



Ayuntamiento de  
Las Rozas

# Las Rozas City Council

## PROCURA+ CITYMATCH

London 27-30 November 2024



# Las Rozas City Council

## THE CITY

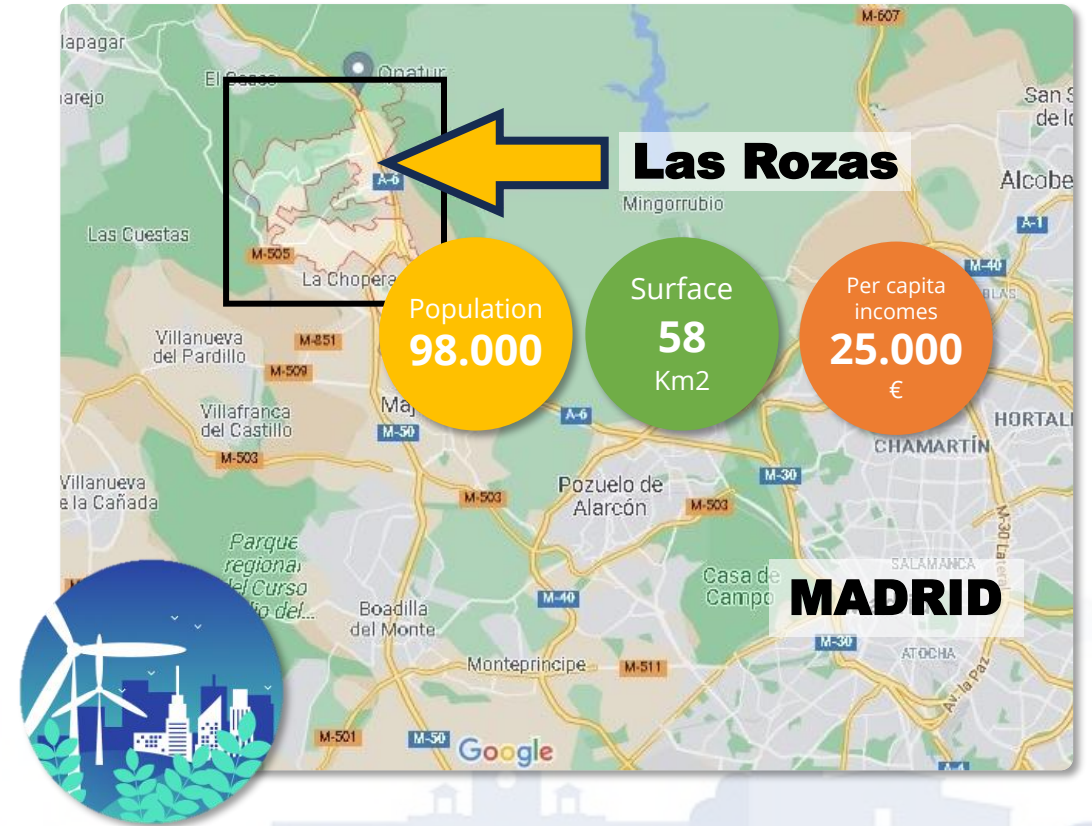
Las Rozas is a young and green modern city located in the north-west of Madrid region with one of the highest quality of life in Spain

## THE CHALLENGES

- Population doubled in the last 20 years.
- Establishment of many new companies and industries .
- High demand of urban services and supplies.
- Huge urban growth in a short time.

## THE AMBITIONS

- **Focus on innovation and sustainability** to face future growth of the city.
- Move towards the development of a **citizen centered policy**.
- **Promote the twin transition** of the city.
- **Implementation of a Smart Metropolitan Area** to offer new opportunities to companies and citizens.



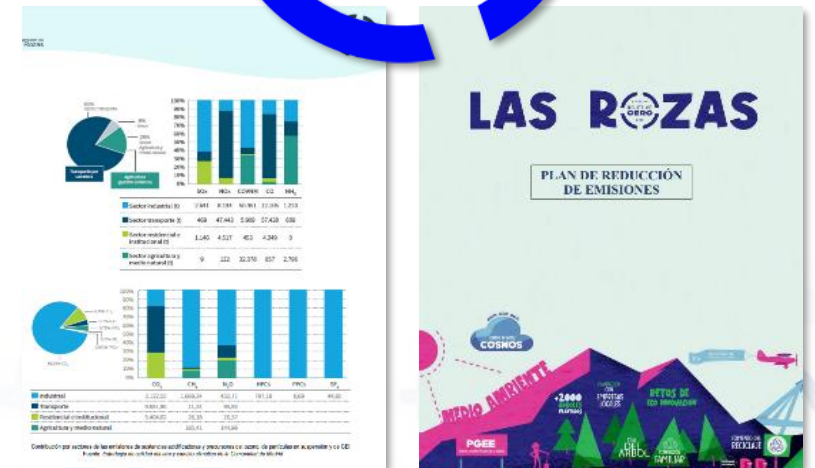
# Las Rozas City Council

## THE GOAL

Las Rozas aims to become a climate neutral city in 2020, implementing different measures to reduce carbon footprint.

## THE ACTIONS

- Innovation strategy - LAS ROZAS INNOVA.
- Sustainability strategy.
- Emission reduction plan.
- Local regulations - ZBE Ordinance Anti-pollution Protocol.
- Projects.



# Local Green Deals (LGD)

## Problem

- **Limited capacity of local government** to reduce emissions produced by third parties in the city
- **Citizens and local ecosystem do not find external motivations** to collaborate with the city council
- **European Green Deals** do not touch real world

## Solution

- **Establish collaborative agreements (LGD)** to regulate participation of local ecosystem
- **Establish a reward mechanism** to encourages adherence to LGD.
- **Engage Schools, businesses and services providers** to generate positive impact for the people and the city.

## Impact

- **Strengthen engagement and collaboration** with local ecosystem.
- **Reducing the city's carbon footprint** while **improving services efficiency** and people's **quality of life**.
- **Fostering innovation and new technologies** to generate efficient and cost-effective solutions

Las Rozas strengthens collaboration with local stakeholders to generate a positive impact on environmental protection and contribute to the reduction of emissions through collaboration agreements and incentives.

### Green Challenges



**Environmental training for schools**



**Improve waste collection for local traders**



**Reduce Carbon Footprint for Services Suppliers**



# Air Quality Network

## Problem

- **Lack of air quality monitoring stations** in the city.
- **Inaccurate pollution measurements** based on traffic estimation.
- Other **air quality parameters affecting health** are not considered.
- **Anti-pollution protocol validation** requires real-time measurements.

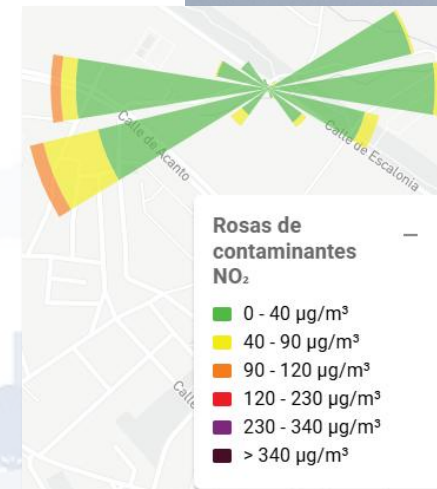
## Solution

- **Deployment** of a real time Air Quality sensor network.
- **Multi-sensor equipment** to capture multiple air quality parameters
- **High quality and cost-effective equipment** enabling a wide network and data quality.
- **Open sw platform** solution compatible with the City Platform.

## Impact

- **Improving citizens' health** and quality of life.
- Contributing to **global emission reductions**
- **Boosting city digitalization.**
- **Extend knowledge** and experience.
- **Environmental impact assessment** of citizens, local ecosystem and municipal services.

Las Rozas has deployed a network of high-quality multi-sensor air quality sensors that will contribute to monitoring air quality in real time, validate the anti-pollution protocol and develop a city governance tool.



# Mobility Digital Twin - PPI

## Problem

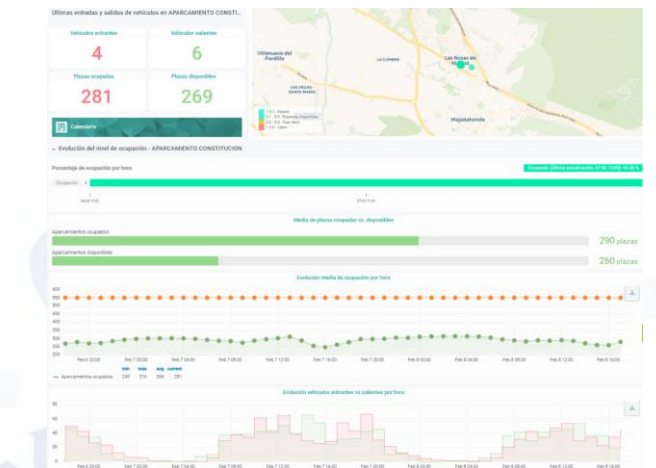
- **Lack of knowing about real time mobility information** of the city and surroundings
- Lack of **tool that collects an inventory of the transport and mobility infrastructure** of the city
- Difficulties in a coordinated **mobility planning**
- **Management of the Low Emissions Zone** requires a specific tool

## Solution

- **Integration** of mobility data form different sources
- **Low Emissions Zone management** particularised to Las Rozas needs
- **Integration with the SmartCity platform** and upgrade it
- **Improve mobility management, planning** and following of the SUMP

## Impact

- **Improve coordination** with other mobility stakeholders
- Boosting **mobility digitalization**
- **Accurate information** about mobility infrastructures
- **Improve the communication with citizens** about mobility in the city
- Establish and **mange dynamic low emission zones**



Digital platform for mobility management which, based on real-time data and other sources of information and sensors will enable more efficient mobility management and decision-making based on data and adapted to the characteristics of the municipality

# Multimodal Mobility Hub

## Problem

- Extension and urban sprawl of Las Rozas
- Lack of sustainable Mobility options for internal connections
- High dependence of private vehicle

## Solution

- Development of mobility areas where different modes of sustainable mobility are grouped
- Charging points for electric vehicles (semi-fast and fast)
- Sensorized parking slots
- Parking area for personal mobility vehicles
- Connections with the bike lane
- Easy connection with public transport

## Impact

- Increase sustainable mobility options in Las Rozas improving intramodality
- Improve internal connections by sustainable mobility options
- Fostering change in mobility habits in the municipality towards more sustainable options
- Boost active mobility

Creation of Multimodal Mobility Hubs at strategic points of the municipality with several sustainable mobility options will improve multimodality and connections both internal and external in Las Rozas





# Electric Charging Stations

## Problem

- High dependence of **private vehicle due to the municipal extension** and low internal public transport connections
- **Traffic congestion** with negative effects on environment
- **Lack of public charging infrastructure** in Las Rozas

## Solution

- **41 charging points** for resident and **visitors in municipal parkings** of the city
- Creation of “Las Rozas Recarga” **mobile app**
- Charging points within the **multimodal mobility hubs**
- Planning development of **charging stations** close to main roads

## Impact

- **Boost electrification** in transport
- **Improving citizens’ health** and quality of life.
- Contributing to **global emission reductions**
- Promote **use of clean vehicles**
- Improve **sustainable mobility**

Las Rozas is deploying a network of electric charging points on the city to promote electromobility, reduce the use of polluting vehicles and improve environmental conditions





# Solar Charging Stations for PMV

## Problem

- Most internal trips use **private polluting vehicles**
- Very **low use of electric personal mobility vehicles**
- **Lack of infrastructures** in the city to support new urban mobility.
- **Negative environmental impact** of charging stations.

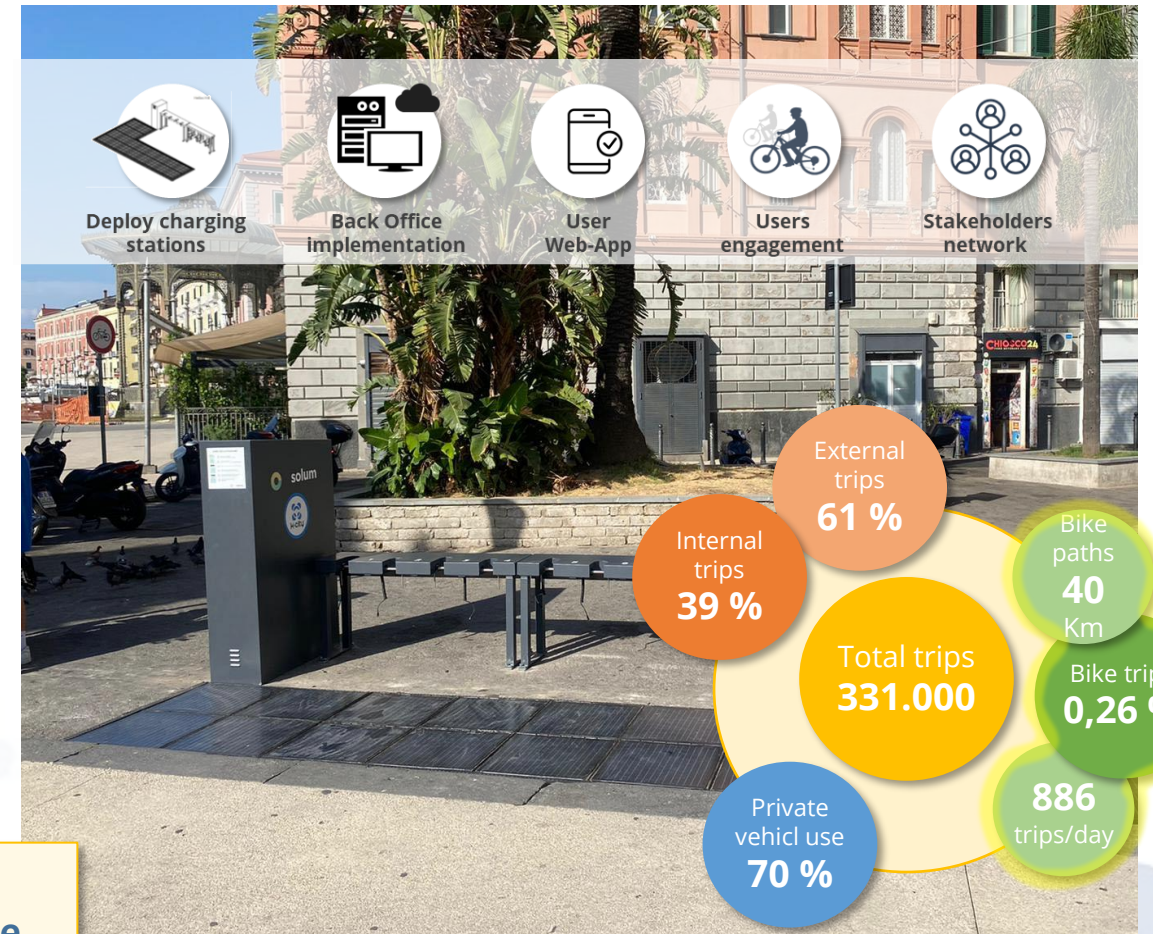
## Impact

- Boost **new urban transport means adoption**.
- Promote **use of clean and renewable energies**.
- Enhance city's **image and positioning**.

## Solution

Deploy a **charging stations network** for **electric bikes and scooters**, in **open and natural areas** of the city based on the use **solar panels**, boosting the integration and use of new means of urban mobility thought an **accessible, efficient and low environmental impact solution**.

Las Rozas is deploying a sustainable network of solar charging stations for electric bikes and scooters in green areas to promote PMV for internal travels and reduce the use of polluting vehicles.



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