



# DESTI-SMART

Interreg Europe



European Union  
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## do Funchal Action Plan implementation Main results

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# Action Plan

## **ACTION 1 - Accessibility**

### **Flexible bus transport Solutions**

Implementation of a flexible transport system, with the goal of increasing the efficiency and effectiveness of the current system dedicated to passengers with reduced mobility.

## **ACTION 2 - Intermodality**

### **Sustainable Intermodal maritime connection**

Improved intermodality between maritime transport at the cruise port in Funchal and the urban public transport network in Funchal.

## **ACTION 3 - Low carbon**

### **Low carbon transport working group**

Establishment of a working group with DRETT and AREAM to discuss electric mobility: individual vehicles, logistics fleets, taxi fleets, medium and small public transport vehicles, micromobility, definition of more sustainable policies.

# ACTION 1

## Flexible bus transport solution

Since 2005 HF manages a specific service for people with reduced mobility called **PRM service**. However, the system has large margins for optimization on the supply and demand side.

**Action 1** goal was to implement a more targeted service to disabled and elderly people focusing on the touristic segment with a specific attention to communication, tariff and service management in itself.

Market research and analyses of potential solutions.

**Action 1** was foreseen in the scope of the SIB-RAM project, co-financed by ERDF. However, the award was challenged in court by one of the competitors. At the end, the project was rejected.

To proceed with Action 1, HF included the first activities under another project, the **Mobility Study** (initiated in 2019, suspended due to the COVID-19 and resumed in 2021).

The **Mobility Study** will collect a total of 9,000 surveys between locals and tourists to assess their mobility habits and needs and as a final result, import the data into a transport modelling system to adapt HF's service and operation, including the flexible transport service.



# ACTION 1

## Flexible bus transport solution

### Mobility study

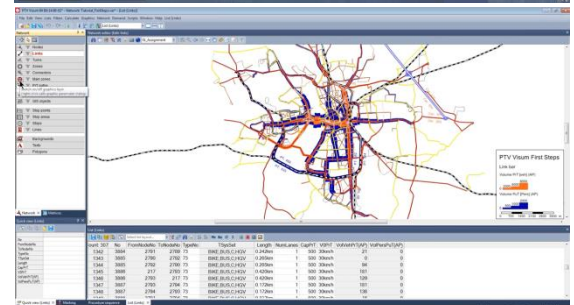
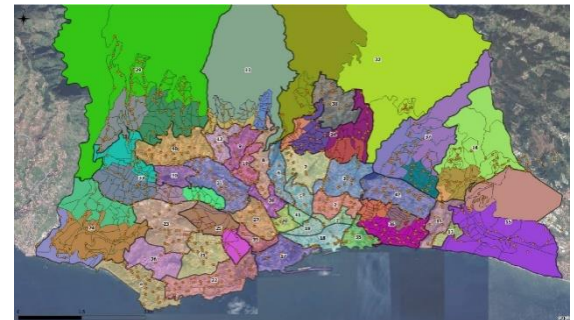
Between June 2021 and February 2022 the team collected around 2.500 surveys between locals and 600 between tourists. The remaining surveys will be collected between May and October 2022.

From October 2022 HF team will start training on the modelling system with the full data and gradually, improvements for Funchal urban mobility will start to arise as for the public transport service, including the flexible service.

**As a result**, the surveys will allow to know the physical limitations of the residents and tourists on the municipality and adapt the service accordingly. Better and adapted flexible transport solution will be in place.

**Policy instrument** - Recovery and Resilient Plan – Included a solution dedicated to flexible transport

Future activities: Collect the remaining questionnaires to upload them on the system and improve the service accordingly.



# ACTION 2

## Sustainable Intermodal maritime connection

During CIVITAS DESTINATIONS project HF launched a new service the “Linha Cidade”, which connects the city’s old town to the cruise terminal. The service is oriented for tourists and residents and it is operated by the mini electric buses, equipped to transport passengers with disabilities (2 wheelchairs).

A regular public transport service, operating with electric minibuses.  
*Um serviço de transporte público regular realizado por mini autocarros elétricos.*

**ROUTE/ PERCURSO:**

**05 | Linha Cidade**  
Route path 1/ Variante 1 - Departures from the Court building (Tribunal) via Pontinha/ Partidas do Tribunal via Pontinha;  
Route path 2/ Variante 2 - Departures from the Court building (Tribunal) via Cruzes/ Partidas do Tribunal via Cruzes.

**05A | Linha Eco Cidade**  
Route 05A departs from the city's old town (Zona Velha da Cidade) through Avenida do Mar, Av. do Infante, Est. Monumental to Lido crossroad, then does the inverse path. This route makes some trips to/from Largo da Paz through the Funchal Cruise Terminal.

*A carreira 05A parte da Zona Velha da Cidade com percurso pela Av. do Mar, Av. do Infante, Est. Monumental até ao Nó do Lido, na descida efetua o percurso inverso. Esta carreira efetua algumas viagens até/de Largo da Paz via Terminal do Porto do Funchal (Pontinha).*

**BUS STOPS/ PARAGENS:**  
There are no fixed bus stops. Just raise your hand and the electric minibus will stop, so you can get on board.  
*Basta levantar a mão para o mini autocarro elétrico parar e embarcar. Não existem pontos de paragem fixos.*

**FARES/ TARIFAS:**  
All the transport tickets valid for the urban service are accepted in this Line, besides the possibility of acquiring on board the 1 day ticket.  
*São aceites na Linha Cidade todos os títulos de transporte em vigor no serviço urbano, além da possibilidade de adquirir a bordo o bilhete de 1 dia.*



Buses are co-funded by the project MUSAV/ Os autocarros são cofinanciados pelo projeto MUSAV

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However, complementary activities were required to ensure successful implementation of the new service, specially between tourists arriving in the Region by cruise.

**Action 2** activities were dedicated to improve and promote the sustainable intermodal service. Make it a more adapted services and to provide better information to tourists.

Analysed the possible infrastructural solutions to improve intermodality between the different transport modes.

Meetings between the Regional Government, Port Authority and HF were carried out.

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



# ACTION 2

## Sustainable Intermodal maritime connection

It was launched an action to promote intermodality between maritime services and the public transport.

HF made available a promotional kiosk at the port premisses to directly engage with tourists, but also residents, to promote the use of public transport, providing information and selling tickets.



### Results

	Nº Tourists	Tourist kit sales
November	1.058	2.262,00 €
December	806	2.107,00 €
January	557	1.164,00 €
February	758	1.553,00 €
March	1.302	2.384,00 €



# ACTION 3

## Low carbon transport working group

Collection of information about public and private fleets to find best solutions to address electromobility transition.

The working group carried out analysis to assess the potential economic and exploitation effects on mobility providers and customers regarding the transition to low carbon fleets. Several contacts and online meetings with the working group on the first trimester were established.



In collaboration with FORWARD project

October 2021 the working group met physically to follow up and update on the regional electromobility strategy. As a result, clearer actions and guidelines were defined.

Defined a set of measures to improve locally and regionally the reinforce of sustainable options.

# ACTION 3

## Low carbon transport working group



In collaboration with FORWARD project

**As result**, activities carried out under Action 3 by the low carbon transport group actively contributed to the Action Plan for Sustainable Energy and Climate of the Autonomous Region of Madeira 2030-2050 (PAESC-RAM), under preparation.

**Policy instrument** – Recovery and Resilient Plan – Included improved action focusing electric mobility for private and public fleets- 10 electric buses; 6 smart chargers; Essential infrastructure for the operation of new electric buses; Communication campaigns.



# Conclusions

- Give priority to soft mobility and restore space for pedestrians and cyclists can improve the liveability of cities and make them more attractive from a tourist point of view, but also residents.
- The connection of key attractions and unique sightseeing in touristic cities with sustainable transport modes is marked as a promising solution to challenge tourists' modal shift.
- Important to enrich the tourism product, by promoting mobility solutions as a benefit for enhancing the tourist product.



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# Thank you!

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