

Campaign factsheet #1

Switch 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 km²

During the last twenty years, the City of Donostia / San Sebastian has enforced a policy in favour of sustainable mobility and has significantly extended its networks of footways, cycle paths and bus lanes.

The SWITCH campaign in Donostia / San Sebastian

Why start a SWITCH campaign?

Donostia / San Sebastian faces a growth in car use. Experience has demonstrated that planning and the implementation of transport policies alone do not allow enough changes in travel behaviours. People have to be informed about the existence of new services and infrastructure to use them. Information campaigns as a part of the “soft policies” are required to complement transport plans in persuading people to change their mobility behaviours.

Considering previous experiences related to soft policies carried out in Donostia / San Sebastian, SWITCH provides a new approach, called active mobility. Despite the “good health” of the city, there is still a lack of awareness on the links between health and mobility and this is the contribution of SWITCH: not only reducing the car use in the city but also convincing people of the benefits SWITCH can bring to their health and wellness through active travel.

Target group & approach to reach SWITCHers

For the municipality, it is clear that the target group should be the entire population of the city but it is not possible to address so many people in the short time frame proposed by the SWITCH project. That is the reason why none of the target groups proposed by SWITCH has been selected at first.

The idea is that the more groups that are addressed, the greater impact the SWITCH campaign will achieve in the whole city.



Therefore, the target groups are:

- People who have received medical advice to increase their physical activities
- People who have recently changed their educational or professional status
- People who have recently moved

The first contact will be established by:

- phone
- mail

And following contacts by:

- mail
- phone
- e-mail



Timeline & Activities

Switch campaign promotion

Feb 2015 to April 2015 and Sept 2015 to Oct 2015

Considering all target groups, several approach strategies will be carried out.

Schools will be individually visited and the SWITCH campaign will be offered to pupils according to schools issues in the field of mobility. The approach to students/parents will be conducted according to the school's priorities.

Medical centres will also be treated individually and the process will start with a training for medical centre staff (doctors & nurses). Then, during their medical visits, potential patients will be offered the opportunity to take part in the SWITCH campaign, following doctors and/or nurses criteria and advice.

Switch campaign

April 2015 to July 2015 and Sept 2015 to Dec 2015

In Donostia / San Sebastian, the SWITCH campaign will be composed of three main stages:

- First contact process. Pre-engagement survey. In this phase, the potential participant will be contacted for the first time.
- SWITCH campaign. Once the participant has selected his/her personal needs, he/she will be invited to try active mobility for a month after requested information has been provided.
- Post-campaign period. Once the SWITCH campaign finishes, the participant will follow his/her usual life and three or four months after SWITCH campaign completion, a final survey will be proposed.

Switch campaign results presentation

End of each campaign

At the end of the SWITCH campaigns of each target group, all involved stakeholders will be invited to assess the results obtained in their own groups and a presentation of the results will be given.

Final raffle and common activity

End of SWITCH campaign

At the end of the SWITCH project, participants will be invited to take part in a common activity: a walk through different city parks with a guide. At the end of the walk, a project raffle will be proposed with a light catering service.

Expected outcomes and results

The first expected outcome at the city level is the promotion of active mobility at least among SWITCH participants. The city's main objective are to secure the benefits of active mobility for individuals and to disseminate them at the city level in order to provide a better quality of life. The health factor should make people consider more positively active mobility since integrating active mobility in our daily lives can easily improve our health.

With regards to quantifiable aspects of the project, the municipality expects to see a modal shift from car use to active mobility of at least 20% among the participants. Taking into account that the current walking modal share is already very high (almost 50% of internal travels), the local SWITCH team is aware of the difficulties to increase that figures but they expect that SWITCH, as a positive experience of active mobility, will make people cycle and walk more frequently for internal travels instead of using their private cars.

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For further information please visit www.switchtravel.eu



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