

Increase attractiveness and decrease car-dependency in Santo Tirso



Integrated Action Plan

June 2022



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1. Context and Process

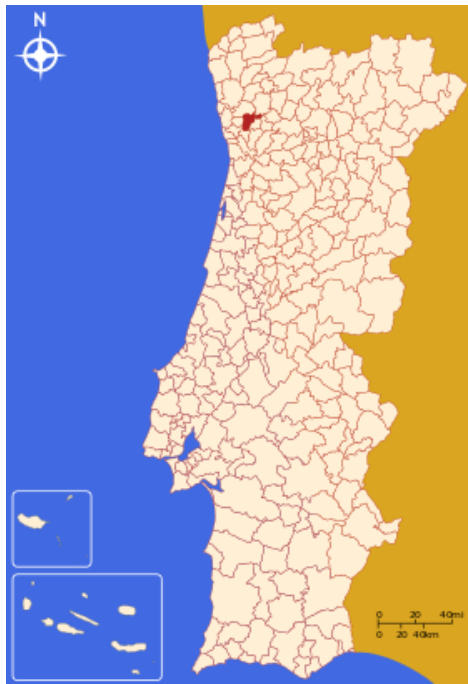
1.1 City Context

Santo Tirso is a mid-size municipality in the Northern part of Portugal. Santo Tirso is also part of the Porto Metropolitan Area. The municipality has more than 67,700 inhabitants, across 14 parishes. It has lost 5% of its population in the last 10 years. In a radius of 50km there are about 2,5 million people living, including Porto and Guimarães, two main cities of the region, equally distanced from Santo Tirso. The city - the parish of Santo Tirso, Couto e Burgães, that is the centre of the municipality, has more than 21,000 inhabitants. There the population density is 1 589 inhabitants/km².

Historical Context: Santo Tirso sits in the valley of the river Ave. This region is where industrialization first happened in Portugal, from 1845, due to the region being densely populated, and rich in water sources. Some of the first textile factories in Portugal were built in Santo Tirso and the surrounding region, and it continued being a very important industrial cluster. There was a period of stagnation in the 1970s-90s but there has been a revival since the 2000s with clusters on textile, clothing and plastics. Due to all the industrial activity, rivers used to be very polluted, and the city turned away from them. But in the last decades there have been efforts to de-pollute rivers, and the municipality has invested a lot in new green areas around its rivers and streams.



Demographics: The population is on average slightly older than in the Porto Metropolitan Area. 10% of the population is younger than 15, and 23% is older than 65.



Geography: Santo Tirso is a hilly city. The historic layout lacks concentration and is built around textile factories. A major proportion of people do not live in the central parish, and are very dependent on car-use for their mobility. Over 50% of the territory is covered by forest.

SANTO TIRSO

POPULATION

- 67,700 inhabitants
- loss of 5% in last 10 years
- Density::
523,6 inhabitants/km² in municipality
1 589 inhabitants/km² in central parish.
- 2,5 million people in a 50km radius (Porto Metropolitan Area, , Guimarães, Braga)
- 10% younger than 15yo
- 23% older than 65yo

CLIMATE

Max. average temperature:
January 9,0 °C , Jul 21°C;
Average precipitation:
Jan 163 mm / Jul 15 mm



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MOBILITY

Between 2001 e 2017:
car use: **44,5% → 76,4%**
walking: **30,8% → 14,1%**
public transit: **20% → 7,5%**
cycling **0,4% (2011) → 0,5% (2017)**

In Porto Metropolitan Area (2017):
car use 67,6%
walking 18,5%
public transit 11%
cycling 0,5%

ECONOMY

Industry 67%
Services 32%
Primary 0,5%

Climate: Avg. max temperature Jan 9,0 °C / 20,1Jul °C; Avg. precipitation Jan 163 mm / Jul 15 mm

Economy: There is a strong reliance on the industrial sector, representing 67% of the gross value added, while Services represent 32%, and the Primary sector represents only 0,5%.

Mobility: In Santo Tirso more than 76% of trips are made by car, while about 7% are done by public transport (bus and train), and about 14% are done on foot. The railway station is about 15min walk from the city centre, and the bus schedule of the bus line that serves the train station is not in sync with the train schedules. However, the municipality started a shuttle service with capacity for 8 people that connects train passengers with the city centre and back.

While the city could be crossed in 15-20minutes, a significant number of people use their cars instead of walking or using other modes of active mobility.

Share of travel modes			
	Santo Tirso (2001)	Santo Tirso (INE 2017)	Porto Metropolitan Area (INE 2017)
Car	44,5%	76,3%	67,6%
On foot	30,8%	14,1%	18,5%
Motorcycle	n/a	0,8%	1,3%
Bus	19,5%	5,8%	8,2%
Train	0,6%	1,6%	2,8%
Bicycle	n/a	0,5%	0,4%
Other	4,6%	0,9%	1,2%

Public transport share in Santo Tirso is only 7,5%, while it is 11,5% in the AMP (Porto Metropolitan Area), and the share of individual motorised transport is 77,1%, while in the AMP it is 69%. In Santo Tirso people spend about 56 minutes traveling per day (AMP - 72 minutes). The average distance of each trip is 10,6km, and the average time of each trip is 19,6 minutes. Trips using public transport take much longer than by car or motorcycle (38 versus 16 minutes), but the average distance is also double for public transport trips (19,6km vs 10,2km). About 83% of trips are within the municipality, and only 17% of trips have origin or destination in other municipalities.

Mobility policies

The municipality has been promoting alternatives to car use. In August 2019, the Municipality of Santo Tirso implemented an unprecedented fully electric bicycle sharing system (PEDALA) with 7 stations and 35 bicycles in the busiest locations in the city to promote bicycling as a means of public transport. The bicycle sharing system reached a strong user base of 1000 users and 4000 trips in about 4 months. Especially stations close to schools and rail and bus stations have been widely used. And by offering an intermodal option has made mobility more practical and economical. In this way, the Municipality of Santo Tirso focuses on the objective of encouraging people to use private means of transport less frequently and to promote environmentally friendly methods of transport. The goal is to expand the system to other cities within the municipality.

Another project has been bringing cycling lessons to primary school students.

1.2 Presentation of the intervention area and key challenges

1.2.1 The intervention area



This project focused on the centre of the municipality, what is usually called the “city” of Santo Tirso. This is the core of Santo Tirso, where most local businesses and services are situated. There are multiple squares and gardens in this area. The city grew along a national road (connecting Porto-Guimarães). This section of the old national road is still the main historic axis of the city and is the key central street which we are focusing on (in red in the picture).

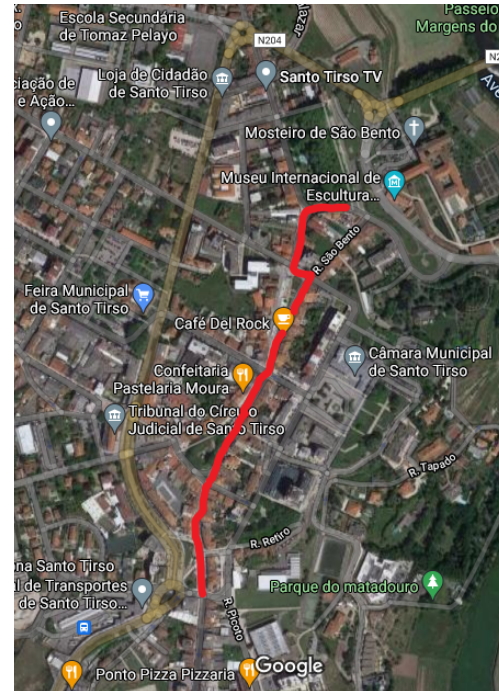
While there are many historical buildings, local businesses, including pastry shops, cafes and restaurants, the centre is a bit empty in the evenings and on weekend afternoons.

The main street starts at Square Coronel Batista Coelho, a square with a decorative garden, and many bars and restaurants, which is crossed by a one-way street, and a parking lane.



The street continues to a crossroads with a perpendicular street that leads to the old market square (now parking square) and local market building. In the other direction it leads to the Town Hall and another large square (25 de Abril) with a view over the hills surrounding the city. Crossing this perpendicular street we pass by the most famous pastry shop in Santo Tirso: Confeitaria Moura. This is where one of the most famous Portuguese pastries was created (jesuítas). Besides Moura there are other cafes, some shoe shops, a jewelry store, and another old shop for textiles, the post office, and a taxi parking zone. There is also another square: Praça Conde São Bento. This square is on a lower level in relation to the street. It has trees around, a decorative garden in the centre, and benches around, where mostly older men sit on their own or in pairs.

The continuation of the street has been turned into a coexistence zone, where sidewalks have been levelled to the same height as the street, and this ends in the square Camilo Castelo Branco. The traffic can still cross this area but it should be limited to a 20km/h speed, while this is not necessarily enforced. Trees and benches have been placed in this square along the street. There are some shops and one restaurant in this area. Parking should be limited to 15min, and only for deliveries or pick-ups, but there is little enforcement.



1.2.2 Summary of key challenges

At the outset of the project the main problem identified was the high car-dependency, with all the associated problems of carbon emissions, air pollution, sedentary lifestyle for adults and children.

From the consultation of the local group these are the main problems that are observed in the centre of Santo Tirso:

PROBLEMS

TRAFFIC

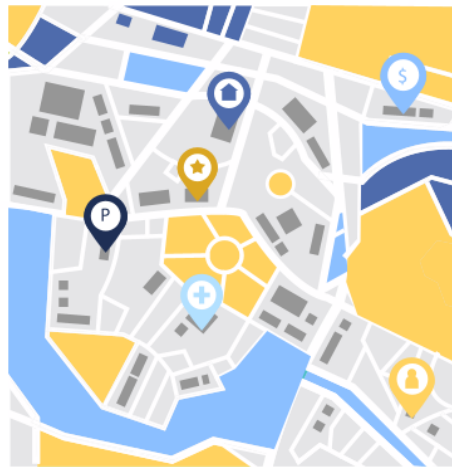
Too many traffic jams and illegal parking

POOR WALKING CONDITIONS

narrow sidewalks, irregular pavement, occupied by parked cars and obstacles

POOR PUBLIC TRANSPORT

Too few connections and low frequency to the rest of the municipality



Template de Slidesgo e Freepik.

LITTLE LIFE

Few people come to the center on weekend afternoons.

POOR ACCESSIBILITY

Poor conditions for people with reduced mobility or disabilities, for elderly, people with strollers, children.

POOR CYCLING CONDITIONS

Lack of cycling paths, 30k/h zones, parking for bicycles.

- **A lot of traffic and illegal parking. Lack of enforcement.**

Often cars park on sidewalks, or in the second row. Traffic speeds are also too high sometimes.



- **Poor conditions of sidewalks (narrow, irregular pavement, occupied by cars and obstacles)**

This is noted by people who walk, by people with limited mobility, and schools.

- **Poor accessibility to people with reduced mobility**

A inclusive city must ensure that it is accessible to everyone.

- **Lack of cycling infrastructure (cycle paths, zones 30, parking)**

Despite some initiatives promoted by the municipality with other partners to teach school children to cycle, and even some events to help them cycle to school, there is almost no cycling infrastructure. The bike lanes are short and disconnected and there are no appropriate bike parking spots in or outside schools, or even spread in the city centre. Those that exist are those where one can leave the front wheel, but they don't seem to be used.

- **Lack of public transport to better connect the centre with the outer parishes.**

This is mostly felt by people living in the outer parishes, particularly older women. It is something that limits access to the centre and to the local businesses. The train station is located at around 20min walking (1,5km) from the city center, but there is no regular bus connection from the train station to the city center. One shuttle van service operates at some schedules, but not all, and can transport only 9 people at a time.

- **Few people are in the centre on the weekend afternoons. The city is not very “alive” in these hours.**

It is recognized that it would be good to organise more activities to draw more people to the centre on weekends.

- **Need of more potential customers for local commerce, particularly on weekends.**

Local businesses feel the need for more customers. They associate it mostly to conditions for parking and time available for parking in the limited parking spots.

In relation to these challenges, our external ULG came up with the **following solutions**:

- **Reducing car traffic in the centre, by taking out space for cars and enlarging sidewalks.**
- **Creating car parking zones around the centre.**
- **Improving conditions for walking**

These solutions are in line with the municipality’s vision. The Sustainable Urban Mobility Plan is under revision, and it includes a vision of 30km/h rule in the city to be achieved by traffic calming measures. There are also plans to compensate for a reduction in car parking in the centre streets with outer parking places to be built.

- **Opening central streets to people weekly or monthly, together with cultural and commercial events on those days, to draw people to the city.**

This was one of the most recurrent ideas, and was chosen as our Small Scale Action (SSA).

- **Improving accessibility to people with reduced mobility (more ramps, and a toilet with accessibility in the bars square).**
- **Increase the awareness and provide training to municipality employees, decision-makers, and to public transport bus drivers, so that they can better perform their job roles taking into account the diversity of the population and their needs, so that public space and transports are accessible to everyone.**

While the municipality has a partial stake in a local association for people with disabilities with whom we have a close relationship, this does not always translate into attention to requirements for inclusive accessibility in terms of urban design.

- **Increase frequency and improve connections of public transport network**

A new tender is being drafted for the public transportation network.

- **Build more cycling infrastructure (lanes and parking)**

There are plans for more cycling routes both to surround the city, but also to connect it to the nearby parishes. However, their implementation is dependent on external funding.

1.3 Focus and Vision

1.3.1 Focus of the Action Plan

“Change always causes resistance, but if it changes for the better, no one will remember the resistance.” - ULG member

In the IAP we want to continue to take the necessary steps to change the paradigm of car-dependent mobility in Santo Tirso, to make it a more inclusive and vibrant city. On one hand, the IAP focuses in continuing and strengthening the ongoing mobility projects of the municipality, and on the other hand, in experimenting with new uses of public space, and finding ways to transition to full inclusion in the public space. The consultations with the ULG actors were consensual as we found that there is, among the people consulted inside and outside the municipality, a strong willingness to improve public space in the centre and its accessibility, promoting more sustainable transportation modes, and organising activities to bring more life to the city centre.

This IAP requires a strong collaboration among different departments of the municipality but also relies on the ongoing collaboration with actors from the external ULG, and more generally, sustained two-way communication with the population.

Participating in this Transnational Action Network has shown us how common our problems are, and has inspired us to take the chance to experiment, and to engage more closely with a diversity of local actors. Examples of temporary openings of streets to people were particularly inspiring.

1.3.2 Vision



VISION

“A city where people laugh and play, and where people use the city and public space in their free time, where they enjoy living.”

“A pedestrianised centre that is fully accessible and safe for everyone: children, people with reduced mobility, users of wheelchairs, elderly, people with baby strollers.”

Template from Slidesgo, Flaticon and Freepik.

This vision built from the ULG consultations is aligned with the city's intentions of taking advantage of the human scale of Santo Tirso. The size of the centre means it can be crossed walking in 15 minutes. We want to redefine the road hierarchy in the city, in order to make walking, and other types of active mobility, the easiest and most promoted. But at the same time to ensure that cars can reach the whole city for specific situations: deliveries, pick-ups, to access private garages, to transport people with limited mobility.

1.4 Description of the planning process

1.4.1 Presentation of the ULG

We have an internal and an external ULG. The Internal ULG is composed by people from almost all the municipality departments, as we realised that many departments can be co-creators of this process, as mobility and public space is related to social inclusion, culture, tourism, environment, planning, mobility, education, and communications.

The External ULG is composed by

- CAID – Cooperative that supports the integration of people with functional diversity.
- Secondary School D. Dinis
- ACIST - Association of Local businesses and industries.
- PSP - Police
- Hotel CIDNAY
- Portuguese Federation of Cycling
- Próxima - company doing activities like cycling lessons for primary school kids
- Associação Rio Natura - association of sports activities
- Red Cross Pre-school

These actors were chosen for representing different interest groups and age-groups.

In addition to these, we also consulted other actors that were suggested by members of the internal ULG. In the phase of identifying problems and solutions in the centre, the thematic group “Elderly and Deficiency” was also consulted, along with another association that serves people with functional diversity. The thematic group “Elderly and Deficiency” is composed of nine elderly people, each one representing one of the nine parishes. We included these actors in the first broader phase, to better understand the problems not only with the city centre, but also in terms of access to the centre.

1.4.2 The planning process

Process of co-creation and participants



In order to draft this plan we conducted participatory sessions with our ULGs. Each actor was consulted about four times, sometimes in group meetings, sometimes in individual calls or meetings.

Date	Theme of meeting	Participants
17/12/2019	Presentation of the project - introduction	Internal and external ULG
01/08/2020	Visit of Urbact partners and lead expert (Chris and Patrizia) - Presentation of the project and of plans for urban intervention	Internal and external ULG
10/03/2021	Problems and Solutions in the center	Internal ULG
07- 15/04/2021	Individual phone calls about Problems and Solutions	External ULG, plus: Thematic group "Elderly and Disability", Casa Acolhimento Sol Nascente (an institution that supports people with disabilities)
21-22 /06/2021	Online Transnational meeting with the Urbact network in Santo Tirso	Thriving Streets network
14/09/2021	Vision, Objectives and Small Scale Action at CAID	CAID
14/09/2021	Vision, Objectives and Small Scale Action at Secondary School D. Dinis.	Director of Secondary School D. Dinis.
17/09/2021	Vision, Objectives and Small Scale Action	Some elements of the external

	at the municipality.	ULG: Portuguese Cycling Federation, Police (PSP), Local cycling business (Próxima), and an Outdoor adventures association(Ass. Rio Natura)
3/11/2021	Vision, Objectives and Small Scale Action at the municipality.	Internal ULG
3/11/2021	Vision, Objectives and Small Scale Action at the municipality.	ACIST
18/11/2021	Vision, Objectives and Small Scale Action at the municipality.	Hotel Cidnay
18/11/2021	Vision, Objectives and Small Scale Action at the municipality.	Infantário Cruz Vermelha
3/2/2022	Presentation and discussion of Integrated Action Plan	Internal ULG
8/2/2022	Presentation and discussion of Integrated Action Plan	External ULG
12/4/2022	1st SSA evaluation meeting	Internal ULG
12/4/2022	1st SSA evaluation meeting	External ULG
7/6/2022	2nd SSA evaluation meeting	Internal ULG
7/6/2022	2nd SSA evaluation meeting	External ULG

The first meetings in 2021 were about identification of problems and solutions. The problems and solutions were collected and aggregated in themes, using Miro.



These were followed by meetings that aimed to discuss a Vision, Objectives and a possible Small Scale Action. In each meeting we presented the results of the previous phase, and when applicable, the input of other partners for the current phase.

For example, for the Vision, Objectives and Small-Scale Action meeting, we approached the theme of vision by showing a short news report about Pontevedra - the city that banned cars from the centre, and asked ULG actors to identify which elements of the Pontevedra case would they like to include in a vision of Santo Tirso, and which elements were not applicable to Santo Tirso. In the same session we presented the summary of the results from the previous phase of identifying problems and solutions for mobility and public life in the centre of Santo Tirso.

The set of actions and objectives of this plan was built from the inputs and ideas of ULG actors throughout the different phases of consultation, and validated with a meeting in December 2021.

The idea for the Small Scale Action (described below) was suggested independently by various actors both from the internal and external ULGs, already at the phase of “problems and solutions”.



1.4.3 Role and impact of transnational learning

The broad scope and number of meetings and learning events served to show how the problems Santo Tirso faces are very common, but also to inspire us with regards to the multiplicity of actions we can take to address these issues.

Transnational meetings showed the particular challenges of the network cities, and the creative ways they were using to address them, and to engage their ULGs. The Antwerp case was interesting, as they were very proactive in starting the physical change in their area, but they realized that it could have been better to do it in another time of the year (not winter) and to further engage with the local businesses and residents before implementing it. We also liked the approach they sought at a later stage, to show a list of street furniture with prices per item, and to offer a sort of budget to the ULG, so that people themselves could discuss and agree concretely in the pieces that would like to have added to the urban space in question.

Particularly, visiting Pontevedra and Ljubljana with experts was an incredible experience, showing what can be achieved when there is political will for change. We were particularly inspired by the examples of “open street” events and of historical centers who became car-free. Learning events and experiences also emphasized the importance of aspects such as data gathering, so as to have clear figures regarding through-traffic (numbers and percentages), time spent driving while looking for parking. But also studies such as those on the perception of shop owners vs reality on the share of clients that reach local shops by car. Figures like these are key for showing the traffic dynamics in the city, and to provide strong arguments for making more space for people in the center.

The visit of network partners to Santo Tirso was also very insightful as they could identify issues less noticeable to us, such as a lack of benches and shadows in the streets.

Besides this, aspects of placemaking and events were also recurring themes. We learned that you can first experiment with “open streets” and see how that works for everyone (residents, shops, visitors), before considering permanent physical changes to the streets. But for these experiments to be successful it seems to be important to schedule some activities, to have a programme that brings people to the open streets. Something mentioned in one of the transnational meetings was the importance of fostering the creation of good memories, as that contributes to a sense of attachment to places.

Something else we learned was the role that can be played by placemaking. Some street furniture that facilitates seating, playing, resting, being alongside greenery (flowers, plants, trees), can be complementary or substitute the organization of a programme of activities, as the furniture itself can foster a wide range of activities from the public and passersby.

We learned a lot by the high-level of commitment of the different cities, their detailed experiences, struggles and achievements, and the peer-reviews we received.

1.4.4 SSA implementation and key learnings

We decided our SSA would be to open the main axis of the city to people on a holiday or weekend, mobilising internal and the external ULG to organise events that could attract people to the city centre and to experience the area as a pedestrian zone, free for more community and commercial activities. This idea was very consensual with the internal and external ULG, as we organised it together with different departments of the municipality (internal ULG) and with members of the external ULG, and other local associations.

We aimed to:

- To attract people to the city centre, to walk along the main street, visit local commerce, and participate in activities organised by local associations on a Saturday.
- Bring more life, enjoyment and conviviality to the centre of Santo Tirso on that Saturday. By organising this event together with local associations this will mobilise people to come and enjoy the city centre.
- Make it easy for people to try e-bikes, and allow space for that.
- Test if we can attract people to the city centre by closing the main axis, and organising some activities there by involving the community, inviting sports associations and schools to use the space.

While the plan was set and even a name for the event was chosen (Viva a Rua - Live the Street), we had to postpone it to spring 2022, due to bad weather forecasts.

The organisation of the SSA has shown us that there is strong willingness from other departments to collaborate, and also from external partners. The programme included dance performances from

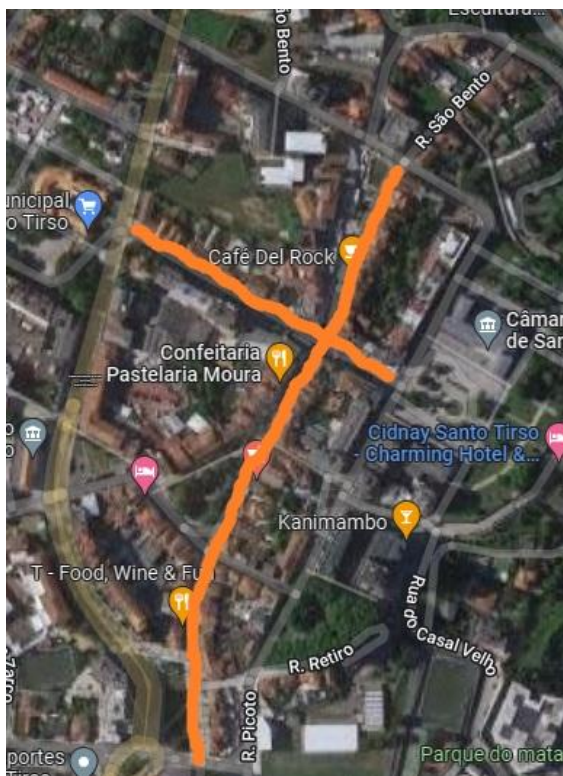
CAID (Cooperative for the Support of Integration of People with Disabilities), from the local Gymnastics Association, an urban street market, traditional games set up by the Scouts group, a theatre play, the possibility to try out e-bikes from the City's shared e-bike system, an exhibition of wooden sculptures spread through various local shops, two spinning classes organised by local fitness clubs, among other activities. In terms of resources, the main cost seems to be the time for organising and coordinating with all the activity promoters, as all activities were organised free of charge.

We were able to test our first edition of our SSA - Viva a Rua on March 26th 2022, and a second edition took place on May 28th 2022.

Viva a Rua - 1st edition

On that day the main axis of the city was closed to traffic between 10 am and 6pm, including the streets: Largo Coronel Baptista Coelho, Rua Sousa Trepa, Praça Conde São Bento, Rua Dr. Joaquim Augusto Pires de Lima, Praça Camilo Castelo Branco, Rua José Luís de Andrade, and Rua Dr. António

Augusto Pires de Lima.



Preparation

One week before the event some signals were placed along these streets informing that no parking would be allowed in the streets from the midnight before the event, until 6pm on the day of the event. A letter to the residents was placed in the postboxes of the residential units in those streets. The local shops were visited and warned about the event and the restriction of traffic on that day.

A flyer was prepared with the programme of the day.



PRAÇA CAMILO CASTELO BRANCO	
10H00 - 18H00	Mercados & Mostras Urbanas - Bazar d'Artes & Ofícios
11H00	Bel' Vinho (degustação - vinho Verde)
16H00	Bel' Vinho (degustação - licor Singeverga + licor de Rosas)
16H00	gema (degustação - produtos da terra)
17H00	Bel' Vinho (degustação - vinho verde)
10H00 - 18H00	situARTE (mostra coletiva)
PRAÇA CONDE SÃO BENITO	
10H00 - 16H00	Experiência de Golfe
10H00 - 18H00	Aprender a andar de bicicleta com a Federação Portuguesa de Ciclismo
16H00 - 18H30	Performance de dança pela CAID
RUA DE JOSÉ LUÍS DE ANDRADE	
10H00 - 18H00	Jogos tradicionais (Agrupamentos de Escuteiros)
LARGO DO CORONEL BAPTISTA COELHO	
10H00 - 18H00	Welcome Santo Tirso
10H00 - 18H00	Experimente uma bicicleta elétrica (PEDALA e bicicletas para crianças)
11H00 - 11H30 e 15H00 - 15H30	Oficina Experimental de Educação Ambiental - Microorganismos Mínimos
10H00 - 16H00	Laboratório H2O - (Bar de águas aromatizadas)
RUA DR. ANTÓNIO AUGUSTO PIRES DE LIMA	
10H00 - 12H00	Spinning (inscrições nos ginásios Breakgym, D'Alma e Corpo e Ginásio Alive)
10H00 - 18H00	Exposição Ruas Vivas pela Europa fora
pelas ruas fora...	
10H00 - 16H00	Distribuição de Água da Rede Pública
15H00 - 16H00	Animação de rua
10H00 - 18H00	Ação de sensibilização ambiental

There were plenty of activities: spinning, trying out a municipal e-bike or children' bikes, learning to cycle, a crafts and food market, art pieces, food tasting, traditional games organized by the Scouts, environmental learning sessions for children organized by the local water company, inflatable bouncy castles for children, a small exhibition of Open streets around Europe with examples other Thriving Streets cities, and a performance by the Cooperative for the Support of People with Disabilities (CAID).











People were still too shy to use the streets for walking, and tended to stick to the sidewalks.

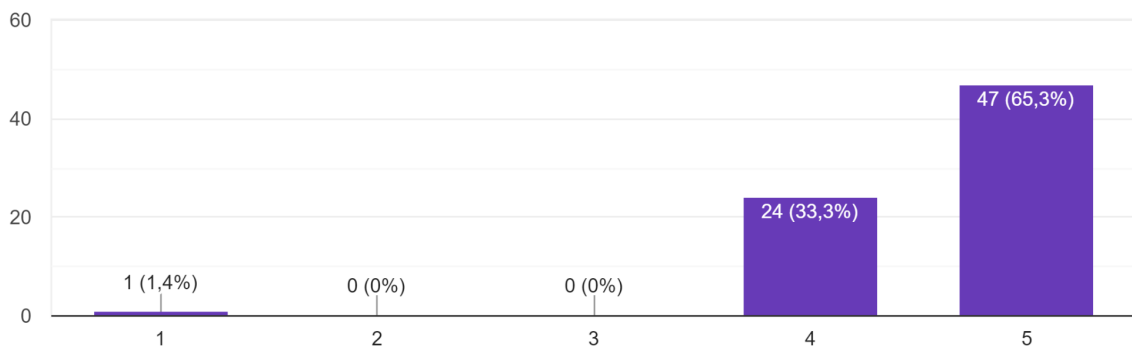
There were two surveys done regarding this day. One by the municipality to the people in the streets on that day, and one by the local business association. On the day itself, the only complaint was from some local business owners whose clients are used to parking directly next to the stores, and ended up not visiting the shops on that day.

Viva a Rua survey - citizens - 1st edition

We collected opinions from 74 people. Most of them were from the parish of Santo Tirso or from the municipality. With some coming from the Greater Porto Metropolitan Area. 31% of the people were surprised by the event, and did not know it was going to happen. 22% heard about it on social networks, and 19% through street posters. When asked how much they liked Viva a Rua, 98,6% evaluated it with a 4 or 5 (on a scale from 1 to 5).

Quanto gostou do Viva a Rua?

72 respostas



To the question: What do you enjoy more? A- The streets being open to people and closed to traffic, or B - The activities on the streets, people could choose one or both options. There was a slightly higher preference for option B (66,7%) over option A (55,6%).

The most enjoyed activities were:

1. Market (58,6%),
2. Traditional games (22,9%),
3. Experimenting e-bike (21,4%),
4. Street food,
5. Learning how to cycle,
6. CAID dance performance.

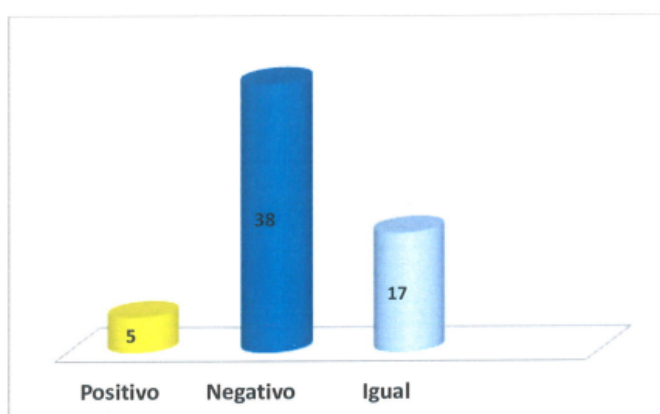
Overwhelmingly people wished that Viva a Rua would occur regularly, with 60% wishing it would happen monthly, and 22% wishing it to happen weekly. 96% of people would like to participate in the next edition.

In terms of suggestions for the next editions, the most consistent was regarding communication. Respondents wished for better communication, done earlier, reaching more people, and indicating that all activities are free of charge. There were some complaints about the volume of the spinning music, and the lack of variety of music across town. People also suggested other types of activities such as dancing classes for children, or fitness classes for seniors.

Viva a Rua survey - local businesses - 1st edition

ACIST was able to collect opinions from 60 local businesses located on the open streets, on the week following the event. 68% said they agreed with the fact that the municipality organized the event. To the question “Did the event have an impact on the number of clients and the volume of sales?”, 63% responded it had a negative impact, 28% said it had no impact, and 8% experienced a positive impact.

2. O evento teve impacto no número de clientes e no volume de vendas?



From anecdotal evidence, the positive or no- impact occurred mostly in cafes and restaurants, while shops such as shoe stores, butcher, fishmonger, jewellery stores, felt a drop in sales.

Evaluation meetings

We had two evaluation meetings after the event, with the internal and the external local group.



In these sessions we presented the results of the survey to the citizens, and we asked about what went well, and what should be improved. Overwhelmingly the impression was positive. The main aspects for improvement for the following two editions were:

- Working closer with local businesses. Invite them to bring part of their shop to the sidewalk, e.g. a sofa for clients to wait outside.
- ACIST said they could organize a day of promotions in local businesses, on the same day as Viva a Rua, and we should communicate it well the next event, as something to draw people to local commerce on that day.
- Improve communication. The municipality did a shy communication about the event. Next time it should be more bold, to attract more people to the city on that day.
- Ideally we should distribute the flyers with the programme to the local shops some days, or a week prior to the event, so that they can tell clients about it.
- After the first edition many people now know what Viva a Rua looks like, and might be more inclined to spread the word and to join with more people next time.
- One street had few attractions and the businesses there felt the decrease in sales. Next time we should organize something there that is more attractive, and draws people to walk along the street.
- It was discussed whether to change the schedule or the day of the event, and it was decided to continue to do it on Saturday the whole day, perhaps extending the finishing hour in the summer.
- Problems hard to solve:
 - Communication department would like to receive all the info about the event one month before, but it is next to impossible to make plans and get confirmations from all partners earlier than 2 or 1 week before the event.
 - Many in the local business community tend to be conservative and find it difficult to engage in new activities, as told by ACIST.

Viva a Rua - 2nd edition

The second edition of Viva a Rua, our 2-step SSA, took place on May 28th 2022, also a Saturday between 10h-18h. Some changes were planned taking into account the feedback from the first edition. There was a sales campaign organized by the Local Business Association, in which 25 shops took part. Commerce was also invited to set up stands outside their shops, so they could use the sidewalks to promote their products. However, only a few businesses used the sidewalks/streets.



In general, the 2nd edition had less people in the streets, partly because of the high temperatures that were felt (above 30C), and because being one of the first summer days many people travelled to the seaside. There were some new activities, with some sports games for children played in the streets.

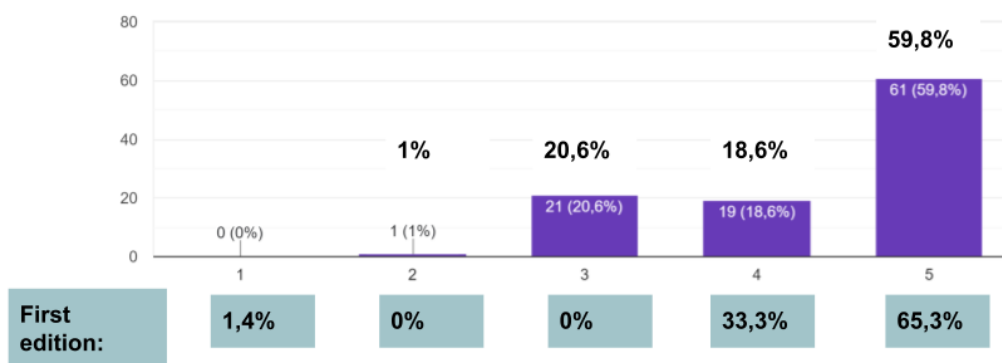




In terms of the evaluation surveys, the impact on businesses was similar to the first edition. As for the citizens, the evaluation was less enthusiastic than in the first edition, but still overwhelmingly positive, with almost 60% of the people evaluating the event with a 5 out of 5.

How much did you enjoy Viva a Rua? (from 1- “didn’t like it” to 5 - “I like it a lot”)

Quanto gostou do Viva a Rua?
102 respostas



2. Action Plan

2.1 Specific objectives and strategy

IAP's OBJECTIVES

1. REDUCE CAR DEPENDENCY

Invest in 30 zones, pedestrian space, parking alternatives, public transport, bike paths and data collection.

2. MORE ACTIVE MOBILITY IN SCHOOL TRIPS (WALKING, CYCLING)

Cycling lessons, cycling "trains", "Hands Up" mobility survey.



Template of Slidesgo and Freepik.

3. INCLUSION AND RIGHT TO THE CITY

Inclusion and Accessibility Plans, trainings for public servants and public transport bus drivers about integration.

4. MORE LIFE IN THE CENTER

"Viva a Rua" (Live/enjoy the street) - regular event opening central axis to people, commerce and associations.

Summary table of specific objectives:

Specific objective	Result Indicator	Baseline value	Target value	Source of information
SO1 - Decrease car dependency	car share	76,3% (2017)	10% decrease (2027)	AMP survey 2017, national statistics, inquiries
SO2 - Increase share of walking, cycling trips to/from schools	percentage of car share in school trips	to be surveyed	To be decided	inquiries
SO3 - Increase accessibility and inclusion in the city	number of elevated sidewalks, number of buildings with ramps	pilot streets	all the central area of the city to become a 30km area	projects implemented, SUMP
SO4 - Attract more visitors to the centre of Santo Tirso	number of tourists per year (Tourist point)	2766 (in 2019)	20% increase (2027)	visits of municipal tourist shop

	nights spent at tourist accommodati on establishmen ts	46,289 (in 2019)		
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2.2 Proposed actions

SUMMARY TABLE OF PROPOSED ACTIONS	
Specific Objective 1	SO1 - Decrease car dependency
Action 1 - Physical redesign of streets of the centre for 30 zones.	
Action 2 - Expanding and promoting e-bike shared scheme v.2.0.	
Action 3 - Revised public transport network.	
Action 4 - Study of % of cars who cross the centre without stopping, and time spent looking for parking.	
Action 5 - Study of % customers who reach shops by car versus shop owners perception.	
Action 6 - C-streets project pilot, to make looking for parking more efficient.	
Action 7 - Revision of SUMP.	
Action 8 - Introducing a private concession for parking management.	
Action 9 - Expansion of charging stations for electric cars.	
Action 10 - Preparation of activities for the 2022 European Mobility Week.	
Specific Objective 2	SO2 - Increase share of walking, cycling trips to/from schools
Action 1 - Bike-to-school regular trips, once every two weeks.	
Action 2 - Extending cycling lessons to more primary schools and to secondary schools.	
Action 3 - Survey student population to find out the share of students' trips to school by different means of transport.	

Specific Objective 3	SO3 - Increase accessibility and inclusion in the city
Action 1 - Training of local officials on using streets as someone with disabilities	
Action 2 - Training of bus drivers to know specific needs of people with disabilities	
Action 3 - Walkshop with different target groups	
Action 4 - Design of Municipal Plan for Equality and Non-Discrimination	
Action 5 - Design of Plan for Accessibilities (identification of physical barriers)	
Specific Objective 4	SO4 - Attract more visitors to the centre of Santo Tirso
Action 1 - Open-street Viva a Rua experiment	
Action 2 - Intervention along rivers Leça and Ave, with trails connecting to neighbouring municipalities	
Action 3 - Opening of new Art centre Alberto Carneiro	

Specific Objective 1	SO1 - Decrease car dependency				
Action 1 - Physical redesign of streets of the center for 30 zones and to promote active mobility					
Description	Infrastructure investments: 1.1 Interventions in central streets, make some areas car-free. 1.2 Creating peripheral parking areas 1.3 Cycling connection from center to train station, linking to Sara Moreira Park and eventually to Verdeal Park 1.4 Bike parking (study of locations and installing) 1.5 Zone 30 - traffic calming interventions in the center				
Objective Make the necessary physical changes to improve accessibility, increasing space for people in the centre, and the conditions necessary for more active mobility.	Impact Increase the number of people visiting the centre.	Stakeholders Internal departments of Mobility and Projects, political decision-makers, external contractors, external funding	Financial resources to be estimated	Funding	Timing 2022-2030

		agencies			
Responsible Projects Department, Mobility Department		Pitfalls inability to access all the funding required, due to lack of funding opportunities		Countermeasures ?	
Action 2 - Expanding and promoting e-bike shared scheme v.2.0.					
Description	Santo Tirso has an e-bike shared system. This has been on halt since 2021 due to the pandemic, and more recently due to technical issues. The bikes were recently replaced by newer models, but there have been problems re-activating the system. Once the system is again running, the idea is to promote it, and to expand it to another neighboring parish - Vila das Aves. Up until now the e-bike stations are only in the central parish of Santo Tirso.				
Objective Re-activate the shared e-bike system in Santo Tirso, and extend it to Vila das Aves (neighboring parish to the center)	Impact Increase the number of people moving by bike. Decreasing the need for car use.	Stakeholders Mobility department, SolTráfego - company responsible for the maintenance of the bike stations; GetGreen company responsible for maintaining the e-bikes	Financial resources	Funding -calls for sustainable or active mobility	Timing 2022-2023
Responsible Mobility Department		Pitfalls Problems with the repairing of the technical problems of the stations, and communication with the company		Countermeasures ?	
Action 3 - Revised public transport network.					
Description	The public transportation network is being updated and revised. A new network is being developed in cooperation with neighboring municipalities.				
Objective	Impact	Stakeholders Mobility department, Porto Metropolitan Area Mobility Team, MoviAVE Mobility Team, neighboring	Financial resources	Funding	Timing 12-2023

		municipalities, public transport operators			
Responsible Mobility division, Porto Metropolitan Area Mobility Team, MoviAve Mobility Team		Pitfalls		Countermeasures	
Action 4 - Study of % of cars who cross the center without stopping, and time spent looking for parking.					
Description	To commission a study on traffic patterns in the city, focusing specifically on: 1) number of cars who cross the city center per day, 2) % of cars who cross the city center without stopping, 3) average number of time looking for parking spot				
Objective To obtain concrete figures regarding the traffic numbers and behavior in the city center.	Impact This information can better show the impact of car-dependency in the city center, and to justify the needed changes in communication. It can also be used as a baseline for future comparison, to better assess the impact of the measures taken in Action 1.	Stakeholders Mobility department, Projects department, External company	Financial resources	Funding	Timing 12-2023
Responsible Mobility department		Pitfalls Difficulties finding company and/or funding to cover this study.		Countermeasures	
Action 5 - Study of % customers who reach shops by car versus shop owners perception.					
Description	To commission a study on the share of travel modes of local shops' customers, versus the perception of shopkeepers of these shares.				
Objective To assess if the common assumption of shopkeepers that their clients arrive overwhelmingly by car stands. To communicate the results to them and	Impact Depends on the results, but it has been assessed in several cities that a significant share of clients do not use their car to reach local shops,	Stakeholders Mobility department, perhaps Tourism department, ACIST (local business association),	Financial resources ?	Funding ?	Timing 12-2023

the general public, showing the importance of foot-traffic for local commerce.	but walk, cycle or use public transport. This could be a strong argument for justifying improving conditions for pedestrians in the central streets.	external company			
Responsible Mobility Division		Pitfalls Difficulties finding company and/or funding to cover this study.		Countermeasures	
Action 6 C-streets project pilot, to make looking for parking more efficient.					
Description					
Objective Sistemas Cooperativos de Transporte Inteligente	Impact	Stakeholders .	Financial resources	Funding Agência Executiv a de Inovação e Redes (INEA)	Timing 12-2023
Responsible Mobility Division		Pitfalls		Countermeasures	
Action 7 - Revision of SUMP.					
Description		The municipal Sustainable Urban Mobility Plan is currently being revised.			
Objective To update the Sustainable Urban Mobility Plan (SUMP), according to a more recent vision for the city.	Impact	Stakeholders Mobility department, Projects department, external consultant	Financial resources	Funding	Timing 12-2022
Responsible Mobility department and Projects department?		Pitfalls The delivery can be delayed		Countermeasures	
Action 8 - Changing parking management.					
Description		Reconsidering the way parking is managed in the city.			
Objective To improve parking management in the	Impact Reducing illegal parking.	Stakeholders Municipality, Mobility	Financial resources	Funding	Timing 12-2022

city, make it more efficient.		Division, ...			
Responsible Mobility division		Pitfalls delays in finding agreement on the changes to make		Countermeasures	
Action 9 - Expansion of charging stations for electric cars					
Description	At the moment there are 3 charging stations for electric cars in public spaces, and they are only available in the central parish. The plan is to install charging stations in other parishes as well.				
Objective Invest in infrastructure for charging electric cars.	Impact To support a shift from internal combustion engines to electric cars. Reducing air pollution in the city.	Stakeholders Mobility Division, external company	Financial resources	Funding	Timing 12-2022
Responsible Mobility Division, external company		Pitfalls		Countermeasures	
Action 10 - Preparing actions for the 2022 European Mobility Week					
Description	Using the opportunity of the European Mobility Week to organize a range of activities promoting sustainable mobility and lively streets.				
Objective To showcase Santo Tirso's sustainable mobility projects, and to involve the wider public.	Impact Make people aware of alternatives to car-use, and to how streets can be used when they are open for people.	Stakeholders Mobility Division, ULG	Financial resources Own	Funding Own	Timing 09 - 2022
Responsible Mobility Division, Public Space Division.		Pitfalls		Countermeasures	
Specific Objective 2	SO2 - Increase share of walking, cycling trips to/from schools				
Action 1 - Bike-to-school regular trips, once every two weeks.					
Description	Part of the project “ Ciclismo vai à escola” (Cycling goes to school), are these “cycle buses” which support trips by bike to school once every two weeks.				
Objective To support the	Impact Increase the share	Stakeholders Education	Financial resources	Funding	Timing

creation of new habits for school trips, by assisting groups of children in cycling to school together.	of cycling in school trips.	department, Schools, ?			12-2022
Responsible		Pitfalls		Countermeasures	
Action 2 - Extending cycling lessons to more primary schools and to secondary schools.					
Description	Part of the project “Ciclismo vai à escola” (Cycling goes to school), are these cycling lessons that take place in several schools of the municipality.				
Objective To ensure that schoolchildren have the opportunity to learn how to cycle; including using the bike and using it in the streets.	Impact To increase the number of children who are able to cycle and to do it safely in the streets.	Stakeholders Education department, National Cycling Federation	Financial resources	Funding	Timing 12-2022
Responsible Education department		Pitfalls		Countermeasures	
Action 3 - “Hands Up” survey of the student population to find out the share of students' trips to school by different means of transport.					
Description	The “Hands Up” Survey (in portuguese “Mãos ao Ar”) is conducted among the student population of the municipality (from 1st to 12th grade), taking inspiration from a similar project in Lisbon and in Scotland. In this project, in a certain week in the year, the student population is surveyed with regards to how they traveled to school on that day. Later, reports are made for the share of different travel modes per school, per parish, per type of school system (private vs public), per school cycle (primary, secondary, ...).				
Objective To build a picture of the share of travel modes for the student population. To get a frame of reference to measure the impact of the policies that are being put in place. To notice if different schools and areas have differing patterns of mobility.	Impact To provide clear data on the share of travel modes of the student population, which relates to aspects of health (fighting children’s obesity), autonomy, and air pollution.	Stakeholders Mobility department, Education department, Schools of the municipality	Financial resources	Funding	Timing 12-2022

Responsible Mobility department		Pitfalls Lack of own human resources to organize this project.		Countermeasures	
Specific Objective 3	SO3 - Increase accessibility and inclusion in the city				
Action 1 - Training of local officials on using streets as someone with disabilities					
Description	Providing training to local officials to make them experience and become aware of the way public space presents limitations for the diversity of the population (people with disabilities, elderly, children , people with strollers).				
Objective To make public officials and decision-makers aware of the difficulties that the public space poses to the diversity of the population.	Impact More attention and awareness of public officials and decision-makers regarding the limitations of public space in the center to be inclusive and safe for the diversity of the population.	Stakeholders Mobility department, CAID, Public transport operators (Transdev, Pacense, ..)	Financial resources	Funding	Timing 12-2022
Responsible Mobility department, CAID		Pitfalls		Countermeasures	
Action 2 - Training of bus drivers to know specific needs of people with disabilities					
Description	Providing training to bus drivers of the local public transport operators, to make them aware of the specific needs of the diverse population of the municipality. In particular, learning about how to best interact with people with different kinds of disabilities.				
Objective To improve the experience of autonomy and safety of people with disabilities as they travel by public transport.	Impact Strengthening the skills of bus drivers with regards to interacting with the diversity of the population.	Stakeholders Mobility department, CAID, Public transport operators (Transdev, Pacense, ..).	Financial resources	Funding	Timing 12-2022
Responsible Mobility department, CAID		Pitfalls		Countermeasures	
Action 3 - Walkshop with different target groups to assess public space in the center					
Description	Walking workshop with a diverse group of people to assess the problems of accessibility in the center.				
Objective	Impact	Stakeholders	Financial	Funding	Timing

To identify problematic situations in terms of public space in the center for people with a diversity of needs. To practice this participatory approach in terms of assessing the inclusivity of public space.	A detailed view on the main obstacles to accessibility in the city center, from the perspective of different types of users.	Mobility department, Health and Wellbeing, Social Action department	resources		12-2022
Responsible Health and Wellbeing department, Mobility department		Pitfalls Lack of human resources necessary to organize.		Countermeasures	
Action 4 - Design of Municipal Plan for Equality and Non-Discrimination					
Description					
Objective	Impact	Stakeholders External team of experts, local group with the participation of Companies and Social Entities, Social Services department	Financial resources	Funding	Timing 12-2022
Responsible Social Services Department		Pitfalls		Countermeasures	
Specific Objective 4		SO4 - Attract more visitors to the center of Santo Tirso			
Action 1 - Open-street Viva a Rua experiment					
Description		Our Small Scale Action, the Viva a Rua, will be an Open Street event, to take place on the last Saturday of the month in March, May and July. On this day the main axis of the old city will be open to people, with several activities being organized by various municipality departments and by external actors.			
Objective To attract people to the center. To experiment with temporary open streets. To engage local actors,	Impact To increase the number of people that come to the city on these Saturdays. To assess people's	Stakeholders Mobility department, Tourism department, Communication, Culture,	Financial resources	Funding	Timing 2022 March, May and July

associations, businesses in organizing activities for the event.	satisfaction with this experiment.	Education, CAID, ACIST, external actors			
Responsible Mobility department		Pitfalls There can be some backlash particularly on Saturday morning, as people are used to drive their cars in those streets.		Countermeasures Communicate clearly about alternatives for parking. Make it that the activities and atmosphere in the open streets compensates for the inconveniences.	
Action 2 - Intervention along rivers Leça and Ave, with trails connecting to neighboring municipalities					
Description					
Objective	Impact	Stakeholders	Financial resources	Funding	Timing 2022
Responsible		Pitfalls		Countermeasures	
Action 3 - Opening of new Art centre Alberto Carneiro					
Description		Promotion of exhibition and activities related to Contemporary Art			
Objective	Impact	Stakeholders Heritage and Museums Division Tourism Service School	Financial resources	Funding	Timing Late 2021 (opening)
Responsible Heritage and Museums Division		Pitfalls		Countermeasures	

2.3 Summary Gantt chart

Actions	2022 (1)	2022 (2)	2023	2024	2025	2026	2027
SO1							

A1							
A2							
A3							
A4							
A5							
A6							
A7							
A8							
A9							
A10							
SO2							
A1							
A2							
A3							
SO3							
A1							
A2							
A3							
A4							
A5							
SO4							
A1							
A2							
A3							

3. Implementation framework

3.1 Framework for the delivery of the IAP

The main investment identified will be executed by the Municipality. The municipality will allocate local funds and will try to secure some European Funding for some of the interventions. Some of the actions will be executed in partnership with members from the Urbact local group and other entities. In these situations we will create a group to co-create the event or the intervention, to coordinate the action taking into account the different roles of different actors.

For example, we will implement Action 2 of SO3 with a local cooperative that supports people with disabilities (CAID). The action consists of training bus drivers to know the specific needs of people with disabilities. While the cooperative CAID is experienced in giving this kind of training, the Mobility division of the municipality will engage the various public transportation companies, in order to reach bus drivers - the target group of the training.

The Municipality, through their Mobility Division but also with the involvement of other services, will accompany the interventions. The division for Strategic Planning and European Funding will track the development of the actions.

3.2 Resourcing and funding

In the actual context Portugal has 2 different European Programs that are starting their eligibility period. The Programme of Recovery and Resilience is expected to make urban transport more sustainable by strengthening public transport management authorities and investing in the extension of the metro networks as well as light rail and bus rapid transit systems in the Lisbon and Porto metropolitan areas and purchasing zero-emission vehicles for the public transport fleet.

The European Union's cohesion policy for the period from 2021 to 2027, in which the North region of Portugal will remain a convergence region, also included investments in smart and sustainable local mobility, including decarbonisation of the local transport sector and its infrastructure.

The Municipality will define, with the help of the revised SUMP, their priorities of investment related to mobility. Also some major investments are already decided, such as the parking spaces concession and review of public transport concessions, the latter with a Metropolitan strategy.

The aim of the IAP is also to aggregate other investments proposed by the local partners that can strengthen the investments proposed by the Municipality creating new dynamics in the life of the City and its inhabitants.

3.3 Monitoring framework

The Municipality, through their Mobility Division but also with the involvement of other services, will accompany the interventions. The municipality departments involved are the following: Education, Tourism, Urban Planning, Environment and Sustainability, Social Services. The Division for Strategic Planning and European Funding will track the development of the actions and will secure the reporting of progress.

Many actions will be implemented through different funding programmes that will be proposed and implemented by different departments of the municipality, and all funding programmes are managed by the Division for Strategic Planning and European Funding. This department is responsible for monitoring the implementation of the different phases of each action.

In terms of reporting, many actions are to be implemented by funding programmes, and in these fundings programmes require their own processes of reporting. Each action implemented through a funding programme will have its own framework of monitoring and evaluation.

3.4 Overview and analysis of risks

Risk assessment table

RISK	PROBABILITY	IMPACT	MITIGATION PLAN
Timing (not accomplishing actions on time)	Medium	Medium	Reschedule events and actions to later in the year.
Financing (unable to do investments due to lack of funding)	Medium	High	Check for alternative funding sources.
Staff (changes of staff at municipality or external partners)	Medium	Medium	Make time to fill in new staff on the project (internal or from external partners)