



## Campaign factsheet #3

# Donostia / San Sebastian

Embracing Active Travel for Health

### About Donostia / San Sebastian

**Name:** Donostia / San Sebastian

**Modal split:** Walking: 49%

Cycling: 4%

**Country:** Spain

Car: 22%

Public Transport: 17%

**Population:** 180,000 inhabitants

**Topography:** 50% flat – 50% hilly

**Size:** 60.94 km<sup>2</sup>

## The SWITCH campaign

### Target group & approach to reach SWITCHers

The City of Donostia / San Sebastian focused on people who recently changed their educational status (universities), have recently moved homes or received medical advice to increase their level of physical activity. People who recently moved homes was of special interest for the city, due to its clear tourist and commercial character, the city receives many new residents for short term periods. The City of Donostia / San Sebastian followed different approaches for contacting the different target groups. People who recently moved home could easily be approached thanks to the database of the Municipal Census Department. The initial contact was made by phone. For follow-up contacts, people could choose their preferred communication mode: phone, e-mail or post. In case of people who received medical advice, information on the SWITCH project was forwarded to people directly by medical staff (doctors or nurses). In addition, info-days organised in medical centres where SWITCH team members could support the medical staff. Regarding people who changed their education status, the local team visited each first year university classroom in each faculty and informed them about the SWITCH campaign and distributed registration postcards. In addition, during the whole project duration, a phone number and a specific SWITCH e-mail address were available for people willing to get any kind of information about the project.

### Distribution of information and incentives

The Municipality of Donostia / San Sebastian used mainly three types of information material during their SWITCH campaign: (i) concrete material of the SWITCH project created by dissemination project partner, (ii) city information material, related mainly to active mobility and (iii) health material. For those who asked for PTP, a personalised sheet was provided with a comprehensive analysis of the travel behaviour (s)he proposed to study, giving information about active alternatives and personal & social benefits of choosing this active alternative. The local team prepared the requested information packages, grouped by city districts and made appointments with participants to deliver the personalised packages.



### Personalised Travel Planning (PTP)

People who asked in Donostia / San Sebastian for a PTP talk received a phone call by the local SWITCH team. During this call they tried to find a travel proposal for analysing a route which the participant usually makes by car. This travel proposal was further analysed in terms of active mobility options, travel time and length factors. Small deviations were also taken into account, considering the time of the travel during the day, the attractiveness of the travel alternative proposed or the commercial options during the alternative travel. To describe the PTP to participants, the local SWITCH team visited participants or invited them to their office.

## ICT applications

Based on the existing *Moves* ([www.moves-app.com](http://www.moves-app.com)) app, the municipality prepared a mobile app to track active mobility of participants. This required some minor language translations. The tool was offered in the service sheet and participants who selected this option were given further information and, in some cases, face-to-face instructions. Most people wished the explicit assurance that the app does not register locational data so they could be sure the app only registered distances. People who were already familiar with mobile apps tended to appreciate this app information and expressed positive feedback.

As a general observation, however, most participants reported that they preferred paper documentation. According to these signals, ICT tools should be considered as complementary tools and not as primary ones. A special situation applies for new foreign residents because a significant number of them do not initially have mobile internet connection. Smart-phone tools thus are useless for them until they own a local SIM card.

## Health

The City of Donostia / San Sebastian aimed to improve its quality of life, environmental conditions, noise reduction levels and eventually, health conditions of inhabitants. As one of their target groups, they tried to forward the SWITCH approach to people who received medical advice to increase their physical activity levels. To reach these people the local team had meetings with the health delegation of the Basque Government which is responsible for health centres of the city and they placed SWITCH campaign posters in health centres. On the SWITCH posters and announcement letters the positive health benefits of the campaign were mentioned. Information material distributed also partly focuses on health aspects and recommendations to avoid sedentary behaviour. Most of the conversations with participants showed that the local SWITCH campaign successfully triggered attention to the health benefits of active travel, both in terms of physical and psychological health.

## Results

### Participants

Start of the campaign: 532  
 Shortly after the campaign: 490  
 3 months after the campaign: 471

### Travel behavior of SWITCHers

#### Car use (at least once a day)

Before the campaign: 21.6%  
 Shortly after the campaign: 21.1%  
 3 months after the campaign: 9%

#### Cycling (at least once a day)

Before the campaign: 9%  
 Shortly after the campaign: 10.1%  
 3 months after the campaign: 6.5%

### Impact of SWITCH on health

#### Awareness of health benefits of active travel

Before the campaign: 99%  
 Shortly after the campaign: 99.6%  
 3 months after the campaign: 99.6%

### SWITCHers (participants having access to a car and who reduced car trips):

Shortly after the campaign: 107  
 3 months after the campaign: 5

#### Walking (at least once a day)

Before the campaign: 54.9%  
 Shortly after the campaign: 54.2%  
 3 months after the campaign: 68.8%

#### 3 months after, participants who...

Reduced their number of car trips: 1.7%  
 Walked more: 30.9%  
 Cycled more: 26.3%

### SWITCH's impact on environment

Car kilometers saved: 1,424 km per week  
 Fuel saved: 113.93 liters per week  
 CO<sub>2</sub> saved: 284.83 kg per week  
 Total cost saved: 8,294 euros per year\*

\* The total cost saved through energy savings and CO<sub>2</sub> per year

## Local contact:

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