

Delivering **E**fficient
Sustainable **T**ourism
with low-carbon
transport **I**nnovations:
Sustainable **M**obility,
Accessibility and
Responsible **T**ravel

DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Action Plan for Horários do Funchal

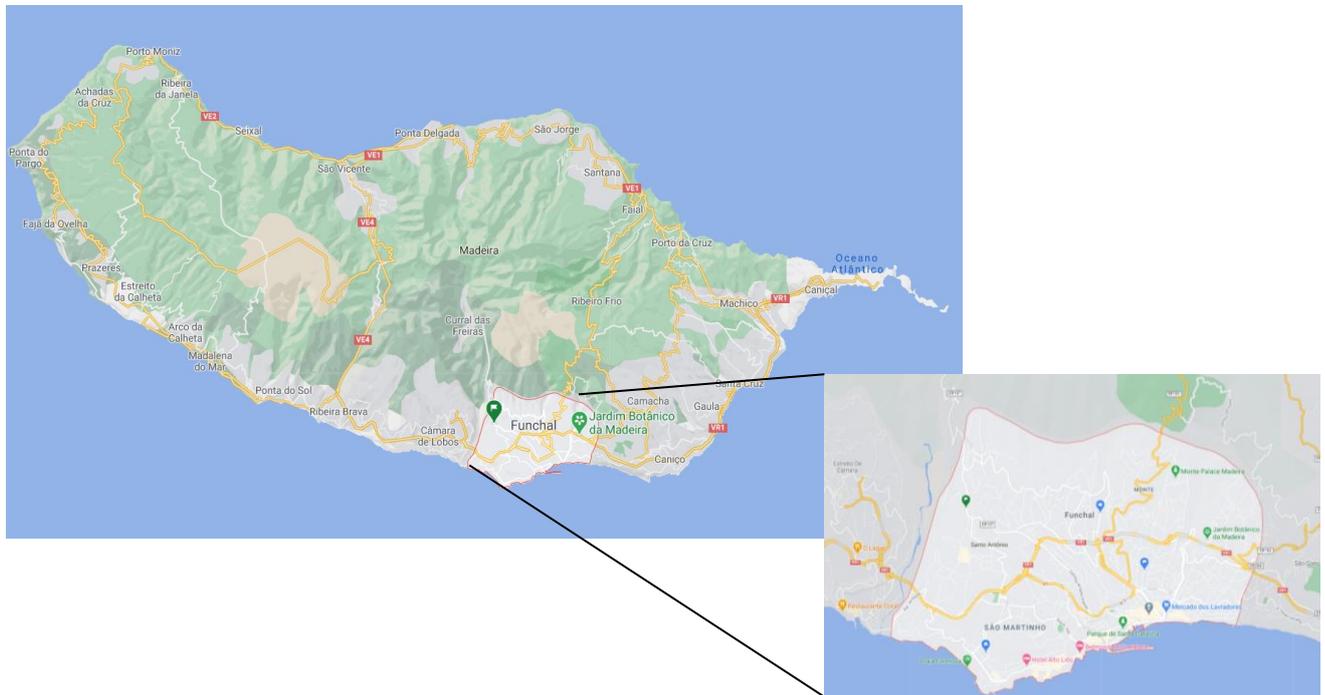


*Horários do
Funchal*

 **HORÁRIOS
DO FUNCHAL**
TRANSPORTES PÚBLICOS, S.A.

November 2020

Horários do Funchal is the main regional public transport operator in Madeira. Horários do Funchal has a long experience in test and implement innovative measures to promote sustainable mobility with a specific focus on touristic mobility.



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November 2020

Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC_(2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

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DESTI-SMART Project

Integration of regional/local policies for Sustainable Mobility, Accessibility & low-carbon Responsible Travel, with policies for efficient sustainable tourism towards a low-carbon economy, requires particular attention in the EU. This is a common challenge that public regional/local and transport authorities increasingly face, particularly at busy destinations with high tourism travel flows (including in South Europe, coastal, maritime & insular, mass tourism destinations). Immediate action is needed through interregional cooperation to capitalise best practices, improve policy instruments & prepare action plans with implementation monitoring & evaluation.

The DESTI-SMART project, addresses the above towards 'Smart Destinations', for sustainable & responsible tourism development in Europe, with low-carbon, multimodal sustainable mobility & accessibility.

The overall objective is to improve the transport and tourism policies of EU destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development, for transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, with implementation innovations, policy learning and capacity building.

The following pressing issues are addressed:

- Investments in low-carbon transport systems for mode shift to sustainable tourism mobility, incl. Electro-Mobility
- Intermodality facilities for visitors, including ICT, Mobile Aps & MaaS
- Accessible tourism for all
- Cycling & Walking facilities & promotion for visitors.

Main outputs:

- policy learning & capacity building for public authorities & their stakeholders
- improved policy instruments & action plans in 9 destinations, with close involvement of stakeholders
- advances in EU2020 objectives
- communication & dissemination learning materials.

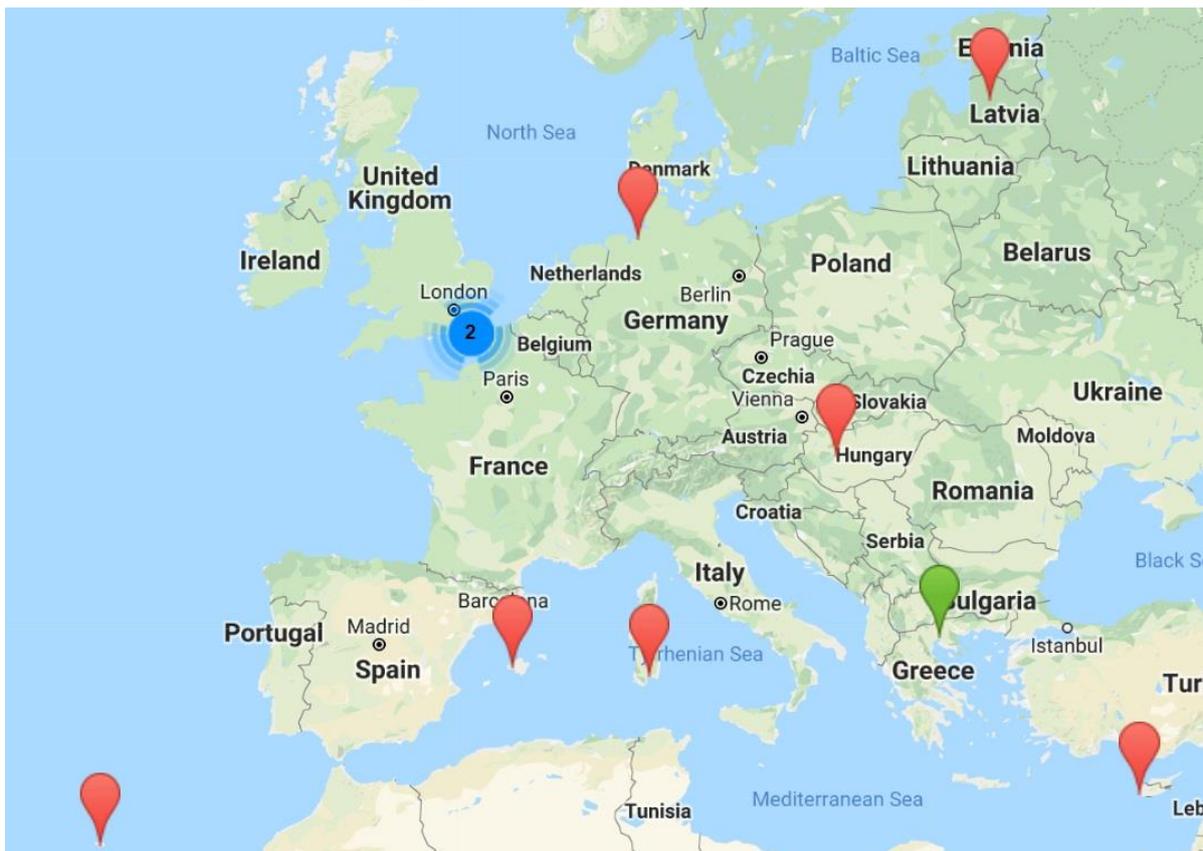
DESTI-SMART Project Partnership

Delivering Efficient Sustainable Tourism with low-carbon transport Innovations:
Sustainable Mobility, Accessibility and Responsible Travel

DESTI-SMART
Interreg Europe



Lead Partner



Thessaloniki - Sardinia - Bremerhaven - Madeira - Hastings - Mallorca - Vidzeme - Balaton - Pafos - BU

Improving transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations

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FOREWORD



The Region of Madeira is committed to high quality hosting tradition and an economy strongly based on tourism. This background well justifies the attention that the Autonomous Region devotes to environmental sustainability issues acting with a coordinated strategy to reduce the negative emissions and the consumption of natural resources. In Madeira Island, economic and social stakeholders during the last decade naturally converged together to apply more and better efforts to reduce progressively their economic and social impact on the environment. Local actors learnt how to improve their mutual synergies to grant sustainable growth to the local economy and to assure long run social stability. In such long-lasting process, Horários de Funchal and the Region of Madeira are sharing with other European regions their essential role: proactive actor to address the urgent challenge of climate change with integrated measures, engaging citizens and tourists.

In particular, in this resilient framework, the COVID-19 pandemic has a relevant role, pushing European regions to a faster change to address economic, social and environmental transition, dealing with completely new social and economic reality. Digital acceleration and the slowing down of the tourism economy are changing worldwide the forecasted scenarios and implies extra efforts to grant sustainability of economy and environment at the same time.

Under such a fast and unpredictable changing environment, the resilient approach chosen by Horários do Funchal and the Region of Madeira is the best strategy to deal with erratic macro and micro scenarios. The Regional resilient strategy considers public transport an essential element to tackle the Global Sustainable objectives and to address the urgent climate challenges locally. Public transport in Madeira is the "backbone" of the sustainable mobility revolution and has a key role in the regional economy and environment decarbonization.

DESTI-SMART played an important role to support the definition of a set of effective measures to address the most urgent environmental challenges, focusing on effective tools to move tourists to sustainable mobility options not only at environmental level but also at financial and economic level.

This action plan is the result of a long iteration passed through the local relevant stakeholders' appreciation to focus on the relevant aspect such the Tourism sector. It also represents one more step to achieve a better sustainability in mobility.

Acknowledgements

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Direção Regional dos Transportes
Direção Regional do Ambiente
AREAM – Agência Regional da Energia e Ambiente da Região da Madeira
Município do Funchal
Município de Santana
Município do Porto Moniz
Município de Machico
Município da Calheta
Município da Ribeira Brava
ACIF/CCIM
PSL - Porto Santo Line
UMA – Universidade da Madeira
IDR - Instituto de Desenvolvimento Regional
Associação Portuguesa de Deficientes
Associação Insular de Geografia
AITRAM - Táxis
Operador interurbano - SAM
Operador interurbano - Rodoeste
Operador interurbano – Empresa de automóveis do Caniço
Tukxi Madeira
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Windsor Travel
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Contents

Foreword.....	5
Acknowledgements	6
Contents.....	7
Executive Summary.....	8
Action 1 Flexible bus transport solution.....	13
Action 2 Sustainable Intermodal maritime connection.....	17
Action 3 Low carbon transport working group.....	20
Monitoring Procedures in Phase 2.....	21

Executive Summary

Introduction

Horários do Funchal (HF) is the main regional public transport operator in the island of Madeira and it's known at national and international level for its commitment to address the challenge of sustainable mobility transition with a particular attention to the most needy users. For this reason, Horários do Funchal pays special attention to the passengers with limited mobility providing a dedicated Special Service, focused on their condition. To provide this service, HF counts with a dedicated fleet composed by 6 vehicles that are specially adapted for the needs of these passengers. However, passengers in such conditions are growing due to ageing of population and the growing number of senior tourists that come to visit and live in Madeira. In such context, HF have been dealing with the need to improve the service and operation to address the future challenges of the people's ageing. In 2019 HF acquired new vehicles specially prepared for such dedicated service. But the improvements of the service and operation goes beyond the vehicles' adaptation.

A more accessible transport system must be also coupled with more accessible and integrated mobility systems. With regards to the accessibility, the mobility system in the Region faced during the last decade serious limitations, as the infrastructures were not initially planned taking in consideration the demographic trends of people's ageing and populations distribution in the island. The growing dimension of the regional capital and the lack of appropriate and accessible transport infrastructures represent a challenging problem in Madeira. For all the previously explained reasons, Funchal city tested with limited results, along the years different intermodal solutions to increase transport modal shift to more sustainable options. At the end of 2019, Madeira tested with success the first intermodality solution between maritime transport and public transport (PT). Such pilot needs a specific upscale reinforcing the connection between the port cruise passengers and sustainable option of public transport.

As final, Electromobility represent also a relevant topic, which Madeira addressed with a coordinated strategy for the promotion and incentive of electric vehicles for citizens, tourists and companies. A series of articulated measures supported the promotion and progressive penetration of electric vehicles within residents, companies and tourism market too.

The different aspects concerning sustainable mobility of residents and tourists, were raised during the first phase of the project during specific DESTI-SMART activities and sessions. More precisely the most fruitful contributions to develop the future strategy for an action plan for sustainable mobility for residents and tourists were the technical workshops. In each session the mobility and tourism stakeholders discussed and shared the most relevant information about tourism market and sustainability and the future strategies to address the main challenges, the opportunities and the problems related mobility of residents and tourism.

From learning stories to action plan definition

During the several thematic workshops with the project partners several solutions caught HF's attention as potential solutions to be replicated in Madeira and beyond HF's operation as public transport operator, and by local stakeholders. Furthermore, during the Local Stakeholders Meeting HF had the opportunity to share with the group the main lessons learned which resulted in the Actions defined in this Action Plan.

In particular the second thematic workshop about Intermodality played a flagship role, counting with the active participation of HF and a politician from the Regional Directorate of Economy and Transport of Madeira. The session was a great occasion to showcase the most relevant solutions tested and implemented by the other project partners. The political representative was particularly interested in the solutions presented by Bremerhaven, and it was a great chance to directly influence political stakeholders and relevant decision makers in mobility and tourism to drive the transition. The politician had the chance to see several solutions that could be replicated locally, such as the Tourism Mobility Hub in Ravenna.

The third DESTI-SMART thematic workshop was about the accessibility thematic and it was very enriching. The session allowed HF to understand some of the most successful

implementations tested by the partners and particularly, from Autonomous Region of Sardinia that have been testing several solutions related to accessibility, intermodality and low carbon measures. Moreover, the Staff Exchange with the Autonomous Region of Sardinia allowed HF to get a clear view about the solutions implemented there and to understand how to replicate such solutions in HF operation to improve accessibility.

The main lesson, collected from all partners, during the first period of the DESTI-SMART project, were related to the need to support sustainable mobility with specific support measures for residents, tourists and companies. Other relevant issue raised during the participatory and technical sessions were related to the preservation of quality of life and environment in the historical city core of Funchal, to be achieved with an effective limitation of car access in the historical centre, better information about sustainable mobility option and integrated products can make more appealing use such mobility options.

Another relevant aspect debated was the need to improve accessibility levels in transport network especially for the people with physical restrictions. The creation of an improved intermodal solutions to simplify the access for residents and tourists to the city centre was considered a cornerstone measure to tackle the sustainability challenge in Funchal and Madeira.

It's a fact the knowledge and experience shared between all partners during the four thematic workshops, provided a wide and robust base to approach the different thematic addressed in the DESTI-SMART project with a clear and agreed action plan that can address the relevant challenges to prepare the city and the region to a better and more sustainable mobility for all.

Tourism Mobility and Accessibility current status, general description and requirements

The Action Plan of Horários do Funchal is directly embedded in the strategic regional frameworks main plans but at the same time it also affects the following two Regional policy instruments, the Operational Program Madeira 14-20 (OP) and the (Sustainable Urban Mobility Plan) SUMP of Madeira

The Operational Program for the Autonomous Region of Madeira 2014-2020, known as "Madeira 14-20", is the operation plan to support and guide the investments allocation coming from the European Regional Development Fund and the European Social Fund under the Investment for Growth and Jobs objective for the Autonomous Region of Madeira. The operational program is also a relevant planning tool with long run vision to achieve both economic and environmental development objectives.

At mobility level, the Regional SUMP includes specific reference to low carbon transport systems at a private and public level. Moreover, other relevant topics are specially referred such as the intermodality aspect and the need to identify and set adapted mobility infrastructures to make transport network more integrated and easier to access for residents, tourists and disable people. Regarding elder and disable people a specific long run strategy aims to make mobility network progressively more accessible and reducing the barriers at all levels.

Vision and Goals

The Actions that are included in this Action Plan have a comprehensive approach, addressing the different project thematic and, as such, requires the involvement of several stakeholders at different level, from the main public transport operator (Horários do Funchal), mobility and touristic stakeholders and finally the Regional Directorate of Economy and Land Transport.

This wide approach is essential and it will lead to substantial improvements of the public transport service and operation, with improved mobility system for both residents and

tourists. On one side, it will increase the efficiency of mobility system namely reducing the costs to provide service to disable and impaired people. It will increase the satisfaction among public transport passengers with limited mobility, as a result of the inclusion strategy of HF aim at providing a more inclusive and efficient service for all. In addition, it's also expected overall mobility system productivity will increase, so there will be benefits at economic level as well.

The Actions included in this plan will also provide fairer solutions, as it will provide more accessible and improved conditions for a wider range of people. Moreover, the new maritime connection, will ensure intermodality between both transport modes, serving mostly tourists, considering that the cruise receives 587.777 passengers (Official Regional Statistic data in 2019) looking for a transport option to the city centre.

These achievements are in line with the Priority Axis 4 of the Operational Programme, Madeira 14-20 "Support the transition to a low carbon economy for all types of territories, namely urban areas, including the promotion of sustainable multimodal urban mobility and adaptation measures relevant to mitigation, Typology 07. Transport efficiency public".

Action Titles / Headings

- Action 1: Flexible bus transport solution
- Action 2: Sustainable Intermodal maritime connection
- Action 3: Regional low carbon working group

Monitoring process

The proposed actions will be monitored by using several Key Performance Indicators (KPI). Through these indicators, the progress of the actions, regarding the timeframe and the implementation stage, will be efficiently checked during the project development. The Performance Indicators vary according to the actions. Some indicators will check whether the action has been implemented or not. The remaining indicators will monitor according to the specific indicators of the Actions.

Conclusions and Recommendations

The main objective of the three actions that have been proposed in the Action Plan of DESTI-SMART is to improve the current mobility system as a whole with a specific focus on public transport operation and service, transport accessibility and low carbon solutions. Moreover, through the proposed actions, several innovative projects will be introduced. The three actions included in the plan will promote the Sustainable Mobility and will have a positive impact on the reduction of greenhouse emissions.

Action Plan

Interreg Europe action plan template

Action plan for the region of Madeira and Funchal

Part I – General information

Project: DESTI-SMART

Partner organization: Horários do Funchal

Other partner organisations involved: Regional Directorate of Economy and Transport

Country: Portugal

NUTS2 region: Autonomous Region of Madeira

Contact person: Claudio Mantero

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Part II – Policy context

The Action Plan aims to impact: X Investment for Growth and Jobs programme
 European Territorial Cooperation programme
 X Other regional development policy instrument

Name of the policy instrument addressed:

- The Operational Program “MADEIRA 14-20”.
- Madeira’s Sustainable Urban Mobility Plan (SUMP)

The main relevant features of Madeira 14-20 Operational Program are:

Thematic Objective 4 «Supporting the shift towards a low-carbon economy in all sectors»

This thematic objective sets the ground for the next generation of public policies with regard to PT and sustainable mobility too, namely addressing the need to meet the tourist needs when planning mobility services.

It’s a fact Tourism is the backbone of the Madeira economy, representing around 25% of regional GDP (Official Regional Statistic Data for tourism sector). The OP therefore conveys the need to address tourism mobility policies and advocates that PT and mobility as a whole, must be tourist friendly regarding service network and communication tools. The final goal foreseen in such thematic objective is to raise the number of tourists exploring Funchal and the whole Island in a sustainable manner, using PT and enhancing their travel experience reducing the environmental impact.

Previous versions of the Regional OP have not entailed combined strategies to address tourism and low-carbon transport policies. Special attention in the OP is also paid to the priority axis number 7 which enables public authorities and relevant stakeholders, such as Horários do Funchal, to develop capacities and policy learning so that staff can upgrade skills and be prepared for emerging challenges. Arguably as tourism is developing at a high pace, PT Companies have to develop new business opportunities for them and be prepared to meet their needs (for example, eMarketing, sales techniques, etc).

The OP can be further improved with more specific policies and measures for sustainable mobility, accessibility and responsible travel, integrated with sustainable tourism development, based on best practices and low-carbon transport innovations deepen in DESTISMART project. Horários do Funchal has over the past years developed several tourism driven approaches at mobility level, namely working on audio guides, dedicated guides and brochures that enable tourists to discover the Island and to use public transportation. HF also invested many efforts in improving the selling approach with tailor made PT tickets at the hotels (the so-called Tourist Kit strategy). These developments were carried out in the frame of several investigation and research projects such as CIVITAS MIMOSA (FP7, 20082013) & SEEMORE (IEE, 20122015).

With DESTI-SMART HF's approach could capitalize from the knowledge gained and use Interreg Europe as a catalyst to inspire local stakeholders and our staff members to replicate best practices. HF envisages this programme as a fast track for preparing the ground for the implementation of improved low-carbon solutions tailored to Madeira mobility needs. The activities implemented during the first project phase were relevant to support the outline of the 2030 Madeira Regional strategy and the next OP. The improvement of the OP focused on high integrated and sustainable economies, with a resilient approach to the mobility and tourism economy too.. Such strategy showed it can bring to a more sustainable driven economy in the Region of Madeira, through:

- Support for new projects related to sustainable mobility, accessibility and sustainable tourism plans; and implementation of relevant measures in remote regions;
- Exchange of experience at interregional level and implementation of good practices in the Portuguese target region of Madeira;
- Organization of a series of policy learning events for increasing the professional capacity of

local stakeholders.

Part III – Details of the actions envisaged

ACTION 1

Title: Flexible bus transport solution

1. The background

Horários do Funchal is the main public transport operator in Madeira and transports annually, an average of 17.8 millions of passengers (Official Regional Statistic data in 2019) . Since 2005, the PT company manages a specific service for people with reduced mobility called PRM (Person with Reduced Mobility) service. The service is provided through a fleet specifically adapted to the needs of passengers with physical limitations. In addition, a team of highly specialized drivers provide an attentive service to the needs of customers, facilitating the embarkation and disembarkation of the passengers. The system is currently managed internally through manual means, with previous telephone booking and with a phone operator. As such, the system has large margins for optimization on the supply and demand side.

Considering, on one hand, the aging of population phenomenon that affects Madeira as well, on the other, the growing number of senior tourists received in Madeira Region, the service provided gains more and more relevance in the operation of HF, with increasing use among passengers with reduced mobility. It is under this context that HF decided to reinforce the special fleet, particularly adapted to the special needs of the passengers with the acquisition of 2 new vehicles in 2019.

But the margin for improvements goes beyond the vehicles under operation. The Backoffice and supporting systems requires enhancements as well. With DESTI-SMART project, it was possible to take notice of what the other Regions were implementing regarding Accessibility and trigger and promote later discussion with the Regional stakeholders.

The DESTI-SMART project allowed to establish enriching discussion groups between the mobility and tourism stakeholders. Firstly, the third thematic workshop with the project consortium on 10th March 2020, that occurred virtually, was the first opportunity for knowledge transfer regarding accessibility with the project partners. The learnings of this event were later shared with the local stakeholder's group during the Regional meetings. Throughout the Regional stakeholders' meetings, that counted with the participation of representatives of both sectors, tourism and mobility, and specially with the Disabled Association of Madeira, for several times the adaptation of services and operation was stressed out. These local discussion groups were very important as they allowed to debate the best practices from the other Regions and take into consideration the local constrains, adapt and define the best approach given the context of Madeira.

Another very relevant activity was the Staff Exchange with the Autonomous Region of Sardinia. Sardinia partner have been testing and implementing a series of initiatives to improve accessibility, specifically in the public transport. The discussion focused on the exchange of experience and policy learning, by sharing

knowledge within the partners. During the presentations several points of interest were identified and opened the discussion and exchange of experience between partners

The meeting strongly contributed to feed the debate accessibility. In the specific case of Madeira, this was a very enriching opportunity to deepen knowledge on the accessibility topic in the public transport operation, given Sardinia wide and advanced experience. For HF, the main learning topics were about the Beep4Me and the PoolBus prototypes implemented in Sardegna. Both solutions helped HF as public transport operator to gain an understanding on how to improve the operation and have an operation more adapted to people with reduced mobility. The PoolBus solution is a very interesting solution to integrate into HF's daily operation, as it grants accessibility for all types of users, especially the ones living in rural and low demand areas that feel disconnected and disadvantaged, reality faced in Madeira Region.

Also, the solution AMICO BUS service (CTM+RAS), which is a "door-to-door" on-call service, funded by the Autonomous Region of Sardinia, was considered to be a very interesting solution and complementarily to HF's daily operation. The service is dedicated to those who, due to disability problems, do not use the scheduled PT service and provides for the presence of a board of means of assistance staff.

HF already provides a Special Service dedicated to passengers with limited mobility (PRM), however, the solution in place has several technical and operational lacks. The AMICO BUS solution provided HF relevant knowledge on how to upgrade HF's Special Service, ensuring quality and adapted service for all passengers. In overall, the Beep4Me, PoolBus and AMICO Bus platforms provided the regional public transport operator important insight on how to progress and provide a more inclusive service for all, residents and tourists alike.

As result of the several knowledge transfers and to increase the effectiveness and efficiency of the service, the company intends to acquire a flexible travel booking system that allows passengers to have easier and more intuitive access to the service, while generating relevant advantages in terms of production and service provision.

This Action follows also some of the conclusions developed during the Feasibility Study that remarks the disable people transport service actually attend to resident needs and only marginally to tourists' requirements. The study focused on the future growth perspective of the elder and disable people cluster and the high potential of a touristic disable people services, taking advantage of actual service installed, to extend its to tourists. To launch a successful service, it will be essential to create new pilot services to evaluate the market response to such tailor-made solution. The new service will be customized to fit to disable and elder people's requirement concerning information tools, touristic routes, communication and promotion campaigns, adapted tariff packages and complementary services.

2. Action description

Horários do Funchal will implement a more targeted service to disable and elder

people focusing on the touristic segment with a specific attention to communication, tariff and service management in itself. The actual fleet especially adapted to wheelchairs transport will be devoted to the resident demand maximizing the occupation rate as much as possible. Horários do Funchal will purchase a tailor-made scheduling and booking software to manage transport demand and offer in a unique and effective platform. With such system customers can access to an improved booking and scheduling system capable to better address the requests of the customers for the needed transport services.

The main improvements are related to the reduction of the production costs and the increase of the perceived quality for the final user. The main outputs of such implementation are the maximization of the bus occupation rate and the design of more efficient service routes for both transport company and final customer.

The new adapted scheduling tool will maximize the service production rates and it will grant a more efficient routing and booking process with improved service for the final user. Such optimization tool will be also applied in a second phase to touristic services to meet the rising demand for specialized services for disable people visiting the island of Madeira. The optimization system assured by such software will replace the actual outdated system, which is based on not automatized table planning with great margin for improvement.

With this Action, it is expected to achieve a reduction of the PRM service supply expenses in 5%, an increase of 5% in the satisfaction between the elderly and disabled population and an improved qualification of the transport service for a specific social response.

3. Players involved

No stakeholders will be involved in the implementation of this action.

4. Timeframe

January 2021- July 2021

- Preparatory procedures from Horários do Funchal (bureaucracy, market research)
- Tender Notice Publication (careful specification of the techniques, the procedures and the tools to be used): It refers to the preparation of the Official Document of the Tender Notice which describes briefly, the nature of the project, the procedures that should be followed by the contractor.
- Public competition to find a contractor (all the legal procedures according to legislation): The foreseen legal procedures to award the service providing to a contractor. It implies the submission of proposals and also a period for the evaluation of the offers to identify the best solution according the rule of cheapest price.
- Contractor assignment: the Candidate Contractor with the best offer will provide the necessary documents (financial and capacity management) and

sign the agreement.

July 2021 – December 2021

- Systems development
- Preliminary tests
- Full operation

May 2021 – November 2022

- Monitoring of the implementation and results achieved.
- Continuous evaluation of the customer satisfaction with disable people transport service.

5. Costs:

The implementation of the solution has a cost of 85.000€.

6. Funding sources:

Action 1 is integrated into the project SIB-RAM: SISTEMA INTEGRADO DE BILHÉTICA DA REGIÃO AUTÓNOMA DA MADEIRA, in the framework of the Operational Program 14-20 and will be financed by the ERDF (European Regional Development Funds).

ACTION 2

Title: Sustainable Intermodal maritime connection

1. The background

The second thematic workshop that took place in Bremerhaven about Intermodality was very enriching and brought to the local project team relevant ideas and concepts to apply in this Action. During the Workshop, the project partners presented their best practices and implemented actions in such field, and that occasion was important to acknowledge and compare the most successful implementations within the Partners.

The second thematic workshop that occurred in Bremerhaven between 24th-26th September 2019 was a great opportunity for knowledge transfer between the project partners. For Madeira it was particularly relevant as HF participated in the event together with a political representative from the Regional Directorate of Economy and Land Transport. The Regional representative was very interested in what the other Regions were developing and implementing regarding Intermodality.

It was particularly interesting the experience of Municipality of Ravenna, about the Multimodal Tourist Hubs which was an inspiration for HF and the representative from the Regional Directorate of Economy and Transport which understood the clear benefits of such solution. The major benefits of the solution encountered was the easy reachable places, with facilities, close to the city centre and connected with it through pedestrian paths, bike and PT. Also, the thematic webinar deepened the discussion and the technical approach to the issue and it led to a better understanding of how the Municipality of Ravenna proceed with the Multimodal Tourist Hub. Moreover, the Good Practice "Multimodal Tourist Hubs" provided more detailed and specific information that supported the Action definition.

At last, the wide experience of Lake Balaton Region contributed to the improve of the intermodal solution chosen, including also aspects not fully considered such the waiting condition and information tools for the tourists. More in detail the project partner presented the improvements performed in Balatonfüred to establish an intermodal public transport hub.

2. Technical background

The public transport network and mobility system in Madeira are historically distributed in a radial shape, with the main attraction areas locate in the city core, such as public services, historical shops, touristic spots and public transport operator customer care shops. Radial transport network, during the time improved and changed according the population needs and the new distributed city planning layout. Transport evolved to grant a more fluid circulation of transport aiming at improve the distribution of traffic, and the accessibility to new point of interest developed in the city area. The main effort done at the Regional level during the last 40 years was almost entirely devoted to improve the transport network level, increasing the transport infrastructure connectivity. During the last decade, a major effort was performed to increase above all the usage of more sustainable transport

modes instead of private car. This objective was partially achieved with the test and implementation of more accessible transport solutions to improve transport intermodality, such as, better bus stops, improved pedestrian access, park and ride and others intermodality measures. The measures implemented during this last period couldn't achieve major result with interesting but limited modal shift changes, especially among car users. To address tourists and resident's potential intermodality between maritime and land transport, a Public transport line connects since September 2019 the historical centre with the cruise port area. The line is provided with 5 mini electric busses with low floor, easily accessible for elder people and wheel chair users too. Such connection represented the first step to promote the integration between land transport and maritime cruise transport.

To address in an efficient way the challenge of promoting a better modal shift to more sustainable transport among cruise port tourists, the connection with the maritime port is a core aspect in Funchal. At the end of 2019 Horários do Funchal launched a new public transport line to connect the touristic cruise port with the historical centre. This new line represented a first step to address the transport intermodality especially for tourists visiting Funchal with organized cruise tours.

3. Action Description

After the first test, such integration proved to be important to reduce the congestion in the cruise port area and to make more accessible the visit to the city centre for the tourists. In the framework of DESTI-SMART project a specific action will be devoted to extend and improve the actual service with more frequency, more adapted, with complementary services and better information for tourists.

The implementation of the action is strictly related to the evolution of the pandemic of COVID-19 in 2021. During the pandemic the cruise port reduced its activity to almost zero and a full recovery of the past movement is only expected in middle 2021.

Pertinent activities, related to this action, are referred to:

1 Definition of the technical requirements to improve intermodality to:

- Find the most appropriate spaces for the operation of the public transport line in the cruise port to allow an improved service and a better functional interchange between the urban public transport network and maritime cruise transport.

2 Definition of the complementary measures to improve intermodality to:

- Arrange the needed equipment and support that can grant the right information to different transport users such as residents, tourists, disable people, youngsters and elder people considering the specific transport information required by of each cluster.
- Define a detailed mobility plan, intended to avoid or minimize congestion of the mobility system in such strategic intermodal spot. The traffic plan refers

not only to vehicles but also for pedestrian.

3-Definition of tests and final implementation scheme to improve intermodality to:

- *Test different solutions to improve all the aspects related to intermodality between public transport and maritime services in the port area.*
- *Implement the best solutions tested to improve intermodality in target area*

4. Players involved

The actors involved in this action are:

Regional Government of Madeira - the Directorate of Economy and Land Transport of Madeira. This actor is responsible for the broader coordination of transport system at regional level for private and public transport systems.

Regional Port Authority- this actor is essential to define with the public transport operator the best regulation frameworks and essential condition to provide a smooth transport intermodality for the people.

Regional public transport operator – Horários do Funchal

Other touristic mobility providers

5. Timeframe

Before the end of February 2021

Definition of the general technical requirements to improve the intermodality between maritime and land transport in the cruise port area.

Definition of the general complementary measures to support the transport and the needed information to address residents and tourists.

January 2021 – May 2021

Definition of feasibility tests in the area to validate the technical requirements and other specifications.

Test of possible specific infrastructural measures to improve the intermodality between the different transport modes.

Test of possible solution to improve traffic regulation to minimize congestion acting on street profile and traffic light synchronization

Test of the specific complementary measures to adapt information to the different user cluster (tourists, disable people, elder people, youngsters)

May 2021 – November 2022

Implementation of the measures to promote the intermodality

Monitoring of the implementation and results achieved

Continuous evaluation of the customer satisfaction with disable people transport service

6. Costs

The equipment and infrastructures needed will be duly detailed during the planning process and with the technical specification along the action plan implementation lifespan. The estimated costs for the action are approximatively 15.000 €

7. Funding sources

Financial resources coming from the Regional Government budget (via the public owned entities of HF or APRAM or with internal public budget) will be applied to support the needed adaptations and the support of the intermodal transport measure.

ACTION 3

Title: Low carbon transport working group

1. The background

Low carbon strategy is an essential tool to reduce the environmental impact of the mobility system. During the phase 1 of the DESTI-SMART project, several best practices were shared within the partners about the successful measure to achieve short and long run reduction of mobility environmental externalities. In particular, several Electric mobility solutions were shared during the 1st project thematic workshop to achieve “low-carbon transport systems for visitors at tourist destinations”. Throughout this workshop, it was possible to overview different EU low carbon mobility solutions presented by Dereck Robbins of the University of Bournemouth. Such outline was crucial to know the different solutions implemented in urban and regional areas in comparable areas. In addition to this, other partners presented their best practices, successful and interesting pilots were performed in Hastings, in Bremerhaven they add new topics to the Regional and local debate about the regional future strategy to promote electric vehicles in public and private fleets. In the framework of the local workshop in November 2019 the regional partners, directly involved in the mobility system, discussed and reviewed the past, actual and future actions implemented and approved to reduce the carbon emission of the mobility system with a specific focus on the touristic sector. During such workshop the mobility actors, involved at different levels in the regional mobility market, decided to continue such strategic exchange activity, establishing a new working group to discuss the relevant actions and plans for the low carbon strategy implementation. Such group is composed by transport authority, public transport operator and energy agency.

2. Action description

The working group will join relevant stakeholders in the transport and energy field to:

- Update about the technological solutions available and under development in low carbon vehicle for private fleet with a specific focus on the Porto Santo Free Fossil Fuel Strategy;
- Study the problems that limit and hinder the penetration of electric mobility with a focus on public transport with a focus on medium small

capacity vehicles, micro-mobility, taxis and logistic fleet;

- Compare the available solutions implemented in different cities to learn from the experience of other sites in EU;
- Define and design possible feasibility studies about different alternative technological solutions to reduce the carbon emission of the regional mobility system;
- Coordinate tests of different solutions to comply with local requirements due to land profile and route planning.

These preparatory activities will lead to:

- The follow up and update of the regional electromobility strategy actually in force;
- The outline of a specific action plan to address the problems and challenges that hinder the penetration of the electric vehicles;
- The definition of an improved and agreed guidelines to feed the strategic plan for the transition from fossil fuel mobility solution to low carbon alternative in land transport;
- The implementation of specific measures especially in Porto Santo to rise the penetration of electric vehicles in such targeted area.

The working group will be chaired by Horários do Funchal and will gather every trimester to discuss and update each other about the work in progress and to decide the best strategy and actions to comply and update the guidelines of the Regional energy plan for the electromobility approved in 2017.

3. Players involved

The actors involved in this action are:

Regional Government of Madeira - the Directorate of Economy and Land Transport of Madeira.

Regional public transport operators – Horários do Funchal, Rodoeste, SAM and EAACL, SG

Regional Agency for Environment and Energy

4. Timeframe

January 2021 – July 2021

Collection of all the relevant information about public and private electric fleets. The aim of this task is to look for the best solutions to address the electromobility transition.

Definition of the technical requirements for each fleet category to grant the transition from combustion engines to electric solutions.

Study the potential economic and exploitation effects on the mobility providers and customer of the transition to electric fleet busses.

Definition of the complementary measures to grant the transition at regional level

from fossil fuel fleet to low carbon fleets.

Organize feasibility tests and pilot test to ease the transition from fossil fuel fleet to low carbon fleets.

Define a set of measures that can improve locally and regionally the penetration of sustainable mobility options among citizens, tourists and companies.

Prepare an integrated plan to define, in line with the regional existing plans and recommendations, a regional vision for the low carbon mobility in Madeira.

May 2021 – November 2022

Outline of an updated regional policy framework for the electromobility transition. The new plan will take in consideration all the different aspects related to such transition, such as legal, economic, environmental and social.

Monitoring of the implementation and results achieved in the working group activity.

5. Costs:

This action doesn't entail any cost considering the working group will use internal resources made available by the directly involved stakeholders.

6. Funding sources:

This action doesn't entail any cost considering the working group will use internal resources made available by the directly involved stakeholders. The results achieved in this working group will be relevant to improve the actual and future Operational Program.

Monitoring Procedures in Phase 2

The indicators that will be used for each action are demonstrated below:

Action 1 Flexible bus transport solution

Increasing of satisfaction rate with disable people service (5% increase of satisfaction rate)

Total Cost reduction per Passenger served (Service cost per passenger)

Action 2 Sustainable Intermodal maritime connection

Creation of an intermodal solution with improved standard for tourists and residents (yes or no)

Action 3 Regional low carbon working group

Creation of a regional low carbon working group (yes or no)

Release of a regional strategic plan to drive the transition to fossil fuel mobility solutions to low carbon ones (yes or no)

Date: _____

Name of the organisation(s) : :

Signatures of the relevant organisation(s): _____

Regional resilient strategy considers Public transport an essential element to tackle the Global Sustainable objectives and to address the urgent climate challenges locally. Public transport in Madeira is the "backbone" of sustainable mobility revolution and has a keyrole in regional economy and environment decarbonization



DESTI-SMART Project improves transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations