



Fostering citizen-focused urban mobility
Brussels, 26 November 2019

Boosting Multimodality: Universal and Inclusive Mobility for Pedestrians

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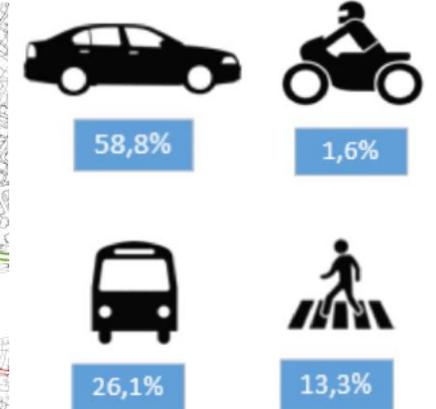
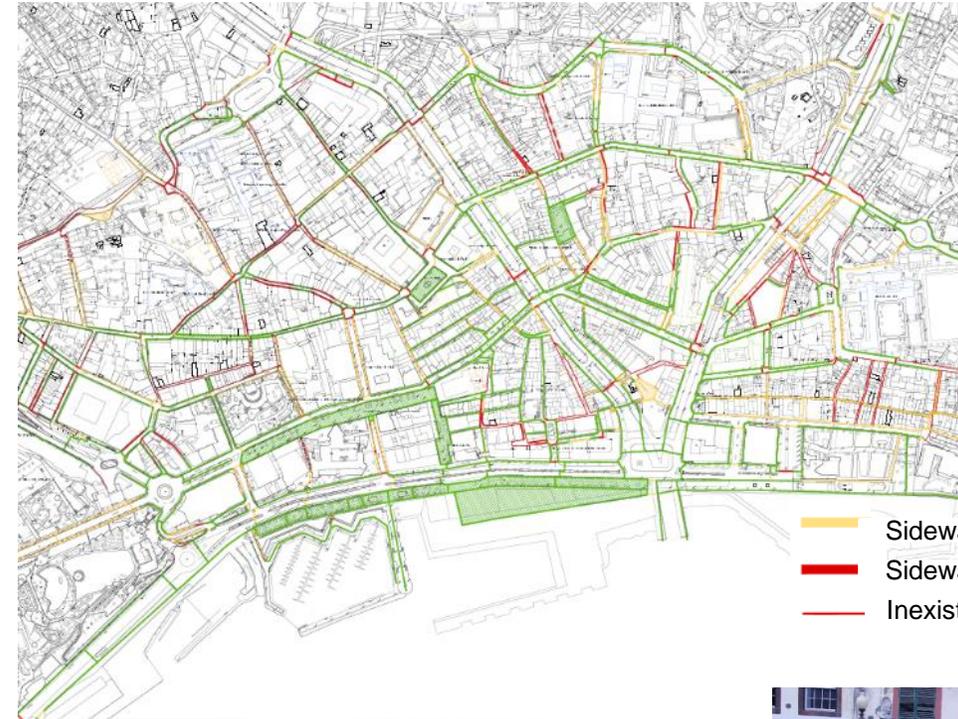
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• Background

- Modal split reveals prevalence of individual motorized transport in opposition to other modes;
- Accessibility conditions are often not in compliance with national accessibilities;
- Spatial constraints due to heightened slopes and road network configuration.



• Envisioned Strategy

- Reinforce the pedestrian network by 75% in the central area of Funchal;
- Foster the modal share towards soft modes.



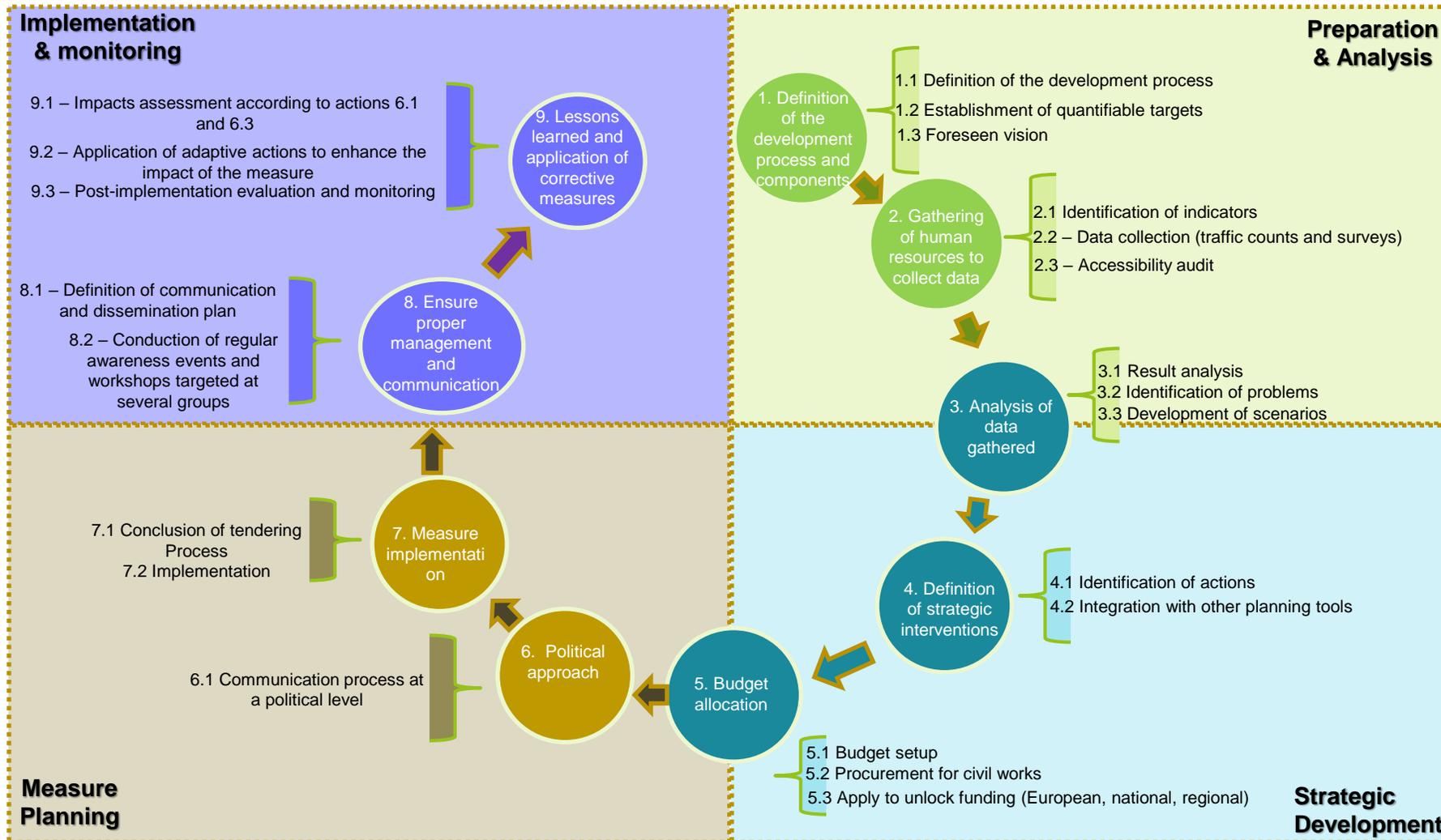
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The intervention area in Pictures



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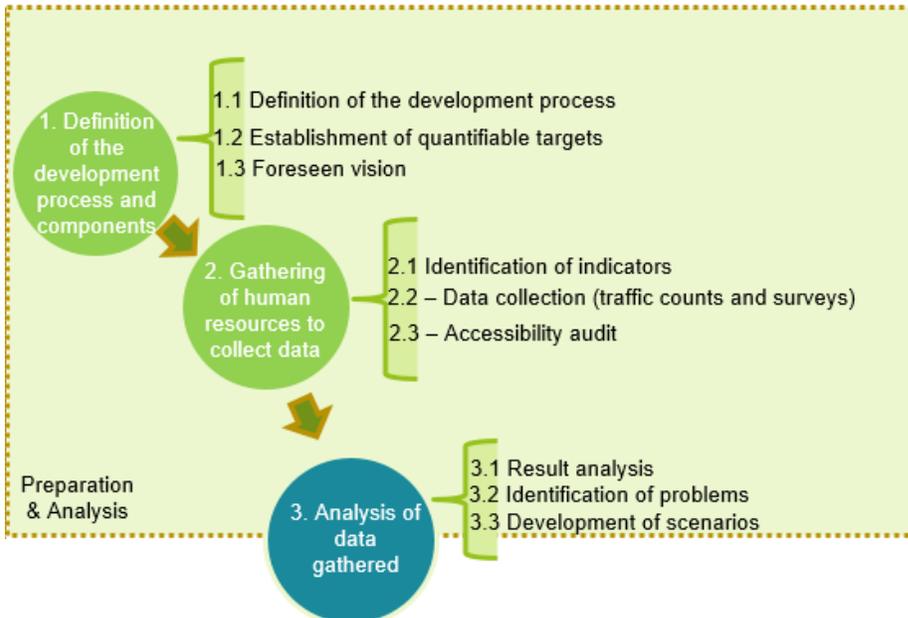


- I – Preparation and Analysis
- II – Strategy Development
- III – Measure Planning
- IV – Implementation and Monitoring

Source: Adapted from “12 steps of Sustainable Urban Mobility Planning”
https://www.eltis.org/sites/default/files/sump-guidelines-2019_mediumres.pdf

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I – Preparation and Analysis



- Data collection

Spatial and geographical

- Spatial audit (analysis of accessibility conditions and identification of pedestrian constraints);
- Traffic counts and modal split (volume, bidirectional movements);
- Environmental analysis (algorithmic estimation).

- Survey (Public Auscultation)

Public auscultation

- Assessment of a similar successful action (case study);
- Survey geared at local traders to perceive receptiveness;
- Awareness campaign to showcase benefits of pedestrianization actions upon local economy.

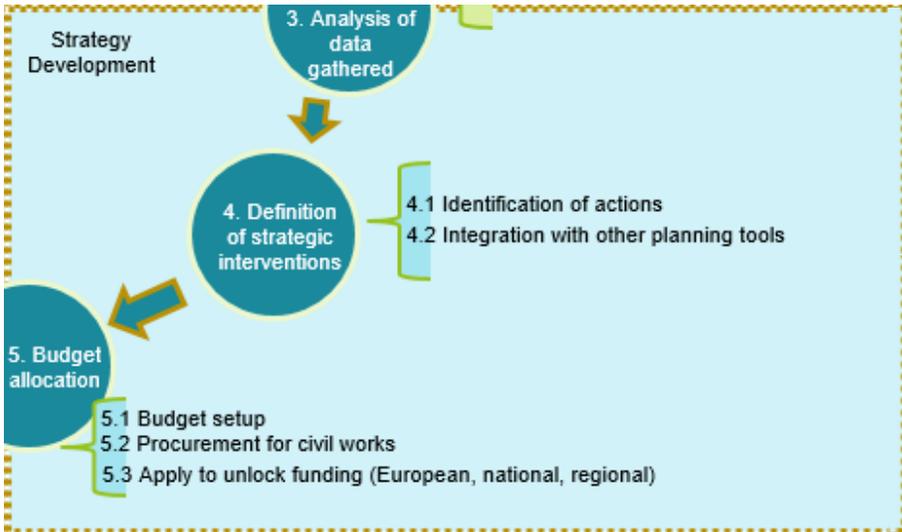
Challenges

- Data collection for traffic counts (automatic control devices or manual counts);
- Environmental assessment (stations or estimation);
- Availability of human resources to carry the surveys.

Resources

- Human resources (for traffic counts and survey);
- Technological features (automatic devices).

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- **Definition of strategic interventions**
 - Pavement tailored for pedestrian mobility;
 - Inclusive road markings for people with disabilities;
 - Urban furniture;
 - Traffic calming measures (elevated crosswalk, bollards).
- **Budget setup**
 - Draft of tendering for subcontracting public works + project;
 - Research for possible funding and definition of criteria.

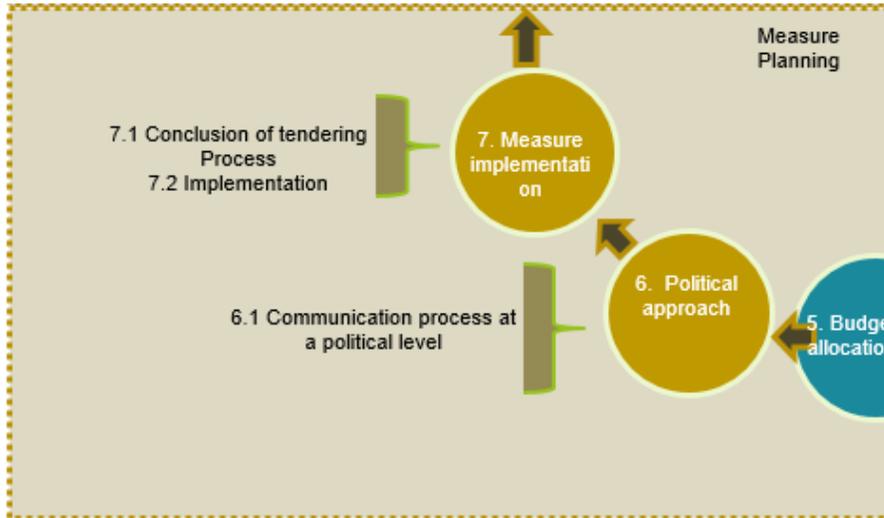
Challenges

- Feasibility assessment of sought actions;
- Integration with other needs (freight logistics, residents);
- Assessment of funding tools available and aligned with measure.

Resources

- Multi-disciplinary team to discuss actions;
- Expertise in drafting applications for funding.

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- Communication approach

- Communication through political approach geared at several target groups using several media tools:
 - Local traders;
 - Drivers;
 - Public in General.
 - Implementation

Challenges

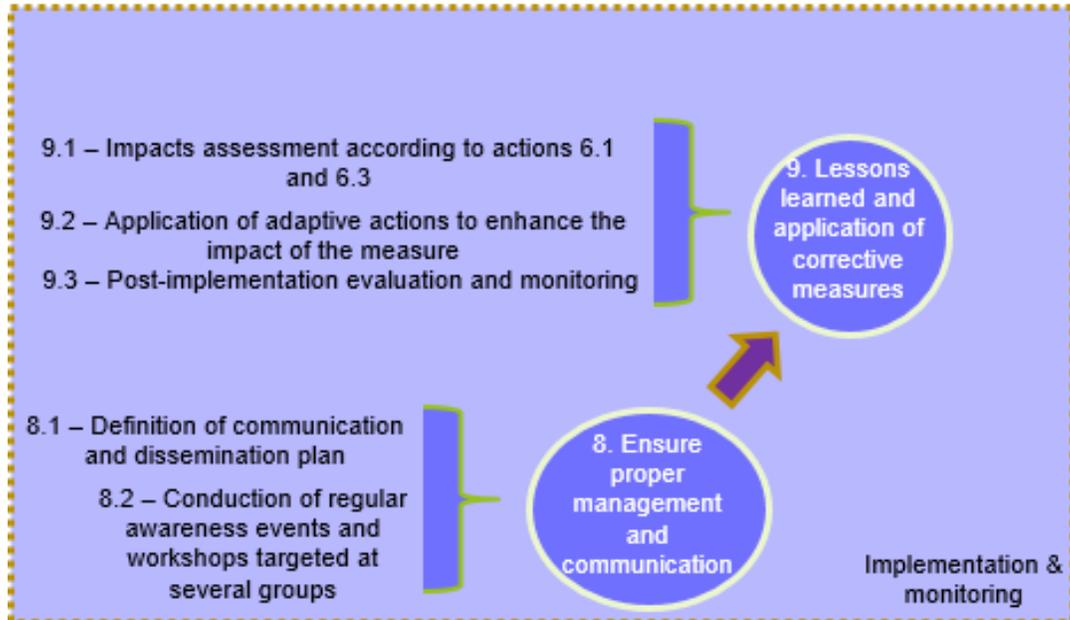
- Outline communication strategy;
- Management of road alerts during civil works (road alerts and restrictions);
- Showcase the benefits towards target groups;
- Communication must be efficient and clear to avoid criticisms.

Resources

- Communication materials (leaflets, photomontage, evaluation projections, exhibition);
- Budget to purchase materials.

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IV – Implementation & Monitoring



- Post-implementation evaluation (local traders receptiveness, traffic flow and pollutants emission);
- Awareness campaigns;
- Application of corrective measures.

Challenges

- Regular monitoring of evaluation indicators;
- Need to adjust measure and tackle eventual problems.

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- Impacts and Evidence of Success

- Improve of walkability conditions;
- Implementation of specific marked corridors tailored for people with disabilities;
- Reduction of traffic flow and air pollutants emissions;
- Improve of attractiveness within the intervention area.

Project		MATCH-UP	
Main institution	Municipality of Funchal	Start Date	May 2019
Location	Região Autónoma da Madeira, Portugal	End Date	Ongoing



European Platform on Sustainable Urban Mobility Plans

GUIDELINES FOR DEVELOPING AND IMPLEMENTING A SUSTAINABLE URBAN MOBILITY PLAN
SECOND EDITION

Type of vehicle	Traffic volume in the intervention area (%)			Greenhouse pollutants annual emissions (Ton/CO2)		
	2015 (before)	2018 (after)	Difference (%)	2015 (before)	2018 (after)	Difference (%)
Light passenger vehicles	1957	346	-82,3			
Light Duty vehicles	86	30	-65,1	0,294	0,126	-0,57
Total	2043	376	-81,6			

GOOD PRACTICE EXAMPLE

Funchal, Portugal: Systematic measure monitoring to increase acceptance

The monitoring process for pedestrianisation-related measures included a territorial assessment focused on accessibility to identify the areas that could benefit from improving conditions for walking. In addition, traffic counts were analysed to identify traffic flows and to estimate air pollutant emissions. A questionnaire was also circulated to further assess the acceptance of the measures as well as their potential impact. The assessment and measurement of implemented measures were necessary to adapt corrective measures. The strategy proved to be successful in showing the benefits of the measures and increasing acceptance. It is therefore recommended to be used in other sites that could benefit from pedestrianisation measures.

Author: José António Ribeiro Vieira, Câmara Municipal de Funchal, collected by Pólis
Image: Municipality of Funchal, Mobility and Traffic Division

Publication of Funchal's good practices towards pedestrianization on the SUMP 2nd version guidelines (https://www.eltis.org/sites/default/files/sump-guidelines-2019_mediumres.pdf)

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- **Replicability and Transferability Suggested Requirements**

- Availability of array of data to strengthen measure;
- Importance of case study that showcase success of measure towards local traders (usually the main opponents to change)
- Outline strategic communication campaign geared at several target groups;
- Outline all possible implications of measure upon traffic, freight access, residents, mobility for people with disabilities, etc;
- Engagement of citizens and/or other stakeholders to facilitate receptiveness;
- Research of funding tools available to ensure allocation of budget;
- Production of several awareness materials that showcase the importance of pedestrianization-related measures.

Thank you!

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