CIVITAS WEBINAR

Bikes on buses in Madeira

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30th of November 2015

FUNCHAL MAIN FIGURES

	Funchal	Madeira	Portugal
Total area (km^2)	76	801	92.090
Total inhabitants (thousands)	112	267	10.562
Population density (inhab./Km^2)	1.469	334,3	114,5

Funchal – Modal share (per person, per day)	
Car	49%
Public transport	34%
Moped, Bicycle, Walk	17%

Source: Mobility Study of Funchal (2007)

HORÁRIOS DO FUNCHAL

- Horários do Funchal is the main regional Public transport Operator for urban and interurban area.

- On January 1st, **1987**, the yellow busses of Horários do Funchal started regular operations in Funchal.

HORÁRIOS DO FUNCHAL
TRANSPORTES PÚBLICOS, S.A.

MAIN SERVICS

URBAN
TRANSPORT

MOBILITY-IMPAIRED
USERS

INTERURBAN
TRANSPORT

ECO LINE

NIGTH
SERVICE

RENTAL
SERVICES

FUNCHAL MAIN FIGURES

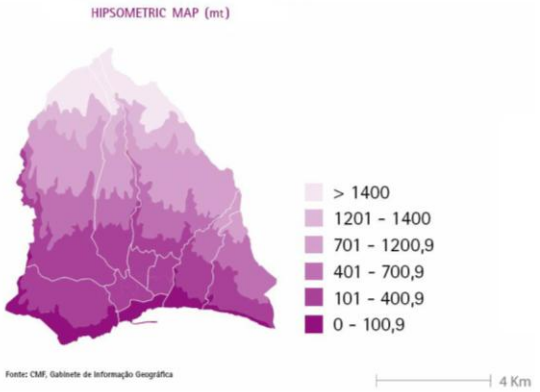
- Roads and network

  - The main road network consists in radial roads and transverse roads at several altitudes (0, 40 and 200 metres);

  - The network is complemented by very narrow, sinuous and highly inclined roads that make public transport service complicated;

  - The city freeway, at 200 metres altitude, allows an easy passage from east to west and vice versa, without interfering in the central urban traffic.

  - Madeira has about 110,000 vehicles in circulation (resulting in 2.2 inhabitants per vehicle).



EXPERIENCE WITH MOBILITY PROJECTS

- **AD PERSONAM** 2008-2010 – Intelligent Energy Europe: Direct Marketing Programme for Public Transport aimed to change mobility behaviour of participating citizens by persuading them of the advantages of Local Public Transport for their home-to-work journeys

- **CIVITAS MIMOSA** 2008-2012: Promotes the use of more sustainable transport modes.

- **HIBRIMAC** - MAC 2007-2013: New batteries for mini buses (Eco Line in the city centre).

- **SEEMORE** Intelligent Energy Europe 2012-2014: Promotes the use of more sustainable transport modes among the tourists.

BUS AND BIKE
Road-map for implementation

- **Find the best technical solution**

Bus and bike was already a reality in other cities, but with other technologies:

- It is very common in USA, but in front of the buses.
- In France (La Rochelle, since 1998) and in Portugal (Lisbon) it was possible to transport bikes inside the buses.
- In Poland (Krakow), with project CIVITAS CARAVEL) it was possible to transport bicycles on the back of the bus.

BUS AND BIKE

- **Find the best technical solution**

It was decided to transport bikes on the back of the bus with bike racks, taking into account that this way is easier to use for our clients and it was safer for pedestrians.

HF purchased one bike rack from a Swedish Company named 'Thule' that is specialized in load-carrying systems, and received the product at the beginning of July 2009. Then feasibility tests were carried out with the equipment.

BUS AND BIKE

- **Technical meeting to prepare the measure implementation**

A meeting was held assembling the Regional authority for tourism and transport, the Municipality of Funchal, the University, Bike and adventure associations and the Horários do Funchal staff members.

BUS AND BIKE

- **Implementation**

This service was lunched during the 2010 edition of the mobility week as a flagship measure.

Breakdown of investment costs for setting-up the measure

	Total cost (€) without VAT
14 Bike racks on buses	8,937
10 Bike racks for bicycle parking on the street	1,019
Communication campaign	4,120
Staff effort	2,777
TOTAL	**16,853**

BUS AND BIKE

- **Definition of service characteristics**

Bus and Bike deployment map

BUS AND BIKE

- Communication activities

Busdoor

Flyers at bus stops

Bus stops signace

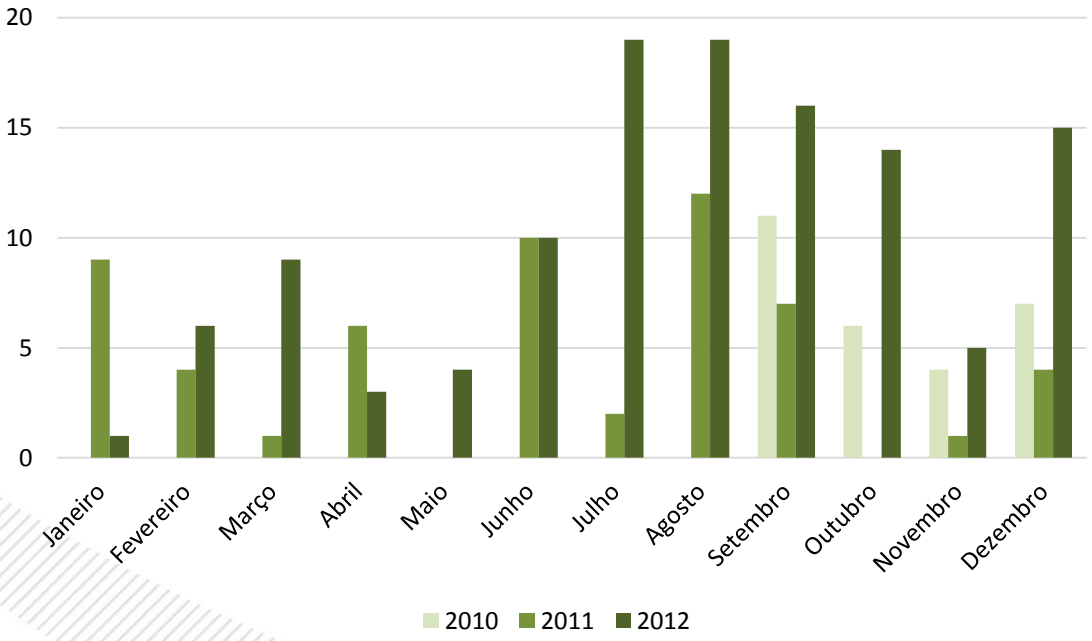
Events and fairs

BUS AND BIKE

- **Evaluation**

Average of 10 users per month.

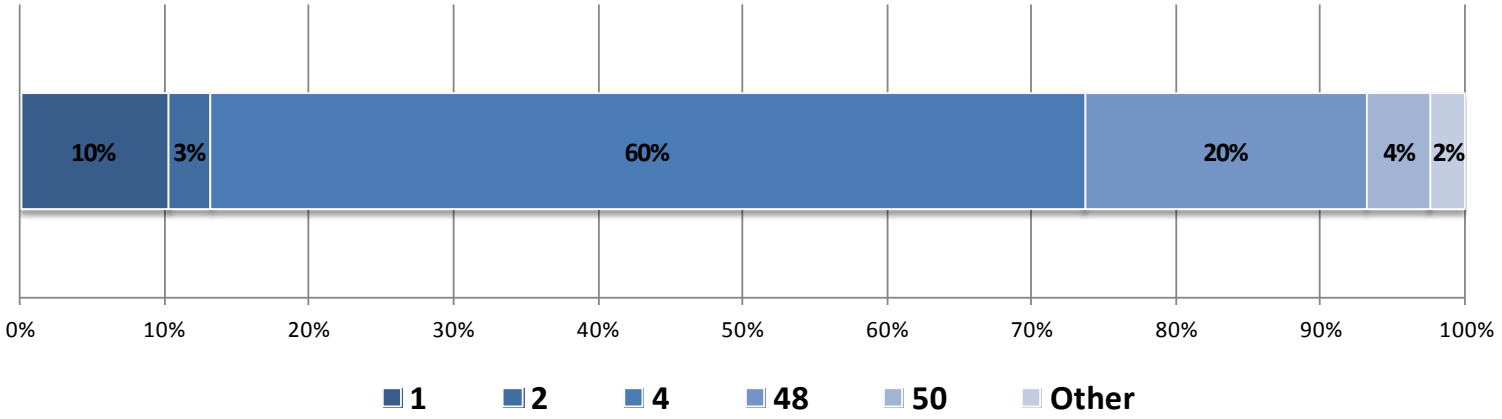
Number of users per month.



BUS AND BIKE

- **Evaluation**

Bus routes used



BUS AND BIKE

- Evaluation

Frequency of bicycle use among citizens living and working in Funchal

Mode of transport used	Before (2010; N=331)	After (2011; N=286)	Difference: After – Before
I never use a bicycle	83.1%	87.8%	4.7%
I hardly ever use a bicycle	100%	4.5%	-5.5%
I use a bicycle 1 to 3 times a week	4.5%	2.8%	-1.7%
I use a bicycle 4 times a week	0.9%	1.0%	0.1%
I use a bicycle every day	1.5%	3.8%	2.3%
percentage of people who use a bicycle at least once a week	6.9%	7.6%	**0.7%**

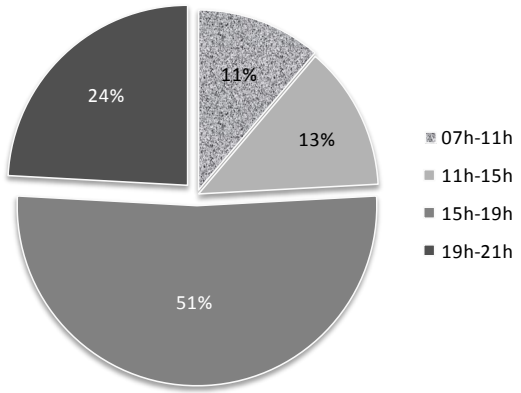
BUS AND BIKE

- **Evaluation**

Intention of using bicycles in the future among those who said that they currently use the bicycle at least once a week

I currently use a bicycle at least once a week	Before (2010; N=20))	After (2011; N=17)
I intend to use a bicycle less often than today	25%	0%
I intend to continue using a bicycle as often as today	15%	41%
I intend to continue using a bicycle more often than today	60%	59%

Bus&Bike usage per time slot



BUS AND BIKE

- **Recognition**

National Award “Mobility on bike” 2012 of Portuguese Federation of Cycling and Bicycle Users.

BUS AND BIKE

Looking for a SOLID PARTNERSHIP

Vinil atual

Nova solução proposta

BUS AND BIKE

- **Extended to interurban service**

Within SEEMORE project, it is know allowed to transport bikes in interurban service (since September 2013).

Monthly are transported between 50 and 60 bikes.

Thank you for your attention!

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