Horários do Funchal projects
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Welcome to Madeira, a mobility management reference worldwide

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Horários do Funchal in a nutshell

• **Horários do Funchal** is the main regional Public transport Operator for urban and interurban area

- Urban Public transport
  - spreads along a 198 network
  - 62 routes
  - 1,649 bus stops
  - transports 17 million passengers/year
  - fleet of 158 busses

- Interurban Public transport
  - spreads along a 232 network
  - 1,143 bus stops
  - transports 1,2 million passengers/year
  - fleet of 59 busses

• Tourism and rental service
  - fleet of 39 busses
  - transports almost 450,000 passengers/year
General description of Madeira

• **Main attractions**
  o exuberant natural patrimony
  o safety and mild climate
  o tradition of welcoming tourists
  o wide range of activities to engage in nature
  o culture, tradition and history
  o Tourism Entertainment Calendar

• **Number of annual visitors**
  o 1.7 million visitors in 2016

• **Composition of tourists (countries of origin)**
  o Traditional markets: Portugal, United Kingdom, Germany, France, Spain
  o Growing markets: Poland, Russia, Czech Republic, Hungary, Brazil

• **How do tourists arrive in the region?**
  o Total of 1.682.321 visitors in 2016;
  o 1.162.621 by plane and 519.700 by cruise
The **World Travel Awards** is the most prestigious, comprehensive and sought after awards programe in the global travel and tourism industry.

**Madeira won this Tourism Oscar both in 2015 and 2016!**

This work also recognizes how good our transport services and policies are.
Existing problems with mobility of tourists

**Many operators, low coordination**
- Madeira comprises 5 different public transport operators, three of them are private. There is no coordination between schedules and routes of different public transport operators. An interurban reorganization is currently in force.

**Conflict between freight delivery and tourism**
- Particularly challenging is the task of supplying the retail sector in highly touristic areas: tourists demand peacefulness and delivery is often a noisy activity.

**Need to improve soft transport modes**
- Surveys outline that the lack of cycling lanes, street sign improvements and more connections between the airport and the centre of Funchal are key issues visitors dislike while staying in Madeira.

**Traffic problem during major events**
- Lack of traffic enforcement during major events in the Island makes traffic flow chaotic.
Recent experience with concrete projects on mobility

➢ **CIVITAS MIMOSA (2008-2013):** This project promoted the use of more sustainable transport modes.

5 new mini buses to provide service in low-peak hours and in routes with low demand were purchased.

3 hybrid passenger vehicles were tested in HF.

**EcoDriving,** a number of buses have been equipped with state of the art flow meters, capable of providing geo-based information and insights about severe events. This equipment, together with a tutoring scheme, led to a decrease in 9% of sudden turning, 11% of overspeed; 12% of severe breakings; and 13% of sharp accelerations.
Recent experience with concrete projects on mobility

➢ CIVITAS MIMOSA (2008-2013)

Transport of bicycles with racks in selected routes and within specific bus stops. Only 56 bicycles were transported yearly but the service was regarded as positive by the general population.

The Green Line enhanced public transport service along the waterfront area in the West part of Funchal. This measure included the refurbishment of several bus stops and led to less 25% operating costs and emissions from the buses and increased accessibility for mobility-impaired users.
Recent experience with concrete projects on mobility

➢ **CIVITAS MIMOSA (2008-2013)**

**Tourist kit**, which started as an auxiliary measure, soon became a flagship action of MIMOSA. Was considered one of the most transfer-worthy actions of the whole project. Nearly 5,000 tickets sold/yearly, 3 years after MIMOSA has ended.

**Around Madeira by Bus**, was very successfully implemented during the Mobility Week and was transferred to Tallin. As a consequence, it was awarded third place in the EPOMM 2013 award ceremony for best international policy transfer. Several hundreds of participants shown their ability in exploring HF urban network.
Recent experience with concrete projects on mobility

➢ **CIVITAS MIMOSA (2008-2013)**

**Dial&Ride**, was established in a central area of Funchal which is very step and whose streets are narrow. Service on demand was set up in this area where no public transport service was available before the project.

**Park&Ride**, was established with no maintenance costs for the public transport operator. Two new bus connections linking the adherent parks and schools were launched and are nowadays still running.
CIVITAS MIMOSA (2008-2013)

In 2011, Funchal welcomed the CIVITAS FORUM conference which assembled over 400 experts, politicians and practitioners to discuss urban mobility policies.
Recent experience with concrete projects on mobility

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

➢ **Ad Personam (2008-2010)**: Intelligent Energy Europe project that aimed to change mobility habits in medium and small size European cities, making use of tailored-made marketing tools. The project contributed to define a picture of potential local public transport users and allowed to 60 citizens to become new PT customers, accounting for less 8.648 Km with private transport per year, and 1.3 tons/year reduction in CO2.
Recent experience with concrete projects on mobility

- **Bluetooth Wireless Passenger Detection (2009-2013) - European Regional Development Fund (ERDF):** research project seeking to capture on-time O/D Matrix; provide ongoing information by proximity sensing and accurate analysis of travel behaviour.

- **Innovative Mobility in Funchal (2008-2013) - European Regional Development Fund (ERDF):** ERDF funding to support the CIVITAS MIMOSA project.
Recent experience with concrete projects on mobility of tourists

➢ **SEEMORE (Sustainable and Energy Efficient Mobility Options in tourist Regions in Europe) (2010-2015)** – aimed to change the travel behaviour of visitors towards more sustainable modes of transport.

Among the main outputs of the project, one can mention:
- Around Madeira by Bus brochure
- A label to distinguish hotels who are forerunners in mobility policies
- Training programs for tourist staff to learn about mobility services
- Online reliable travel planners

Check here to view the [SEEMORE video](#)
Relevant awards and distinctions

➢ Regio Stars Award

The European Commission awarded the RegioStars award in the category "Integrated Clean Urban Transport" to Horários do Funchal for successfully integrating structural and research funding opportunities. Illustrative videos can be found [here](#) and [here](#)

➢ CIVITAS CITY OF THE YEAR 2013

Funchal really stand out in terms of promotion of sustainable mobility during MIMOSA and the result was this prestigious distinction.
Regional vision

➢ Madeira must be at the forefront of sustainable transportation products and services tailored to tourists needs.

Integration with regional strategy

➢ Madeira has approved in 2016 a strategic plan for all transport modes (air, sea, land) which is PIETRAM and whose stepping stone is the tourism sector. Madeira will use Destinations to implement pilot tests and therefore the project should be regarded as a site-bed for the full-extent implementation of PIETRAM.
DESTINATIONS in MADEIRA

Local Team

- Urban PT Operator
  Site manager
- Local evaluation manager

- Regional government, responsible for tourism and transport affairs
  - Local dissemination manager

- Environment and energy agency
  - WP5 Leader

- Municipality

- Technological partner
Measures that are being implemented

(MAD 2.1) - Sustainable Regional Mobility Plan (SRMP) in touristic regions – SRETC

To guarantee transport integration at different dimensions with a special focus on mobility plans to tourism events and the implementation of mobility “info points”. Horários do Funchal intends to become a leading mobility option for tourists wishing to travel to popular events and festivities.

(MAD 2.2) - Smart metering and user generated content to improve urban mobility planning and services – ARDITI

Improve planning and services for mobility in cities, considering both residents and tourists, using innovative passengers counting schemes and mobility sensors for crowd sourcing. Low cost onboard sensors will help to design O/D matrixes and understand better the travel patterns of passengers.

(MAD 3.1) - Innovative solutions for safe and secure public spaces – CMF

Selection of a pilot-site in Funchal to redesign existing urban architecture, to remove barriers for people with reduced mobility and wheelchair users, as well as to enhance public transport accessibility. At least 40 bus stops are due to be beneficiated.
Measures to implement

(MAD 3.2) - School and foreign students awareness campaign package – AREAM

Implement in 6 schools specific plans to reduce the use of private cars. Dissemination campaigns in 25 schools will also take place. Horários do Funchal is being involved in the accessibility design phase and will participate in interactive and participative forums at schools, which seek to persuade more students to commute by public transportation.

(MAD 4.1) - Promote the uptake of clean vehicles by fleet operators – AREAM

Our company is participating in this integrated measure which combines joint procurement processes, development of information systems to support electric mobility management, monitoring and regulation, as well as other actions.

(MAD 5.1) - Urban Freight solutions – CMF

Goods deliveries contribute largely to urban pollution and thereby reduce the quality of life in the city core. This measure will seek to involve several retailers in a Urban Logistics Plan. Our company is studying ways to help passengers taking their goods together with them.
Measures to implement

(MAD 6.1) - Gamification as a way to induce behavioural change in Mobility – ARDITI

Design and test mobility related behavioural change games. Develop scientific work in this field with PHD and/or post-PHD students; develop interactive bus stop prototypes.

(MAD 6.2) - Green credits: A Business Model for Mobility, Sustainability and Tourism

Implementation of a reward scheme of “Green credit” at regional level to promote sustainable mobility and tourism. The system will involve at least 30 institutional partners/companies.

(MAD 6.3) - Mobility planning for tourism related companies – SRETC

Mobility management strategies and techniques will be applied to the tourist sector focusing on hotels and main touristic attractors. The measure seek to transform the people who contact directly everyday with tourists into ambassadors of sustainable mobility options through a set of on-field training campaigns.
Measures to implement

(MAD 6.4) - Low emission zones and smart parking management – CMF

Development of strategies to restrict road access and boost public transport usage, including: testing the feasibility of bus lanes in current high traffic corridors and bus synchronization with traffic lights.

(MAD 7.1) - Electrical vehicles and clean fuels for public transport and urban fleet – AREAM

This measure comprehends a program to incentive the use of electric/hybrid vehicles among public and private fleets that could fit our local topography characteristics (narrow streets and slopes). Solar kits will also be purchased and installed at buses, as a power supply solution for auxiliary electrical equipment. A test with an electrical bus is schedule to take place in December 2017.

(MAD 7.2) - Attractive public transport

Local partners will use business models and market strategies to change mobility habits in tourism. Implementation of behavioral strategies and stakeholder participation to promote sustainable mobility. An on line ticket selling platform will also be developed in the frame of this measure.
Measures to implement

(MAD 7.3) - Smart PT traveller information service

This measure will collect tourism-related mobility information to support in a more efficient and smart way the accessibility and promotion of Public transport service at regional level. New street kiosks will be purchased and new low-cost street panels will be tested. New mobile applications and a new website for HF are among the main investments of the measure.

(MAD 7.4) - Public Transport open and smart ticketing system

New ticketing systems will be tested (NFC, QR codes or virtual Wallet) in at least 15 buses, in order to check which is more feasible to be further implemented in the whole island.
Thank you for your attention!

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