

Parallel Session 3B – Mobility, Accessibility & Door-to-Door solutions

Adif Mobility Strategy Passenger Train Stations



UIC next**station**
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Key Points

EU objective for mobility: **sustainable, accessible and efficient** link between the different transport modes

 **adif** is making big efforts in **Designing, Building and Managing** railway infrastructures to accomplish these objectives

 **adif** is paying full attention to Stations, as they are the only link with the final **railway customers**

Agenda

Adif Mobility Strategy

**Mobility as a Service, Sustainable Mobility and
Healthy Mobility**

Practical case: Madrid Puerta de Atocha Project

Conclusions

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Adif Mobility Strategy

Reference framework



UE Green Paper

Turning Europe into a competitive economy with a sustainable economic growth and a greater social cohesion



Agenda 2030

Contribute to the fight against climate change by using a clean mode of transport



Transport and Infrastructure Innovation Plan

Dimensions: Digitalization – Internet of the Future – Energy Transformation – Intermodality



New policies and hierarchy on mobility in cities

Intelligent mobility with technology, organization and sustainability



Adif Strategic Plan

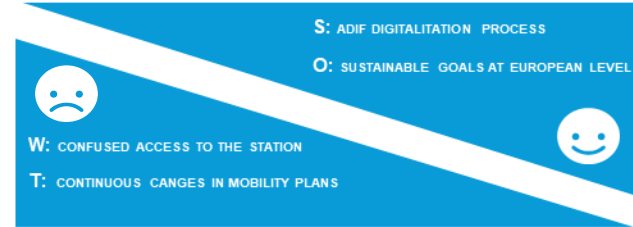
Make stations sustainable, accessible, user oriented and adapted to the future

Adif Mobility Strategy

Current Situation



SWOT Analysis



Mobility Players



Agenda

Adif Mobility Strategy

Mobility as a Service, Sustainable Mobility and Healthy

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Conclusions

Mobility as a Service, Sustainable and Healthy

GOALS

Mobility as a Service

Make the Station a friendly place, that enhances the customer experience, that facilitates the interactive communication between the different modes of transport in order to facilitate the **mobility on demand**



Sustainability

Provide the traveler with an easy and eco-friendly door-to-door route through energy-efficient and zero-emission transport

Healthy

Ensuring a healthy life and promoting well-being for all at all ages

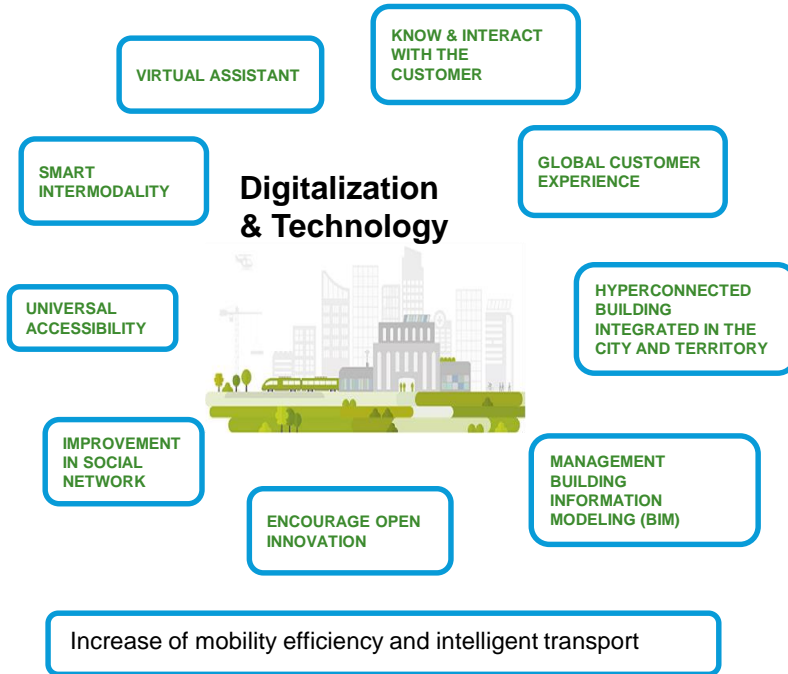


Smart

Use the intelligent technology to optimize all processes

Mobility as a Service, Sustainable and Healthy

Action Plan



Renovation in Station accesses

- Ensure the **accessibility** of all as a basic right.
- Integral accessibility to ensure **safety, comfort and well-being when traveling**
- Promote **accessibility** an articulated, fluid and continuous network between different urban transport modes
- **Integration of the train station in the city.**
- Universal accessibility with **adequate and sufficient signage.**



Mobility as a Service, Sustainable and Healthy

Actions



- Priority Users.
- Fast, comfortable and safe accesses.
- Signage ON/OFF
- Assured accessibility



- Secure and protected parking
- Access by bike lane connected to the urban lanes
- Fee payment according to the established business model



- Priority signage for connections
- Real time information
- Locations near the rail station access and urban connection road
- Agreements with municipal corporations
- Participation in joint mobility networks



- Location in VIP parking
- Payment according to established rate
- Taxis and RHS drop off in K&R area



- Parking places obtained by tender and with allocation in a limited area
- Additional Customer Care services, Cleaning and Refuelling
- Linked to commercial spaces in train stations

Mobility as a Service, Sustainable and Healthy

Actions



- **Sustainable Mobility Area**
- Parking spaces for **vehicles 0 emissions**
- Exclusive parking for **shared electric** or 0 emissions **vehicles**
- **Ferrolinera**. Electric vehicles charging station: Recharge of clean energies
- **Information** area
- **Last mile** courier service
- Development of an **App** with information of interest to the users as a complementary service



- **Loading and unloading in specific area** with limited time and payment for excess time
- **Internal services** with specific and **restricted access** for technical and security services

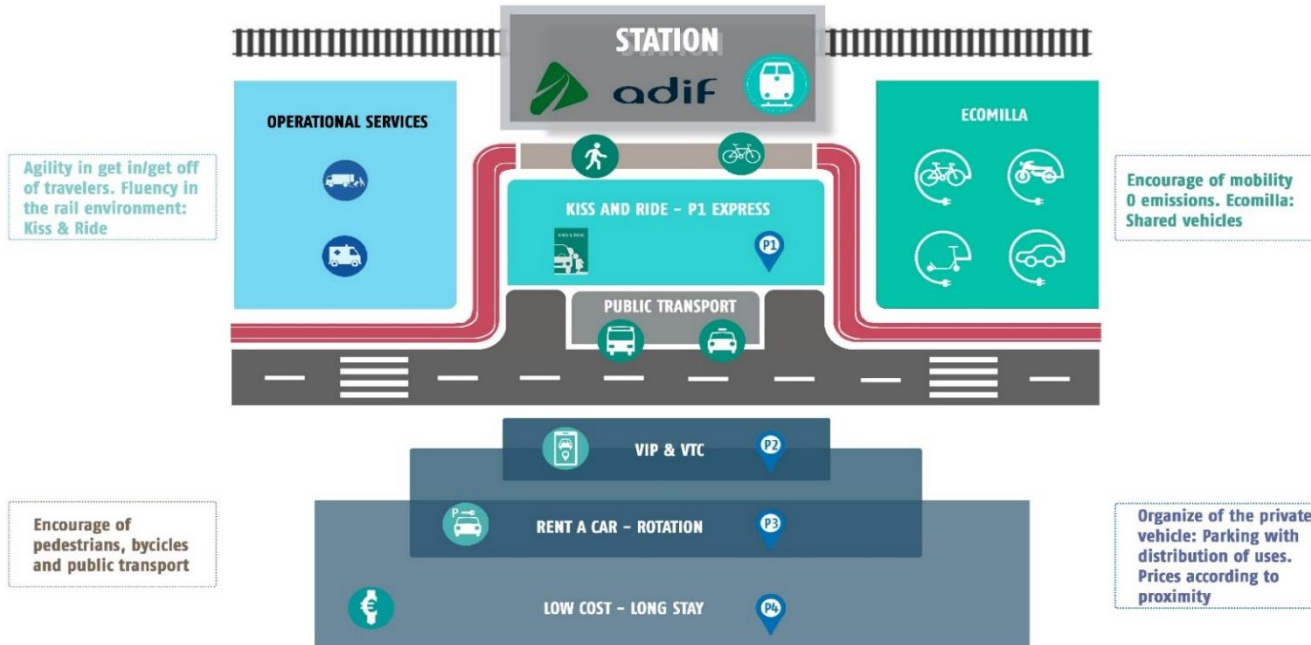


- **Rearrangement of areas and locations**
- **K&R area with dissuasive parking effect, 15 minutes franchise and express fee from that moment**
- **Eco vehicles and 0 emissions with greater facilities**
- **Best customer experience: information of free parking place and space booking**
- **Different fees for parking according to the rail station proximity.**

Mobility as a Service, Sustainable and Healthy

Functional design for Stations

The Station, the Citizen and the Environment



Mobility as a Service, Sustainable and Healthy

Functional design for Stations

Commercial Model:

“Estaciones de Viajeros Adif” establishes the viability plan for each station based on the following premises:

- Improve user experience
- Search for image, economic and sustainability benefits
- Improve mobility around the station: Integration with the city
- Definition of spaces and uses of station land
- Definition of pricing policy: All players involved must pay. Adif defines prices, bonuses and surcharges
- Open data: management and distribution of collected data in accordance with the Data Protection Law

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Mobility as a Service, Sustainable Mobility and
Healthy Mobility

Practical case: Madrid Puerta de Atocha Project

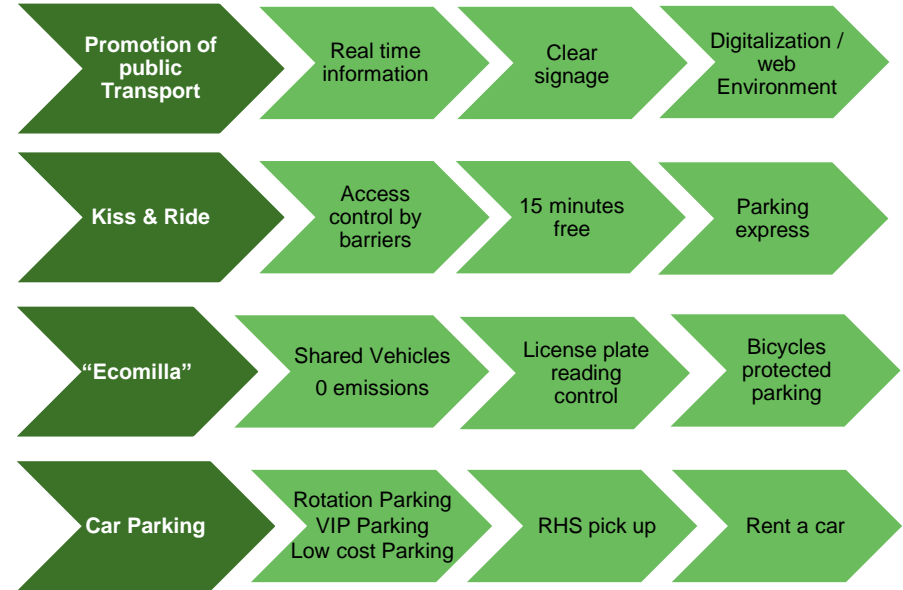
Conclusions

Practical case: Madrid Puerta de Atocha Project

Current situation



Proposal for Mobility in Madrid Atocha



Practical case: Madrid Puerta de Atocha Project

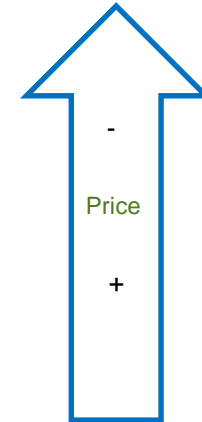
Rearrangement of car parks

P1 *	Kiss & Ride	15 min. free	Parking express	Access Control
P2	Parking Vip	RHS waiting area	Rotation	
P3a	Rotation	Rent a car	Parking extension of 250 - 300 spaces	
P3b	Low cost	Workers & subscribers	Long stays	
P4	ECOMILLA	Rotation Eco y 0	License plate Reading Control	Access for technician & security staff



Practical case: Madrid Puerta de Atocha Project

Summary rearrangement of car parks



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EU objective for mobility: **sustainable, accessible and efficient** link between the different transport modes

 **adif** is committed to developing any action that offers **integrated, sustainable and adapted mobility** solutions for all, in all areas of its activity, thinking of the future

 **adif** is paying full attention to Stations, as they are the only link with the final **railway customers**

Thank you
for your kind attention

