

# EVUE Kick Off meeting

## Madrid

fundación **movilidad**



Connecting cities  
Building successes

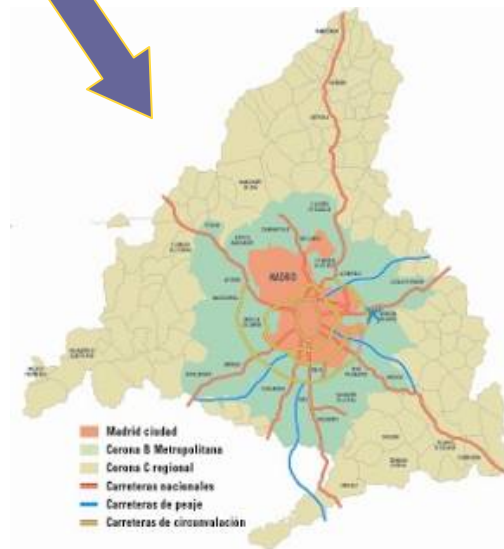




# EVUE- Madrid

URBACT II

- › Capital and largest city of Spain and the third-most populous municipality in the European Union after Greater London and Berlin. Its metropolitan area is the third-most populous city by urban area in the European Union after Paris and London.
- › The city spans a total of 698 km<sup>2</sup> and the metropolitan area around 4,609.7 km<sup>2</sup>.
- › The population of the city is roughly 3.2 million, while the entire population of the Madrid metropolitan area (urban area and suburbs) is calculated to be 6 million.
- › The city of Madrid has an average population density of 5,208.6 people / km<sup>2</sup>
- › Madrid has 3,415 km of roads (938 km are high capacity, 790 km of which are free highways). The road network has a radial structure connecting Madrid with main cities in Spain, which is complemented with 2 ring roads and 2 semi-ring roads:
- › More than 1,000,000 vehicles get in and out of the city every day.

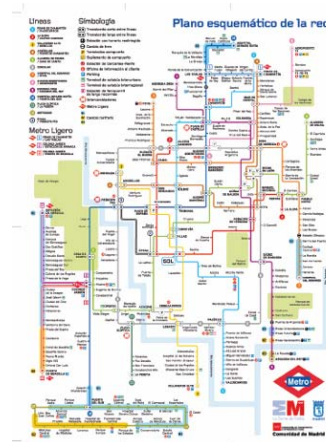




# EVUE- Madrid

## Public transport:

- › Integrated multi-modal mobility. Fare integration
- › 6 transport interchange stations
- › Metro system has 338 stations, 2,157 trains and a 339 km network.
- › The city bus company (EMT) has 208 routes, 10,024 bus stops, 2,033 vehicles and a 3,725 km network
- › Suburban rail network connects a large number of towns in the city's metropolitan area and transports over 200 million passengers per year. It has 337 km of track
- › The whole public transport system caters for 1,600 million journeys per year and 5.4 million journeys per working day in the city, and 15.2 million journeys per day in the region





# EVUE- Madrid

## Modal split

- › Private vehicle: 25% (car + motorcycle)
- › Public transport: 46%
- › Walking: 29% (walking + cycling, just 0.14%)

The city is divided into 21 districts and more than 120 neighborhoods.

The main economic sectors are the services (80%), industry, construction and real estate market, and tourism.

Madrid city unemployment rate: 14.1% labour force, compared with regional and national unemployment rate: 14.7% and 18.8% respectively (4th quarter '09 data).

The average income per capita is €19,391.18 (range between €22,564 and €15,594, depending on the districts, 2007-2008 data)

# EVUE- Madrid



Madrid has not a global Mobility Plan at the moment, but has established since 2006 the “Mobility Board”, to facilitate and enhance the governance of the city regarding mobility issues

## EV status:

- › 41 public charging points at the moment (two different parking facilities) + several private ones (as at some NH hotels)
- › Two 100% electric minibus lines
- › 46 electric vehicles (both minibuses and city services providers)
- › “Cero emisiones” card for free surface parking at the city centre
- › Traffic tax discount for hybrid and electric vehicles (the maximum authorised by national law)



## Targets:

- › 280 public charging points under MOVELE project by end 2010

## Challenges:

- › Besides the EV high prices, the main challenge is the deployment of a charging points (CP) network.
- › Electric regulation issues
- › Standardization issues





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## Expectations from EVUE:

1. To exchange information (insights, best practices) about the implementation of electro-mobility around urban areas in Europe
2. To facilitate the planning, design, and deployment of electricity supply facilities and systems for electric vehicles
3. To facilitate the work with governmental agencies with jurisdiction over electrical permitting toward a framework for the safe and expeditious installation of charging equipment
4. Know-how to promote a plan for mobilizing demand for electric vehicles in city-controlled fleets, and to reach out to other significant fleets in the metropolitan areas
5. To learn about the set of electric vehicle- related subsidies, incentives, privileges, and amenities on offer from the various levels of government in different countries, and even to get help to harmonize regulations, standards, specifications, etc.

Presidencia  2010.05  
Española





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European Union  
Funding through the European Fund

EVUE Partner presentation

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**Thank you very much for your attention!**

**Sergio Fernández Balaguer**

**Project Manager**

**TLF: (+34) 917 877 248**

**[sfernandez@fundacionmovilidad.es](mailto:sfernandez@fundacionmovilidad.es)**

**[www.fundacionmovilidad.es](http://www.fundacionmovilidad.es)**