

## In Brief

The Action Plan for Sustainable Mobility of the Autonomous Region of Madeira (in Portuguese PAMUS RAM, hereinafter referred to as SUMP ARM) provides the Regional Government with an instrument that links the short, medium and long-term action strategy for the development of infrastructure and transport of the ARM, improving accessibility throughout its territory and providing more sustainable mobility and transport to residents and visitors.

In the framework of CIVITAS DESTINATIONS, the Regional Government has the responsibility, under measure MAD 2.1, to develop a Tourism Mobility Plan, to understand the mobility patterns of tourists in the region and define measures to address their mobility needs. This component was integrated into the SUMP ARM.

### For whom is this article intended



This article provides the main results of the SUMP-ARM. It can be used as guide for replication in other regions, with a high tourist demand and with numerous municipalities.

### Structure of the article



This article shares the overview of SUMP ARM, how it was developed and the general objectives for a 10 years period.

## Overview

The SUMP ARM was developed considering a 10-year period (2019 - 2028), which covers two distinct cycles of Community Funding. As such, it is a comprehensive document that identifies investment needs and new projects in different fields, establishes investment priorities, and ultimately, contributes to the programming of the next financing cycle.

The elaboration of the SUMP ARM was concluded with the collaboration of more than 20 entities (from the mobility and tourism sectors), and all the Regional municipalities, namely the executive bodies and the technical teams, that contributed actively during the meetings and provided the necessary data.

The development of the SUMP ARM started in July 2018 and was concluded in April 2019. The final approval was in June 2019, with its formal presentation on 27 June 2019.

The SUMP ARM ensures an integrated and articulated perspective of mobility and transport actions and considers the main problems and opportunities, in addition, it meets the expectations at the regional and municipal levels, by following the best national and international practices for the sector.

The Regional Government involved the local authorities, allowing all to have at their disposal a strategic instrument that will enable the implementation of the various measures integrated into the SUMP ARM, with a possibility to request financial support from the European Regional Development Fund (ERDF), within the program Madeira 14-20.

The definition of the technical requirements for the SUMP ARM, and the monitoring of all the process by the Regional Directorate for Transport and Horários do Funchal is part of CIVITAS DESTINATIONS, measure MAD2.1. The development of the SUMP ARM was awarded to the Portuguese company Figueira de Sousa, co-financed by the ERDF, Madeira 14-20 program.



Figure 1 – Formal presentation of SUMP RAM

## SUMP ARM Strategic Objectives

The Region of Madeira is composed of 10 municipalities in Madeira and 1 municipality in Porto Santo Island, of which only 2 had a SUMP, before the SUMP RAM development. Considering that the remaining 9 small municipalities would have difficulty to develop a SUMP, due to economic and technical constraints, the Regional Directorate for Transport decided to develop an integrated Action Plan, the SUMP ARM.

Hence, the SUMP ARM defines a strategy that will provide detailed guidelines on how to act for the future of mobility focused on involving tourism actors, through the definition of a set of Strategic Objectives as described below:

- Promote transport solutions that foster the competitiveness of the region;
- Promote low-carbon transport solutions through the use of more efficient technologies;
- Promote the use of the public transport system;
- Contribute to more inclusive mobility;
- Implement solutions that offer economically and environmentally sustainable transportation options to tourists;
- Understand the dynamics of tourism mobility between the islands of Madeira and Porto Santo;
- Prepare an action plan for each of the municipalities involved.

## SUMP ARM development structure

The SUMP ARM was developed in 3 phases:

1. Diagnosis and characterization;
2. Definition and evaluation of scenarios, definition of objectives and targets;
3. Proposals for Intervention, Implementation/ Action Program and Investments, and Monitoring Program.

As supportive actions included the development of:

- Surveys by phone about the residents' mobility;
- Tourist inquiries in airport and port;
- Focus Group with stakeholders from tourism and transport sector;
- Online surveys to hotel owners;
- Online surveys to rent-a-cars and bikes companies.

## Diagnosis and characterization

During this phase all the stakeholders were involved, namely municipalities, police authority, public transport operators, hotel owners, taxi service, rent-a-car and bikes companies.

## SUMP ARM General Objectives

The definition of this mobility and transport strategy for the ARM relies on a wider strategic vision based on General Objectives, considering the mobility of residents and tourists. Here are the General Objectives of the SUMP ARM:

- General Objective I - Promote energy-efficient and environmentally friendly transportation solutions.
- General Objective II - Promote a transport system that promotes the competitiveness of the region, territorial cohesion and the preservation of natural resources.
- General Objective III - Promote greater attractiveness of public transport systems and new mobility services.
- General Objective IV - Promote accessibility for all.
- General Objective V - Improve tourists' mobility.

## Action Program

In order to achieve these General Objectives, an Action Plan was defined, with specific measures, defined investment costs and responsible entities (Figure 2).

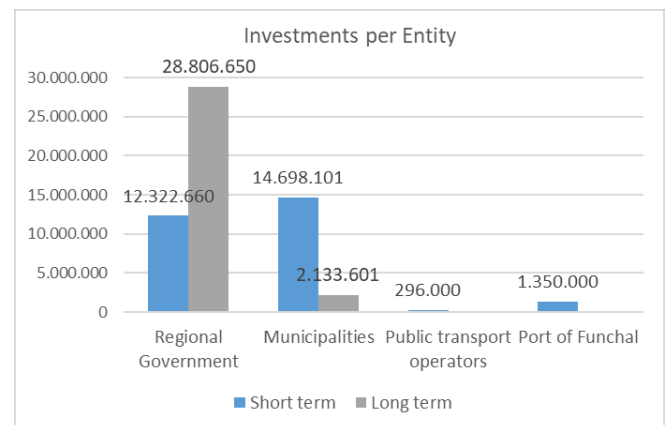


Figure 2 – SUMP RAM investment costs

It is expected that with the implementation of the Action Plan, mobility will be improved. In order to monitor and assure a successful Plan implementation, the main targets for 2028 were defined, as presented below.

Objective	Indicator	Baseline	2028
Modal share of commuting trips	Individual Transport	59%	-9%
	Public transport	25%	+8%
	Walk	14,5%	+4%
	Bike	0,05%	+0,2%

% of population with access to PT	On working days	90%	+4%
	At the weekends	88%	+4%
Increase the cycling network	Km of cycling net.	8km	+125%
Reduce accidents	Nº of accidents with victims	830	-15%
	Number of serious and light injuries	75/901	-20%
	Nº of deaths	7	-15%
Increase nº of vehicles using alternative energy	Nº of light vehicles	250	+300%

Table 1 – SUMP RAM main targets for 2028

## Expected benefits to the population and tourists

After the 10-year implementation, it is expected that the population benefits from the following:

- Better transport solutions that promote the region's competitiveness, territorial cohesion and the preservation of natural resources;
- Additional low-carbon transport solutions through the use of more efficient, energy and environmentally friendly technologies;
- Reduction of CO<sub>2</sub> emissions associated with the transport sector and urban mobility;
- Increased use of the public transport system;
- New mobility services, such as car-sharing;
- More inclusive mobility, focusing on solutions for better access to the most vulnerable groups (universal accessibility), suitable conditions for soft modes (pedestrian and cycling);
- Offering economically and environmentally sustainable transport options to tourists that minimise the negative impact of tourism, making it compatible with the mobility of residents.

The expected main benefits for tourists, that are also benefits for residents, are the following:

- Better access to some tourist points of interest;
- New parkings for tourist buses;
- Better interfaces and bus stops with information in English;
- Dedicated information material for tourist for easier use of public transport indicating routes, schedules and description of the main points of tourist attractions;

- Development and dissemination of pedestrian maps;
- Publication of an Accessible Tourism Guide;
- More and better information at the airport and port terminals.

## Conclusions and future activities

With the SUMP ARM all the municipalities of Madeira Region have at their disposal an Action Plan to improve the mobility system for both, residents and tourists.

The SUMP ARM will work as a support document to upscale the measures to be implemented during the project CIVITAS DESTINATIONS, representing a quick starter to set the main pillars for the regional strategy of integration of local and regional strategy for mobility development.

Under the implementation of measure MAD2.1, the Regional Directorate for Transport will follow up with the development of the study of mobility and traffic conditions for big events.

More information regarding the SUMP RAM can be found on the website of Regional Directorate for Transport: <https://www.madeira.gov.pt/dret/Estrutura/Mobilidade/ct/Read/mid/4064/Informacaoid/50539/UnidadeOrganicaId/17>

### Contacts:

Claudio Mantero, Project Coordinator, HF

Email: [claudiomantero@horariosdofunchal.pt](mailto:claudiomantero@horariosdofunchal.pt)

Andreia Quintal, Project Developer, HF

Email: [andreiaquintal@horariosdofunchal.pt](mailto:andreiaquintal@horariosdofunchal.pt)

Joana Gaudencio, Project Developer, HF

Email: [joanagaudencio@horariosdofunchal.pt](mailto:joanagaudencio@horariosdofunchal.pt)

Cristina Loreto, Regional Directorate for Transport

Email: [cristina.loreto@madeira.gov.pt](mailto:cristina.loreto@madeira.gov.pt)

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