



CIVITAS

Cleaner and better transport in cities

MIMOSA

CASE STUDY



GREEN LINE: A TURNING POINT IN FUNCHAL'S PUBLIC TRANSPORT NETWORK

COLLECTIVE PASSENGER TRANSPORT



● FUNCHAL

MUNICIPAL PROFILE

LOCATION

Funchal, Madeira, Portugal

POPULATION

112,000

LAND AREA

76.3 km²

CIVITAS BUDGET

Total budget: EUR 178.564,25

EU funding: EUR 106.465,46

Funchal has introduced a low-emission bus line in a major tourist and residential area that has traditionally been heavily affected by congestion. This measure was supported by communication and promotional campaigns that aimed to encourage locals and tourists alike to use the bus more often. By working with business, tourism and residents the implementation of the Green Line has been a major driver in enhancing sustainable mobility in Funchal.

Municipal context

Funchal is the commercial centre of Madeira, a Portuguese region with political and administrative autonomy, a local parliament and government.

The city's main road network consists of radial roads built along streams and transverse roads at altitudes between 0.4 and 500 meters above sea level. This network is complemented by very narrow and winding roads.

Despite these physical challenges, the public transport service offers a total of 62 routes and covers 200 km of the urban road network. Overall, 2,500 trips are carried out daily within the city, transporting a total of 25 million passengers a year.

As part of CIVITAS, Funchal wanted to demonstrate that improvements to the urban mobility system can be beneficial for tourism and overall quality of life.



FUNCHAL IN CIVITAS

Funchal (Portugal) participated in CIVITAS MIMOSA, an innovative collaboration between the cities of Bologna (Italy), Funchal (Portugal), Gdansk (Poland), Tallinn (Estonia), and Utrecht (Netherlands). The motto of the project was "Making Innovation in MObility and Sustainable Actions."

CIVITAS MIMOSA

With cities drawn from a range of geographical and economic situations, MIMOSA cities implemented a range of 69 activities, aimed at guaranteeing mobility to all citizens without burdening the environment or weakening the cities' economy. Shaping a new mentality where conscientious behaviour is perceived as rewarding rather than a sacrifice was at its heart. This effort was reinforced by a host of technical and physical measures. It ran from 2008-2012.

READ MORE AT:

www.civitas.eu/display/all-projects



Tourists hopping on the Green Line

Introduction

The city of Funchal has developed considerably over recent years, most notably along the waterfront area on its western side, where the terrain is flatter than other parts of the city. New apartments, hotels, and leisure complexes have sprung up here, making this one of the most popular areas on the island of Madeira. With these developments comes an increase in traffic flow, which urgently needed to be curtailed

Horários do Funchal (the local public transport operator) and the Municipality aimed to solve these issues within CIVITAS. The primary aim was to test new features and innovations that favour public transport supply over less sustainable modal options.

With nearly 50 hotels located in the catchment area, the Green Line weaves a web around the hotel hot spot of the island.

Taking a closer look

The Green Line is an integrated mobility solution for a highly strategic urban area in Funchal. It aimed to implement a high frequency line, with well planned service performance, suitable to supply an area with tourist and residential populations.

One of the main features of the measure was the Green Line's Bus & Bike offer, which sees a bus fitted with bike rack.

Feasibility tests showed that electric/hybrid buses were not suitable for the hilly tourist areas, where most hotels are located. Diesel buses, with low emissions levels were deemed to be more appropriate. As a result, all buses deployed in the target area meet Euro V standards.

Another innovative aspect of Green Line Action was 'The Tourist Kit', a tool encouraging the sale

of public transport tickets to tourists at hotel reception desks. This activity fit very well with the Action Plan for Urban Mobility of 2009, which is outlined the importance of public-private partnerships.

With an ambitious marketing approach, the Tourist Kit contributed to raise the quality and environmental standard of public transport and to make this option more attractive to tourists. Started as an supporting activity for the Green Line, the Tourist Kit turned out to be one of its more impressive features, generating a high level of uptake among tourists.



Bus and bike racks on the bus

BACKGROUND INFORMATION

The Urban Mobility Study for the City Council conducted in 2007 pinpointed the Green Line catchment area as suffering from the highest congestion levels in Funchal. With this in mind, it prioritised the new public transport line as an essential activity. The Municipality saw CIVITAS, and the Green Line measure in particular, as an essential territorial management tool to enhance the accessibility of public transport and intermodality through specific traffic improvements and accompanying marketing campaigns.

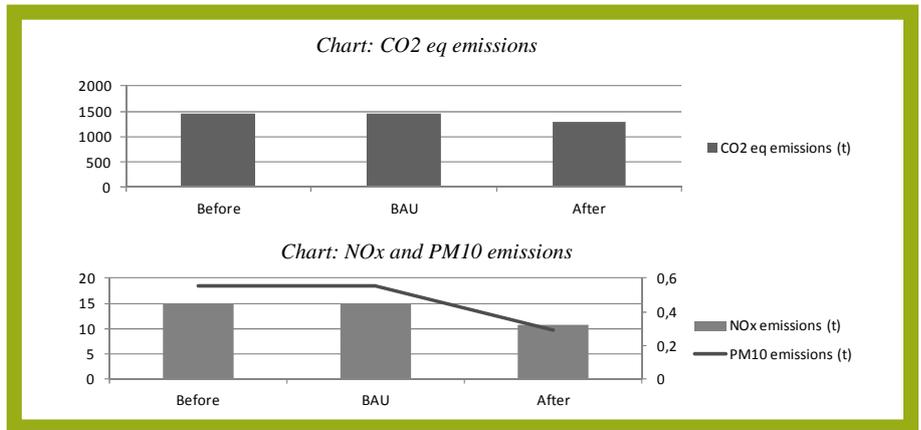


Tourists were given a folder containing a brochure with information on the most exciting spots to visit by public transport. Hotel managers can use the Tourist Kit to promote the hotel as an environmental-friendly establishment. A sticker on the ticket and folder pack shows a promotional image of each hotel, most of which decided to include a photo of the spa or the pool. This way, most tourists took the public transport ticket with the sticker as a souvenir of the hotel.

The final cornerstone of the strategy was to convince hotel receptionists to persuade tourists to take the bus towards the city centre. This goal was accomplished by giving them a small commission on the total number of tickets sold, so that they too were able to profit from their efforts and act as mobility ambassadors.

The third phase of the Green Line was not part of the initial plan, but instead evolved as a reaction to the observation that in earlier phases of the process some bus commuters lost a direct connection to their points of origin. Consequently, the Green Line was split into three sections, with good levels of frequency, supplied by Euro V busses. Almost all bus stops were upgraded.

Furthermore, communications with residents and tourists also improved owing to the multimedia kiosks installed on-street and the numerous communication campaigns carried out.



Results

- Financial balance was achieved**
 Operating revenues in the Green Line target area have increased by 10 percent since CIVITAS. Operating costs have been reduced by 13 percent.
- Reduction of pollutant levels in a range of 13 percent (CO₂eq) to 43 percent (PM10)** This is attributed to the deployment of a Euro V bus fleet in this area.
- High acceptance and satisfaction levels**
 This measure is perceived as essential for the development of the local economy and the satisfaction rates have increased.
- Bus stop improvements and upgrades**
 Bus stops in the area have been substantially improved in terms of shelters, seating, bus docks, network information and real-time information.

- High hotel use of Tourist Kit**
 In less than three years, 34 percent of all the hotels located along the target area have adopted the Tourist Kit.
- Increased social inclusion**
 Dramatically higher numbers of passengers with mobility limitations, namely wheelchair users, are using public transport. This is a result of exclusively assigning regular services with low-floor buses.
- High cost-benefit assets**
 Cost-benefit analysis showed that by 2015 a significant impact could be made if all bus courtesy passengers could be diverted to public transport routes. The study found that the overall net present value, evaluated against a Business-as-Usual scenario, would sum up to nearly 7,000,000 EUR.



Wide use of the tourist kit in Funchal's hotels



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References or sources

www.civitas.eu/content/green-public-transport-line

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Lessons learned

Integration between measures

Communication activities have benefited indirectly from the range of measures that the city of Funchal has developed within CIVITAS. Synergies exist between the promotion of the Green Line and other CIVITAS activities.

One such outcome was the realisation that the environment and quality of life are not key messages to promote. Convenience and time saving is a much harder hitting message for users. This knowledge proved essential in improving the decision-making process of subsequent measures.

Mutual reinforcement between projects

Combining CIVITAS funding with the financial support of the European Regional Development Fund allowed for a much stronger and more comprehensive implementation of the measure and associated activities.



It would also help those cities wishing to tackle an inefficient and unnecessary private vehicle flow (taxi and courtesy bus service vehicles) of business people and tourists who require transport to a central hub (city centre/airport) from a hotel area located either in a certain part of a town or out-of-town.

For many cities, as was the case in Funchal, a good public transport supply already existed in the area, but guests were unaware of this. In this situation, the Tourist Kit proved to be a cost-effective solution to shift the tourist and business passenger share towards public transport.

Upscaling and transferability

Now that hotel managers realise that public transport, and the Tourist Kit in particular, can add value to their hotels in terms of promotion, accessibility and tourist perception, the public transport operator, together with the Municipality and the Regional Government, will seek to enhance the Tourist Kit by promoting it as the best option for tourists to travel to the city centre whenever a public event takes place, e.g. a fireworks display.

The creation of further added value of the Tourist Kit will also build on a broader, more integrated package, for example with venues such as museums. In such cases, the Kit can provide discounts on a selection of museums.

Feedback from Green Line users indicated that the provision of information in other languages would make the service even more popular. As a result, information in German will be made available in the future.

This measure is also easily transferable in cases where a city might wish to promote the use of a particular quality public transport corridor using a modernised fleet.

Budget and Finances

As well as the funds supplied by the CIVITAS Initiative, this measure was also co-supported by the European Regional Development Fund. This provided co-financing for 85 percent of the tourist kit materials and the new branding for the Green Line busses and stops.

Horarios do Funchal also plans to extend the Tourist Kit to the interurban service and promote more sustainable mobility for tourist destinations under new projects.

Apart from the management of the measure itself, the communication strategy breakdown costs include:

- 15,000 EUR for three multimedia kiosks;
- 12,000 EUR to brand the Green Line bus, 35 bus stops and purchase promotional material;
- 9,000 EUR for Tourist Kit materials.



Acknowledgements

Close cooperation between the public transport operator, the municipality, the regional government, hotel directors in the target area allowed for a comprehensive implementation and evaluation of this measure.

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