A guideline to mobility in Madeira
Transports in Autonomous Region of Madeira

**How many are we?**  
Population: **267 785** (42% live in Funchal)  
of which **5 483** in Porto Santo

**How do we move?**

1) **External Connections**

- **Passengers:**  
  - by air: competitive market;  
  - by sea: concession contest runs until December;

- **Freight:**  
  - by air: freighter aviation since 07/2017 by private initiative;  
  - by sea: container ships 2 x week; in bulk 1 x week.
Air transport: Regular and Non-Regular Traffic:

- 2 airports:

  - 68 Routes
  - 47 Airlines
  - 19 Countries (including Portugal)
  - Direct Flights from/to (average of Weekly flights):
    - Austria (2), Belgium (4), Czech Republic (1), Denmark (6), Estonia (1), Finland (3), France (20), Germany (35), Ireland (1); Lithuania (1), Luxembourg (2), Netherlands (6), Norway (2), Poland (5), Portugal mainland & Azores (111), Spain (14), Sweden (5), Switzerland (5), United Kingdom (44).
2) Connections between Madeira and Porto Santo Island

There are two concessions, both with Public Service Obligations:

1) By air: 2 daily winter connections; 3 in summer

   \[ \text{27 073| PAX} \]

   \[ +8,1\% \text{ | variation 2015/2016} \]

2) By sea: 1 daily ferry connections except on tuesdays
   (in some periods there are 2 trips / day).

   \[ \text{315 585| PAX} \]

   \[ +17,4\% \text{ | variation 2015/2016} \]
3) Internal mobility (in each island):

Single means: Road transport

Public Transport Service of Passengers:

5 companies in Madeira
1 company in Porto Santo

Notes:

- There is no integrated ticketing, every company has its own. There are intermodal passes.
- There is no integrated information system, every company has its website.
- Network was defined a long time ago by each of the operators.
Mobility and Transport Policy in Madeira

a set of measures to improve the performance of the AMS mobility and transport system and to increase its energy and environmental efficiency

Developed actions:

→ PIETRAM – Plano Integrado Estratégico dos Transportes da Região Autónoma da Madeira

approved and published in JORAM: Resolução n.º 154/2016 e Declaração de Retificação n.º 13/2016

→ Integrated public transport network

→ Madeira Move - campaign to promote electric mobility
A set of measures aimed to improv the performance of the Madeira mobility and transport system and increasing its energy and environmental efficiency.

**Strategic objectives:**
- Improve external accessibility of RAM;
- Improve the conditions for intra-regional mobility of people and goods;
- Ensure the suitability of the transport system for the needs of urban mobility;
- Improve energy and environmental efficiency and safety in the transport sector;
- Promote the improvement of the governance system of the transport sector.
Integrated Public Transport Network

Legal framework: Lei n.º 52/2015, de 09/06

- New Transport Authority led to an understanding between the municipalities and the Regional Government

- Inter-administrative contracts for the sharing of competences:
  - 10 municipalities adherent
  - Missing Municipality Funchal - under negotiation

Tender for interurban transport concession ready to launch

Goal: Improve the performance and attractiveness of the Public Transport System:

- Hierarchy of the public road transport network;
- Contractualisation of the public road transport network;
- Integrated tariff and ticketing system;
- Improvement of bus stops and transhipment conditions;
- Integrated public information system;
- Renewal of the fleet of public transport vehicles
Integrated Public Transport Network

How it works?

Contract of transport

Passengers

Public Passenger Transport Service

Public Service Operator

Concession contract

RAM

Municipalities

Inter-administrative contracts
Sharing of skills in municipal transport

Strategic Level
Tactical level
Operational level
Integrated Public Transport Network

Improve the performance and attractiveness of the Public Transport System through the Hierarchy of the public road transport network

Structuring Network of the Region (Level 1), responsible for the interconnection of the various municipalities of Madeira Island

Complementary Network (Level 2), with a narrower territorial scope and responsible for the finer distribution of demand
Integrated Public Transport Network

Complementing the new network restructuring:

Sales Network

- Creation of an integrated tariff system, with sales outlets in all municipalities → increases users' convenience.

Non-contact ticketing system

- Integration of a non-contact ticketing system throughout the network → increases the attractiveness of the transport service, as it will allow greater fluidity among users.
Integrated Public Transport Network

- Adapting the bus stops to the new system → Improvement of user reception conditions and clarification of the information to be made available

- Revision of the passenger transhipment system → creating conditions for rapid implementation of this operation, not to mention the convenience of users, particularly users with reduced mobility.

- Provide information on the system of road passenger transport (schedules, tariffs, bus time, among others.)

- Improvements in the vehicles at the service of the public transport, since the present fleet finds itself aged.
Due to the orography and size of the Autonomous Region of Madeira, we can only ensure urban and interurban mobility through road transport, both people and goods. This makes road accesses a relevant aspect of internal mobility.

There are still some areas, especially in the north of Madeira, where the road network is weakened, making it difficult for users to be accessible.

Actions to be developed:
• Construction of regional road network infrastructures;
• Construction / Improvement of roads that allow the reinforcement of connectivity between the regional and local network;
• Reinforcement of the program to maintain the infrastructures that integrate the regional road network.
Goal
Optimization of the distribution processes through, essentially, the reduction of the costs associated with the transport chair.

Current situation
There are two logistical platforms, Loginsular and Logislink, located 7km from Funchal and 23km from the Caniçal port.

Future
It is possible to create new business initiatives in this sense, improving the logistic situation of the Autonomous Region of Madeira.
Air transport

Considering that our Region is an island destination, air transport is of central importance in the movement of residents and tourists.

Main goal
That is why we need an airport system capable of responding to the various challenges to increase the region's economic competitiveness.

➢ Incentives to open new air transportation routes;

➢ Incentives for the establishment of partnerships between airport infrastructure managers, airlines and tour operators;

➢ Improvement of passenger comfort conditions at regional airports;

➢ Update and eventual revision of the subsidy model for air travel.
Maritime transport

Three major port infrastructures:

- Port of Funchal
  - Cruise Ship Terminal;
  - Ro-ro ramp;
  - Same cargo movement between Madeira and Porto Santo;
  - Dock for fand unloading fish;

- Port of Caniçal
  - Freight port;
  - Dock shelter for fishing boats and unloading fish;

- Port of Porto Santo
  - Cruise Ship Terminal;
  - Ro-ro ramp;
  - Freight port;

<table>
<thead>
<tr>
<th>MARITIME TRANSPORT</th>
<th>RAM 2016</th>
<th>Variation 2015/16</th>
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<tbody>
<tr>
<td>Container movement (N.º)</td>
<td>62,043</td>
<td>+ 3.9%</td>
</tr>
<tr>
<td>Movement of goods (ton)</td>
<td>1,105,683</td>
<td>+ 4.7%</td>
</tr>
<tr>
<td>Passenger movement (N.º)</td>
<td>628,378</td>
<td>+ 17.4%</td>
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Civitas Destinations
Maritime transport

The inter-island movement (Madeira and Porto Santo) is carried out through Porto Santo Line, a company that owns the Lobo Marinho ferry, a ferry that connects people, goods and automobiles between Madeira and Porto Santo.

There are other port infrastructures that support the movement of goods and people:
- Terminal of Socorridos;
- Terminal of Porto Novo;
- Shelter harbor of Porto Moniz.

There small port infrastructures that support:
- maritime tourism activity;
- Fishing.
Another Goal of the Regional Government is the implementation of a maritime link between the island of Madeira and Portugal mainland, creating an alternative to air transport for the mobility of people and goods.

The tender for the concession of this line was opened, and is currently in the phase of receiving applications, until December.
Madeira MOVE

TUDO MUDA... EU JÁ MUDEI!
The strategy for promotion of electric mobility is assumed as a priority by the Regional Government of Madeira.

Measures:
- the incorporation of electric vehicles in the executive fleet and public companies by 30% in 2020;
- the existence of electric buses in the public transportation service;
- the installation of electric charging points;
- launching of new and more attractive information campaigns and public awareness.

Madeira MOVE campaign toured all the municipalities of the Region and involved the entire population around an experience that we expect to be assimilated in medium and long term.

Focus:
- on the first person;
- on direct interaction and contact with the citizens;
- in examples of those who have already chosen this type of mobility.
This is a collective responsibility and it’s with everyone that we wish to keep working, for:

· Greater use of renewable energy sources for and in transport;
· The progressive reduction of greenhouse gas emissions;
· The creation of healthy living habits;
· Public awareness of the multiple advantages of this type of mobility;
· And, of course, building a better future for all.
Event for younger generation

Funchal_ September 16 and 17

- sensitizing the benefits of electric mobility – they tried electric bicycles;

- road safety- they attend educational lectures and had an experience of road safety, driving an electric bicycle, with the collaboration of the Public Security Police
The young people also had the opportunity to apply the theoretical knowledge, through the accomplishment of a course with electric bicycles.

The youngest, in turn, tested their knowledge on a course with robots, always attentive to road safety.