implementation of system for renewable energies production, study and make recommendations on the use of energy technologies with the participation of the companies of Castilla y León towards these areas, advise planning and energy programming, rational use of energy and renewable energies and collaborate in the emission of Legislation in energy matters, promote investments and participate in the management of energy-related grants.



## OTHER RELATED MOBILITY PROJECTS IN EREN

- 4 Mobility offices
- Dinamization plan of bike lending system in 15 cities
- Mobility Plans in 10 cities
- Mobility plan in a industrial area + Mobility office



## WHY EREN IS IN MOMABIZ



- According with our priorities
- By the innovative idea of a “mobility label” and “box solutions” system
- We have capacity to involve stakeholders
- Collaboration of Ponferrada Council from the beginning
- New split sustainable modes of transport for workers



# PONFERRADA BIZ: STATE OF THE ART

Location: Municipality of Ponferrada, León (SPAIN)

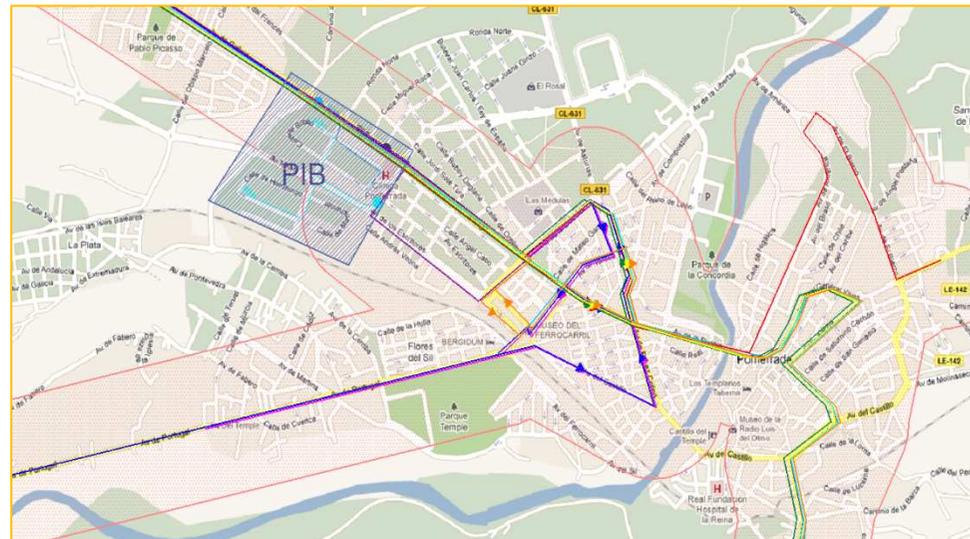
Surface: 2.864 m<sup>2</sup>

Number of Companies: 55

Number of Employees: 1.369

Access by a National road: A-6

Distance to Ponferrada city center: 1,5 Kms



# PONFERRADA BIZ: STATE OF THE ART

From the 80's

2 phases: PIB I & PIB II

2 main acces from a national road, and 2 secondary access

First public promotion -> private owners

Some empty parcels

Maintenance and management of roads and waste is municipal

Structure: 65% automotive industry , 21% services (mainly from building sector), 14% others (commercial)

Most of them SMEs

Facilities: petrol station, bar, restaurants (also at night), gym,

Nearby: banks, schools, kindergarden



## PONFERRADA BIZ: PREMISES

- An industrial area inside an urban area
- Easy to reach on foot
- Culture of using the car for short distances. Approximately 85% of workers trips by car.
- Demand of more bike facilities (some users and parking bike in some companies)
- Cycling routes finished before enter to the BIZ
- Lack of information about bus stop and timetables
- Workers available to share car for work trips



## PONFERRADA BIZ: PREMISES

- Open minded workers and companies to new trip facilities and awareness on take car environment
- Most of them services companies
- 2 companies represent more than the 50% of the workers
- Weak signaling inside the BIZ: companies info, parking, transport facilities
- Not controlled parking
- Weak accesibility in companies
- Bus stop in peripheral area and impermeability to go inside the bus by urban planing limitations
- Big interest in the LMG



## PONFERRADA BIZ MEASURES

- Workshop of mechanical of the bike during the Mobility week 2012
- Efficient driven courses for workers
- e-learning course of 100 hours of Mobility Manager in companies
- Integration of a new lending bike system in the BIZ
- Flexitaxi: share-taxi / on-demand taxi
- Car-pooling
- Information campaign for promoting the use of the BUS
- Review of bus offer for the BIZ: 2 new bus stops inside the BIZ (2 bus lines +), adaptation of frequency and timetables.
- Boosting to alive the already existing association in the BIZ
- Training in the efficient use of bikes for workers and signalling secure bike routes





# FLEXITAXI



FLEXITAXI is a transport sharing system using a taxi as a mean of transport

- to cover the on-demand needs of commute for workers

The objectives are:

-encourage workers behavior into the concept of sharing vehicles offering Flexitaxi as a new facility,

-More energy efficiency and sustainable

-cost savings for the worker maintaining confort

-decreased greenhouse gas emissions and energy savings.



Relying on new technology and communications which provide a tool for management and service control of the system.

# FLEXITAXI



FLEXITAXI SUCES IS BASED ON:

The good collaboration among municipality , bus company and taxi association

- More than 10 working meeting to design the system with all the stake holders and a testing phase f the project
- Not competence with bus lines
- Respect the legislation/normative
- Some attractive award
- Permit calculate avoid CO2 emissions, routes kms, users, incidents...



# FLEXITAXI ON-LINE

Directly from: [www.flexitaxi.es](http://www.flexitaxi.es)

Registration exclusive for Ponferrada workers at the Mobility Office of Ponferrada Council



Firefox | Ahorro y eficiencia energétic... | Travelodge Wi-Fi | Flexitaxi - Uso compartido de... | +

www.flexitaxi.es

Más visitados | correo.jcyl

**FLEXITAXI** | Selección tu idioma: Español | English | Acceso a usuarios

Redes Sociales | Facebook | Twitter | YouTube

Inicio | El proyecto | Cómo funciona | Descargar la app | Contacto

Introduzca su búsqueda

Estás en: Inicio

**est+** Sostenible, Eficiente, Económico

Contaminación, Energía, Estrés

**Sistema de taxi flexible para el Parque Industrial del Bierzo (PIB)**

- ✓ Es fácil, es cómodo, es seguro, es flexible, es sostenible, y está hecho a tu medida ¡No esperes más y apúntate!
- ✓ FLEXITAXI mejora tu economía y el medio ambiente en el que vives
- ✓ Por poco más de un euro por trayecto, puedes utilizar este cómodo servicio

Junta de Castilla y León | EREN | Ponferrada | MoMA.BIZ

**Acceso a usuarios**

Usuario | Contraseña

**App Store** | FLEXITAXI ya está disponible para tu dispositivo iOS. Descárgala desde tu tienda

**Play Store** | FLEXITAXI ya está disponible para tu dispositivo Android. ¿a qué esperas para

ES | 13:32 | 04/02/2013

# FLEXITAXI ON-LINE



Firefox

Ahorro y eficiencia energétic... Travelodge Wi-Fi Flexitaxi - Uso compartido de... +

www.flexitaxi.es

Más visitados correo jcyL

Selección tu idioma: Español | English

Acceso a usuarios

Redes Sociales

Inicio El proyecto Cómo funciona Descargar la app Contacto

Introduzca su búsqueda

Estás en: Inicio

## Y Beneficia tu entorno

- ✓ Movilidad sostenible: menos emisiones contaminantes, menos ruidos, menor consumo de recursos energéticos, mayor bienestar y mejor calidad del aire que respiras
- ✓ Menor tráfico en beneficio de todos. Con esta práctica a gran escala, disminuirémos considerablemente la posibilidad de encontrar atascos
- ✓ Disminución de las necesidades de plazas de aparcamiento, liberando espacio para otras utilidades

Acceso a usuarios

Usuario Contraseña

App Store

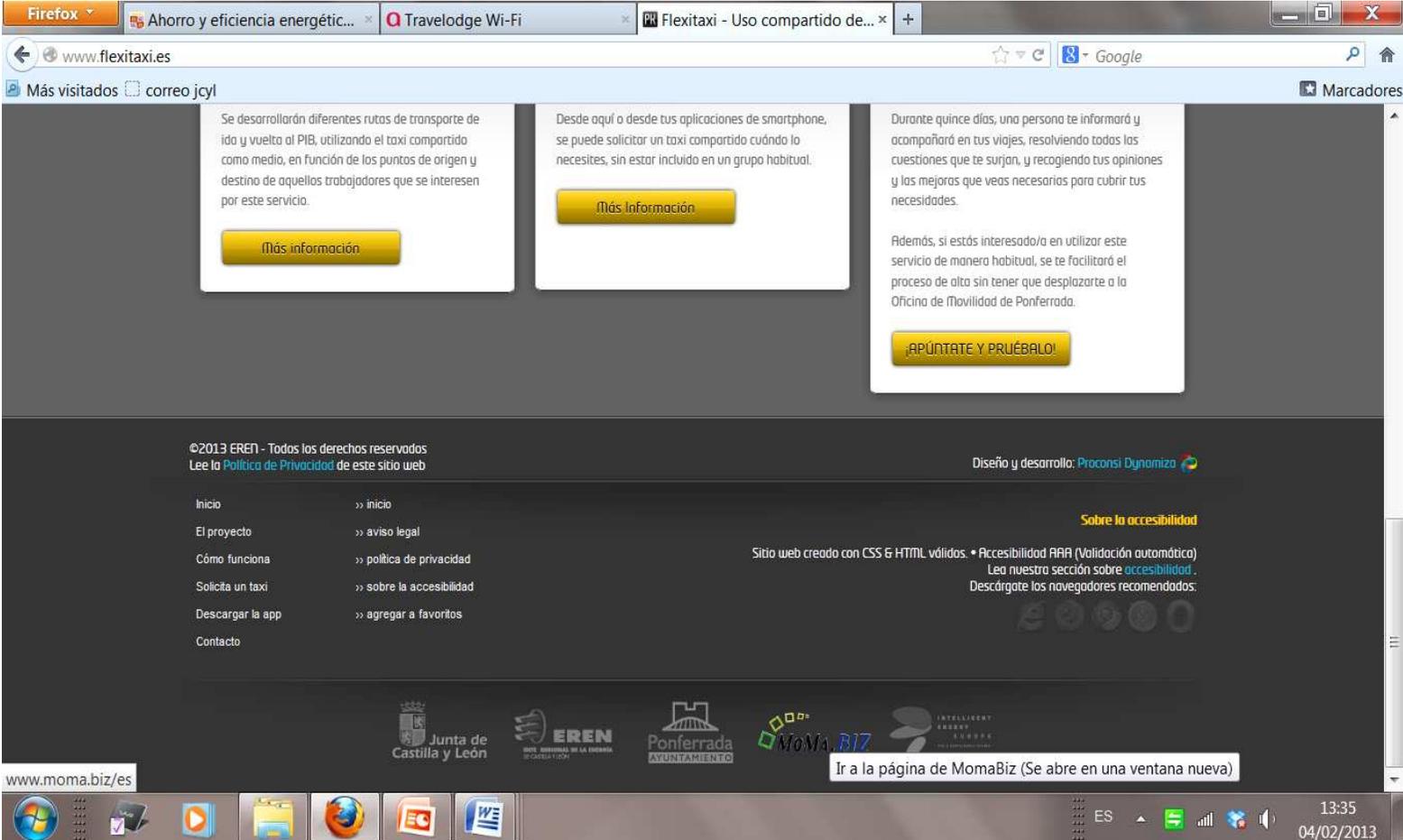
FLEXITAXI ya está disponible para tu dispositivo iOS. Descárgala desde tu tienda

Play Store

FLEXITAXI ya está disponible para tu dispositivo Android, ¿a qué esperas para

ES 13:34 04/02/2013

# FLEXITAXI ON-LINE



The screenshot shows a Firefox browser window with three tabs: 'Ahorro y eficiencia energétic...', 'Travelodge Wi-Fi', and 'Flexitaxi - Uso compartido de...'. The address bar shows 'www.flexitaxi.es'. The page content includes three main sections with text and yellow buttons:

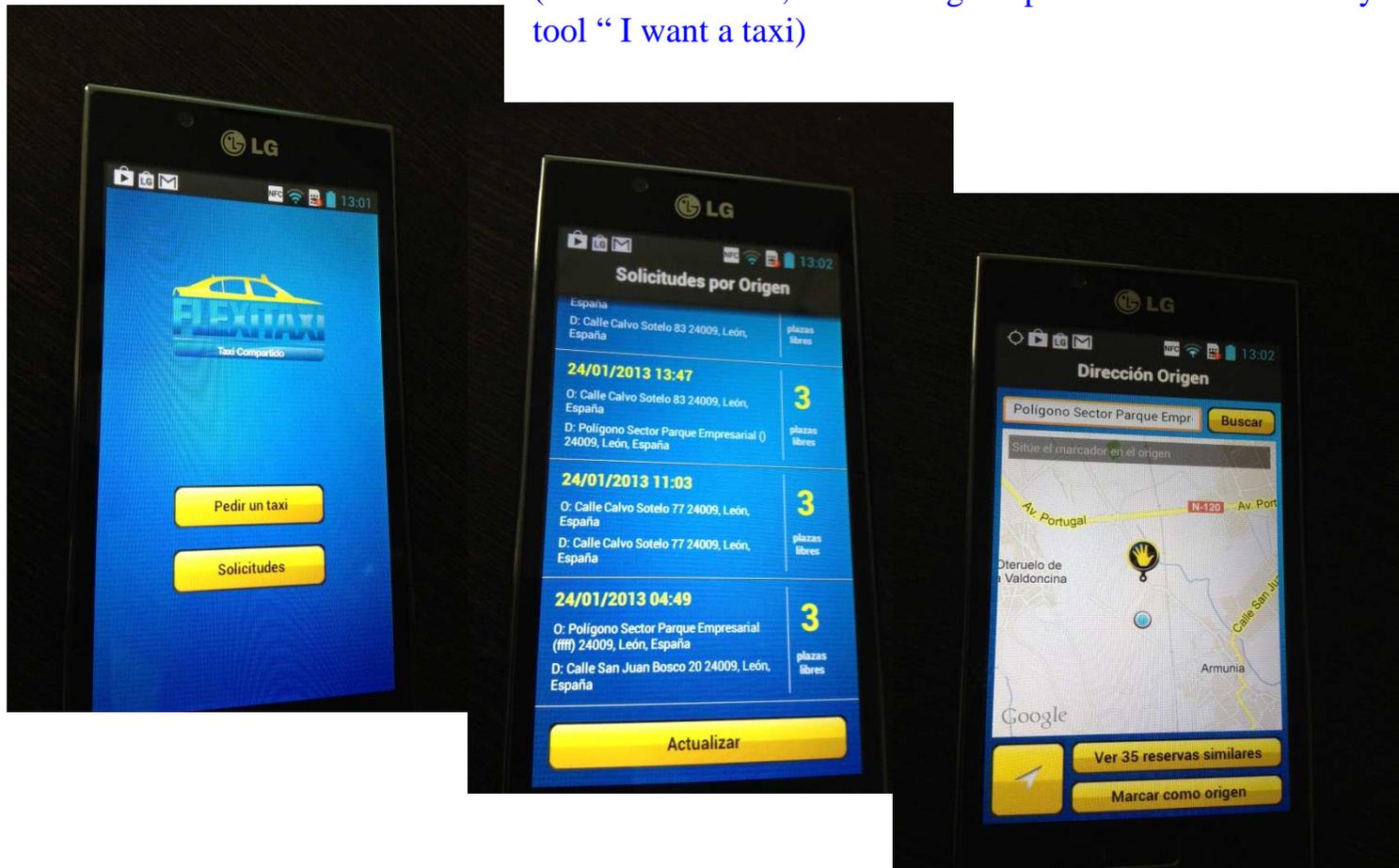
- Section 1:** Text: "Se desarrollarán diferentes rutas de transporte de ida y vuelta al PIB, utilizando el taxi compartido como medio, en función de los puntos de origen y destino de aquellos trabajadores que se interesen por este servicio." Button: "Más información".
- Section 2:** Text: "Desde aquí o desde tus aplicaciones de smartphone, se puede solicitar un taxi compartido cuándo lo necesites, sin estar incluido en un grupo habitual." Button: "Más Información".
- Section 3:** Text: "Durante quince días, una persona te informará y acompañará en tus viajes, resolviendo todas las cuestiones que te surjan, y recogiendo tus opiniones y las mejoras que veas necesarias para cubrir tus necesidades." Below this, text: "Además, si estás interesado/a en utilizar este servicio de manera habitual, se te facilitará el proceso de alta sin tener que desplazarte a la Oficina de Movilidad de Ponferrada." Button: "¡APÚNTATE Y PRUÉBALO!".

At the bottom of the page, there is a footer with copyright information: "©2013 EREN - Todos los derechos reservados. Lee la Política de Privacidad de este sitio web". A navigation menu lists: Inicio, El proyecto, Cómo funciona, Solicita un taxi, Descargar la app, Contacto. There is also a section for "Sobre la accesibilidad" with text: "Sitio web creado con CSS & HTML válidos. • Accesibilidad AAA (Validación automática). Lea nuestra sección sobre accesibilidad. Descárgate los navegadores recomendados." Logos for Junta de Castilla y León, EREN, Ponferrada Ayuntamiento, and MoMa.BIZ are visible. A notification bar at the bottom right says "Ir a la página de MomaBiz (Se abre en una ventana nueva)". The Windows taskbar at the bottom shows the date 04/02/2013 and time 13:35.

# FLEXITAXI IN 4 STEPS

Or download the app for android or iphone

(Taxi on demand, but sharing-adaptation from an already existing tool “I want a taxi”)



## FLEXITAXI CAMPAIGN



1 es +

Contaminación  
Energía  
Estrés

Sostenible  
Eficiente  
Económico



**Flexitaxi**

A 1 persona le gusta esta página

Página de la aplicación

FLEXITAXI es un innovador sistema de taxi compartido para el Parque Industrial del Bierzo (PIB); que pretende consolidar este medio como un modelo de desplazamiento más económico y sostenible.  
<http://www.flexitaxi.es/>

Información



Fotos





**Flexitaxi**  
@Flexitaxi

Innovador sistema de taxi compartido para el Parque Industrial del Bierzo. Cofinanciado por MoMa.BIZ (IEE) y EREN - Junta de Castilla y León.  
Ponferrada, León · [flexitaxi.es](http://flexitaxi.es)

0 TWEETS    1 SIGUIENDO    0 SEGUIDORES



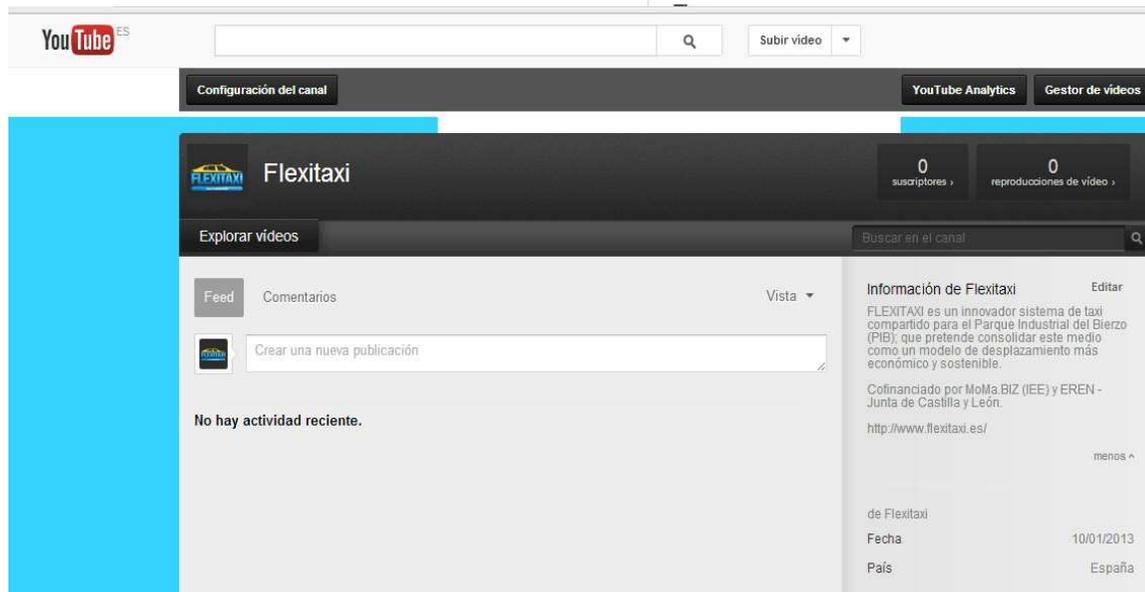
# FLEXITAXI CAMPAIGN

-Foursquare

-You Tube



The screenshot shows the Foursquare profile for Flexitaxi. The header includes the Foursquare logo, a search bar with the text "Estoy buscando...", and navigation links for "Actividad", "Explore", "Listas", and "Flexitaxi". The profile features a profile picture of a yellow taxi with "FLEXITAXI" written on it. The bio states: "Innovador sistema de taxi compartido para el Parque Industrial del Bierzo. Cofinanciado por MoMa.BIZ (IEE) y EREN - Junta de Castilla y León." Below the bio, there are statistics for "Check-ins" (0) and "Días fuera" (0). A "Badges" section is visible on the right, with the text "Desbloquea y gana badges siguiendo Páginas y haciendo check-in en sitios interesantes." Below that, an "Alcaldías" section is partially visible with the text "Haz check-in en un lugar más veces que nadie y conviértete en mayor!". At the bottom of the page, there is a copyright notice: "foursquare © 2013 Hecho con amor en NYC y SF".



The screenshot shows the YouTube channel page for Flexitaxi. The header includes the YouTube logo, a search bar, and a "Subir video" button. Below the header, there are navigation tabs for "Configuración del canal", "YouTube Analytics", and "Gestor de videos". The channel name "Flexitaxi" is displayed, along with statistics for "0 suscriptores" and "0 reproducciones de video". A "Feed" section is visible, with a "Comentarios" tab and a "Vista" dropdown menu. Below the feed, there is a "Crear una nueva publicación" button. On the right side, there is an "Información de Flexitaxi" section with an "Editar" button. The information includes: "FLEXITAXI es un innovador sistema de taxi compartido para el Parque Industrial del Bierzo (PIB), que pretende consolidar este medio como un modelo de desplazamiento más económico y sostenible.", "Cofinanciado por MoMa.BIZ (IEE) y EREN - Junta de Castilla y León.", and the website "http://www.flexitaxi.es/". Below this, there is a "de Flexitaxi" section with a "Fecha" of "10/01/2013" and a "País" of "España".

## CAR-POOLING

- Mainly target group: workers from outside of Ponferrada municipality
- Study of the amount of available car-pooling tools and decide by BLABLA.CAR.  
A european social net for car-pooling.
- Users registered directly by blabla.car web
- car identification card can be obtained in the Ponferrada Mobility Office
- e-mail + face to face visit to recruit users



# IMPACTS

- 10% of the companies trained on Mobility Manager issues
- 5% of new mobility strategies in companies
- 5% received training of efficient driving
- Information campaign for promoting the use of the BUS
- One new system of car sharing with taxi with 3% of user in 1 week
- Increase of the use of car pooling
- Increase the user of the lending bike system and new bike user for work displacement
- 2 new bus stops inside the BIZ, adaptation of frequency and timetables.
- Re making to alive the already existing association in the BIZ

## LESSONS LEARNED



- Look for a local "ally" to reach the local stakeholders. Local prefer "the locals".
- Use the resources and facilities that you have at your hand locally and for free to promote the project actions, for training facilities etc..
- Insist to give information and training on sustainable mobility to companies they are lack of and they have they are able to make use of that
- Don't forget the technological and communication advancement for the action for publicity. Social nets have really a power for the information spread.
- Adapt the communication tools that you need to your target group: for example young workers use social nets and smartphones, e-mail is the way for sending invitation for LMG meetings by a telephone calls has been the most effective way because is direct speaking.
- But don't forget: for companies the most efficient channel of communication is "face to face"



## LESSONS LEARNED

# THANKS FOR YOUR ATTENTION

Puy Domínguez

EREN

Av/ Reyes Leoneses, 11

24008 León, SPAIN

Tel: 0034 987849393

E-mail: [dompermi@jcyl.es](mailto:dompermi@jcyl.es)

Web: [www.energia.jcyl.es](http://www.energia.jcyl.es)