

Girona Greenways

Social and economic benefits

CONSORTIUM of GREENWAYS in GIRONA

2010

www.gironagreenways.org



PIRINEU DE GIRONA



COSTA BRAVA

From the mountain to the sea

Between the Pyrenees and the Costa Brava

125 km. of accessible greenway

- Iron and Coal Route: Ripoll- Sant Joan de les Abadesses-Ogassa (15 km)
- Narrow-Gauge Railway Route: Olot – Girona (54 km.)
- Narrow-Gauge Railway Route: Girona – Sant Feliu de Guíxols (39 km.)
- “Little Train” Route: Palamós - Palafrugell (6,5 km)
- Also: Campdevàrol (4 km)

new!



Management: The Consortium of Girona Greenways

Composition: The Consortium is an administrative autonomous entity constituted by 28 town councils of the towns through which the greenways run, together with Girona Provincial Council, town councils of future routes and counties councils (about 40 members).

Objectives and purposes summarized in three:

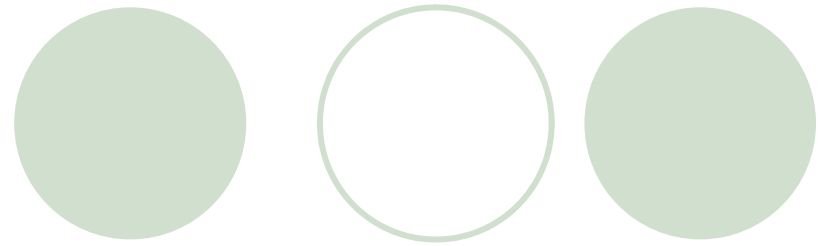
- 1.-Maintenance and improvement of the infrastructure.
- 2.-Promotion of their uses.
- 3.-Extending the network.

Funding: Ordinary income:

60 % Deputation (Girona Provincial Council) 40 % Town halls.

Municipal contributions according to the number of inhabitants and the economic capacity of the municipality.

Users and uses



WE WANT TO KNOW:

- How many people use Girona greenways?
- User's profile type (who use them?)
- Motivation (for what reason?)



THE WAY WE'VE GOT THE ANSWERS:

- Users counting systems
- Survey
- New Studies combining informations
= more results!



Users counting systems



- **4 monitoring points**
- Fixed book-keeper(meter) in Bescanó, 2 devices, for inventory of bicycles and total.
- Fixed book-keeper(meter) in Sant Joan de les Abadesses, which also marks the sense of the tour of the bicycles.
- Mobile book-keeper(meter) located in diverse localities of the Carrilet II.
- Fixed book-keeper(meter) located in Litle Train Route.
- **RESULTS: a year, by months, daily, hours...**
- Accomplishment of a **survey for users**, in collaboration with the University in Girona, department of Tourism, and the collective " Mou – te en bici" - 2006

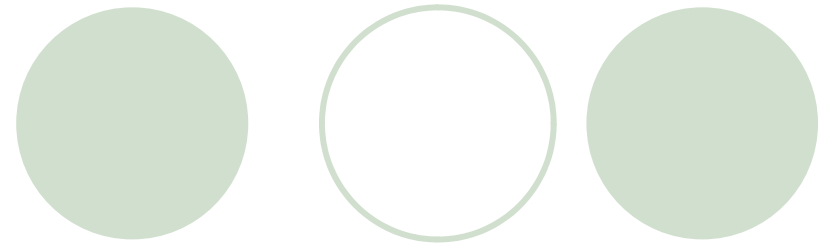
Mobile counting system



Fixed counting system



Users' increase



2000-01: Information of the Department of Environment (Spain) from interview on the route: **123.000 users**.

The route of the Carrilet (Olot-Girona), most used in Spain.

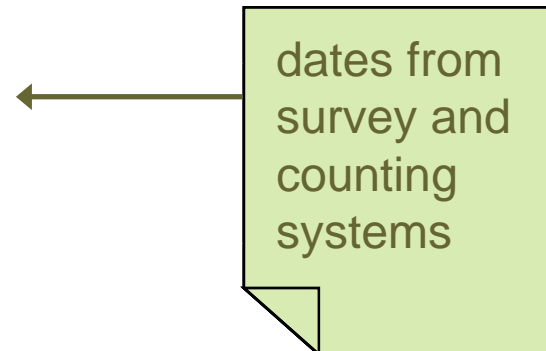
2002-03: Estimation according to fixed systems of inventory and observant local book-keepers: **350.000 uses / year**.

Castell d'Aro's station: 1.000 users on weekdays on summer.

•**2004:** Estimation done from observations in the route during different days and hours.

Information to the press: **500.000 uses / year**

- **2006: 800.000 uses/year**
- **2008: 1,300.000 uses /year**
- **2010: 1,500.000 uses / year**



Survey 2005 - 2006

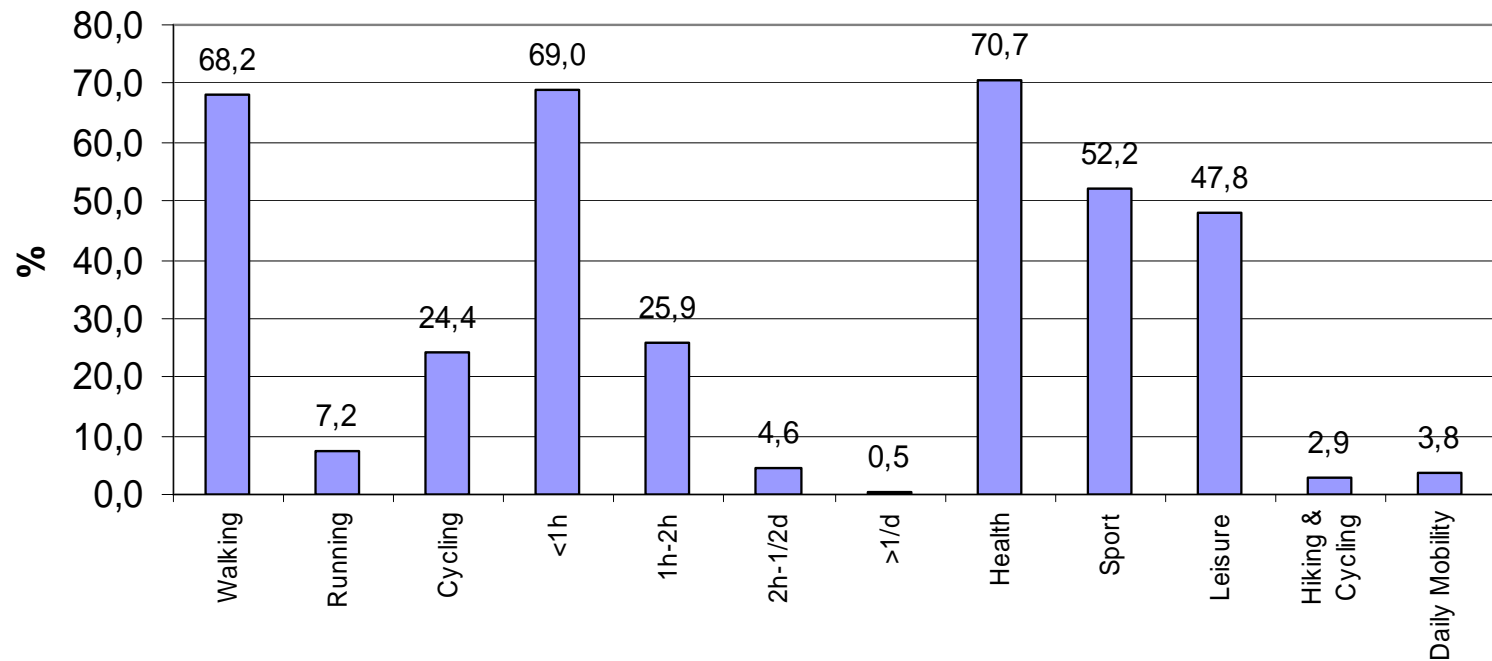
Used methodology

- Study to evaluate:
 - different uses of Girona greenways
 - the knowledge of the way
 - duration
 - motives of use
 - satisfaction of the users over the services
 - social and economical impact
- **1261** surveys realized in the route (in Catalan, Spanish, English, French and German), in 12 different points.
- Considerations: for month, schedule, day (workable – or festive) a user every 15 minutes, turns in summer



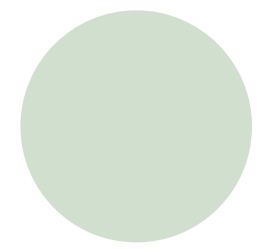
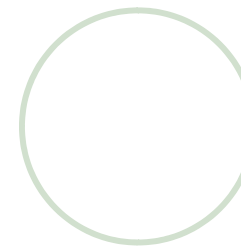
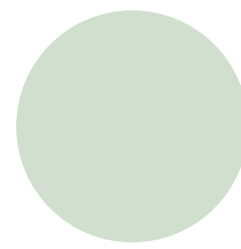
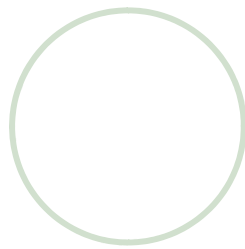
Results

Mode, duration and reasons of use



People use greenways for various uses, combining them: **40%** say **1** only use; **40%**, **2** uses and **18 %** detail **3** uses.

Results



Number of companions:

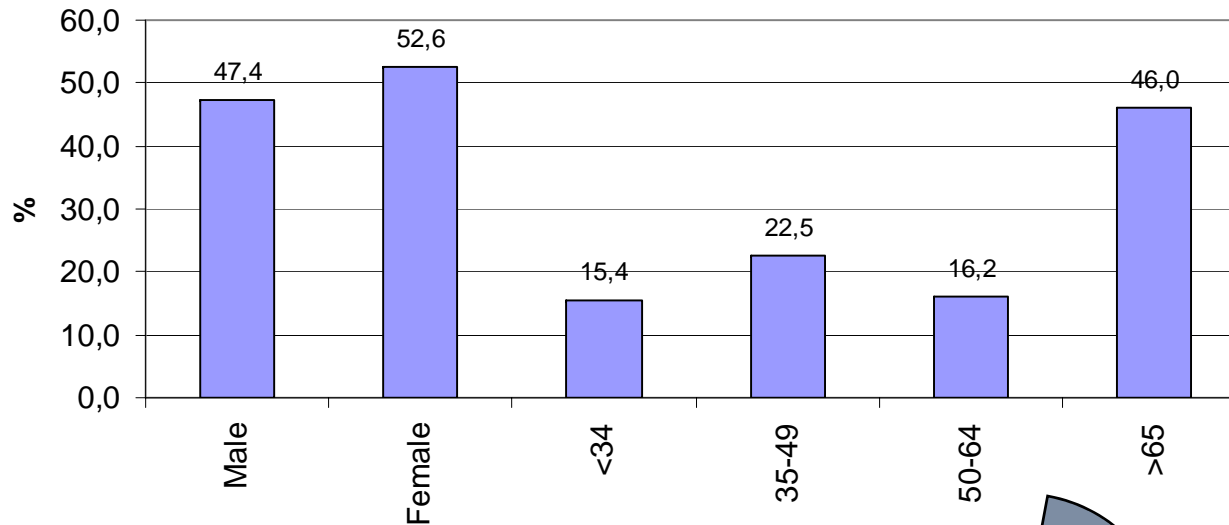
0 - 43,8 %

1 - 41 %

2 - 10,4

3, 3,1 %

Gender and age



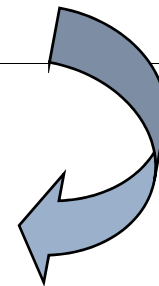
User's profile type: person resident near the route, crosses short distances, for health, leisure or sport.

Crossed distance:

until 1 hour: 69 %.

From 1 to 2 hours: 26%.

Between 2 h and half day: 4,5%

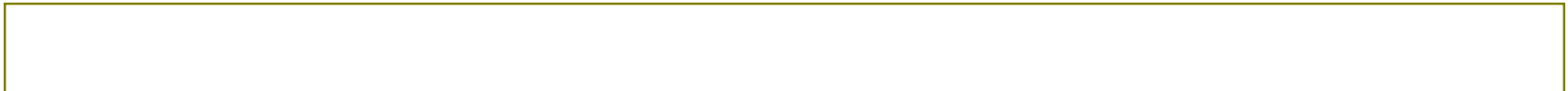


Results

Reasons of use and distance crossed according to use

Combining results we know more information:

Type of uses	total distance / (resume)
Tourism	32,9740 (15% total)
Sport /health (walking)	3,7798
Sport / health (running)	4,3615
Daily mobility	4,1555
Sport / health (cycling)	10,9886
Total	5,8699



A communication axis with **several uses**

- Health
- Sport
- Leisure
- Daily Mobility
- Tourism
- Accessibility
- Environmental education



A great tourist potential



- increasing demand of ecological tourism.
- enjoy environment, discover a natural rich and heritage.
- walk and cycle at your own rhythm
- Breaks with summer temporality
- economic local development

Alternative for daily mobility

- Solution for the short displacements
- sustainable mobility: economical, least energy, quickest...
- Bicycle always wins in short distances.
- Combination with the public transport
- Not pollutant.



Physical exercise, a benefit for the health



Benefits of using the **bicycle** to diary:

1. Improvement of the blood stream.
2. The arterial pressure diminishes.
3. Increase of the pulmonary capacity.
4. Increases the calcium of the bones.
5. Psychological benefits.
6. Reinforces the joints.
7. Improves the muscular tone.
8. Balances our weight

Also **walking**, 30 daily minutes, as the sanitary authorities recommend,



Greenways provide the opportunity for doing necessary physical activity in unbeatable conditions, given the gentle profile of the path and the frequent maintenance.

One way “to scape” / Sport

- walk on foot or by bicycle + natural healthy environment = relax body and mind.
- considered sporting infrastructures
- routes' homogeneity and also their length.
- accessibility and safety to children and old persons.
- near the urban environment but in full nature.



Universal Accessibility

Girona greenways, an accessible track:
from 0 to 99 years and any physical conditions.



Universal Accessibility

- It is not a form of tourism for handicapped people; it's **accessible tourism**.
- They allow to discover the natural and cultural surroundings without external aids.

PROJECT:

- **10** adapted bicycles
- in **4** points of the greenway
- **rent** in the same conditions of the rest of the cycles: same price, services of transfer, taller...
- **for groups**, requesting information in anyone of the 4 establishments or to the Consortium.



Studies and indicators of the **social** and **economic benefits**

- **Health**

No specific studies in Girona.

The main impact = Save in public health.

- **Sport**

A comparative analysis between greenways and other sport facilities.

- **Daily mobility**

Studies of costs and saving in use in private vehicle + save in emission of CO₂ to the atmosphere.

- **Tourism**

Study of economic direct impact and indicators of managerial interest.



A comparative analysis

THE USE OF GREENWAYS AND OTHER SPORT FACILITIES

- **1. OBJECTIVES:** The cost per use indicator is very valuable one in order to manage and optimize sport facilities, as well as any other type of facility. The objective of this study is to carry out a comparative analysis of different sport facilities, relating their cost of construction and management with their use.
Afterwards, the resulting data are compared with Girona greenways.

- **2. COLLECTED DATA:**

Stretches	Towns	Swimming pools	Sports hall	Football fields	Others	Total
Stretch 1: Mountain/North	Ripoll, Sant Joan de les Abadesses, Olor, La Vall d'en Bas, Amer i la Cellera de Ter	-	5	8	3	16
Stretch 2: Plain/Centre	Anglès, Salt, Girona i Cassà de la Selva	4	6	6	2	18
Stretch 3: Coast/South	Castell-Platja d'Aro, Sant Feliu de Guixols	1	4	3	1	9



THE USE OF GREENWAYS AND OTHER SPORT FACILITIES

3. RESULTS

3.1 Ratios for typology of facilities

- **Swimming pools** - the most expensive facilities proportionally to the uses. Average cost per use is **3,2 €**
- **Sports hall and football fields** almost have the same cost per use, **2,4 €** and **2,5€** respectively.
- Finally, **other types** of facilities (tennis, off road biking zones, athletic tracks, slaloms, etc) also have a ratio of **around 2,5 €**

3.2 Ratios for stretches

	SPORT FACILITIES				GREEN WAYS			
	Stretch 1	Stretch 2	Stretch 3	TOTAL	Stretch 1	Stretch 2	Stretch 3	TOTAL
USES	295.910	922.473	492.890	1.711.273	172.979	244.468	201.472	618.919
Staff cost	444.076,1	749.645,25	734.991	1.928.712,3	128.282,8	61.424,54	73.236,95	262.944,3
Construction cost	260.130,9	714.710,07	241.200	1.216.041,0	101.071	42.382,8	50.533,33	193.987,1
External services cost	237.457,6	940.773,9	246.650	1.424.881,5	119.040,4	56.999,1	67.960,47	244.000
Total Costs	941.664,6	2.405.129,22	1.222.841	4.569.634,8	348.394,2	160.806,4	191.730,8	700.931,4
Ratio staff/uses	1,5	0,8	1,5	1,1	0,7	0,3	0,4	0,4
Ratio construction/uses	0,9	0,8	0,5	0,7	0,6	0,2	0,3	0,3
Ratio external services/uses	0,8	1,0	0,5	0,8	0,7	0,2	0,3	0,4
Total ratio costs/uses	3,2	2,6	2,5	2,7	2,0	0,7	1,0	1,1

Source: Self-elaborated. Costs expressed in Euros.

Looking at the uses, estimation over 1.300.000 annual uses. **Total ratio cost per use is 0,5 €**

Studies – Direct Economical impact related mainly to the tourism use

Services	Restaurant	Bar	Acommodation	Renting cycles	Transport /Transfer
% use	1,0	6,5	0,3	0,1	0,9
Average expense	17,3	3,7	33,8	16,9	5,3
Average satisfaction (1-5)	3,9	4	3,9	3,3	2,7

ECONOMICAL IMPACT	FOR 500.000 USES	FOR 800.000 USES
RESTAURANT	86.500	138.400
BAR	120.250	192.400
ACOMMODATION	50.700	81.120
RENTING CYCLES	8.450	13.520
TRANSPORT	23.850	38.160
TOTAL	289.750 EUROS	463.600 EUROS

Estimation 2009:

1.500.000 uses = 1.148.957€

Greenways promotions

Foreign promotion: tourism

In collaboration with the Patronage of Tourism and with Girona Provincial Council.

- Creation of Economic Club of Agents (implication of the private sector).

Increase of the number of Economic Agents

- 2004: 8 agents
- 2005: 23 agents
- 2006: 30 agents
- 2007: more than 40 agents
- 2008: 48 agents
- 2010: more than 50 agents

Creation of the web site: www.gironagreenways.org

- 2009 = 49356 different visitors
- 2008 = 45230 different visitors
- 2007 = 35388 different visitors
- 2006 = 15874 different visitors



Funding of the Consortium

- ORDINARY BUDGET – 2010 : **572.073€**
- **Total: 2,369.320 €**

2009: 510.000€ ordinary / **885.000€** total

2008: 440.000€ ordinary / **803.000€** total

Difference = extraordinary projects (subsidies and capital transfers)



Viability of the Consortium

- Surveys – study of economical impact. 2 aspects:
- **Tourist** impact (direct): **1.148.957€**
- Save in **sports** facilities*:
 - The sports use is calculated as saving in maintenance of sports facilities: swimming pools, sports hall, football fields...
 - 12 municipalities, total cost of **sports facilities**: **4.569.634,8€**
 - Total cost of **greenways**: **700.931,4**
 - Total ratio cost / uses: **2,7 €** (sport facilities) / **0,5 €** (greenways)
- Also: economic impact on **public health** (not calculated)
- Total budget Consortium:
2009: 510.000€ ordinary / **885.000€** total

Greenways, as infrastructures for not motorized users, and with different types of users, have a varied utilization that makes possible a rapid amortization of these infrastructures, and makes them highly rendibles also from the social point of view.

www.gironagreenways.org

Thanks for your attention

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