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PROJECT


High Efficient and Reliable arrangements for Crossmodal Transport
CONTRACT NUMBER: TCP8-GA-2009-234082

CS3: AVENIDA DE AMERICA INTERCHANGE

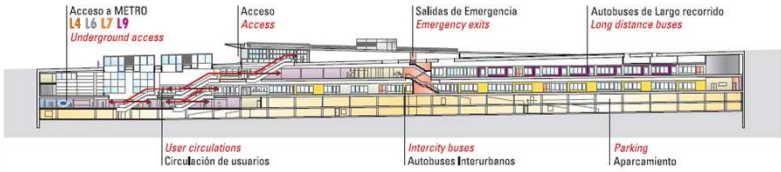
WP5: Status Report
Lisbon, 15 December 2011
TRANSyT-UPM

AVENIDA DE AMÉRICA: CASE STUDY DESCRIPTION

Main features at the site



Madrid
Avenida de America Interchange



Acceso a METRO
L4 L6 L7 L9
Underground access

Acceso
Access

Salidas de Emergencia
Emergency exits

Autobuses de Largo recorrido
Long distance buses

User circulations
Circulación de usuarios

Intercity buses
Autobuses Interurbanos

Parking
Aparcamiento

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AVENIDA DE AMÉRICA: CASE STUDY DESCRIPTION

Services per transport mode

- **Long distance bus:** 19 lines to different destinations
- **Short distance/regional services:**
 - **Metro:** 4 lines (4,6,7 and 9)
 - **Regional bus:** 14 lines to different destinations of the Corredor de Henares
 - **Urban bus service (EMT):** 11 regular lines and 7 night bus services
 - **3 shuttles** to Barajas airport
- **Taxi**

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AVENIDA DE AMÉRICA: TRANSPORT DEMAND

Daily distribution of passenger demand during November 2009:

- | | |
|-------------------------------|----------------------------|
| • <i>Urban lines</i> | 17.579 pass/day (18 lines) |
| • <i>Metro Lines</i> | 96.400 pass/day (4 lines) |
| • <i>Regional lines</i> | 38.762 pass/day (14 lines) |
| • <i>Long Distance Lines</i> | 14.979 pass/day (19 lines) |
| • TOTAL passengers/day | 167.720 |

Annual main passengers flows come from the NE corridors:

- **18.8** millions of trips using Madrid **regional/metropolitan** bus network
- **2.1** millions of **long distance** trips entering in Madrid from the North and Northeast motorways.

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AVENIDA DE AMÉRICA: CASE STUDY DESCRIPTION

Stakeholders at the site


The Transport Authority of Madrid: the titular of the concession of Avenida de América interchange.

The municipality of Madrid: administers the city of Madrid. It is the owner of the land and the car-parking lots surrounding the interchange.

Terminal manager of the interchange: responsible for the interchange's managements, that means operational issues, maintenance and monitoring issues, coordination among transport services, emergency situations, etc.

Transport operators: public and private companies:
 intercity bus: ALSA/Continental, PLM Autocares, ETASA
 urban services, EMT– Empresa Municipal de Transportes de Madrid
 Metro de Madrid
 Different taxi private operators

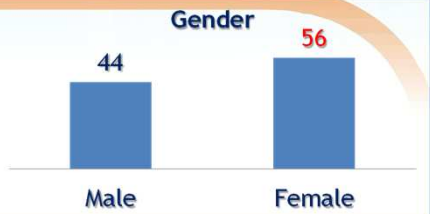
Other services: private companies dealing with transport services and other issues: rental car companies, commercial and retail activities, cafés etc.



AVENIDA DE AMÉRICA: CUSTOMER SURVEY

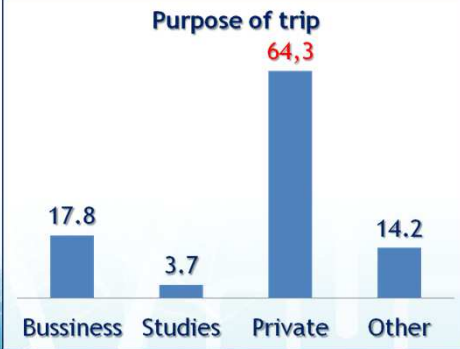
Distribution of the questionnaires
 Profile: young, private trip

Gender



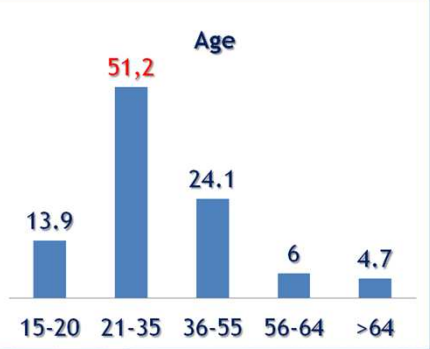
Gender	Percentage
Male	44
Female	56

Purpose of trip

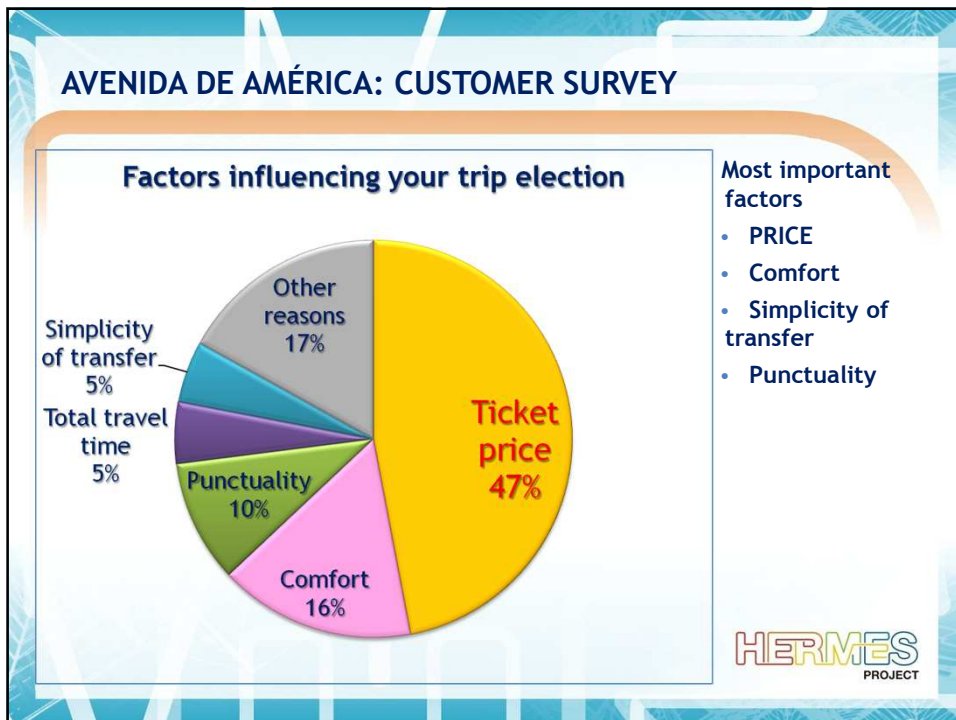
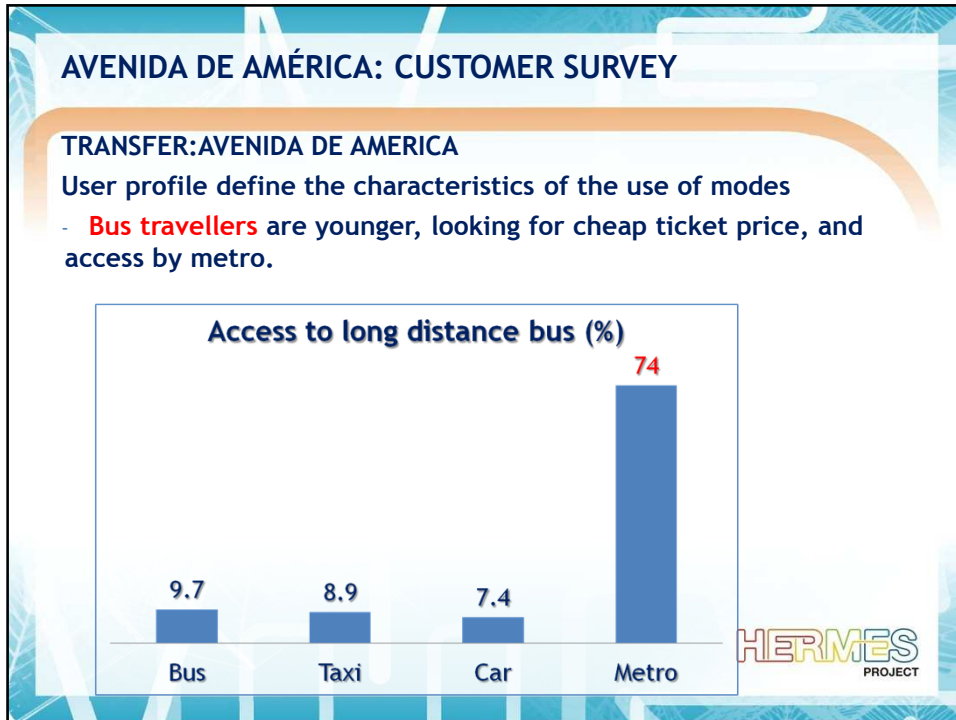


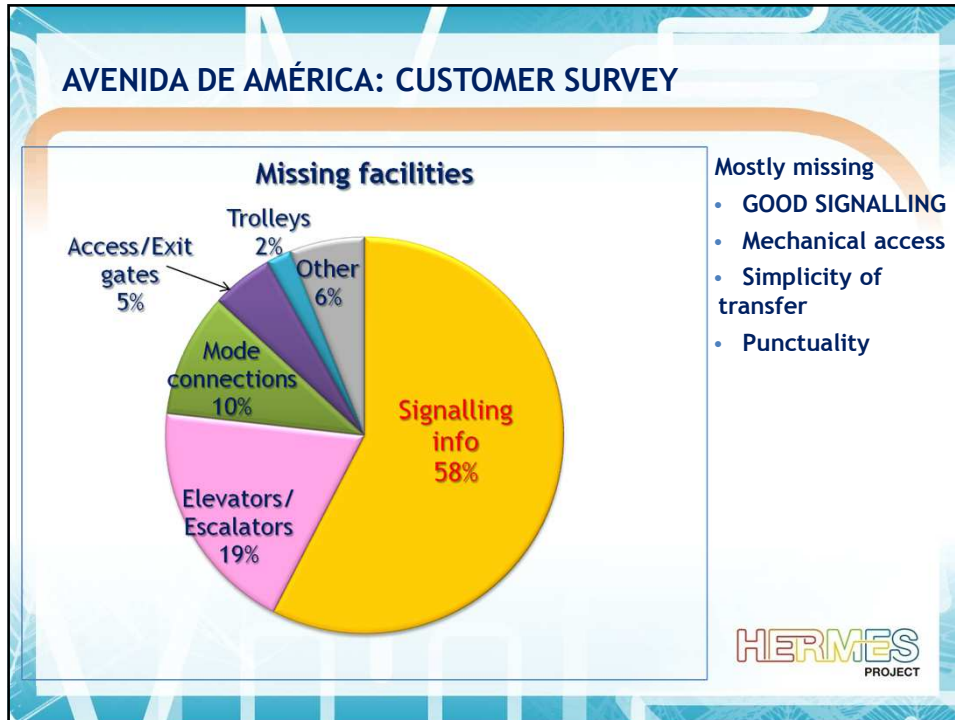
Purpose of trip	Percentage
Bussiness	17.8
Studies	3.7
Private	64.3
Other	14.2

Age



Age Group	Percentage
15-20	13.9
21-35	51.2
36-55	24.1
56-64	6
>64	4.7





AVENIDA DE AMERICA: INFORMATION AND SIGNALLING

➤ **Problems & findings:**

- According to the surveys a **60 % of the passengers is missing information**.
- There is **no integrated information** (information about long distance buses and local public transport in different web sites)

➤ **Actions for improvement**

- **Real- time information display**
- Information available about all modes in a web-site, at the information point, in real time displays.
- To provide information about metro local public transport when acquiring long distance bus tickets

➤ **Results in indicators**

- ↓↓ Time spent / ↑↑ Passengers using public transport / ↓↓ Money spent / ↑↑ Users

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AVENIDA DE AMERICA: PHYSICAL INTEGRATION

➤ **Problems & findings:**

- **Insufficient** number of **long distance bus platforms** (which does not allow operators to offer other destinations). Buses only go to the North-East and South- West part of Spain
- Buses find problems of **congestion** and **no place** available to **park**.
- **Bad organisation** of **motorised mobility** around the Interchange
- There is **no place** available to **drop travellers** (Kiss & Ride)

➤ **Actions for improvement**

- **Extension of the geographical coverage** (increasing the number of platforms, managing together long and short distance bus spaces according to the demand)
- **Joint parking management** according to the **Interchange needs**
 - More space for **bus parking**
 - **Drop off** parking

➤ **Results in indicators**

- ↓↓ **Waiting time** / ↓↓ **Pollution, congestion, noise** / ↑↑ **Users**

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