Adif Mobility Strategy
Passenger Train Stations

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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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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

Mobility Players

S: ADIF DIGITALIZATION PROCESS
O: SUSTAINABLE GOALS AT EUROPEAN LEVEL
W: CONFUSED ACCESS TO THE STATION
T: CONTINUOUS CHANGES IN MOBILITY PLANS
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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.
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.

Increase of mobility efficiency and intelligent transport
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

Agility in get in/get off of travelers. Fluency in the rail environment: Kiss & Ride

Encourage of mobility 0 emissions. Ecomilla: Shared vehicles

Encourage of pedestrians, bycicles and public transport

Organize of the private vehicle: Parking with distribution of uses. Prices according to proximity

VIP & VTC

RENT A CAR - ROTATION

LOW COST - LONG STAY
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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Current situation

Proposal for Mobility in Madrid Atocha

- Promotion of public Transport
- Real time information
- Clear signage
- Digitalization / web Environment

- Kiss & Ride
- Access control by barriers
- 15 minutes free
- Parking express

- “Ecomilla”
- Shared Vehicles 0 emissions
- License plate reading control
- Bicycles protected parking

- Car Parking
- Rotation Parking
- VIP Parking
- Low cost Parking
- RHS pick up
- Rent a car

Practical case: Madrid Puerta de Atocha Project
Practical case: Madrid Puerta de Atocha Project

Rearrangement of car parks

- P1: Kiss & Ride
- P2: Parking Vip
- P3a: Rotation
- P3b: Low cost
- P4: ECOMILLA

- P1: 15 min. free
- P2: RHS waiting area
- P3a: Rent a car
- P3b: Workers & subscribers
- P4: Rotation Eco y 0

- P1: Parking express
- P2: Rotation
- P3a: Parking extension of 250 - 300 spaces
- P3b: Long stays
- P4: 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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*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