Ficheiro de áudio

[Entrevista\_Ivan\_Villarrubia.mp3](https://fcshunlpt-my.sharepoint.com/personal/adorean_ec_campus_fcsh_unl_pt/Documents/Ficheiros%20Transcritos/Interviu_Ivan_Villarubia.mp3)

Transcrição

Cristian Adorean:

Hello. Good morning, Iván. How are you?

Iván Villarrubia:

Good morning. I… I… I need to open two windows. I... I don't know why. Let me check it... if I can close one of those.

Cristian Adorean:

Don't worry, I can hear you. So, it's ok.

Iván Villarrubia:

Ok, I… I… it's better now… (I’ll) not touch anything for… for this. If it works better, better not to touch (it).

Cristian Adorean:

Great, great. How are you? Everything is fine?

Iván Villarrubia:

Hi, thank you. Tell me…

Cristian Adorean:

Well. First of all, thank you very much for accepting to collaborate with us, and also thank you very much for the feedback you gave us when we are applying the… the surveys, last year. It was very useful. So, as I told you, now we need… we have 6 questions, and we would like you to... to answer based on your experience with En Bici por Madrid. If you are ready, we can start.

Iván Villarrubia:

Yeah. Just… just one question, because yesterday when I was… when I was checking the… the… the… your questions, I realised that the situation in Madrid has changed a lot in the last 10 months, so maybe the survey is… I… I… I think it was made in January (inaudivel)

Cristian Adorean:

It was… it was applied between March 2000… 2022 and April 2023.

Iván Villarrubia:

OK, so the… the situation… the… the last 6-7 months have… have make (made) a big change in… in Madrid so I don't know if you want to make the… this interview, if the last six months have been… have been at all or?

Cristian Adorean:

The research started three years ago, so you can refer to the last three years, including the last six months. I guess it…

Iván Villarrubia:

Ok, because… because it has been a… a very big change and it's important to… to notice the difference between the… ok.

Cristian Adorean:

Of course, of course. So, we can start. Then the first… the first question is: What is the main purpose of En Bici por Madrid in the context of electric micromobility?

Iván Villarrubia:

We started as a… like 10 years ago. The first time was only a blog news, (the) blog only referred to… to bicycle mobility, not specifically electric, but during the next years we started to make very strong activism in… in Madrid, the Madrid city and… and surroundings and… and… and… and from the… the year 2014, I… I think Madrid started a new bike sharing scheme and 100% electric this map that was very new in the world, because was the first scheme that was completely electric in a big city. So, we started to… to look what was (were) the consequences of… of that in a city that was not very traditional in…. it has a very little tradition with… with… with bicycles. So we started to… to… to follow how… that it works and… and it was very, very impressive those… those… years, and after that, it started to… to appear some model electric mobility as… as… as the… the scooters and… and also the cargo bikes in Madrid that was not so relevant as the bike mobility, the electric bike mobility. And, the last five years part of the team have developed an enterprise vision of the situation. Now we work a… in a… in a team for… have contract with the public administration and… and so we now… we are part of the… of the working team that are making those things happen.

Cristian Adorean:

The second question: What principles, missions and actions have been adopted to promote electric micromobility? Of course, in… in the city of Madrid.

Iván Villarrubia:

Well, that is the… the first one is that… that I told you this, about the… the… the public bike sharing scheme. It was a completely (complete) revolution because from one day to another, a lot of people who never have used a bicycle started to… to use it in Madrid. Madrid have (has) a… a very special or… topography. The… the orography here is not as in another (other) cities with… with slopes because you have a lot of cities… there are in the world very… too much serious with rides orography that uses bicycle. There are also cities you have a flat centre with mountains in the borders that… that also can use bicycle, but Madrid has… it's like this. They… they have a valley cut in the… the city into houses. So you have to… to… to go always uphill or downhill to move in bicycles, so when an electric bicycle was available to all the population, a lot of people who thought “no Madrid is not a city for… for bicycles” started to use it and… and… and realise that… that the… the only problem was the… (riso) that the…. the physical forces. So, with an electric motor it was all sold from… from one day to another and… and that was very strong, very strong change in the… in the city. After that, there were a lot of enterprises who have implanted sharing schemes in Madrid of cars, motorcycles, scooters, and bicycles. They… there have…. I think in 2017 and 2018 we had might be like maybe 15 different companies with sharing the… scheme… with floating… floating schemes. The bicycle schemes have all practically closed because they have to… to… to compete with the public system, that is a lot cheaper, of course, but the scooter…. companies, they have a very big expansion with six companies the… the… the… the City Council had to stop most of them because there was a very huge invasion in the… in the central… the central areas, and… and now it's more reduced, but those… those scooters, electric scooters and… and… and after that, a lot of people have bought the own scooter because it's… it's… now it's the… it's the most cheap (cheaper) vehicle you can… you can get the most cheap electrical vehicle you can get for €300, so it started from… like a snow toy but in… in a few years it changed to the working class transport in… in the in the surrounding… surrounding area. So, I… I think that… that those companies were key because they allowed people to try the scooter before they bought the… the own one. And they have go (gone) like this. And in the last year, the situation has changed a lot. Because the city's public scheme of bicycles has boomed and from 2.000 bicycles, now we have 7.000 bicycles and we have covered all the city. It… it's very recent, it's from this summer and to give you some figures a… in 2018, there was a survey of all the area of Madrid, the (inaudivel) survey, very, very big survey and… and it showed that about 40.000 people used the bicycle a day. From this 40.000, 10.000 were using the public sharing bicycle. Now we have. 40.000 only using these public bicycles. So, it means that in four months the number of bicycles in Madrid have twiced fold. It's impressive the number of bicycles right now in Madrid and, for the other side, the scooter… electric scooter, a lot of people use this from the old skirts, from Madrid to… to get into the city they… they make like one mile getting the… the scooter into the train. And then in Madrid, the last mile, that was very, very common. But these last months there was an explosion in metro de Madrid. So, after that Metro de Madrid forbids all the electric scooters inside. And after that, the bus company is (has) also banned completely, and this week it was the start of the… the Spanish (inaudivel) company, Renfe, who have (has) forbidden all the… all the scooters from the… from one day to another, the scooter have (has) completely get (got) out of the… of the scheme of… of the commuting system. And in the… in the meantime, the… the people have realised that there are a lot of public bicycles that are free until next week. So, a lot of people have moved to… the… the electric bicycles, so the… the things in here are… are moving very quickly.

Cristian Adorean:

I didn't know. Actually, last year it was possible to… to get with the… the scooter in the metro. When I was in Madrid between September and December. So, I didn't know, it's an important information. Well, the third question then: In your opinion, what have been and currently are the positive and negative factors in the implementation and expansion of electric micromobility in the city?

Iván Villarrubia:

I… I think I have my answer more of… of them in the… in the last question because the… the public scheme, the public bike system is… it has been neck and eye. It's a… it´s a lot of people now in… in a lot of neighbourhoods who hadn’t take (took) a… a little bicycle in… in her… in their own life, have discovered the bicycle. This is very impressive for young people, I mean teenagers. Teenagers are all the night in Madrid. They… they go in crowds, they take all the bicycles, and they start to discover the city with the bicycles, with the… the… the public… the bicycles. That wasn´t… possible one year ago. So… so… so this is a… a very strong factor. There are another (others) also, for example the… the public administration and the… the local and… and the regional in Madrid. They have been granted the… the purchase of… of bicycles and… and… and… and scooter, electric. Bicycles and electric scooters. They… they pay you the 50% of the cost. So… so there have been people who have purchased, they have bought a new bicycle, electric bicycle that in other ways maybe didn't they…. they… they would not buy it because it's too expensive. But with that, it… it has not. So, it has been not so important because, ok, you have now a… a bicycle, you have paid half (of the) price, but where do you keep it in the night? Madrid have (has) a lot of class buildings with 10-12 of… of floors and you have to take the bicycle inside an elevator. It is not very easy in… in… in… in some parts to… to… to get the bicycle inside. You cannot get (keep) the bicycle outside all the night because there are thefts. So, this… this policy has a very limited effect and… and when the bike sharing system have a right to all the city people said “I don't need my own bicycle because I… with the public system I… I… I have no worry about thefts”. It's not…. it's not my (inaudivel) and… and I think that there has been more success with the grant in the… in the scooter, because the… the theft problem, it's very little. It's very easy to take the… the scooter and… and… and… and take it home. So, I think that was the main reason that the scooter has been a… very common in… in those outskirt neighbourhoods and… and also there has been a lot of promotion in… in the streets of… of Madrid. They're having two means. One is a change in Madrid laws, in traffic laws that allows bicycles to ride to… in any lane in the city, to occupy the full lane like another vehicle. It means that from five years and now the bicycle is one vehicle more. You have all the rights to ride anywhere in the city. You don't have to use the… the bike lane if you don't want, you can use the… the left lane if you need it, you can make the room you need for your safety, and there was also a chance to allow the scooter that was not… they were not allowed to ride in Madrid until five years ago, so that… that law, the new law allowed the… the scooters to… to ride all over of Madrid. The… the law is… is more restricted for scooters than bicycles, but ok, no… no… nobody is strictly controlling the… the scooter who are riding in the… in the forbidden lane and… and… and… and so on. That is very important because also the… the City Council have (has) made a lot of signals in the streets, the… the… the traffic that be aware that you can meet bicycles riding in the middle of the lane. Here in Madrid you have four or five lane streets. That this right lane is reserved lane, and you have the second lane with those bicycles in the middle of all the traffic and you have bicycles centred in the… right in the… the (inaudivel) of the street while telling the… the driver “be aware, there is… you can… meet bicycles (out) there”. They have the… the long right to be… to be here and that is very important for now, this huge amount of bicycles that have spread for all the city that they… they have like the right to be there, and that is the… the big part, the (riso) positive part. The negative is that I had told you about the… the… the complete restriction of… of scooters in the… in the public transport, but nowadays they have not (do not) restrict any of bicycles. Even the electric bicycles are allowed in the public transport, but it's a very controversial, because if the main reason to… to forbid the scooters was the solution of… of the electric battery, why they don't have also restricted the electric bike? But I don't know why, but… but I think because the… the law of… of… of cyclists is both powerful (riso), and the law of… of scooter riders. And there… there has been also another important revolution of riders, food delivery riders, they have boomed in the last five years and… and they have encountered a very strong ally in the… the new cover by… (inaudivel) they have in some companies that have started to make private bike cornrows like parkings, closed bike parkings with… with control access… so the riders can pay and… and can park their… their… the bicycles in the night there with… with… with very good safety and… and… and it's very important for them. To have those bicycles in a more accessible part of the city than not to get into the apartment and so on. This is not a public policy now in… in Madrid. There have been a public those… those covered parking in a lot of… a lot of them have appeared in the surroundings of Madrid. There are like 1-2-3-4-5, like… like 6 municipalities above Madrid have public covered parkings, so it is very easy now for the people who take the scooter, take the… the bicycle and leave it in the… in the in the box and go to Madrid to walk and… and… and make commuting with the public transport and… and… and… and come back and… and… make the last-mile from… from… from… from home. I think this is the… the whole perspective now.

Cristian Adorean:

Great. Well, you already answered the next question as well. But if you want to reformulate here it is: How do you assess the current development of electric micromobility in the city of Madrid?

Iván Villarrubia:

Yeah, yeah (riso). This is like a resume of the… of the of the situation. What… what can I say more in advance it´s... but I think it´s the next question also is what I think is going to happen with… with all those… those policies, because they… there was a chart of… of the spending of the UE (European Union) generation and the next generation funds from the European Union after COVID and… and what was spent in bicycles in Spain, it was like 1/3 to bike lanes, 1/3 to public sharing system and 1/3 to bicycle boxes to… park the bicycles inside that is very recent in Spain, there have been some cities who have (had) bicycle parking 10 years ago like Vitoria for example. But now it has spread whole Spain very… very quickly and it has spread also in the surroundings of Madrid. The only exception is… is Madrid itself the… the… the capital city, the… in the city. Now there are very… very little public parkings, they… they have been like four or five and… and it's like silly because it's more expensive to get inside a bicycle than… than to get a car. So, they (riso)… I think they don't want people to use it, but in the surroundings they… they… they make people… they… they can use it hopefully and… and now they had like I think 30 or 40 in… in the last year have been implemented. And… and I know that there are a lot of towns surrounding Madrid that they are willing to… to make their own system of public parking. So, people can… can leave them. There have (has) been an interesting experience that we have been involved in to as… as a company in… in Fuenlabrada, they have a little experiment to make a combination of public bicycles and public parking, covered parking. So, because you know the… the public system, the bicycle system is expensive and… and… and it is for big cities. When… when you have a… a small city, it works not very well. People doesn't (don´t) use it too much and then it's very expensive for the… for the city town council. And… and so we proposed to this town to make a… a long rental term for… for bicycles like 3 months and depending on how do you use it, the system is free or not, so it… it is pressing you to use the… the bicycle, and you can park it in the public boxes so you have not to take your bicycle with you and… and… and take with the… the elevator. And after that, a lot of… of towns surrounding Madrid are copying the system and… and… and they want to… to… to make their own public system in that… in that way. And now this is implementing (being implemented) in… in… in… in those (these) months, so I cannot tell you how is this working and how is the future, but some of… of… in… in some of those towns, those boxes are using that of (are used since) last week to get the scooter inside because of the new privation of… of… of getting the scooter into the train, the people get the scooter to the train station, leave the scooter inside the… the… the public box and get the train without the… the scooter. So, this is how change in the… in the… using of… of… of those… It did that… It didn't happen last month, for example. A… as I told you, things here are… are changing very… very quickly.

Cristian Adorean:

The next question then: What short-, medium- and long-term development scenarios do you foresee regarding the expansion of electric micromobility in the city of Madrid? You already talked (riso) about these topics, but…

Iván Villarrubia:

Yeah. I… I… I… I think that I… I can tell you about also… that in… in short term we have an expansion… expansion approval from the European Union to make even bigger the… the bike system. So, now we have the same size as… as Barcelona. I think next year we… we will make face to face with Paris that is the biggest in Europe. So, Madrid is going to be the second system in… in… in… in in Europe that it's very impressive for a city with no traditional bicycle at… at all. And the… the figures are very… very good. There have been days of very high use like 10 uses of bicycle a day in November that it's not a very pleasant day with… with the weather, a very rainy month and well, this is very impressive. But next year, a… the system is going to be not free for the 1st of January. So, we expect a little stepping down but not too much. But because two years ago the system you had to pay each travel. This is also different from other cities that you have 30 minutes free, in Madrid you have to pay for the first minute and… and… and it is not so important because there are too many people who want to get into the bicycle that are to… are… you know, people who want to pay for the… for the system and it is not very relevant, so I… like… like… only this, like 10% less with… with the new… with the new tariff. For the scooter… in January, there is also a new law who restrict scooter, who can (inaudivel) in all Spain. They have make (made) a very strong filter to avoid obviously those cases of… of scooters of low quality who you… you can bought (buy) from China with no guarantees at all, or scooters that you can manipulate the Vastly for example. So, like next month, those scooters are not allowed to be purchased in Spain.  And in three years the scooters who have been bought and… and… and not… do not meet the… the… the… the minimum restrictions are… are… are a… are not allowed to be in any street open space. So, we expect it… a new taking down of… of… of the use of scooter. So… so, if you make the… the whole (inaudivel) we have you like this bicycle and scooter, but now bicycle is here, the scooter is here, and next year bicycle will be here, and the scooter will be… will be here. It is a very strong tendency. I hope that in six months or one year, the restrictions in public transport will be lifted and… and… and people with… and authorising scooters will be… again be allowed to get into trains, into… into metro system. Now have been out of demonstration of the mobilisations of… of… of… of users who are affecting against the decisions. But I don't know, because also in Barcelona, I think it was three years or two years ago there was a problem and… and scooters were banned for six months, and now have been two years and… and… and the provision is… is still there. So, I don't know if this is going to happen or not. And there is also the… the… the little brother of… the cargo bikes that have been a little… very little grow in the last 6-7 years because of the low emission zones have been planted in Madrid, so the delivery of cargo inside those zones have been competitive for the cargo bicycles, electric bicycles, don't try to get that cargo bike in Madrid without electric assistance because of the flow. And then… now the low emission zone is… is… is getting bigger also in the next month in January. The… they have… there're going to be more restrictions even for bans that… that now can get into the city centre to make their deliveries, in… in 10 days they are going to be forbidden at all. So, I expected (expect) that cargo bicycles are going to get some of… of those a… parts of the of the market, but now it's only very little... it is not very significant. It's… I think two or three companies also, that you know… that is called (inaudivel) have a lot… 20 cargo bikes. It's big… but it is not significant in… in… in between 1.000.000 of… of cars and millions of… of vans and trucks. In fact, it's… it's not so… so big as, for example, the… the food delivery riders that maybe at 8:00 o´clock when… when it's dinner time, it's like covering all the… the… the… the city centre arriving for… from all the streets. And… in medium-term, there is (are) some projects in Madrid to make some bike facilities, the… the main axis in the Paseo de la Castellana it's planned to be finished, I think, in 10 years, and… and now we have like a very little part here and and… and… and they are going to make here and there some bike lanes that it is expected to improve, likely a… the… the situation of bicycles here, but I… but I think that the electric bicycle have override completely this… this (inaudivel), because those bike lanes schemes were fault when there was no bicycles, electric bicycles at all. And… and when people thought that we (inaudivel) by plans, it was not possible to get a bicycle in Madrid. Now that there are thousands of thousands of bicycles widely in Madrid, maybe the bike lanes are not so determinant that it was 40 years ago. And so, for me it's not so important as the situation of the public bicycles that is completely our revolution in… in… in the long term. Because we have only experienced the… the system covering the whole city for only 4 months and… and it's completely a revolution here. So (riso)… so now we have a, a very fascinating future and… and… and very tangible future also. I… I mean, last year this interview would be (would have been) very different from now.

Cristian Adorean:

I'm sure, I'm sure. And now the… the last question, but we have only around 5 minutes because I have a (Zoom) limitation from the faculty - only 40 minutes, so it… it should be… it should be short. Otherwise, I have to… to send another invitation…

Iván Villarrubia:

Yeah, I know.

Cristian Adorean:

How do you assess the transformation of the city from motorised mobility to electric micromobility for short distance trips? It's an ongoing process (riso), of course, so…

Iván Villarrubia:

We have a… a part of… of electric mobility. Not mi… micromobility, but Madrid have (has) a very strong implementation of electric cars and electric motorbikes and the sharing schemes that are allowed to free parking in all the city. And so, a lot of people, especially young people, are not buying their own car, they are relying on their mobility in the public transport and customarily taking a cab here or… or a motorbike, or a bicycle, or a scooter. And this is happening in the big city centre, not the small (inaudivel), but… but in the big city centre. This is now transforming the city in a way that most of the people, I think in five years, is (are) going to move in… in an electric vehicle. Not specifically micromobility, but that's kind of… of… of vehicle sharing mobility. (It) is very… very strong, very strong in Madrid. In the outskirts, it's all completely different. They (people) are dependent, the distances are… are very long and I only foresee the… the micromobility inside those cities, the surrounding cities, to get local movements. Maybe in a while that… there could be connections between cities. They have been planned some connections to get from one city to another in… in distance of 3-4 km that it's ok for… for those mobilities. But now, those plans are… are completely stopped and… and… and… and I don't see it in the… the short term, so they are blocking the use of… of this mobility in the… in those kind of commuting movements. But inside Madrid it´s very strong. That´s what is happening now.

Cristian Adorean:

Great, Iván. Thank you very much, once again, for your answers. Very interesting, very important information.