

CONVI TRAN



**LA CIUDAD
CON TRANVÍAS**
Modelo de convivencia
de movilidad segura



REPORTS ON AWARENESS-RAISING ACTIVITIES CONDUCTED FOR THE TRAMWAY SYSTEM IN SPAIN

Short report

In collaboration with:



Fundación de los
FERROCARRILES
Españoles



INICIATIVAS
SOCIALES
OFESAUTO



This report has been prepared by the Knowledge Management Department of the Spanish Railway Foundation (FFE). The project 'Model of coexistence for safe mobility: the city with trams. conviTRAN', is promoted by the Spanish Railway Foundation and financed by the Spanish Motor Insurers' Bureau (OFESAUTO), within the framework of the isOFESAUTO 2024 social initiatives.



Fundación de los
FERROCARRILES
Españoles

Fundación de los Ferrocarriles Españoles
Calle de santa Isabel, 44
C.P. 28012 – Madrid
www.ffe.es
www.ffe.es/convitran/



INDEX

INTRODUCTION	4
METHODOLOGY	5
SUMMARY OF PROGRAMS AND ACTIONS	7
PROGRAM AND ACTIONS. BEST PRACTICES IN THE TRAM SYSTEM IN SPAIN	8
Programs and actions for road safety awarness	9
Information programs and actions regarding the operation, knowledge, and use of trams and their service	10
Civility and Coexistence Awareness Programs and Actions	11
Other types of programs and actions	12

INTRODUCTION

This short report is part of the **Safe Mobility Coexistence Model: The City with Trams. conviTRAN** project, developed by the Knowledge Management Area of the Spanish Railways Foundation (Fundación de los Ferrocarriles Españoles) with support from the Social Initiatives of OFESAUTO. The objective of this project is to promote the safe coexistence of various modes of urban mobility, with a focus on cities with trams.

This document compiles the awareness and information actions carried out by tram sector companies. These actions aim to improve safety, knowledge, and coexistence in urban and metropolitan environments where trams operate. The goal is for tram companies to exchange experiences and promote the development of tools and measures for use among the different urban mobility actors.

It must be taken into account that the most effective measures to increase road safety are those that reduce or eliminate risk¹, combined with educational actions.

Road safety education is considered the best means to address the complex issue of the human factor from a preventive perspective. In fact, it is one of the most effective means of healthy lifestyle habits and responsible behavior, especially in children. However, education programs should not focus exclusively on children; a systematic, comprehensive, and integrative approach is necessary, one that takes into account all the elements interacting in road safety, as well as the users and members involved.

That is, educational programs developed in isolation will not have the expected success in changing citizens' behavior; they must be supported by measures and countermeasures directed at all involved audiences and also focus on active safety actions, such as signaling or road design².

Education is an instrument for regulating social coexistence, including coexistence in safe mobility³. Therefore, in **conviTRAN**, a state-of-the-art review has been conducted of the informational, coexistence, and awareness initiatives regarding tram safety developed and/or are currently being developed by the companies operating trams in Spain.

From this point of view, this guide will share the educational and awareness actions and programs developed by tram entities. The objective is to obtain an overview of best practices in tram safety education and to inspire companies and responsible agents to exchange experiences and promote the development of instruments and measures to boost awareness and information actions about the risks associated with trams.

¹ Novoa, A.M., Péres, K. y Borrell, C. Efectividad de las intervenciones de seguridad vial basadas en la evidencia: una revisión de la literatura. Gaceta Sanitaria, vol.23, n.6, pp.553.e1-553.e14.

² Montoro, L., Alonso, F., Esteban, C. y Toledo, F. (2000). Manual de seguridad vial: el factor humano. Madrid. Ariel.

³ Quintero Verdugo, M.I. (2013). La educación vial: una forma más de educar. El Guiniguada. 22. 114-127.

SAFETY DATA

- Number of accidents-year.
- Type (collisions, run-overs, derailments, damage to street furniture...).
- Number of injured (indicate the type of accident).
- Number of fatalities (indicate the type of accident).
- Involved parties:
 - Number of cars.
 - Number of pedestrians.
 - Number of cyclists.
 - Number of motorcyclists.
 - Number of scooters.
 - Number of lorries/vans.
 - Number of taxi/PHV.
 - Number of buses/coaches.
 - Others (vehicles for persons with reduced mobility, municipal service vehicles, driving schools, rental cars...).

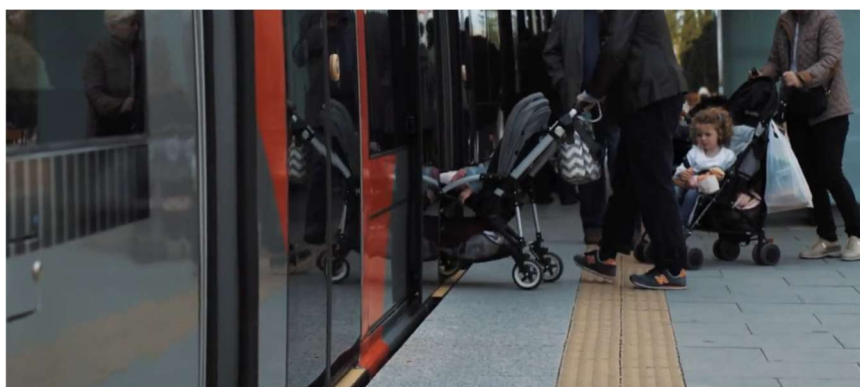
AWARNESS CAMPAIGNS

- Name.
- Year.
- Theme: road safety, coexistence and integration in the city, education, civility, usage rules, anti-fraud, and others.
- Target audience: schoolchildren, young people, adults, the elderly, professional drivers (such as taxi drivers or bus drivers), other groups...
- Materials developed: website, videos, totem, brochures...
- Website (please provide the links).
- Videos (please provide the links).

This report has compiled information on various actions provided by the Spanish tram entities⁴. The 43 actions compiled have been classified according to the following criteria:

- Road Safety Awareness Campaigns and Initiatives.
- Information programs and actions regarding the operation, knowledge, and use of trams and their service.
- Awareness programs and actions regarding civility and coexistence.
- Other types of actions, such as talent attraction, promoting the use of other modes of transport, encouraging reading, etc.

This report represents a milestone, as it highlights and systematises the road safety awareness, informational, and civility/coexistence actions and programs developed by the tram entities collaborating in **conviTRAN**.



⁴ For more information on these actions, see the Spanish report.

SUMMARY OF PROGRAMS AND ACTIONS

ESCOPE OF ACTION

COMPANY	ACTIVITY	SAFETY	OPERATION / KNOWLEDGE	CIVIC MINDNESS / COEXISTENCE	OTHERS	AUDIENCE	THEME
EUSKOTREN	Contigo hacemos tu viaje seguro					General	COVID.
	Soy tu nuevo vecino					General	New line opening.
	Con respeto se viaja mejor					General	Civic behavior.
FERROCARRILS GENERALITAT VALENCIANA	50 aniversario del tranvía					General	Tram operation anniversary.
	Día sin coches					General	European Mobility week.
	Metro SCHOOL					Schoolchild	Guided visits.
	Metro Senior					The elderly	Guided visits.
METRO DE MÁLAGA	Línea amarilla					Young person / General	Safety line at platforms.
	Facilita el paso					General	Let go before you take hold.
	Validación					General	Anti - fraud campaign.
	Rutas Ciclo Ambientales					Schoolchild	Use of bicycles and public transport.
	Desconecta, mira y cruza					Young people	Disconnecting devices at crossings.
METRO LIGERO OESTE	Semana Europea de la Movilidad					Schoolchild / General	European Mobility week.
	Visitas escolares					Schoolchild	Guided and dramatised visits.
	Si Respetas, lo petas					Young people / General	Civic behavior.
	Caminando Seguros					The elderly	Talks, meetings and visits to the facilities.
	IIIEI Plan Findell					General	Promoting the use of the tram.
	Mes del medio ambiente					General / Schoolchild	Sustainability.
	Vaaale volvemos					General	Service schedule changes.
	Semana de la Ciencia					General	Dissemination of railway technology.
METROS LIGEROS DE MADRID	Mes del Libro					General / Schoolchild	Reading promotion.
	Nueva web MLM					Disabled persons / General	Information about the new app and website.
	Y tú, ¿eres de verano?					General	Information on new timetables.
	Nuestros mayores son los mejores					The elderly	Guided visits.
	Nos gusta ir contigo					General	Promoting the use of the tram.
	Celebración 18 aniversario					Young people	Promoting the use of the tram.
METROPOLITANO DE GRANADA	Compromiso personas mayores					The elderly / General	Accessibility and coexistence.
	Campañas Seguridad Vial					General	Road safety campaign.
METROTENERIFE	Calidad y accesibilidad universal					Disabled persons / General	Accessibility.
	¡Desconecta, mira, cruza!					General	Road safety campaign.
	Agafa't					The elderly / General	Tram safety.
	Hem de Parlar					General	Anti - fraud campaign.
	Colat'					General	Anti - fraud campaign.
TRAM	No cola					General	Anti - fraud campaign.
	Mural Estació Sant Martí de Provençals					General	Art in tram stations.
	Mural Estació Espronceda					General	Art in tram stations.
	Som aquí, t'acompanyem					General	Customer service.
TRANVIA DE MURCIA	Campañas escolares y colectivos					Disabled persons / Schoolchild	Guided visits.
	Quiero mover el mundo					Young people	Attracting talent.
	Pisa fuerte, nosotros te acompañamos					The elderly	Risk and fall prevention.
TRANVIA DE PARLA	No lo conviertas en tu último like					Young people	Disconnecting devices at crossings.
	0 Accidentes. Respétame. El tranvía tiene prioridad					General	Road safety campaign.
TRANVIA DE ZARAGOZA	Jornadas escolares seguridad vial y medio ambiente					Schoolchild	Guides visits, competitions, talks...

■ Main scope of action.

● Other areas of action

PROGRAMS AND ACTIONS. BEST PRACTICES IN THE TRAM SYSTEM IN SPAIN

The long report presents information on 43 best practices in the tram system provided by the Spanish tram entities in 2022, 2023, and 2024. These best practices refer to different programs and actions of the participating entities in the **conviTRAN** project⁵.

The collected information on best practices has been classified according to the following themes:

- Programs and actions for raising awareness of road safety (representing 27.9% of the total reported).
- Informative programs and actions regarding the operation, knowledge, and use of trams and their service (representing 23.3% of the total reported).
- Awareness programs and actions on civility and coexistence (representing 16.3% of the total reported).
- Other types of actions, such as talent attraction, promoting the use of other modes of transport, encouraging reading, etc. (representing 32.5% of the total reported).

This short report only presents a summary of the results obtained in the **conviTRAN** project.



⁵ All the information is available in the long report (in Spanish).

Programs and actions for road safety awareness

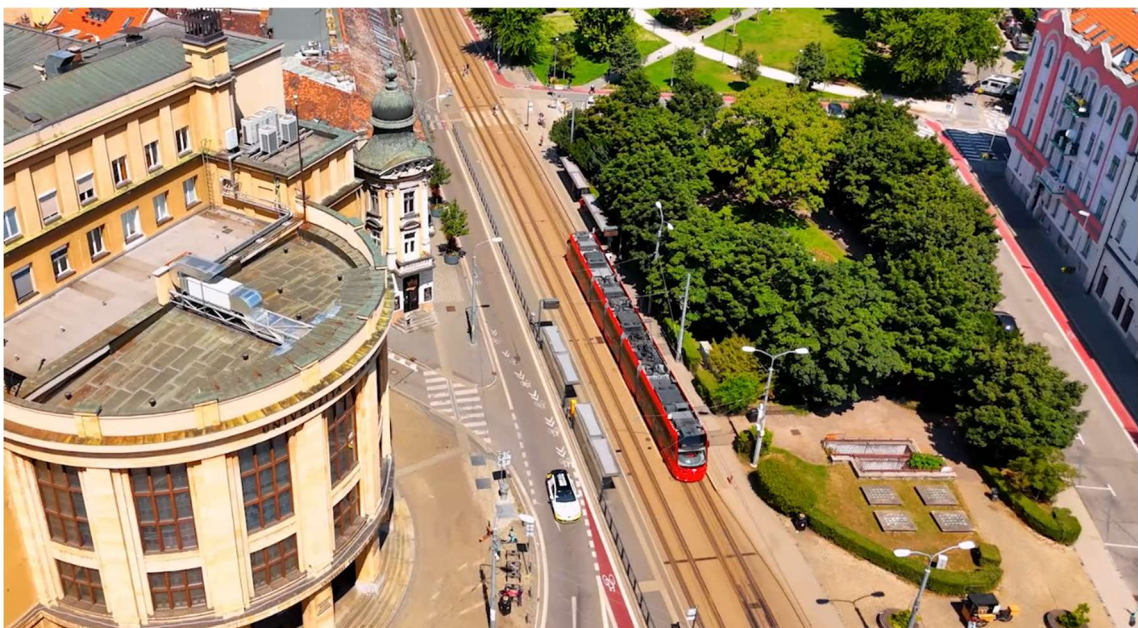
The introduction of trams in urban and metropolitan areas represents a significant advance toward sustainable and efficient mobility. However, their coexistence with motor vehicles, cyclists, pedestrians, and personal mobility vehicles generates significant challenges regarding road safety.

Given this reality, awareness-raising actions and programs become crucial. Their main objective is to reduce accident rates by promoting responsible and proactive behaviors and eliminating distractions (such as mobile devices).

That is, to promote individual safety through information and social awareness about the real risks and consequences of risky behaviors in tram environments.

In the **conviTRAN** project, 12 actions related to awareness and road safety developed by the tram entities have been documented.

These actions are primarily aimed at adults (40%), but also at children and young people (33.3%), and older adults (26.7%). Campaigns aimed at children and young people are mainly focused on the risks associated with the use of devices in areas where trams circulate; that is, lack of attention, distortion of risk perception, etc., linked to the use of social networks or calls, for example. In the case of elderly campaigns, road safety awareness initiatives are related to age-related loss of abilities, such as balance or strength. For the adults, the actions focus on respecting rules, such as priority or the yellow line.



Information programs and actions regarding the operation, knowledge, and use of trams and their service

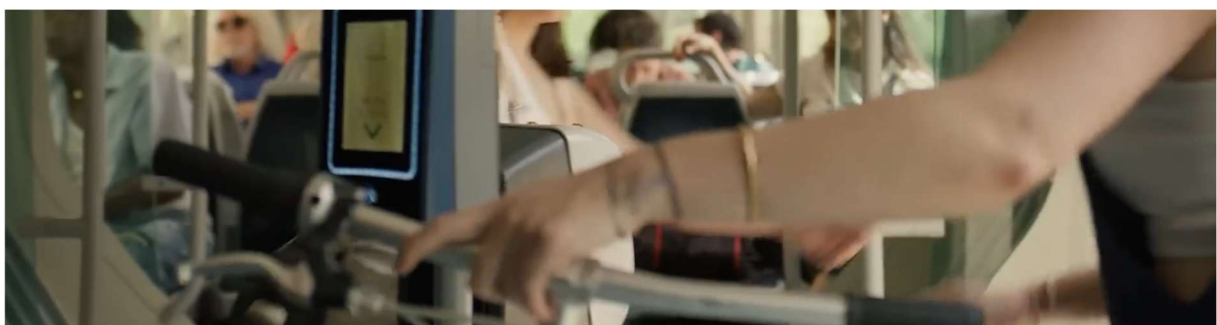
The implementation and operation of a tram service in any city and/or metropolitan area introduces a new or revitalized mode of collective transport requiring cultural and logistical adaptation from citizens. Therefore, information programs and actions are essential to guarantee their efficient, safe, and civic use.

In general, these programs have the main objective of informing the public about two fundamental areas:

- Service knowledge (*what and where*): Informing about the line routes, the location of the stops, operating hours, and valid fares and transport tickets. This includes using maps, real-time signage, and customer service to resolve operational queries.
- Basic operation (*how to use*): Presenting the essential procedures for a smooth journey. This covers everything from the correct way to purchase and validate the ticket (at stops or on board), the boarding and alighting process (waiting for the tram to fully stop and using the opening buttons), to the protocol in case of an incident or emergency.

Ultimately, information campaigns and actions go beyond mere promotion; they aim to establish a code of conduct that facilitates the integration of this means of transport into the urban fabric, maximizing its sustainable mobility benefits and minimizing conflicts and operational confusion.

In the **conviTRAN** project, 10 information campaigns and actions regarding the operation, knowledge, and use of trams and their service have been documented. These actions aim at adults (41.7%), children and young people (25%), the elderly (16.7%), and people with disabilities (16.7%). Most of these informative initiatives are visits to the facilities of the tram entities. The aim is to explain how the tram works, how to use it, and its accessibility advantages to encourage citizens to use the tram. Informative actions such as new line opening, timetables, etc., are also carried out.



Civility and Coexistence Awareness Programs and Actions

In the **conviTRAN** project, 7 initiatives that focus on promoting respect and improving the travel experience for tram users have been documented.

These programs and actions focus on issues such as:

- Respect for reserved seating, i.e., spaces for people with reduced mobility, pregnant women, or elderly people.
- Facilitating passenger flow by allowing others to exit before entering, distributing throughout the vehicle, and clearing entry and exit areas.
- Avoiding disturbing others with noise, music, or loud conversations.
- Consideration of other users' personal space by not blocking the passage, for example, with backpacks.

In conclusion, these programs aim to transform the tram environment into a safe and sustainable space of mobility, promoting a collective culture of respect on public roads and in vehicles.

The actions reported by the entities in the **conviTRAN** project are mainly directed at adults (87.5%) and children and young people (12.5%).

The awareness campaigns and actions regarding coexistence focus on promoting civil behavior in transport, such as giving up reserved seats, facilitating entry and exit from vehicles, impeding passage with personal belongings, and disturbing other travelers with music or loud conversations. However, some of these actions are linked to the obligation to validate the tram ticket.



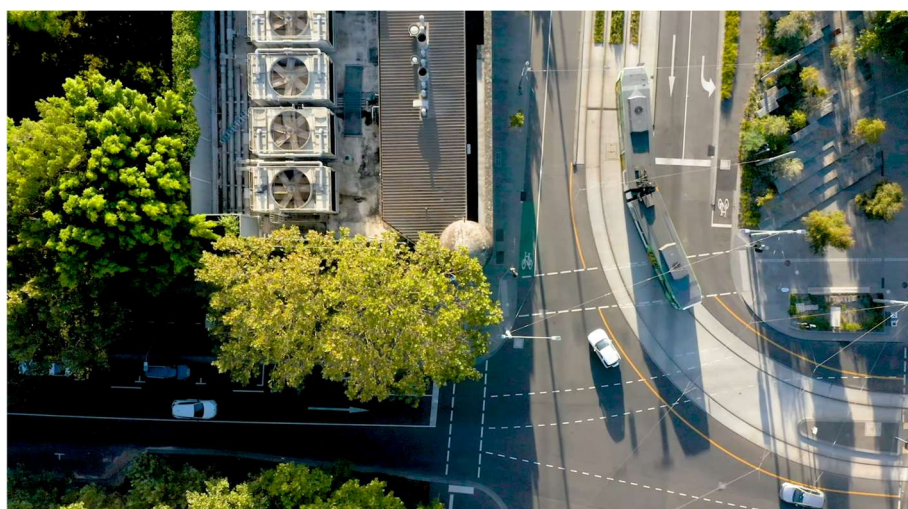
Other types of programs and actions

Trams can also be excellent platforms for promoting social, cultural, and mobility initiatives. In this regard, the tram can promote actions to attract talent and professional development, stimulate reading, incentivize culture, and encourage the use of other means of transport.

In the **convitrAN** project, 14 actions related to other campaigns and actions developed by the tram entities have been documented. These actions are primarily aimed at adults (70.6%), but also at children and young people (23.5%) and people with disabilities (5.9%).

In this case, the actions included in this category are very diverse:

- Some entities take advantage of consolidated activities, such as the European Mobility Week or Science Week, to disseminate the environmental benefits of the tram, publicize the technological innovations developed in this mode of transport, or attract young talent to the sector.
- There are actions that relate the tram to culture, such as promoting reading among passengers, or artistic activities like murals in tram spaces.
- There are initiatives to publicize the tram's commitment to safety and public health in emergency situations, such as during and after COVID-19 (adapting services or incorporating new materials and protocols).
- Finally, some entities develop campaigns to publicize their new website or customer service. All of this is to encourage the use of the tram among current and potential users.



CONVI TRAN

LA CIUDAD
CON TRANVÍAS

Modelo de convivencia
de movilidad segura

In collaboration with:



Fundación de los
FERROCARRILES
Españoles

In collaboration with:



INICIATIVAS
SOCIALES
OFESAUTO